

RHDOG

BRING YOUR OWN BAG (BYOB_{ag}) CAMPAIGN OUTLINE BY RIEZEBOS HOLZBAUR GROUP

CONTENTS

INTRODUCTION	1
AUDIENCE	2
DESIRED OUTCOMES	3
MESSAGING	4
SCOPE OF WORK	5
PROGRAM BUDGET	13

INTRODUCTION

The use of reusable bags is a gateway behavior that can increase the public's consciousness about waste prevention and diversion. To reduce waste and protect the Bay Area watershed, Central Contra Costa Solid Waste Authority (CCCSWA) has asked RHDG to develop a Bring Your Own Bag (BYOBag) Campaign that focuses primarily on the promotion of reusable bag use with a secondary emphasis on recycling plastic bags.

The message of reusable bag use has become more fervent in the Bay Area with several cities implementing bans on plastic bags in the effort to divert waste and litter from waterways. The BYOBag campaign will help the Central Contra Costa public reexamine their disposable bag habits and consider adopting reusable bags.

AUDIENCE

- Central Contra Costa residents that own reusable bags, but regularly forget to bring them with them when shopping
- Central Contra Costa residents who bring their reusable bags to the grocery store but not to other retail establishments
- Central Contra Costa residents that neither own nor use reusable bags
- Central Contra Costa grocers and retailers that are open to promoting the reusable bags as an alternative to plastic bags

DESIRED OUTCOMES

- Increase awareness of the BYOBag campaign goals
- Increase awareness of the impact of disposable bags
- Increase the appeal of reusable bags
- Increase ease of remembering to bring reusable bags
- Emphasize community, shopper and store benefits of BYOBag
- Increase use of reusable bags
- Decrease use of disposable bags
- Increase recycling of disposable bags

MESSAGING

- Using reusable bags is something you can feel good about. It shows that you care for our community and our environment.
- Bringing reusable bags when you shop is an easy way to reduce waste.
- Reusable bags aren't just for the grocery store, use them whenever you shop.
- Remember your reusable bags. Keep them in your car, at your desk, hang them on the door, or whatever it takes to help you remember to bring them with you.
- If you forget your reusable bags, remember to recycle disposable plastic and paper bags.

SCOPE OF WORK

Campaign Look & Feel

RHDG will use the look and feel of the City of Palo Alto’s “Lonely Bag” campaign for CCCSWA’s BYOBag campaign. We have created a campaign identity to increase both memorability and the tangible benefits of reusable bags to effectively motivate behavioral change. With a behavior as simple as bringing reusable bag, the major barrier behavior adoption is remembering to bring the bags. This memorable campaign identity will help our target audience to not only understand the importance and benefits of reusable bag use, but it will also provide memory cues and incentives to encourage behavior adoption. RHDG will update the “Lonely Bag” campaign creative to incorporate CCCSWA logos and to incorporate additional messaging to help shoppers to remember to recycle disposable bags as well.

DELIVERABLES

- Adapted CCCSWA & BYOBag logo
- Usage guidelines

Advertising

To increase community awareness of the campaign, we will draw from the campaign look and feel to develop ads for placement in local publications and websites. The ads will introduce the BYOBag campaign concept, drive website traffic, and highlight participating stores.

DELIVERABLES

- Media identification & buy coordination, 4 times/year
- Quarterly advertising design and corresponding resizes pending media selection, 4 times/year

“I love going shopping with you.”



Your bag misses you when you leave it behind. Do it a favor and bring it with you every time you shop—at the market, pharmacy, wherever. It doesn't matter how you remember it, as long as you do. You'll be doing your part to help the Palo Alto community achieve its Zero Waste goal.

For tips on how to remember your reusable bag, visit www.cityofpaloalto.org/byobag

Make it a Habit and Grab It.



www.cityofpaloalto.org/zerowaste (650) 496-5910

“You wouldn't leave me all alone in the car, would you?”



