

Welcome! Please make sure you sign in and serve yourself lunch!

Once you get settled, please take a moment to navigate to this document using your phone and type in your jurisdiction's update. We'll be sharing out updates verbally at the top of the meeting.

Thank you!



RICAPS Monthly Meeting

July 23, 2024



Agenda



12:00-1:00 - Lunch and Jurisdiction Update Entry Into Shared Google Doc

1:00-1:05- Welcome and Agenda Review

1:05-1:30- Announcements & Jurisdiction Round Robin

1:30-1:45- Regional Funding & Collaboration: Bay Area Air Quality Management District

1:45-2:10- Grid Reliability and Electrification, Explained! Tailored Research Document fo RICAPS

2:10-2:20- Break!

2:20-2:55- Countywide Electrification Communication Campaign: Formal Launch with Good Stuff

2:55-3:00- Closing



Welcome and Announcements



Facilities Working Group: Electric-Ready for BAAQMD Requirements Workshop

- Hands-on workshop
- BAAQMD rules require zero-NOx (electric) installation of water heaters and furnaces by 2027; 2029
- How to assess electrical capacity and plan for electrification
- **Ask- encourage your facilities staff to attend the workshop at Brisbane on Thursday August 29 - Alhad will send out details soon**



Announcements



- **BayREN permitting pilot update - Alhad**
- **RICAPS Collaborative Grant Application Update - Avana**
- USEPA: Community Change Grant
- Focus on **mobility & VMT reduction**
- **\$20 million**
- Will convene beginning next week in a separate group
- Need **FINAL** jurisdiction buy-in by end of July



Inflation Reduction Act – EPA Community Change Grant Next Steps



Next Steps - Community Change Grants Program

...



Finalize Team and Project

- Complete project description and vision
- Formalize team
- Confirm partners



Prepare primary Application

- Develop cost estimate
- Grant Narrative



Supplemental Documentation

- Community Engagement and Collaborative Governance Plan
- Community Strength Plan
- Readiness Approach
- Compliance Plan



Review and Submit

- Project partners complete SharePoint review
- Project Lead submits grant by deadline (November 21)



Final opportunity to join grant: 07/29
Interested Cities will convene at separate meetings going forward.

Proposed Project Scope- Mobility and Transportation



C. What kinds of specific project ideas do you have under Mobility and Transportation Options for Preventing Air Pollution and Improving Public Health and Climate Resilience?
Please include your City name in the sticky note you write on.

Trees as part of the overall urbanization (Menlo Park)	Ped pathway Bayshore Blvd - Brisbane	Student engagement strategy (Menlo Park)	Increase tree shade in the City (FC)	Carshare program (FC)	L2 EV chargers at BART stations (BART)	Green/living bus shelters (similar to increasing canopy effect) (SanTrans)
If there's a way to expand public transit frequency and access with SMCTD that would be great -- EPA	Bike and pedestrian infrastructure and safety -- E Bayshore, University, The Gardens -- EPA			Carshare program too (HMB)	Vehicle to Grid Integration for fleets (PCE)	
Park once + shuttle system - needs funding (HMB)	Regional Public Bus from Santa Cruz Boarder to Golden Gate Bridge CA1	Public Transit education toolkit (HMB + County)	Include green infrastructure as an addition to these projects! -- EPA	Shuttle bus program on the coast would be really helpful (HMB - County)	Solutions for streets that lack space for sidewalks and bike lanes? -- EPA	
Potential alignment with new state of CA adaptation plan?	Increasing bike education and support (including infrastructure) for underrepresented groups (women, POC)	Mobility wallet pilot (HMB + County)	Expansion of bikeshare / colocation at transit hubs (SanTrans)			

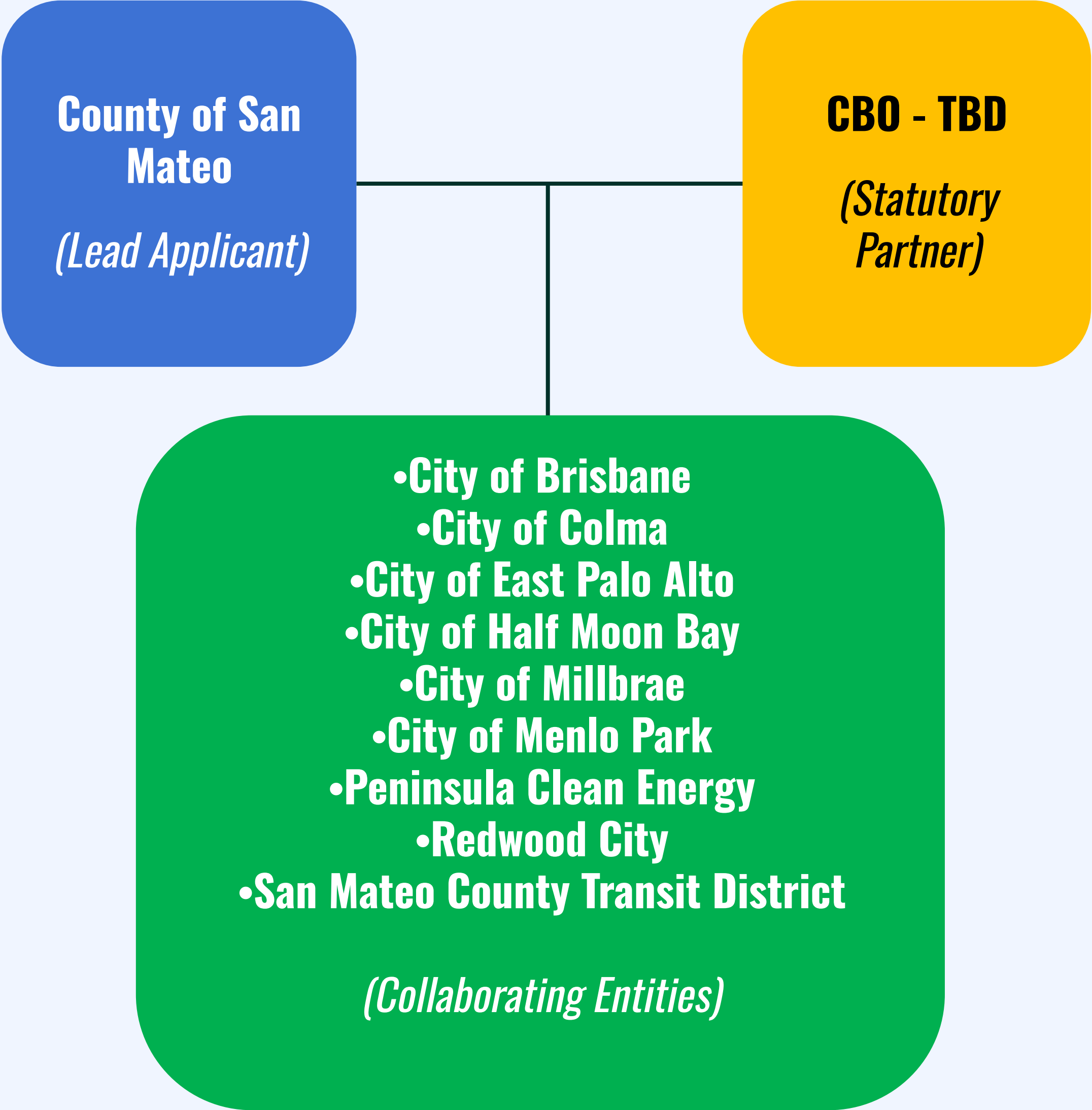


Based on 3 months of feedback; survey respondents; June RICAPS brainstorm. Right: C/CAG backbone network from the Countywide Bicycle and Pedestrian Plan



The Team

Project Scope:
Active
Transportation



Interested in joining?
It's not too late – please let us know by the end of July!



Regional Funding & Collaboration: Bay Area Air Quality Management District





BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

Bay Area Regional Climate Action Planning Initiative

RICAPS Meeting
July 23, 2024

Abby Young
ayoung@baaqmd.gov

EPA Requirements for CCAP



- Include short- and long-term GHG reduction targets
- Include 7 economic sectors: Energy, Industry, Buildings, Transportation, Waste, Agriculture, Natural and Working Lands
- Quantify GHG and air quality pollutant reductions
- Conduct meaningful engagement of communities and inter-governmental coordination
- Analyze impacts to frontline communities, workforce, funding

Additional Objectives



- Focus on space between State Scoping Plan and local climate action plans
 - *Strategies most effective at the regional scale*
 - *Solutions to unlock/accelerate implementation of local climate actions*
- Hear from communities about priorities and concerns to help improve how local/regional climate action efforts address them
- Identify opportunities for transformative change
- Address important cross-cutting issues

