



## 2009/10 Accomplishments and 2010/11 Tasks/Plans

### Strategic Priority Area: Public Education and Outreach

CCCSWA Board Goals	2009/10 Accomplishments	2010/11 Tasks/Plans	2010/11 Budget
<p><b><i>Continue branding of CCCSWA for improved community recognition by developing and/or sustaining consistent messages and other marketing tools</i></b></p>	<ul style="list-style-type: none"> <li>• Completed redesign of CCCSWA website that features fresh look, greater use of photos, graphics and improved organization of information (including “Recycling Wizard”).</li> <li>• Developed enhanced look for <i>Diversions</i> Newsletter that mirrors “look” of website and also relies on improved use of photos, graphics and organization of information.</li> <li>• Continued Lois Courchaine’s newspaper columns focusing on recycling and diversion in the Lamorinda Sun, Walnut Creek Journal, and Rossmoor News.</li> <li>• Collaborated with Walnut Creek Chamber in developing the “Green Minded Walnut Creek” Campaign which includes CCCSWA recognition as a campaign sponsor.</li> <li>• Distributed reusable grocery bags with CCCSWA name and logo.</li> <li>• Recognized by Sustainable Contra Costa as a “Sustainability Champion”.</li> <li>• Recognized by Diablo Magazine for the Food Waste Diversion program.</li> <li>• Collaborated with CCCSD in the pharmaceuticals program. Program collection containers display the CCCSWA name and logo and future promotion pieces will also include CCCSWA as a sponsor agency.</li> <li>• Purchased shirts possessing CCCSWA name/logo for use by staff at special events and outreach meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to update CCCSWA website with new information and preserve new look and greater use of photos and graphics.</li> <li>• Continue work with Gigantic Ideas Studio to maintain a high quality “Diversions” newsletter with current and interesting information supporting our mission and programs.</li> <li>• Continuation of Lois Courchaine’s news columns focusing on recycling and diversion.</li> <li>• Continued collaboration with Walnut Creek Chamber in Green Minded Walnut Creek outreach materials, which will include website and other educational materials.</li> <li>• Will purchase and distribute additional reusable grocery bags of better quality, also displaying CCCSWA name and logo</li> <li>• Continue use of new special events booth format and organization for information distribution.</li> </ul>	<ul style="list-style-type: none"> <li>• “Branding” and marketing staff work covered in salaries</li> <li>• Newsletter development and website improvements budgeted in Ops. budget.</li> <li>• \$7,000 from DIF budget for improved reusable bags.</li> </ul>

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	<ul style="list-style-type: none"> <li>Purchased and used new special events booth backdrops that mimic the look of <i>Diversions</i> and the website.</li> </ul>		
<p><b><i>Develop and implement a fully integrated public education and marketing plan that is cost-effective, mutually supporting, and tailored for specific targeted audiences</i></b></p>	<ul style="list-style-type: none"> <li>Staff worked to integrate the design and function of the new website and updated “<i>Diversions</i>” newsletter. This included a new website with improved design, navigation, and content and newsletter that mirrored the website look and emphasis on interesting, cogent content, photos, and graphics. Staff’s focus is use of both to convey a new, updated identity for the CCCSWA and provide important and interesting information on waste reduction and recycling programs and activities available in our member communities.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to maintain the supportive relationship between the website and newsletter and maintain emphasis on interesting, content, with photos and graphics.</li> <li>Develop a strategic marketing campaign with focus on commercial recycling that will increase participation in existing small business and permit recycling programs. Activities may include advertising, webpage content development, survey, bill inserts, press releases and a post-campaign report.</li> <li>As part of the integrated plan, the CCCSWA will implement a “Bring Your Own Bag” (Reusable Bag) education campaign in response to concerns with plastic bag use. This campaign will be supported by the website and newsletter.</li> </ul>	<ul style="list-style-type: none"> <li>Newsletter and website included in the Gigantic Ideas and MIG contracts within the Ops. budget</li> <li>Strategic marketing-commercial budget \$46,500 from DIF budget.</li> <li>Plastics Reduction/BY OB budget of \$25,500 in DIF budget</li> </ul>
<p><b><i>Create CCCSWA presence at key events in each member community</i></b></p>	<ul style="list-style-type: none"> <li>Developed the CCCSWA Special Events Toolkit to assist event organizers in integrating recycling into their special events and comply with AB 2176 requirements for large event recycling. The toolkit has been distributed to member agency staff for inclusion as part of their event permitting process and information and toolkit copy is also available at the CCCSWA website.</li> </ul>	<ul style="list-style-type: none"> <li>CCCSWA staff will continue to promote use of the events toolkit and make revisions and improvements, as needed. The primary method for the toolkit distribution will continue to be member agency event permitting and information and toolkit copy continue to be available at the CCCSWA website.</li> </ul>	<ul style="list-style-type: none"> <li>Special Events budget \$8,000 from DIF budget.</li> </ul>