Don't forget your reusable bag. Bring it along whenever you shop.

Make It a Habit and Grab It.

www.cityofpaloalto.org/BYOBag



“Dont forget me!”



Make it a Habit and Grab It.



Organization Partnership & Collateral

RHDG will work with CCCSWA staff to partners with other local agencies and organizations to take advantage of existing channels for campaign distribution. Posters, flyers and newsletter articles can be created to leverage cost effective communication channels such as Chamber of Commerce newsletters, neighborhood associations and city email communications.

DELIVERABLES

- Identification of community distribution channels partnership outreach (CCCSWA/RHDG as needed)
- Poster and flyer design
- Template article (RHDG/CCCSWA)
- Collateral distribution (CCCSWA/RHDG as needed)

Store Outreach & Collateral

The goal of store outreach will be to get grocery, pharmacy and retail stores to display BYOBag campaign collateral in an effort to help their shoppers remember to obtain and use reusable bags and recycle disposable bags. RHDG will work with CCCSWA staff to identify an initial list of proposed collateral to offer stores. RHDG will assemble a menu to available collateral to assist with store outreach. Prior to design and production of collateral pieces, RHDG will confer with CCCSWA staff to determine quantities. Preliminary recommendations for store collateral include outdoor cart corral signage, h-frame parking lot signage, entrance decals and posters, point of sale tents or check stand signage. Besides the long term financial benefits of reducing disposable bag use, in exchange for their participation, stores will be acknowledged on the BYOBag webpage and select advertisements as a campaign supporter.

DELIVERABLES

- Store identification and outreach (CCCSWA/RHDG as needed)
- Store collateral menu design
- Store collateral design and production
- Collateral distribution (CCCSWA/RHDG as needed)



BYOBag Reminder Kit

The behavioral equivalent of tying a ribbon around your finger, attractive, well-designed collateral can serve as constant reminders of the BYOBag campaign. RHDG will adapt elements from our existing reminder kit to create a kit ready for distribution by the CCCSWA, partnered organizations, and stores to help remind shoppers bring to their own bags whether they are leaving their homes, cars, or places of employment. In addition to store collateral, we recommend including these kits as an easy way for participating stores to help promote the campaign. Reminder kits may include campaign branded reusable bags, car window reminder decals, fridge magnets, stickers or post-its, as well as minimal packaging for the kits that double as campaign signage.

As many of the grocers in the region are part of larger chains, it may end up being more feasible for them to get corporate or management approval to distribute reminder kits, rather than post campaign signage on their property.

DELIVERABLES

- Reminder kit design and production
- Collateral distribution (CCCSWA/RHDG as needed)

www.cityofpaloalto.org/BYO



Achieving zero waste together

(650) 496-5910

www.cityofpaloalto.org/zerowaste

Individuals with disabilities who require accommodations to access facilities, services or programs, or who would like information on compliance with the Americans with Disabilities Act (ADA) of 1990, contact the City's ADA Coordinator at (650) 329-2550 (voice) or ada@cityofpaloalto.org

♻️ Printed on 100% post-consumer recycled paper, bleached without chlorine.

“I get so lonely without you. This reminder kit can help you remember to bring me along.”



REMINDER KIT

Make it a Habit and Grab It.

www.cityofpaloalto.org/BYOBag

What's in a Reminder Kit?

Handy reminder kits can be given out at counters or checkstands for shoppers to take home. Kits include a decal for your car, sticky notes for wherever, and a shopping list and a magnet for your fridge.

Reminder kits are free for participating Palo Alto retailers and contain the following:



Reminder Kit Holder

Sized at 8.5" x 3", holders contain BYOBag information and all the reminder tools. Tear along the perforation and reuse the colorful artwork as a bookmark or a reminder sign.



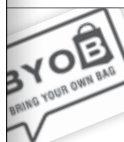
Magnetic Clip

Made of recycled content, use this 1.5" clip to keep your grocery list or coupons on your refrigerator. The kit also comes with a pad of reused paper to help you keep track of what you need at the store.