Inclusive, Meaningful Process

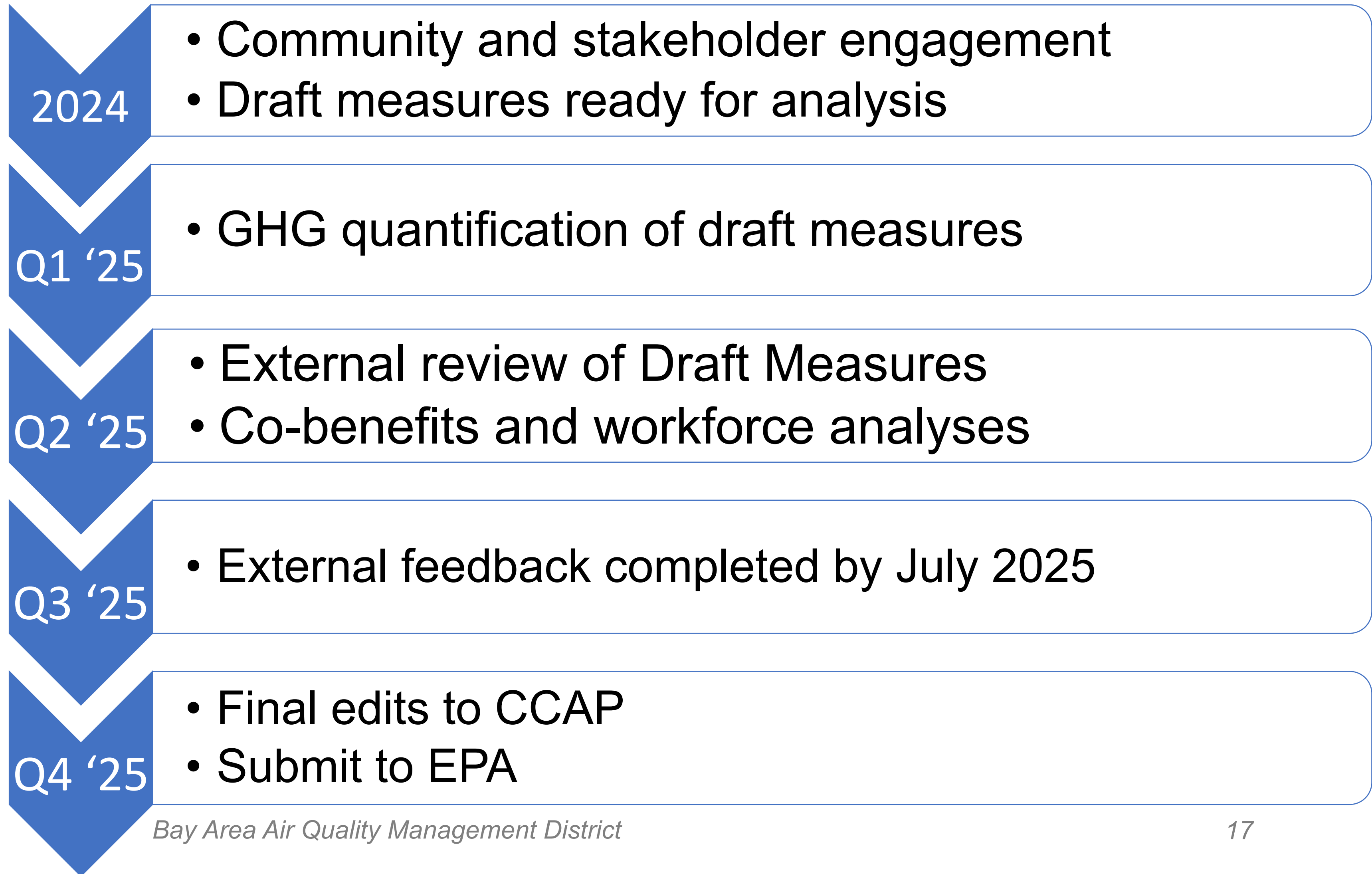


- Advisory Work Group
 - Regional agencies, local governments, community-serving organizations
- Local government outreach
 - Regional, sub-regional and county-based convenings
- Community and public engagement
 - Build upon previous efforts
- Stakeholder engagement
 - Based on economic sectors

Major Milestones for CCAP Development



CCAP is due to EPA by Fall 2025.



Questions



1. If you were to update your CAP today, what additional new measure(s) would you add?
2. What are the high priority measures in your CAP or in other related plans that you cannot advance without regional coordination?
3. Are there important actions outside what's in your CAP that require regional coordination or action?
4. Are there specific obstacles or challenges (in addition to funding) that need to be addressed to accelerate climate action in the Bay Area?
5. What do you see as the biggest opportunity for regional action and coordination?



Building Electrification & the Electric Grid Explained

July 23, 2024

Forest Abbott-Lum
Climate Action Planner, Rincon Consultants



**For a digital, full color
version follow this QR
code!!**

Why this
Explainer ?
[1]

Major Question: Will building and vehicle decarbonization policies be the cause of more power outages?



Why this
Explainer ?
[2]

Provide Information:
What is the grid and how
does it work?

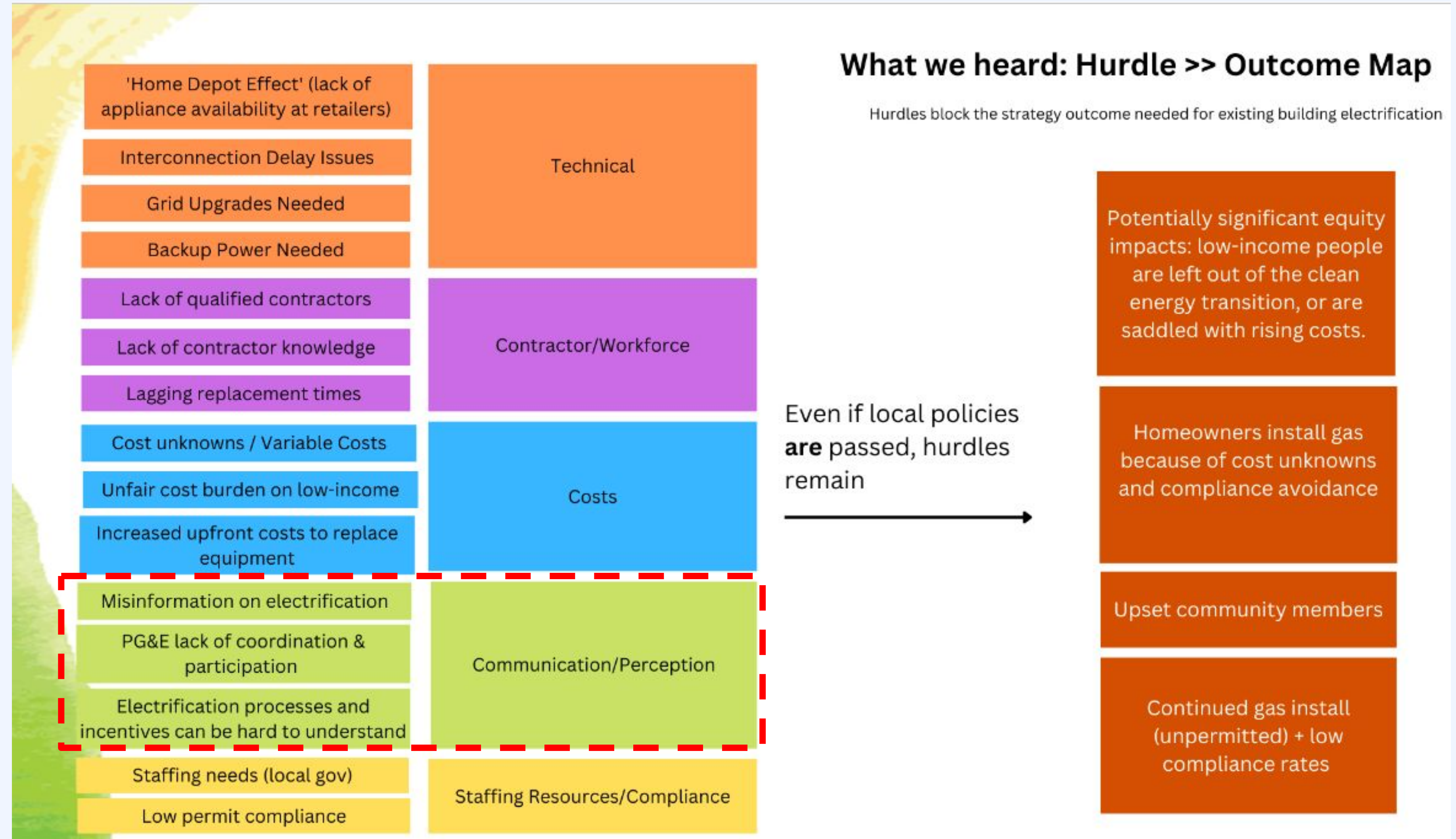
Investigate perception:
electrification increases
grid instability



RICAPS City Feedback Jan-Mar 2023

Excerpt from Feb 2023 RICAPS meeting | Followed by reliability speakers from E3; PG&E; CPUC

How we got here:



Key Questions Addressed in the Explainer

...



What causes power outages?



Will building and vehicle electrification cause more power outages?



What should local governments do to meet climate goals while keeping the grid resilient?

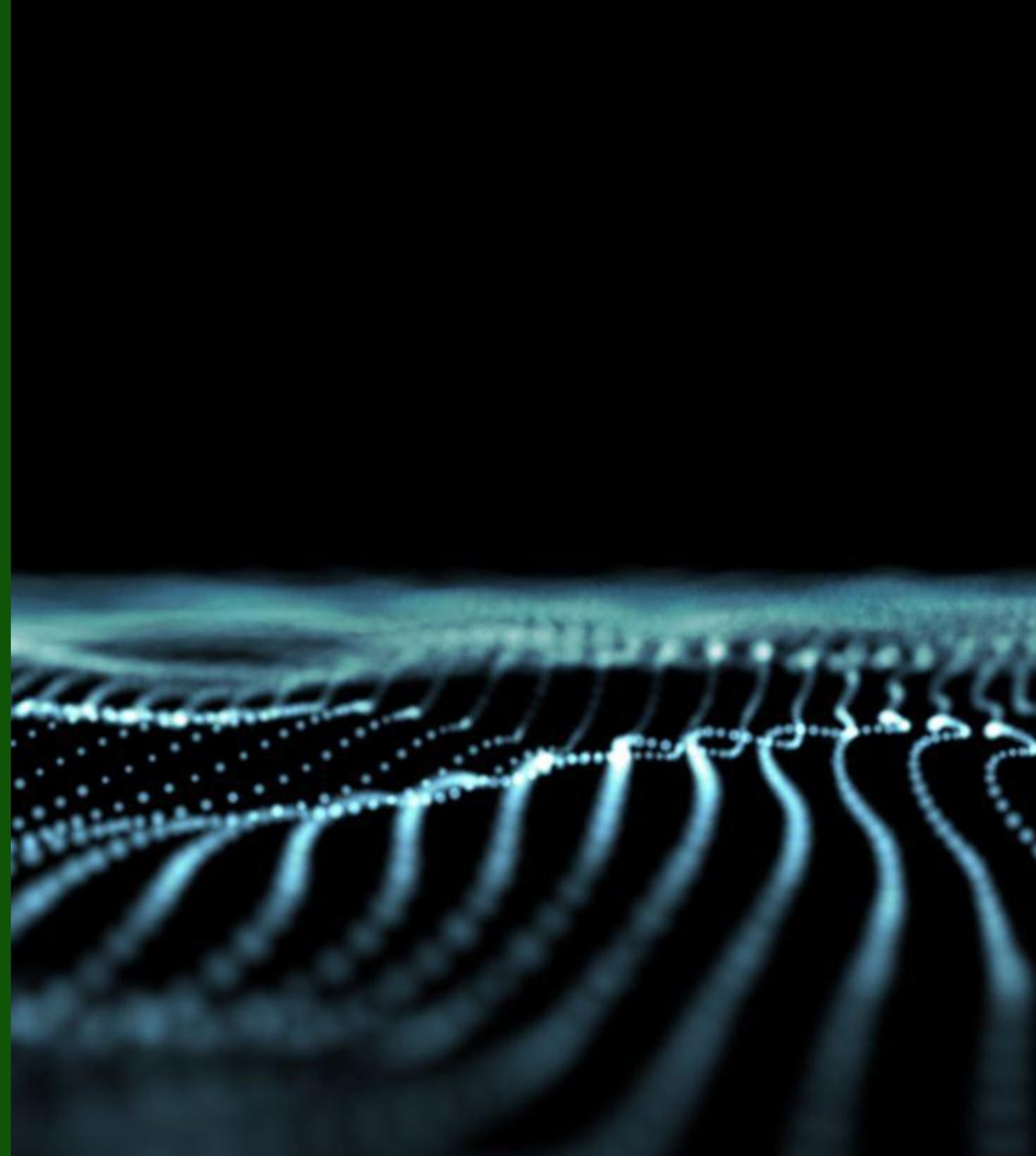


This explainer can be used as a communication tool for:

- Public
- Electeds
- City staff



What Causes Power Outages?



