

RHDOG

**CCCSWA COMMERCIAL FOOD WASTE PROGRAM RECOGNITION PROPOSAL
BY RIEZEBOS HOLZBAUR GROUP**

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SCOPE OF WORK

INTRODUCTION

Commercial food waste is the second largest waste stream in Central Contra Costa making up almost 20 percent of waste that CCCSWA collects. CCCSWA's Pilot Commercial Food Waste Program has had tremendous initial success due to the support of local businesses. CCCSWA has tasked RHDG with creating a series of tools that can be used to recognize program participants, and potentially leverage their success to encourage future participation.

AUDIENCE

- Central Contra Cost Commercial Ratepayers
- Central Contra Costa Consumers

DESIRED OUTCOMES

- Increase awareness of the Pilot Commercial Food Waste Program.
- Increase the perceived benefits of participating in the Pilot Commercial Food Waste Program.
- Position participating businesses as preferred green vendors.
- Increase participation in the Pilot Commercial Food Waste Program.
- Increase tons of food waste diverted from the landfill.

MESSAGING

- The Pilot Program diverts commercial food scraps from the landfill and converts them into clean energy.
- With the help of local businesses the goal of the Pilot Program is to divert [insert CCCSWA's reduction goal or estimate in tons] of food waste from the landfill.
- Participating businesses are being recognized by CCCSWA and deserve consumer and community support.
- Businesses that participate in the Pilot Program are supporting a valuable environmental initiative that deserves community recognition.
- Join the many businesses that are already participating in the program.
- Participating in the Pilot Program is good for the environment and saves money. The Pilot Program's collection fees are lower than garbage collection fees.
- Getting started on the Food Scrap Program is easy. CCCSWA staff will work with you to get the system up and running.

PROPOSED INITIATIVES

PROGRAM LOOK AND FEEL

RHDG will develop a look and feel for the Pilot Program that will be implemented across a number of pieces to help the CCCSWA recognize program participants, increase general program awareness, and potentially increase interest in program participation.

DELIVERABLES

- (3) program logo or logotype concepts to client
- Final program logo or logotype file, for optional inclusion on businesses websites and collateral
- Usage guidelines

PROGRAM RECOGNITION MATERIALS

RHDG will draw from the program look and feel to design a suite of recognition materials. These materials will support program messaging and help businesses to gain peer and consumer recognition. They will provide an added benefit to program participation and help to increase the businesses good standing with the public and encouraging the public to patronize businesses that implement environmental practices.

DELIVERABLES

- Window decal design
- Program participation certificate design
- Point of sale table-tent design
- Program table-tent content development (RHDG/CCCSWA)



PROGRAM ADVERTISING

To increase community awareness of the program and business participants, we will draw from the campaign look and feel to develop ads for placement in local publications and websites. The ads will introduce the indicator logo, its significance, and drive website traffic to highlight the actual participants.

DELIVERABLES

- Media identification & buy coordination
- Advertising design and corresponding resizes pending media selection

WEB PAGE

RHDG will work with CCCSWA to design a Pilot Commercial Food Waste Program Recognition webpage that corresponds with the program look and feel. We have identified the following preliminary content for the page:

- Program introduction
- Facts to support the need of the program
- Facts to support success to date
- List of participating businesses and optional links to websites
- Links to latest program news
- Download of business startup kit (if it exists)
- CCCSWA Program Coordinator contact information.

DELIVERABLES

- Webpage design
- Webpage content development (RHDG/CCCSWA)
- Webpage implementation (RHDG/CCCSWA)

RESIDENTIAL NEWSLETTER COLUMN

RHDG suggests creating an ongoing Pilot Program business section of the newsletter that highlights a selected Pilot Program participant or list of new participants. As data becomes available, we also suggest using this column to share waste diversion statistics with residential ratepayers to emphasize the value of both the program and the contributions of its participants.

DELIVERABLES

- Business identification, interview, article development (CCCSWA)

PRESS RELEASES

To increase community awareness of the program, we recommend distributing press releases when newsworthy developments occur to keep this groundbreaking program in the news cycle. Press coverage can be a cost-effective way to gain community and regional recognition for the program and participating businesses.

DELIVERABLES

- Identify opportunities to report program progress as data becomes available and new developments occur. (CCCSWA and as needed RHDG)
- Press release writing (CCCSWA and as needed RHDG)
- Distribution and media outreach (CCCSWA and as needed RHDG)



COMPARABLE CAMPAIGNS

Energy Superheroes



Inspired by a brighter tomorrow.



Honoring Palo Alto businesses taking giant steps to SAVE ENERGY.

The Palo Alto Office Center (PAOC) takes energy seriously at their facility. Today they use 45% less energy to operate the building than when they started their program. In today's dollars, this is a direct savings of \$180,000 per year to their tenants! PAOC recently applied for and became an Energy Star® Certified building with an incredible baseline score of 95 out of 100, is pursuing LEED Gold accreditation, and is a County of Santa Clara Green Certified Business.

A ROUND OF APPLAUSE FOR ANOTHER PALO ALTO BUSINESS ENERGY LEADER!

