



Solid Waste Operations Anti-Litter Education Program



Council Presentation
June 23, 2015



Solid Waste Anti-Litter Program



At the start of 2014, Solid Waste Operations received a request from City Council to educate citizens about litter.

Timeline

- **February 2014** – the City adopted a revised Litter Ordinance (Chapter 22)
- **April 2014** – Litter Ordinance Awareness Survey established a baseline of citizens’ perceptions about litter.
- **May 2014** – Anti-Litter campaign started, lasting 9 months, and included two phases (“The Wrath” and “Leave It Better Than You Found It”)
- **April 2015** – Litter Ordinance Awareness Post Survey was conducted to determine any changes in citizens’ perceptions.



Campaign Costs Breakdown



Printed Media	Caller-Times, Arrow Display, Mesh Bags	16 print ads, window clings, 50,000 mesh bags	\$64,829
Billboards	Cooper, Hachar, Lamar	410,794 avg wkly impressions	\$40,665
Cable	Time Warner, ViaMedia	1,982 total spots	\$15,326
Television	KIII-TV, KORO-TV, KRIS-TV, The CW, KZTV	594 total spots	\$76,401
Radio	KFTX, KKPN, KLTG, KNCN, KPUS, KRYS, KSAB, KZFM	11,895 total spots	\$35,917
Website / App / Social Media	Ensemble Group, Candy Lab, Facebook	5.2 million+ impressions Facebook – 70,337 Engagement – 2,051	\$48,800
Out of Home	Hooks Baseball, IceRays, La Palmera Mall, Movie Theater Advertising, CC RTA	Floor/wall decals, Trash can decals 2 million+ impressions - Curtain Wall, Banners, Lobby Posters, cross-beam displays 5,964 spots during pre-show 2 Bus Ads, 10 Benches, 10 Shelters	\$80,935 Total: \$362,873



Participating Partners



CORPUS CHRISTI REGIONAL TRANSPORTATION AUTHORITY



United Way of the Coastal Bend



CORPUS CHRISTI RIDE-IN THEATER



Dreams. Delivered.



Soaring To New Heights



Respecting People. Impacting Business.





Campaign Impacts



When staff first presented to Council, the plan was to survey five areas with volunteers:

Carmel Village



Boys & Girls Club Square



Laguna Madre @ Caribbean



Arboleda Bus Stop

Owen Hopkins Library

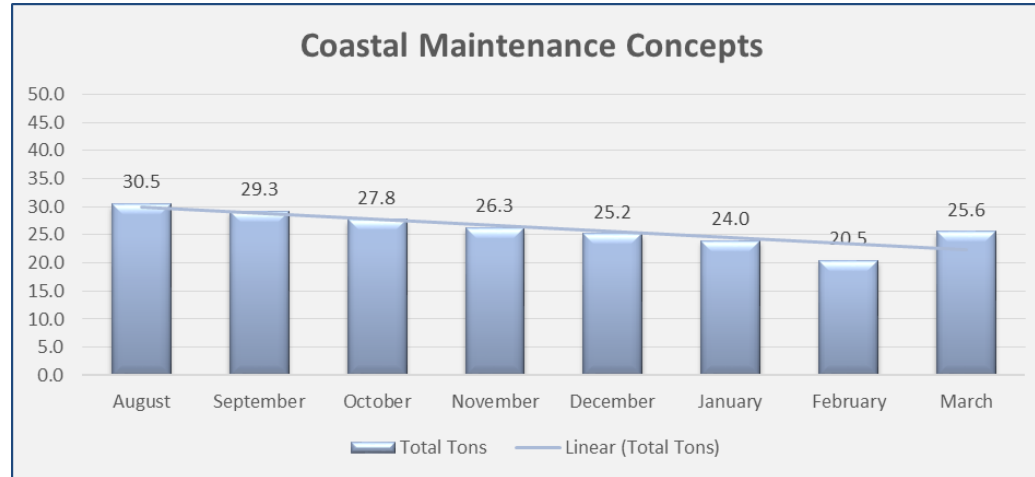
After careful consideration, and to remain unbiased, the litter survey relied on TxDOT criteria for trash counts.



Campaign Impact on Trash Counts



TxDOT utilizes Coastal Maintenance Concepts for street sweeping. These counts are affected by the adoption of a tarp requirement written within the new ordinance.



