



Marketing Initiatives

EAC

March 17, 2023



Don't Let Litter Trash Your River

Marketing Initiative



Goal: Reduce Litter by Changing Behaviors

Our constituents' connection to the trash issue varies.

AWARENESS



Making constituents **aware** and **concerned** with the trash issue.

ENGAGEMENT



Concerned constituents take action by **sharing**, **talking**, **picking up** and **not littering**.

IMPACT



We measure a **decrease in trash** being picked up by our staff.



Committed to Safe, Clean, Enjoyable Creeks and Rivers.

Paid Media Key Takeaways

Delivered over **51 million** impressions!

AWARENESS

Targeted A18+ in 4 counties

- 5,584 TV spots
- 1,360 Radio spots
- 16 print ads
- 10 bus wraps

ENGAGEMENT

Layer on targeted digital

- 84,685 clicks
- 2,028,495 video views
- 40,001 email opens

IMPACT

Custom landing page

- 107,947 page views
- 200 pledges
 - **Volunteer:** 82
 - **Community:** 85
 - **Educator:** 21
 - **Corporate:** 12

ROI = Media Valued at \$887K



Paid Media Strategies

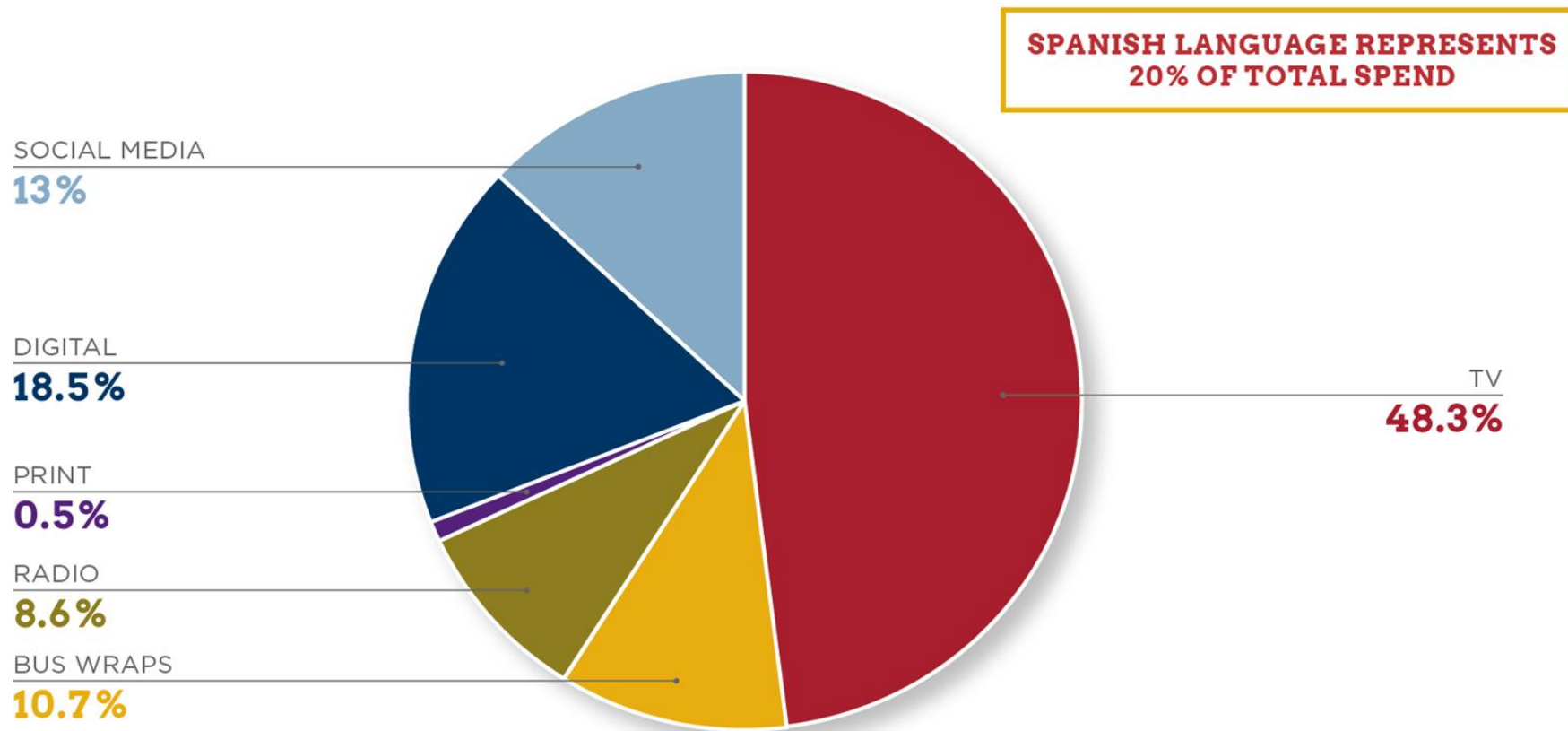
| | SEPT | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN |
|---------|--|-----|-----|-----|-----|--|------------------------------------|-----|-----|-----|
| TV | :30 TV Spots/Sponsorship/Streaming | | | | | | :30 TV Spots/Sponsorship/Streaming | | | |
| RADIO | Spanish, TPR, Traffic Network | | | | | | Spanish, TPR, Traffic Network | | | |
| PRINT | La Prensa | | | | | La Prensa | | | | |
| DIGITAL | Social Media, Display, Video, Local Partners | | | | | Social Media, Display, Video, Local Partners | | | | |
| OUTDOOR | Bus Wraps and Billboards | | | | | | | | | |

