



MEMORANDUM TO: Board of Directors
FROM: Solid Waste Specialist
SUBJECT: February 23, 2011 Public Relations Committee Meeting Minutes
DATE: March 1, 2011

On Wednesday, February 23, 2011 at 2:00 p.m. CVSD Directors Harry Francis and Ralph Johnson met as the Public Relations Committee. General Manager Roland Williams, Solid Waste Coordinator (SWC) Naomi Lue (arrived for item nos. 4-7), and Solid Waste Specialist (SWS) Michelle Jeffery were also in attendance at the meeting.

1. ***[Call to Order]***

The meeting was called to order by Chair Francis at 2:09 p.m.

2. ***[Items from the Public]***

No members of the public were in attendance.

3. ***[Wastewater Outreach Campaign Recommendations]***

Staff presented a document titled "Wastewater Outreach Campaign Recommendations 2011" which outlined the campaign background, requested Committee recommendations, fiscal impact, as well as estimated staff hours and materials/services costs for the twelve campaign tactics recommended by Gigantic Idea Studio (GIS) and four additional tactics recommended by staff. The document noted that a Marketing Intern may be requested with a scope of 500 hours at a cost of approximately \$10,000. The figure, combined with \$19,600 estimated for materials/services cost, gave a total estimated project cost of \$29,600 for 2011/12.

Chair Francis inquired about the funding source for the project. Manager Williams replied that was yet to be determined but the project would most likely be funded by a combination of Administrative and Wastewater funds. Chair Francis stated that he felt the cost seemed high and was concerned with how the public will perceive the expense. Manager Williams noted that the cost is actually quite low when compared to what it may cost to execute with a consultant, estimated to be at least double the cost. He added that the Solid Waste Department has spent about \$200,000 in the past few years on marketing and outreach.

The Committee reviewed the list of tactics and discussed sharpening wastewater messages. The Committee liked the idea of employing various forms of media such as social media, the Pipeline newsletter, and Castro Valley Forum while using www.cvsan.org as a hub for more information. Manager Williams noted that specifications for a wastewater brochure and sub-campaigns will be determined later this year. Community Group Outreach was suggested by staff in lieu of wastewater tours in 2011/12.

Manager Williams stated that CVSan received proposals from two consultants, GIS and EMC Research, for a quantitative survey. EMC Research proposed a phone survey at cost of \$34,250, while GIS proposed a mail survey with a cost range of \$20,128.15 - \$23,324.62.

The Committee agreed that it is important to invest in wastewater marketing and outreach as well as to establish a baseline level of awareness of the District brand and what the agency does prior to implementing the campaign and gave the following direction to staff:

- Proceed with discussions with GIS to develop a modified scope for a mail survey that will include CVSan intern or volunteer assistance to reduce the overall project cost.
- Update SMART objective 2b to reflect a 10% target awareness goal (instead of 25%) and new deadline of June 30, 2012.
- Proceed with plans to implement the campaign as proposed.

4. ***[Cart Migration Program Discussion]***

The Committee reviewed the Memorandum titled “Cart Migration Incentive Program” with staff. SWC Lue highlighted the key points of the memo and noted that bill payers may request a cart change by phone or online and that one cart exchange is allowed per calendar year at no charge. A discussion ensued regarding the conversion of gallons to yards and tons. SWC stated that residences that switch from a 32-gallon cart to a 20-gallon cart will save approximately \$10 per month on their bills in addition to the one-time \$50 incentive payment.

Per Committee request, SWC Lue agreed that the CSR script will clearly explain where the funding source for the cart migration program. It was noted that the dedicated phone line will be set up and publicity will begin the first week of April, however the phone will have a message asking residents to call back or go to the website on or after June 1st to participate in the program.

Manager Williams asked staff to compare 2010 tonnage data to data collected after the start of the program to see if any tonnage reductions are evident. He continued by noting that he did not expect to see any significant tonnage drops, as he expects most swaps will be for right-sizing. SWC Lue agreed to look at the data and added that the program will give residents the confidence to make the switch. She confirmed that 96-gallon recycling and organics carts will be publicized in program outreach.

The Committee thanked SWC Lue for the information and stated that the proposal looked good. She noted that she would make a few updates to the memo and include a final version in the March Board agenda packet.

5. ***[New Board Member Publicity]***

The Committee agreed to the following publicity to inform the public of the new Board member appointment:

- Distribute a press release including new Board Member Dave Sadoff's photo.
- Post at Patch.com.
- Incorporate into the April 11th State of the District.

6. ***[Miscellaneous Comments from Staff and Committee Members]***

- a. Member Johnson asked when staff planned to hire the Marketing Intern. Manager Williams replied that he plans to start the process soon so that an Intern would be in place in June 2011. He confirmed that the posting would be placed at local schools such as Cal State East Bay and UC Berkeley, and that candidates may be pulled from the recent Solid Waste Office Assistant recruitment.

7. ***[Adjournment of Meeting]***

There being no further items Chair Francis adjourned the meeting at 3:55 p.m.