

2017 - 2018 SANTA CLARA COUNTY  
**MED-PROJECT ANNUAL REPORT**

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**Submitted To:** Consumer and Environmental Protection Agency

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## 1. EXECUTIVE SUMMARY

MED-Project LLC (“MED-Project”) operates a Product Stewardship Plan for Unwanted Medicine from Households (“Plan”) in the County of Santa Clara (“Jurisdiction”) under the Safe Drug Disposal Ordinance, County of Santa Clara Ordinance Code, Division B11, Chapter XX (“Ordinance”) and the County of Santa Clara Safe Drug Disposal Regulations (“Regulations”). This 2017 - 2018 Santa Clara County Annual Report (“Report”) describes the activities of MED-Project between October 10, 2017 and October 09, 2018 (the “Reporting Period”) in compliance with Ordinance Section B11-548. MED-Project activated a call center and a website, began Unwanted Medicine collection and Mail-Back Services, and began distributing outreach materials in 2017. All capitalized terms used but not otherwise defined herein shall have their respective meanings set forth in the Ordinance, Regulations, or the approved Plan dated May 19, 2017.

The County of Santa Clara, Consumer and Environmental Protection Agency (“Department”) approved the Plan on July 12, 2017, and approved revisions to the Plan on June 15, 2018. In keeping with the Plan, MED-Project implemented the Program in phases. During 2017, priority was given to establishing Kiosk Drop-Off Sites throughout the Jurisdiction, and performing outreach to eligible pharmacies, hospitals and clinics with on-site pharmacies, and LEAs throughout the Jurisdiction. As a result of these efforts, MED-Project’s Program collected and disposed of Unwanted Medicine (as defined in Plan Section V) from ninety-nine (99) kiosks at ninety-five (95) Kiosk Drop-Off Sites.

Unwanted Medicine kiosks were installed in pharmacies and LEAs that meet all local, state, and federal requirements and that executed agreements with MED-Project. In addition, outreach and educational materials, including signage and/or brochures, were distributed to all participating Kiosk Drop-Off Sites.

As outlined in the approved Plan, the ultimate goal of the Program is to provide County Residents with convenient, safe, and accessible methods to dispose of Unwanted Medicine. MED-Project anticipates a steady increase in Kiosk Drop-Off Sites through 2019 as a result of ongoing outreach and Program activities, especially if there is increased retail chain pharmacy participation in the Program.

MED-Project continues to communicate with Kiosk Drop-Off Site Hosts to distribute outreach materials, review procedures as needed, and improve overall Program design.

MED-Project experienced interruption in service at an approved hazardous waste disposal facility when the hazardous waste disposal facility unexpectedly cancelled disposal appointments. The disposal facility capacity limits were identified as a contributing factor to the destruction appointment cancellation. MED-Project is working to approve additional disposal facilities to provide redundancy in the disposal network.

The following sections of the Report address the specific reporting requirements in Ordinance Section B11-548 and Regulations Section 8. Each section of the Report restates the corresponding Regulations requirement and provides the required information.

## 2. PARTICIPATING PRODUCERS

**Regulations Section 8B.i:** *“Identification of any changes to a Plan Operator’s contact information or its list of participating Producers;”*

See Appendix A; Program Participant List Changes.

## 3. COLLECTION METHOD AND WEIGHT

### 3.1.KIOSKS

**Regulations Section 8B.ii:** *“For each Drop-Off Site: the total weight of Unwanted Covered Drugs collected, the number of times Unwanted Covered Drugs were picked up for transportation per location, and the number of times a secure collection kiosk had to be locked because it reached capacity before its scheduled pickup;”*

See Appendix B; Table 2, Unwanted Medicine Kiosk Collection Data.

A total of twenty-nine thousand three hundred thirty-three (29,333) pounds of Unwanted Medicine was collected via Kiosk Drop-Off Sites.<sup>1</sup>

### 3.2.TAKE-BACK EVENTS

**Regulations Section 8B.iii:** *“For each Take-Back Event: its time, date, and location; how and when it was advertised; the total weight of Unwanted Covered Drugs collected; whether the secure collection kiosk reached capacity before the end of the Take-Back Event; and how the Unwanted Covered Drugs collected at the Take-Back Event were handled prior to disposal;”*

There were no Take-Back Events during the Reporting Period.

### 3.3.UNWANTED MEDICINE MAIL-BACK SERVICES

**Regulations Section 8B.iv:** *“For Mail-Back Services: the number of prepaid and preaddressed mailing envelopes distributed through the toll-free telephone number, through the website, and to each Mail-Back Distribution Site; the number of envelopes returned for disposal, including how many of these contained sharps or iodine-containing medications; and the total weight of Unwanted Covered Drugs collected;”*

- Distributed eighty-eight (88) envelopes to Residents via the website and toll-free number.
- Distributed three thousand eight hundred sixty (3,860) envelopes to one hundred four (104) Mail-Back Package Distribution Locations.
- Approximately, sixty-seven (67) pounds of Unwanted Medicine collected through two hundred seven (207) returned mail-back packages.
- The average weight of returned mail-back package was 0.326 pounds per package.

See Appendix C; Table 3, Unwanted Medicine Mail-Back Package Distribution Locations.

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<sup>1</sup> Appendix B; Table 2 includes a “Rush Services” column. Rush Services generally occur when a Kiosk Drop-Off Site requests an unscheduled pick-up of Unwanted Medicine at a Kiosk Drop-Off Site. It does not necessarily mean that a Kiosk Drop-Off Site was not available to County Residents.

## 4. DISPOSAL AND TRANSPORTER INFORMATION

**Regulations Section 8B.v:** *“The total weight of Unwanted Covered Drugs transported by each Transporter and disposed of by each Disposal Facility;”*

### 4.1. DISPOSAL FACILITY INFORMATION

See Appendix D; Table 4, Unwanted Medicine Disposal Facilities.

### 4.2. TRANSPORTER INFORMATION

See Appendix E; Table 5, Unwanted Medicine Transporters.

## 5. SAFETY AND SECURITY REPORT

**Regulations Section 8.A.v:** *“A clearly marked “Safety and Security Report” provided on a separate page, which must identify any known security or safety incidents at Drop-Off Sites, Take-Back Events, and Mail-Back Distribution Sites, or during transportation or disposal of Unwanted Covered Drugs. For each incident, the Safety and Security Report must describe: what, if any, corrective or other action was taken in response to the incident; whether any law enforcement or regulatory agencies were involved in the incident; and any litigation, arbitrations, or other legal proceedings arising out of, or involving, the incident.”*

See Appendix F; Separate Safety and Security Report.

## 6. EDUCATIONAL EFFORTS AND PUBLIC OUTREACH

**Regulations Section 8.A.iv:** *“A description of the Promotion System and how it has been implemented, including a summary of efforts to achieve the metrics set forth in Section 7;”*

**Regulations Section 7.B:** *“The Promotion System must include a detailed marketing plan with targeted Media run dates to achieve a Combined Target Reach Percent of: 75% at a 3+ Frequency for the duration of one month at least three times per year over the first twelve months of Stewardship Plan operation;”*

### 6.1. OUTREACH

MED-Project provided print, digital, video and television advertisement campaigns; distributed signage and brochures; and provided information on the MED-Project website during the Reporting Period. MED-Project website information and statistics are provided in Appendices G and H, respectively.

MED-Project provided disposal instructions for kiosks and Mail-Back Services offered through the approved Plan. All posters and brochures were available in English, Hindi, Japanese, Korean, Spanish, Tagalog, Traditional Chinese, and Vietnamese. See Appendix I for examples of the brochure and poster, in English. Appendix J provides brochure and poster distribution information.

MED-Project lists Kiosk Drop-Off Sites and Mail-Back Package Distribution Locations on the MED-Project website. See for example, Appendix G. A list of print and digital promotion advertisement activity is provided in Appendix K.

MED-Project used various media platforms to promote the Program including the MED-Project website, a public service announcement video, brochures, social media, newspapers, and email blasts. Detailed information is provided in the list below and Appendices as follows:

The Combined Target Reach Percentage was 91% for the Reporting Period, met through a variety of media channels. MED-Project had activity with a 3+ Frequency, for the duration of one month, three times during the Reporting Period.

Activities with a 3+ Frequency for the duration of one month:

1. Print activity (Mercury News and SF Examiner): 5-week campaign
2. TV broadcast activity (KRON): 6-week campaign
3. Digital Campaign – September 2018 (static and video ads): 4-week campaign

Additional activities performed throughout the Reporting Period:

1. Mercurynews.com digital ad: 2-week campaign
2. Digital Campaign – April (Static and Video ads): 4-week campaign
3. Miscellaneous – social media postings (Facebook, Twitter), email blast activity; brochure distribution

For additional detail, please reference:

See Appendix G; MED-Project Website Pages.

See Appendix H; Website Statistics.

See Appendix I; MED-Project Brochure and Posters.

See Appendix J; Brochure and Poster Distribution.

See Appendix K; Print & Digital Promotion Advertisement Activity.

See Appendix L; Electronic and Media Advertisement Examples.

See Appendix M; Outreach Summary.

## 6.2.PROMOTION MEDIA

**Regulations Section 8.B.vi:** *“For each Medium used in the Promotion System: Target Rating Points and documentation verifying that outreach described by the Promotion System did in fact take place, such as a photograph of a billboard, a copy of a published newspaper advertisement, reports of internet usage, or other appropriate documentation.”*

The Target Rating Points calculations are based on 2010 U.S. Census population data for residents over age of 18 years and the impressions and/or readership totals for each of the media campaigns.

The Target Rating Points for each campaign is provided as follows:

1. Mercury News (March) – 3, 1-week print advertisement campaign: 20%
2. SF Examiner (Feb/March) – 2,1-week print advertisement campaign: 0.2%
3. Mercurynews.com (March) – 14-day digital advertisement campaign: 3%
4. Digital campaign (April) – 4-week campaign: 42%
5. TV Broadcast (Jun-Aug) – 6-wk campaign: 13%
6. Digital campaign (Sept) – 4-week campaign: 77%

### 6.3.PROOF OF MEDIUM

MED-Project offers the following documents as “proof” of promotion system and to support the outreach efforts.

- San Francisco Examiner print advertisement copy (February 25, 2018)
- San Francisco Examiner print advertisement copy (March 3, 2018)
- Mercury News print advertisement copy (March 11, 2018)
- Mercury News print advertisement copy (March 18, 2018)
- Mercury News print advertisement copy (March 24, 2018)
- Creative Digital Agency digital/video advertisement campaign (April 1 to 30, 2018)
- Creative Digital Agency digital/video advertisement campaign (June 19 to August 5, 2018)
- Creative Digital Agency digital/video advertisement campaign (September 1 to 30, 2018)

See Appendix L; Electronic and Media Advertisement Examples.

### 6.4.BIENNIAL SURVEY

Consistent with Ordinance Section B11-547(c), the first biennial survey will be performed by October 9, 2020.

## 7. PROGRAM GOALS

**Regulations Section 8.A.ii:** *“A summary of the Stewardship Plan’s goals and the degree of success in meeting those goals during the reporting period, including a summary of efforts to meet the goals and any difficulties in meeting the goals, and if any goals have not been met, what efforts will be made to achieve the goals in next reporting period.”*

**Regulations Section 8.A.iii:** *“Identification of proposed goals to be accomplished in the next reporting period, and if the proposed goals differ from the original Stewardship Plan goals, an explanation of why the goals have changed.”*

### 7.1.COLLECTION GOALS AND COLLECTOR OUTREACH

MED-Project began contacting potential Kiosk Drop-Off Sites in April 2016. Collection of Unwanted Medicine began in the 4<sup>th</sup> quarter of 2017 at twenty (20) Kiosk Drop-Off Sites. A total of two thousand six hundred forty-seven (2,647) pounds of Unwanted Medicine was collected and disposed of from Kiosk Drop-Off Sites in 2017, and a total of twenty-six thousand six hundred eighty-six pounds (26,686) of Unwanted Medicine was collected and disposed of from Kiosk Drop-Off Sites in 2018. MED-Project satisfied the service convenience goals in Ordinance Section B11-545(b) during the Reporting Period through a combination of established Kiosk Drop-Off Sites and Mail-Back Package Distribution Locations as provided in Appendix N. MED-Project continues to strive to increase the number of Kiosk Drop-Off Sites by, for example, pursuing increased participation by retail chain pharmacies and other eligible sites throughout the Jurisdiction. Additionally, MED-Project issued letters to Retail Pharmacies and law enforcement agencies on April 23, 2016 and to any nonparticipating or new Retail Pharmacies in the Jurisdiction on April 23<sup>rd</sup> of 2017 and 2018. MED-Project anticipates the pounds collected to increase in 2019 with increasing public awareness of the Program. Refer to Sections 3 and 4 of this Report for specific collection information. The toll-free number for the call center is available in English, Hindi, Japanese, Korean, Spanish, Tagalog, Chinese, and Vietnamese.

### 7.2.EDUCATION AND PUBLIC OUTREACH GOALS

To promote the Program during the Reporting Period, MED-Project provided print and digital advertisements, provided information through the MED-Project website, placed broadcast advertisements, and sent email blasts. Additionally, MED-Project distributed materials, including brochures and posters, to Kiosk Drop-Off Sites, Mail-Back Package Distribution Locations, and other stakeholders during the Reporting Period as provided in Appendix J.

In an effort to increase website visits, MED-Project continued outreach during the Reporting Period through social media websites such as Twitter and Facebook. Website statistics and the media Outreach Summary for the baseline Reporting Period are provided in Appendices H and M, respectively. Refer to Section 6 of the Report for additional outreach information.

MED-Project intends to increase public awareness of the Program in 2019 through the production and placement of animation advertisements on digital campaigns, social media, and broadcast media platforms.