Media Strategies:

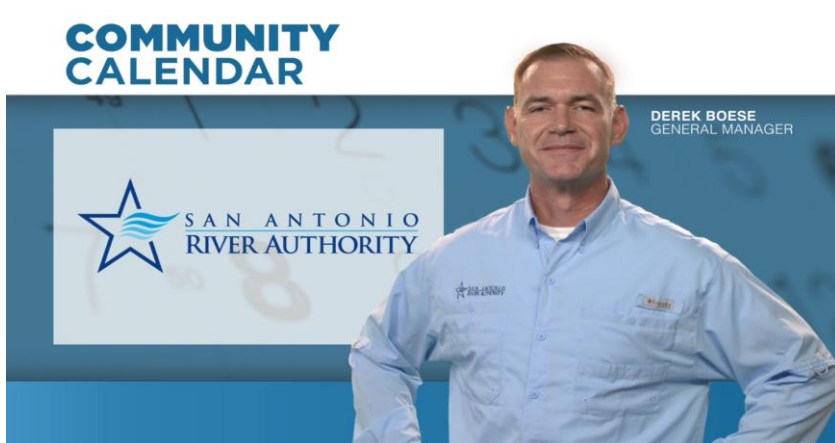
- Maximize reach with mass media channels, as well as digital tactics to drive traffic to landing pages
- Heavier TV/Video budget allocation due to more visual nature of campaign
- Include tactics that reach Bexar and Southern Basin counties
- Addition of Spanish language tactics for TV, Radio and Print
- Budget: \$475,000



Paid Media Budget Allocation



Paid Media Custom Sponsorships



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TV Segments



KSAT-TV (ABC) 10/15



KWEX-TV (Univision) 11/2



KABB-TV (FOX) 11/10



KENS-TV (CBS) 11/17



KVDA-TV (Telemundo) 11/18



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Cuida tu río. Pon la basura en su lugar.

Imagen real del río San Antonio después de una tormenta.



Cuando llueve, la basura de las calles, los estacionamientos y los vecindarios termina en zanjas y alcantarillas pluviales, que drenan a los arroyos y ríos de la zona. Esto hace que los parques se vean desagradables y daña los hábitats de la vida silvestre. Cuida tu río. Pon la basura en su lugar.

iSé  RíOrgulloso!