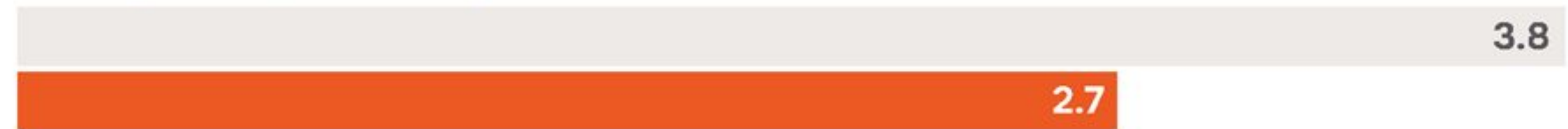
Key Takeaways

- **Most power outages are caused by company-initiated safety shutoffs or physical disturbances to the local grid such as tree limbs or animal disturbance.**
- **Power outages caused by too much electricity demand are rare – occurring only once since 2001.**



2022 Power outages in San Mateo County [2]

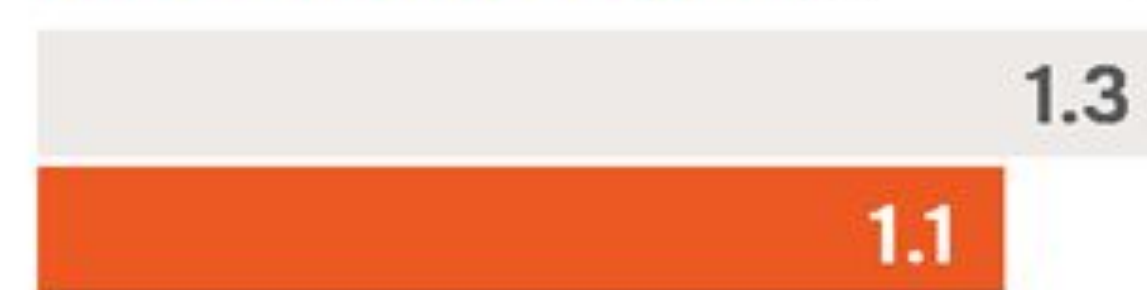
Average total power outage time (hours)



Average power outage time per outage instance (hours)



Number of outages (systemwide)

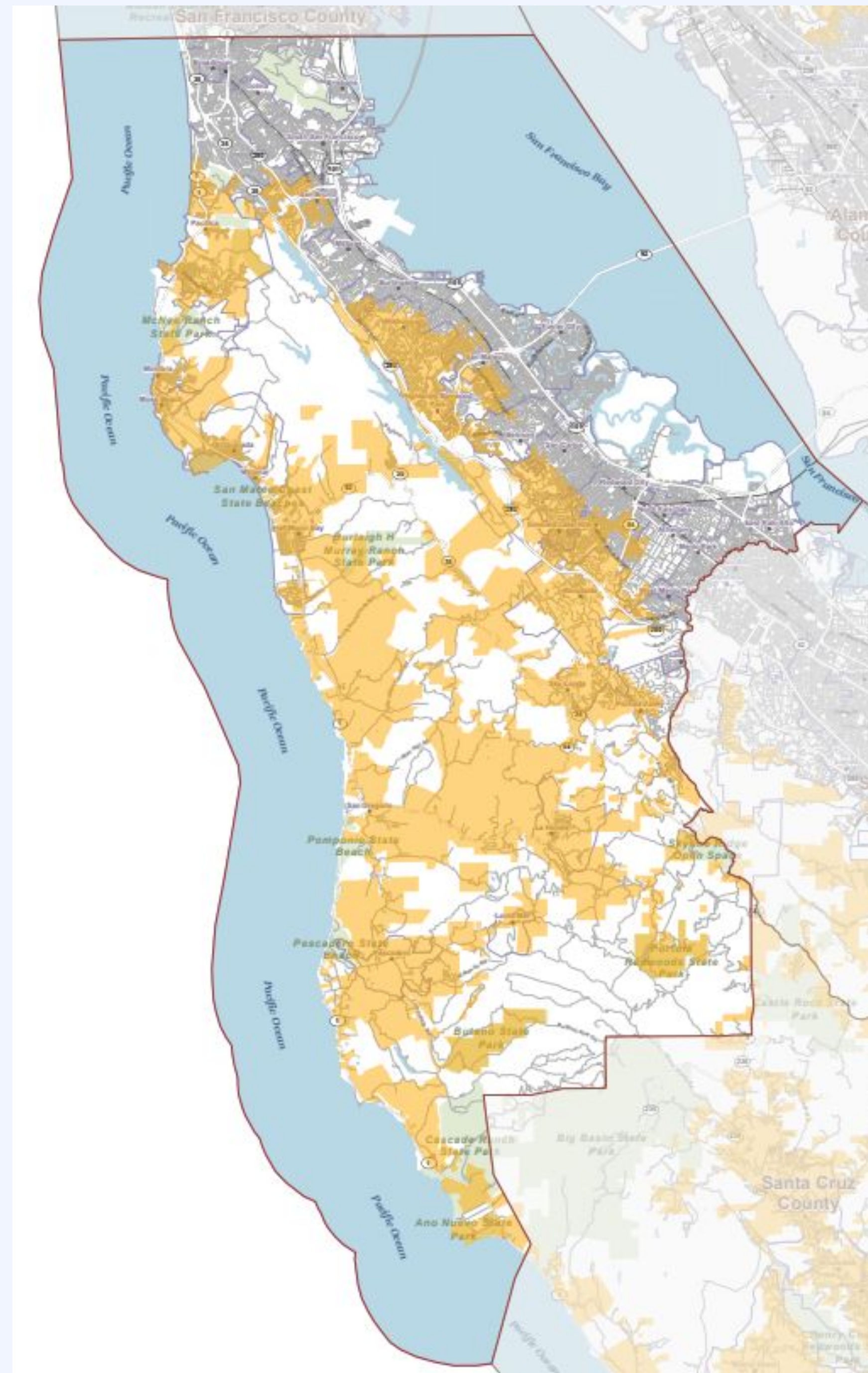


■ PG&E System-Wide ■ Peninsula

- If it feels like short power outages have been getting more frequent, they have: self-initiated outages by PG&E have been on the rise but wildfire ignition rates have improved.
- Media sources have documented impacts of extreme weather events (e.g. atmospheric river aftermath for multi) followed by multi-day outages in Montara and Half Moon Bay. These longer outages happen- but are rare and concentrated in less urban areas.



Power outages in San Mateo County [1]



San Mateo County

09:05 AM

PSPS Event Map (ML_2023Q2_TnD_0414)

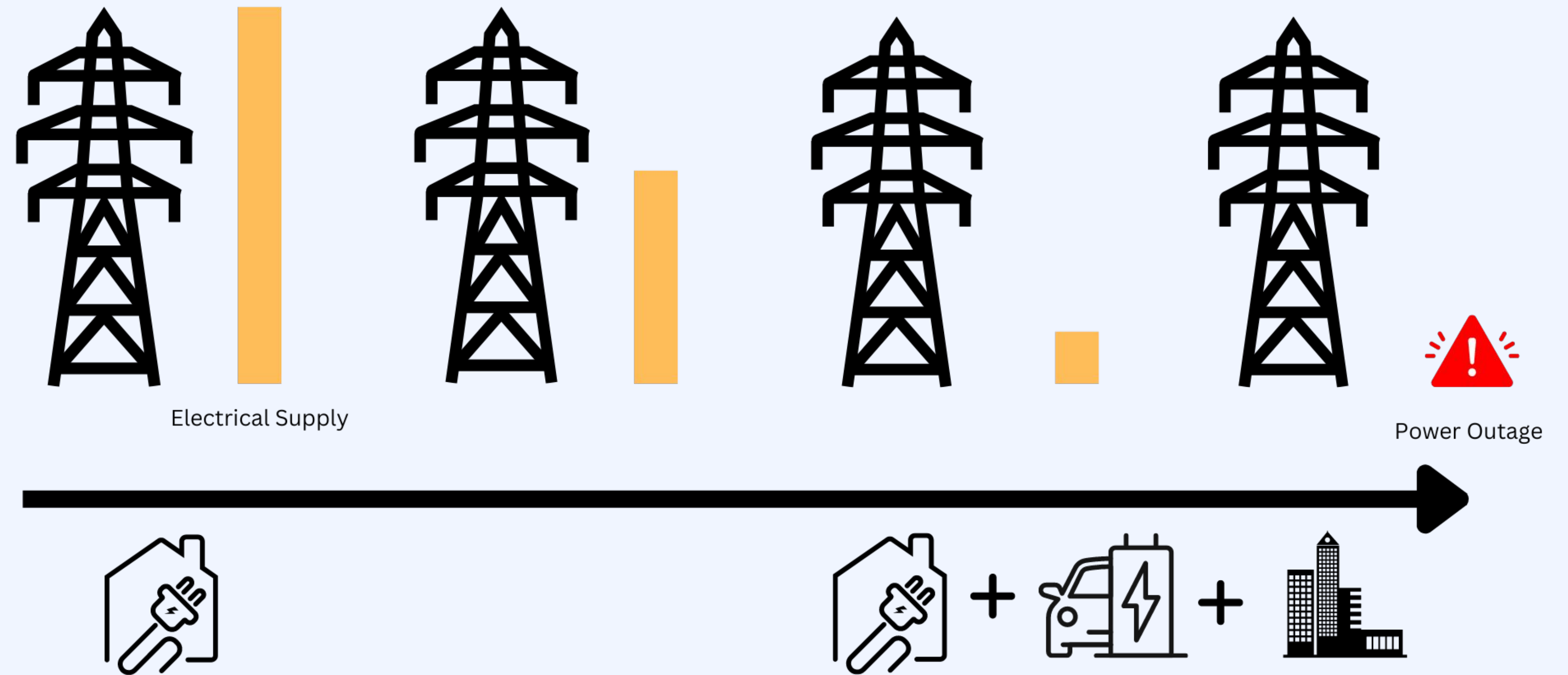
- Potential Outage Area
- County Boundary
- Community
- Highway
- Major Road
- Railroad
- Water
- Park, Monument, National Forest

Disclaimer: The information in this map is intended only to provide customers with a general estimate regarding potential locations that may be impacted by a PSPS event should one become necessary. Conditions affecting a possible PSPS event can change quickly and the actual impact of a future PSPS event is uncertain.

