

Eastside BYOC

CAMPAIGN FINAL REPORT

June - September 2024



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Background & Introduction

The Cities of Bellevue, Bothell, Kirkland, and Redmond (the Cities) began collaborating on the Eastside Bring Your Own Cup (BYOC) program in 2021 to reduce single-use cups by promoting bringing your own reusable cup to coffee shops.

Through partnerships with local coffee shops and marketing campaigns, the Cities are encouraging community members to form new, more sustainable habits and normalize the practice of replacing single-use items with reusable alternatives. The most recent phase of the program started in 2024, building on the work of the first phase of outreach conducted in 2023.

Initially joining together to develop a campaign encouraging businesses and residents to adopt durable and reusable items in an effort to reduce waste, the Cities hired Cascadia Consulting Group to lead and support the development and implementation of a community-based social marketing campaign. Given concerns about COVID-19 transmission during the pandemic and impacts to reuse, the program aimed to educate both businesses and customers that it is safe and allowed under health code to fill reusable cups. Research, campaign development steps, implementation, results, and analysis of the first phase of the Eastside BYOC program are outlined in an earlier report.



Based on the key findings and business partnerships developed in the first phase of the program, this phase consisted of four main engagement tactics across the community: coffee shop partnerships, a media campaign, an incentive program, and outreach at community events.

This report outlines planning, approach, results, and recommendations from our second BYOC campaign in this region.

Program Overview

The program took a multi-faceted approach to promoting BYOC, leveraging coffee shop partnerships, a social marketing campaign, an incentive program, and outreach at community events.

Goals included:

- Development and execution of a digital social marketing plan aiming for over 3 million impressions and 10,000 click-throughs to the program website
- Creation of a social media toolkit to be shared through the Cities' outreach channels
- Increased awareness of the importance of reuse and waste reduction for the health of the community and the environment
- Using internal city communications to promote reuse and BYOC by council members and staff
- The creation of marketing materials translated into Spanish and Simplified Chinese with promotion in culturally relevant outlets
- 20 new participating coffee shops from the first iteration of this campaign
- Increase in monthly reusable cup use and decreased single-use cup inventory orders at coffee shops
- Check-ins with partners on progress of the program and feedback collection to build better collaboration and shared learnings

To measure behavior change and campaign success, the cities gathered data from partner coffee shops on the number of reusable cups filled, as self-reported numbers from previous participants were shown to be inconsistent.

To match required grant reporting metrics, we calculated diversion numbers by multiplying the number of cups to an average weight of a single-use coffee cup, paper sleeve, and lid, measuring pounds diverted from waste streams.



Planning

For phase two of the Eastside BYOC program, the Cities received King County Re+ City Grant funding to advance the goals of reducing waste and keeping valuable resources in the economy and out of the landfill. To achieve this, the Cities chose to hire a marketing firm to direct a media campaign.

The Cities contracted with Strategies 360 (\$360) to develop and implement a campaign that encouraged BYOC habit-forming. The consultant began by reviewing the current landscape of BYOC and reuse programs across the country, with a focus on ones in the Seattle region, and defined the primary audience based on insights from previous survey results, city demographic data and other studies to narrow down a primary audience for the campaign.

Audience research indicated that the primary audience for the digital campaign should be adults between 35 - 45 because they would have a significant impact towards achieving the campaign goal. The marketing firm indicated that people within this demographic generally care about the importance of sustainability and only need a small nudge to be convinced to BYOC. However, convenience, time, and apathy were identified as barriers to this behavior change. The firm recommended using a fun, inclusionary, local, and personalized tone to resonate with the primary audience.



Planning, cont'd

S360 proposed building a campaign to:

- Leverage social currency to promote the action
- Create new habits due to repetition with weekly reminders
- Engage artists in the area to design a sticker for a personalized and local feel
- Incentivize and motivate people to participate through contest prizes
- Highlight reusable cups as a display of individual expression
- Capitalize on community members normalizing and promoting BYOC within their social circles

Timeline

Campaign direction is determined and media consultant is hired. Promotional and outreach materials are designed. Contracts with local artists are signed. Materials and giveaways are ordered. Contest prizes are selected.

Jan - May
Creatives development

May - June
Shop partners and campaign kick-off

Business partner recruitment begins. Shops receive campaign collateral to display. Social media timeline is established and posts are scheduled. Campaign website is published.

Digital media campaign and contest is run and promoted on a weekly cadence. Cities table at local events to connect messaging directly with the community and provide giveaways.

June - Sept
Outreach and digital campaign

Sept - Dec
Final data and report

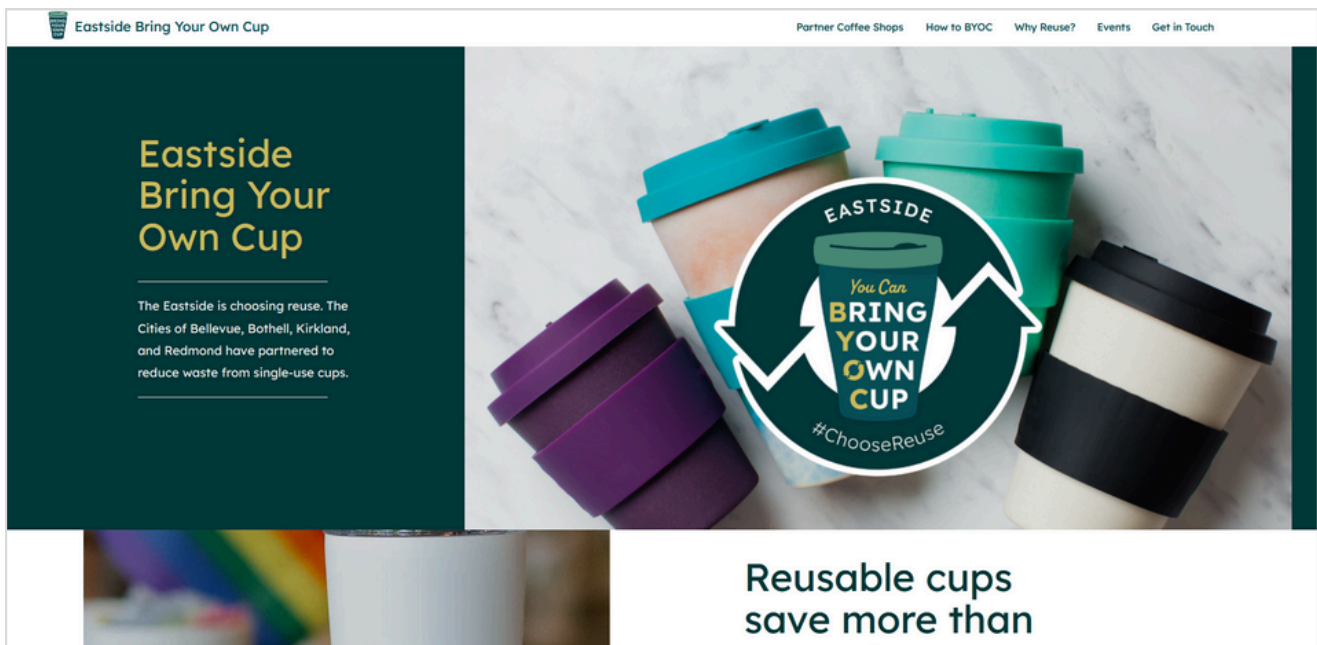
Final check-ins with partners are conducted to collect cup frequency data. Feedback is collected and calculations are made based on collected data to determine campaign impact. Final report is compiled.

Media Campaign

A multilingual media campaign focused on paid ads through boosted Meta posts, Snapchat, search, radio, and streaming platforms and included graphic, animated, and recorded elements. The ads reminded people to bring their own cups to coffee shops and directed attention to partner coffee shops and the “cup selfie” incentive program ([Appendix A](#)). Eastside BYOC-branded Facebook and Instagram pages were created for the campaign.

