

County of Santa Clara

Recycling and Waste Reduction Commission
Integrated Waste Management Division

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At their most recent meeting held September 22, 2009, The Public Education Subcommittee discussed budget cuts proposed by the TAC Implementation Subcommittee and recommends the Recycle Right and Reusable Bags outreach campaigns be funded. In addition, the Godbe Study should be completed FY 2010 – 11 to measure the effectiveness of the two outreach campaigns.

The options listed below assume a budget of \$150,000 for FY2010-11 in order to fund the two recommended campaigns and complete the Godbe Study.

Assuming the Pub Ed Budget is reduced from \$150,000 to \$120,000 for Fiscal Year 2009-10, the Pub Ed subcommittee has reached consensus and still supports running two campaigns: The Recycle Right and Reusable Bag campaigns:

Option A – Budget \$119,993 as proposed:

\$73,993 for the reusable bags campaign (two months on Comcast/KBAY)

\$46,000 for the Recycle Right campaign (two months, media outlet TBD)

Option B – Budget reduced to \$110,000, otherwise same as Option A.:

\$70,000 for the reusable bags campaign

\$40,000 for the Recycle Right campaign

If TAC Implementation recommends additional budget cuts, the Pub Ed Subcommittee does not recommend running two outreach campaigns and would request direction from TAC on how to proceed.