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	<ul style="list-style-type: none"> <li>• CCCSWA staff attended and/or assisted the following events during the 2009/10 fiscal year:               <ul style="list-style-type: none"> <li>➤ Walnut Creek Walnut Festival – Sept. 2009</li> <li>➤ Moraga Pear Festival – September 2009</li> <li>➤ Lafayette Art &amp; Wine Festival – Sept. 2009</li> <li>➤ Contra Costa Times Home Composting Workshop – July 2009</li> <li>➤ Danville Farmers’ Market Home Composting Workshop – July 2009</li> </ul> </li> <li>• Staff plans on attending and/or assisting the following special events that are in the upcoming 2009/10 year:               <ul style="list-style-type: none"> <li>➤ Lafayette Earth Day Event – April 2010</li> <li>➤ Contra Costa County Transportation Authority’s Walnut Creek Earth Day Event – April 2010</li> <li>➤ Moraga Community Fair – May 2010</li> <li>➤ Walnut Creek Art &amp; Wine Festival – June 2010</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• CCCSWA will continue to have a presence at key community events, including:               <ul style="list-style-type: none"> <li>➤ Danville Crafts Festival – October 2010</li> <li>➤ Lafayette Art and Wine Festival - September 2010</li> <li>➤ Lafayette Earth Day – April 2011</li> <li>➤ Walnut Creek Art and Wine Festival – June 2011</li> <li>➤ Moraga Community Fair – May 2011</li> <li>➤ Wagner Ranch Nature Festival – April 2011</li> </ul> </li> </ul>	
<p><b><i>Identify new partnership opportunities between CCCSWA and member agencies and build upon existing public education tools and resources used by CCCSWA and member agencies, and coordinate such outreach efforts for the benefit of all member agencies; while maintaining a clearinghouse approach to effective implementation of mutually supporting outreach activities</i></b></p>	<ul style="list-style-type: none"> <li>• The CCCSWA partnered and collaborated with local agencies and organizations to implement regional programs and leverage resources that support public education and promotion of these programs. The CCCSWA partnered with other agencies and organizations in support of the following diversion programs and activities:               <ul style="list-style-type: none"> <li>➤ Central Contra Costa Sanitary District – pharmaceuticals collection program</li> <li>➤ Cities of Danville, Moraga, Orinda and Walnut Creek - pharmaceuticals collection set up and promotion (websites and newsletters)</li> <li>➤ Walnut Creek Chamber of Commerce (Green Minded Walnut Creek Task Force) –</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• The CCCSWA will continue existing partnerships and pursue new opportunities that support public education and promotion of our diversion programs and activities. Partnerships that will continue into FY 2010/11 include:               <ul style="list-style-type: none"> <li>➤ Central Contra Costa Sanitary District – pharmaceuticals collection program</li> <li>➤ Walnut Creek &amp; Lafayette Chamber of Commerce - ongoing waste reduction and recycling information to the business community</li> <li>➤ Contra Costa Green Business</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• No specific funds budgeted; covered in salaries.</li> </ul>