Ads were pushed to users identified as being within the primary audience who lived or worked within a 2-mile radius of a partner coffee shop. We chose to focus ads on Sunday evenings and Monday mornings to encourage folks to start the week off remembering to bring the cups to work. Smaller reminders were posted throughout the week.

The Cities created a campaign website at eastsidebyoc.com ([Appendix B](#)) featuring contest information, a map of partner coffee shops, and further education on reusables. It also displayed an event calendar for community members to find where to connect with the BYOC team in person and receive free reuse tools.



The target audience guided the selection of media channels for the campaign. The detailed media campaign plan is available upon request by emailing sustainability@bothell.gov.

Incentive Program

To complement the digital social marketing campaign, a contest was designed to encourage repetitive cup-bringing behavior while bringing visibility, fun, and hype to the action itself. The contest and rewards were advertised in-store, on our social media accounts, and on the website.

Participants were encouraged to share a photo of their reusable cup with a “cup selfie” at a coffee shop on Facebook or Instagram, tagging the Eastside BYOC accounts. The social media aspect encouraged entrants to publicly share their reuse habit, earning themselves some kudos as well as normalizing the behavior to their peers. Those that shared to their followers but had private accounts could message a screenshot of their post to our campaign account to ensure their entry was counted.

Alternatively, participants could scan a QR code that linked to a form ([Appendix C](#)) for customers to confirm that they brought their own cup and input their email for prize notification. The link was only accessible on a sign at partner coffee shops to minimize fraudulent entries. This form had three questions to keep it easy to complete repeatedly.

The incentive program rewarded repeated action. Each BYOC social media photo and QR code form counted as an entry towards the weekly drawing of different event tickets or passes. Entries closed every Wednesday at midnight and were tallied on Thursday. Partner coffee shops took turns announcing winners each Friday through short videos posted on our social media channels. The schedule allowed time to notify the announcing partner of the winner's name and for them to film content with staff. This helped enhance the local feel of the campaign and promote coffee shop partners to program followers.



Prizes

We selected low-waste prizes to match the messaging of the campaign. The incentives needed to be exciting enough that people would want to participate.

We worked with local events and attraction runners to receive donated tickets or passes as weekly prizes, including tickets to Mariners and Storm games, Marymoor Live tickets, passes to the Summit at Snoqualmie, Movies at Marymoor tickets, a gift certificate to a show at Anderson School Theater, and seats at a Kirkland Performing Arts Center performance. The grand prize was a free Propella e-bike that every entry throughout the campaign was counted in.

Posts announcing the prizes for each week were made on Mondays. Each winner was chosen by using a random number generator.



Artist-Designed Stickers

Research conducted by S360 indicated that our target audience is motivated by representing their individuality and values through personalized cups. To reflect that, the Cities decided to partner with three local artists to design limited-edition BYOC stickers. These could be picked up at partner coffee shops with the idea that people could choose between the stickers to customize their cups, and that they would be inspired by receiving a special reward for the action. We worked with Seattle-area artists Carmel Mercado, Jordan Kay, and Tony DeBoom, who were asked to create a design that highlighted the positive environmental impact of BYOC that framed the cup as the center of a heroic action.

Stickers were given to customers that brought their own cups by baristas, but it was up to each shop how they wished to distribute or display them. Some partners opted to offer them only to customers who brought reusable cups, while others had them on a counter for customers to take freely.

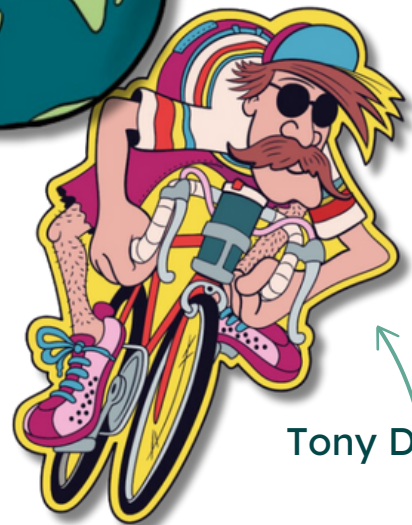
Jordan Kay



Carmel Mercado



Tony DeBoom



Coffee Shop Partnerships

The Re+ Grant did not include funding to cover the cost of outreach to businesses. Each City independently arranged for or conducted outreach to coffee shops located in their city. Redmond and Bellevue hired a consultant, while Kirkland and Bothell did outreach in house.

The Cities first reached out to coffee shops that participated in the previous phase of the BYOC program before approaching new potential partners. We primarily focused on cafés and bakeries that emphasized their coffee menu. Drive-thru only coffee stands were not included in this outreach as, logistically, it would have been difficult for them to participate at the same level as walk-in locations.

An informational flyer ([Appendix D](#)) was created and given to potential partners to aid decisions, especially in situations where a manager couldn't be conveniently reached.

During initial outreach touches with shops, we asked each business whether they accepted reusables from customers or not. Those that did were added to an online map. Locations that became partners were denoted with a special symbol, while non-partners were listed in a separate category.



The Cities found that in-person conversations were the most successful way to recruit partners, as e-mail response rates were low. We also found it most effective to speak directly with shop owners and managers.

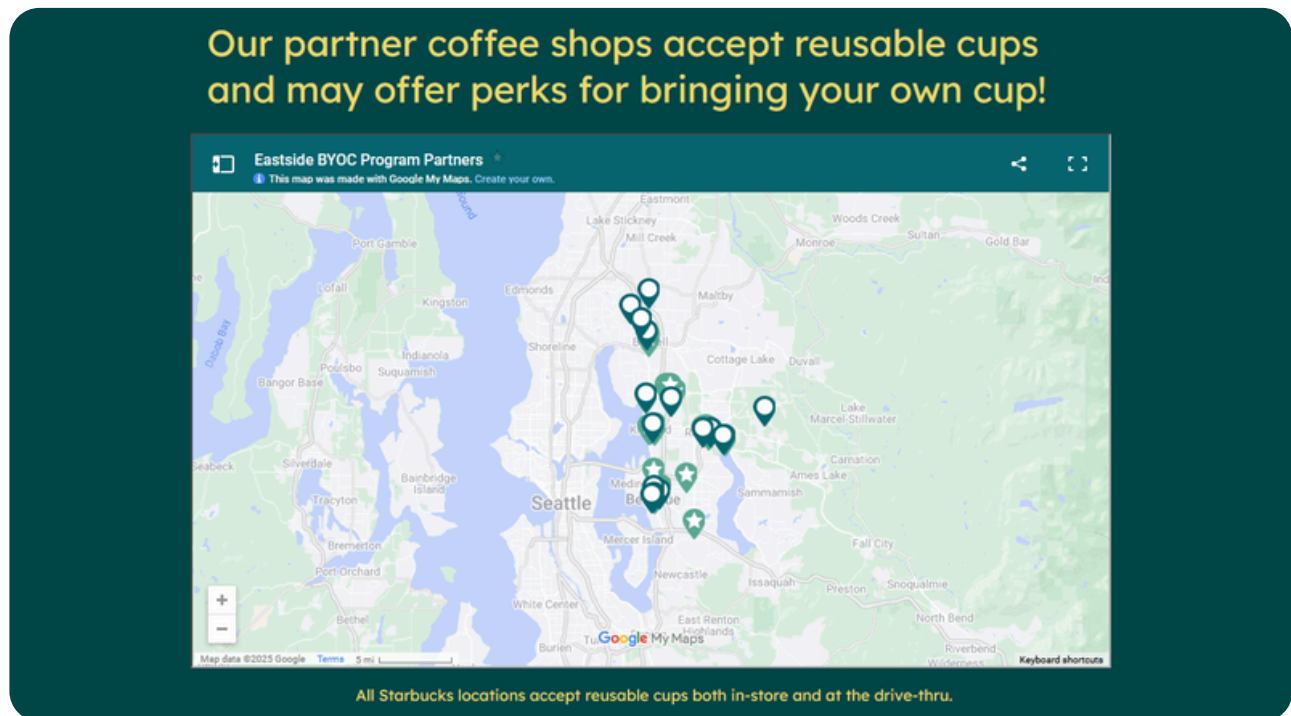
For this reason, it was easier to partner with independent coffee shops, as it was more likely the decision maker would be available when we walked into a shop. Larger chains were more difficult to sign on due to the decision-makers being higher up and more challenging to contact.