## APPENDIX A

### Program Participant List Changes

<b>PARENT COMPANY</b>	<b>COMPANY</b>	<b>ADDRESS</b>	<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>	<b>COUNTRY</b>	<b>Left Program</b>
<b>Actelion Pharmaceuticals US, Inc.</b>	Actelion Pharmaceuticals US, Inc.	5000 Shoreline Court, Suite 200	South San Francisco	CA	94080	United States	09/21/2018
<b>Avadel Pharmaceuticals (USA), Inc.</b>	Avadel Pharmaceuticals (USA), Inc.	16640 Chesterfield Grove Rd Ste 200	Chesterfield	MO	63005-1410	United States	04/11/2018
<b>Cetylite Industries, Inc.</b>	Cetylite Industries, Inc.	9051 River Road	Pennsauken	NJ	08110	United States	12/18/2017
<b>GS Cosmeceutical USA, Inc</b>	GS Cosmeceutical USA, Inc	131 Pullman Street	Livermore	CA	94551	United States	01/31/2018
<b>LNK International, Inc.</b>	LNK International, Inc.	22 Arkay Drive	Hauppauge	NY	11788	United States	02/26/2018
<b>Kowa Pharmaceuticals America, Inc.</b>	Kowa Pharmaceuticals America, Inc.	530 Industrial Park Blvd.	Montgomery	AL	36117	United States	09/13/2018
<b>Fera Pharmaceuticals, LLC</b>	Fera Pharmaceuticals, LLC	134 Birch Hills Road	Locust Valley	NY	11560	United States	09/01/2018
<b>Information not available</b>	InterMune	Information not available	Information not available	Information not available	Information not available	Information not available	10/13/2017
<b>Virtus Pharmaceuticals, LLC</b>	Virtus Pharmaceuticals OpCo II, LLC	2649 Causeway Center Drive	Tampa	FL	33619	United States	10/13/2017
<b>Virtus Pharmaceuticals, LLC</b>	Virtus Pharmaceuticals OpCo II, LLC	2649 Causeway Center Drive	Tampa	FL	33619	United States	10/13/2017
<b>Owen Laboratories, Inc.</b>	Owen Laboratories, Inc.	14501 North Freeway	Fort Worth	TX	76177	United States	02/09/2018
<b>Obagi</b>	Obagi	50 Technology Drive	Irvine	CA	92618	United States	02/09/2018
<b>Confab</b>	Confab	Reg Affs 781 Chestnut Ridge Rd	Morgantown	WV	26505-2772	United States	04/13/2018

<b>PARENT COMPANY</b>	<b>COMPANY</b>	<b>ADDRESS</b>	<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>	<b>COUNTRY</b>	<b>Left Program</b>
<b>Edgemont Pharmaceuticals LLC</b>	Edgemont Pharmaceuticals LLC	1250 South Capital of Texas Hwy Building 3 Ste 400	Austin	TX	78746	United States	06/08/2018
<b>Iroko Pharmaceuticals, LLC</b>	Iroko Pharmaceuticals, LLC	N/A/	N/A	N/A	N/A	United States	06/08/2018
<b>Avanir Pharmaceuticals</b>	Avanir Pharmaceuticals	30 Enterprise Suite 400	Aliso Viejo	CA	92656	United States	08/10/2018
							Joined Program
<b>Johnson &amp; Johnson</b>	Actelion	One Johnson & Johnson Plaza WH-7113	New Brunswick	NJ	08933	United States	10/12/2018
<b>Sebela Pharmaceuticals Inc.</b>	Affordable Pharmaceuticals LLC	645 Hembree Pkwy Suite I	Roswell	GA	30076	United States	10/12/2018
<b>Amneal Pharmaceuticals LLC</b>	Amedra Laboratories LLC	400 Crossing Blvd Third Floor	Bridgewater	NJ	08807	United States	10/12/2018
<b>Duchesnay USA, Inc.</b>	Analog Pharma, Inc.	919 Conestoga Road, Building I Suite 203	Rosemont	PA	19010	United States	10/13/2017
<b>Chiesi USA, Inc. (formerly Cornerstone Therapeutics, Inc.)</b>	Chiesi USA	1255 Crescent Green Drive Suite 600	Cary	NC	27518	United States	02/09/2018
<b>Invagen Pharmaceuticals, Inc.</b>	Cipla USA, Inc.	1560 Sawgrass Corporate Pkwy Ste 130	Sunrise	FL	33323	United States	04/13/2018
<b>Clovis Oncology, Inc.</b>	Clovis Oncology, Inc.	5500 Flatiron Parkway	Boulder	CO	80301	United States	04/24/2018
<b>Eli Lilly and Company</b>	Elanco US Inc.	Lilly Corporate Center	Indianapolis	IN	46285	United States	06/08/2018

<b>PARENT COMPANY</b>	<b>COMPANY</b>	<b>ADDRESS</b>	<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>	<b>COUNTRY</b>	<b>Left Program</b>
<b>Exelixis, Inc.</b>	Exelixis US, LLC	1851 Harbor Bay Parkway	Alameda	CA	94502	United States	02/09/2018
<b>Gilead Sciences, Inc.</b>	Gilead Sciences, Inc.	333 Lakeside Drive	Foster City	CA	94404	United States	02/09/2018
<b>Invagen Pharmaceuticals, Inc.</b>	Invagen Pharmaceuticals, Inc.	1560 Sawgrass Corporate Pkwy Ste 130	Sunrise	FL	33323	United States	03/13/2018
<b>Kyowa Kirin, Inc.</b>	Kyowa Kirin, Inc.	135 Route 202-206 Suite 6	Bedminster	NJ	07921	United States	04/25/2018
<b>Grifols Shared Services North America Inc.</b>	Laboratorios Grifols S.A.	2410 Lillyvale Avenue	Los Angeles	CA	90032	United States	02/09/2018
<b>Duchesnay USA, Inc.</b>	Medunik USA, Inc.	919 Conestoga Road, Building I Suite 203	Rosemont	PA	19010	United States	10/13/2017
<b>Boehringer Ingelheim USA, Inc.</b>	Merial Barceloneta, LLC	900 Ridgebury Road	Ridgefield	CT	06877	United States	06/08/2018
<b>Moberg Pharma North America LLC</b>	Moberg Pharma North America LLC	7 E Frederick Place Suite 100	Cedar Knolls	NJ	07927	United States	07/12/2018
<b>Boehringer Ingelheim USA, Inc.</b>	Newport Laboratories, Inc.	900 Ridgebury Road	Ridgefield	CT	06877	United States	06/08/2018
<b>Alvogen Pharma US, Inc.</b>	Norwich Pharmaceuticals, Inc.	10 Bloomfield Ave	Pine Brook	NJ	07058	United States	10/13/2017
<b>Sun Pharmaceutical Industries, Inc.</b>	Ohm Laboratories Inc.	270 Prospect Plains Road	Cranbury	NJ	08512	United States	10/13/2017
<b>Optinose US, Inc.</b>	Optinose US, Inc.	1020 Stony Hill Road Suite 300	Yardley	PA	19067	United States	02/19/2018
<b>Pharming Healthcare Inc.</b>	Pharming Healthcare Inc.	685 Route 202/206 Suite 202	Bridgewater	NJ	08807	United States	10/10/2017

<b>PARENT COMPANY</b>	<b>COMPANY</b>	<b>ADDRESS</b>	<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>	<b>COUNTRY</b>	<b>Left Program</b>
<b>Sun Pharmaceutical Industries, Inc.</b>	Ranbaxy Laboratories Limited	270 Prospect Plains Road	Cranbury	NJ	08512	United States	10/13/2017
<b>Regeneron Pharmaceuticals, Inc</b>	Regeneron Healthcare Solutions, Inc	777 Old Saw Mill River Rd	Tarrytown	NY	10591	United States	10/13/2017
<b>Roche Holdings</b>	Roche Holdings	1 Dna Way	South San Francisco	CA	94080	United States	06/27/2018
<b>TerSera Therapeutics LLC</b>	TerSera Therapeutics LLC	Two Conway Park, 150 N. Field Drive Suite 195	Lake Forest	IL	60045	United States	06/06/2018
<b>TherapeuticsMD, Inc.</b>	TherapeuticsMD, Inc.	6800 Broken Sound Parkway NW, 3rd Fl	Boca Raton	FL	33487	United States	07/12/2018
<b>Tris Pharma, Inc.</b>	Tris Pharma, Inc.	2033 Route 130	Monmouth Junction	NJ	08852	United States	09/27/2018

*Table 1: Program Participant List Changes*

## APPENDIX B

### Unwanted Medicine Kiosk Collection Data

The locations and total pounds of Unwanted Medicine collected and disposed of from Kiosk Drop-Off Sites in the Jurisdiction during the Reporting Period are provided below. Because the disposal of Unwanted Medicine occurs several days after pick-up at a Kiosk Drop-Off Site, disposal of some Unwanted Medicine collected in September 2018 did get reported until the end of the month and is not reflected in the disposal figure below. Pounds collected are rounded numbers.

District	Site	Address	City	Zip	Total weight	Pick-ups	Rush Services
1	CVS Pharmacy # 09808	470 Blossom Hill Road	San Jose	95123	84	4	0
1	CVS Pharmacy # 09829	5407 Camden Avenue	San Jose	95124	32	4	0
1	CVS Pharmacy # 09982	750 Blossom Hill Road	Los Gatos	95032	46	4	0
1	CVS Pharmacy # 3938	1496 Pollard Road	Los Gatos	95032	21	4	0
1	CVS Pharmacy # 9337	6910 Almaden Expressway	San Jose	95120	43	4	0
1	CVS Pharmacy # 9342	16995 Walnut Grove Drive	Morgan Hill	95037	16	4	0
1	Gilroy Medical Pharmacy	700 West 6 <sup>th</sup> Street	Gilroy	95020	45	3	1
1	Gilroy Police Department	7301 Hanna Street	Gilroy	95020	177	7	0
1	Kaiser Health Plan 1 N PHY 631 Santa Teresa OP Pharmacy	260 International Circle	San Jose	95119	2785	92	0
1	Kaiser Health Plan Main PHY 752	7520 Arroyo Circle	Gilroy	95020	905	35	0
1	Kaiser Permanente Pharmacy - 634 - San Jose OP Pharmacy	250 Hospital Parkway	San Jose	95119	1413	87	0
1	Los Gatos Police Department	15900 Los Gatos Blvd	Los Gatos	95030	99	5	0
1	Medical Pavilion Pharmacy	9460 No Name Uno	Gilroy	95020	165	9	0
1	Morgan Hill Police Department	16200 Vineyard Blvd	Morgan Hill	95037	502	23	0

District	Site	Address	City	Zip	Total weight	Pick-ups	Rush Services
1	<b>Santa Clara Sheriff</b>	80 Highland Avenue	San Martin	95046	46	4	0
1	<b>Sorci Healthcare Pharmacy</b>	15714 Los Gatos Avenue	Los Gatos	95022	590	31	0
1	<b>South Valley Pharmacy Services</b>	7496 Engleberry Street	Gilroy	95020	135	7	0
1	<b>Wellness Pharmacy</b>	14777 Los Gatos Blvd # 101	Los Gatos	95032	477	19	0
2	<b>Alum Rock Pharmacy</b>	1855 Alum Rock Avenue	San Jose	95116	189	8	0
2	<b>Creekside Pharmacy</b>	1863 Alum Rock Avenue	San Jose	95116	65	4	0
2	<b>CVS Pharmacy #09395</b>	525 W Capitol Expressway	San Jose	95136	26	4	0
2	<b>CVS Pharmacy #09810</b>	1685 Tully Road	San Jose	95122	10	2	0
2	<b>CVS Pharmacy #09897</b>	3074 Story Road	San Jose	95127	21	2	0
2	<b>CVS Pharmacy #2294</b>	821 Alameda	San Jose	95126	22	4	0
2	<b>Evergreen Pharmacy</b>	2365 Quimby Road # 150	San Jose	95122	227	10	0
2	<b>Friendly #1 Pharmacy</b>	485 Lewis Road	San Jose	95111	23	1	0
2	<b>Garcia Pharmacy</b>	25 North 14 <sup>th</sup> Street, Ste 110	San Jose	95112	45	3	0
2	<b>Jackson Medical Pharmacy</b>	266 N. Jackson Avenue	San Jose	95116	131	16	0
2	<b>Kings Pharmacy</b>	2323 Montpelier Drive, Ste D	San Jose	95116	51	4	0
2	<b>Los Alamitos Pharmacy</b>	115 N. Jackson Avenue #103	San Jose	95116	71	6	0
2	<b>Medex Drugs</b>	405 E Santa Clara Street	San Jose	95113	143	5	0
2	<b>Santa Clara Sheriff</b>	55 West Younger Avenue	San Jose	95110	842	38	0
2	<b>Savco Pharmacy</b>	455 O'Connor Drive	San Jose	95123	466	17	0
2	<b>Senter Pharmacy</b>	2643 Senter Road	San Jose	95111	182	6	2
2	<b>Sun Pharmacy</b>	2559 S King Road, Ste B10	San Jose	95122	10	2	0
2	<b>Tropicana Drugs</b>	1167 South King Road	San Jose	95122	72	2	0
3	<b>Calaveras Pharmacy</b>	114 S. Park Victoria Drive	Milpitas	95035	115	6	0
3	<b>California Highway Patrol - Golden Gate Division</b>	2020 Junction Avenue	San Jose	95131	23	1	0

District	Site	Address	City	Zip	Total weight	Pick-ups	Rush Services
3	CVS Pharmacy #09534	4850 San Felipe Road	San Jose	95135	60	4	0
3	CVS Pharmacy #09812	2514 Berryessa Road	San Jose	95132	79	4	0
3	CVS Pharmacy #3061	3475 Mckee Road	San Jose	95127	33	2	0
3	CVS Pharmacy #422	4110 N First Street	San Jose	95134	20	4	0
3	CVS Pharmacy #9161	45 N Milpitas Blvd	Milpitas	95035	15	4	0
3	CVS Pharmacy #9229	3220 S White Road	San Jose	95148	68	4	0
3	Evergreen Pharmacy	2690 S White Road	San Jose	95148	192	11	1
3	Evergreen Valley College	3095 Yerba Buena Road	San Jose	95135	21	3	0
3	I-Care Pharmacy	1727-B Berryessa Road	San Jose	95133	139	5	0
3	*Kaiser Healthcare Plan Main 381	770 Calaveras Blvd	Milpitas	95035	1581	60	1
3	Kaiser Healthcare Plan South 383	611 S. Milpitas Blvd	Milpitas	95035	276	15	0
3	Kaiser Permanente Pharmacy 791 (NEW)	1721 Technology Drive	San Jose	95110	0	0	0
3	NEMS - Lundy Pharmacy	1870 Lundy Street	San Jose	95131	203	3+9	0
3	Sunnyvale Fire #1	171 North Mathilda Avenue	Sunnyvale	94086	183	9	0
3	Sunnyvale Fire #2	795 East Arques Avenue	Sunnyvale	94086	196	10	0
3	Sunnyvale Fire #3	910 Ticonderoga Drive	Sunnyvale	94086	376	9	0
3	Sunnyvale Fire #4	996 South Wolfe Road	Sunnyvale	94086	314	9	0
3	Sunnyvale Fire #5	1210 Bordeaux Drive	Sunnyvale	94086	67	8	0
3	Sunnyvale Fire #6	1282 N. Lawrence Station Road	Sunnyvale	94086	112	9	0
3	*Sunnyvale Fire Department	700 All America Way	Sunnyvale	94086	371	15	0
4	Bascom Pharmacy	105 N. Bascom Avenue #101	San Jose	95128	260	11	1
4	Campbell OP Pharmacy	220 Hacienda Avenue	Campbell	95008	1244	53	0
4	Campbell Police Department	70 North 1 <sup>st</sup> Street	Campbell	95008	900	38	0
4	CVS Pharmacy #09498	1800 Saratoga Avenue	San Jose	95129	29	4	0
4	CVS Pharmacy #09559	1285 Lincoln Avenue	San Jose	95125	40	4	0

District	Site	Address	City	Zip	Total weight	Pick-ups	Rush Services
4	CVS Pharmacy #09793	2700 Homestead Road	Santa Clara	95051	30	3	0
4	CVS Pharmacy #09805	1720 S. Bascom Avenue	Campbell	95008	44	4	0
4	CVS Pharmacy #09895	100 N. San Tomas Acquino	Campbell	95008	72	4	0
4	CVS Pharmacy #09901	1125 Branham Lane	San Jose	95118	50	4	1
4	CVS Pharmacy #09921	2069 Camden Avenue	San Jose	95124	28	4	0
4	CVS Pharmacy #09944	3081 Stevens Creek Blvd	Santa Clara	95050	37	4	0
4	CVS Pharmacy #09995	1405 Foxworthy Avenue	San Jose	95118	56	4	0
4	CVS Pharmacy #3029	1097 Leigh Avenue	San Jose	95126	7	3	0
4	CVS Pharmacy #9257	5170 Moorpark Avenue	San Jose	95129	27	4	0
4	CVS Pharmacy #9262	222 Saratoga Avenue	Santa Clara	95050	27	4	0
4	*Kaiser Permanente Pharmacy 442-Santa Clara Homestead OP	710 Lawrence Expressway	Santa Clara	95051	4063	150	0
4	Mission College Police	3000 Mission College Blvd	Santa Clara	95054	48	4	0
4	San Jose City College	2100 Moorpark Avenue	San Jose	95128	9	2	0
4	Santa Clara Police Department - Northside Substation	3992 Rivermark Plaza	Santa Clara	95054	104	12	0
4	Santa Clara Police Department - Police Building	601 El Camino Real	Santa Clara	95050	952	57	1
5	CVS Pharmacy #09684	2630 West El Camino Real	Mountain View	94040	38	4	0
5	CVS Pharmacy #09700	576 El Camino Real	Sunnyvale	94087	44	2	0
5	CVS Pharmacy #09834	12940 Saratoga Sunnyvale Road	Saratoga	95070	37	4	0
5	CVS Pharmacy #09856	1165 W El Camino Deal	Sunnyvale	94087	13	3	0
5	CVS Pharmacy #09894	10455 South De Anza Blvd	Cupertino	95014	23	2	0
5	CVS Pharmacy #09915	352 University Avenue	Palo Alto	94301	24	4	0
5	CVS Pharmacy #09984	2701 Middlefield Road	Palo Alto	94306	83	3	0

