

# County of Santa Clara

Recycling and Waste Reduction Commission of Santa Clara County  
Recycling and Waste Reduction Division

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## PUBLIC SUBCOMMITTEE MEETING MINUTES November 27, 2018

### ATTENDANCE

Andi Borowski	City of Morgan Hill
Clifton Chew	County of Santa Clara RWRD
Lauren Dickinson	City of Cupertino
Lisa Duba	Gigantic Idea Studio
Karen Gissibl*	City of Sunnyvale
Karin Hickey*	City of Santa Clara
Maija McDonald*	Acterra
Bruce Olszewski*	SJSU
Lisa Rose	County of Santa Clara RWRD
Leslie Stobbe*	City of Milpitas
Ursula Syrova	City of Cupertino
Junko Vroman*	City of San Jose

\*denotes voting member

On phone:  
Lori Topley City of Mountain View

### 1. Call to Order

Karin Hickey called the meeting to order at 9:30 a.m. A quorum of 6 was present. Those present introduced themselves.

### 2. Approval of Minutes

Karen Gissibl motioned approval of the October 23, 2018 minutes with a few small changes. Junko Vroman seconded the motion and was passed unanimously.

### 3. Public Presentations

There were no Public Presentations

### 4. Pub Ed Chair 2019

Karin Hickey said she has learned a lot as Chair and is willing to serve again, but would relinquish her seat if someone else is interested.

**Commissioners:** Susan M. Landry, Chair ~ James R. Griffith, Vice-Chair ~ Mary-Lynne Bernald ~ Lan Diep ~  
Linda J. LeZotte ~ Pat Showalter ~ Rod Sinks ~ Mike Wasserman ~ Kathy Watanabe

## 5. Gigantic Idea Studio – Santa Clara County Reusable Cups Campaign Overview

Lisa Duba said the current campaign is meeting its goals. She then presented the overview for the Reusable Cups Campaign Overview, budget, schedule, etc. Looked at research on source reduction and found that ownership is high but usage is low. Asian Pacific Islanders are most likely to bring their own. Chinese language questions found that many were not aware that they could bring their own cups – opportunity to increase awareness in that community. Forgetting their cup was most influential barrier, then inconvenience followed by lack of awareness. Reducing waste, protects environment were top two benefits for bringing reusable cups.

Messaging Know –

- Reusable cups can be used in various locations
- Using reusables is an easy way to gain environmental points and social points.

Messaging Feel

- Feel good

Messaging Do

- Use the cup

Address “Know” by creating more awareness – specifically within the Chinese community by showing people using reusables and including a positive message for doing so

Digital advertising

Address Remember – use media budget to showcase models using their cups, video showing them putting cup with their keys, using a small window cling to remind them to get their cup or showing someone

Use prompts to help you remember – keychains, vinyl window clings, opt-in text messaging to remind people to bring their prompts – but need a way to get the items out to people. Could direct to website to complete a form or in-person tabling events; would need commitment from group to use these tactics.

Confirmation messaging that recognizes them for remembering their cup.

For tabling – at least one event from each city to table at a local coffee shop in their city.

Campaign would be April 1 – May 15; in-person tends to have a better effect than digital media. More labor intensive than ads, but better results. Can also do a pledge at tabling events. Leslie asked if Gigantic could assist with contacting regional managers for Starbucks and Peets in advance; Lisa said they can try but cannot commit 100% to doing it.

Karin Hickey asked about strategy 1 – awareness and asked if there was a way to do a Facebook or other social media campaign from coffee retailers to advertise that they encourage people to bring their reusable cups. This could be a small sign or window cling.

Leslie Stobbe noted that we know people will bring their own bag if they are charged 10 cents and that they are used to making these behavioral changes. Lisa said it’s also about reminding people to bring their cups.

Bruce Olszewski asked if this was geared just towards coffee or if other beverages can be included (hot and cold). Lisa said for awareness they will show both types of drinks/locations but that due to budget constraints, they cannot do both coffee shops and fast food restaurants.

Karin Hickey asked about the fast food images and if that would be a welcome message for fast food chains.

Leslie Stobbe said her son worked in a few fast food establishments and the disposable items are tracked – to the point that if a customer brings in a reusable, the counter person still has to throw away an empty disposable for the count to match.

Bruce Olszewski asked if there is a social media way to recognize people for using their reusable cup. Lisa Duba said this isn't typically an effective way to reach people, but if tabling at a coffee shop for three hours may be able to ask people to take photos and post them somewhere showing them as reusable champions on the website.