Partner coffee shop logos

Partnership Benefits

The program offered several benefits to becoming a BYOC coffee shop partner. Partners were promoted as a part of the contest on the program website and interactive map, indirectly through the digital media campaign, and at community event tables. Businesses also had the opportunity to save money, as the more reusables are brought in, the fewer disposable cups they have to order.



Screenshot of partner map on website

The program successfully partnered with 30 businesses across 39 locations ([Appendix E](#)). Each partner displayed a BYOC window cling ([Appendix F](#)) as well as a sign ([Appendix G](#)) with contest information and holders for the three different stickers ([Appendix H](#)) designed by local artists. Campaign posters ([Appendix I](#)) were provided for display in windows or community boards at each shop and we distributed backroom sheets ([Appendix J](#)) to hang in their employee area so all baristas could familiarize themselves with the campaign, which was especially helpful for shops with larger teams.

Data Collection

Partners were expected to provide data at one check point in early July and one at the end of the campaign in September for the first and second halves of the campaign duration, respectively. The Cities worked with each partner to determine the best approach to gathering this data, suggesting the following options:

- Pulling data from their POS system by number of BYOC discounts given to customers each month
- Creating a “BYOC” button with no associated charge in POS systems to track the number of reusable cups used by customers each month
- Manually counting number of reusable cups used by customers each month
- Estimating the number of customers bringing their own each week



Program signage at a coffee shop with QR code and stickers

Starbucks

Initial meetings were held with Starbucks to promote BYOC at locations in the Cities. Corporate was initially excited to participate in the BYOC campaign partnership by providing reusable cup data for our region, which would have been easy to track via their ordering app.

Despite meetings with Starbucks corporate, communication stopped and data was not provided for cup reuse at Eastside locations.

Starbucks launched their own BYOC campaign early in the year, including drive-thru orders, that would have made this a great time to begin partnering. The corporate team had approved the idea of coffee shops partnering with the Eastside BYOC campaign but left it up to district and store managers to agree to put up signage and stickers.

For any future approaches to Starbucks corporate, it would be recommended to have in-person outreach at coffee shop locations and contact with district managers after getting approval from corporate.

All Starbucks locations are noted below the website partner map as all BYOC-friendly.



Community Events

The Cities promoted the BYOC program and coffee shops partners at community events throughout the summer with a pledge activity. Kirkland and Bothell performed outreach at these events using in-house staff, while Redmond and Bellevue's consultant hosted tables for events in their cities. We tabled at employee events, summer concerts series, farmers markets, and sustainability-focused events. Each city planned their tabling activity differently.

Attendees who participated in the pledge activity had the option to choose between a free branded reusable cup (if they didn't already have one), a BYOC keychain made from recycled acrylic, or an Eastside BYOC-branded tea towel patterned with reusables ([Appendix K](#)). Those who asked for a reusable cup were asked additional pledge questions to help supplement coffee shop data.



Community Events, cont'd

The Cities also handed out BYOC logo stickers as another reminder tool and offered a cup postcard coloring activity for families. We were able to engage with parents whose kids were drawn to the coloring table. Postcards had a pledge statement printed on them in English, Spanish, and Chinese, and those who took one were encouraged to mail it to a loved one, further sharing the message ([Appendix L](#)).



Postcard coloring activity table

Signs advertising that week's contest prizes drew attention from event attendees to the program and intrigued community members enough to become curious about reusables.

This was a great way for the Cities to connect with community members across the cities and have direct conversations with them about reusables. A majority of the people we spoke with were enthusiastic about the concept or commented on how difficult it was to remember to bring their own cup when leaving the house.

Outcomes



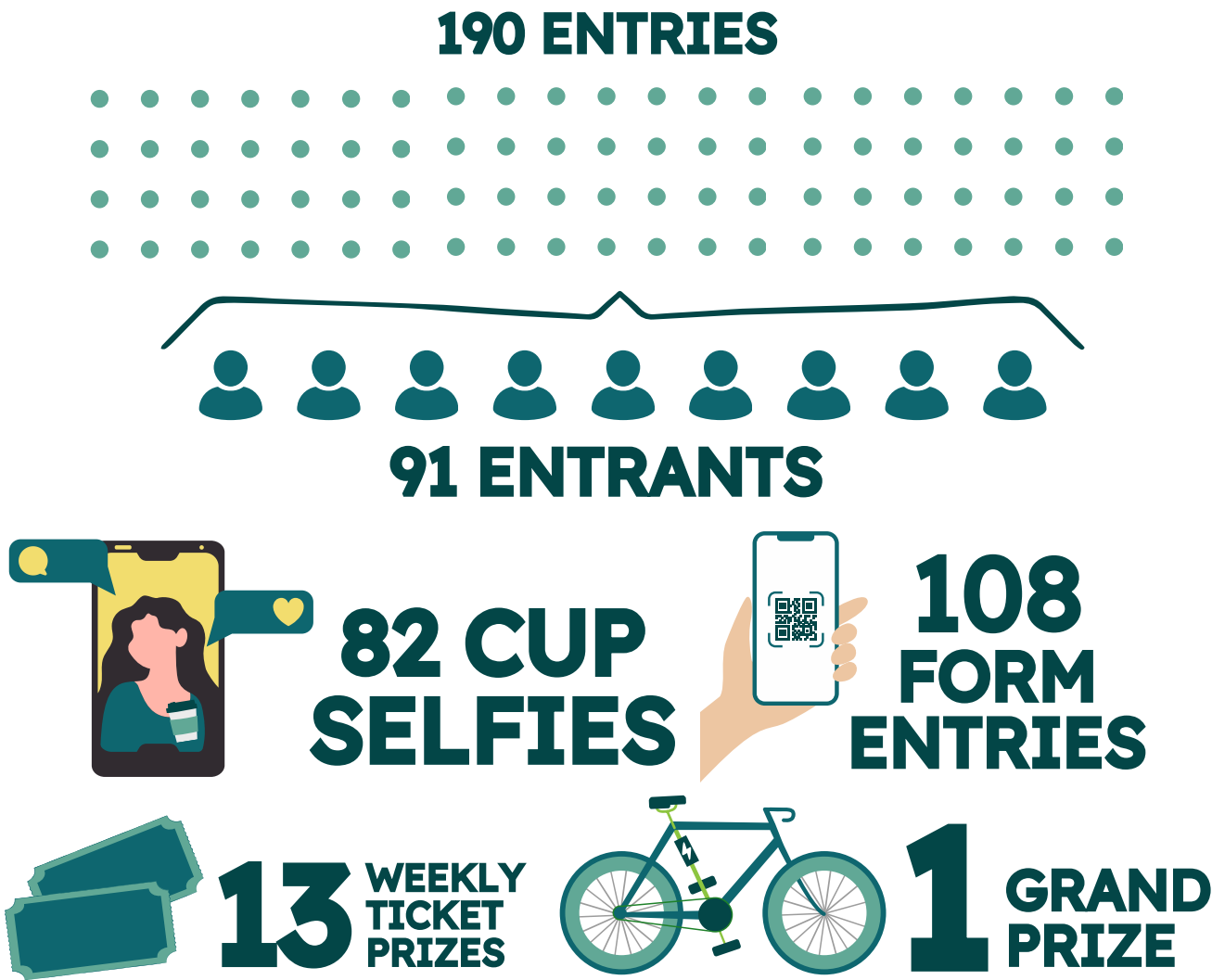
Digital Social Marketing Campaign Results

The digital social campaign had over 4,518,879 impressions across Meta, display, NextDoor, Snapchat, Pinterest, and streaming audio, which was above our goal of 3,000,000 impressions. Ads in Spanish received 36,155 impressions and ones in Simplified Chinese received 211. English was marked as the preferred language of our primary audience, resulting in lower impression rates for the other two languages. The full digital campaign report is available upon request.