District	Site	Address	City	Zip	Total weight	Pick-ups	Rush Services
5	CVS Pharmacy #09987	1798 Miramonte Avenue	Mountain View	94041	23	3	0
5	CVS Pharmacy #7774	850 California Street	Mountain View	94041	25	4	0
5	CVS Pharmacy #9198	1675 Hollenbeck Avenue	Sunnyvale	94087	37	4	0
5	CVS Pharmacy #9346	1041 El Monte Avenue	Mountain View	94041	31	4	0
5	Kaiser Health Plan - 421 Mountain View OP Pharmacy	555 Castro Street	Mountain View	94041	935	33	0
5	Los Altos Police Department	1 N. San Antonio Road	Los Altos	94022	707	21	0
5	Maximart Pharmacy	240 Cambridge Avenue	Palo Alto	94306	293	22	0
5	Mountain View Police	1000 Villa Street	Mountain View	94041	1087	35	0
5	*Santa Clara County Sheriff's Department	1601 S. De Anza Blvd #148	Cupertino	95014	3202	91	0
5	Stanford Health Care Pharmacy	875 Blake Wilbur Drive, Suite CC1	Palo Alto	94305	83	9	0
	<b>Totals</b>				<b>29,333</b>		<b>9</b>

*Please note: Senter Pharmacy had 2 Rush services and one was due to kiosk removal for re-modeling*

*\*Site has 2 Kiosks*

*Table 2: Unwanted Medicine Kiosk Collection Data*

## APPENDIX C

### Unwanted Medicine Mail-Back Package Distribution Locations

District	Name	Address	City	Zip	# Distributed
1	CAL Fire Station # 11	15670 Monterey Road	Morgan Hill	95037	120
1	Gilroy City Hall	7351 Rosanna Street	Gilroy	95020	20
1	Morgan Hill Fire Station #4	18300 Old Monterey Road	Morgan Hill	95037	20
1	Morgan Hill Fire Station #5	2100 East Dunne	Morgan Hill	95037	20
1	Oak Grove Baldwin Elementary School	280 Martinvale Lane	San Jose	95119	20
1	Oak Grove Bernal Intermediate School	6610 San Ignacio Avenue	San Jose	95111	20
1	Oak Grove Frost Elementary School	530 Gettsyburg Drive	San Jose	95123	40
1	Oak Grove Hayes Elementary School	5035 Poston Drive	San Jose	95136	20
1	Oak Grove Ledesma Elementary School	1001 Schoolhouse Road	San Jose	95138	20
1	Oak Grove Lenord Herman Intermediate School	5955 Blossom Avenue	San Jose	95123	20
1	Oak Grove Miner Elementary School	5629 Lean Avenue	San Jose	95123	20
1	Oak Grove Oak Ridge Elementary School	5920 Bufkin Drive	San Jose	95123	20
1	Oak Grove Parkview Elementary School	330 Bluefield Drive	San Jose	95136	20
1	Oak Grove Sakamoto Elementary School	6280 Shadelands Drive	San Jose	95123	20
1	Oak Grove Santa Teresa Elementary School	6200 Encinal Drive	San Jose	95119	20
1	Oak Grove Taylor Elementary School	410 Sautner Drive	San Jose	95123	20
1	Oak Grove The Academy Community Day School	6578 Santa Teresa Blvd	San Jose	95119	20
1	San Jose Public Library Almaden Branch	6445 Camden Avenue	San Jose	95120	20
1	San Jose Public Library Santa Teresita Branch	290 International Circle	San Jose	95119	40
1	SSCCFD Fire Station #1	15670 Monterey Road	Morgan Hill	95037	20
1	SSCCFD Fire Station #2	North Name Uno	Gilroy	95020	20
1	SSCCFD Fire Station #3	3050 Hecker Pass	Gilroy	95020	20
2	Anne Darling Public School	1550 Marburg Way	San Jose	95133	20

<b>District</b>	<b>Name</b>	<b>Address</b>	<b>City</b>	<b>Zip</b>	<b># Distributed</b>
2	Oak Grove Caroline Davis Intermediate School	5035 Edenview Drive	San Jose	95111	40
2	Oak Grove Christopher Elementary School	565 Coyote Road	San Jose	95111	20
2	Casell (Sylvia) Public School	1300 Tallahassee	San Jose	95122	20
2	Cesar Chavez Public School	2000 Kammerer Avenue	San Jose	95116	20
2	Foothill High School	230 Pala Avenue	San Jose	95127	20
2	Hester Public School	1460 The Alameda	San Jose	95126	20
2	Hubbard Public School	1680 Foley Avenue	San Jose	95122	20
2	Leyva Intermediate School	1865 Monrovia Drive	San Jose	95122	20
2	Marlatt Center Public School	14275 Candler Avenue	San Jose	95127	20
2	Oak Grove Stipe Elementary School	5000 Lyng Drive	San Jose	95111	40
2	San Jose Public Library Edenvale Branch	101 Branham Lane East	San Jose	95111	40
2	Sanders Public School	3411 Rocky Mountain Drive	San Jose	95127	20
2	Seven Trees Educational Center	3590 Cas Drive	San Jose	95111	20
2	Silver Creek High School	3434 Silver Creek Road	San Jose	95121	20
3	Bachrodt Public School	102 Sonora Avenue	San Jose	95110	20
3	CAL Fire Station # 12	22805 Mt Hamilton Road	Morgan Hill	95109	20
3	Cherry Wood Pre-School	2550 Greengate Drive	San Jose	95132	20
3	Connect East High School	665 Educational Park Drive	San Jose	95133	20
3	Independence High School	1776 Educational Park Drive	San Jose	95133	20
3	Lakewood Elementary School	750 Lakechime Drive	Cupertino	95014	20
3	Laurelwood Public School	4280 Partridge Way	San Jose	95121	20
3	Majestic Way Public School	1855 Majestic Way	San Jose	95132	20
3	McCollam Center Public School	3311 Lucian Avenue	San Jose	95127	20
3	Milpitas High School	1285 Escuela Parkway	San Jose	95035	20
3	Norwood Creek Elementary School	3241 Remington Way	San Jose	95148	20
3	Orchard Public School	921 Fox Lane	San Jose	95131	20
3	Riddler Park Post-Secondary Public School	1290 Riddler Park Drive	San Jose	95131	20
3	Rose School	250 Roswell Drive	San Jose	95035	20
3	San Jose Public Library Berryessa Branch	3355 Noble Avenue	San Jose	95132	60
3	SCC Recycling and Waste Reduction Division	1555 Berger Drive	San Jose	95112	1500

<b>District</b>	<b>Name</b>	<b>Address</b>	<b>City</b>	<b>Zip</b>	<b># Distributed</b>
3	Toyon Elementary School	995 Bard Street	San Jose	95127	20
4	Bagby Elementary School	1840 Harris Avenue	San Jose	95124	20
4	Blackford Public School	1970 Willow Avenue	San Jose	95125	20
4	Buchser Middle School	1111 Bellomy Street	Santa Clara	95050	20
4	Cabrillo Middle School	2550 Cabrillo Avenue	Santa Clara	95051	20
4	Cabrillo Middle School	295 West Cherry Lane	San Jose	95008	20
4	Campbell Community Center	1 Campbell Avenue	San Jose	95008	20
4	Chandler Tripp Public School	780 Thornton Way	San Jose	95128	20
4	Connect West High School	2280 Kenwood Avenue	San Jose	95128	20
4	Del Mar High School	1224 Del Mar Avenue	San Jose	95128	20
4	Hoover Middle School	1635 Park Avenue	San Jose	95126	20
4	Lynhaven Public School	881 South Cypress Avenue	San Jose	95117	20
4	Mission Middle College Public School	3000 Mission College Blvd	Santa Clara	95054	20
4	Monticello Public School	3411 Monroe Street	Santa Clara	95051	20
4	Moreland Public School	4600 Student Lane	San Jose	95130	20
4	Oak Grove Anderson Elementary School	4000 Rhoda Drive	San Jose	95117	20
4	Oak Grove Montague Elementary School	750 Laurie Avenue	Santa Clara	95054	20
4	Oster Public School	1855 Lencar Way	San Jose	95124	20
4	New Valley Gateway High School	1875 Lawrence Road	Santa Clara	95051	20
4	Parkway Orthopedically Impaired Public School	1800 Fruitdale Avenue	San Jose	95128	20
4	San Jose City College	2100 Moorpark Avenue	San Jose	95126	20
4	San Jose Public Library West Valley Branch	1243 San Torres Aquino Road	San Jose	95117	20
4	Santa Clara City Library Central Park Branch	2635 Homestead Road	Santa Clara	95051	40
4	Santa Clara City Library Mission Branch	1098 Lexington Street	Santa Clara	95050	20
4	Santa Clara City Library Northside Branch	695 Moreland Way	Santa Clara	95054	20
4	Santa Clara Community School	1889 Lawrence Road	Santa Clara	95051	20
4	Santa Clara High School	3000 Benton Road	Santa Clara	95051	20
4	Sunol Community Adult ED High School	250 Sunol Street	San Jose	95126	20
4	Westmont High School	4805 Westmont Avenue	Campbell	95008	20

District	Name	Address	City	Zip	# Distributed
4	Westwood Elementary School	432 Saratoga Avenue	Santa Clara	95050	20
5	Argonaut Public School	13200 Shadow Mountain Drive	Saratoga	95070	20
5	Cherry Chase Elementary School	1138 Heatherstone Way	Sunnyvale	94087	20
5	Los Alto Hills Town Hall	26379 Fremont Road	Los Alto Hills	94022	20
5	Palo Alto Fire Station # 1	301 Alma Street	Palo Alto	94301	20
5	Palo Alto Fire Station # 2	2675 Hanover	Mayfield	94304	20
5	Palo Alto Fire Station # 3	799 Embarcadero Road	Rinconada	94303	20
5	Palo Alto Fire Station # 4	3600 Middlefield Road	Mitchell	94303	20
5	Palo Alto Fire Station # 5	600 Arastradero Road	Barron Park	94306	20
5	Palo Alto Fire Station # 6	711 Serra Street	Stanford University	94306	20
5	Palo Alto City Library – Children’s Branch	1276 Harriet Street	Palo Alto	94301	20
5	Palo Alto City Library - College Terrace Branch Library	2300 Wellesley Street	Palo Alto	94306	20
5	Palo Alto City Library - Downtown Branch Library	270 Forest Avenue	Palo Alto	94301	20
5	Palo Alto City Library - Mitchell Park Branch Library	3700 Middlefield Road	Palo Alto	94301	20
5	Palo Alto City Library – Rincondo Branch Library	1213 Newell Road	Palo Alto	94303	40
5	San Jose Public Library Calabaza Branch	1230 South Blaney Avenue	San Jose	95129	20
5	Saratoga City Hall	13777 Fruitvale Avenue	Saratoga	95070	20
5	Saratoga Senior Center	19655 Allendale Avenue	Saratoga	95070	20
5	Santa Clara County Library District Cupertino Branch	10800 Torre Avenue	Cupertino	95014	40
5	Sunnyvale Middle School	1080 Mango Avenue	Sunnyvale	94087	20
5	Vargas Elementary School	1054 Carson Drive	Sunnyvale	94086	20
5	Westwind Community Barn	27210 Altamont Road	Los Altos Hills	94022	20
		<b>Total Distributed</b>			<b>3,860</b>

Table 3: Unwanted Medicine Mail-Back Package Distribution Locations

## APPENDIX D

### Unwanted Medicine Disposal Facilities

Note: Pounds of Unwanted Medicine destroyed reflect dates the Unwanted Medicine is received by the reverse distributor

<b>Name</b>	<b>Address</b>	<b>Pounds of Unwanted Medicine Destroyed</b>
Covanta Indianapolis, Inc., Resource Recovery Facility	2320 S. Harding Street, Indianapolis, IN 46221	71
Heritage Thermal Services - Ohio	1250 Saint George Street, East Liverpool, Ohio 43920	29,048
Stericycle, Inc. - Warren OH	1901 Pine Avenue, S.E., Warren, OH 44483	67
Veolia - Port Arthur	7665 Texas Highway 73, Beaumont, TX 77705	214

*Table 4: Unwanted Medicine Disposal Facilities*

## APPENDIX E

### Unwanted Medicine Transporters

Name	Address	Description	Pounds of Unwanted Medicine Transported
Heritage Transport	1626 Research Way, Indianapolis, IN, 46231	Contract Carrier - Transported Unwanted Medicine from kiosk liners from Stericycle, Inc. Indianapolis, Indiana Facility to the Heritage Thermal - Ohio Facility. Kiosk liners were transported to the Stericycle Inc. Indianapolis, Indiana Facility by Common Carrier United Parcel Service.	29,048
Stericycle Specialty Waste Solutions, Inc.	2850 100th Court NE Blaine, MN 55449	Contract Carrier - Transported Unwanted Medicine from kiosk liners from Stericycle, Inc. Indianapolis, Indiana Facility to - Covanta, Indiana and Veolia - Port Arthur facilities.	285
United States Postal Service	475 L'Enfant Plaza, S.W. Washington, DC 20260	Common Carrier - Shipped Mail-Back packages to the Stericycle, Inc. Warren Ohio facility.	67

*Table 5: Unwanted Medicine Transporters*

# APPENDIX F

## Safety and Security Report

**Event 1:** Service Technician attempted to sort deposited sharps containers (previously reported to the Department on April 6, 2018).

**Date:** March 27, 2018

**Detail:** Resident(s) apparently deposited sharps containers into a kiosk against posted instructions. Pharmacy personnel witnessed Service Technician attempt to exclude sharps containers from collection when servicing the kiosk.

**Corrective Action Taken:**

- Pharmacy personnel informed Service Technician that it must package all collected material.
- The Service Technician complied and packaged all collected material, including sharps containers.
- Vendor was notified.
- Vendor reported that it retrained the Service Technician on the service process and applicable legal requirements.

**Whether Any Law Enforcement or Regulatory Agencies Involved:** None

**Event 2:** Change in Unwanted Medicine Mail-Back Package Disposal Facility

**Date:** May 18, 2018. (MED-Project notified the Department of the following events on May 22, 2018.)

**Detail:** On Friday May 18, 2018, MED-Project was notified by its Vendor that Mail-Back Packages managed as part of the Plan were being destroyed at the Vendor's United States Drug Enforcement Administration registered collector medical waste incinerator located at 1901 Pine Ave. SE, Warren, Ohio 44483 ("Stericycle, Inc. Warren Ohio Facility"). In addition, the Vendor informed MED-Project on Monday, May 21, 2018 that the Vendor's Mail-Back Package destruction process located at 2670 Executive Drive, Indianapolis, Indiana 46241 discontinued operation on April 3, 2018. The relevant address change by the Vendor of the Mail-Back Packages went into effect during the first quarter of 2017. The Vendor certified that it managed all MED-Project materials in accordance with applicable legal requirements (certification included with the May 22, 2018 notice).

**Corrective Action Taken:**

1. Upon being notified by the Vendor, MED-Project: (1) suspended call center and MED-Project website distribution of Mail-Back Packages to Residents; and (2) requested that the Vendor suspend processing of any MED-Project Mail-Back Services at the Stericycle, Inc. Warren Ohio Facility and store such packages in compliance with all applicable laws, regulations, and other legal requirements. The Vendor informed MED-Project on May 21, 2018 that it could not suspend the destruction of MED-Project Mail-Back Services received at the Stericycle, Inc. Warren Ohio Facility.
2. The Vendor notified MED-Project that a new change management policy is in place specifically pertaining to any MED-Project scope of work changes.
3. MED-Project filed revision requests for the Plan on May 25, 2018 in order to minimize public service disruption. The Plan revision was approved by the Department on June 15, 2018.

**Whether Any Law Enforcement or Regulatory Agencies Involved:** None

**Event 3:** Change in Disposal Facility for Unwanted Medicine Boxes and Liners (MED-Project notified the Department of the following events on November 26, 2018). Note: This event did not occur during the Reporting Period however is included in this Annual Report for completeness because the Vendor's record keeping practices are based on receiving Unwanted Medicine at the reverse distributor site. As a result, Appendix D pounds of Unwanted Medicine destroyed includes the Unwanted Medicine transported to the disposal facilities listed in this event.