- Most PSPS potential outage areas are not urban areas of San Mateo County
- More PSPS events in Coast Side, Unincorporated areas.

Source: PG&E 2023 PSPS Planning map

Power outages may feel like they work like this...

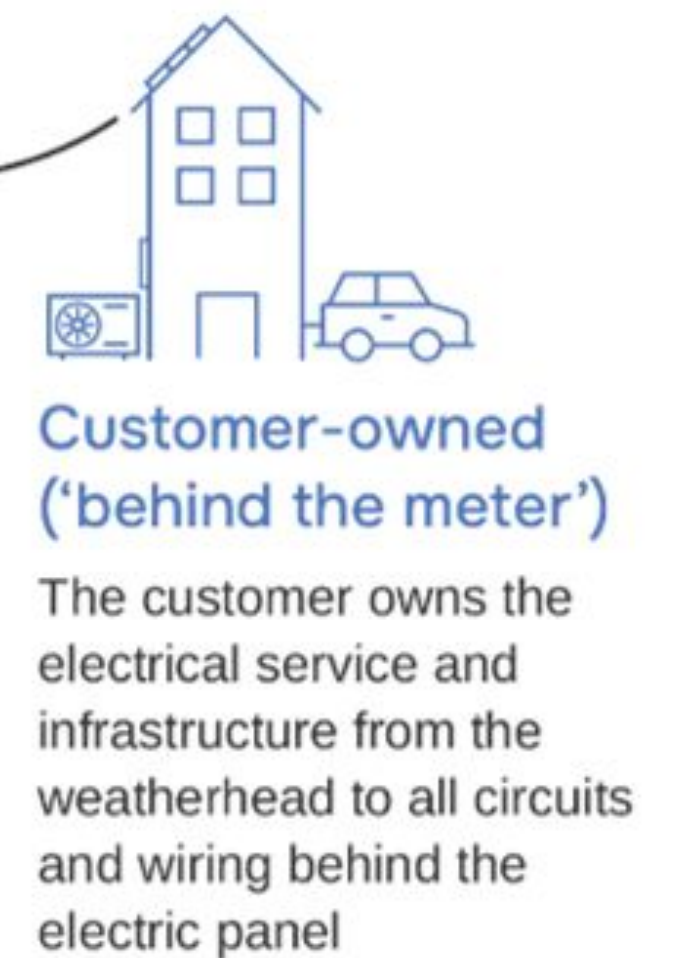
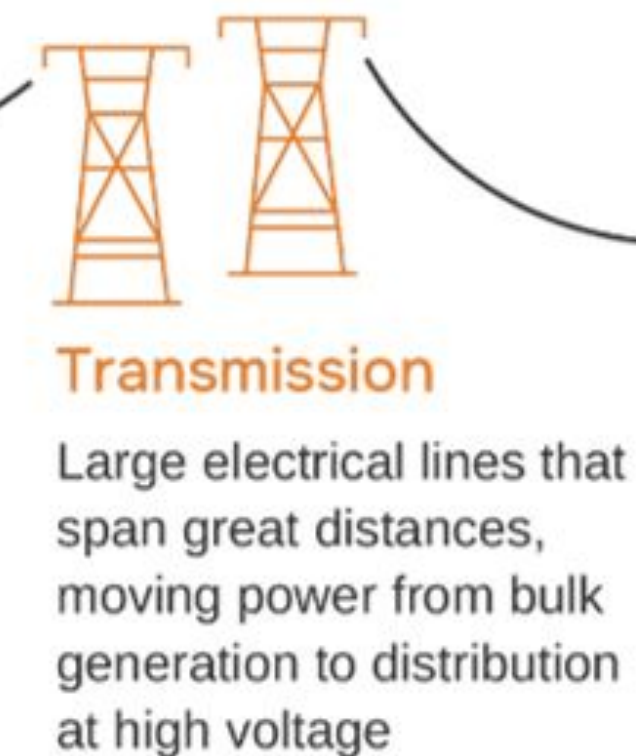
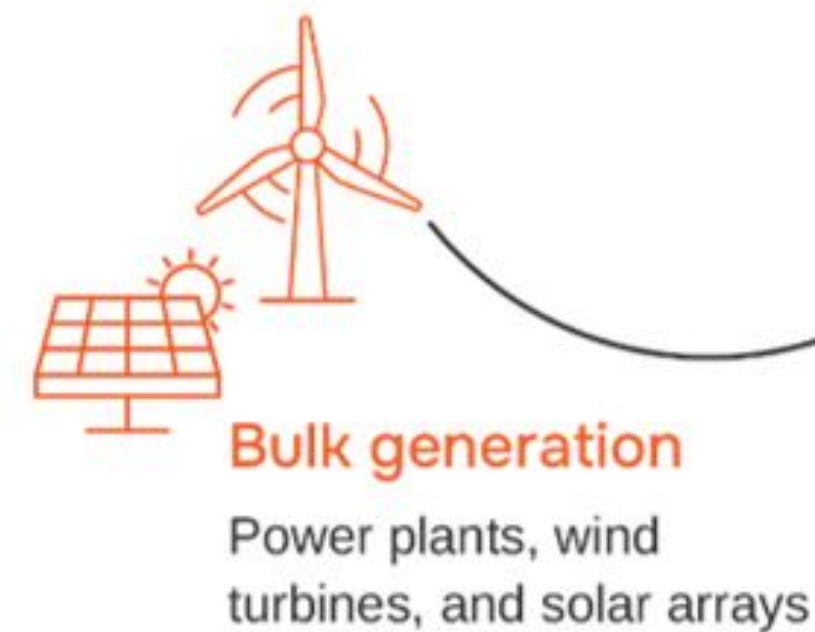


When
actually they
work like
this

Bulk System Failures:
Only once since 2001 [15
min- several hours]

**Transmission System
Failure:** Rare, but disruptive
in scale. Limited transmission
capacity= bottleneck for new
large renewable projects

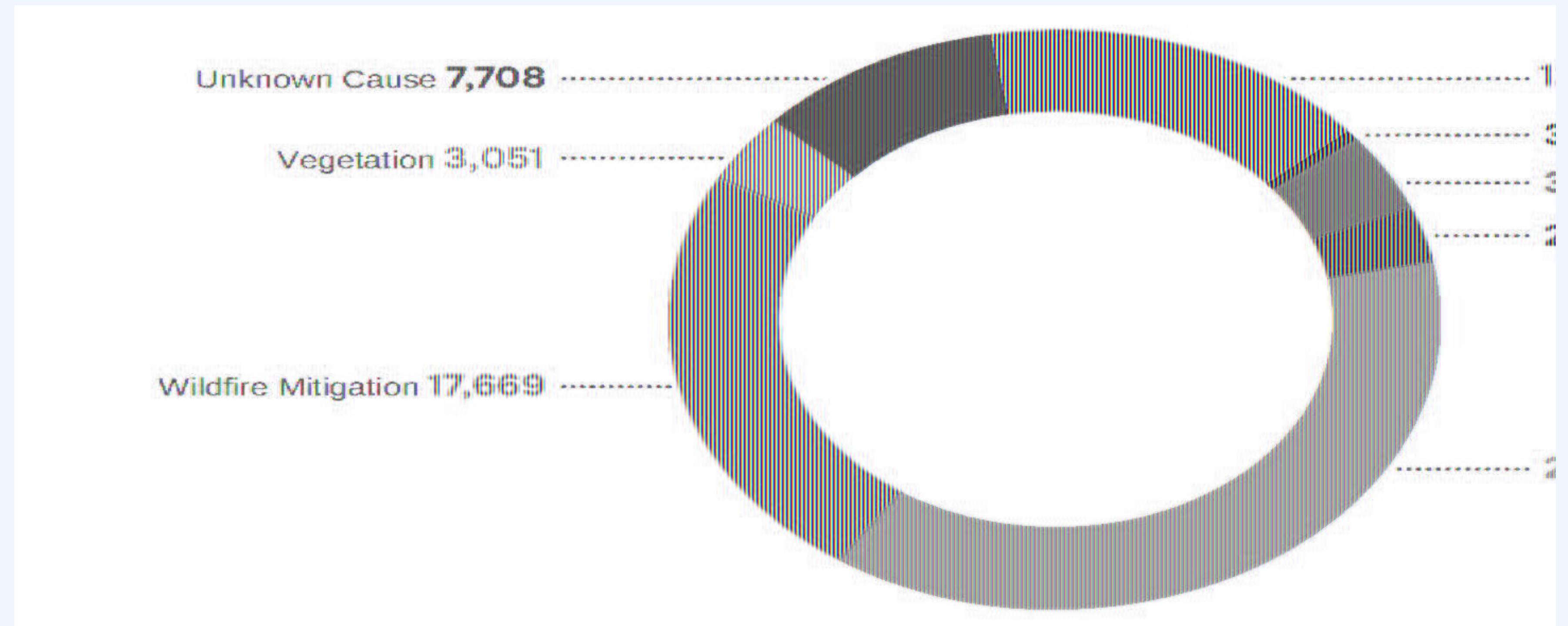
Distribution System Failures:
Thousands of company initiated,
distribution system outages since
2001 (PSPS; maintenance etc.)



And like this:



Most PG&E Distribution Outages Were Company Initiated



Will building and
vehicle electrification
cause more outages?