During the duration of the campaign, over 7,700 unique visitors viewed the website. The partner shop map was viewed over 25,000 times.



Contest Results



The contest received 190 entries over the course of the 13-week-long contest from 91 individuals. 82 of those entries were from social media posts, and the rest were through an online form. One enthusiastic participant submitted 35 entries, with the second-highest number of entries from a user being 13.

Even though the contest did not receive a lot of entries, the stickers and signage at partner shops sparked a lot of conversations and interest from customers.

Event Outcomes



20 EVENTS
ATTENDED

3106 ATTENDEES
REACHED



576
CUPS



400 TEA
TOWELS



500 KEYCHAINS

GIVEN AWAY

500 PLEDGES
RECEIVED
TO BRING THEIR OWN CUP



Across 20 events, staff interacted with about 3,106 attendees, received 500 pledges, and gave away 576 cups, 400 tea towels, and 500 keychains.

Some of the larger cities opted to order additional giveaway supplies using supplemental funds from other grants.

Waste Diversion Results

20 shops out of 39 partners reported a total of 11,769 reusable cups filled. To estimate the average amount of cups diverted by the other 19 coffee shop locations, we took the total number of cups reported, and divided that by number of reporting shops.

This increased the estimated number of cups diverted by 11,172, totaling 22,941 single-use cups, lids, and sleeves prevented.

With the average total weight of a 12 oz paper cup, lid, and sleeve being 0.7oz, this multiplied by 22,941 cups equal to 1,004 lbs diverted.



Waste Diversion Results, cont'd

39 COFFEE
SHOP
PARTNERS

20 SHOP
RESPONSES



11,769 REPORTED
CUPS
DIVERTED

$$11,769 \div 20 =$$

588



CUPS PER SHOP

588 × 19 = 11,172 CUPS ESTIMATED

$$11,769 + 11,172 =$$

22,941



CUPS DIVERTED TOTAL



LID WEIGHT = 0.1oz
CUP WEIGHT = 0.4oz
SLEEVE WEIGHT = 0.2oz
FOR A 12oz PAPER CUP

**0.7 oz PER
SINGLE-USE
COFFEE CUP**

$$22,941 \text{ CUPS} \times 0.7\text{oz} =$$

1,004 LBS
DIVERTED

Coffee Shop Partner Follow-ups

Half of the coffee shop partners provided data at the end of the campaign. The majority of data was provided when a coffee shop was followed up with in person. Bothell and Kirkland both conducted follow-ups in-person while Redmond and Bellevue relied on email feedback. We also sent out an email survey ([Appendix M](#)) to all partners, to which six shops responded. Follow-ups contained questions about the number of reusable cups used and overall partnership experience. We wanted to know not only how they saw customers react to the campaign, but also how we could improve the partnership for them in future iterations of the program. Most coffee shops gave approximate data, such as an estimated number of reusable cups they saw daily. Few shops gave exact data from their POS systems, despite more having BYOC discounts in place.

The majority of coffee shops noticed an increase in the frequency that they saw personal cup usage. Only two partner locations reported that they did not see a change in reusable cups. Many shops believed that the program motivated and normalized the BYOC behavior. Each shop engaged with their customers on reusables differently, but those who regularly had conversations about BYOC saw greater buy-in from their customers.

Partnering with the coffee shops in the cities was a great opportunity to educate the baristas about reuse and has better facilitated communication between the cities and businesses. During final check-ins, all partner shops indicated that they were interested in participating again and gave valuable feedback on how the program could be improved.



Coffee Shop Partner Follow-ups

Many shops made changes to their operations for the program. Two shops implemented a small discount for BYOC to help track cup numbers. Two other shops mentioned that they noticed some of their regular customers change their habits as a direct result of the campaign. Engaging with customers about reuse influenced one coffee shop partner (Evergreen Blendz) to transition to sip-lids for cold drinks in an effort to eliminate the need for disposable straws.

Coffee shops and customers both loved the stickers. The manager of Peet's Coffee in Redmond said that many customers responded to the stickers well, mentioning that they should bring their cups more often. Some coffee shops enforced the giveaway condition of the stickers more heavily than others, some hiding the stickers out of reach far behind the counter. As they were tied to the QR code sign that also had general contest and campaign information, this made it difficult for some customers to learn more about the program or enter the contest.

Partner Anecdotes

"[We] did not have anyone that started bringing in their own mugs because of the promotion, only people who were pleasantly surprised that they got a sticker for bringing in their own mugs. We are looking into getting mugs and having our logo put on them."

- Makia Oaks, SoulFood CoffeeHouse

"I honestly think it's just a time thing for getting people to remember to BYOC. Kind of like the reusable grocery bags. It takes a while to build a habit, and maybe just more reminders at the cafe level."

- Laura, Sammamish Point Espresso

"I can confidently say that 3-4 regulars a day have transitioned to their own cups. In addition, a number of customers brought a cup on their return visits just for a sticker. Lastly, the conversations at the register were focused on reducing trash and were well received."

- Josh, Peet's Coffee

"People were trying to remember to bring their cups and that was because of the program. One regular customer changed their behavior and started doing it everytime. People started asking if reusable straws were available, so the owner made an order change for the cold cups lids so that they did not need a straw to drink from them."

- Sanju, Evergreen Blendz

Challenges and Lessons Learned

Artwork Licensing Agreements

While the stickers were extremely well-received by partners and customers, the licensing process was challenging to navigate. Though the contracts with each artist were arranged through our consultants, we needed to have separate agreements with each artist for the Cities to be able to legally display and distribute the artwork. This added extra unexpected time to the process to route each agreement for signatures through all four cities.

Now that we have example agreements and are more familiar with the licensing process and requirements, it will be easier to partner with local artists in the future.



Challenges and Lessons Learned

Coffee Shop Outreach

More display materials at partner coffee shops for this iteration of the Eastside BYOC program made it challenging for some of previous partners to participate. For example, three previous partners in Bothell were drive-through stands with limited register space that made it difficult to display as much signage as we were requesting.

We also found that with such a complex, multi-layered campaign, it was difficult to explain all aspects of the program in easy terms during outreach to coffee shops. While independent coffee shops were, for the most part, easy to get buy-in from, coffee shops with multiple locations or those that were housed inside a larger establishment (like a hospital or church) required more time to get approval. This should be taken into consideration when planning future outreach timelines.

Additionally, the Cities were unable to get responses from many of our coffee shop partners when it came time for the midway and final check-ins due to staff turnover and busy employees. Sending out a final survey via e-mail proved to receive more detailed responses, although from only 6 locations. The most successful means of gathering final data was from in-person surveys with coffee shop staff when collecting collateral materials after the campaign concluded.



Challenges and Lessons Learned



Community Outreach and Participation

As with coffee shop outreach, the Cities ran into the same issue that the program had too many elements to communicate efficiently at events. Some cities opted to only table about one aspect of the program, while others adjusted their approach depending on what each attendee seemed interested in the most.

As reusable cups were a higher-value giveaway compared to the other options, the Cities decided to require an extra step beyond the pledge to receive one. Cities asked an additional two questions to those who requested one; “How often do you buy coffee or tea each week” and “How likely are you to use this cup each time you do”? This prompted people to stop and consider how frequently they would use the cup before opting to take one. It also helped outreach staff to see the number of people who took the pledge that were new to bringing their own cups.

Weekly winner drawings took a lot of work to coordinate. There were several weeks where winners were selected and notified and did not respond to claim their prizes. As most of the prizes were tickets to specific events, some of these were not claimed in time. Others were redrawn with enough time to notify new winners. While we opted for non-physical prizes to reduce waste, if we were to host a similar contest in the future, we would likely opt for something less time-sensitive or offer tickets for events for several months down the line.