16% decrease

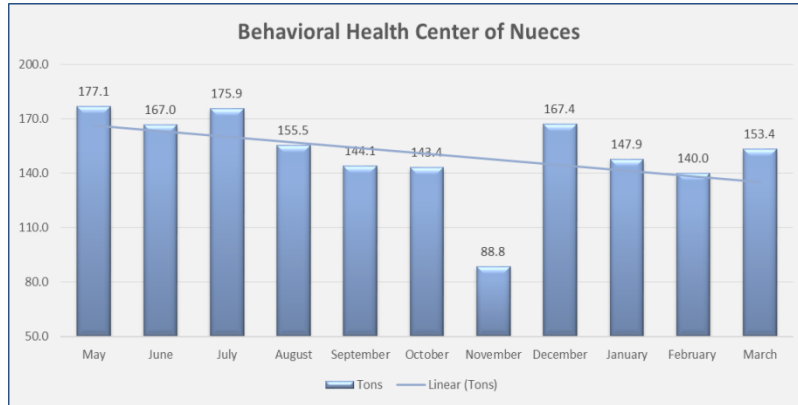


Campaign Impact on Trash Counts

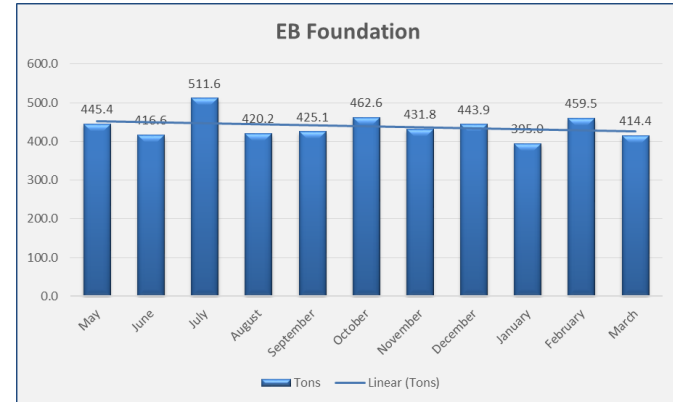


Crosstown Expressway - Litter Hand Collected

TxDOT contracts with two outside vendors to hand collect trash throughout the City. Behavioral Health Center of Nueces and EB Foundation cover the entire city.



13.3% decrease



6.9% decrease



Post Awareness Results



	Pre Survey	Post Survey
How much have you seen, read, or heard about the recent city ordinance	20%	26%
Favorable Impression	50%	55%
In support of the ordinance	77%	82%
Willing to participate in the anti-littering campaign	Willing 67% Not Willing 22%	Willing 82% Not Willing 15%

Future Focus:

- Support for the ordinance decreased among men 45+ (11%)
- There are still about half of adults that are unaware of the ordinance (49%)



What We Learned...



- Moving the needle requires lots of effort, resources, and time.
 - Education has to be horizontal through all age groups.
 - Utilize leaders and stakeholders to create a strategic plan in order to build buy-in and ownership.
 - Staff learned what tools worked are more effective.
 - It will take a community to reduce litter.
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We as a City, Not Just Solid Waste, have to work to Change the Litter Culture.





What's next?



Develop a multi-year workplan

- Raise Community Consciousness - continue media campaign utilizing “Leave It Better Than You Found It” messaging.
 - Recruit Business Participation – provide means for business partners to assist with litter issues.
 - Organize Clean-Up Endeavors - enlist area leaders/businesses/ churches to adopt neighborhoods for sustainable clean-up programs.
 - Increase Early Education – partner with all the schools districts.
 - Increase Enforcement Efforts
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Thank You!

A graphic for a "DON'T LITTER" campaign. It features the text "DON'T LITTER." in large, blue, distressed font on a sandy background. Below it is the slogan "Take the pledge to leave it better than you found it at" and the website "www.LeaveItBetterCC.com". The graphic is flanked by two circular logos: the "CORPUS CHRISTI Leave it better than you found it" logo on the left and the "CITY OF CORPUS CHRISTI TEXAS INCORPORATED 1852" seal on the right.

DON'T LITTER.
Take the pledge to leave it better than you found it at
www.LeaveItBetterCC.com