**Date:** November 7 and 12, 2018

**Description:**

MED-Project notified the Department that kiosk boxes and inner liners containing Unwanted Medicine ("Unwanted Medicine Liners") managed as part of the Plan would need to be destroyed at a back-up destruction facility because of cancelled appointments at the primary facility, Heritage Thermal Services, located at 1250 Saint George Street in East Liverpool, Ohio ("Heritage Thermal Services East Liverpool"). Unwanted Medicine Liners were destroyed at the Veolia Port Arthur permitted hazardous waste facility located at 7665 Texas Highway 73, Beaumont, Texas 77705 ("Veolia - Port Arthur Facility") on November 7, 2018 and also at the Stericycle, Inc. Warren Ohio Facility on November 12, 2018, because of scheduling and logistical issues at the Port Arthur Facility.

Vendor reported that the action to send Unwanted Medicine Liners to the Port Arthur Facility and Warren Ohio Facility was due to destruction appointment cancellations at Heritage Thermal Services East Liverpool in October 2018. In some cases, these cancellations delayed the destruction of Unwanted Medicine Liners beyond what MED-Project policies require. Vendor reported that Heritage Thermal Services East Liverpool could not provide a confirmed destruction appointment before November 16, 2018, making it necessary to send Unwanted

Medicine Liners to the Port Arthur Facility and Warren Ohio Facility for destruction as soon as possible.

**Corrective Action:**

Upon being notified of these issues by Vendor, MED-Project: (1) confirmed with Vendor that Unwanted Medicine Liners remained securely stored; (2) requested the complete inventory of impacted Unwanted Medicine Liners; and (3) approved Vendor proposed plans to destroy Unwanted Medicine Liners as soon as practicable at either the Veolia - Port Arthur Facility, or at the Stericycle, Inc. Warren Ohio Facility, if the Veolia - Port Arthur Facility was unavailable.

Vendor notified MED-Project that capacity limits were a contributing factor to the destruction appointment cancellation and that the Heritage Thermal Services East Liverpool facility had reached capacity for taking Unwanted Medicine Liners. MED-Project is working with Vendor to approve additional disposal facilities in order to reduce the volume of Unwanted Medicine Liners being disposed at Heritage Thermal Services Ohio East Liverpool and the Veolia - Port Arthur Facility.

**Whether Any Law Enforcement or Regulatory Agencies Involved:** None

# APPENDIX G

## MED-Project Website Pages



Figure 1: MED-Project Website Landing Page

## CHECK THE PACKAGE

If there are any specific instructions for disposal on the label, package or package insert, please follow those instructions.

To protect your privacy, consumers are reminded to remove all personally identifiable information on medication labels or packaging before disposing of unwanted medicine.

इस पृष्ठ को  
भारतीय भाषा में  
देखें

このページを日本  
語でご覧ください

이 페이지를  
한국어로보  
기

Ver esta página  
en español

Tingnan ang page  
na ito sa Tagalog

查看本页面  
(中文)

Xem trang này  
bằng tiếng việt



CHECK THE  
PACKAGE



CONVENIENT  
LOCATIONS



MAIL  
BACK



TAKE-BACK  
EVENTS

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 2: MED-Project Website Check the Package Page



**MED-Project™**  
Medication Education & Disposal

 MEDhome
  MEDInfo
  MEDfaq
  Contact

---

CONVENIENT LOCATIONS

Community kiosk drop-off sites allow residents to bring expired or unwanted medicines to a convenient, centralized location for proper disposal.

**ACCEPTED:** Medications in any dosage form, except for those listed below, in their original container or sealed bag.

*If transferring medications to a sealed bag, please be sure to recycle all remaining packaging.*

**NOT ACCEPTED:** Medications in any dosage form not listed above, herbal remedies, vitamins, supplements, cosmetics, other personal care products, compressed cylinders, aerosols, inhalers, medical devices, sharps, illicit drugs, and iodine-containing medications.

To find the nearest disposal or mail-back distribution location, enter your zip code below.

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भारतीय  
भाषा में देखें

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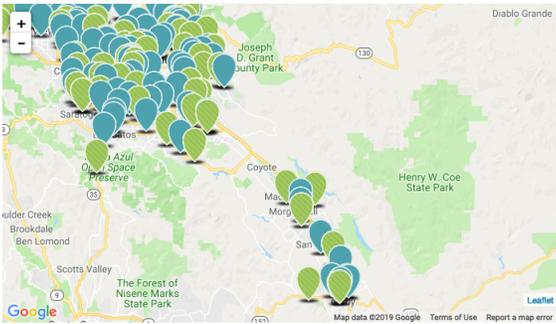
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Xem trang  
này bằng  
tiếng việt

**Starting Point**      **Radius**

Refine your results:

Unwanted Medicine Kiosks
  Mail-Back Package Distribution Sites





CHECK THE  
PACKAGE



CONVENIENT  
LOCATIONS



MAIL BACK



TAKE-BACK  
EVENTS

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 3: MED-Project Website Convenient Locations Page

## MAIL BACK

Mail-Back Services for Unwanted Medicines and Iodine-Containing Medications are available to residents upon request.

Please complete the below form to request a pre-paid, pre-addressed mail-back package. This form may be submitted more than once if multiple packages are needed.

[Mail-Back Package Distribution Locations](#) may also be available in your area.

**ACCEPTED:** Medications in any dosage form, except for those listed below, in their original container or sealed bag.\*

*\*If transferring medications to a sealed bag, please be sure to recycle all remaining packaging.*

**NOT ACCEPTED:** Herbal remedies, vitamins, supplements, cosmetics, other personal care products, compressed cylinders, aerosols, inhalers, medical devices, sharps, illicit drugs.

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Select your Package type\*

Contact Information

SUBMIT REQUEST



CHECK THE PACKAGE



CONVENIENT LOCATIONS



MAIL BACK



TAKE-BACK EVENTS

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 4: MED-Project Website Mail-Back Page

## TAKE-BACK EVENTS

Local take-back events offer residents a free and convenient way to dispose of expired or unwanted medicines. The local authorities and MED-Project may also sponsor local drug take-back events in your area.

**ACCEPTED:** Medications in any dosage form, except for those listed below, in their original container or sealed bag.

*If transferring medications to a sealed bag, please be sure to recycle all remaining packaging.*

**NOT ACCEPTED:** Herbal remedies, vitamins, supplements, cosmetics, other personal care products, compressed cylinders, aerosols\*, inhalers\*, medical devices, sharps, illicit drugs, iodine-containing medications.

\*Visit the [Convenient Locations](#) section for more information on disposal options that may be available in your area.

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## CALENDAR OF LOCAL TAKE-BACK EVENTS

Take-Back Events will be added as locations become available.



CHECK THE PACKAGE



CONVENIENT LOCATIONS



MAIL BACK



TAKE-BACK EVENTS

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Figure 5: MED-Project Website Take-Back Events Page

**MED-Project™**  
Medication Education & Disposal

 MEDHome
  MEDInfo
  MEDReq
  Contact

## MEDInfo

Medicines help treat diseases, manage chronic conditions and improve health and well-being for millions of Americans. It's vitally important that patients take their medicines as prescribed by their health care provider and as indicated on the label or packaging. It's also important to be sure to store medications securely to prevent accidental ingestion or misuse by others in your household, especially children.

There are a number of ways to dispose of expired or unwanted medicines. To protect your privacy, consumers are reminded to remove all personally identifiable information on labels or materials before using any of the available disposal options.

For additional information on the program, MED-Project has developed an educational toolkit, including:

Brochure:

- [English](#)
- [Hindi](#)
- [Japanese](#)
- [Korean](#)
- [Spanish](#)
- [Tagalog](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

Mail-Back Services Post Card:

- [English](#)
- [Hindi](#)
- [Japanese](#)
- [Korean](#)
- [Spanish](#)
- [Tagalog](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

Frequently Asked Questions:

- [English](#)
- [Hindi](#)
- [Japanese](#)
- [Korean](#)
- [Spanish](#)
- [Tagalog](#)
- [Traditional Chinese](#)
- [Vietnamese](#)

Video Public Service Announcement (PSA):

[PLAY](#)

If you would like any of these materials emailed to you, contact [santaclaracounty@med-project.org](mailto:santaclaracounty@med-project.org)

इस पृष्ठ को भारतीय भाषा में देखें  
このページを日本語でご覧ください  
이 페이지를 한국어로 보기  
Ver esta página en español  
Tingnan ang page na ito sa Tagalog  
查看本页面 (中文)  
Xem trang này bằng tiếng việt

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 6: MED-Project Website MEDInfo Page

## MEDfaq

- + [What is the MED-Project?](#)
- + [What should I do if I am having a medical emergency?](#)
- + [What should I do if I think I have ingested something poisonous?](#)
- + [What should I do if my pet has ingested medication?](#)
- + [Whom should I call with a question about my medication?](#)
- + [Where can I find information about the safe storage of medication?](#)
- + [Where can I find information about California's Prop 65?](#)
- + [Should I remove my personal information before disposing of my medication?](#)
- + [Where are the MED-Project disposal locations nearest me?](#)
- + [Will it cost me anything to dispose of my expired or unwanted medications?](#)
- + [What items can I dispose of in the MED-Project kiosks?](#)
- + [Will there be a take-back event in my area?](#)
- + [I am disabled or homebound and am unable to go to a kiosk or attend a take-back event. How can I dispose of my expired or unwanted medicine?](#)
- + [I have a question not answered by this website. Is there someone I can contact with a question about MED-Project?](#)
- + [What is recommended for safe disposal of expired or unwanted medicine in my area?](#)
- + [Where can I find more information about The Santa Clara County Household Hazardous Waste Program?](#)
- + [इस पृष्ठ को भारतीय भाषा में देखें](#)
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- + [查看本页面 \(中文\)](#)
- + [Xem trang này bằng tiếng việt](#)

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Figure 7: MED-Project Website MEDfaq Page

## CONTACT

If you are experiencing a medical emergency, please call 9-1-1. If you are experiencing a non-emergency but suspect that you or a family member has ingested something poisonous, please call Poison Control at 800-222-1222.

If you have questions about your medication, please call your health care provider.

For answers to some frequently asked questions about MED-Project, [click here](#).

### Residents

If you are a resident of Santa Clara County and have questions about MED-Project, please contact:

1-(844)-MED-PROJ or 1-(844) 633-7765

### Pharmacies and Law Enforcement Offices

If you are a current kiosk drop-box host site, or a retail pharmacy, hospital/clinic pharmacy or law enforcement agency interested in hosting a drop-box, contact:

Dr. Victoria Travis, PharmD, MS, MBA  
National Program Director  
MED-Project LLC  
Phone: (844) 677-6532  
Fax: (510) 686-8837  
Email: [santaclaracounty@med-project.org](mailto:santaclaracounty@med-project.org)

### Drug Producers

If you are drug producer interested in participating in the MED-Project stewardship plan contact:

Phone: (202) 495-3131  
Email: [compliance@med-project.org](mailto:compliance@med-project.org)

This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the view of MED-Project or the Producers participating in the MED-Project Product Stewardship Plan.

Figure 8: MED-Project Website Contact Page

## APPENDIX H

### Website Statistics

WEB PAGE NAME	WEB PAGE URL	VISITS
Home Page	<a href="https://med-project.org/locations/santa-clara/">https://med-project.org/locations/santa-clara/</a>	9873
Kiosks	<a href="https://med-project.org/locations/santa-clara/kiosks">https://med-project.org/locations/santa-clara/kiosks</a>	14,125
Mail-Back	<a href="https://med-project.org/locations/santa-clara/mail-back/">https://med-project.org/locations/santa-clara/mail-back/</a>	678
MEDinfo	<a href="https://med-project.org/locations/santa-clara/medinfo/">https://med-project.org/locations/santa-clara/medinfo/</a>	419
Contact	<a href="https://med-project.org/locations/santa-clara/contact/">https://med-project.org/locations/santa-clara/contact/</a>	190
MEDfaq	<a href="https://med-project.org/locations/santa-clara/medfaq/">https://med-project.org/locations/santa-clara/medfaq/</a>	270
Check the Package	<a href="https://med-project.org/locations/santa-clara/check-the-package/">https://med-project.org/locations/santa-clara/check-the-package/</a>	496
Take-Back Events	<a href="https://med-project.org/locations/santa-clara/take-back-events/">https://med-project.org/locations/santa-clara/take-back-events/</a>	678

*Table 6: Website Statistics*

# APPENDIX I

## MED-Project Brochure and Posters

**WHAT SHOULD YOU DO WITH YOUR UNWANTED OR EXPIRED MEDICINES?**

**MED-Project**  
Medication Education & Disposal

**SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES**

*There are a number of ways to dispose of expired or unwanted medicines.*

For more information about the MED-Project program, go to [www.med-project.org/SCC](http://www.med-project.org/SCC) or call 1-844-MED-PROJ

What should you do with your expired or unwanted medicines?

Medicines help treat diseases, manage chronic conditions, and improve health and well-being for millions of Americans. It's vitally important that patients take their medicine as prescribed by their health care provider and as indicated on the label or packaging. It's also important to be sure to store medications securely to prevent accidental ingestion or misuse by others in your household, especially children.

If you have expired or unwanted medication, proper disposal is easy. To protect your privacy, consumers are reminded to remove all personally identifiable information on prescription labels or materials before using any of the following disposal options.

(Source: U.S. Food and Drug Administration)

*This material has been provided for the purpose of compliance with legislation and does not necessarily reflect the views of the MED Project or the Producers participating in the MED-Project Product Stewardship Plan.*

**MED-Project**  
Medication Education & Disposal  
[www.med-project.org/SCC](http://www.med-project.org/SCC)

Icons: CHECK THE PACKAGE, CONVENIENT LOCATIONS, MAIL-BACK, TAKE-BACK EVENTS

Figure 9: MED-Project Tri-fold Brochure Front (English)

## DISPOSAL OPTIONS

**1 CHECK THE PACKAGE**



If there are specific instructions for disposal on the label, package or package insert, please follow those instructions.

**2 CONVENIENT LOCATIONS**



To find convenient locations in your area, visit [www.med-project.org/SCC](http://www.med-project.org/SCC) for more information. Mail-Back Package distribution locations may also be available in your area.

## What items can I dispose of?



**ACCEPTED:**  
MEDICATIONS IN ANY DOSAGE FORM, EXCEPT FOR THOSE LISTED BELOW, IN THEIR ORIGINAL CONTAINER OR SEALED BAG.

*If transferring medications to a sealed bag, please be sure to recycle all remaining packaging.*



**NOT ACCEPTED:**  
HERBAL REMEDIES, VITAMINS, SUPPLEMENTS, COSMETICS, OTHER PERSONAL CARE PRODUCTS, COMPRESSED CYLINDERS, AEROSOLS, INHALERS, MEDICAL DEVICES, SHARPS\*, ILLICIT DRUGS, IODINE-CONTAINING MEDICATIONS\*.

*\*Visit [www.med-project.org/SCC](http://www.med-project.org/SCC) for more information on disposal options that may be available in your area.*

## DISPOSAL OPTIONS

**3 MAIL-BACK**



Mail-Back Services are available in your area. Visit the mail-back section of [www.med-project.org/SCC](http://www.med-project.org/SCC) to order a mail-back package.

**4 TAKE-BACK EVENTS**



Local take-back events offer residents a free and convenient way to dispose of expired or unwanted medicines. Visit the take-back events section of [www.med-project.org/SCC](http://www.med-project.org/SCC) for information on events in your area.



To protect your privacy, consumers are reminded to remove all personally identifiable information on prescription labels or materials before using any of the disposal options listed above.

