
San Mateo County Environmental Health Services

Household Hazardous Waste Event Campaign

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Table of Contents

Situation analysis.....	1
Goals & objectives.....	2
Strategies & tactics.....	3-5
Timeline.....	6-8
Budget.....	9-10
Evaluation.....	11

Situational Analysis

San Mateo County Environmental Health Services is a pollution prevention program that practices and promotes safe disposal of hazardous wastes. Some of the items that are considered to be “hazardous household materials” are cleaners, oils, paints, batteries, and pesticides. Ecological awareness has seen an increase in recent years, largely due to the initiative of programs that provide events to encourage residents to dispose chemicals correctly. With the safe disposal of these chemical wastes, San Mateo County provides a safe disposal option that protects residents, children, and pets from being exposed to such harsh and threatening chemical substances. With these disposal options available, our regional water sources are also protected by the prevention of illegal dumping of chemical substances in the storm drainage systems, which often drain into our local water systems.

One such initiative, the Household Hazardous Waste Event Campaign (or HHW) strives to safely and properly dispose of hazardous household materials through several means. To help rid these materials out of the household, the San Mateo County Environmental Health Services provides a facility that families can dispose of their waste to. An alternative to this is also attending a waste removal event, which are held periodically one to four times a year in cities around San Mateo County.

The Household Hazardous Waste Event Campaign emphasizes the utmost importance of the safe disposal of household hazardous waste. The overall goal of this campaign is to not only ensure the safe disposal of household waste, but to also increase participation in areas that aren't as educated and participatory of such matters. The campaign for HHW as a whole has been a success, posting large participation numbers for most of the county. Past events held for safe disposal of waste were poorly attended by East Palo Alto, Redwood City, and Menlo Park residents. By hiring a public relations team, HHW's message will be translated into a way the community will understand, HHW will bridge the gap between San Mateo County and the people of the county, and will also get a fresh, third person perspective of the scenario. San Mateo County Environmental Services needs JEP Agency because they need to increase participation and reach the target audience in that area. We will use the slogan “To educate. To spread the word. To develop.” to establish our key focus and to educate people on the San Mateo County Environmental Health Services. JEP Agency will provide a PR plan that will not only increase participation but also educate residents on HHW products.

Goals & Objectives

Goals:

- Increase participation at HHW events and Menlo Park collection events.
- Increase participation by 50% at the one-day temporary HWW event in East Palo Alto.

Objectives:

- 1.** To educate East Palo Alto, Menlo Park, and Redwood City Residents on what are “household hazardous” products. Many people don’t know what is or is not hazardous household waste.
- 2.** To teach San Mateo Residents the adverse side-effects of household hazardous products so as to lead more healthy and safe lives.
- 3.** To spread the word on HHW initiative so that people know that their services exist.
- 4.** To develop a strong recognition of household waste that will directly bring HHW to the minds of East Palo Alto, Menlo Park, and Redwood City residents.

Strategies & Tactics

Objective 1:

To educate East Palo Alto, Redwood City, and Menlo Park residents on what are “household hazardous” products. Many people don’t know what is or is not hazardous household waste.

Strategy 1:

Distribute informative infographic pamphlets which detail what are and are not “household hazardous products” to East Palo Alto, Redwood City, and Menlo Park residents.

Tactic 1:

We will design the pamphlets to be two-sided. One side will be in English, the other side will be in Spanish. These pamphlets will be distributed door-to-door as well as at the Waste Disposal Center and at places that sell household hazardous products.

Objective 2:

To teach East Palo Alto, Redwood City, and Menlo Park residents the adverse side-effects of household hazardous products so as to lead more healthy and safe lives.

Strategy 1:

Distribute informative infographic pamphlets which detail what are and are not “household hazardous products” to East Palo Alto, Redwood City, and Menlo Park residents.

Tactic 1:

We will design the pamphlets to be two-sided. One side will be in English, the other side will be in Spanish. These pamphlets will be distributed door-to-door as well as at the Waste Disposal Center and at places that sell household hazardous products. This will help mend the barrier between language miscommunication.

Objective 3:

To spread the word on HHW initiative so that people know that their services exist.

Strategy 1:

Advertise HHW throughout the East Palo Alto, Redwood City, and Menlo Park regions.

Tactic 1:

Rent out two billboard spaces for 1 month leading up to the HHW event.

Tactic 2:

Rent Advertising space in San Mateo County Times newspaper

Strategy 2:

Distribute HHW “Buckets” that are designed to hold and transport small hazardous household waste in the oncoming weeks before the HHW event.

Tactic 1:

Have 250 HHW Buckets given for free outside of HHW center, as well as outside of local retailers.

Objective 4: To develop a strong recognition of household waste that will directly bring HHW to the minds of East Palo Alto, Menlo Park, and Redwood City residents.

