

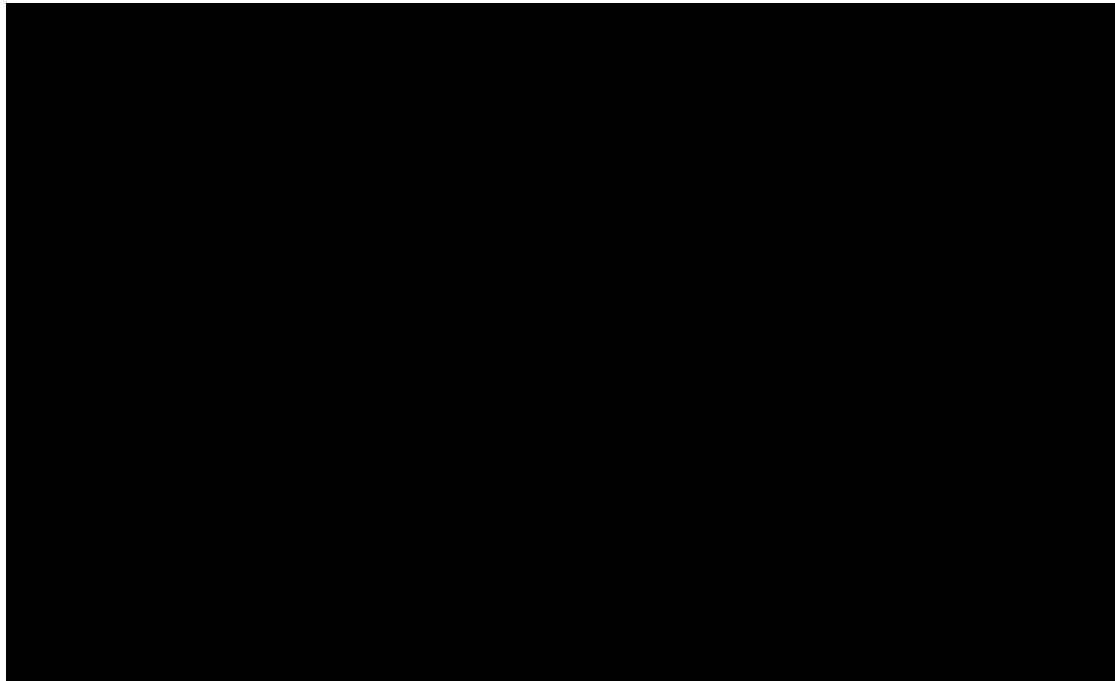
City of San José/County of Santa Clara Partnership with Earthquakes Soccer Stars Scores Green Goals with Hispanic Community

Used Oil & Household Hazardous Waste
Training & Conference
November 4, 2016
Carolina Camarena



Environmental Services

*Delivering world class utility services and programs
to improve our health, environment and economy*



San José Environmental Services



Campaign Goals

- Regional Partners: One voice throughout region
- City's Environmental Services Department:
 - Short-term more environmental friendly actions
 - Long-term campaign goals to build environmental stewardship, foster sustainable behaviors, improve the environment

OUR PASSION. OUR CITY.
KEEP IT CLEAN.

CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY

Environmental Services
www.sjenvironment.org



*Delivering world class utility services and programs
to improve our health, environment and economy*

Targeted Primary Audience



- Reach Earthquakes fans ages 18-34, Hispanic males w/ young families
- Studies show that 80% of sports fans express concern about the environment

San Jose Earthquakes

- Two-time MLS cup champions
- Committed community partner
- Fastest growing sports league in N. America



San Jose Earthquakes Partnership

- 3 Year partnership



Regional and State Partnership



Environmental Services



Environmental Services

Delivering world class utility services and programs to improve our health, environment and economy

Focus Groups Vetted Messages

- San Jose State University Students
- Staff:
 - San José
 - Funding Partners
 - Earthquakes



Environmental Messages

iMarque Un Gol!

RECICLE SU ACEITE DE MOTOR Y FILTROS USADOS

Matias Perez Garcia
Midfielder #11

www.hhw.org/usedoil
(408) 299-7300

www.hhw.org/usedoil

Slick Move!

RECICLE YOUR USED MOTOR OIL AND FILTERS

(408) 299-7300

Chris Wondolowski
Forward #8

Recycle Paint & More

HHW.ORG

Chris Wondolowski
Forward #8

SJEnvironment.org/NoWaste

Reuse and Reduce Waste!

Matias Perez Garcia
Midfielder #10

www.MyWatershedWatch.org

Pick Up Litter!

PUT TRASH IN THE CAN.