Key Takeaways

- Grid expansion plans are underway by State agencies and utilities to serve new loads from electric vehicles and buildings
- New technologies like smart panels/V2H will make electrification easier and improve grid resilience
- **Local electrification efforts are not expected to overwhelm the grid**



How much new electrification is being planned for?

Decarbonization Topic	What's Included in Resource Planning Through 2040?
 <p data-bbox="1016 371 1476 418">Building Electrification</p>	<p data-bbox="1592 180 3002 330">New Construction: 100% all-electric space and water heating in new construction for residential buildings beginning in 2026; and 2029 for the commercial sector.</p> <p data-bbox="1592 367 3002 517">Existing Buildings: 100% replace on burnout for space and water heaters in the Bay Area AQMD territory in 2027 and 2029; and 2030 for the rest of the state</p> <p data-bbox="1592 555 3002 705">'More ambitious' scenarios that also electrify cooking and clothes drying were modeled not selected for inclusion in the forecast due to high rates of uncertainty for building electrification.</p> <p data-bbox="1592 742 2525 789">2035 Electrification Load Impact: 5,378 MW.*</p> <p data-bbox="1592 827 2968 1033">* These increases to load could be significantly reduced through reductions in demand from solar, energy storage, and energy efficiency, cumulatively subtracting -4,785 MW from this total. This also applies to the projections for vehicle electrification.</p>
 <p data-bbox="1016 1290 1476 1337">Vehicle Electrification</p>	<p data-bbox="1592 1099 2752 1146">Passenger Vehicles: 13.7 million ZEVS on road by 2035</p> <p data-bbox="1592 1183 2858 1230">Commercial Vehicles: 407,000 million ZEVS on road by 2035</p> <p data-bbox="1592 1268 2978 1361">2035 Electrification Load Impact: 4,810 MW, with most (3,949 MW) coming from passenger vehicles</p>
 <p data-bbox="976 1637 1519 1731">Projected 2035 Statewide Electrical Demand</p>	<p data-bbox="1592 1450 3012 1543">Managed Peak by 2035: 56,937 MW, equal to a ~27% increase from the actual 2023 peak of 44,534 MW</p>



Questions?



What should local gov
do?

Meeting climate goals
while keeping the grid
resilient



Key Takeaways

- **Local governments that pass electrification policies make it easier for the State to plan for future electrical demand**
- **Local governments should prepare for lengthy timelines to upgrade parts of the distribution grid to connect new policy-driven local loads**



Promoting Resilience & Preparing for Upcoming BAAQMD Rules

- Especially Coastside communities: resilience approach to electrification (e.g. backup batteries + solar, V2H Charging)
- Requirements for 2-way heating and cooling as more communities install AC (more efficient)
- Use policy targets through CAAPs to kick off local distribution upgrades with PG&E, which could be a bottleneck for local electrification

Scope of Distribution Capacity Improvement	Typical Timeline
Distribution line work to increase capacity or reconfigure circuits	12-36 months
Add a new circuit from an existing substation	24-36 months
Add or replace a substation transformer at an existing substation	36-48 months
Build a new substation	5-10 years depending on agency with CEQA oversight responsibility

Source: PG&E May 2023 RICAPS presentation



Discussion/ Questions





1. How do you envision using this explainer?
2. How will you use this information to support building electrification?
3. Who else would benefit from this information?
4. What format would be most useful for you to distribute this information (e.g. hard copy; PDF on website)?



Break! Please Return In
10 minutes

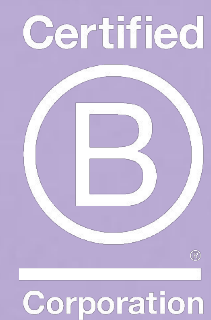


Countywide Electrification Communication Campaign: Formal Launch with Good Stuff



SUSTAINABILITY DEPARTMENT ELECTRIFICATION CAMPAIGN

RICAPS



PLEDGE
1%

GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK
MARIN COUNTY



07.23.24

A TEAM BUILT FOR PURPOSE.

PROJECT LEADS



Kelly Goenadibrata
Project Manager



Adrian Power
Founder & Brand Strategist

STRATEGY



Jay Zaltzman
Research Strategist



Fiona Meier
Communications Strategist

CREATIVE



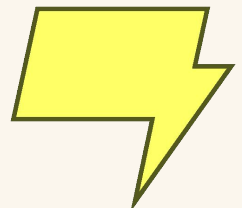
Aimee Kilmer
Founder & Creative Director



Rachel Ashley-Lovelace
Senior Designer



Sierra Danielle
Designer



WHY WE'RE HERE

BUILDING BRANDS THAT GIVE A DAMN.

We're a branding and design agency that's purpose-driven. Our sole focus is to do good things for people, the planet, and animals, and we do that by building brands for people who want to do that too.



THE WAY WE WORK IS AS UNIQUE AS THE BRANDS WE BUILD.

BE BOLD. BE BRAVE. BE YOURSELF.

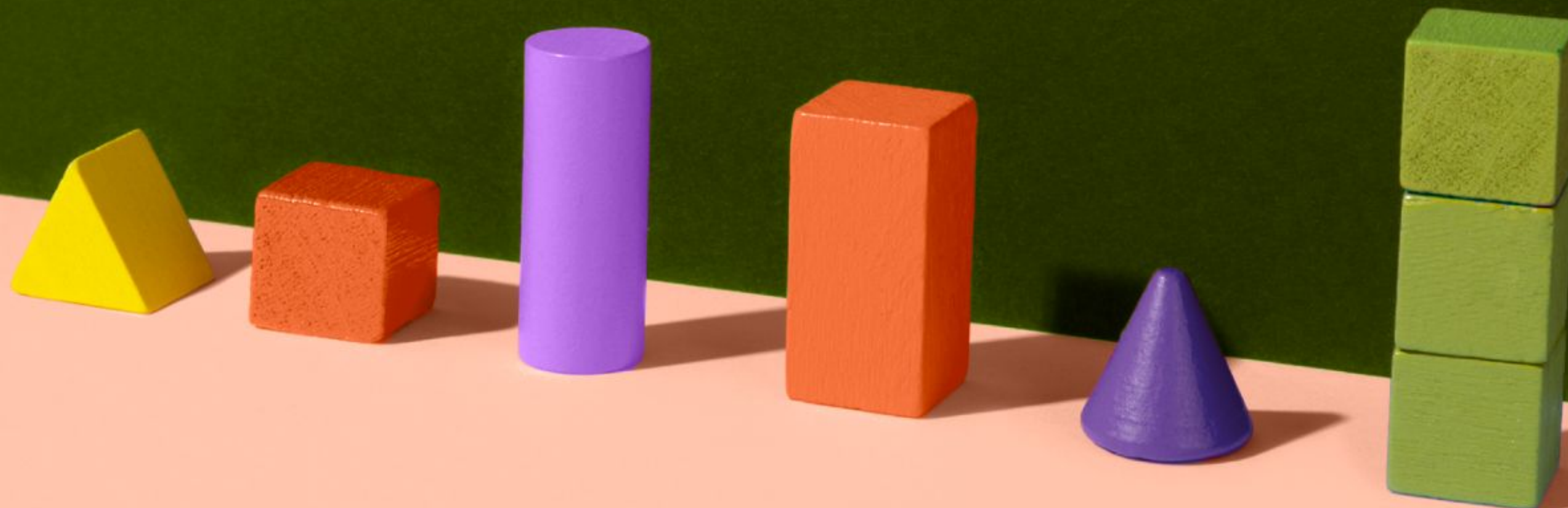
Our partners hire us to push them out of their comfort zone and help them communicate what they stand for and believe. It's no mean feat, especially when you have to convince an entire organization and sometimes a big board of directors too. But when you work hard to lay the foundation of a rock-solid brand strategy, that foundation can create monumental changes and exceptional growth.

KEEP IT SIMPLE. KEEP IT REAL.

There seems to be an unspoken rule that in order for you to appear professional, you have to use fancy words (and a lot of them). Well, we don't subscribe to that way of thinking. We're known for helping our clients adopt straightforward language and bold, simple communications. It shouldn't be hard work for anyone to understand what you're all about, so we get to the point as quickly as possible.

COMMUNICATE LIKE A HUMAN BEING.

Our approach doesn't change because of how our partners are legally structured. Corporations, nonprofits, and government agencies, they're all the same to us because at the end of the day, it's still people we're trying to find a connection with. A meaningful and relevant brand should resonate with all of your audiences, whether it's your CFO, social media manager or donors and followers.



COMMUNICATIONS CAMPAIGN DELIVERABLES



DISCOVERY & ANALYSIS

Here's where we get to understand you, the electrification issues, your audiences, and your stakeholders.

Hypotheses based on the stakeholder interviews will drive key audiences and their specific behavior changes to target.

We also dive into where the SMC would like to take the Electrification Campaign in the coming years.



COMMUNICATIONS STRATEGY

This is our go-forward plan. Devising the right strategy, tactics and channels is crucial to ensure we meet the goals for Electrification Campaign across multiple channels.

Put simply, this outlines who we talk to, when we talk to them, where we talk to them, and what action we want them to take. This also includes how we'll strategically leverage media engagement and key relationships to facilitate these messages to core audiences.



COMMUNICATION PLATFORM

The platform will also extend to campaign-specific messages. Making the emotional connections that drive engagement and incentive action is about getting the right message and tactic to the right audience for each campaign.

It's all about getting the campaign tactics across all target media channels (owned, earned and paid) to communicate the importance of building electrification, through a campaign concept to wrap all the strategies and framework together to make a stand-out campaign.

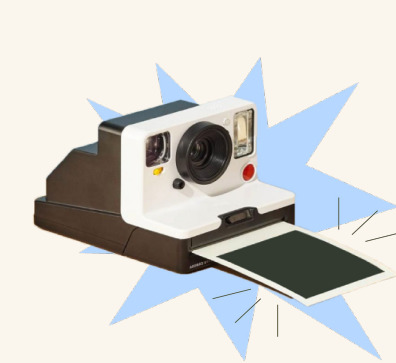


CAMPAIGN ASSET DEVELOPMENT

It's all about getting the campaign tactics across all target media channels (owned, earned and paid) to communicate the importance of electrification.

Create campaign creatives for the different identified channels.

