



SAN ANTONIO  
RIVER AUTHORITY

# 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.



# 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

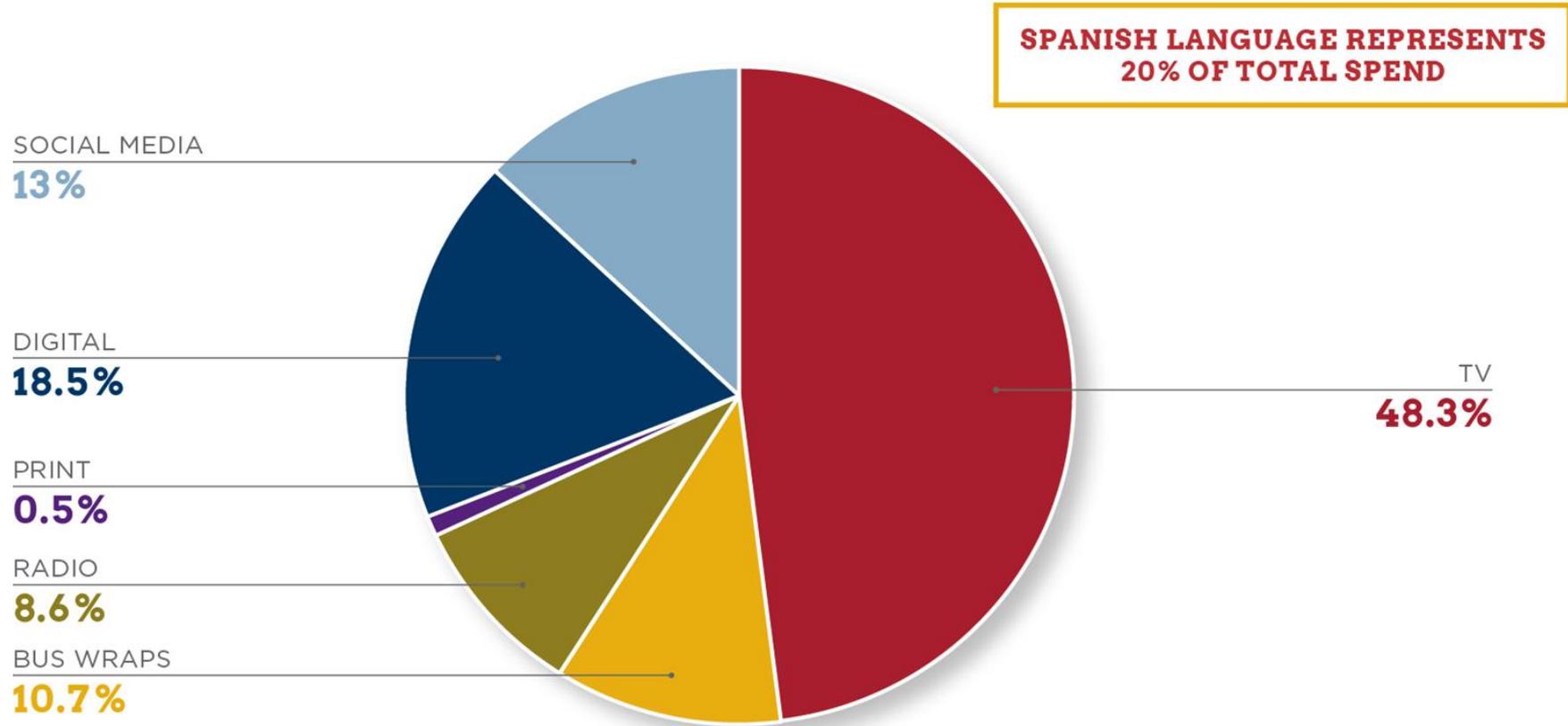
	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
TV	:30 TV Spots/Sponsorship/Streaming						:30 TV Spots/Sponsorship/Streaming				
RADIO	Spanish, TPR, Traffic Network						Spanish, TPR, Traffic Network				
PRINT	La Prensa						La Prensa				
DIGITAL	Social Media, Display, Video, Local Partners						Social Media,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