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	<p>ongoing waste reduction and recycling information to the business community</p> <ul style="list-style-type: none"> <li>➤ Lafayette Chamber of Commerce (Lafayette Green) - ongoing waste reduction and recycling information to the business community</li> <li>➤ Contra Costa Green Business Program - ongoing waste reduction and recycling information to the business community</li> <li>➤ Contra Costa Association of Realtors – special events training</li> <li>➤ Cities and Towns of Danville, Lafayette, Moraga, Orinda, Walnut Creek – CCCSWA Special Events Toolkit</li> <li>➤ Cities and Towns of Danville, Lafayette, Moraga, Orinda, Walnut Creek – Work with staff to develop the Model C&amp;D Ordinance and select C&amp;D Diversion Tracking software</li> <li>➤ Ramon Valley Regional Medical Center Foundation – sharps collection</li> <li>➤ John Muir Hospital (Rossmoor Pharmacy) – sharps collection</li> <li>➤ EBMUD – commercial food waste recycling</li> <li>➤ Working with City of Walnut Creek to develop, produce and broadcast a WCTV segment about the Food Scrap Recycling Program</li> </ul>	<p>Program - ongoing waste reduction and recycling information to the business community</p> <ul style="list-style-type: none"> <li>➤ Cities and Towns of Danville, Lafayette, Moraga, Orinda, Walnut Creek – CCCSWA Special Events Toolkit</li> <li>➤ EBMUD – commercial food waste recycling expansion</li> </ul>	
<p><b><i>Develop mechanisms to measure public response to selected outreach, education and marketing activities to help ensure diversion program effectiveness</i></b></p>	<ul style="list-style-type: none"> <li>• Developed a brief, written survey for use at special events to gain feedback on programs and policies. This survey was used at multiple events in 2009.</li> <li>• Interfaced directly with community members at special events and community functions to gain insights about how our programs are serving member communities.</li> </ul>	<ul style="list-style-type: none"> <li>• As part of new website development, a tool was included that will allow recording page visits. This will be used to measure response to program information featured on the website and information offered in Diversions that will guide residents and businesses to the website.</li> </ul>	<ul style="list-style-type: none"> <li>• \$5000 in Ops. budget for website improvements.</li> <li>• Plastics Reduction/BY OB budget of \$25,500 in DIF</li> </ul>

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	<ul style="list-style-type: none"> <li>• Working with EBMUD and AWS, CCCSWA staff developed a procedure where staff members from each entity visited every commercial food waste pilot participant, once each month, to gain feedback and provide assistance. Records of these visits were collected by the CCCSWA and analyzed for response, if required.</li> <li>• Worked closely with member agencies to respond to questions and concerns. Staff also responded to community questions via Board members and city/town councils.</li> <li>• Newsletter articles and Lois Courchaine’s columns have elicited comments, questions from the public, which contribute to staff measurement of sentiment regarding programs.</li> <li>• CCCSWA staff, working with consultant Gary Liss, will conduct stakeholders meeting with local business representatives in late spring 2010 to gain their input on commercial recycling redesign proposals.</li> <li>• Will meet with HOAs, service clubs, and the public at special events in spring 2010 to promote the Walnut Creek Food waste expansion.</li> </ul>	<ul style="list-style-type: none"> <li>• Will continue to respond to member agencies’ staff to field complaints and ensure satisfaction.</li> <li>• Involve stakeholders and community in plastics reduction outreach via surveys, focus groups, meetings and other methods.</li> <li>• Will conduct a “walking audit” in Walnut Creek neighborhoods in late 2010 to observe and measure participation in the new food scrap expansion and get feedback from residents.</li> </ul>	<p>budget.</p> <ul style="list-style-type: none"> <li>• Walking audits as part of food scrap expansion covered in salaries.</li> </ul>
<p><b><i>Evaluate school outreach and make changes as necessary</i></b></p>	<ul style="list-style-type: none"> <li>• Attended schools waste reduction and recycling events to ensure CCCSWA goals and objectives are being met.</li> <li>• Evaluated and provided input on the “4Rs” Schools Newsletter developed by the school program consultant.</li> <li>• School program consultant, TRG Associates, provided periodic updates at CCCSWA staff meetings and received input from staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Will continue to monitor the schools program for effectiveness and make adjustments as necessary to ensure maximum outreach.</li> <li>• Will continue to interface and support with TRG Associates in order to more effectively manage the program.</li> </ul>	<ul style="list-style-type: none"> <li>• Schools program funded in Ops. budget.</li> <li>• \$30,000 from DIF budget allocated to Wastebusters program.</li> </ul>

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	<ul style="list-style-type: none"> <li>• As part of the “Wastebusters” program, 18 schools were certified and recognized fro their waste reduction and recycling activities.</li> <li>• Provided 4 schools with fieldtrips to Pacific Rim Recycling as part of the Wastebusters program.</li> <li>• Recognized 3 school custodians for outstanding waste reduction and recycling efforts.</li> </ul>	<ul style="list-style-type: none"> <li>• Will continue “Wastebusters” program in the 2010/11 fiscal year/school year and recognize school staff and custodians for outstanding efforts.</li> <li>• Using Buena Vista School as a model; will develop a template for expanding the commercial food waste program into local schools.</li> </ul>	<ul style="list-style-type: none"> <li>• School inclusion in commercial food waste supported by \$147,000 from DIF budget.</li> </ul>