Figure 10: MED-Project Tri-fold Brochure Back (English)

**SAFELY**  
**DISPOSE OF**  
**UNWANTED & EXPIRED**  
**MEDICINES**  
**HERE**

**MED-Project**<sup>TM</sup>

Medication Education & Disposal

*Figure 11: MED-Project Poster (English)*

## APPENDIX J

### Brochure and Poster Distribution

Location name	Site Address	City	Zip Code	Site Type
Alum Rock Pharmacy	1855 Alum Rock Avenue	San Jose	95116	Kiosk
Anne Darling Public School	1550 Marburg Way	San Jose	95133	Mail-Back
Argonaut Public School	13200 Shadow Mountain Drive	Saratoga	95070	Mail-Back
Bachrodt Public School	102 Sonora Avenue	San Jose	95110	Mail-Back
Bagby Elementary School	1840 Harris Avenue	San Jose	95124	Mail-Back
Bascom Pharmacy	105 N. Bascom Avenue #101	San Jose	95128	Kiosk
Blackford Public School	1970 Willow Avenue	San Jose	95125	Mail-Back
Buchser Middle School	1111 Bellomy Street	Santa Clara	95050	Mail-Back
Cabrillo Middle School	2550 Cabrillo Avenue	Santa Clara	95051	Mail-Back
Cabrillo Middle School	295 West Cherry Lane	San Jose	95008	Mail-Back
CAL Fire Station # 11	15670 Monterey Road	Morgan Hill	95037	Mail-Back
CAL Fire Station # 12	22805 Mt Hamilton Road	Morgan Hill	95109	Mail-Back
Calaveras Pharmacy	114 S. Park Victoria Drive	Milpitas	95035	Kiosk
California Highway Patrol - Golden Gate Division	2020 Junction Avenue	San Jose	95131	Kiosk
Campbell Community Center	1 Campbell Avenue	San Jose	95008	Mail-Back
Campbell OP Pharmacy	220 Hacienda Avenue	Campbell	95008	Kiosk
Campbell Police Department	70 North 1st Street	Campbell	95008	Kiosk
Casell (Sylvia) Public School	1300 Tallahassee	San Jose	95122	Mail-Back
Cesar Chavez Public School	2000 Kammerer Avenue	San Jose	95116	Mail-Back
Chandler Tripp Public School	780 Thornton Way	San Jose	95128	Mail-Back
Cherry Chase Elementary School	1138 Heatherstone Way	Sunnyvale	94087	Mail-Back
Cherry Wood Pre-School	2550 Greengate Drive	San Jose	95132	Mail-Back
Connect East High School	665 Educational Park Drive	San Jose	95133	Mail-Back
Connect West High School	2280 Kenwood Avenue	San Jose	95128	Mail-Back
Creekside Pharmacy	1863 Alum Rock Avenue	San Jose	95116	Kiosk

<b>Location name</b>	<b>Site Address</b>	<b>City</b>	<b>Zip Code</b>	<b>Site Type</b>
CVS Pharmacy #09395	525 W Capitol Expressway	San Jose	95136	Kiosk
CVS Pharmacy #09498	1800 Saratoga Avenue	San Jose	95129	Kiosk
CVS Pharmacy #09534	4850 San Felipe Road	San Jose	95135	Kiosk
CVS Pharmacy #09559	1285 Lincoln Avenue	San Jose	95125	Kiosk
CVS Pharmacy #09684	2630 West El Camino Real	Mountain View	94040	Kiosk
CVS Pharmacy #09700	576 El Camino Real	Sunnyvale	94087	Kiosk
CVS Pharmacy #09793	2700 Homestead Road	Santa Clara	95051	Kiosk
CVS Pharmacy #09805	1720 S. Bascom Avenue	Campbell	95008	Kiosk
CVS Pharmacy #09808	470 Blossom Hill Road	San Jose	95123	Kiosk
CVS Pharmacy #09810	1685 Tully Road	San Jose	95122	Kiosk
CVS Pharmacy #09812	2514 Berryessa Road	San Jose	95132	Kiosk
CVS Pharmacy #09829	5407 Camden Avenue	San Jose	95124	Kiosk
CVS Pharmacy #09834	12940 Saratoga Sunnyvale Road	Saratoga	95070	Kiosk
CVS Pharmacy #09856	1165 W El Camino Deal	Sunnyvale	94087	Kiosk
CVS Pharmacy #09894	10455 South De Anza Blvd	Cupertino	95014	Kiosk
CVS Pharmacy #09895	100 N. San Tomas Acquino	Campbell	95008	Kiosk
CVS Pharmacy #09897	3074 Story Road	San Jose	95127	Kiosk
CVS Pharmacy #09901	1125 Branham Lane	San Jose	95118	Kiosk
CVS Pharmacy #09915	352 University Avenue	Palo Alto	94301	Kiosk
CVS Pharmacy #09921	2069 Camden Avenue	San Jose	95124	Kiosk
CVS Pharmacy #09944	3081 Stevens Creek Blvd	Santa Clara	95050	Kiosk
CVS Pharmacy #09982	750 Blossom Hill Road	Los Gatos	95032	Kiosk
CVS Pharmacy #09984	2701 Middlefield Road	Palo Alto	94306	Kiosk
CVS Pharmacy #09987	1798 Miramonte Avenue	Mountain View	94041	Kiosk
CVS Pharmacy #09995	1405 Foxworthy Avenue	San Jose	95118	Kiosk
CVS Pharmacy #2294	821 Alameda	San Jose	95126	Kiosk
CVS Pharmacy #3029	1097 Leigh Avenue	San Jose	95126	Kiosk
CVS Pharmacy #3061	3475 Mckee Road	San Jose	95127	Kiosk
CVS Pharmacy #3938	1496 Pollard Road	Los Gatos	95032	Kiosk
CVS Pharmacy #422	4110 N First Street	San Jose	95134	Kiosk
CVS Pharmacy #7774	850 California Street	Mountain View	94041	Kiosk

<b>Location name</b>	<b>Site Address</b>	<b>City</b>	<b>Zip Code</b>	<b>Site Type</b>
CVS Pharmacy #9161	45 N Milpitas Blvd	Milpitas	95035	Kiosk
CVS Pharmacy #9198	1675 Hollenbeck Avenue	Sunnyvale	94087	Kiosk
CVS Pharmacy #9229	3220 S White Road	San Jose	95148	Kiosk
CVS Pharmacy #9257	5170 Moorpark Avenue	San Jose	95129	Kiosk
CVS Pharmacy #9262	222 Saratoga Avenue	Santa Clara	95050	Kiosk
CVS Pharmacy #9337	6910 Almaden Expressway	San Jose	95120	Kiosk
CVS Pharmacy #9346	1041 El Monte Avenue	Mountain View	94041	Kiosk
CVS Pharmacy #9342	16995 Walnut Grove Drive	Morgan Hill	95037	Kiosk
Del Mar High School	1224 Del Mar Avenue	San Jose	95128	Mail-Back
Evergreen Pharmacy	2365 Quimby Road # 150	San Jose	95122	Kiosk
Evergreen Pharmacy	2690 S White Road	San Jose	95148	Kiosk
Evergreen Valley College	3095 Yerba Buena Road	San Jose	95135	Kiosk
Foothill High School	230 Pala Avenue	San Jose	95127	Mail-Back
Friendly #1 Pharmacy	485 Lewis Road	San Jose	95111	Kiosk
Garcia Pharmacy	25 North 14th Street, Ste 110	San Jose	95112	Kiosk
Gilroy City Hall	7351 Rosanna Street	Gilroy	95020	Mail-Back
Gilroy Medical Pharmacy	700 West 6th Street	Gilroy	95020	Kiosk
Gilroy Police Department	7301 Hanna Street	Gilroy	95020	Kiosk
Hester Public School	1460 The Alameda	San Jose	95126	Mail-Back
Hoover Middle School	1635 Park Avenue	San Jose	95126	Mail-Back
Hubbard Public School	1680 Foley Avenue	San Jose	95122	Mail-Back
I-Care Pharmacy	1727-B Berryessa Road	San Jose	95133	Kiosk
Independence High School	1776 Educational Park Drive	San Jose	95133	Mail-Back
Jackson Medical Pharmacy	266 N. Jackson Avenue	San Jose	95116	Kiosk
Kaiser Healthcare Plan Main 381	770 Calaveras Blvd	Milpitas	95035	Kiosk
Kaiser Healthcare Plan South 383	611 S. Milpitas Blvd	Milpitas	95035	Kiosk
Kaiser Health Plan 421 -Mountain View OP Pharmacy	555 Castro Street	Mountain View	94041	Kiosk
Kaiser Permanente Pharmacy 442 - Santa Clara Homestead OP	710 Lawrence Expressway	Santa Clara	95051	Kiosk

<b>Location name</b>	<b>Site Address</b>	<b>City</b>	<b>Zip Code</b>	<b>Site Type</b>
<b>Kaiser Health Plan 1 N PHY 631 - Santa Teresa OP Pharmacy</b>	260 International Circle	San Jose	95119	Kiosk
<b>Kaiser Permanente Pharmacy 634 - San Jose OP Pharmacy</b>	250 Hospital Parkway	San Jose	95119	Kiosk
<b>Kaiser Health Plan Main PHY 752</b>	7520 Arroyo Circle	Gilroy	95020	Kiosk
<b>Kaiser Permanente Pharmacy 791</b>	1721 Technology Drive	San Jose	95110	Kiosk
<b>Kings Pharmacy</b>	2323 Montpelier Drive, Ste D	San Jose	95116	Kiosk
<b>Lakewood Elementary School</b>	750 Lakechime Drive	Cupertino	95014	Mail-Back
<b>Laurelwood Public School</b>	4280 Partridge Way	San Jose	95121	Mail-Back
<b>Leyva Intermediate School</b>	1865 Monrovia Drive	San Jose	95122	Mail-Back
<b>Los Alamitos Pharmacy</b>	115 N. Jackson Avenue #103	San Jose	95116	Kiosk
<b>Los Alto Hills Town Hall</b>	26379 Fremont Road	Los Alto Hills	94022	Mail-Back
<b>Los Altos Police Department</b>	1 N. San Antonio Road	Los Altos	94022	Kiosk
<b>Los Gatos Police Department</b>	15900 Los Gatos Blvd	Los Gatos	95030	Kiosk
<b>Lynhaven Public School</b>	881 South Cypress Avenue	San Jose	95117	Mail-Back
<b>Majestic Way Public School</b>	1855 Majestic Way	San Jose	95132	Mail-Back
<b>Marlatt Center Public School</b>	14275 Candler Avenue	San Jose	95127	Mail-Back
<b>Maximart Pharmacy</b>	240 Cambridge Avenue	Palo Alto	94306	Kiosk
<b>McCollam Center Public School</b>	3311 Lucian Avenue	San Jose	95127	Mail-Back
<b>Medex Drugs</b>	405 E Santa Clara Street	San Jose	95113	Kiosk
<b>Medical Pavilion Pharmacy</b>	9460 No Name Uno	Gilroy	95020	Kiosk
<b>Milpitas High School</b>	1285 Escuela Parkway	San Jose	95035	Mail-Back
<b>Mission College Police</b>	3000 Mission College Blvd	Santa Clara	95054	Kiosk
<b>Mission Middle College Public School</b>	3000 Mission College Blvd	Santa Clara	95054	Kiosk
<b>Monticello Public School</b>	3411 Monroe Street	Santa Clara	95051	Mail-Back
<b>Moreland Public School</b>	4600 Student Lane	San Jose	95130	Mail-Back
<b>Morgan Hill Fire Station #4</b>	18300 Old Monterey Road	Morgan Hill	95037	Mail-Back
<b>Morgan Hill Fire Station #5</b>	2100 East Dunne	Morgan Hill	95037	Mail-Back
<b>Morgan Hill Police Department</b>	16200 Vineyard Blvd	Morgan Hill	95037	Kiosk
<b>Mountain View Police</b>	1000 Villa Street	Mountain View	94041	Kiosk
<b>NEMS - Lundy Pharmacy</b>	1870 Lundy Street	San Jose	95131	Kiosk

<b>Location name</b>	<b>Site Address</b>	<b>City</b>	<b>Zip Code</b>	<b>Site Type</b>
<b>New Valley Gateway High School</b>	1875 Lawrence Road	Santa Clara	95051	Mail-Back
<b>Norwood Creek Elementary School</b>	3241 Remington Way	San Jose	95148	Mail-Back
<b>Oak Grove Anderson Elementary School</b>	4000 Rhoda Drive	San Jose	95117	Mail-Back
<b>Oak Grove Baldwin Elementary School</b>	280 Martinvale Lane	San Jose	95119	Mail-Back
<b>Oak Grove Bernal Intermediate School</b>	6610 San Ignacio Avenue	San Jose	95111	Mail-Back
<b>Oak Grove Caroline Davis Intermediate School</b>	5035 Edenview Drive	San Jose	95111	Mail-Back
<b>Oak Grove Christopher Elementary School</b>	565 Coyote Road	San Jose	95111	Mail-Back
<b>Oak Grove Frost Elementary School</b>	530 Gettsyburg Drive	San Jose	95123	Mail-Back
<b>Oak Grove Hayes Elementary School</b>	5035 Poston Drive	San Jose	95136	Mail-Back
<b>Oak Grove Ledesma Elementary School</b>	1001 Schoolhouse Road	San Jose	95138	Mail-Back
<b>Oak Grove Lenord Herman Intermediate School</b>	5955 Blossom Avenue	San Jose	95123	Mail-Back
<b>Oak Grove Miner Elementary School</b>	5629 Lean Avenue	San Jose	95123	Mail-Back
<b>Oak Grove Montague Elementary School</b>	750 Laurie Avenue	Santa Clara	95054	Mail-Back
<b>Oak Grove Oak Ridge Elementary School</b>	5920 Bufkin Drive	San Jose	95123	Mail-Back
<b>Oak Grove Parkview Elementary School</b>	330 Bluefield Drive	San Jose	95136	Mail-Back
<b>Oak Grove Sakamoto Elementary School</b>	6280 Shadelands Drive	San Jose	95123	Mail-Back
<b>Oak Grove Santa Teresa Elementary School</b>	6200 Encinal Drive	San Jose	95119	Mail-Back
<b>Oak Grove Stipe Elementary School</b>	5000 Lyng Drive	San Jose	95111	Mail-Back
<b>Oak Grove Taylor Elementary School</b>	410 Sautner Drive	San Jose	95123	Mail-Back
<b>Oak Grove The Academy Community Day School</b>	6578 Santa Teresa Blvd	San Jose	95119	Mail-Back
<b>Orchard Public School</b>	921 Fox Lane	San Jose	95131	Mail-Back
<b>Oster Public School</b>	1855 Lencar Way	San Jose	95124	Mail-Back
<b>Palo Alto Fire Station # 1</b>	301 Alma Street	Palo Alto	94301	Mail-Back
<b>Palo Alto Fire Station # 2</b>	2675 Hanover	Mayfield	94304	Mail-Back
<b>Palo Alto Fire Station # 3</b>	799 Embarcadero Road	Rinconada	94303	Mail-Back
<b>Palo Alto Fire Station # 4</b>	3600 Middlefield Road	Mitchell	94303	Mail-Back
<b>Palo Alto Fire Station # 5</b>	600 Arastradero Road	Barron Park	94306	Mail-Back

