

Attachment E

Single-Use Plastics Ordinance Outreach

| | | Activity or Event Name | Date | Estimated # of Contacts |
|---------------------|--|---|-----------------------------|---|
| Pre-Draft Ordinance | | Engage Cupertino WebPage | July 23,2021 - July 20,2022 | 920 views |
| | | Door-to-Door Business Survey | August 1-31, 2021 | 83 |
| | | Online Business Survey | July 20 - Sept. 20,2021 | 12 |
| | | Online Consumer Survey | August 1 - Sept. 15, 2021 | 111 |
| | | Sustainability Commission Meeting | March 18, 2021 | Publicly noticed meeting |
| | | Cupertino Scene article | June 1, 2021 | Mailed to 23,284 homes in Cupertino, also online |
| | | Teen Commission Meeting | August 11, 2021 | Publicly noticed meeting |
| | | Facebook and Twitter post about exploring new ordinance and requesting survey responses | August 17, 2021 | 1605 |
| | | Chamber of Commerce Meeting | August 24, 2021 | Chamber Board members and other attendees |
| | | Short video inviting feedback (40 seconds, produced in-house) | Launched August 31, 2021 | 54 views on YouTube, daily rotation on City TV channel and on display screens at City public facilities |
| | | Video promoted on Facebook and Twitter with invitation for feedback | August 31, 2021 | 1226 |
| | | Chamber of Commerce LAC Meeting | September 10, 2021 | Chamber Board members and other attendees |
| | | Fall Festival | September 11, 2021 | Approx. 50 people engaged in conversation, took survey |
| | | Sustainability Commission Meeting | October 21, 2021 | Publicly noticed meeting |
| | | Sustainability Commission Meeting | January 20, 2022 | Publicly noticed meeting |
| | | Informational Mailer Postcard | February 18, 2022 | 180 food food service businesses |
| | | Facebook and Twitter post promoting the Study Session | February 23, 2022 | 1322 |
| | | Facebook and Twitter post promoting the Study Session | February 28, 2022 | 1293 |
| | | Cupertino Scene article | March 1, 2022 | Mailed to 23,284 homes in Cupertino, also online |
| | | City Council Study Session | March 1, 2022 | Publicly noticed meeting, recording available online |
| | | Mercury News Local Section article | March 14, 2022 | Readership reported as over 312,000 people daily |

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| Chamber of Commerce Meeting | March 22, 2022 | Chamber Board members and other attendees |
| Facebook and Twitter post promoting first reading on 4/5 | April 5, 2022 | 978 |
| Earth and Arbor Day Festival | April 23, 2022 | Information provided at table, reusable foodware piloted at food trucks to raise awareness |
| Hand delivered postcards to select businesses | April 26-29, 2022 | 22 |
| Business Connect - Cupertino's Economic Development Newsletter | April 28, 2022 | 3,500 |
| Cupertino Scene article | May 1, 2022 | Promo for Mayor's Cup Challenge (plastics awareness) |
| Mayor's Cup Challenge - Described basics to during Policy Panel | May 14, 2022 | Approximately 80 participants in-person, 14 live online, 56 views of recording |
| Cupertino Scene article | June 1, 2022 | Info on AB1276 re: utensils and condiments on demand |
| Flyer and postcard provided to Rick Kitson for additional promotion | July 14, 2022 | unknown |
| Business Connect - Cupertino's Economic Development Newsletter | July 15, 2022 | 3,500 |
| Informational Mailer to promote participation at City Council meeting | August 8, 2022 | 430 food service businesses |
| City Council Special Meeting | August 16, 2022 | Publicly noticed meeting |