### Media Strategies:

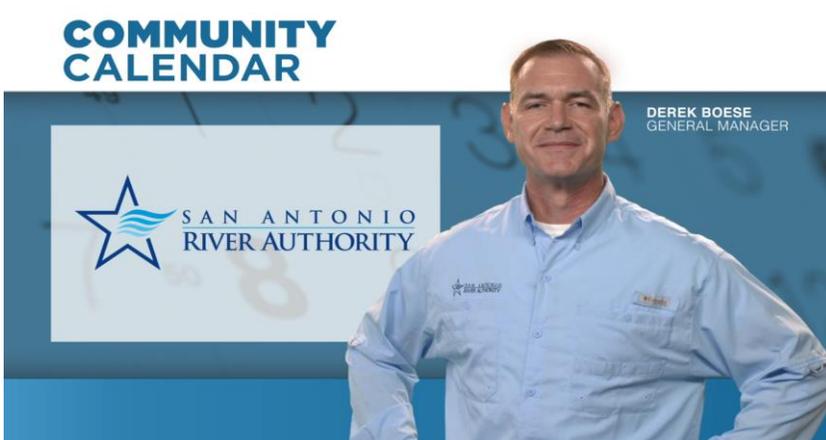
- Maximize reach with mass media channels, as well as digital tactics to drive traffic to landing pages
- Heavier TV/Video budget allocation due to more visual nature of campaign
- Include tactics that reach Bexar and Southern Basin counties
- Addition of Spanish language tactics for TV, Radio and Print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



# Paid Media Budget Allocation



# Paid Media Custom Sponsorships



Committed to Safe, Clean, Enjoyable Creeks and Rivers.

# 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



# 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  RíOrgullosa!**

INFÓRMATE MÁS EN

**SARiverAuthority.org**



SAN ANTONIO  
RIVER AUTHORITY



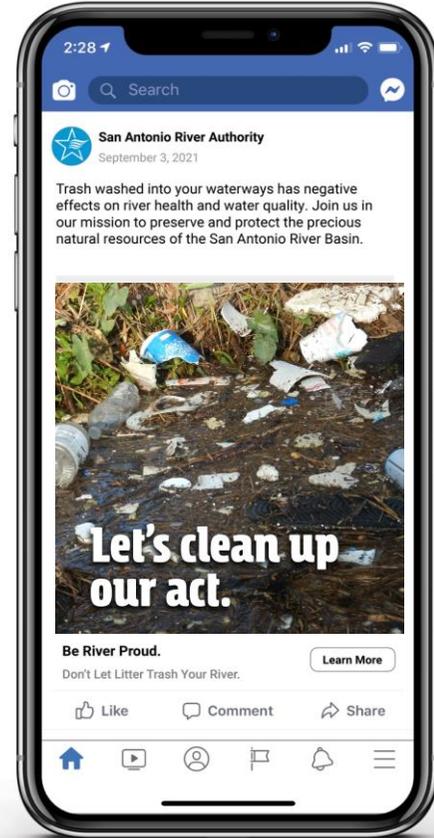
# Digital Ads



# Social Ads

ENGLISH :15 VIDEO A & B:

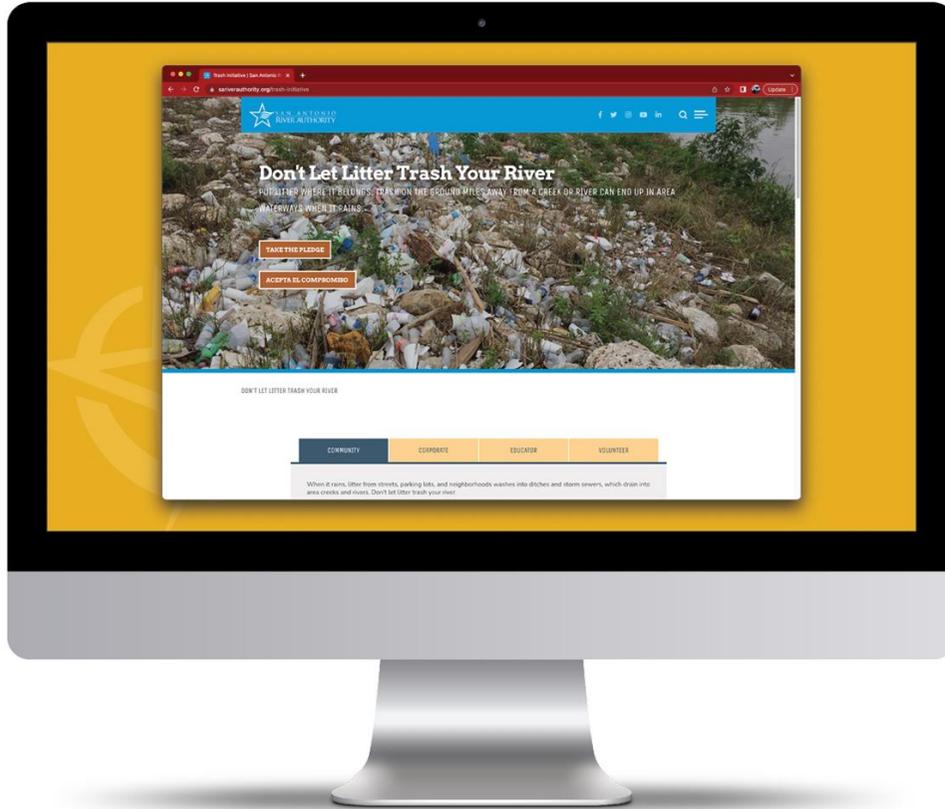
SPANISH :15 VIDEO A & B:



# Southern Basin Outdoor



## Website Performance



Campaign Page Views:

**107,947**

Website traffic increased

**22% YOY**

Paid Media traffic increased

**94% YOY**



## Key Learnings

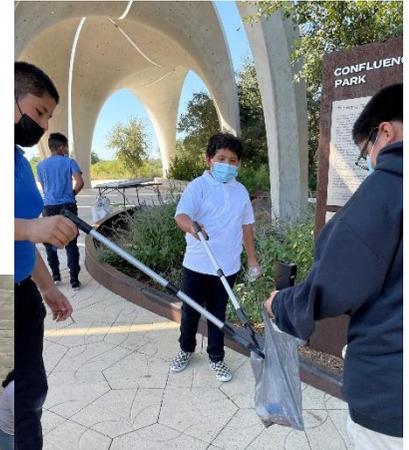
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- **Continue to engage constituents** with Spanish language tactics
- **Explore additional media tactics** to reach Southern Basin constituents
- **Custom partnerships** and **interviews** allowed for long form content
- **Significant ROI** through 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

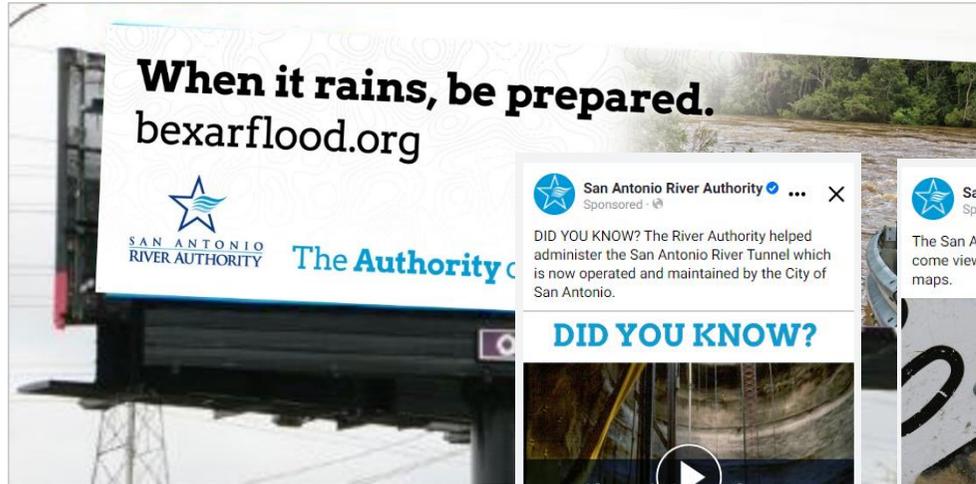
2023						
	JAN	FEB	MAR	APR	MAY	JUN
TV/CABLE		Sponsorships				
RADIO		:15 TPR and TTWN				
DIGITAL	Social Media/Display/Local					
OOH	Billboards					



# 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)

A screenshot of a sponsored Facebook post from the San Antonio River Authority. The post features a video player with a play button. The video content includes the text "DID YOU KNOW?" in blue, followed by "This improves water quality, maintains public safety, and reduces flood risk." Below the video is a "Learn more" button and the text "We Care About Your Safety Be prepared for a flood." The bottom of the post shows interaction options: Like, Comment, and Share.

