

# County of Santa Clara

Recycling and Waste Reduction Commission  
Integrated Waste Management Division

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August 4, 2010

To: Technical Advisory Committee

From: Public Education Subcommittee

## **Re: FY2009/10 Reusable Bag Campaign Recap**

The Public Education Subcommittee (PES) Reusable Bag Campaign for FY2009/10 began on April 19 and ended July 4. Overall, the campaign realized over \$350,000 in value (paid spots, bonus spots, streaming spots, web mentions, promo mentions, Summer Made Simple sponsorship and ad placements, grants, and live events) for a total media investment of \$79,600

The media investment with KBAY/Mix 106.5 net over 9 million gross impressions (GI's) and reached 1.2 million people (Reach) in Santa Clara County over 7 times (Frequency). Reaching over 80% of the population with a frequency over 7 are both excellent metrics to reach the audience. These statistics do not include the added impressions and messaging achieved at the events, DJ mentions, or online media.

The media investment data from Comcast was not available at the time of this writing.

Additionally, PES was able to raise \$21,000 through contributions from the Cities of Milpitas, San Jose, and Santa Clara, Unincorporated County of Santa Clara, KBAY/Mix 106.5, California Product Stewardship Council, and the Discovery Channel. These funds were used to purchase 19,639 reusable bags branded with the PES slogan "Silicon Valley Shops Green" which were distributed via KBAY/Mix106.5 events throughout Santa Clara County. Some of the events bags were distributed at were A la Carte & Art (Mountain View), Mushroom Mardi Gras (Morgan Hill), Dancin' on the Avenue (San Jose), Great Mall (Milpitas), and many more events that will stretch into September 2010.

The Subcommittee will know after the conclusion of the Godbe Research Study if it was successful in its stated goal to raise awareness, the first phase of behavior change, of the importance of reusable bag use. Godbe Research is currently slated to begin the study on August 9 and a top line report by August 19. A full, cross-tabbed report should be available to the PES by October 1 and a recap will be presented to the TAC after this report is received.

**Commissioners:** Jamie McLeod, Chair; Ronit Bryant, Kansen Chu, Jim Griffith, Rosemary Kamei, Evan Low, Cat Tucker, Kris Wang, Curtis Wright, Ken Yeager