

Maricopa Association of Governments



Don't Trash Arizona!

Litter Prevention & Education Program



Transportation Policy Committee
September 23, 2009



Thank you Madame Chair, members of the TPC.

Tonight we would like to provide an update on efforts to reduce freeway litter in our region through the Don't Trash Arizona Litter Prevention & Education Program.

The idea for the program was actually born during the very first meeting of this committee in September 2002, so let me begin with a brief history.

Situation Analysis

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



Arizona is known for its pristine desert vistas, many of which are seen along the 6,000 miles of freeways in Arizona.

When ADOT cut back on litter pickup due to budget constraints, many elected officials took notice. Not only were residents complaining, the economic threat posed by ugly highways included potential declines in tourism and business development.

Situation Analysis

- 350 lane miles added in just four years.
- Population of 3.7 million.
- More people = more cars.
More cars = more litter.
More litter = more money.



Compounding the problem was a continuing increase in freeway lane miles and population.

Situation Analysis



- Concern by elected officials leads to inclusion of litter funding in Regional Transportation Plan.
- MAG and ADOT sign joint resolution to develop long-term litter prevention and education campaign.



Concern over these issues led the TPC to include \$279 million in the Plan for landscape maintenance, which includes litter control.

It also made sense to try to reduce costs by changing the behavior of litterers.

A Joint Resolution passed in 2003 by MAG and ADOT included the development of a long-term litter prevention program.

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.



MAG and ADOT continue to work cooperatively in this effort to ensure seamlessness and increase the reach of our messages.

RESEARCH



To develop the program, we first did some research

Secondary Research

Review of Existing Litter Campaigns



**Litter and
it will hurt.**



We looked at litter programs across the US and globally.

Formal Surveys

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



We then conducted scientific research. An initial telephone survey followed by two additional surveys as well as focus groups. Later we will touch on results of the most recent study, completed last month.

Survey Results



Target Audience Description

- 18-24; 25-34.
- Predominately male.
- Single.
- Smokers.
- Eat/buy fast food 2 times per week or more.
- Frequent bars and night clubs.
- Drive pickup trucks.



We continue to confirm that primary litter offenders tend to be males aged 18-34.

Here are some of their other characteristics which I believe you have seen before.

PLANNING



Our research helps us develop our plans.

Key Messages

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



Our key messages are simple. Litter is ugly, it's unhealthy, and it's unsafe.

EXECUTION



Our next task is getting these key messages to the public.

Strategies/Tactics



- Public Relations
- Media Outreach
- Paid Advertising
- School Outreach
- Partnerships



We use a variety of strategies and tactics that we feel can best reach our target demographic.

Our efforts include public relations and media relations, paid advertising, school outreach, and development of partnerships.

While I can't include everything, I'd like to touch on some of our most recent efforts.

Litter Display Board

- “Let’s Make Litter Disappear”
 - 8’ x 10’ lenticular display
- “Magically” changes from littered freeway to clean freeway.



We continue to host information booths at special events, so one accomplishment this year was to secure the lenticular display board that you hopefully saw in the lobby.

With the theme, “Let’s make litter disappear” the board magically changes from a photo of a littered freeway to a clean freeway as you pass by.

Mall Events



■ Items distributed:

- Litter brochures and informational materials.
- Tips on Securing Your Load.
- Web Site information.
- Surveys.
- Litterbags.



Our mall activities include a trivia wheel in which mall-goers answer questions about littering, recycling and dangerous debris.

We distribute brochures, surveys, litterbags and other informational materials.

DontTrashAZ.com



- Site receives about 5,800 hits/month.
- 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.



Another way we disseminate information is through the Don't Trash Arizona Web site.

The site not only includes news and information but also a reporting form where you can report violations.

There is also a section where kids and teachers can download educational materials and project ideas.

DontTrashAZ.com



- Litter Patrol Arcade
 - Ticket Toss
 - Ob“LITTER”ator
 - Wrap My Ride
 - Litter Trivia



A new feature of the Web we launched this year is an interactive component that promotes anti-littering behavior and safety messages.

Litter Patrol Arcade includes four interactive games that teach teenagers the consequences of littering at about the age they are getting their driver's licenses.

Motivational Speaker's Tour



- College Campuses and Trade Schools
 - Ken Kaz, motivational speaker
 - Gateway Community College.
 - Arizona Institute of Advancing Technology.



Another new event for us this year was the development of a motivational speaker's tour to reach out to students at community colleges and vocational schools.

Our speaker, Ken Kaz, leverages humor to address students at their level on litter issues. At the end of the presentation we distribute surveys to see what the students recall and help us refine messages.

Don't Trash Arizona Video



- 15-minute video to air on city cable channels next month.