INFÓRMATE MÁS EN

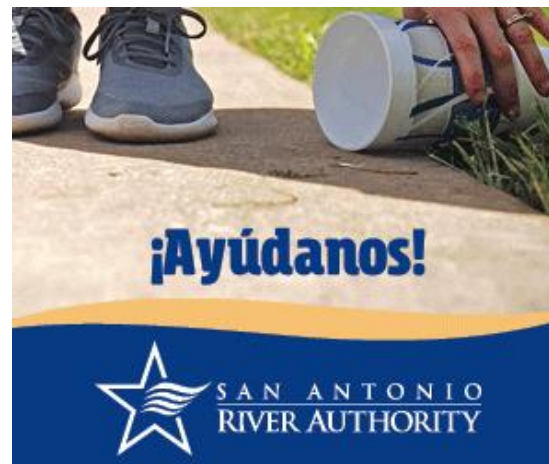
SARiverAuthority.org



SAN ANTONIO
RIVER AUTHORITY

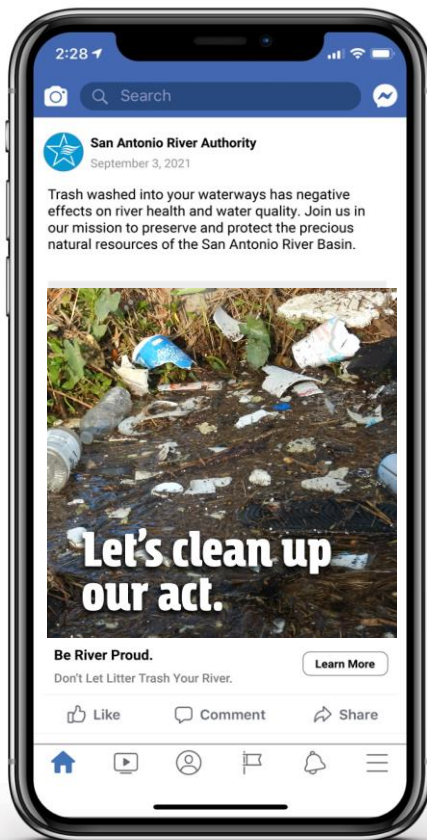


Digital Ads



Social Ads

ENGLISH :15 VIDEO A & B:



SPANISH :15 VIDEO A & B:

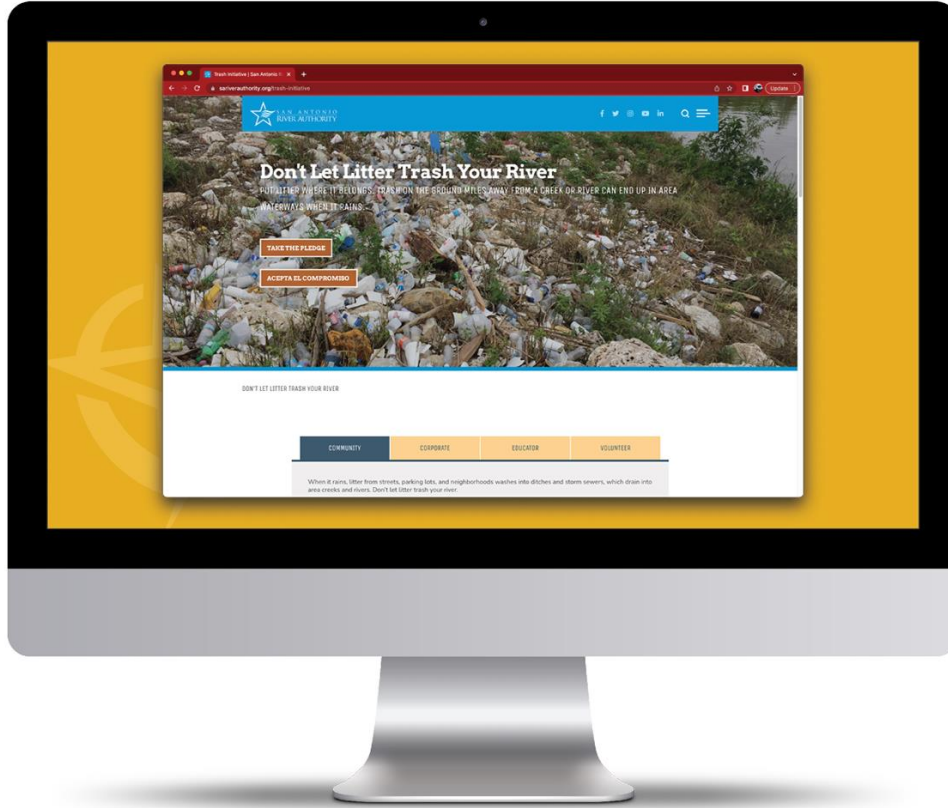


Committed to Safe, Clean, Enjoyable Creeks and Rivers.

Southern Basin Outdoor



Website Performance



Campaign Page Views:

107,947

Website traffic increased

22% YOY

Paid Media traffic increased

94% YOY



Key Learnings

- **Continue to engage constituents** with Spanish language tactics
- **Explore additional media tactics** to reach Southern Basin constituents
- **Custom partnerships** and **interviews** allowed for long form content
- **Significant ROI** through vendor negotiations and no cost placements
- **Use existing assets**, with a few incremental creative updates



Educational Impact

- **Education Program**
 - 3,311 students attended 57 litter-themed educational programs during the 2021-2022 fiscal year.
- **Campus Clean Up Toolkit**
 - 18 Classrooms from NEISD, SAISD, NISD, ECISD, Southside ISD, Archdiocese, and South San ISD
- **Professional Developments**
 - Teachers earned 11 State Board continuing education credits.