Window Decal

For a quick reminder, place this 3" static cling on a window in your car, at home, or on almost any other glass surface.



Sticky Notes

These 2" x 3" sticky notes are safe to use on all surfaces. Place them everywhere and anywhere that helps you to BYOBag.



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“Don't leave me behind.”



Youth Outreach & Mobilization

RHDG recommends that CCCSWA work with Cities to leverage existing community contacts with youth organizations, high schools, and community colleges to recruit volunteer green teams that can serve as extensions of the CCCSWA in each respective city. For the BYOBag campaign as well as other initiatives that focus on residential outreach, these volunteer groups can be used to table at events or in front of grocery stores, conduct observational survey research (see below), and provide the grassroots enthusiasm needed to

DELIVERABLES

- Identification of agency and youth contacts to recruit regional green teams (CCCSWA/RHDG)
- Coordination of seasonal grocery store tabling/bag giveaways (CCCSWA/RHDG)
- Identification and scheduling of community events for tabling/bag giveaways (CCCSWA/RHDG)
- Coordination with green teams to staff events (CCCSWA/RHDG)

Web Page

RHDG will work with the CCCSWA to develop a BYOBag webpage that will live on the main CCCSWA website. Corresponding with the campaign look and feel, the BYOB webpage will contain the following preliminary content.

- Program introduction
- Facts to support the need of the program
- List of tips to help shoppers remember their reusable bags and recycle disposable bags
- List of supporting grocers and retailers with optional links to websites
- Download of select store collateral and order contact information

DELIVERABLES

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

Press Releases

To increase community awareness of the program, we recommend distributing press releases during program kickoff, as store partnerships are formed, and as other newsworthy developments occur to highlight waste reduction efforts. Press coverage can be a cost-effective way to increase community awareness.

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)

Annual Bag Surveys

RHDG recommends leveraging green team volunteers or CCCSWA staff to conduct observational baseline surveys to gauge reusable bag use in each Central Costa County city. These surveys can be conducted as part of tabling or bag giveaway efforts at predetermined stores and should be conducted annually to track campaign effectiveness.

DELIVERABLES

- Survey development and instructions
- Data consolidation (CCCSWA/RHDG as needed)

Post-Campaign Report

RHDG will produce a post-campaign report that will measure advertising impressions, program partnerships with organizations and stores, as well as website traffic.

DELIVERABLES

- Post-Campaign Report

PROGRAM BUDGET

Service	Fee
Campaign Look & Feel Adapted CCCSWA & BYOBag Logo	\$ 500
Advertising Media Identification & Buy Coordination, 4 Times/Year Seasonal Advertising Design and Corresponding Resizes Pending Media Selection, 4 Times/Year	\$ *
Organization Partnership & Collateral As-Needed Identification of community distribution channels partnership outreach, Poster and flyer design, Template article, As-Needed Collateral distribution	\$ 3,000
Store Outreach & Collateral As-Needed Store identification and outreach, Store collateral menu design, Store collateral design and production, As-Needed Collateral distribution	\$ 8,100
BYOBag Reminder Kit Reminder kit design and production, As-Needed Collateral distribution	\$ 8,000
Youth Outreach & Mobilization Identification of agency and youth contacts to recruit regional green teams, Coordination of seasonal grocery store tabling/bag giveaways, Identification and scheduling of community events for tabling/bag giveaways, Coordination with green teams to staff events	\$ TBD
Web Page Webpage graphic design, Webpage content development	\$ 3,000
Press Releases As-Needed Identify opportunities to report program progress as data becomes available and new developments occur, As-Needed Press release writing, As-Needed Distribution and media outreach	\$ 900
Annual Bag Surveys Survey development and instructions, As-Needed Data consolidation, Post-Campaign Report	\$ 1,000
TOTAL	\$ 24,500

**To be determined once client goals are established.*