

Maricopa Association of Governments



Don't Trash Arizona!

Litter Prevention & Education Program



Transportation Policy Committee

February 16, 2011



Situation Analysis

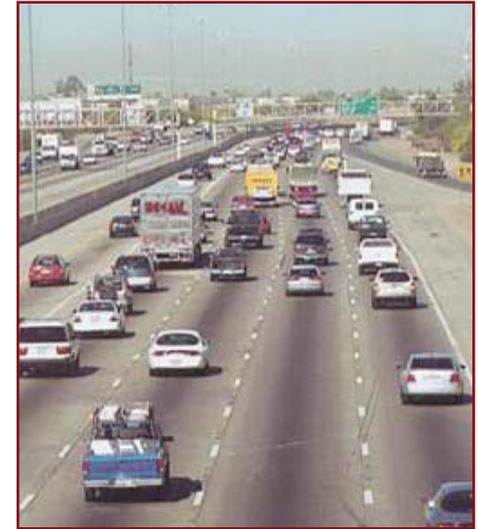
- 6,000 miles of freeways accommodate a population of more than six million.
- Litter impacts the economy when tourists and prospective businesses choose not to return to the state.



Situation Analysis



- There are approximately 2,000 freeway lane miles in the Maricopa region.
- 410 lane miles added since Prop 400 took effect.
- Population of 3.7 million.
- More people = more cars.
More cars = more litter.
More litter = more money.



Situation Analysis



- Concern by elected officials leads MAG and ADOT to sign a joint resolution to develop long-term litter prevention and education campaign.

A RESOLUTION OF THE MARICOPA ASSOCIATION OF GOVERNMENTS AND THE ARIZONA STATE TRANSPORTATION BOARD REGARDING STATE AND REGIONAL FUNDING FOR LANDSCAPING, LITTER PICK UP AND SWEEPING FOR THE STATE HIGHWAY SYSTEM

WHEREAS the Maricopa Association of Governments (MAG) is the Metropolitan Planning Organization (MPO) for transportation planning in the Maricopa County region; and

WHEREAS, through TEA-21, the MPO and the State are directed to cooperatively develop estimates of funds that are reasonably expected to be available and to cooperatively develop the highway program for the MAG region; and

WHEREAS, through ARS 28-6308, 28-6353 and 28-6354, transportation-related responsibilities given to MAG include planning freeway corridors, adopting freeway prioritization criteria, approving freeway priorities and approving material cost increases; and

WHEREAS, the Arizona Department of Transportation's (ADOT) stated mission is to provide a safe and efficient transportation system, together with the means of revenue collection and licensing for Arizona; and

WHEREAS, through ARS 28-304 and 28-305, the State Transportation Board is responsible for development and oversight of the State's Five-Year Transportation Facilities Construction Program and is responsible for policy and rule-making in areas such as priority programs; establishing, altering or vacating highways; construction contracts; and accelerated funding mechanisms; and

WHEREAS, MAG and ADOT recognize the need to address a shortfall in state and regional maintenance funding for landscaping, litter pick up and sweeping ("maintenance"), and that this deficit will continue to grow larger as more highway mileage is added to the state highway system without a corresponding increase in the maintenance budget; and

WHEREAS, the residents of the MAG region have invested several billion dollars for the construction of almost 150 miles of new freeways and the public sector has a responsibility to properly maintain these important community assets; and

WHEREAS, a Maintenance Stakeholders Group was convened at MAG with representatives of the Transportation Policy Committee, ADOT, the State Transportation Board, Governor's Office, Legislative Staff, and Joint Legislative Budget Committee (JLBC) to discuss options to address maintenance funding; and

WHEREAS, the Maintenance Stakeholders Group recognized that landscape maintenance, litter pick-up and sweeping are important to the quality of life of the residents of this region and to the image that is portrayed of this region to tourism and economic development prospects; and

acknowledged that State and Regional
ty of approaches to fully address the issue;

l Council for the Maricopa Association of
tation Board for the Arizona Department of

5. Develop a long-term litter prevention program:

Research provided by Arizona Clean & Beautiful suggests that prevention programs can change public perception and habits regarding litter. Programs targeted at public education and litter prevention, such as litter fine signing, publications and brochures, videos for public service announcements and municipal cable channels, should be developed from various funding sources. Litter generating fees and taxes should be evaluated as a long-term solution.



Collaborative Effort

- MAG and ADOT work cooperatively to ensure seamlessness.
 - Increases scope and reach of prevention messages.
 - Pooling resources creates maximum efficiency and utmost value for every dollar spent.





