"Leave It Better than You Found It" **External Communications**

Marketing Tools

- Parks signage
- Rolling stock
- Building clings
- Truck wraps
- Magnetic truck signs
- Car bags
- Promotional items
- Utility bill insert
- Augmented reality scavenger hunt

Beach Initiative

- Entrance signage
- Parking permits
- Bag stations
- •PD Spring Break
- Message boards
- Receptacles

Community Outreach

- Business
- ODecals
- oReceipts
- oPledge/Partner
- Schools
- •Contests
- oClean campus awards
- Events
- oLitter plan
- oReused ord.
- Sandwich signs
- oSpeakers bureau

Paid Media

- Billboards
- Television
- Radio
- Digital (Local news media)
- Social media
- Newspaper
- Mobile applications

Earned Media

- News conference kick-off
- Augmented reality scavenger hunt
- News releases
- Special event
- Opinion editorials
- Letters to the editor

May be used in conjunction with

CCIA, CC Hooks, SMG, La Palmera and RTA

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City of Corpus Christi Litter Ordinance

"It Starts with Us" **Internal Communications**

Marketing Tools

- •Internal newsletter
- Internal PSA
- Signage
- Pledge

Earned Media

- New conference kick-off
- News releases
- Opinion editorials
- •Letters to the editor

Enforcement

Enforcement

Ordinance

•Fines

- Awards
- Citations