



City of Corpus Christi's Litter Ordinance Awareness & Education Campaign



Council Presentation
May 20, 2014



Litter Ordinance Campaign Research



- Individuals under 30 are more likely to litter than those who are older
- Individuals are more likely to litter into a littered environment

(Source: Keep America Beautiful Inc. website www.kab.org)

Litter Ordinance Awareness Benchmark Survey

Conducted April 8-10, 2014 with 302 adults surveyed and a MoE of 5.7%

- 77% supported the ordinance & 11% opposed the ordinance
- 20% had heard something regarding the ordinance & 77% had heard nothing
- Most perceived litter items:
 - Plastic bags 50%
 - Paper 29%
 - Plastic Bottle 24%
 - Styrofoam cups 23%
 - Aluminum cans 18%
 - Food & restaurant waste 15%
 - Rubber/car tires 14%
 - Discarded furniture 13%
 - Cardboard boxes 4%
 - Wooden products 2%
 - Discarded car parts 1%
 - Other 21%
 - Didn't know or refused to answer 6%

Awareness Focus
April through August

- LeavItBetterCC.com
- *The Wrath*
 - TV
 - Radio
 - Digital
 - Billboard
 - Movie Theaters
 - Out-of-Home
- *Stop The Wrath* mobile application
- Red carpet press conference



External Communications

Education Focus
September through December

- *CC Pledge* PSA
- Community/Retailer pledge campaign
- Mobile application update to *Leave It Better*
- Updated school curriculum
- Special events litter plan