Challenges and Lessons Learned

Community Outreach and Participation cont'd

The contest itself revolved heavily around social media, which was a barrier for those who didn't have accounts. We provided an alternative option to participate by scanning a QR code to complete a form at each partner shop, and it ended up being more frequently utilized by entrants. However, these entries could not be verified nor were the winners who entered through this format responsive to claiming their prizes. Lots of people we spoke to at community events self-identified as not on social media.

The most active entrant made a separate Instagram account to participate, which had significantly fewer followers than their main, private account. This negated the idea of folks sharing themselves taking the action to motivate their circles to do the same. Ultimately, we found that the way people use social media currently is different than expected, and we suggest any future iterations don't rely on requesting participants to make posts of their own. It is important to note there was a low rate of participation in the cup selfie campaign despite the far reach of the digital campaign and signs at coffee shops.

The participant preference for non-social media-based entries also implies a trend of changing social media usage-- people are becoming less likely to post about good deeds to share with their circle. Future iterations of the campaign will likely focus less on this kind of reinforcement. It would not be recommended to replicate this type of contest because it received low engagement and required a high amount of effort.



Recommendations

The Eastside BYOC team tested a variety of engagement techniques in this second phase, some of which was successful and some of which over-complicated the campaign. For any organizations hoping to implement similar campaigns in their regions, we give these recommendations for ease of planning and improved outcomes.



Focus any campaign giveaways or swag on reminder tools.

Cup giveaways seem like an obvious choice, but a majority of people that we spoke to already had at least one at home that they may or may not already habitually use. If you find that your area is similar, offer ways to remind your audience that the most sustainable cup to use is not necessarily a new free one, but the one they already have.

Recommendations, cont'd

Future campaigns should focus on broader messaging that builds up social-norming BYOC before jumping into an incentive program.

While the cup selfie contest helped generate content for and brought hype to the digital social marketing campaign, the amount of effort that was put into coordinating it was not worth it when compared against the number of participants. This reuse campaign was compared many times by coffee shop partners and consumers to the reusable grocery bag culture shift that worked well in this area, and using a similar approach will make it easier over time to engage with the community on adopting this habit.



Keep your campaign simple. Aim to explain the program in 30 seconds or less.

It is important for any business partner and audience communication that the campaign is simple to make outreach much easier when keeping the attention of whoever you are trying to convince to participate.

Begin coffee shop outreach at least a month in before your campaign goes public.

This will give time, if needed, to reach the decision-makers who can make the partnership official. A few of the cities started outreach a week before the campaign began and had coffee shops agree to partner over a month into the campaign duration, which complicated keeping track of materials and data collection. Keeping regular contact and maintaining relationships with the owners, managers, and staff helps with response rates when collecting data as well.



Recommendations, cont'd

Keep the partner ask as minimal as possible.

Every additional request, such as data collection or keeping track of stamp cards for a raffle, increases the likelihood of needing more permissions and could harm their ability to participate, especially for non-independently run shops. Even if partners agree to more involvement, be prepared for low follow-through rates.

Showcase coffee shop partners where you can in your campaign.

Including partners as much as possible fosters a sense of community and encourages their continued support to promote this action. Social media highlights, website features, and

Involving the store staff is integral to the program, as it is the cashiers and baristas who interact the most closely with regulars and have conversations about BYOC with customers. They are the key to leveraging coffee shop partners for direct messaging to their customer base.



Recommendations, cont'd

Clearly communicate to partners that window clings are long-term.

If providing window clings for business partners to display, we suggest clearly communicating that the clings should be used for as long as they accept reusable cups and not just for the duration of the campaign. Giving partners the option to design and display their own BYOC window signage is also great for places that may hesitate due to aesthetic requirements.



Consider all community members when planning.



Be aware of what barriers may prevent folks from participating in your program and proactively plan accommodations around them. Multi-language outreach is important and we suggest future campaigns conduct research to learn what communications works best cross-culturally in each language. Printed and digitally published materials should be translated accurately. Engagement and impact increases if your messaging resonates well with your audience, so we recommend interviewing or conducting focus panels with minority communities to see how they would receive and participate in your campaign during the planning process.



Recommendations, cont'd

Go beyond just coffee cups.

While our scope focused on coffee shops and coffee drinkers, conversations with event attendees show that a good percentage of the population don't buy or drink coffee. We found it helpful to relate the BYOC action to a beverage they do purchase, like tea, hot cocoa, juice, or smoothies. It would also be helpful to include messaging that many insulated cups accommodate both hot and cold drinks. This campaign could easily be expanded to non-coffee beverage shops to reach a wider audience. Kirkland also had a reuse pledge that expanded beyond cups and utilized the graphics on the tea towel giveaway to talk about multiple reuse options.



Recommendations, cont'd

Community loves art, but allow extra time for paperwork.

Local artist partnerships were well received among partner shops and customers. Feedback from business partners indicated overwhelmingly that customers were excited about the sticker designs we commissioned. Selecting, hiring and writing contracts with artists can take months to finalize, making this a task that is ideally started earlier in the planning process.



The Cities intend to continue building on the momentum in the previous campaigns, focusing on reusables awareness and continuing to maintain these business partnerships.

Lasting impact from the visibility of this campaign will only be seen in the long-term. We highly encourage the implementation of reuse campaigns to help normalize the action for a larger reach.

If you have further questions and would like to chat more about what a reusable cup program would look like in your area, get in touch by emailing sustainability@bothellwa.gov.




City of Bothell™




Appendix A

Digital Ads


 **Eastside BYOC**
Sponsored ·




Bring your reusable cup, post a cup selfie and tag @eastsidebyoc and you could win weekly event tickets or an ebike.




eastsidebyoc.com
Little Cup = Big Impact
Eastside Reusable Cups...

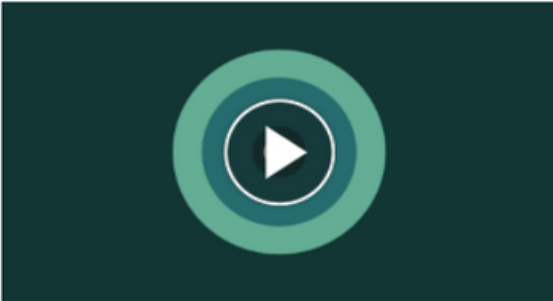
[Learn more](#)

 3

 Like  Comment  Share




 **Eastside BYOC**
Sponsored ·


Bring your reusable cup, post a cup selfie, and tag @eastsidebyoc and you could win weekly event tickets or an e-bike.




eastsidebyoc.com
Little Cup = Big Impact
Eastside Reusable Cups...

[Learn more](#)

 Like  Comment  Share



 **Eastside BYOC**
Sponsored ·

Bring your reusable cup, post a cup selfie, and tag @eastsidebyoc and you could win weekly event tickets or an e-bike.