BE RIVER PROUD
CLASSROOM



Don't Let Litter Trash Your River Campaign Volunteer Initiative Statistics

- 25,286 total litter observations on Litterati
- 15 groups made 9,813 Litterati observations during **Earth Week Corporate Challenge**
- 320 volunteers took part in litter clean-ups
- 27 submissions for self-led group clean-ups through website with COSA partnership
- 82 total volunteer pledges
- 10 virtual educational trainings conducted for large groups with anti-litter messaging



Naaga Siva Dandu, PE • 3rd+
Consultant, Civ Eng at WSP USA
3w • 🌍

Added our baby steps for "Don't Let Litter Trash Your River" initiative by [San Antonio River Authority](#) and [San Antonio River Foundation](#) today at Phil Hardberger Park, San Antonio. Proud of [WSP USA](#) San Antonio team for stepping up again to push towards better communities. Special mention to the driving force behind this [Kellie Rose Alcozer](#) #earthdayeveryday #cleanriver #wspusa #WSPSanAntonio #sanantonio #Sanantonioparks #sanantonioriver



The *Authority* of Flood Safety

Marketing Initiative



Media Plan

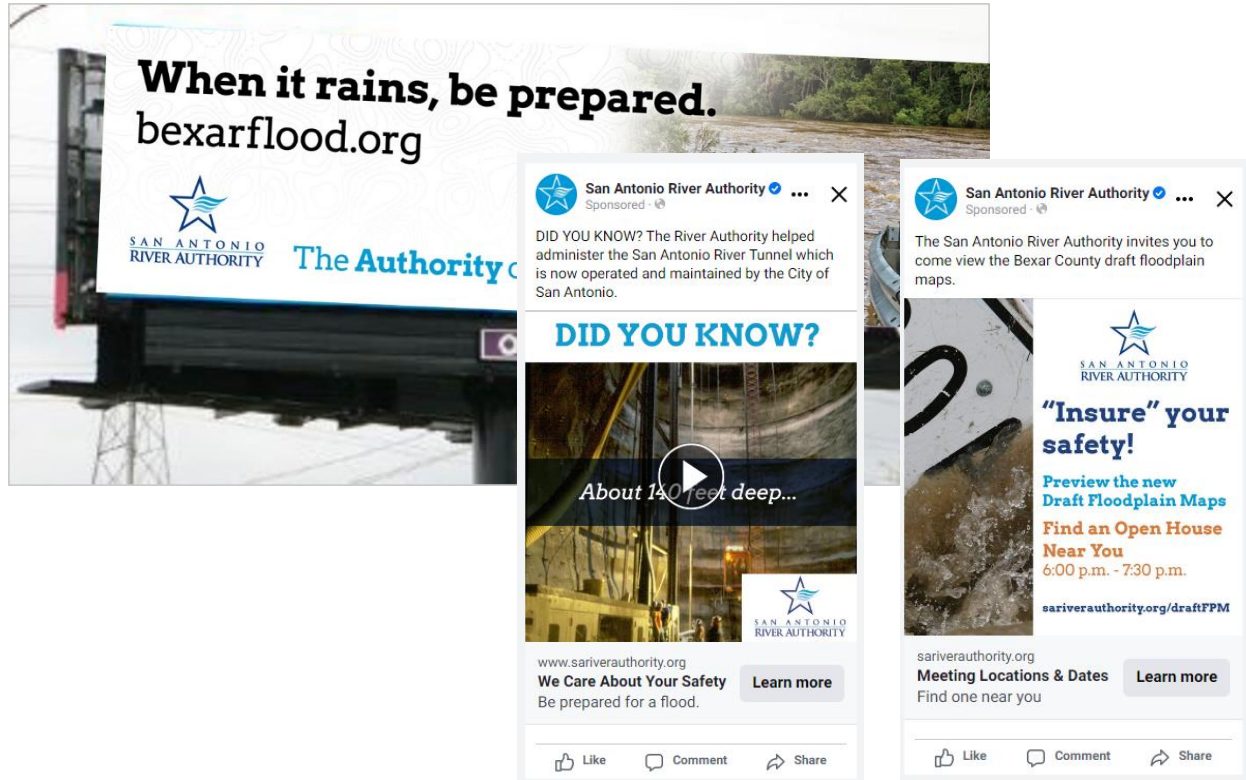
| 2023 | | | | | | |
|----------|----------------------------|------------------|-----|-----|-----|-----|
| | JAN | FEB | MAR | APR | MAY | JUN |
| TV/CABLE | | Sponsorships | | | | |
| RADIO | | :15 TPR and TTWN | | | | |
| DIGITAL | Social Media/Display/Local | | | | | |
| OOH | Billboards | | | | | |