Strategy 1:

Build a correlation between household waste and HHW by promoting the brand name of the HHW campaign.

Tactic 1:

Create HHW Stickers that feature the HHW logo. Stickers can be placed on all household waste as a reminder, as well as HHW buckets.

Tactic 2:

Create HHW reusable water bottles for event-goers to take home. Not only do these water bottles sport the HHW brand, they are also reusable, and thus, good for the environment.

Strategy 2:

Provide 2 english speaking and 2 Spanish speaking local radio stations with 15 second PSAs detailing the HHW event.

Tactic 1: Create the bilingual PSA's.

Timeline

2016

March 14

- Create pamphlet for events
- List information of event- 5w's
- Leave at people's door steps
- Use vibrant details to catch people's attention---this is where you are selling the event at the luxury of people's convenience. LITERALLY at their home.

April 11

- Purchase buckets and stickers
- We want buckets so that people can obviously leave their waste. We need a lot of these!
- Stickers are easy promotion and an easy advertising outlet. The more we give out, the easier and more recognizable SMHHW will be and the promotion of our events will be easily advertised. i.e- The stickers for Santa Cruz- 5% of the proceeds to local environmental organizations.

May 2

- Contact local newspapers and discuss possible ad space for event
- We want to reach out to a universal crowd, and older people still read the newspaper. If we advertise our event through the paper, we may gain attention from an older consumer base.

May 16

- Distribute Pamphlets

May 23

- Distribute buckets and stickers

June 6-10

- Develop agenda to plan kick-off event
- agendas are a perfect way of organizing "To-do's"-We should have this ready before the last two weeks of January. The early the better.

June 20-24

- Staff for event and find venue
- Workers are needed for the event to run smoothly. Once tasks are created and given to staff members, the ball can begin to roll on the planning of the event.

July 11

- Develop billboard and radio media
- MEDIA MEDIA MEDIA- that's how the word will be spread on the event. People listen to the radio all the time- A radio release needs to be typed up (10 second commercial) and given to radio stations. This needs to be recorded and ready to go so that it can be ran throughout the month of February.

July 18

- Finalize Venue plans
- Venue should be finalized- everything paid for?
- Is this venue easily accessible?

AUGUST 2016

Media Distribution Focus Month

- *This month is HEAVILY focused on media advertising. This is the awareness month given that next month is the first kick off event. We need to gain people's attention through any media outlet we can. Social media, radio, billboards, etc.*

August 22

Contact radio stations for commercial distribution

- The radio release needs to be finalized and the ad should already be running.

August 29

- Have billboard advertisement ready to go.
- Slogan, Event info up and running. This billboard needs to be in a heavily populated area where a lot of people can focus their attention on this Ad. Next to a highway- traffic stops, people get bored and need something to look at/read.

September 5

- Have Newspaper ads running

September 19

- Go over checklist to see if all supplies are ready to go and purchased.
- All supplies / food / nitty-gritty supplies should be ready and purchased so that on the day of the event everything should be easy to set up.
- A check list should be made and done over to double check nothing is left out.

October 2016

October 17

- Main event in East Palo Alto.

Budget

Personal billing

Title	Agency Staff	Rate per hour	Estimated hours	Total
Account executive	Patrisha	\$75	80	\$6,000
Assistant Account Executive	Joseph	\$50	90	\$4,500
Assistant Account Executive	Emily	\$50	90	\$4,500
Subtotal: \$15,000				

Materials

Product	Price per unity	Quantity	Total
Buckets	\$5.60	500	\$2,800
Stickers	\$4.00	500	\$2,000
Pamphlets	\$0.50	650	\$325
Subtotal: \$5,050			

Marketing & advertising

Product	Total
Radio commercials	\$5,000
Billboards	\$6,000
Newspaper	\$7,500
Subtotal: \$18,500	

Event costs

Product	Price per unit	Quantity	Total
Water	\$3.99 per 24 pack	20	\$79.80
Golden State Warrior Player Appearance	\$2,500 per hour	2	\$5,000
Food (chips, buns, hot dogs)	\$4.49	200	\$898
Subtotal: \$5,977.80			

Total estimated budget

Total estimated budget	\$44,527.80
Contingency fund*	\$5,472.20
Total: \$50,000	

Evaluation

To evaluate our campaign going forward, we will track several statistics:

- 1.** Amount of people at HHW Events In Total
- 2.** Amount of people at HHW Events from targeted region
 - Compare these numbers to attendance of prior years to see if we met our goal
- 3.** Total Amount of hazardous household waste obtained during campaign
 - Calculate the positive effect on the environment this has (IE “reduced the waste of x plastic water bottles”)
- 4.** Track telephone traffic for HHW the next calendar year to assess if billboard / radio / newspaper ads gained attention and interest