Your reusable cup can
**TAKE YOU PLACES
THIS SUMMER**

Translated Digital Ads



 **Eastside BYOC**
Sponsored · 

Trae tu vaso reutilizable, publica un selfie con el vaso y marca @eastsidebyoc y podrás ganar entradas para eventos semanales o una bicicleta eléctrica.




eastsidebyoc.com
Taza pequeña = gran impacto

[Learn more](#)

 **Eastside BYOC**
Sponsored · 

Trae tu vaso reutilizable, publica un selfie con el vaso y marca @eastsidebyoc y podrás ganar entradas para eventos semanales o una bicicleta eléctrica.



eastsidebyoc.com
Taza pequeña = gran impacto

[Learn more](#)



 **Eastside BYOC**
Sponsored · 

带上您的环保杯，发布杯子自拍照，并标记 @eastsidebyoc，您就可以赢得每周活动门票或电动自行车




eastsidebyoc.com
小杯子=大影响
西雅图的东区环保杯大赛

[Learn more](#)

 **Eastside BYOC**
Sponsored · 

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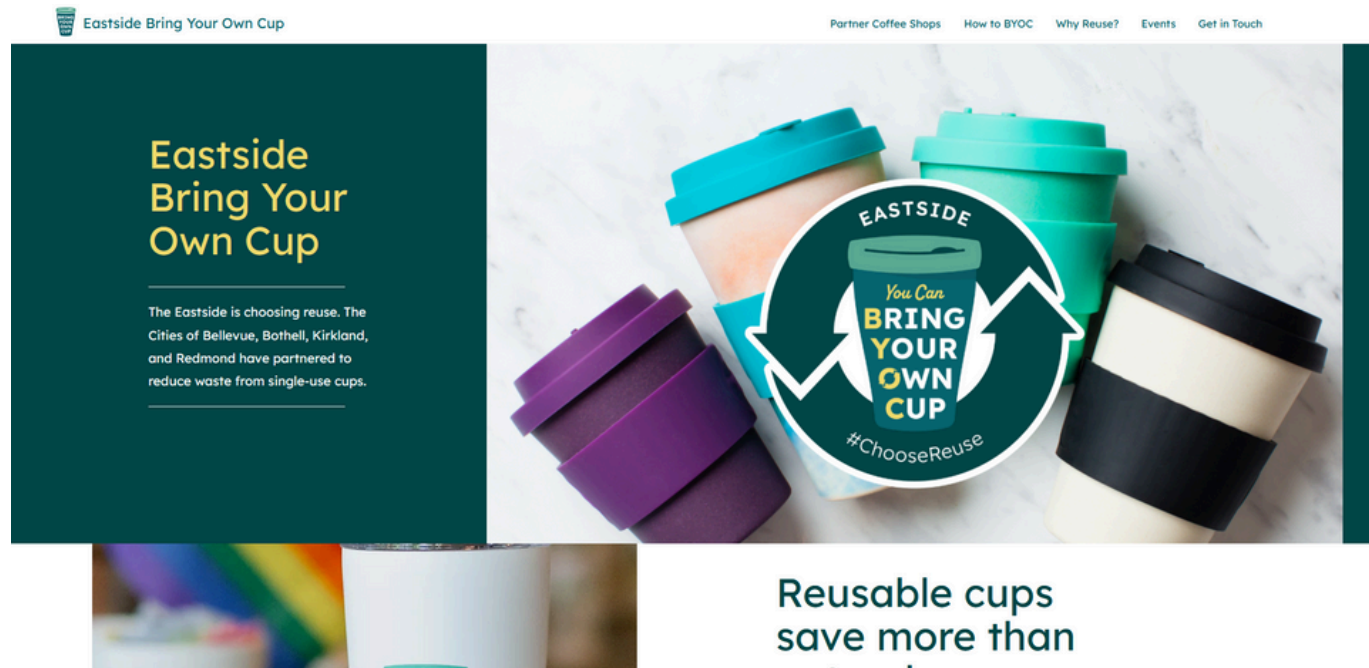
eastsidebyoc.com
小杯子=大影响
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[Learn more](#)

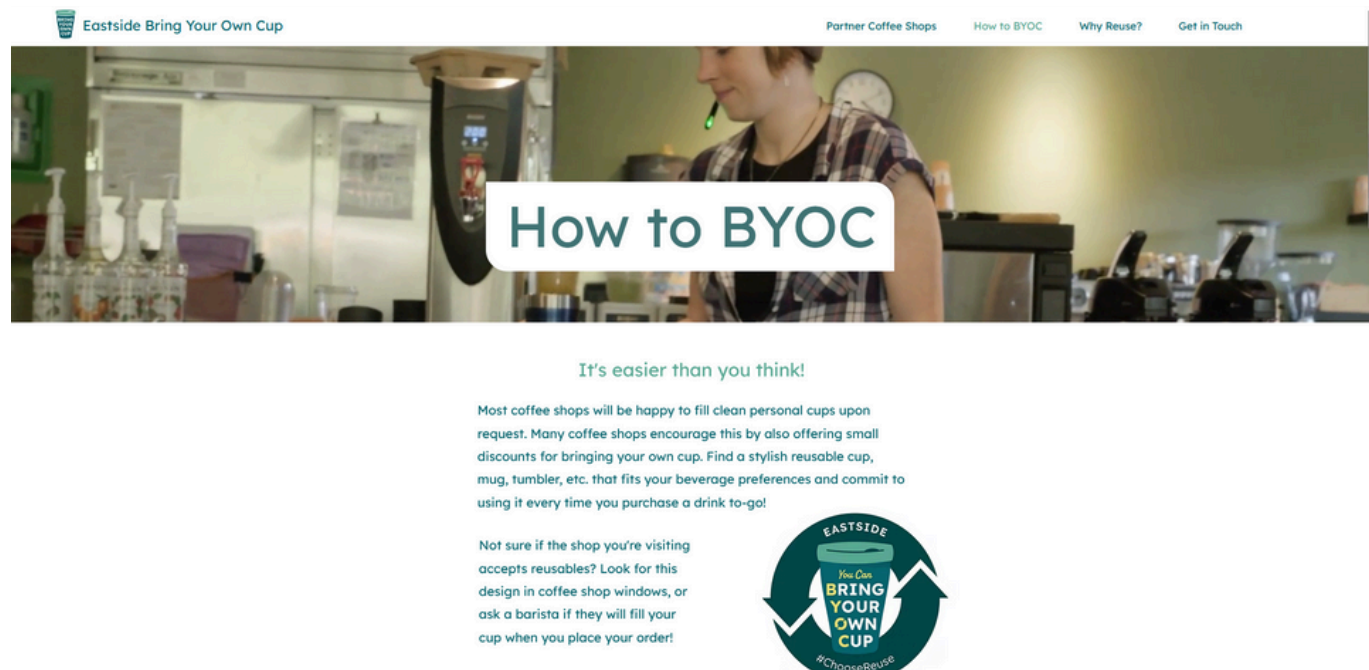
Appendix B

Campaign Website

eastsidebyoc.com



Home Page



How to BYOC Page

Appendix C

Contest Submission Form

English (United States) ▼

Thank you for bringing your own cup!

* Required

1. By checking "Yes," I verify that I brought my own reusable cup to be refilled today.

☐ Yes

☐ No

2. Name *

Enter your answer

3. Email: *

Your email will only be used to notify you if you win a prize drawing. Your email will not be shared with others.

Enter your answer

Submit

Appendix D

Coffee Shop Outreach Flyer - Front

JOIN THE EASTSIDE BYOC BUSINESS PARTNERSHIP!



You are invited to partner alongside 30+ other local coffee shops on our Bring Your Own Cup (BYOC) campaign to reduce single-use cups.

> WHY PARTNER?



Your business will be promoted as part of our campaign!



Save money on ordering cups!



Be known as an environmentally responsible business!

> HOW DO I PARTNER?

1. Allow customers to use their clean reusable cups
2. Track and report data on the number of reusable cups used during outreach campaign
3. Display a BYOC window decal at front door
4. Display campaign information to customers, provided by us



Contact us to partner!
sustainability@bothellwa.gov
eastsidebyoc.com

This campaign is a partnership between the Cities of Bellevue, Bothell, Kirkland and Redmond.

Coffee Shop Outreach Flyer - Back

FAQ

Do I have to offer a discount for reusable cups?

No, you won't be required to offer a discount to partner.

Does the health department let us fill customer-owned cups?

Yes! Washington State Retail Food Code allows food establishments to refill reusable cups.

Will I have to wash customers' dirty cups?

No, your establishment can choose to only accept clean cups to refill.



More questions?