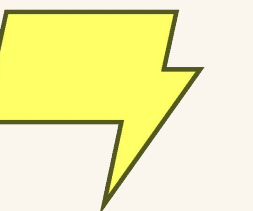
Ensuring that we produce stand-out creative that delivers the strategy is crucial.



PILOT CAMPAIGN MEASUREMENT

Our rigorous pre- and post-pilot campaign analysis allows you to be well-informed on the best strategies for each campaign as it rolls out.

We also roll up our communication efforts and review all campaign key performance indicators vs. goals. Analysis by channel, message, and audience will drive recommendations for future campaign phases. This is how we will boost campaign performance after each rollout.



COMMUNICATIONS CAMPAIGN DELIVERABLES



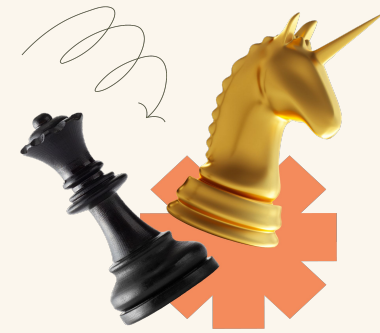
DISCOVERY & ANALYSIS

Key Activities:

Deep-dive of existing research & established campaigns
Campaign stakeholder group convening
Focus groups interviews

Output:

Opportunity Assessment



COMMUNICATIONS STRATEGY

Key Activities:

Target audience personas
+ determine specific behavior change strategies
Communication Planning
+ Identify various local and county wide comms channels

Output:

Channel plan
Collateral & content plan
High-level messaging approach
Objective & measurement plan



COMMUNICATION PLATFORM

Key Activities:

Messaging framework & narrative
Messaging development by audience
Campaign concept

Output:

Communication platform



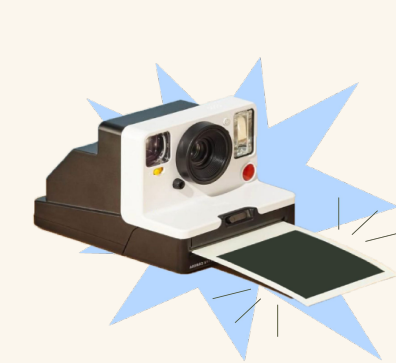
CAMPAIGN ASSET DEVELOPMENT

Key Activities:

Asset development & production
Asset translations
Pilot campaign creative

Output:

Pilot campaign creative
Final campaign creative and toolkit



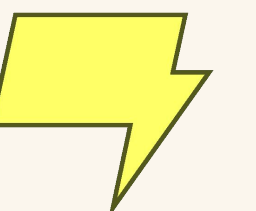
PILOT CAMPAIGN MEASUREMENT

Key Activities:

Pilot Campaign measurement, reporting & optimization

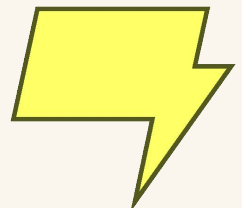
Output:

Key learnings & takeaways
Measurement dashboard



SAN MATEO COUNTY SUSTAINABILITY DEPARTMENT

BRAND REFRESH.



WHAT WE DELIVERED.

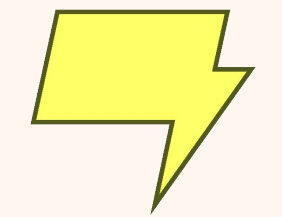


BRAND IDENTITY

- Logo
- Family of fonts
- Color palette
- Identity Guidelines
- Iconography

BRAND EXPERIENCE

- Branded assets
- Powerpoint templates
- Rack cards
- Navigation
- Program hero banners
- Website assets



BEFORE & AFTER

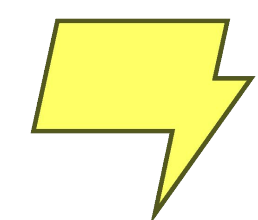


OFFICE OF
SUSTAINABILITY

COUNTY OF SAN MATEO



SAN MATEO COUNTY
Sustainability
Department



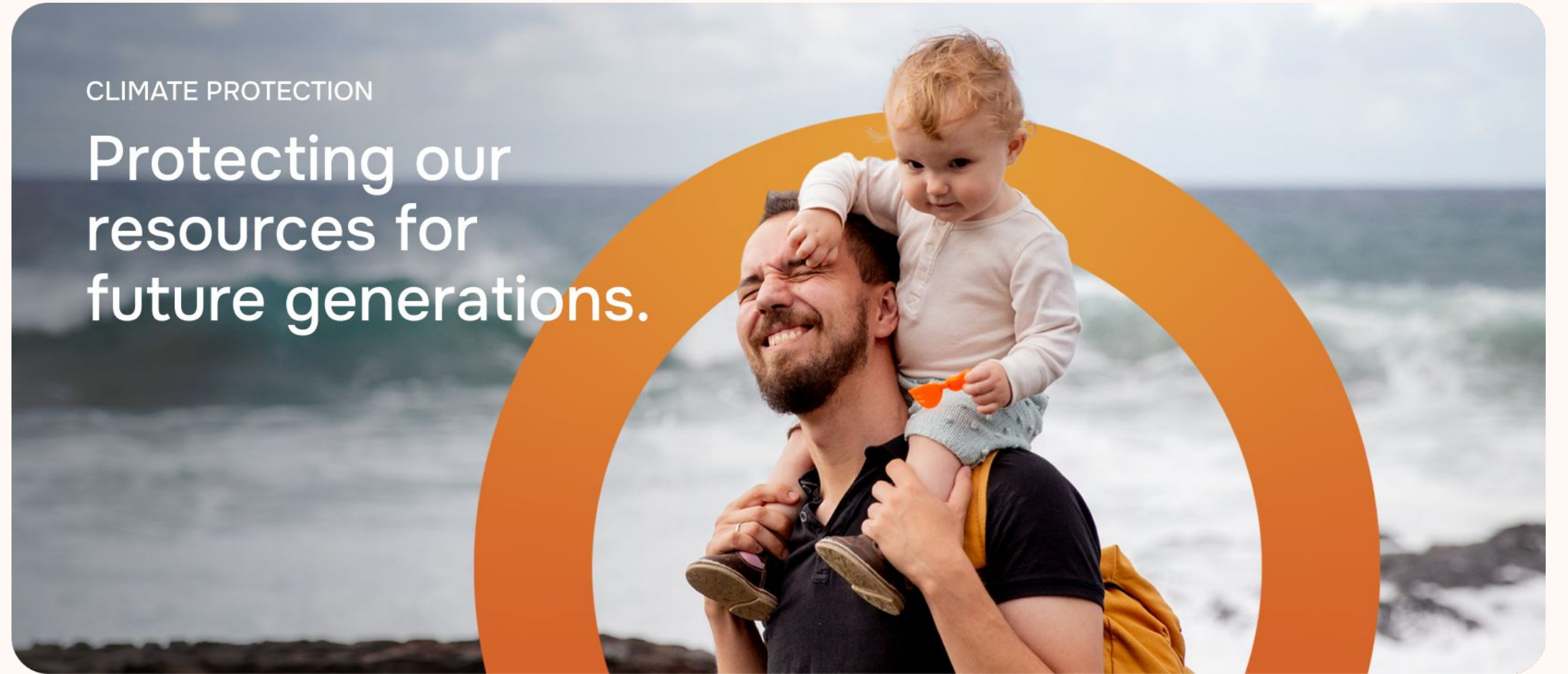
CLIMATE RESILIENCE

Shaping a climate ready county.



CLIMATE PROTECTION

Protecting our resources for future generations.



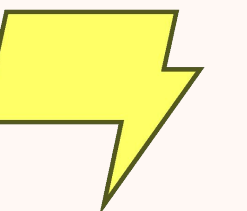
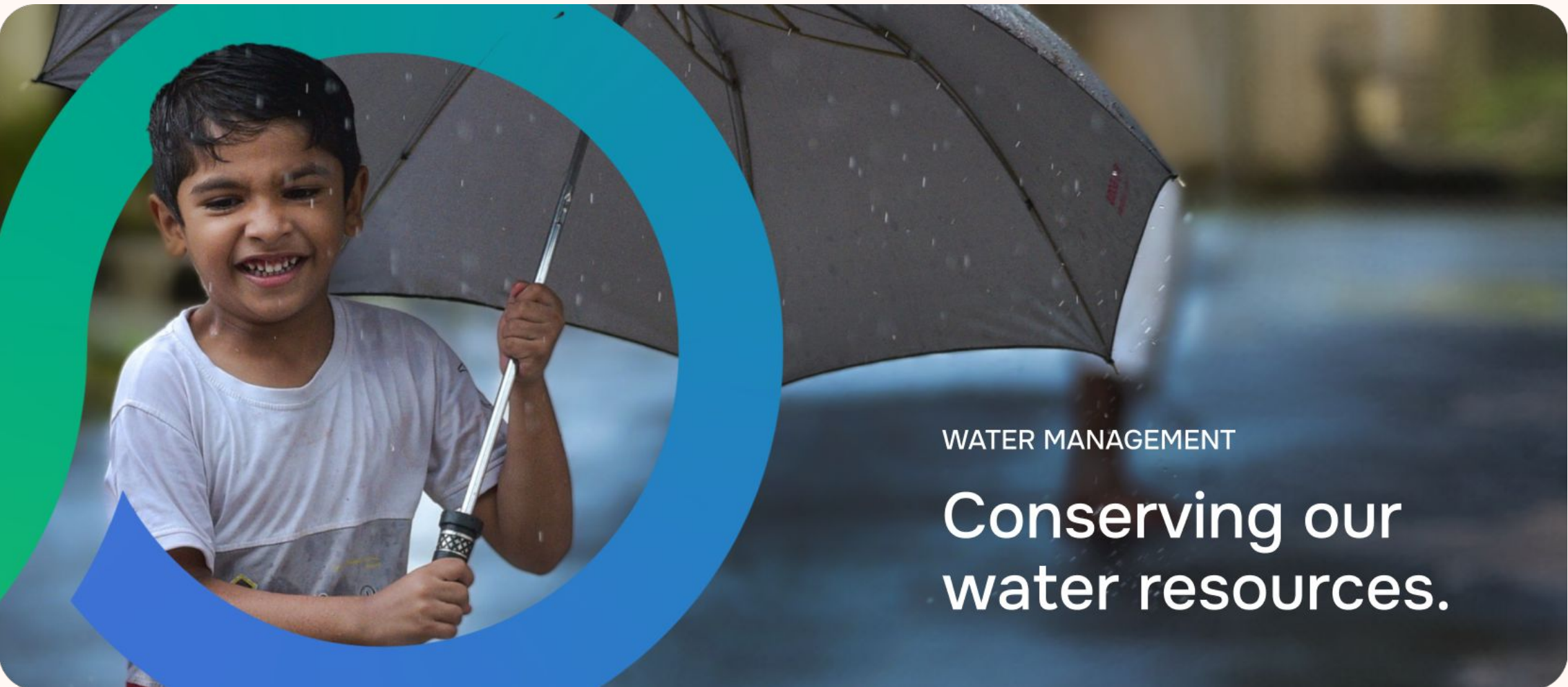
LIVABLE COMMUNITIES

Access to better quality of life for all.



