

County of Santa Clara

Consumer and Environmental Protection Agency



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DATE: July 1, 2021

TO: Honorable Board of Supervisors
Jeffrey V. Smith, County Executive

FROM: Jo Zientek, Director, Consumer and Environmental Protection Agency

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SUBJECT: Restaurant Industry Engagement for County Food Systems Initiative

Under advisement from the May 4, 2021 (Item No. 31) Board of Supervisors' meeting, this memorandum responds to a request from Supervisor Chavez relating to strategies for engaging the restaurant industry and whether Supervisorial District Offices can be of assistance to support upcoming initiatives and opportunities related to the County's Food Systems Initiative Workplan.

Staff would engage the following strategies to engage restaurants in the Food System Initiative:

- Regular email contact and newsletters with an internal database of more than 10,000 restaurants and other food facilities would provide quick and immediate reach. Use geotargeted social media posts to better reach restaurant entrepreneurs and their staff. Department of Environmental Health would have the opportunity to distribute materials during routine restaurant visits.
- Local media buys would allow television messaging solely within Santa Clara County zip codes for channels such as the Food Network. County-based radio stations would also be incorporated.
- Engage with the local chapter of the California Restaurant Association, local business districts (the City of San José alone has more than 20), and Chambers of Commerce.
- Chamber engagements would include: the Hispanic Chamber of Commerce of Silicon Valley, the Silicon Valley Vietnamese American Chamber of Commerce, the Chinese America Chamber of Commerce of Santa Clara County, and the Silicon Valley Minority Business Consortium, among others; special business districts and associations would

also be reached through radio, television, and print spots produced for Spanish, Vietnamese, Chinese, and other languages.

- Ensure outreach materials are culturally responsive to the community.

The Board of Supervisors staff can support these efforts via newsletters, social media posts, including Workplan initiatives in speaking engagements, and distributing supporting material at community outreach events.

Cc: Chief Board Aides
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