Chris Wondolowski
Forward #8

sjenvironment.org/largeitems

Score Big!

RECICLE LARGE ITEMS. SCHEDULE A CURBSIDE PICKUP.

Matias Perez Garcia
Midfielder #11

Chris Wondolowski
Forward #8

Tactics

- Bus Ads
- Mobile & Online Ads
- Community Events
- Social Media
- Billboards
- TV & Radio Commercials
- Text Messaging
- AVAYA Stadium Presence



Spanish Speaking Audience

Latin soccer player:
Matias Perez Garcia



Public Transit and Billboard Ads



Online Ads

univision shows **noticias** deportes entretenimiento vida

Dropbox for Business Productivity anywhere, anytime. Start trial

UNIVISION NOTICIAS EEUU A. Latina Inmigración Mundo México Salud Videos

El Papa alerta sobre sectarismos y dictaduras
Francisco pidió "inclusión a todos los niveles" y "diálogo" en Ecuador, un país sacudido por protestas contra el gobierno.
El Papa celebra segunda misa en Ecuador en...

Minuto a Minuto: la gira del Papa Francisco

Aumenta el uso de heroína en EEUU

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www.hhw.org/usadoil (408) 299-7300

FRANCISCO EN AMERICA

univision shows **noticias** deportes entretenimiento vida

iQué Jugada!
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UNIVISION NOTICIAS EEUU A. Latina Inmigración **Mundo** México Salud Videos

Lo último
▶ Recorrer largas distancias en tiempo record

AT&T 8:57 AM 100%

uforia

Create a Station by Genre, Artist or Song

iMarque Un Gol!
RECICLE SU ACEITE DE MOTOR Y FILTROS USADOS
www.hhw.org/usadoil (408) 299-7300

Matias Pezot Garcia
Midfielder #11

GENRES STATIONS BY GENRE >

BROWSE RADIO NOW PLAYING MY STATIONS



Delivering world class utility services and programs to improve our health, environment and economy

Social Media

 **Kerrie Romanow** @SJEnvironment · Feb 17
Guess which #sanjose athlete recycles used motor oil & filters? #Recycle yours at hhw.org. #quakes74



← ↻ ★ || ... [View more photos and videos](#)

 Kerrie Romanow retweeted
San Jose Earthquakes @SJEarthquakes · Apr 21
Matias spent this afternoon shooting a commercial with the City of San Jose to help #keepSJclean!



RETWEETS 3 FAVORITES 13 

2:01 PM - 21 Apr 2015 · [Details](#)

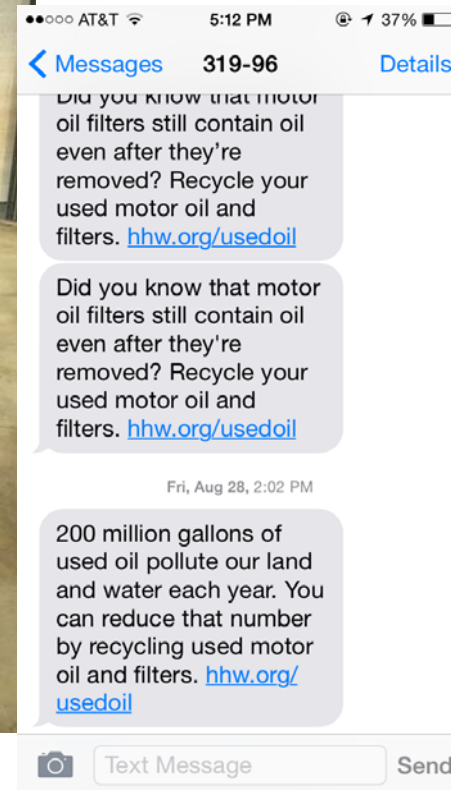
← ↻ ★ 👤 ... [Hide photo](#)

Avaya Stadium Presence

- LED Signs
- Tabling
- Matchday Magazine
- Ad on Quakes website
- Public Address
- TV Commercial
- Radio Spots
 - Spanish & English