2023 SAFE Initiative

"The *Authority* on Flood Safety"

- January - May 2023
- TV, Radio, Print, Digital, Billboards
- Draft Floodplain Map Meetings
- Running in all four counties



Paid Social Media

- 20 weeks (Mid Jan – May 2023)
- Targeting A18+ in all 4 counties and high risk flood areas (zip codes)



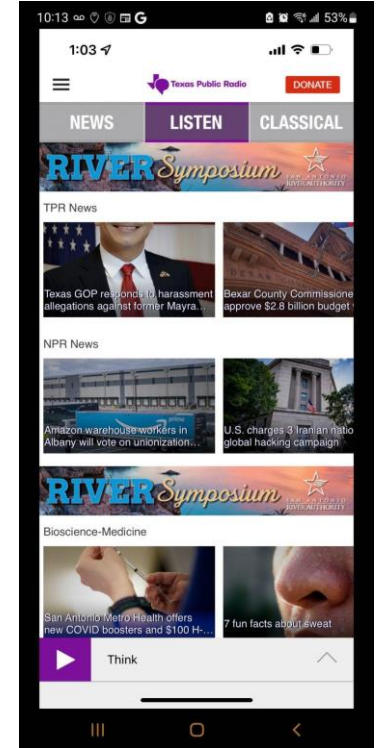
Billboards

- 20 weeks (Mid Jan – May 2023)
 - Weather-Triggered Digital Billboards in Bexar county (12 units)
 - Southern Basin Boards



Digital

- 8 weeks (Feb – Mar 2023)
- Hearst – MySA
 - Targeted Display
 - Geofencing flood zone areas
 - Dedicated Email to homeowners in flood zones
- TPR Mobile App
 - Full Screen Takeovers and Banners



Radio

- 8 weeks (Feb – Mar 2023)
- Total Traffic & Weather Network
- Texas Public Radio

Total Traffic
& Weather Network



Television

- 13 weeks (Feb – Apr 2023)
- KSAT
 - SA Live
 - Noon News Live Cam
 - Branded content KSAT.com
- Spectrum
 - News Weather on the 1's Sponsorship
 - Display ads
 - Weather Channel Crawl



KSAT12 Branded Content and Social Posts

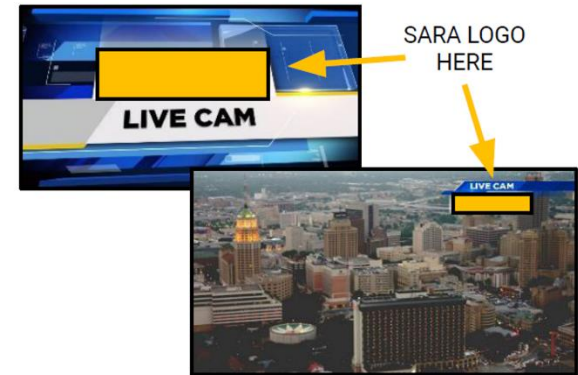
Branded Content Article

The screenshot shows the KSAT.com website interface. At the top, there's a navigation bar with links for NEWS, WEATHER, SPORTS, CORONAVIRUS, KSAT TV, SA LIVE, ENTERTAINMENT, FEATURES, and NEWSLETTERS. The main article is titled "Fewer Than 350 Guest Aboard" with a sub-headline "With over 300 ports to visit the tough choice will be where to start and when to get off." The article is sponsored by Windstar Cruises. Below the article, there's a "SPONSORED" section with a link to "Sign up for our Newsletters". The "LATEST NEWS" section features several headlines, including "H-E-B now accepting applications for COVID-19 vaccine as secondary employees" and "San Antonio police looking for killer of 'good guy' in East Side neighborhood".

Facebook & Twitter Posts

The Facebook post is dated January 3, 2021, at 7:10 pm, and is a Paid Partnership with San Antonio Economic Development Foundation. The text reads: "If you have a high school diploma, you could make up to \$14 an hour for one of these entry-level positions." The image shows two workers in hard hats and safety glasses working on a machine, with sparks flying. The Twitter post is from @ksatnews and says: "The average salary is quite enticing, too. 🤔 #ad @SanAntonioEDF". The image is the same as the Facebook post.

Noon News Live Cam



Questions?