Contact sustainability@bothellwa.gov
eastsidebyoc.com



Appendix E

List of Partner Coffee Shops

Caffe Ladro - Bellevue	333 108th Ave NE	Bellevue
Cafe Cesura	1015 108th Ave NE	Bellevue
Brief Encounter	2632 Bellevue Way NE	Bellevue
Story Coffee & Tea	11011 NE 9th St B	Bellevue
Bellden Cafe	10527 Main St, Bellevue	Bellevue
Third Culture Coffee	80 102nd Ave NE	Bellevue
5 Stones	2649 Landerholm Cir SE	Bellevue
Top Pot Doughnuts	10600 NE 9th Place	Bellevue
Amore Coffee	2201 140TH AVE NE	Bellevue
Farine Bakery	11194 NE 10th St	Bellevue
T55 Pâtisserie	18223 Bothell Way NE	Bothell
Caffe Ladro - Bothell	18610 Bothell Way NE	Bothell
Daily Grind	18333 Bothell Way NE #103	Bothell
Thruline Coffee Co.	136 Park Ln	Kirkland
203° Fahrenheit Coffee	11901 NE Village Plaza Ste 171	Kirkland
Evergreen Blenz Coffee	11811 NE 128th St D	Kirkland
Libby's Lattes	12911 120th Ave NE H	Kirkland
The Art of Coffee	12348 NE 115th Pl, Kirkland	Kirkland
Caffe Ladro- Kirkland Urban	400 Urban Plaza	Kirkland

Caffe Ladro - Central Way	104 Central Way	Kirkland
Zoka Coffee Roasters	129 Central Way	Kirkland
Kitanda Espresso & Acai	12700 NE 124th St #2	Kirkland
PCC Market	430 Kirkland Way	Kirkland
Whidbey Coffee*	12020 NE 128th St	Kirkland
Whidbey Coffee*	12020 NE 128th St	Kirkland
Whidbey Coffee*	12020 NE 128th St	Kirkland
Top Pot Doughnuts	11701 97th Ln NE	Kirkland
SoulFood CoffeeHouse	15748 Redmond Way	Redmond
Doppio Café and Creperie	8236 160th Ave NE #106	Redmond
Peet's Coffee	17887 Redmond Way Suite 130	Redmond
Rubinstein Bagels	16050 Cleveland Street Unit 130	Redmond
Sammamish Point Espresso	18065 Redmond Way	Redmond
Victor's Celtic Coffee	7993 Gilman St	Redmond
Top Pot Doughnuts	16095 Cleveland Street	Redmond
Kitanda Espresso and Acai	16349 NE 74th St Suite 120	Redmond
Hoffmans Fine Cakes and Pastries	16175 Cleveland St	Redmond
Farine Bakery	16450 Redmond Way Ste. 100	Redmond
Meetea Cafe	16180 NE 80th St	Redmond
Pomegranate Bistro	18005 NE 68th St A-150	Redmond

*Whidbey Coffee has three locations across a hospital campus, each was counted as an individual partner.

Appendix F

Window Cling



Appendix G

QR-Code Sign



SHOW OFF YOUR REUSABLE CUP EVERY WEEK TO WIN!

Bring your own cup to coffee shops, share your cup selfie on Facebook or Instagram every week, and tag **@eastsidebyoc** to win weekly event tickets or a new e-bike at the end of the summer!

See partner locations and contest guidelines at eastsidebyoc.com.

Alternatively, scan this code and fill out a form to enter.



BYOC to grab a free sticker!

Personalize your reusable cup with a sticker designed by a local artist and bring your own cup every time you buy a drink from a coffee shop.

Tony DeBoom



Jordan Kay

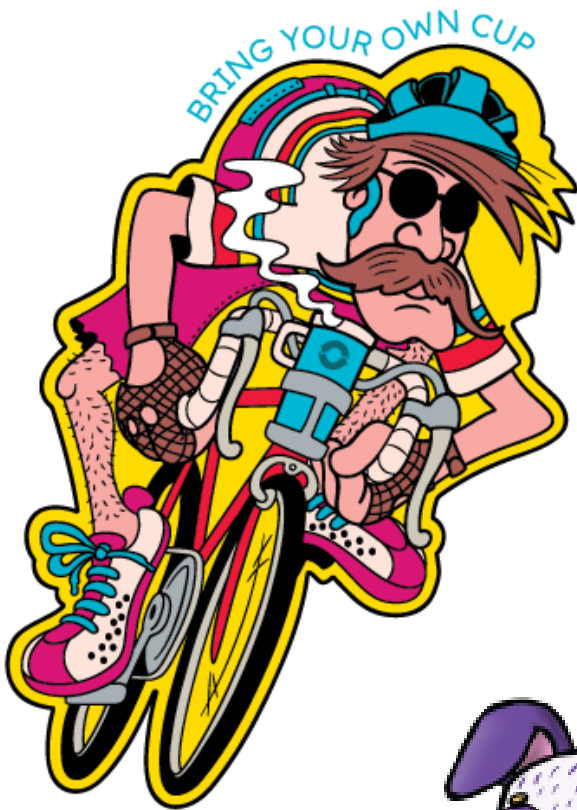


Carmel Mercado



Appendix H

Artist-Designed stickers



Appendix I

Campaign Poster



The poster features a teal background with a repeating pattern of coffee cups. At the top center is a circular logo with the text "EASTSIDE" at the top, "You Can BRING YOUR OWN CUP" in the center, and "#ChooseReuse" at the bottom. Below the logo, the text "Every week is a" is in a yellow script font, followed by "NEW CHANCE TO WIN" in large white capital letters. In the center are three green reusable cups, each with a different colorful sticker: a dog, a flower, and a person on a bicycle. Below the cups, the text reads: "Bring your reusable cup to a partner coffee shop and get a **free sticker** designed by a local artist!" followed by "SHOW OFF YOUR REUSABLE CUP EVERY WEEK TO WIN" in yellow. Below that, it says: "event tickets, and a grand prize: a new E-bike! Share your cup selfie on Facebook or Instagram weekly and tag @eastsidebyoc to win event tickets and a grant prize: a new e-bike!". At the bottom left is a QR code, and at the bottom right is the text: "This summer remember to show up with your reusable cup at participating coffee shops to lighten the load on the planet."

You can learn about the Eastside BYOC campaign, the contest, and the artists at eastsidebyoc.com.

EASTSIDEBYOC.COM



Appendix J

Backroom Sheets



Hey baristas!

With your help, we can create a more sustainable Eastside and give customers a chance to win event tickets and an e-bike.

This summer four Eastside cities, Bellevue, Bothell, Kirkland, and Redmond, have gotten together to encourage residents to make a habit of bringing their reusable cups to your coffee shop location. The campaign is pretty simple, but we need your help to make it a success! Every reusable cup filled counts toward our goal to reduce waste!

If a customer brings in their reusable cup, they can choose one of three custom vinyl stickers from local artists.