Text Messaging

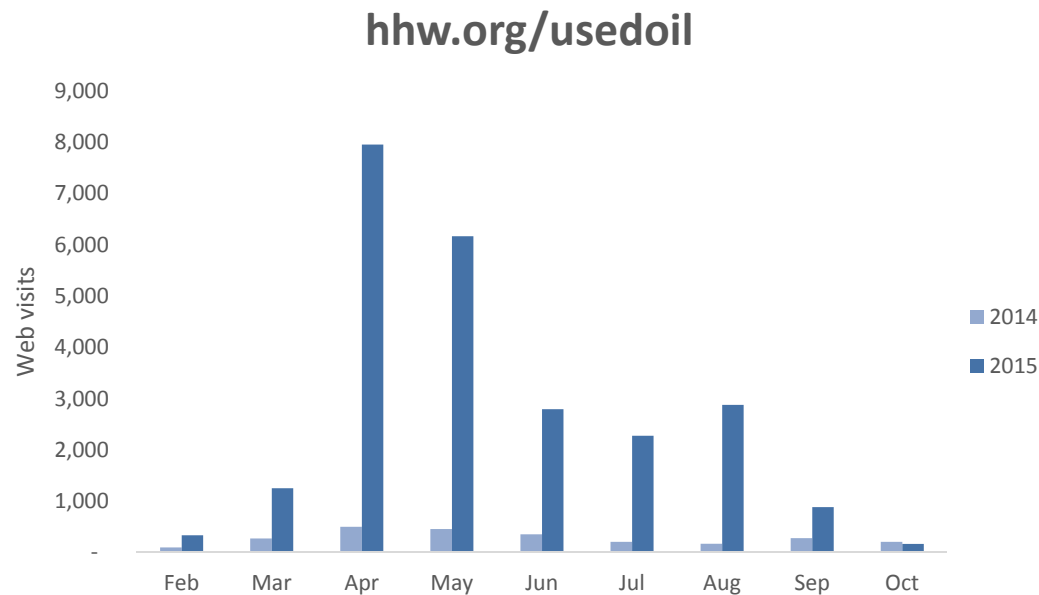


Campaign Effectiveness

- Baseline Data
- Program Performance



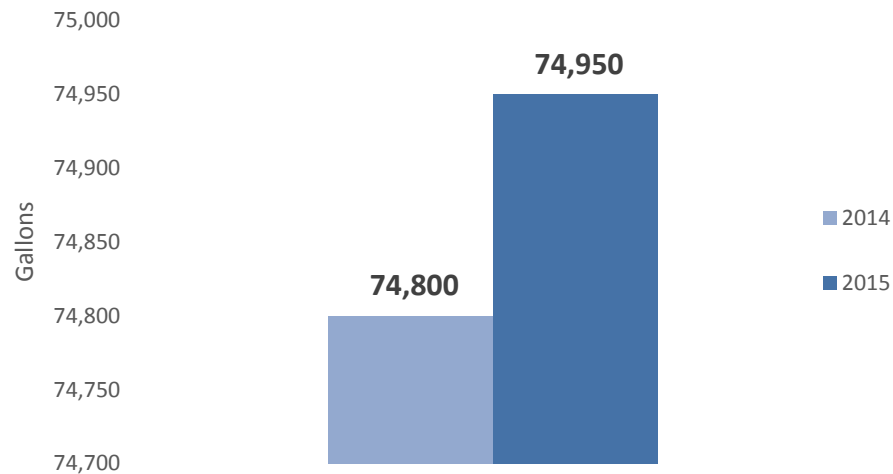
Recycle Used Motor Oil and Filter – Website Visits Up 873% in 1 yr.



Recycle Used Motor Oil and Filter – Oil collected at HHW events up by .2% in 1 yr.

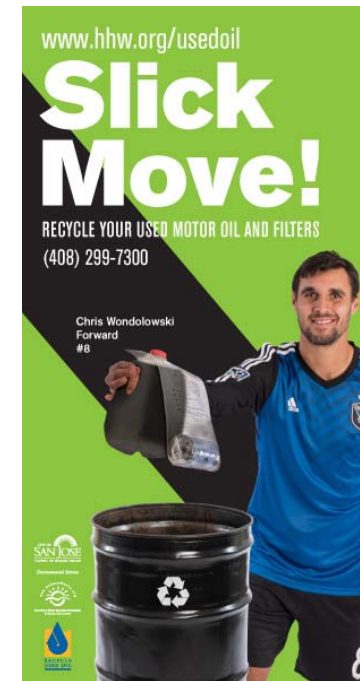
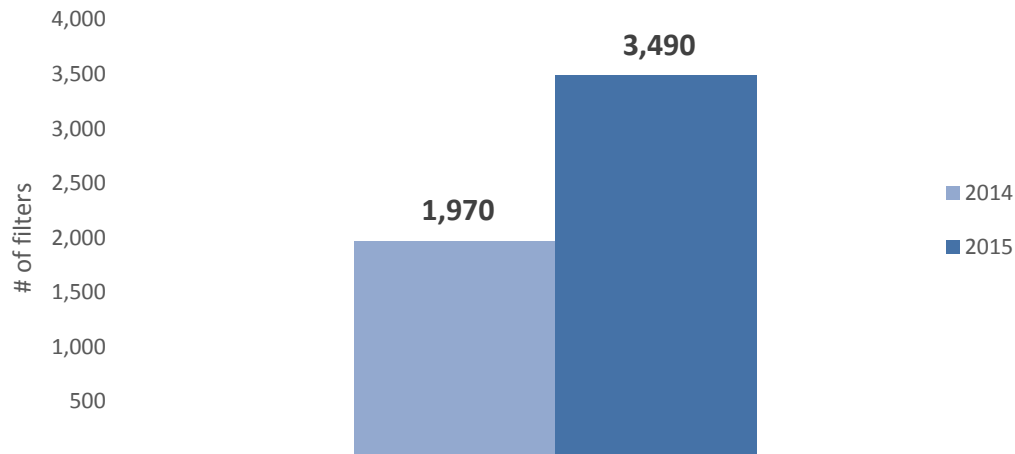