Key Messages

- Litter is ugly.
- Litter is unhealthy.
- Litter is unsafe.
- Take pride in our state:
Don't Trash Arizona!



Strategies/Tactics



- Public Relations
- Media Outreach
- Paid Advertising
- Earned Media
 - Ch 11 Video
- School Outreach
- Partnerships





Safe Loads = Safe Roads

- Booth or Web visitors sign a pledge and are entered to win a tarp to help secure loads.



Don't Trash AZ **SAFE LOADS = SAFE ROADS**

ALL IN FAVOR OF SAFER ROADS, SIGN UP

**The Safe Loads = Safe Roads Pledge
We're Looking for Safe Drivers
And Lucky Winners**

Make the *Don't Trash Arizona* pledge today. By doing so you'll be helping us keep Valley roadways clean and safe.

Confirm your address below and secure your chance to win a free Don't Trash Arizona tarp. You'll also receive updates and happenings for the Don't Trash Arizona program.

WINNERS LIST

DON'T TRASH ARIZONA PLEDGE

By taking this pledge, you'll be helping to keep our highways clean and saving lives by reducing dangerous debris. I pledge to:

- Keep a litter bag in my car and to dispose of trash properly.
- Keep cigarette butts in the car by using a portable ashtray.
- Secure all vehicle loads properly with tarps and tie-downs.
- Take pride in Arizona and keep my community clean and safe.

Dangerous Debris



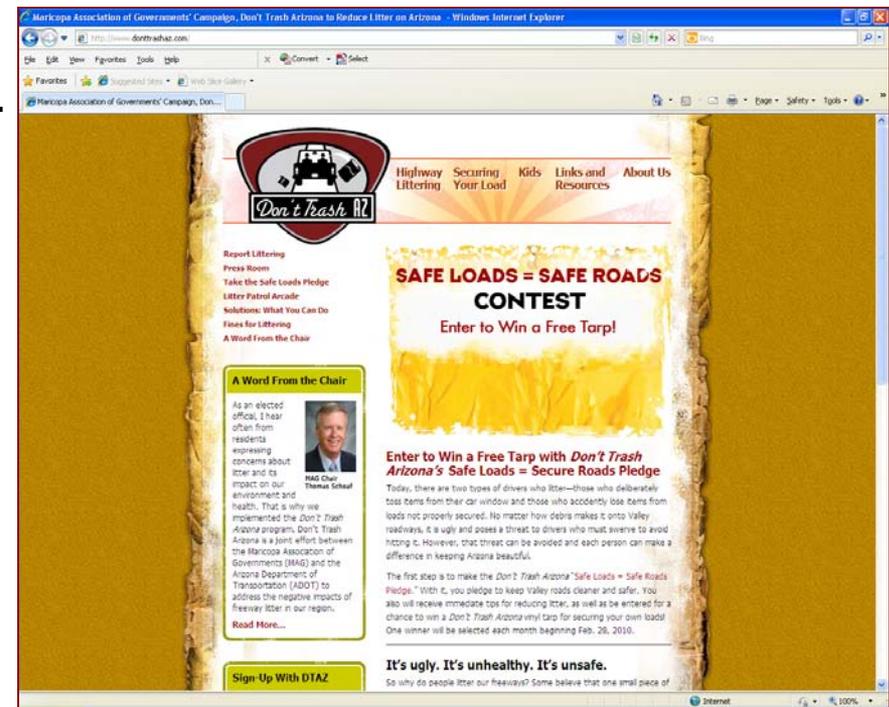
- Working with media to highlight dangers of debris.





DontTrashAZ.com

- Provides key messages and allows users to:
 - Report litter violations.
 - Order free recyclable litterbag.
 - Visit the press room, which includes releases and radio ads.
 - Access surveys & reports.
 - Download fact sheets.
 - Learn dangers of unsecured loads.
 - Ask questions/provide feedback.
- “Kids Care” section includes downloadable activity packets with information on littering, recycling and educational projects.





New Events

- Friday Night “Drags”
 - 500+ street race drivers
 - Males 16-34





New Events

- Local Sponsor of Great American Cleanup
 - National event by Keep America Beautiful.
 - Booth to provide information on freeway litter.





New Events

- School presentation kits.
 - Utilized by schools wanting to offer an anti-litter program or curriculum.
 - Design-a-litterbag contest.
 - Driver's kit includes video, window clings, litterbags for vehicles.



Phoenix College "Dumpster Dive"



Surrey Garden Elementary - Gilbert



Tempe High School



New Events

- Light Rail Train Wraps
 - Part of METRO's Community Wrap Program.