WATER MANAGEMENT

Conserving our water resources.



Keep our Water Clean
 We provide resources and educate residents on how they can help keep our waterways clean, fostering a shared responsibility for environmental stewardship.

Attend Events and Workshops
 Through our free workshops and events, we empower San Mateo County residents with the knowledge and skills to become sustainability champions in their neighborhoods and communities. By supporting our residents, we spark positive change and inspire collective action towards a more sustainable future.

Help us solve for tomorrow.
 San Mateo County Sustainability Department
 sustainability@smc.ca.gov | 650.342.2222
 #SMC Sustainability

SAN MATEO COUNTY Sustainability Department

Residents
 Helping San Mateo County residents take action for a sustainable future.

Join us in fostering a cleaner, healthier environment by embracing sustainable practices. Together we can fight and prepare for climate change, reduce waste, conserve resources, and support sustainability in our communities.



Help us solve for tomorrow.
 San Mateo County Sustainability Department
 sustainability@smc.ca.gov | 650.342.2222
 #SMC Sustainability

SAN MATEO COUNTY Sustainability Department

Solving for tomorrow.
 We are committed to building a sustainable community that fulfills the needs of the present and future.



f @ X in @smcustainability

Green Business Program
 Becoming a certified Green Business is great for local business, the environment, and the community. We help businesses save money on energy and water bills, minimize waste, and prevent pollution.

Energy Efficiency and Decarbonization
 Save energy and money while reducing your business's carbon footprint through our San Mateo County Energy Watch and Bay Area Regional Energy Network Business programs. We help businesses access rebates, financing, and personalized support for lighting, HVAC, building energy efficiency, and refrigeration upgrades.

Reduce Plastic from Foodware
 Our Foodware Aware program provides financial assistance, personalized guidance, and training materials to help restaurants reduce single-use plastic and switch to natural fiber-based compostable items or reusable foodware.



Help us solve for tomorrow.
 San Mateo County Sustainability Department
 sustainability@smc.ca.gov | 650.342.2222
 #SMC Sustainability

FOCUS AREAS

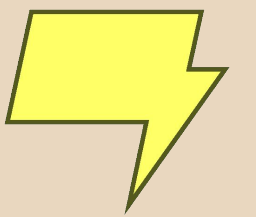
- Waste Reduction**
 Reduce waste diversion through recycling, composting, hazardous waste collection programs to reduce landfill impact and conserve resources for future generations.
- Greenhouse Gas Reduction**
 Reduce greenhouse gas emissions and meet carbon neutrality goals through industry, efficiency, and provide leadership for countywide climate action.
- Climate Resilience**
 Build resilient and foster collaboration for climate change solutions that help San Mateo County adapt to the impacts of climate change.
- Water Protection**
 Protect and conserve our water resources and address water-related issues faced by San Mateo County through prevention and education in our creeks, bay, and ocean.
- Housing**
 Address policies to ensure that San Mateo County is a place where everyone has a place to call home.
- Active Transportation**
 Develop and implement initiatives that increase the safety and comfort of active forms of transportation, such as walking and bicycling in our communities.
- Youth & Schools**
 Engage youth groups and school community members to take action and lead the way in efforts for our transportation and energy a sustainable future for our youth.

Help us solve for tomorrow.
 San Mateo County Sustainability Department
 sustainability@smc.ca.gov | 650.342.2222
 #SMC Sustainability

SAN MATEO COUNTY Sustainability Department

Small Business Resources
 Helping businesses thrive and become leaders in sustainability.

Learn about lowering utility bills, improving the comfort of indoor spaces, becoming a certified Green Business, and reducing unnecessary waste.

COMMUNITY RESILIENCE

Building a resilient community.



[CLIMATE RISKS](#)

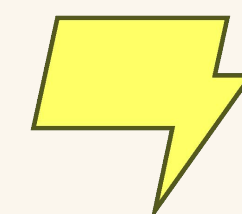
[RESILIENCE PLANNING](#)

[COMMUNITY RESILIENCE](#)



OD FREE MARIN

AWARENESS CAMPAIGN.



WHAT WE DELIVERED.

BRAND STRATEGY

Research & analysis
Campaign strategy
Tone of voice

BRAND VOICE

Campaign name
Tagline
Key messages

BRAND IDENTITY

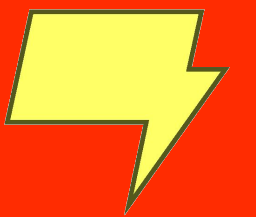
Logo
Family of fonts
Color palette
Copy style
Illustration style

BRAND EXPERIENCE

Social media assets
Advertising
Workshops & training
Open-source assets for adoption



**HEY WHERE'S
MARIN THE
FENTANYL?**



FENTANYL. GIVING NEW MEANING TO A KILLER PARTY.



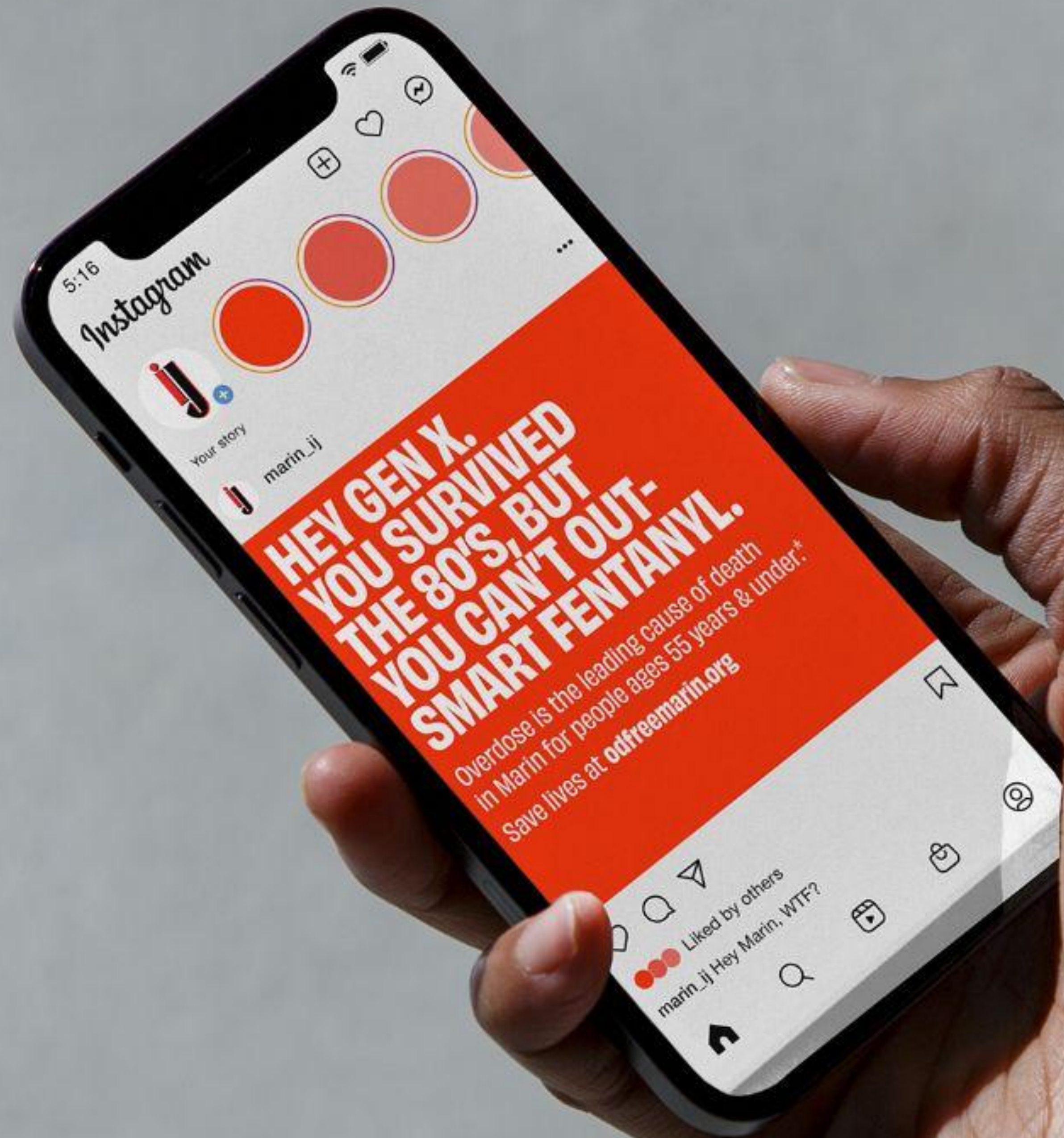
7 out of 10 fake prescription pills contain a potentially lethal dose of fentanyl.*

Save lives at odfreemarin.org

HEY WHERE'S
MARIN THE
FENTANYL?

A PARTNERSHIP OF
The County of Marin, Marin Community Foundation,
Good Stuff Branding & Marin Independent Journal.
Source: Drug Enforcement Administration (DEA)





odfreemarin



The amount of fentanyl that can kill is the size of 3 grains of salt.
Save lives at odfreemarin.org

101.359 likes
odfreemarin
View all 536 comments
3 DAYS AGO


odfreemarin



7 out of 10 fake prescription pills contain a potentially lethal dose of fentanyl.*
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odfreemarin
View all 536 comments
3 DAYS AGO

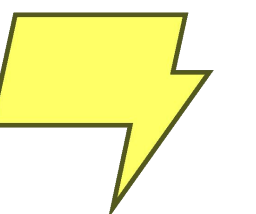
odfreemarin



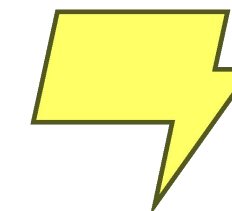
ALLERGY SEASON EVERY SEASON

It can take only 4 minutes to die from a fentanyl overdose.
Carry Narcan®, save a life.
Find it at odfreemarin.org

101.359 likes
odfreemarin
View all 536 comments
3 DAYS AGO



**HEY
MARIN**
WHERE'S
**THE
FENTANYL?**



Save lives at odfreemarin.org

**HEY
MARIN
WHERE'S
THE
FENTANYL?**



WHICH PILL KILLS?