Motor Oil Collected
at HHW Events



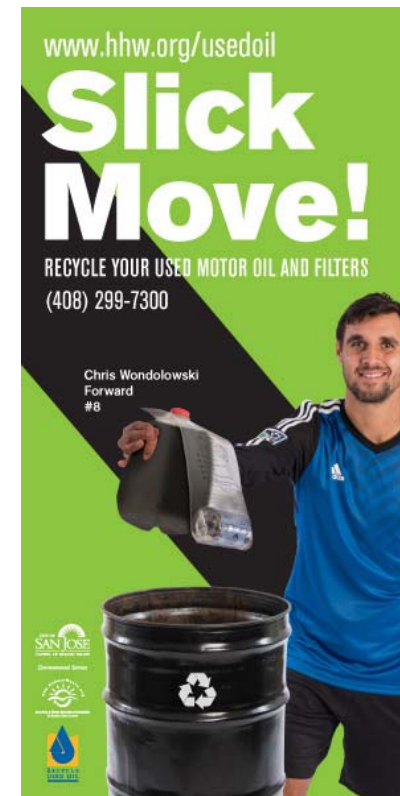
Recycle Used Motor Oil and Filter – Filters collected at HHW events up 77% in 1 yr.

Motor Oil Filters Collected
at HHW Events

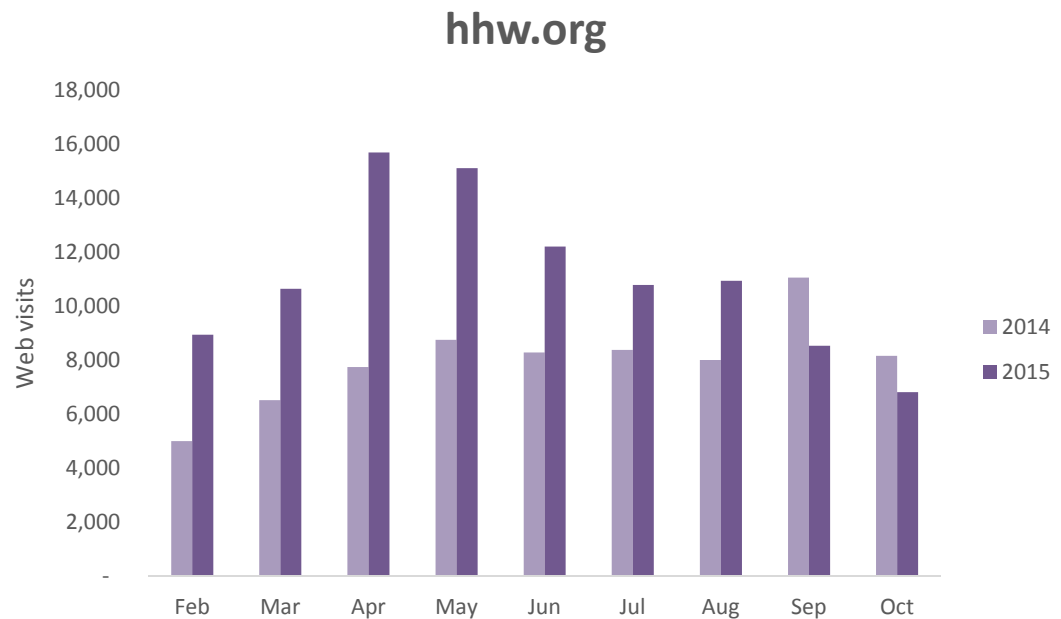


Recycle Used Motor Oil and Filter - Total Impressions

Tactic	Impressions
Social media & online media	2,768,739
Online & mobile (English)	2,166,323
Online & mobile (Spanish)	1,989,849
VTA bus	12,466,800
TV (English)	695,889
TV (Spanish)	1,061,000
Radio (English)	3,590,000
Radio (Spanish)	131,600
Billboards	517,733
Booth	650
Matchday Magazine	54,000
Public address	126,000
LED signage	126,000
Earthquakes web ad	22,507
TV with Earthquakes	336,000
Total	26,053,090