<b>Location name</b>	<b>Site Address</b>	<b>City</b>	<b>Zip Code</b>	<b>Site Type</b>
<b>Palo Alto Fire Station # 6</b>	711 Serra Street	Stanford University	94306	Mail-Back
<b>Palo Alto City Library - Children's Branch</b>	1276 Harriet Street	Palo Alto	94301	Mail-Back
<b>Palo Alto City Library - College Terrace Branch Library</b>	2300 Wellesley Street	Palo Alto	94306	Mail-Back
<b>Palo Alto City Library - Downtown Branch Library</b>	270 Forest Avenue	Palo Alto	94301	Mail-Back
<b>Palo Alto City Library - Mitchell Park Branch Library</b>	3700 Middlefield Road	Palo Alto	94301	Mail-Back
<b>Palo Alto City Library - Rincondo Branch Library</b>	1213 Newell Road	Palo Alto	94303	Mail-Back
<b>Parkway Orthopedically Impaired Public School</b>	1800 Fruitdale Avenue	San Jose	95128	Mail-Back
<b>Riddler Park Post-Secondary Public School</b>	1290 Riddler Park Drive	San Jose	95131	Mail-Back
<b>Rose School</b>	250 Roswell Drive	San Jose	95035	Mail-Back
<b>San Jose City College</b>	2100 Moorpark Avenue	San Jose	95128	Mail-Back
<b>San Jose City College</b>	2100 Moorpark Avenue	San Jose	95128	Kiosk
<b>San Jose Public Library Almaden Branch</b>	6445 Camden Avenue	San Jose	95120	Mail-Back
<b>San Jose Public Library Berryessa Branch</b>	3355 Noble Avenue	San Jose	95132	Mail-Back
<b>San Jose Public Library Calabaza Branch</b>	1230 South Blaney Avenue	San Jose	95129	Mail-Back
<b>San Jose Public Library Edenvale Branch</b>	101 Branham Lane East	San Jose	95111	Mail-Back
<b>San Jose Public Library Santa Teresita Branch</b>	290 International Circle	San Jose	95119	Mail-Back
<b>San Jose Public Library West Valley Branch</b>	1243 San Torres Aquino Road	San Jose	95117	Mail-Back
<b>Santa Clara City Library Central Park Branch</b>	2635 Homestead Road	Santa Clara	95051	Mail-Back
<b>Santa Clara City Library Mission Branch</b>	1098 Lexington Street	Santa Clara	95050	Mail-Back
<b>Santa Clara City Library Northside Branch</b>	695 Moreland Way	Santa Clara	95054	Mail-Back
<b>Santa Clara Community School</b>	1889 Lawrence Road	Santa Clara	95051	Mail-Back
<b>Santa Clara County Library District Cupertino Branch</b>	10800 Torre Avenue	Cupertino	95014	Mail-Back
<b>Santa Clara High School</b>	3000 Benton Road	Santa Clara	95051	Mail-Back

<b>Location name</b>	<b>Site Address</b>	<b>City</b>	<b>Zip Code</b>	<b>Site Type</b>
<b>Santa Clara Police Department - Northside Substation</b>	3992 Rivermark Plaza	Santa Clara	95054	Kiosk
<b>Santa Clara Police Department - Police Building</b>	601 El Camino Real	Santa Clara	95050	Kiosk
<b>Santa Clara Sheriff</b>	55 West Younger Avenue	San Jose	95110	Kiosk
<b>Santa Clara Sheriff</b>	80 Highland Avenue	San Martin	95046	Kiosk
<b>Santa Clara County Sheriff's Department</b>	1601 S. De Anza Blvd #148	Cupertino	95014	Kiosk
<b>Sanders Public School</b>	3411 Rocky Mountain Drive	San Jose	95127	Mail-Back
<b>Saratoga City Hall</b>	13777 Fruitvale Avenue	Saratoga	95070	Mail-Back
<b>Saratoga Senior Center</b>	19655 Allendale Avenue	Saratoga	95070	Mail-Back
<b>Savco Pharmacy</b>	455 O'Connor Drive	San Jose	95123	Kiosk
<b>Senter Pharmacy</b>	2643 Senter Road	San Jose	95111	Kiosk
<b>Seven Trees Educational Center</b>	3590 Cas Drive	San Jose	95111	Mail-Back
<b>Silver Creek High School</b>	3434 Silver Creek Road	San Jose	95121	Mail-Back
<b>SCC Recycling and Waste Reduction Division</b>	1555 Berger Drive	San Jose	95112	Mail-Back
<b>SSCCFD Fire Station #1</b>	15670 Monterey Road	Morgan Hill	95037	Mail-Back
<b>SSCCFD Fire Station #2</b>	North Name Uno	Gilroy	95020	Mail-Back
<b>SSCCFD Fire Station #3</b>	3050 Hecker Pass	Gilroy	95020	Mail-Back
<b>Sorci Healthcare Pharmacy</b>	15714 Los Gatos Avenue	Los Gatos	95022	Kiosk
<b>South Valley Pharmacy Services</b>	7496 Engleberry Street	Gilroy	95020	Kiosk
<b>Stanford Health Care Pharmacy</b>	875 Blake Wilbur Drive, Suite CC1	Palo Alto	94305	Kiosk
<b>Sun Pharmacy</b>	2559 S King Road, Ste B10	San Jose	95122	Kiosk
<b>Sunol Community Adult ED High School</b>	250 Sunol Street	San Jose	95126	Mail-Back
<b>Sunnyvale Fire #1</b>	171 North Mathilda Avenue	Sunnyvale	94086	Kiosk
<b>Sunnyvale Fire #2</b>	795 East Arques Avenue	Sunnyvale	94086	Kiosk
<b>Sunnyvale Fire #3</b>	910 Ticonderoga Drive	Sunnyvale	94086	Kiosk
<b>Sunnyvale Fire #4</b>	996 South Wolfe Road	Sunnyvale	94086	Kiosk
<b>Sunnyvale Fire #5</b>	1210 Bordeaux Drive	Sunnyvale	94086	Kiosk
<b>Sunnyvale Fire #6</b>	1282 N. Lawrence Station Road	Sunnyvale	94086	Kiosk
<b>Sunnyvale Fire Department</b>	700 All America Way	Sunnyvale	94086	Kiosk
<b>Sunnyvale Middle School</b>	1080 Mango Avenue	Sunnyvale	94087	Mail-Back

<b>Location name</b>	<b>Site Address</b>	<b>City</b>	<b>Zip Code</b>	<b>Site Type</b>
<b>Toyon Elementary School</b>	995 Bard Street	San Jose	95127	Mail-Back
<b>Tropicana Drugs</b>	1167 South King Road	San Jose	95122	Kiosk
<b>Vargas Elementary School</b>	1054 Carson Drive	Sunnyvale	94086	Mail-Back
<b>Wellness Pharmacy</b>	14777 Los Gatos Blvd # 101	Los Gatos	95032	Mail-Back
<b>Westmont High School</b>	4805 Westmont Avenue	Campbell	95008	Mail-Back
<b>Westwind Community Barn</b>	27210 Altamont Road	Los Altos Hills	94022	Mail-Back
<b>Westwood Elementary School</b>	432 Saratoga Avenue	Santa Clara	95050	Mail-Back

*Table 7: Brochure and Poster Distribution*

## APPENDIX K

### Email Blast Activity

<b>TYPE</b>	<b>PRINT / AIR DATE</b>	<b>AD PAGE</b>	<b>PUBLICATION / STATION</b>	<b>OUTREACH ACTIVITY</b>
<b>Email Blast</b>	5/21/18	Announce Unwanted Medicine Disposal Program	Email	Email Blast

*Table 8: Email Blast Activity*

## Community Outreach Email Activity

Facility	Address	City	Zip Code
Alameda Family Funeral & Cremation	12341 Saratoga-Sunnyvale Road	Saratoga	95070
Bay Area Mortuary	1701 Little Orchard Street	San Jose	95125
Beddingfield Funeral Service	4323 Moorpark Avenue, Suite C	San Jose	95129
California Nurses Association	1871 The Alameda # 300	San Jose	95126
California Pharmacist Association	4030 Lennare Drive	Sacramento	95834
Cherry Chase Pet Hospital	1297 W El Camino Real Ste D	Sunnyvale	94087
City of Campbell	70 N. First St	Campbell	95008
City of Cupertino	10300 Torre Avenue	Cupertino	95014
City of Gilroy	7351 Rosanna St.	Gilroy	95020
City of Los Altos	1 North San Antonio Road	Los Altos	94022
City of Los Altos Hills	26379 Fremont Rd	Los Altos Hills	94022
City of Milpitas	455 E. Calaveras Blvd.	Milpitas	95035
City of Morgan Hill	17575 Peak Avenue	Morgan Hill	95037
City of Mountain View	500 Castro St	Mountain View	94041
City of Palo Alto	250 Hamilton Avenue	Palo Alto	94301
City of San Jose	200 E. Santa Clara St.	San Jose	95113
City of Santa Clara	1500 Warburton Avenue	Santa Clara	95050
City of Sunnyvale	456 W. Olive Ave	Sunnyvale	94086
County of Santa Clara	1555 Berger Drive	San Jose	95112
Cusimano Family Colonial Mortuary	96 West El Camino Real	Mountain View	94040
DeAnza College	21250 Stevens Creek Blvd	Cupertino	95014
El Camino Hospital	2500 Grant Rd	Mountain View	94040
ELC Vets	832 E. Fremont Ave	Sunnyvale	94087
Golden Castle Center	3803 E. Bayshore Road	Palo Alto	94303
Habing Family Funeral Home	129 4th Street	Gilroy	95020
Kaiser Permanente Santa Clara Medical Center	700 Lawrence Expy	Santa Clara	95051
Lima-Campagna-Alameda Mission Chapel	600 South Second Street	San Jose	95112
Los Altos Police Department	1 N San Antonio Rd	Los Altos	94022
Lucille Packard Children's Hospital Stanford	300 Pasteur Dr	Stanford	94305
Mountain View Chapel	799 Castro Street	Mountain View	94041

<b>Facility</b>	<b>Address</b>	<b>City</b>	<b>Zip Code</b>
<b>Mountain View Funeral &amp; Cremation Service</b>	805 Castro St	Mountain View	94041
<b>Mountain View Police Department</b>	1000 Villa St	Mountain View	94041
<b>National Association of Social Workers California</b>	1016 23rd Street # 100	Sacramento	95816
<b>Palo Alto Medical Foundation</b>	201 Old San Francisco Rd	Sunnyvale	94086
<b>Peninsula Pet Resort</b>	851 B Old County Rd	San Carlos	94070
<b>Regional Medical Center</b>	225 N Jackson Ave	San Jose	95116
<b>Sacred Space Memorial Funerals</b>	175 Bernal Rd Suite 100-10	San Jose	95119
<b>San Jose Police Department</b>	201 W Mission St	San Jose	95110
<b>San Jose State University</b>	1 Washington Sq	San Jose	95192
<b>Santa Clara University</b>	500 El Camino Real	Santa Clara	95053
<b>Santa Clara County Public Health Department</b>	976 Lenzen Ave	San Jose	95126
<b>Santa Clara Emergency Medical Services</b>	700 Empey Way	San Jose	95128
<b>Santa Clara Office of Education</b>	1290 Ridder Park Dr	San Jose	95131
<b>Santa Clara Police Department</b>	601 El Camino Real	Santa Clara	95050
<b>Santa Clara Senior Center</b>	266 Escuela Ave	Mountain View	94040
<b>Santa Clara Sherrif's Office</b>	55 W Younger Ave	San Jose	95110
<b>Santa Clara Unified School District</b>	1889 Lawrence Road	Santa Clara	95051
<b>Santa Clara Valley Medical Valley</b>	751 S. Bascom Ave	San Jose	95128
<b>SCC Consumer and Environmental Protection Agency</b>	1553 Berger Dr Suite 200	San Jose	95112
<b>Senior/Recreation Department - Santa Clara County</b>	97 Hillview Avenue	Los Altos	94022
<b>Stanford Health Care</b>	300 Pasteur Dr	Stanford	94305
<b>Sunnyvale Police Department</b>	700 All America Way	Sunnyvale	94086
<b>Sunnyvale Veterinary Clinic</b>	1010 W El Camino Real	Sunnyvale	94087
<b>The Animal Doctors</b>	461 Page Mill Road	Palo Alto	94306
<b>Town of Los Gatos</b>	110 E. Main St.	Los Gatos	95030
<b>VA Palo Alto Health Care System</b>	3801 Miranda Ave	Palo Alto	94304

*Table 9: Community Outreach Email Activity*

## Social Media Posts

TYPE	PRINT / AIR DATE	AD PAGE	PUBLICATION / STATION	OUTREACH ACTIVITY
Social Media	01/08/2018	Announce Kiosk at Bascom Pharmacy	Facebook	Social Media Post
Social Media	01/08/2018	Announce Kiosk at Bascom Pharmacy	Twitter	Social Media Post
Social Media	02/12/2018	Announce Kiosk at Calaveras Pharmacy	Facebook	Social Media Post
Social Media	02/19/2018	Announce Kiosk at Calaveras Pharmacy	Twitter	Social Media Post
Social Media	02/22/2018	Announce Kiosk at Campbell Police Department	Facebook	Social Media Post
Social Media	02/22/2018	Announce Kiosk at Campbell Police Department	Twitter	Social Media Post
Social Media	03/05/2018	Announce Kiosk at Sunnyvale Fire Station #2	Facebook	Social Media Post
Social Media	03/05/2018	Announce Kiosk at Sunnyvale Fire Station #2	Twitter	Social Media Post
Social Media	04/02/2018	Announce Kiosk at Campbell Police Department	Facebook	Social Media Post
Social Media	04/02/2018	Announce Kiosk at Campbell Police Department	Twitter	Social Media Post
Social Media	04/16/2018	Announce Kiosk at Creekside Pharmacy	Facebook	Social Media Post
Social Media	04/16/2018	Announce Kiosk at Creekside Pharmacy	Twitter	Social Media Post
Social Media	04/25/2018	Announce Kiosk at Evergreen Pharmacy	Facebook	Social Media Post
Social Media	04/25/2018	Announce Kiosk at Evergreen Pharmacy	Twitter	Social Media Post
Social Media	05/04/2018	Announce Kiosk at Gilroy Pharmacy	Facebook	Social Media Post
Social Media	05/04/2018	Announce Kiosk at Gilroy Pharmacy	Twitter	Social Media Post
Social Media	05/09/2018	Announce Kiosk at Friendly Pharmacy	Facebook	Social Media Post
Social Media	05/09/2018	Announce Kiosk at Friendly Pharmacy	Twitter	Social Media Post
Social Media	05/16/2018	Announce Kiosk at I-Care Pharmacy	Facebook	Social Media Post
Social Media	05/16/2018	Announce Kiosk at I-Care Pharmacy	Twitter	Social Media Post
Social Media	05/24/2018	Announce Kiosk at Jackson Pharmacy	Facebook	Social Media Post
Social Media	05/24/2018	Announce Kiosk at Jackson Pharmacy	Twitter	Social Media Post
Social Media	07/11/2018	Announce Kiosk at Alum Rock Pharmacy	Facebook	Social Media Post
Social Media	07/11/2018	Announce Kiosk at Alum Rock Pharmacy	Twitter	Social Media Post
Social Media	07/18/2018	Announce Kiosk at Evergreen Pharmacy	Facebook	Social Media Post

<b>TYPE</b>	<b>PRINT / AIR DATE</b>	<b>AD PAGE</b>	<b>PUBLICATION / STATION</b>	<b>OUTREACH ACTIVITY</b>
Social Media	07/18/2018	Announce Kiosk at Evergreen Pharmacy	Twitter	Social Media Post
Social Media	07/31/2018	Announce Kiosk at Sorci Healthcare Pharmacy	Facebook	Social Media Post
Social Media	07/31/2018	Announce Kiosk at Sorci Healthcare Pharmacy	Twitter	Social Media Post

*Table 10: Social Media Posts*

## Print & Digital Promotion Advertisement Activity

<b>Media Channel (Type of Media)</b>	<b>Start Date</b>	<b>Name of Publication / Network or Station</b>
<b>Print/Online</b>	02/25/2018	Mercury News
<b>Print/Online</b>	03/01/2018	San Francisco Examiner
<b>Digital/Static and Video Advertisement</b>	04/01/2018	Creative Digital Agency
<b>Television Advertisement</b>	06/19/2018	Creative Digital Agency
<b>Digital/Static and Video Advertisement</b>	09/01/2018	Creative Digital Agency

*Table 11: Print & Digital Promotion Advertisement Activity*

# APPENDIX L

## Electronic and Media Advertisement Examples

ADVICE & INSIGHT FROM COMMUNITY EXPERTS

FEATURES 

# Richard Longoria Wines

Years ago, while enjoying a dinner with friends at the Ballard Inn in the Santa Ynez Valley, we selected a local wine: the Richard Longoria Fe Ciega Vineyard Pinot Noir from the Santa Rita Hills. The wine began my appreciation for cool-climate chardonnay and pinot noir from this appellation, and of Richard as a winemaker who works the land.



**LYLE W. NORTON**  
ON THE VINE

Richard and Diana Longoria established their winery in 1982 after building a resume with other local producers. Richard's desire to make wines in the Burgundian style and the unique terroir of the region remains a successful partnership.