Carmel Mercado



Jordan Kay



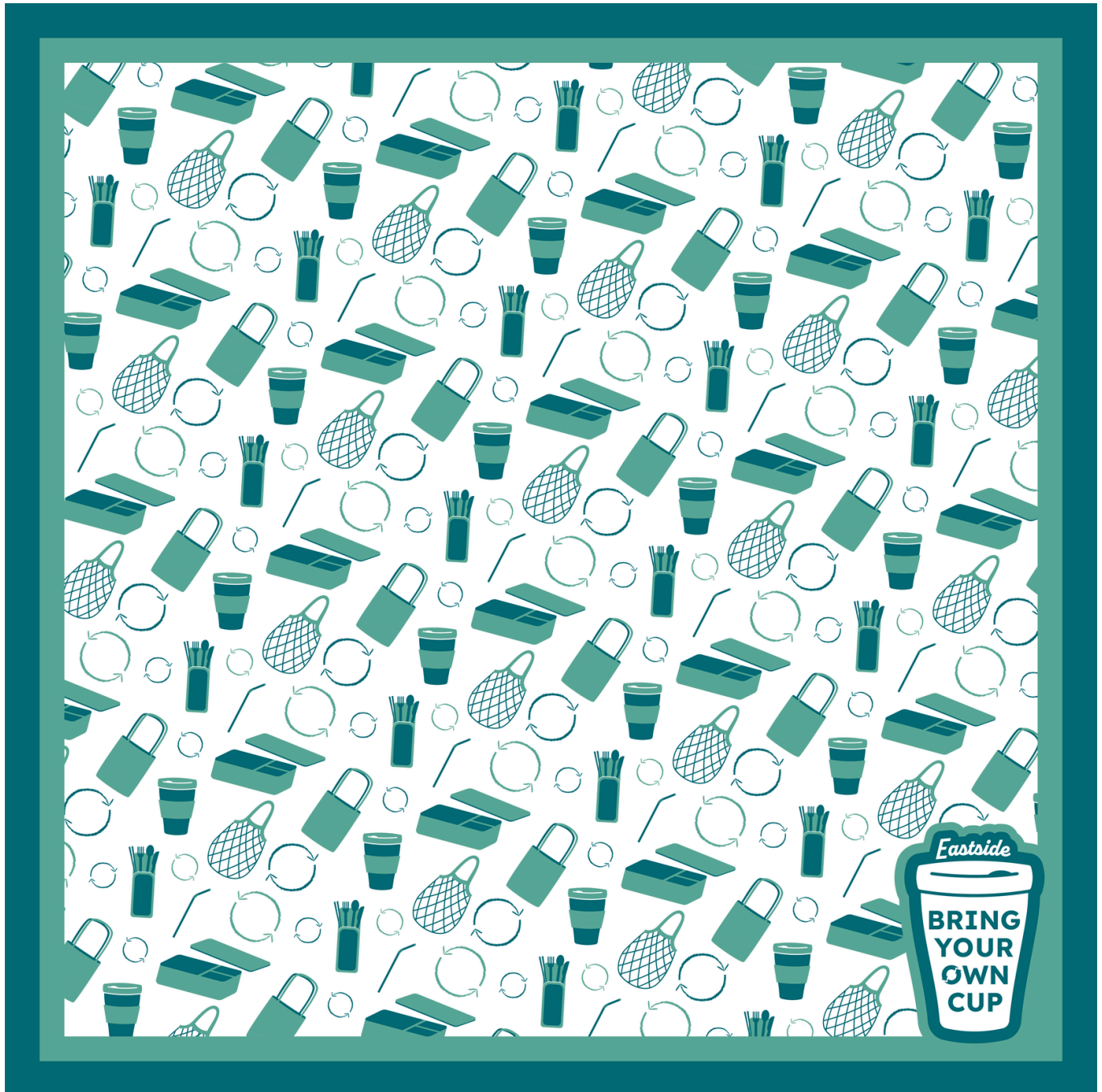
Tony DeBoom

When they post their cup selfie on Facebook or Instagram they are entered to win weekly tickets to a local event. At the end of the summer, there will be one winner of a new e-bike. Every post is an entry!

Thank you for helping us to encourage more customers to bring their own cup, we appreciate all you do! Please email sustainability@bothellwa.gov if you have any questions or need more stickers.

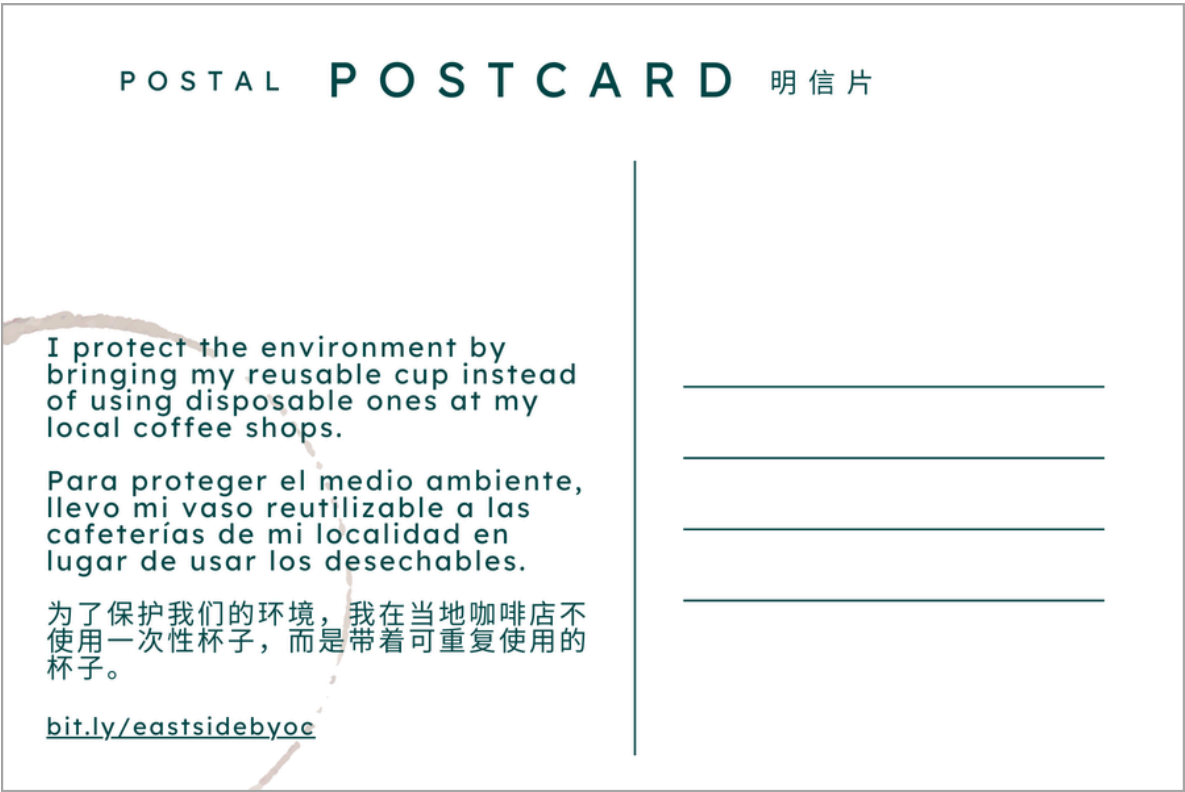
Appendix K

Tea Towel Pattern




Appendix L

Postcard



Appendix M

Post-Campaign Partner Survey



Coffee Shop Partner Survey

Bring Your Own Cup Partner Coffee Shop Survey

Please share any feedback you have about how the BYOC sticker and social media "cup selfie" campaign went. This survey should only take about five to ten minutes to complete and will help the four cities partnership (Bellevue, Bothell, Redmond, and Kirkland) in our grant report to King County. It will also help us to form another campaign for next summer. Many thanks!

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

Coffee Shop *

Your answer

First and Last Name *

Your answer

Job title

Your answer

City location *

☐ Bellevue
☐ Bothell
☐ Kirkland
☐ Redmond

How many reusable cups did customers use at your coffee shop during the campaign (June 3 to September 20)? This number can be an estimate. (e.g. average number per day, or number of reusable cups discounts tracked) *

Your answer

The 2024 BYOC summer campaign helped increase the number of people bringing their own reusable cups to our coffee shop.

☐ True

☐ False

☐ Not sure

Which of the following statements do you agree with? (please select all that apply).

☐ Customers liked the stickers

☐ It helped our customers to remember to bring their own cups

☐ It incentivized brining their own cups

☐ It raised awareness with our customers that we accept reusable cups

☐ Customers started asking about reusables

☐ Other: _____

How would you like to see the program improved for next summer? (select all that applies)

☐ Have stickers available again

☐ Simplify the message - less info on the signs and more straight to the point

☐ Gamify the experience of remembering to BYOC

☐ Make competitive between the coffee shops

☐ Other: _____

Did you have concerns about implementing this program

Your answer _____

Additional thoughts, comments or quote(s) to share

Your answer _____

Do you have reusable cups and plates available for customers who dine on site?

☐ Yes

☐ No