Lisa Duba also said if city staff is available to table at events, they could do one in each city; if Gigantic did it, they could maybe only do five cities. Lori Topley said she likes the idea of tabling. Bruce Olszewski said he may be able to provide students to staff tables and recommended other community colleges as places to hold tabling events. Lauren Dickenson said this also hits the age demographic. Karin Hickey said if we had the materials we could table at coffee shops in later April and then again in the future.

January – general buy-in, approve prompts, how they are distributed online; February budget/schedule and kick off in mid-March through end of April/Earth Day. Send Lisa Rose/Clifton Chew potential coffee shop locations. Lisa Duba asked if everyone is in agreement on target audience (they are) and two-part awareness/tabling events. All were supportive of this. Only enough budget to use for awareness in Chinese (no other languages besides English). Leslie Stobbe asked about print advertising – there is some in the “Remember” part but doesn't reach the demographic we are targeting. She said *Milpitas Post* is still read by many and that she would be happy to place ads herself if Gigantic can provide the artwork in the size she needs.

Karen Gissibl asked about the prompts and feels they work but Ursula Syrova was not comfortable giving away semi-disposable items. She preferred the text option. Ursula suggested setting an alarm on your phone 5 minutes before you leave the house to remind you to remember your cup. Karen asked if they are able to track text messages. Junko said there are a lot of people who use text features through their cities. Ursula said there is an App to remind people to do things that we might want to consider. Ursula will send information to Lisa Duba. She said we can have people opt in for the length of the campaign and then do a mini survey at the end to ask people if they changed their behavior. Would need to guarantee that personal cell information would not be shared. Need messaging for how to carry your cup; backpacks; carabiners, etc. At tabling event, show various types of cups and straps for carrying it more easily. Leslie Stobbe is a proponent of all social media campaign combined with tabling events. She said the most popular post that garnered 6,000 views was ReThink Disposable's ad for using your own cup. She said she is here for both this campaign and the tie-in to SCVURPPP that is being proposed.

## **6. Discussion About Possible Collaboration with SCVURPPP Watershed Education Outreach**

Karin Hickey said that Vishakha Atre asked about collaborating on a possible public education campaign to do litter messaging. Lori Topley asked where the funding would come for that. Karin said it would start with a conversation to learn what others are doing. Karen Gissibl also mentioned potential straw ban. Karin proposed inviting SCVURPPP to discuss further at the January meeting. Bruce

Olszewski said one of the major sources of litter is garbage trucks collecting on garbage day and that there is need for technological design. Maija McDonald said many in Palo Alto have learned not to bag their trash in order to move towards Zero Waste. Karin motioned that we invite SCVURPPP to the February meeting to discuss what everyone is doing for litter prevention. Leslie seconded and the motion passed. Junko said San Jose has a specific group dedicated to litter and watershed watch and she will invite them to the February 26 meeting.

## **7. IC Budget Update**

Karin Hickey said that Lori Topley asked to increase the Pub Ed budget by \$150k and Bill was going to finalize at the Implementation Committee and Lori suggested extending the contract with Gigantic and increasing budget in an amount that would not exceed Board's budget. Lisa said she would be amenable and recommends continuing with source reduction messaging that applies to each city. Bruce Olszewski asked if it makes sense to partner with ReThink Disposable and BayROC and that we should discuss at the next meeting.

## **8. Next Meeting**

It was recommended that we skip the December meeting and meet January 22, 2019. All agreed.

## **9. Informational Items/Roundtable**

Junko Vroman said they will be tabling at Christmas in the Park and want to distribute reusable straws through the Passport; they would like to ask for 200 straws. Lori said she is okay with making an exception; Junko motioned to allow 200 straws for San Jose for Christmas in the Park; Bruce Olszewski seconded the motion and it passed unanimously.

Junko Vroman said they are going to Council on their garbage contract December 4 to extend with three companies and going out to bid for one.

Lauren Dickenson said they are working on audit and doing lid flips; they have four different door hangers and should have good data by January meeting; they are using Recyclist to assist with data collection.

Andi said she has been focusing on mandatory composting ordinance and making sure city buildings have correct containers, education, etc.

Bruce Olszewski said semester ends in a few weeks and looking to see who will be working over the holidays; contemplating minor changes to website and will have new students in the new year. He also asked everyone to give back their city specific information and identify what specifically is trash in all cities.

Leslie Stobbe said she will be retiring in 6 months and is the lead person for outreach for solid waste, waste water, etc. She is looking for an assistant who is a good writer and pay is \$19-\$21 per hour to start.

Karin Hickey thanked everyone for supporting her through her year as Chair.

## **10. Adjournment**

The meeting was adjourned at 11:08 a.m.

NEXT PUB ED MEETING: January 22 2019