Paid Advertising



■ 2010 Campaign

– “Mom” campaign featuring “Grow up” theme.

■ Two alternating :30 second radio ads will run in two week blocks through July.

- KDKB-FM-Rock
- KSLX-FM-Classic Rock
- KUPD-FM-Active Rock

» Value-added booths, links to website.

■ Cable TV ad May-July

- Utilizing MAG video production resources.

■ TV Weather Sponsorships

- :10 “billboards”

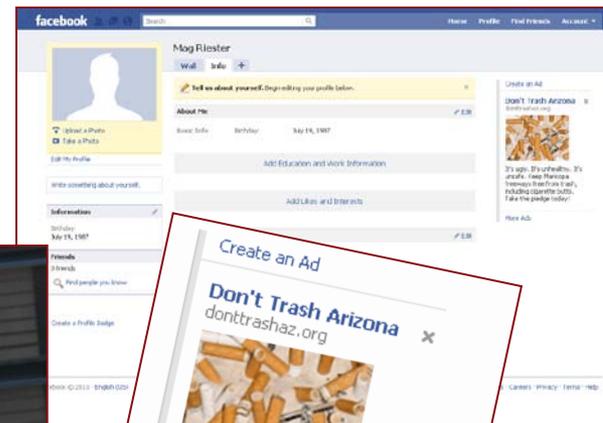
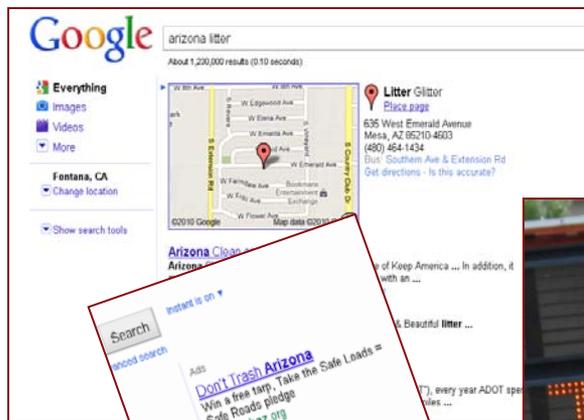
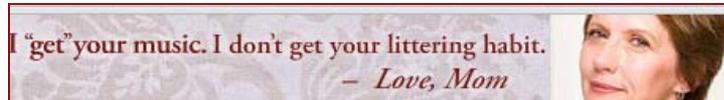


Paid Advertising



- Online

- Banner Ads
- Facebook
- Google
- ADOT DMS Messaging



EVALUATION



Formal Surveys



- Scientific Telephone Surveys
 - November 2006
 - August 2008
 - August 2009
 - August 2010
- Focus Groups
 - December 2008



August 2010 Survey



- Scientific Telephone Survey
 - Sample size: 601
 - 15-minute interviews
 - Maricopa County residents
 - Demographics
 - Full-time Arizona residents
 - Adults 18-65+
 - Various ethnicities, income and education levels.
 - Margin of error $\pm 4.1\%$ at a 95% confidence level.



Results

Litter Awareness

- An evaluation survey found that **51%** of Arizona residents had heard the *Don't Trash Arizona* slogan.
 - **18%** increase since 2006.
- Awareness especially high among target demographic.
 - **58%** of males 18-34 were aware of slogan, an increase of **32%** since 2006.



Results

Litter Awareness

- Three in 10 (30%) respondents had seen advertising related to litter within past 3 months.
 - 42% of target demographic.
- Awareness of litter resources stayed steady or increased.
 - Litter hotline maintained at 13%.
 - Website awareness has increased 40% since 2006.



Results

Litter Behavior



- Three-fourths (74%) of residents say did not litter over past year.
 - 7% increase over 2009.
 - 51% of target group had not littered (increase from 40% in 2006).
- Number of “admitted litterers” fell to 23%, the lowest in history of survey.



Results

Litter Behavior

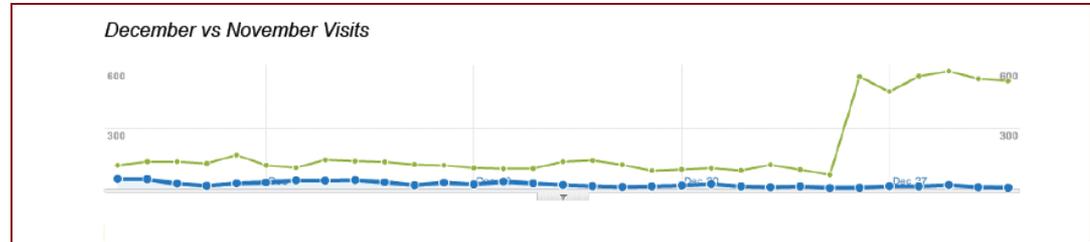
- **45%** of Arizonans admit to having trash blow off or fall vehicle.
 - Decrease from **49%** in 2009.
- **23%** admit to tossing out cigarette butts.
- **17%** admit to discarding “biodegradable” items.
 - Significant increase since 2006 (**3%**).