Save lives at odfreemarin.org

**KILLER
PARTIES
ARE ALL
OVER
MARIN.**

Overdose is the leading cause of death in Marin for people 55 & under.

Save lives at odfreemarin.org



CLEARCHANNEL



NASAL SPRAY

ALLERGY SEASON



NARCAN NASAL SPRAY

EVERY SEASON

It can take only 4 minutes to die from a fentanyl overdose. Carry Narcan®, save a life.

Find it at odfreemarin.org

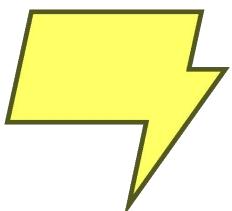
HEY WHERE'S THE **MARIN** THE FENTANYL?



30 30

WHICH PILL KILLS?

7 out of 10 fake prescription pills contain a potentially lethal dose of fentanyl.



CHEERS.



Compost Quality Campaign





Contaminated Green Bin

Contaminated Compost



Plastic-Free Green Bin

Healthy Compost



Campaign Goals



- Meet SB 1383 recovered organic waste product procurement targets
- Increase the availability of affordable and uncontaminated compost locally
- Decrease microplastic contamination in the environment

Countywide Campaign



- Countywide campaign despite the variation in collection haulers, processors and composters, as well as in geography and demographics
- Atherton, Brisbane, Burlingame, Colma, East Palo Alto, Half Moon Bay, Hillsborough, Menlo Park, Millbrae, Pacifica, San Carlos, South San Francisco, Woodside, San Mateo (City of), Redwood City, and the County of San Mateo pooled \$173K
- Currently looking to launch digital media campaign by pooling additional funds in early September



Please keep all PLASTIC OUT of the green bin!



Plastic Bags & Wrap



Plastic Containers & Packaging



Plastic Cups & Utensils



Twist Ties & Bands



Stickers



Pots & Garden Items




Overview of the Campaign

Discovery

- Secondary research → MFD residents
- Focus groups with residents who live in MFDs

Communications campaign strategy

- Messaging platform

Asset Development (English, Spanish, Mandarin)

- Social media videos
- Social media image posts
- Sorting Signage
- Article/blog template
- Local implementation guide

Campaign Launch

- Targeting early September, with another push Spring 2025




Please keep all PLASTIC OUT of the green bin.

Por favor, no ponga NADA DE PLÁSTICO en el bote verde. 不要將塑膠製品丟進綠色堆肥桶。



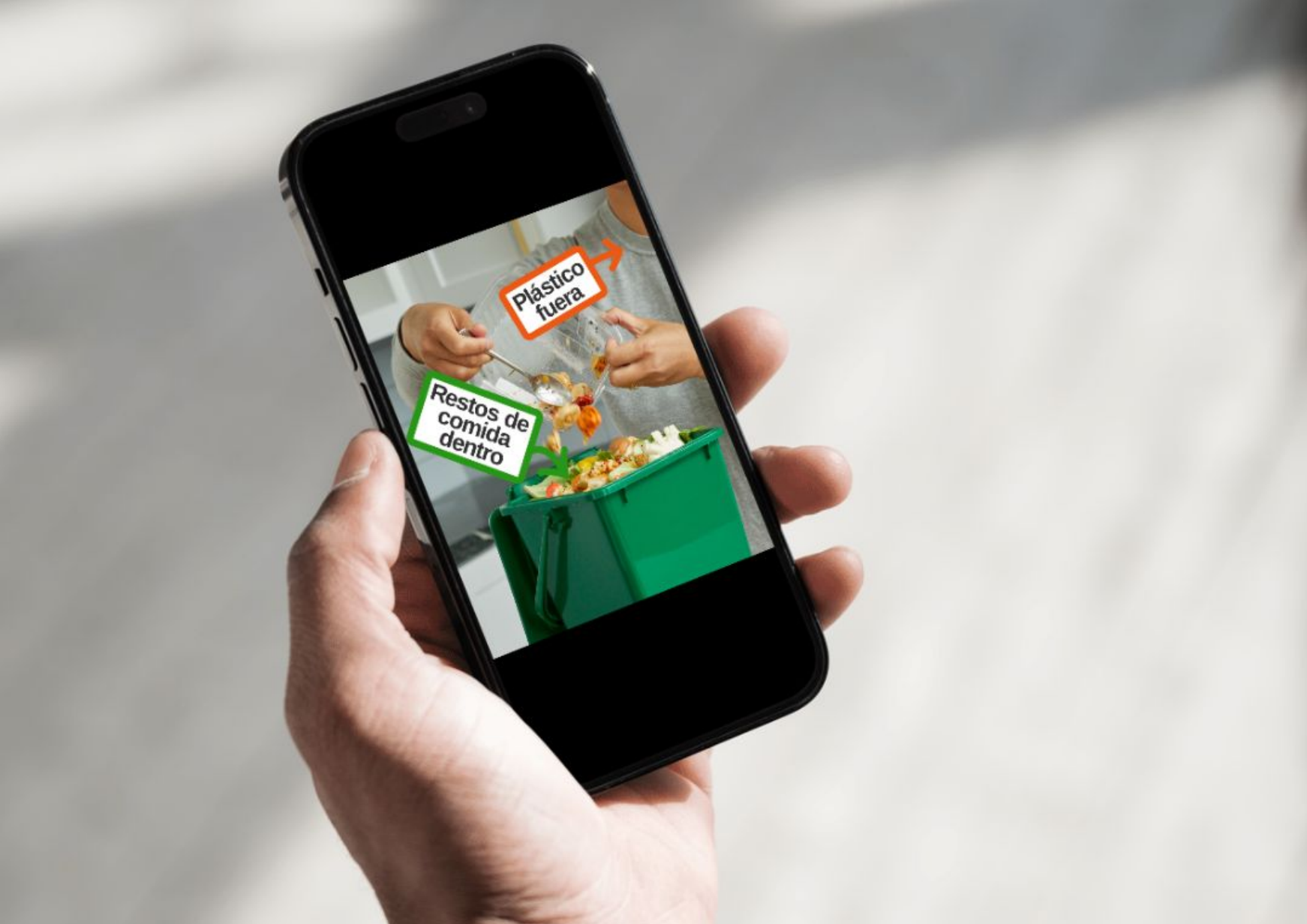





	Targeted Reach (Popul.)	Target Frequency	Impressions Goal Total	Recommended Media Mix - Budget			
				Banners	Video Pre-Roll	Social	Total MEDIA
<i>Percent of all impressions</i>				45%	35%	20%	
Uninc. San Mateo County	64,880	7	454,160	\$ 1,635	\$ 3,338	\$ 908	\$ 5,881
Atherton	6,896	7	48,272	\$ 174	\$ 355	\$ 97	\$ 625
Belmont	26,470	7	185,290	\$ 667	\$ 1,362	\$ 371	\$ 2,400
Brisbane	4,579	7	32,053	\$ 115	\$ 236	\$ 64	\$ 415
Burlingame	29,746	7	208,222	\$ 750	\$ 1,530	\$ 416	\$ 2,696
Colma	1,659	7	11,613	\$ 42	\$ 85	\$ 23	\$ 150
Daly City	108,559	7	759,913	\$ 2,736	\$ 5,585	\$ 1,520	\$ 9,841
East Palo Alto	30,350	7	212,450	\$ 765	\$ 1,562	\$ 425	\$ 2,751
Foster City	32,842	7	229,894	\$ 828	\$ 1,690	\$ 460	\$ 2,977
Half Moon Bay	12,309	7	86,163	\$ 310	\$ 633	\$ 172	\$ 1,116
Hillsborough	11,391	7	79,737	\$ 287	\$ 586	\$ 159	\$ 1,033
Menlo Park	34,825	7	243,775	\$ 878	\$ 1,792	\$ 488	\$ 3,157
Millbrae	22,509	7	157,563	\$ 567	\$ 1,158	\$ 315	\$ 2,040
Pacifica	37,890	7	265,230	\$ 955	\$ 1,949	\$ 530	\$ 3,435
Portola Valley	4,560	7	31,920	\$ 115	\$ 235	\$ 64	\$ 413
Redwood City	85,182	7	596,274	\$ 2,147	\$ 4,383	\$ 1,193	\$ 7,722
San Bruno	44,936	7	314,552	\$ 1,132	\$ 2,312	\$ 629	\$ 4,073
San Carlos	29,814	7	208,698	\$ 751	\$ 1,534	\$ 417	\$ 2,703
San Mateo	103,045	7	721,315	\$ 2,597	\$ 5,302	\$ 1,443	\$ 9,341
South San Francisco	67,135	7	469,945	\$ 1,692	\$ 3,454	\$ 940	\$ 6,086
Woodside	5,628	7	39,396	\$ 142	\$ 290	\$ 79	\$ 510

Digital Media Campaign

- Ideally, people will see/hear your message 7 times within relative proximity in order to respond
- Recommended media mix for this campaign based on the campaign assets.
- Costs provided are estimates based on current rates
- Working on a MOU with jurisdictions



Campaign Stakeholder Group



What you will be doing

- Inform our research
- Validate our strategy
- Craft focus group conversation
- Promote our campaign

Please reach out to Avana aandrade@smcgov.org or Karen kwang1@smcgov.org if you would like to participate!





Thank you!
+
Special
Announcement

Methane Gas Catalog Tool Roadmap

- Final report to be released in August
- Purpose: Show findings on existing gas equipment in City facilities from pilot group bring roadmap forward to electrify equipment
- Target Audience: City staff, public works/ facilities, electeds, sustainability staff



San Mateo County Municipal Electrification Roadmap

Methane Gas Catalog Tool

prepared with the assistance of

Rincon Consultants, Inc.
449 15th Street, Suite 303
Oakland, California 95612

Willdan
1939 Harrison Street, Suite 430
Oakland, California 94612

May 2024