The Santa Rita Hills lie 40 minutes up the coast from Santa Barbara on the north side of Point Conception, California's only east-west coastal mountain range. The vineyards are directly exposed to cool nights, moderately warm days, wind and fog, protected only by the hills and valleys. The soils are rocky, somewhat stressed and infused with marine sediment that helps to define the wines.

The Fe Ciega Vineyard is a great property in a prestigious neighborhood that includes Fiddletix, Sweeney Canyon and Seasmoke vineyards among others. The **2014 Longoria Chardonnay Fe Ciega Vineyard Santa Rita Hills (\$50)** is sourced from a few rows of Mt. Eden clone and is aged sur lie in only 26 percent new French oak. Although Richard usually avoids malolactic fermentation in his chardonnay releases, nearly three-quarters of this juice went through it. There is a distinctive herbal, earthy quality to the flavors and a balanced acidity on the finish.

Longoria is cautious with new oak and doesn't make any determinations until he analyzes the juice. His signature wine, the **2014 Longoria Pinot Noir Fe Ciega Vineyard Santa Rita Hills (\$55)**, was aged 15 months in 40 percent new French oak, resulting in complex herbal, fruit-forward flavors and soft but evident tannins. The "Fe Ciega," which translates to "blind faith,"



Top: Winemaker Richard Longoria in his Fe Ciega vineyard in Santa Barbara. Left: Longoria's 2012 Blues Cuvee label. Above: Longoria's tasting room and production facility.

expresses the finer qualities of pinot noir in the appellation.

Whole-cluster pressed, the **2016 Longoria Chardonnay "Cuvee Diana" Santa Rita Hills (\$45)**, with juice sourced from two vineyards, is aged separately for 14 months in 23 percent new oak, then blended before bottling. The rich, creamy texture and baked fruit flavors explode on the palate and last through the finish.

What a difference a vineyard can make. Sanford and Benedict is one of the oldest and most respected vineyards in the Santa Rita Hills.

In contrast to the Fe Ciega release, the **2014 Longoria Pinot Noir Sanford and Benedict Vineyard Santa Rita Hills (\$50)**, aged 15 months in 39 percent new French oak, exudes big, bold cherry pie aromas and flavors. Drinkable now, this wine will get even better with some time on the shelf.

Richard's favorite varietal from the region is actually cabernet franc. The problem with cabernet franc is that it suffers from an ailment called "cabernet sauvignon love." It can't compete. Years ago, he began using it in a unique Bordeaux blend with added syrah.

Are the French scorning or just envious?

Re-launching the disguised cabernet franc, he called the annual blend, "Blues Cuvee" to honor his love of blues and jazz. Each label contains original blues-themed artwork, a perfect gift for those passionate about vino and vibes.

To my fortune, Richard pulled out a 12-year-old bottle of syrah from the Alisos Vineyard, cooler than most that produce it. The **2006 Longoria Syrah Alisos Vineyard Santa Barbara County (\$40)** had spice notes, but the expressive flavors were so integrated and soft, I was surprised to find an alcohol level of 15.9 percent.

Two very different varietals, both sourced from the Clover Creek Vineyard in the Santa Ynez Valley, are worthy of mention. The **2016 Longoria Albarino Clover Creek Vineyard (\$25)** offers a spirited acidity and clean stone fruit on the palate. In the late-harvest dessert wine category, the **2012 Longoria Syrah "Vino Dulce" Santa Barbara County (\$23)** is at the top of my list. Albeit sweeter, the herbal spice qualities of the grape, along with rich fruit and berry flavors, are expressed throughout. To sip it after dinner is captivating, but to pair it with chocolate is simply decadent.

In honor of Richard, his 2014 "Fe Ciega" pinot noir was perfectly paired with the 1979 Bill Evans' "Paris Concert, Edition One" recording. It's always a pleasure to sip and listen to "Quiet Now."

Lyle W. Norton is a wine enthusiast and blogger in Santa Rosa who has written a wine column for 15 years. Visit his blog at [www.lifebylyle.com](http://www.lifebylyle.com) or email him at [sfwiner@gmail.com](mailto:sfwiner@gmail.com).

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Most Cars. Pads only. Add Parts as Labor May be Necessary.

SUNDAY, FEBRUARY 25, 2018 • SFEXAMINER.COM • SAN FRANCISCO EXAMINER 17

Figure 12: Example - San Francisco Examiner (February 25, 2018)

# Pairing Imagery

Life is good. On a Tuesday evening, I explored the emerging Dogpatch neighborhood in San Francisco, was introduced to young entrepreneurs and enjoyed a sublime dinner at Studio Table hosted by Jamie Benziger to introduce her new tier of Imagery wines.

After discovering that we were neighbors in Santa Rosa, Benziger, 31, and I discussed her new endeavor. She was articulate and passionate in describing the quality of and potential markets for her new wines. Yes, she is the daughter of Joe Benziger, who started the Benziger Winery 35 years ago. The kids, however, don't get special treatment and are expected to earn any role that they play in the business.

Jamie Benziger's story is one of a young woman who grew up in the wine industry, went off to study at Loyola Marymount University before transferring to Sonoma State University to study wine marketing. She has paid her dues inside and outside the family business, including a stint in New Zealand, and is now partnering with her dad to create tasteful, affordable, food-friendly wines intent on broadening the palates of the next generation or anyone seeking a good value enhancement to their next dinner party table.

By all accounts, she has succeeded. From my perspective, the pivotal needs of her market have been addressed: artistic labels (c'mon, how many of us have purchased wine solely for the label art?), screw caps that fit the modern lifestyle better than corks, affordability (\$16.99 per bottle) and complex wines that leave you with that "big bang for my buck" feeling. Let's speak to the wine in the context of the food pairing with comments by me and Chef Ben Roche.

**FIRST COURSE**  
**Wine:** 2016 Imagery Sauvignon Blanc

**Dish:** Winter nicoise — "a hearty salad of frisee, scallops and potato cream to complement the minerality and citrusy acidity of the Sauvignon Blanc."

This sauvignon blanc blends 20 percent muscat from Lake County. In the New Zealand style, I found floral notes on the nose and balanced, fruit-forward flavors with hints of grapefruit and a soft mouthfeel. I enjoyed it solo as an introductory wine and with the scal-



**LYLE W. NORTON**  
 ON THE VINE

lops in potato cream.

**SECOND COURSE**  
**Wine:** 2016 Imagery Chardonnay  
**Dish:** Butter-poached vegetables, buttermilk and Buddha's Hand — "a buttery-but-light dish with a floral touch bring out the mineral-forward quality of this unusual Chardonnay."

The blended chenin blanc adds to the crispness and citrus elements of this wine that paired well with the vegetables.

**THIRD COURSE**  
**Wine:** 2016 Imagery Pinot Noir  
**Dish:** Pancetta and leek quiche with cabbage and caviar — "rich, caramelized pancetta and eggs from the land and the sea make this Pinot Noir sing."

The addition of 20 percent petit verdot to pinot noir is unusual, but here it adds structure and body while softening the tannins for an accessible wine. A terrific value.

**FOURTH COURSE**  
**Wine:** 2016 Imagery Cabernet Sauvignon  
**Dish:** Duck breast with cherry, mushroom and spinach — "earthy, savory flavors, bright cherry puree and robust duck come together for this big Cabernet."

The enhanced spice element from the blended 15 percent petit sirah is evident throughout and there are



**Clockwise from top left:** A new tier of Imagery wines is seen at Studio Table; Jamie Benziger of Imagery wines; Pancetta and leek quiche with cabbage and caviar; Imagery wines and hand-painted menus by Heather Day.

soft "code blue" and cherry notes on the palate. It would be difficult to find a better cab under \$20.

**FIFTH COURSE**  
**Wine:** Port  
**Dish:** Hazelnut brownie with goat cheese and raisins — "a rich and savory dessert, finished with olive oil and a sprinkle of flaky sea salt, help the chocolate and dried fruit notes of this delightful port shine."

This is a Sonoma County non-vintage blend of zinfandel, petite sirah and touriga nacional that is shipped direct to consumers. The high 18 percent alcohol level was balanced and paired well with both the sweet and savory aspect of the dessert.

Studio Table is located in the loft and working studio of artist Heather Day. She has partnered

with Michelle Wei and Chef Roche in creating a unique, artistic fine dining concept with stated goals "to challenge expectations and create conversations."

Jamie Benziger's wines, with the design representation of a drop of paint running down the label, matched the elegance of the table with Heather's hand-painted menus. These are the finest food-friendly wines under \$20 that I have tasted in a while. The new tier of Imagery releases will help to grow interest in wine through good taste, quality and value. I recommend you try them.

*Lyle W. Norton is a wine enthusiast and blogger in Santa Rosa who has written a wine column for 15 years. Visit his blog at [www.lifebylyle.com](http://www.lifebylyle.com) or email him at [lfewine@gmail.com](mailto:lfewine@gmail.com).*

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 Most Cars.

**BRAKE SERVICE \$99**  
 Front or Rear. Most Cars. Pads only. Add 1 Parts or Labor. Brake Necessary.

Figure 13: Example - San Francisco Examiner (March 4,2018)

Guns

FROM PAGE 12

Some people have proposed extending the denial period to two weeks to give law enforcement more time to conduct a thorough investigation.

In most cases, if gun buyers take the weapon home, but records later show they're prohibited from having one, federal agents have to go take the firearm back.

How many background checks are run?

A 2016 report by the Justice Department's Inspector General said the FBI processed 51 million NICS transactions between 2008 and 2014, and only 256,096 were denied, about 1 percent.

States handled 68 million NICS transactions during that same period. The Inspector General's report didn't say how many of the state cases were denied.

The FBI reports that since NICS started in 1998, there have been 1.5 million denials, with the majority being

because the person had been convicted of crimes.

More than 25 million background checks were run through NICS in 2017, according to the Department of Justice. Searches have steadily increased since the 8.5 million hits in 2009, 490,000 in January 2018.

How do mental health records get reported?

Submitting mental health records to the system is one of the more complicated and fractured pieces of the reporting puzzle. Not all agencies understand what must be sent, so many records are missing.

After the Virginia Tech shooting in 2007, in which a shooter with an extensive mental illness record was able to purchase guns, the Government Accountability Office conducted a study to find out how states handled mental health reporting.

The study found that 12 states had increased their reporting between 2004 and 2011, but "technology, legal and other challenges kept some states from shar-

ing mental health records. Some states were reporting criminal records related to drug use, but in 2012, the Department of Justice showed that 30 states were failing to make non-criminal records available.

The National Shooting Sports Foundation, based in Newtown, Connecticut, has a program that tracks legislation and rates states based on reporting. Pennsylvania ranks the highest, with 831,886 mental health records submitted as of Dec. 31, 2016. Wyoming is at the bottom, with only seven records sent to NICS, the group said.

Whose job is it?

In most states, gun dealers contact the FBI directly for background checks. In others, they contact the state.

Making it even more complicated, some states serve as the point of contact for handguns but not rifles and shotgun purchases, which are screened by the FBI.

In Washington state, the NICS check for the long gun can happen within minutes, while the handgun check can take up to 10 days, said Kyle Moore, spokesman for the Washington State Patrol.

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Figure 14: Example - Mercury News (March 11,2018)

HIGH SCHOOL

# Piedmont bird calling contest names a winner

### Anders Bjork takes first place in 53rd annual event

By **Damin Epper**  
Correspondent

**PIEDMONT** — Anders Bjork spent nine days perfecting a call at a certain point so it would stop hurting my throat," said the Piedmont High School senior.

His hard work paid off. He won first place in the 53rd annual Piedmont Bird Calling Contest on Friday evening at the Alan Harvey Theater on the campus of Piedmont High School.

"Honestly, I thought that my call wasn't as good as it has been in the past when I was up there on stage, both and who its predators are.

I wasn't so used to working with that — and because of nerves," Bjork said. "It was my first acting thing ever. First time being on stage. I don't like public speaking."

The Piedmont Bird Calling Contest dates to 1963 when science teacher Leonard J. Waddeck was approached by a student who wanted to spice up student life.

It became nationally known as winners went on the Tonight Show with Johnny Carson and then the Late Show with David Letterman. Television appearances ended with Letterman's retirement three years ago.



Anders Bjork, a senior, celebrates as he is awarded first place for his skit as a kakapo parrot at the 53rd Annual Bird Calling Contest at Piedmont High School on Friday.

For his performance, Bjork dressed in green with a neon green wig, a faded green tuxedo shirt and green wings, and danced around the stage explaining the mating rituals of the Kakapo. He fantasized about going to the moon, which he claimed had many female Kakapos, even using a banana as a prop telephone to call Elon Musk and ask to be trans-

ported to the moon.

The Kakapo is a ground parrot found in New Zealand that cannot fly. Instead, it climbs trees by using its beak as an extra claw. Bjork at one point attempted to lift weights to build up his wings so he could fly.

As the winner, Bjork's name will be engraved on the perpetual trophy as well as a chicken trophy that he gets to keep. All the finalists also get a chicken trophy.

When he started out practicing for the contest, Bjork said he had other teammates, but eventually they all dropped out, leaving him as the solo performer.

He spent 2 1/2 weeks working on his script.

"I didn't know I'd be doing it alone when I started," Bjork said. "My group

members ended up being busy. But I still wanted to do it."

Second place went to the team of Luca Carreras, Dominie Judd, Victor Romo and Zachary Savage, who performed the Willow Parrot. Third went to Jonathan Dineitz and David Schwartz, who performed the Rock Dove.

A video entry from the staff of the Piedmont Highlander, the school's student newspaper, featured the staff — on a trip in New York City — attempting to find the "New York Peacock," a fictional bird based on real peacocks. Members of the staff explained the peacock's traits and did calls as well as harassed New Yorkers in a quest to find their bird.

The event also featured a performance on the piano by student Edwyna Zhu.

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Figure 15: Example – Mercury News Print (March 18,2018)

**GARDEN TIPS**

**Looking for inspiration while waiting out the rain**

We made it to spring, only to find winter wasn't ready to leave. The good news, however, is that to matter how hard winter tries to hold on, spring already is gaining ground with longer, and warmer days.

It's a good idea to stay out of the garden when it's raining, and until the soil has had a chance to dry out. Walking on the wet ground compact it, which isn't good for all the wonderful micro-organisms living there.

from the garden during the rainy spells, spend your time productively by making a list of the new plants you plan to grow this year. Draw a sketch of your beds and plant them on paper. Think about your existing plants and what needs to be done to them this year such as pruning, fertilizing, and adding or replenishing mulch in the beds.

Do you have a bed that has performed poorly in the past? Think about why that might be. Is it an irrigation issue or do you have the wrong plants in the wrong places? If you have a bed that receives mostly shade all day, pull out the plants that need full sun and explore the world of shade-loving plants.

1, noon to 5 p.m. daily. \$50 Gateview Court, San Jose. Admission is free, but donations to St. Jude Children's Research Hospital, collected in memory of Sartoro's late son, Boom, will be appreciated.

Contra Costa Master Gardeners contributed to this report.

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Medication Education & Disposal

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**SAFELY DISPOSE OF UNWANTED & EXPIRED MEDICINES**

Free service for residents. We cannot accept medicines from businesses.

Drop off expired or unwanted medications at a kiosk near you

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MED-Project is supporting a medication collection and disposal program. Residents are invited to bring their expired or unwanted medications for disposal at a local kiosk or take-back event.

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CENTRAL OF SILICON VALLEY  
City of San José  
Finance Department  
Business Tax

Calling all Landlords

APPLICATION PERIOD EXTENDED

**BUSINESS TAX MODERNIZATION**

Measure G

Effective July 1, 2015, voter-approved Measure G, Business Tax Modernization, requires all landlords of residential properties, including those leasing one or two rental units, to register for and pay the City Business Tax.

The deadline for registration of rental businesses has been extended to **June 30, 2018**, after that, interest and late fees will apply.

Register your business online at:  
<https://www.sanjoseca.gov/Businesstax>

Pay your business tax invoice online at:  
<https://www.sanjoseca.gov/Businesstax>  
Click: "Make a Payment"

Our office is located at:  
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Call us at: 1-408-535-7055

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Join us in Celebrating "National Pet Week" on Sunday May 6th, 2018!

