



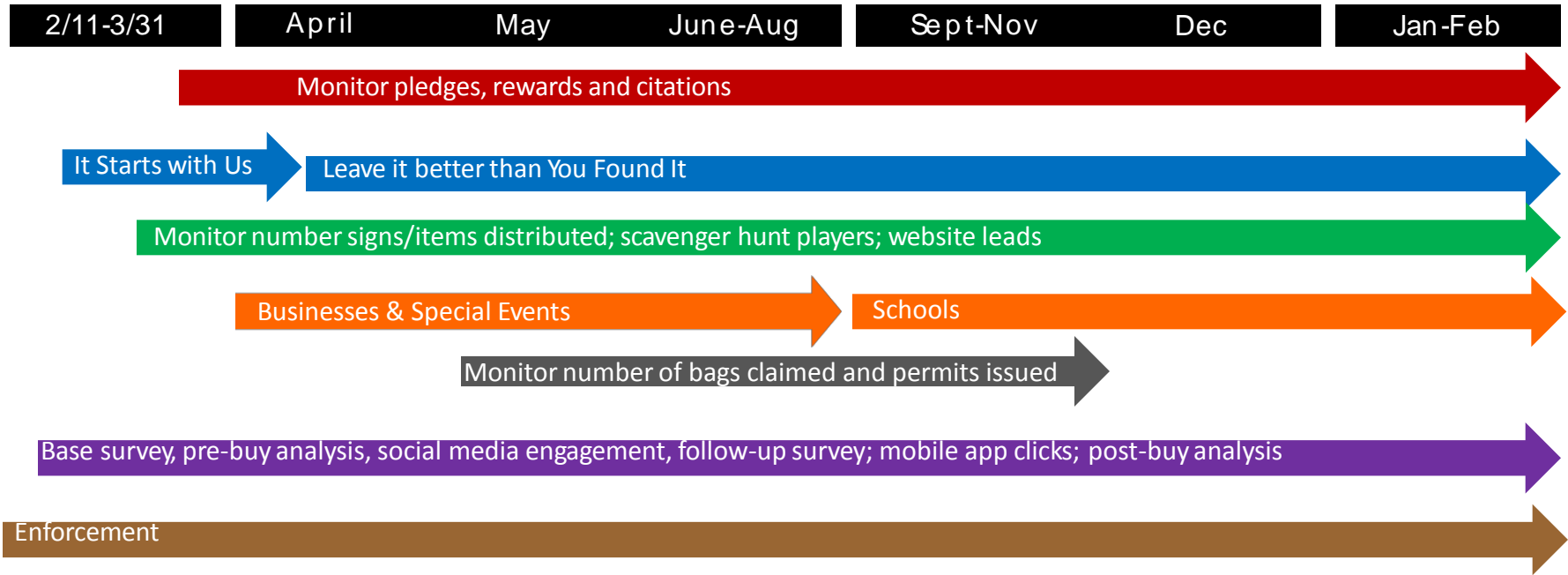
# **Recap: Chapter 22 “Litter” Ordinance Education/Communication Metrics**

- **January 28<sup>th</sup> Council meeting we presented five focus areas: Improvements, Enforcement, Education, Awareness, Ordinances**
- **February 11<sup>th</sup> Council meeting we presented Chapter 22 “Litter”, consolidated ordinance, including our Education /Communication metrics chart**
- **Today we present:**
  - Chapter 22 “Litter” Ordinance - redline version**
  - Base Ordinance Communication Plan Metrics**
  - Phone Survey Plan**
  - Litter Survey Plan**



# Base Litter Ordinance Metrics Plan

## “Leave It Better Than You Found It”& “It Starts with Us”



<b>Internal Marketing Tools</b> Pledge signatures, rewards, and citations issued	<b>Earned Media</b> Internal & External Media impressions earned	<b>External Marketing Tools</b> Number of signs, litter bag and promo distribution, scavenger hunters, website requests & visits	<b>Community Outreach</b> Business pledges; school contests, participants, rewards; sandwich board rental forms, speaking engagements, litter-specific events	<b>Beach Initiative</b> Bags claimed at stations, permits issued	<b>Paid Media</b> Pre & Post-buy analyses; engagement on social media & mobile apps; base and follow-up studies (surveys)	<b>Enforcement</b> Internal Number of awards & citations External Number of fines
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# Phone Surveys

- **First Survey: March/April 2014 time frame**
- **Second Survey: February/March 2015 time frame**
- **Approximate Survey Length: 4 minutes**
- **Closed Ended Questions: 7**
- **Open Ended Questions: 1**
- **Questions: ordinance issue, litter awareness and demographic questions (age, gender, ethnicity, zip code)**
- **300 interviews**



# Litter Survey

- **Trash collection weights for:**
  - **Highway 286 Crosstown Expressway**
  - **Highway 358 North and South Padre Island Dr.**
  - **Storm Water Kenney Street Pump Station and Power Street Pump Station**
  - **City Marina**
- **Select up to ten sites to perform “Litter Index Surveys”**
- **Pre and Post Summary of Results**