



Trash Outreach Initiative

September 2021



Strategic Initiatives



SAFE



CLEAN



ENJOYABLE

CULTURE

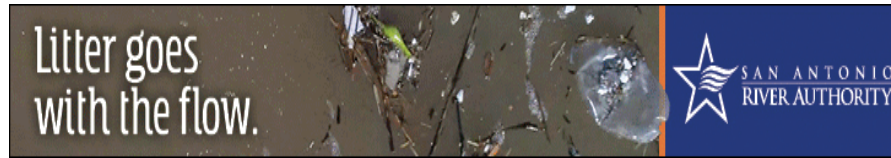
To harmonize the needs of people and nature through our stewardship of rivers and land



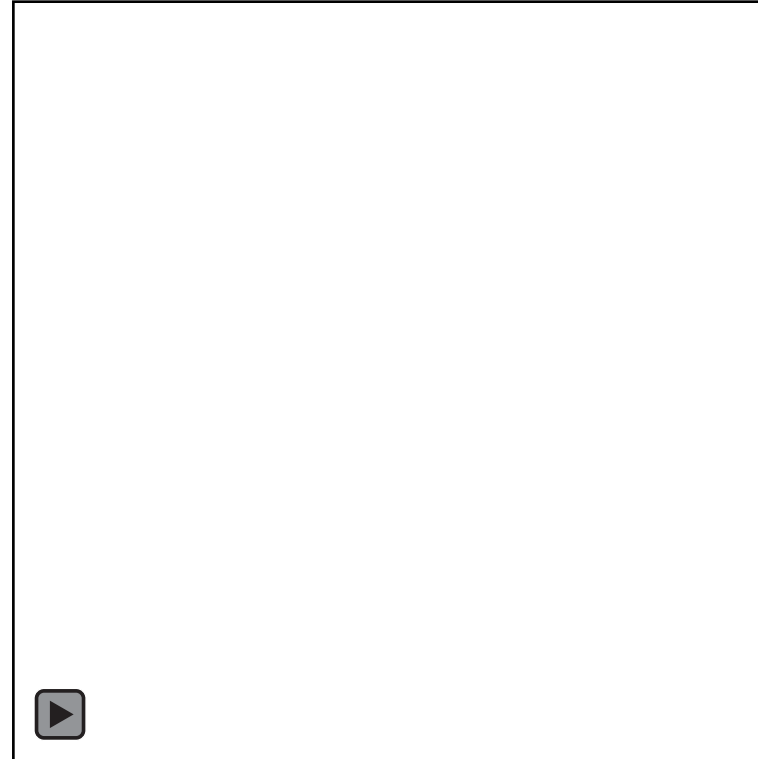
How and Why

- Past constituent research demonstrates that citizens have an emotional reaction to trash in area creeks and rivers
- San Antonio River Basin Report Card – F Rating for Public Trash
- Constituent research conducted by Guia Brand Communications and Texas Creative
- Qualitative research with internal and external groups by staff





A-Retargeting





Committed to Safe, Clean, Enjoyable Creeks and Rivers.

LITTERATI

1

Photograph a Piece of Litter

2

Discard Properly & Tag the Photo.

3

Invite or Challenge Others.

4

Use LitterData to Inspire Change



Community Engagement

- Community Leader Support
- Community Art Initiatives
- Social Media Influencers
- Pledges
- Corporate Sponsors



Questions?