Our "Picture Perfect Pets" special section will run in the East Bay Times and The Mercury News which cover Contra Costa, Alameda, San Mateo, Santa Clara and other surrounding counties.

National Pet Week is dedicated to celebrating America's more than 200 million pets that enrich our lives each and every day and encourage responsible pet care every day of the year.

Join in on the fun and show off your beloved pet... just fill out the form below and mail it to us, or email the information requested to [classified@bayareanews.com](mailto:classified@bayareanews.com).

**Cost - \$78.00**  
(Includes 5x7 Keepsake Commemorative Plaque) 35-40 Words Maximum



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Lucy just celebrated her 1st Birthday! Lucy was a rescue, but at this point we actually think she rescued us! We all love you Lucy and thank God you are here with us.

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If you prefer to email, send to the address below. Please include all of the information on the form in your email text. Photos need to be in JPG format. Please do not email your credit card, we will contact you for credit card payment via phone.

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(Please put Picture Perfect Pets in the subject line)

Name of Pet: \_\_\_\_\_  
Message: \_\_\_\_\_

Your Name: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Address: \_\_\_\_\_ Exp Date: \_\_\_\_\_  
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It's time to stand up for your favorite businesses, restaurants and more. Name your pick in any of our 13 categories—Best golf course, Best day spa, Best pizza and 110 others—in the **17TH ANNUAL THE MERCURY NEWS BEST IN SILICON VALLEY** reader poll.

The Mercury News  
BayArea NewsGroup

See the winners in a Special Advertising Section in The Mercury News on Sunday, June 17.

Figure 16: Example – Mercury News Print (March 25,2018)

## TOP PUBLISHERS

List of top publishers of April 2018 Digital campaign across all active jurisdictions.

- yahoo.com
- msn.com
- Shazam - Shazam - Android (com.shazam.android)
- sfgate.com
- twentytwoords.com
- The Weather Channel - Android (com.weather.Weather)
- USA TODAY for iPhone - iOS (504631398)
- dailymotion.com
- Huffington Post - Android (com.huffingtonpost.android)
- cnn.com
- newsweek.com
- finance.yahoo.com
- oola.com
- lifedaily.com
- myyahoo.com
- mercurynews.com
- 9NEWS - iOS (568147279)
- worldjournal.com
- ora.tv
- ign.com
- bleacherreport.com
- mobile.nytimes.com
- Solitaire - Android (com.mobilityware.solitaire)
- MLB.com At Bat - iOS (493619333)
- USA TODAY - Android (com.usatoday.android.news)
- Pandora® Radio - Android (com.pandora.android)
- apps.facebook.com
- The Huffington Post - iOS (306621789)
- SMS - Wear Messenger, Messages - Android (com.link.messages.sms)
- suggest.com
- weather.com
- marketwatch.com
- glassdoor.com
- DU Battery Saver & Fast Charge - Android (com.dianxinos.dpbs)
- chinatimes.com
- Spider Solitaire - Android (com.mobilityware.spider)
- The Weather Channel and weather.com
- timesofindia.indiatimes.com
- people.com
- sports.yahoo.com

### Display

Sample of ads for April 2018 Digital campaign across all active jurisdictions

## Static Display Creatives

The figure displays several static display creatives for MED-Project. Each creative features the text "Safely dispose of unwanted medicine." or "Safely dispose of unwanted & expired medicine" and includes the MED-Project logo, contact information (844) MED-PROJECT, and a "LEARN MORE" button. The creatives are arranged in a grid-like fashion, showing different visual designs and placements of text and graphics.

Figure 17: Example – Creative Digital Agency (April 2018)

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 06/19/18</b>								
5:46:22 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:53:22 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:21:26 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
2:29:25 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
9:24:42 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 06/20/18</b>								
4:28:57 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
6:38:13 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
11:30:14 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
9:23:36 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
3:22:26 XM	Med Project	1566975	Cash		Doctors, The (SYN)	M-Su 1x-4x	:30	Med Project
<b>Date: 06/21/18</b>								
4:44:58 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:22:57 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:12:34 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:41:01 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
3:55:54 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
10:24:28 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
3:51:51 XM	Med Project	1566975	Cash		Doctors, The (SYN)	M-Su 1x-4x	:30	Med Project
<b>Date: 06/22/18</b>								
5:39:48 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:23:19 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:12:53 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:56:37 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
3:30:44 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
1:29:22 XM	Med Project	1566975	Cash		Inside Edition (SYN)	M-Su 1x-4x	:30	Med Project
<b>Date: 06/23/18</b>								
6:59:00 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:43:13 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
<b>Date: 06/24/18</b>								
8:13:47 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
9:23:32 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
<b>Date: 06/25/18</b>								
5:12:56 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
11:22:33 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:28:56 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
<b>Date: 06/26/18</b>								
4:26:54 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
10:39:08 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:50:20 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:59:16 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
3:59:04 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 06/27/18</b>								

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 06/27/18</b>								
4:14:15 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:45:08 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:24:52 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:11:43 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
3:31:49 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 06/28/18</b>								
5:58:30 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 6a-7a	:30	Med Project
9:23:18 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 06/29/18</b>								
4:12:11 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:27:25 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:41:02 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
9:13:18 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 06/30/18</b>								
8:37:44 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:57:55 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
9:59:00 PM	Med Project	1566975	Cash		Sheriff's Of El Dorado County	930p-10p	:30	Med Project
<b>Date: 07/01/18</b>								
7:09:08 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
9:24:19 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
<b>Date: 07/02/18</b>								
4:58:54 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 5a-6a	:30	Med Project
5:37:50 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:13:44 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:23:02 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
9:28:48 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
12:18:48 XM	Med Project	1566975	Cash		Law & Order: SVU	12a-1a	:30	Med Project
<b>Date: 07/03/18</b>								
5:41:49 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:24:49 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:48:26 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
9:44:04 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
10:28:36 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	M-Su KRON News 10p	:30	Med Project
12:32:23 XM	Med Project	1566975	Cash		X-Files	12a-1a	:30	Med Project
<b>Date: 07/04/18</b>								
10:58:15 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:24:24 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:12:33 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
2:50:42 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
3:39:01 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
10:21:42 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
10:43:33 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	M-Su KRON News 10p	:30	Med Project
12:47:03 XM	Med Project	1566975	Cash		Dateline	12a-1a	:30	Med Project

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 07/05/18</b>								
11:51:29 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
3:32:55 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
10:58:00 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
12:24:29 XM	Med Project	1566975	Cash		Law & Order:CI	12a-1a	:30	Med Project
<b>Date: 07/06/18</b>								
10:57:30 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	M-Su KRON News 10p	:30	Med Project
<b>Date: 07/07/18</b>								
7:14:37 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
7:40:56 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
10:36:37 AM	Med Project	1566975	Cash		Bay Area Living	SA-SU 10a-12p	:30	Med Project
10:58:15 AM	Med Project	1566975	Cash		Bay Area Living	SA-SU 10a-12p	:30	Med Project
11:53:22 AM	Med Project	1566975	Cash		Bay Area Living	SA-SU 10a-12p	:30	Med Project
<b>Date: 07/08/18</b>								
6:59:30 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
7:23:05 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
11:44:36 AM	Med Project	1566975	Cash		Bay Area Living	SA-SU 10a-12p	:30	Med Project
<b>Date: 07/09/18</b>								
5:26:45 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:43:59 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
11:51:02 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:18:52 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
9:40:04 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
10:22:00 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
<b>Date: 07/10/18</b>								
9:23:09 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	8p-11p	:30	Med Project
9:57:59 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 07/11/18</b>								
4:58:31 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 5a-6a	:30	Med Project
5:57:44 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 6a-7a	:30	Med Project
3:56:20 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 07/12/18</b>								
5:12:42 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:58:14 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
11:21:50 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
3:21:54 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 07/13/18</b>								
10:53:54 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
2:12:24 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
10:58:00 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
11:58:28 PM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
12:52:21 XM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
2:59:12 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 1x-4x	:30	Med Project
<b>Date: 07/14/18</b>								

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 07/14/18</b>								
7:39:04 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:54:25 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
10:24:04 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
12:29:11 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 1x-4x	:30	Med Project
1:29:26 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 1x-4x	:30	Med Project
<b>Date: 07/15/18</b>								
6:59:16 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
7:53:34 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
10:42:56 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
12:59:11 XM	Med Project	1566975	Cash		Jentezen Franklin	M-Su 11p-1x	:30	Med Project
1:28:56 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 1x-4x	:30	Med Project
<b>Date: 07/16/18</b>								
6:28:18 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
2:42:46 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
<b>Date: 07/17/18</b>								
4:57:32 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 5a-6a	:30	Med Project
6:59:17 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
9:12:47 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 07/18/18</b>								
5:44:00 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
<b>Date: 07/19/18</b>								
4:14:40 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:12:45 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
8:28:26 PM	Med Project	1566975	Cash		KRON 4 News @ 8PM	8p-11p	:30	Med Project
8:58:16 PM	Med Project	1566975	Cash		KRON 4 News @ 8PM	8p-11p	:30	Med Project
9:22:57 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
9:53:09 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	8p-11p	:30	Med Project
<b>Date: 07/20/18</b>								
4:29:13 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
4:42:39 AM	Med Project	1566975	Cash		KRON 4 Early News @ 4AM	M-F 4a-5a	:30	Med Project
5:53:19 AM	Med Project	1566975	Cash			FRI 5-6A	:30	Med Project
8:12:43 PM	Med Project	1566975	Cash		KRON 4 News @ 8PM	8p-11p	:30	Med Project
<b>Date: 07/21/18</b>								
7:57:31 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:24:32 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
<b>Date: 07/22/18</b>								
7:37:07 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
8:37:50 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
8:43:15 PM	Med Project	1566975	Cash		KRON 4 News @ 8PM	8p-11p	:30	Med Project
<b>Date: 07/23/18</b>								
5:41:18 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:53:49 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
10:59:17 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 07/23/18</b>								
3:55:26 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
9:53:25 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 07/24/18</b>								
2:56:59 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
<b>Date: 07/25/18</b>								
5:14:49 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
6:44:21 AM	Med Project	1566975	Cash		KRON 4 Early News @ 6AM	M-F 6a-7a	:30	Med Project
11:15:34 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
2:41:42 PM	Med Project	1566975	Cash		Daily Mail TV	M-F 2p-3p	:30	Med Project
9:37:19 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	9p-10p	:30	Med Project
<b>Date: 07/26/18</b>								
5:11:28 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
10:12:52 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
3:59:25 PM	Med Project	1566975	Cash		Crime Watch Daily	M-F 3p-4p	:30	Med Project
<b>Date: 07/27/18</b>								
11:14:05 AM	Med Project	1566975	Cash		Doctors, The (SYN)	M-F 11a-12p	:30	Med Project
10:52:55 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
11:32:57 PM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
12:31:08 XM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
12:58:40 XM	Med Project	1566975	Cash		American Ninja Warrior	M-Su 11p-1x	:30	Med Project
<b>Date: 07/28/18</b>								
7:43:04 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
8:11:08 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Sa 7a-10a	:30	Med Project
12:59:25 XM	Med Project	1566975	Cash		KRON Paid Program	M-Su 11p-1x	:30	Med Project
<b>Date: 07/29/18</b>								
7:14:58 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
9:27:09 AM	Med Project	1566975	Cash		KRON 4 News Wknd @ 7AM	Su 7a-10a	:30	Med Project
<b>Date: 07/31/18</b>								
10:40:41 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
10:59:15 AM	Med Project	1566975	Cash		Dr. Phil (SYN)	M-F 10a-11a	:30	Med Project
<b>Date: 08/01/18</b>								
5:55:46 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
7:42:14 PM	Med Project	1566975	Cash		Entertainment Tonight	M-F 7a-9a	:30	Med Project
<b>Date: 08/02/18</b>								
9:39:15 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	8p-11p	:30	Med Project
<b>Date: 08/03/18</b>								
5:44:11 AM	Med Project	1566975	Cash		KRON 4 Early News @ 5AM	M-F 5a-6a	:30	Med Project
7:27:21 AM	Med Project	1566975	Cash		KRON 4 Morning News @ 7AM	M-F 7a-9a	:30	Med Project
9:29:25 PM	Med Project	1566975	Cash		KRON 4 News @ 9p	8p-11p	:30	Med Project
<b>Date: 08/04/18</b>								
10:40:34 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project
<b>Date: 08/05/18</b>								
10:28:16 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project

[Sorted by: Station]

# MED PROJECT POST LOG TIMES - 6/19/18-8/5/18



Air Time	Advertiser	Order	C/T	Estimate #	Program (Placed*)	Display Times	Length	Ad-ID
<b>Station: KRON</b>								
<b>Date: 08/05/18</b>								
10:42:42 PM	Med Project	1566975	Cash		KRON 4 News @ 10PM	8p-11p	:30	Med Project

[Sorted by: Station]

Figure 18: Example – Creative Digital Agency (July 2018)

# TOP PUBLISHERS, SANTA CLARA

List of top publishers of September 2018 Digital campaign in Santa Clara

AnonyTun - Android (com.anonytun.android)
Helix Jump - iOS (1345968745)
Wordscapes - iOS (1207472156)
Hole.io - iOS (1389111413)
MetroZone - Android (com.metropcs.metrozone)
<a href="http://msn.com">msn.com</a>
<a href="http://pof.com">pof.com</a>
Snake VS Block - iOS (1233739175)
TextNow - free text + calls - Android (com.enflick.android.TextNow)
FlightAware Flight Tracker - iOS (316793974)
<a href="http://twentytwowords.com">twentytwowords.com</a>
Wordscapes - Android (com.peoplefun.wordcross)
Bumper.io - iOS (1402499966)
TextNow Classic - Free Text + Calls : Free Texting Picture Messaging Phone Calling and Phone Number - iOS (314716233)
<a href="http://howstuffworks.com">howstuffworks.com</a>
Dictionary.com Dictionary & Thesaurus - iOS (308750436)
<a href="http://factinate.com">factinate.com</a>
Words With Friends 2-Word Game - iOS (1196764367)
Hole.io - Android (io.voodoo.holeio)
Musi - Unlimited Free Music From YouTube & SoundCloud - iOS (591560124)
Yahoo.com

<a href="http://mail.yahoo.com">mail.yahoo.com</a>
Block Puzzle Jewel - Android (com.differencetenderwhite.skirt)
2048 - iOS (840919914)
Helix Jump - Android (com.h8games.helixjump)
Super-Bright LED Flashlight - Android (com.surpax.ledflashlight.panel)
<a href="http://topix.net">topix.net</a>
pixiv - Android (jp.pxv.android)
Calorie Counter - MyFitnessPal - Android (com.myfitnesspal.android)
<a href="http://clipd.com">clipd.com</a>
<a href="http://sfgate.com">sfgate.com</a>
Trivia Crack - Android (com.etermax.preguntados.lite)
Wooden Block Puzzle - iOS (1078160821)
MeetMe - Chat and Meet New People - iOS (372648912)
Bricks n Balls - Android (com.cmplay.bricksnballs)
Malbuch â€œ Malen nach Zahlen - iOS (1407852246)
APUS Browser - Fast Download - Android (com.apusapps.browser)
<a href="http://mercurynews.com">mercurynews.com</a>
Spanish Translator and Dictionary - SpanishDict - iOS (332510494)
Paper.io 2 - iOS (1423046460)
Badoo - Free Chat & Dating App - Android (com.badoo.mobile)
1010! - iOS (911793120)

Figure 19: Example – Creative Digital Agency (September 2018)

# APPENDIX M

## Outreach Summary:

<b>Media Buy</b>	<b>Frequency</b>
<b>SF Examiner</b>	2
<b>Mercury News</b>	3
<b>Mercurynews.com</b>	1
<b>Creative Digital Agency Broadcast Television</b>	4
<b>Creative Digital Agency Static and Video Campaign</b>	2
<b>Creative Digital Agency Static and Video Campaign</b>	3

Table 12: Outreach Summary

## APPENDIX N

### Convenience Standard

District	No. of Kiosks	No. of Mail-Back Package Locations
1	18	22
2	18	15
3	22	17
4	20	29
5	17	21

*Table 13: Convenience Standard Results*