Palo Alto Office Center, Inc.
525 University Ave

Chris Boreta,
Property Manager

Jim Hudzietz,
Facilities Engineer

Watch for new Business Energy Leaders—as they are discovered in Palo Alto. Contact us if you know a potential company who deserves to be featured or if you would like information about the City of Palo Alto Utilities Energy Efficiency programs.

www.cityofpaloalto.org/utilities
650.329.2241

CITY OF PALO ALTO UTILITIES (CPAU)

Project: Energy Superheroes



CITY OF PALO ALTO, ZERO WASTE PROGRAM

Project: Business Recognition Program Concept



PALO ALTO ZERO WASTE PROGRAM

PARTICIPATING IN

25%

25% WASTE PRODUCED IN THE LAST SIX MONTHS



PALO ALTO ZERO WASTE PROGRAM

PLACE DECAL ON YOUR STORE FRONT WINDOW TO SHOW YOUR PARTICIPATION.

CONGRATULATIONS! You have continued to only produce 25% waste in the last six months and have earned a discounted rate for your utilities. Keep it up and together we can achieve **ZEROWASTE**.

PALO ALTO ZERO WASTE PROGRAM 

0%

LESS THAN 15% WASTE PRODUCED IN THE LAST SIX MONTHS



PALO ALTO ZERO WASTE PROGRAM

PLACE DECAL ON YOUR STORE FRONT WINDOW TO SHOW YOUR PARTICIPATION.

CONGRATULATIONS! You have continued to only produce less than 15% waste in the last six months and have earned a discounted rate for your utilities. Keep it up and together we can achieve **ZEROWASTE**.

WASTE PRO

PARTICIPATING IN

60%

60% WASTE PRODUCED IN THE LAST SIX MONTHS

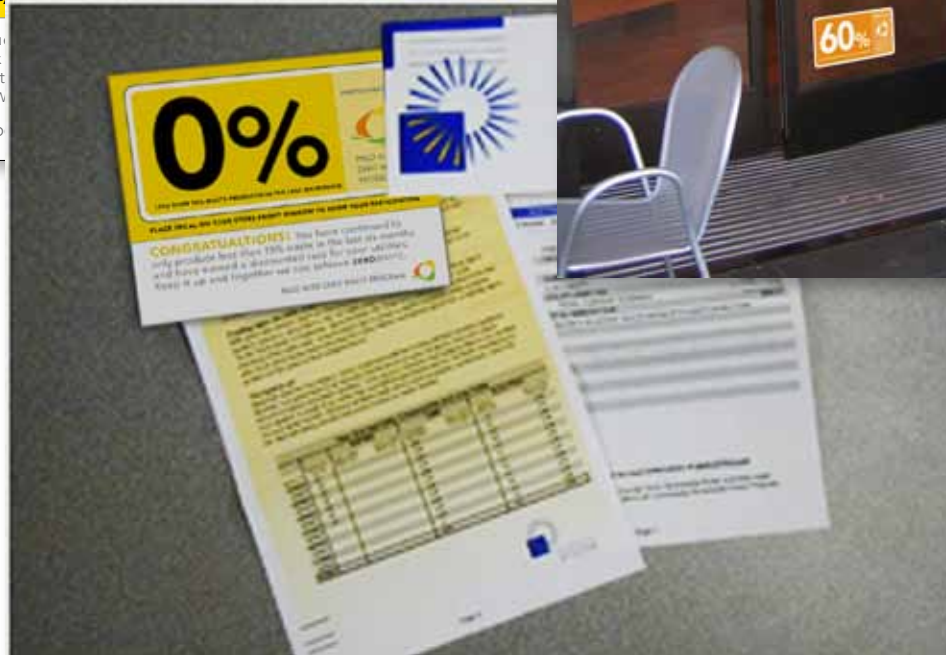


PALO ALTO ZERO WASTE PROGRAM

PLACE DECAL ON YOUR STORE FRONT WINDOW TO SHOW YOUR PARTICIPATION.

CONGRATULATIONS! You have continued to only produce 60% waste in the last six months and have earned a discounted rate for your utilities. Keep it up and together we can achieve **ZEROWASTE**.

PALO ALTO ZERO WASTE PROGRAM 



PROGRAM BUDGET

RIEZEBOS HOLZBAUR GROUP, LLC

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Service	Fee
Program Look and Feel	
Program logo or logotype, Usage guidelines	\$ 3,000
Program Recognition Materials	
Window decal design, Program participation certificate design, Point of sale table-tent design, Program table-tent content development. Production Costs-\$5,000 (300 Window Decals, 2,000 table tents, 300 Certificates)	\$ 12,000
Program Advertising	
Media buy coordination, Advertising design and corresponding resizes pending media selection. Media Buy- \$4,000	\$ 4,000
Web Page	
Webpage design, content development , implementation	See Hourly Rates
Residential Newsletter Column	
Business identification, interview, article development	See Hourly Rates
Press Releases	
Identify opportunities to report program progress, press release writing, distribution and media outreach.	See Hourly Rates
TOTAL	\$ 19,000

Project Team	Hourly Rate
Account Director	\$95
Exec. Creative Director	\$95
Creative Director	\$90
Account Manager	\$75
Project Manager	\$75
Marketing/Comm. Manager	\$75
Marketing/Comm. Coordinator	\$75
Copywriter	\$75
Lead Graphic Designer	\$70
Web/Graphic Designer	\$70
Graphic Designer	\$70
Proofreader	\$55