**City of Corpus Christi
Litter Ordinance**



Internal Communications

- Internal PSA
- Pledge
- Collateral

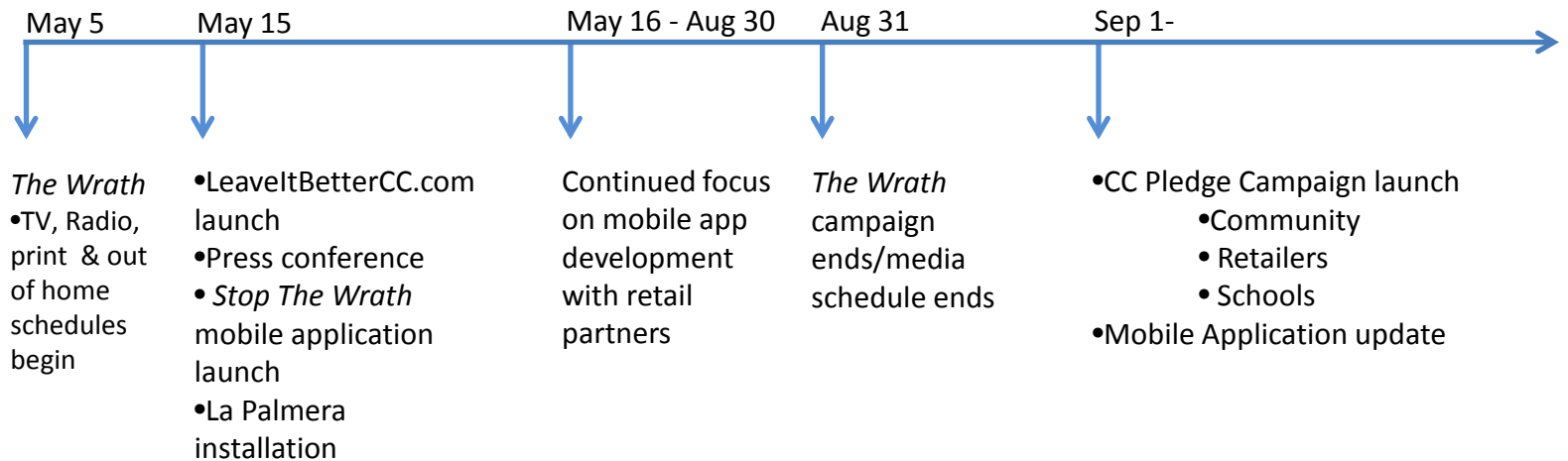


Leave It Better than You Found It External Campaign Timeline



Apr.1 – Aug. 31: Awareness focus

Sept. 1 – Dec. 31: Education focus





Target Audience

1. Adults 18-34
2. Adults 25-54
3. Adults 18+

Traditional Media Outlets

- Television (Broadcast &Cable)
- Radio
- Billboards
- Digital

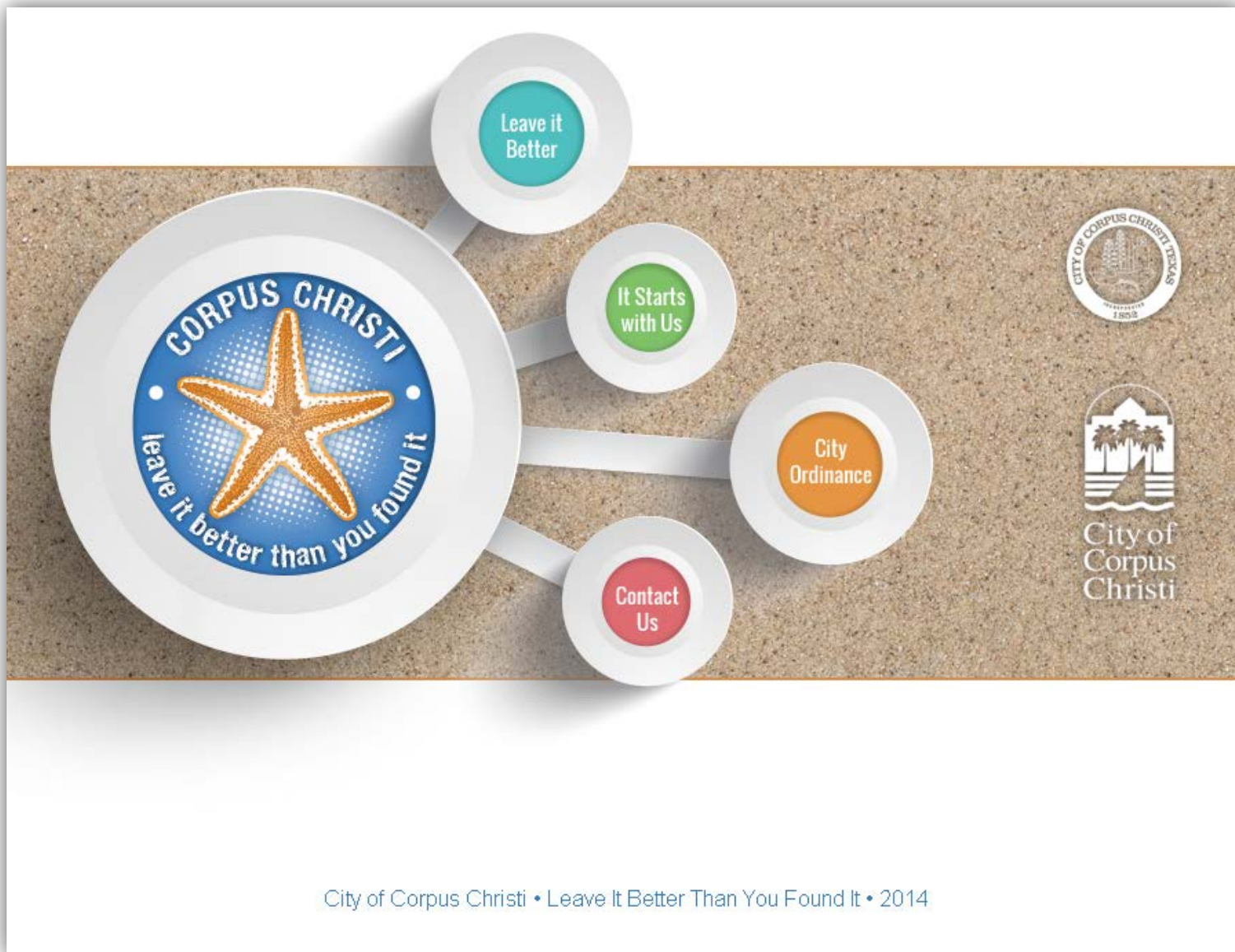
Non-Traditional Media Outlets

- Out-of-Home
 - City trucks
 - City Hall
 - Movie Theaters
 - La Palmera Mall
 - Whataburger Field
 - American Bank Center
- Facebook
- Twitter
- Instagram

Mobile Application

- Android and iOS
- Release date:
 - Android- May 15
 - iOS- May 30

LeaveltBetterCC.com





LED Billboard- Teaser Campaign





Digital Ads



3 KIII-TV HD
The South Texas News Leader

MeTV Corpus Christi

Home News Weather Sports Health Source Home Source Contests Domingo Live Community About Us Programming Lifestyle

THE WRATH
Only YOU can stop the wrath... of trash.
DON'T LITTER.
#stopthewrath
leaveitbetter.com

THE AUSTRIAN CONNECTION
SPECIAL REPORT THURSDAY 10PM 3 NEWS

KIII-TV Weather Forecast
Corpus Christi, Texas
57°
7 Day Forecast

Health SOURCE
Click For Medical Help

Home SOURCE
Click For Home Help

Top Stories

Corpus Christi's Litter Campaign
The city of Corpus Christi is launching a major effort to reduce littering. Lawrence Hines, City of Corpus Christi Director, previews the litter campaign including "The Wrath" movie trailer premiere. An interactive game/app is also available on www.leaveitbetter.com.

Corpus Christi's Litter Campaign
Video Interview

Aliso Police Investigating Shooting Death
Video Interview

San Patricio Farmers Rejoicing Over Rain
Video Interview

Texas Underway to Bring Alamo Draftees to Back District
Video Interview

State of the Islands Highlights Coastal Wind Modernization Investment
Video Interview

THE WRATH
Only YOU can stop the wrath... of trash.
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#stopthewrath
leaveitbetter.com

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Print us on Facebook



City Truck





La Palmera Mall





Facebook



THE WRATH
Only YOU can stop the wrath... of trash.

THE WRATH
COMING SOON

THE WRATH
COMING SOON
#stopthewrath

The Wrath
308 likes · 57 talking about this

Update Page Info | Liked | Following | Message

Community
THE WRATH
COMING SOON
#stopthewrath

About | Photos | Likes

Highlights

Post | Photo / Video

Write something on this Page...

The Wrath
Posted by Lexi Buquet · 21 hours ago

Tag yourself and your friends to take a stand AGAINST litter tomorrow at 3pm in the La Palmera Food Court!
#stopthewrath — with Lexi Buquet and 19 others.

ADMISSION TO THE CORPUS CHRISTI PREMIERE OF THE WRATH

79 Friends
Like The Wrath

Invite Your Friends to Like This Page

Type a friend's name... Invite

- Kelsey Wells Garcia Invite
- Louis Williams Invite
- Shanna Qualls Ralston Invite



Mobile Application