We are also utilizing our video program to produce a 15 minute video on littering. We expect to be distributing it to city cable channels next month.

Dangerous Debris

- Working with media to highlight dangers of debris.



We have been working to get the message out on unsecured loads by holding deskside briefings with traffic reporters.

We ask these reporters to use the term “dangerous debris” when they are reporting on items that are causing traffic backups.

The more emphasis we can put on the hazards of unsecured loads, the more likely motorists may be to take those extra few minutes to secure their loads properly.

Radio Advertising



- **2009 Campaign**

- 1,578 spots have aired for 6,273,500 audience impressions. Stations include:

- KDKB-FM-Rock
 - KFYI-AM-News/Talk
 - KSLX-FM-Classic Rock
 - KUPD-FM-Active Rock



- **Total impressions since 2006**

- Paid media = 17 million audience impressions
 - Outreach/PR = 14 million audience impressions

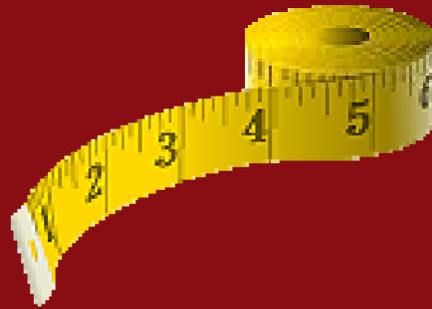


We continue running two 1 minute radio spots.

This year nearly 1600 spots have aired with 6.2 million impressions.

Adding our efforts since 2006, we tally at least 30 million audience impressions.

EVALUATION



However, we recognize that audience impressions are not the best means of measuring results.

In fact the scope of work for the program mandates that an evaluative process be conducted to measure success.

August 2009 Survey

- Scientific Telephone Survey
 - Sample size: 637
 - 15-minute interviews
 - Maricopa County residents
 - Demographics
 - Full-time Arizona residents
 - Adults 18-65+
 - Various ethnicities, income and education levels.
 - Margin of error $\pm 4.0\%$ at a 95% confidence level.



WestGroup Research has just completed our third scientifically valid telephone study and I'd like to share a few key findings.

Results

Litter Awareness

- An evaluation survey found that **50%** of Arizona residents had heard the *Don't Trash Arizona* slogan.
 - **16%** increase since 2006.
- Awareness especially high among target demographic.
 - **62%** of males 18-34 were aware of slogan, a **20%** increase over 2008.



One significant finding is that half of Arizona residents indicate they have heard the slogan, *Don't Trash Arizona*, a 16% increase from 2006.

Awareness was especially high among our target demographic, with 62 percent stating awareness.

Results

Litter Awareness

- Awareness of litter hotline increased **56%**.
 - Among target demographic the increase was **66%**.
- Awareness of Web site among target demographic has increased **229%**.



Another positive is a significant increase in those aware of litter resources. Awareness of the Litter Hotline increased 56% among the general population, and 66% among the target population.

Awareness of the litter Web site among our target group increased an overwhelming **229%**.

Results

Litter Behavior

- Males 18-34 who admitted littering decreased by **9%**.
 - Those who stated they had NOT littered within the past year increased **12%**.
- 49% of respondents admit to having experienced trash blowing out of or falling from vehicle.
- 21% admit to littering cigarette butts.



As in prior years, the study finds it more difficult to change behavior.

However, we did see a decrease in the number of males 18 to 34 who admitted to littering, and those who specifically stated they had NOT littered within the past year increased.

We still have lots of folks admitting to trash blowing or falling from their vehicles and littering cigarette butts.

Results

Litter Perception

- The number of people who see litter as a **big** problem has decreased **46%**.



There was a shift in perception of those who see litter as a big problem.

Whether due to increased pickup or whether fewer people are littering, the improving perception of the cleanliness of our roadways is a positive trend.

Results

- ADOT reports complaints to its central office **have decreased 60%**!
- In 2008, DPS issued press release crediting *Don't Trash Arizona* with reducing citations for littering and unsecured loads, including:
 - **Litter citations fell 25%**, from 539 to 408.
 - **Unsecured load citations fell 30%**, from 674 to 470.



That perception is further underscored by the fact that complaints to ADOT have fallen significantly, as have litter citations, and many believe *Don't Trash Arizona* has influenced these results.

Recommendations



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



The above findings indicate several approaches for maintaining our momentum. I won't read through these but the results do give us ideas for moving forward.

THANK YOU

www.DontTrashAZ.com



We do have \$300,000 budgeted for this program in FY 2010. Based on the successes experienced, next month MAG will recommend to the Management and Executive Committees that the contract for this program be extended.

Madame Chair this item is for information and discussion. I am happy to take any questions.