

# County of Santa Clara

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

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## PUB ED SUBCOMMITTEE MEETING MINUTES September 25, 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
Wendy Hediger*	City of Palo Alto
Karin Hickey*	City of Santa Clara
Allyn McAuley	City of San Jose
Ursula Syrova	City of Cupertino
Junko Vroman*	City of San Jose

\*denotes voting member

### 1. Call to Order

Karin Hickey called the meeting to order at 9:35 a.m. A quorum of 5 was present. Those present introduced themselves.

### 2. Approval of Minutes

The August 28 minutes were not included in the agenda packet and will be approved at the next scheduled meeting.

### 3. Public Presentations

There were no Public Presentations

Item 5 was heard at this time due to logistical constraints.

### 5. Giveaway Update

Clifton Chew said Lisa Rose sent out a link where jurisdictions can sign-up for the prize wheel and the giveaway items.

Karin Hickey, City of Santa Clara, said they used it at their Art and Wine Festival. The most popular item was the straw, which was reserved for the more engaged audience.

Ursula Syrova, City of Cupertino, indicated that the utensils were the most popular at two events: creek clean-up and fall festival.

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

Wendy Hediger, City of Palo Alto, said utensils were also more popular at her events because a lot of people already had re-usable straws.

A question was asked to the group if the giveaways can be used at targeted events (high school outreach project). This will be on the agenda for next month for a formal vote.

#### **4. Update on Gigantic Idea Studio Ad Campaign**

Karin Hickey clarified the options:

- Option 1a: Think Outside of the Box
- Option 1b: Best Gifts Don't Come in a Box [different from agenda]
- Option 2: Give the Gift of Good Times

Lisa Duba recapped that the 'Gift Giving Campaign' is a small subset of the second year's budget for re-usable/source reduction outreach. It will be a digital media buy for approximately \$20K. Look at the two different creative directions: options 1a and 1b are similar with slightly different imagery and language; option 2 is different concept. The website can list different gift ideas. Looking at 20-25 second promotion piece. Target slightly younger audience but expanded the upper range to include individuals with more income.

Lisa presented the three options for subcommittees to review and discuss. After going over each option and examining the pros and cons of specific details in each option, the subcommittee decided to move forward with Option 2 with the phone but using the box from Option 1b and the cause and effect with the tickets and seeing the concert/movie. Start with the box shown so it doesn't appear as a gift card with "Best Gifts Don't Come in a Box" then "Give a Gift of Good Times" with slideshows and then something about "stuff" eventually ending up in landfills but memories last a lifetime and close with more gift ideas and a prompt to go to website (gifts generic category – not specific items).

Campaign to start November 15. Selected the following photos: 1) movie (perhaps find more diversity); 3) water park; 5) zipline; 7) weekend adventure; and 12) restaurant/date. [additional photos can be part of website]

Edits will be reviewed at the next meeting but no style changes (will be available a week before the meeting on the agenda posting). After the next meeting, only minor adjustment will be made.

#### **5. Giveaway Update**

Heard previously

#### **6. Informational Items/Roundtable**

Allyn McAuley had two items: 1) San Jose is working on outreach regarding new bikeways and putting in protective lanes on both the commercial and residential sides and identifying where to place garbage containers on street; and 2) staff is working on pre-game events in San Jose related to the college championship at Levi's stadium.

Karin Gissibl has been working on an outreach campaign flier about keeping recycling clean called the 'Dirty Dozen' for Sunnyvale.

Andi Borowski said Morgan Hill just wrapped up 'Second Chance Week' and got 184 sign-ups for the citywide garage sales; they collected about 40 lbs. of eyeglasses in Morgan Hill because she doesn't have Gilroy's numbers yet.

Karin Hickey had three items for City of Santa Clara: 1) they just had the creek/coastal clean-up at two sites and had 45 volunteers at both of them, collecting 600 lbs. of trash; 2) Art and Wine Festival was already mentioned; and 3) she had an article about 'Recycle Right' campaign placed in *Inside Santa Clara* which resulted in finding out that Recology was not picking up unbound cardboard which they were supposed to collect. They will have monthly meetings with Recology about missed pickups.

Wendy Hediger said Palo Alto is working on a “clean recycling” campaign to get the food chunks and liquid out of recycling carts. They are also drafting an ordinance to ban plastic straws, utensils, and stirrers. Businesses can only provide compostable ones and will be supplied upon request. That is part of a food ware reduction plan phase one and phase two will require reusables for dine-in.

Lauren Dickinson noted that Cupertino is waiting for the final report from Cascadia on their waste characterization study. The main take away is that they still have a long way to go to capture all the food waste, as they are only getting about 23% in compost bin. They found about a 37% contamination rate in the recycling. They had their garage sale last weekend, and had about 220 households registered but overall, the event is trending downward.

Ursula Syrova added that Cupertino also participated in the coastal cleanup with 101 volunteers and collected 200 lbs. of waste.

## **7. Adjournment**

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

NEXT PUB ED MEETING: October 23, 2018