

County of Santa Clara

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

1555 Berger Drive, Suite 300
San Jose, California 95112
(408) 282-3180 FAX (408) 280-6479
www.ReduceWaste.org



PUBLIC EDUCATION SUBCOMMITTEE MEETING AGENDA

DATE: Tuesday, September 25, 2018
TIME: 9:30 AM – 11:00 AM
LOCATION: 1553 Berger Drive, 2nd Floor Conference Room
San Jose, CA 95112
Call In: 844-430-6707
Participant Code: 1545313936
Call In Location: Mountain View City Hall, Public Works Department
500 Castro Street, 1st Floor, Mountain View, CA 94039

COMMUTE ALTERNATIVES: The Board of Supervisors encourages the use of commute alternatives including bicycles, carpooling, and hybrid vehicles.

Public transit access is available to and from the Berger Drive Facility, 1555 Berger Drive San Jose, California by VTA bus lines 66. For trip planning information, contact the VTA Customer Service Department at 408-321-2300 Monday through Friday between the hours of 6:00 a.m. to 7:00 p.m., and on Saturday from 7:30 a.m. to 4:00 p.m. Schedule information is also available on the web at www.vta.org.

Bicycle parking racks are available in the front of Buildings 1 and 2.

PARKING: Please park vehicles across the street in visitors parking spaces in front of Building# 1 (1553 Berger Dr.) or Building #2 (1555 Berger Dr.).

(Denotes item on which action may be taken)**

- 1. Call to Order and Introductions****
- 2. Approval of Draft Minutes for the Meeting of August 28, 2018****
- 3. Public Presentations**

(This item is reserved for persons desiring to address the committee on any matter not on this agenda.) For members of the public who wish to address the committee on any item not listed on the agenda this would be the appropriate time. The Chair will call individuals in turn. Speakers are limited to three (3) minutes. The committee is not permitted action or extended discussion of any item not on the agenda except under special circumstances. If committee action is requested, the committee may place the matter on a future agenda. All statements that require a response will be referred to staff for reply in writing.

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

4. Creative Direction for “Gift Giving” campaign**

Option 1 – This holiday season, think outside the box; the best gives don’t come in a box split screen image with messaging and then rotate through a series of gift ideas

Option 2 – Give the Gift of Good Times – “They outgrow the socks, but memories last a lifetime” compare boring gift to an experience

Option 3 – Create Memories, Not Waste. This builds on a campaign from Vancouver and was also used in Palo Alto; can use stock images of doing fun things like zip lining, a concert, etc.

5. Giveaway update**

6. Information Roundtable

7. Adjournment**

Note: Next Meeting Date is October 23, 2018