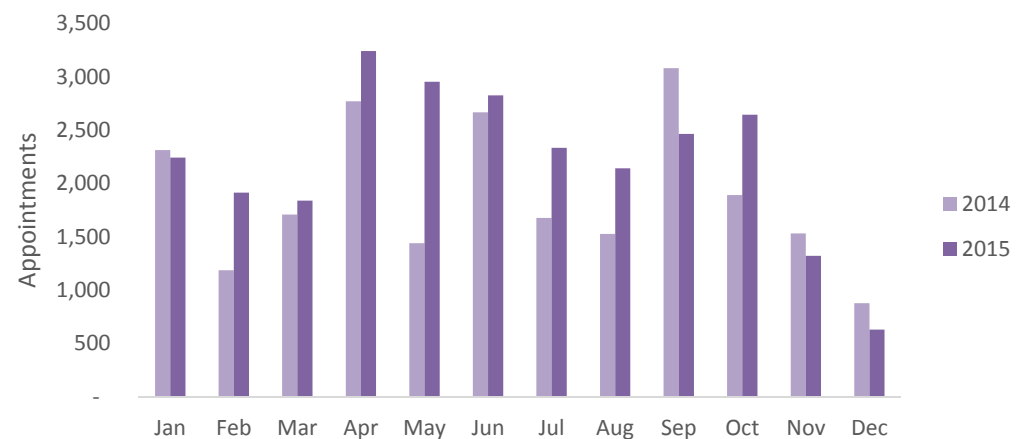
Proper Disposal of HHW – Website visits up 39% in 1 yr.



Proper Disposal of HHW – Appointments up 17% in 1 yr.

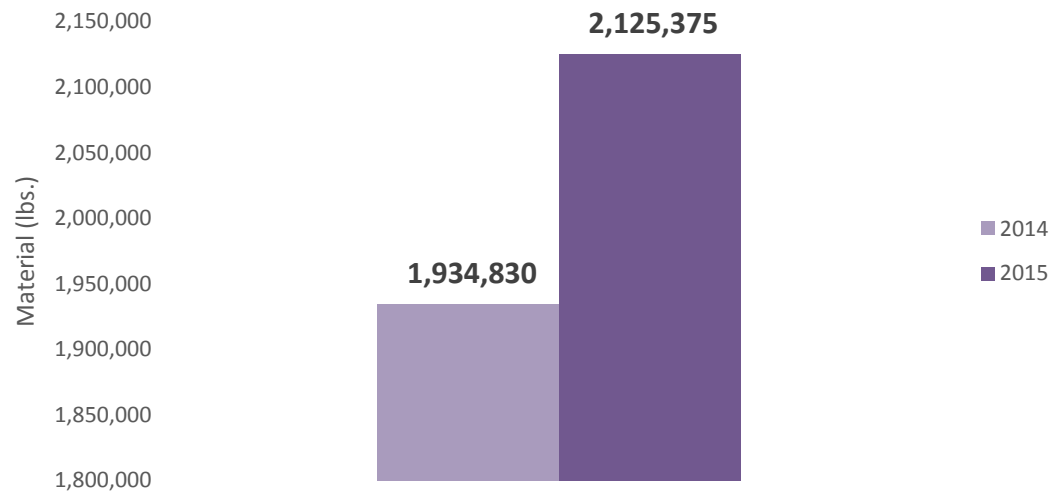


HHW Facility Appointments



Proper Disposal of HHW – HHW collected up 10% in 1 yr.

Amount of HHW Material Collected



Proper Disposal of HHW - Total Impressions

Tactic	Impressions
Street banners	11,178,720
Online ads (SJ Merc)	124,536
VTA bus	15,375,720
Booth	150
Matchday Magazine	72,000
Public address	54,000
LED signage	54,000
Earthquakes web ad	11,584
Total	26,870,710



Today's Take-Away

- Be creative
- Partner to leverage your funds and resources
- Experiment: learn from it
- Take risks
- Negotiate
- Measure effectiveness
- Be open to opportunities



Questions?

-  [twitter.com @sjenvironment](https://twitter.com/sjenvironment)
-  facebook.com/sjenvironment
-  instagram.com/sjenvironment

www.sjenvironment.org

#KeepSJClean

OUR PASSION. OUR CITY.
KEEP IT CLEAN.



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