San Antonio River Authority Sponsored

DID YOU KNOW? Our beautification projects – like San Pedro Creek Culture Park – also help protect against flooding.

**DID YOU KNOW?**

This improves water quality, maintains public safety, and reduces flood risk.

[www.sariverauthority.org](http://www.sariverauthority.org)  
**We Care About Your Safety** [Learn more](#)  
Be prepared for a flood.

Like Comment Share

A screenshot of a sponsored Facebook post from the San Antonio River Authority. The post features a video player with a play button. The video content includes the text "DID YOU KNOW?" in blue, followed by "About 140 feet deep...". Below the video is a "Learn more" button and the text "We Care About Your Safety Be prepared for a flood." The bottom of the post shows interaction options: Like, Comment, and Share.

San Antonio River Authority Sponsored

DID YOU KNOW? The River Authority helped administer the San Antonio River Tunnel which is now operated and maintained by the City of San Antonio.

**DID YOU KNOW?**

About 140 feet deep...

[www.sariverauthority.org](http://www.sariverauthority.org)  
**We Care About Your Safety** [Learn more](#)  
Be prepared for a flood.

Like Comment Share



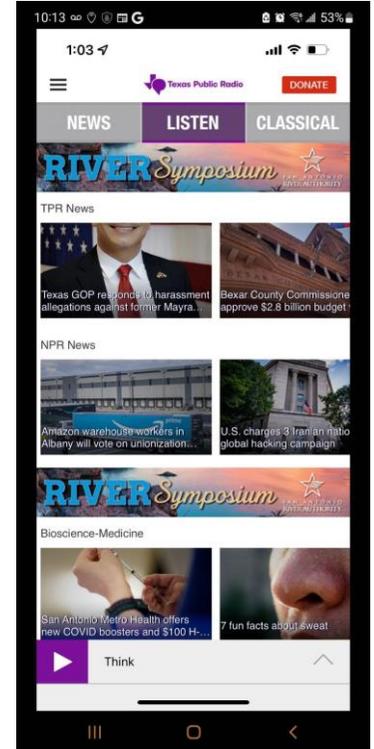
# Billboards

- 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 'NEWS', 'WEATHER', 'SPORTS', 'CORONAVIRUS', 'KSAT TV', 'SA LIVE', 'ENTERTAINMENT', 'FEATURES', and 'NEWSLETTERS'. Below the navigation, there's a main article 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.' Below this is a 'SPONSORED' section with the headline 'This line of work is booming right now -- spurring economic growth and creating opportunities'. The sponsored text reads: 'Manufacturing saw 15.3% growth in jobs between August and October'. There is a photo of three workers in a factory setting. Below the sponsored section is a 'LATEST NEWS' section with several small article teasers.

## Facebook & Twitter Posts

The Facebook post is dated January 3, 2021, at 7:10 pm. It is a paid partnership with the San Antonio Economic Development Foundation. The text says: 'If you have a high school diploma, you could make up to \$14 an hour for one of these entry-level positions.' Below the text is a photo of three workers in a factory. The Twitter post is from @ksatnews and says: 'The average salary is quite enticing, too.' Below the text is the same photo of three workers in a factory. The hashtag #ad @SanAntonioEDF is visible.

## Noon News Live Cam

The first screenshot shows a 'LIVE CAM' graphic with a yellow box and an arrow pointing to it, with the text 'SARA LOGO HERE' next to it. The second screenshot shows a cityscape view from the live cam with a yellow box and an arrow pointing to it, also with the text 'SARA LOGO HERE' next to it.

# Questions?