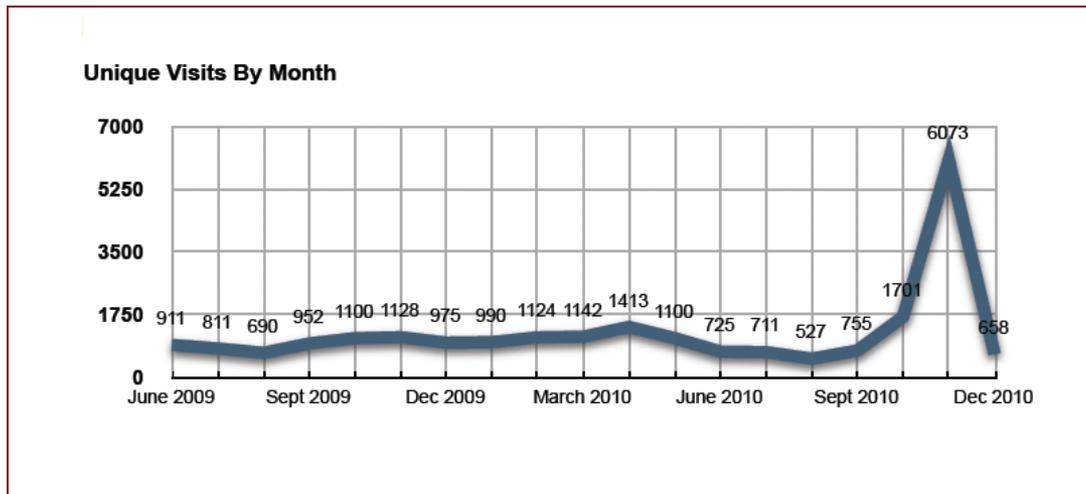
Google Analytics



- Tracks page visits, bounce rates, time on site, etc.



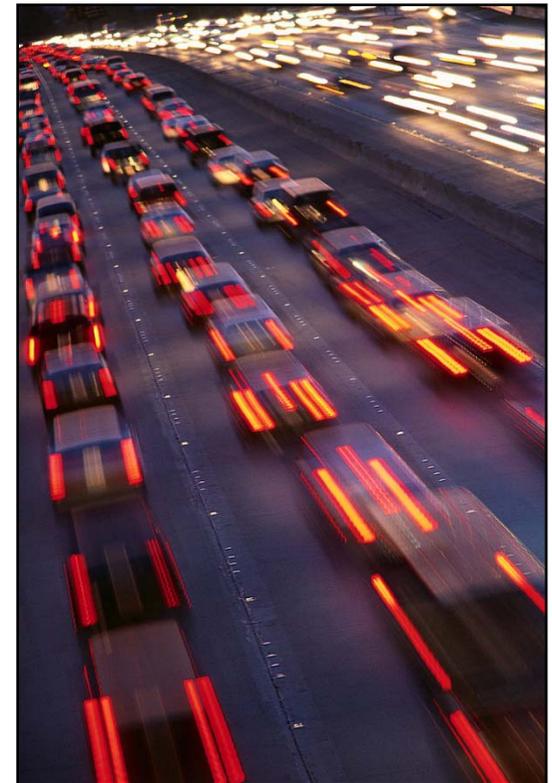
Overview	November 1st - 30th	December 1st - 31st
Visits	6,073	658
Bounce Rate	85.79%	61.40%
Pageviews	8,134	1,398
Average Time on Site	0:28	2:09
Pages per Visit	1.77	2.12
New Visits	94.34%	83.95%



Recommendations



- **To maintain momentum:**
 - Continue targeting primary offenders (males 18-34).
 - Continue radio and online ads – they're working.
 - Continue messages on dangerous debris.
 - Continue school outreach and public events.
 - Seek continued partnerships.



Input Needed



- Information, discussion and input/guidance to continue the *Don't Trash Arizona!* Litter Prevention and Education program as a funded project in the FY 2012 MAG Unified Planning Work Program and Annual Budget.



THANK YOU

www.DontTrashAZ.com

