



Trash Outreach Initiative

March 12, 2021





ENJOYABLE

3. Build awareness and advocacy for the River Authority's mission through community partnerships and citizen engagement
4. Support programs and projects to reduce trash, pollutants, and other debris in the river watershed



Trash Outreach Initiative

- Past constituent research demonstrates that citizens have an emotional reaction to trash in area creeks and rivers.
- Trash is an easy concept for the average citizen to understand.
- The problem of trash has an easy solution.
- Emotional connection can drive action.



Timeline

- February/March
 - Constituent research and planning (Feb. 10 Communications Committee)
- April/May
 - Finalize creative approach and continuing planning (April 14 Communications Committee)
- June/July
 - Finalize outreach plan and begin implementation (June 9 Communications Committee)



Be River Proud Recap





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TRASH INITIATIVE

Basin Report Card

PUBLIC TRASH

HOW IS THIS BEING MEASURED?

EXPLANATION OF THE GRADE

KEY FINDINGS

RECOMMENDED ACTIONS



Public Trash

While all the metrics in the San Antonio River Basin Report Card have overlapping correlation to the safe, clean, enjoyable creeks and rivers aspects of the River Authority's mission, the Public Trash grade is primarily related to the clean and enjoyable aspects.

The River Authority seeks to proactively address the threats to creeks and rivers of trash and floatables. One of our long-term, audacious goals is to achieve trash-free waters in the San Antonio River Basin through education, advocacy, and mitigation projects. Improving the health of creeks and rivers is one the main goals of the River Authority. Since the 1970s, the River Authority's scientific leadership and targeted efforts have resulted in reducing pollution and trash in our waterways and improving water quality throughout the basin.



Commitment Curve

Constituents will progress through the curve at different times and rates, but without focused attention, advancement will be limited.



Constituent Research



Campaign Theme #1

Don't Be Trashy.

Put Litter Where It Belongs.



Don't Be Trashy.

Put Litter
Where It Belongs.



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RIVER AUTHORITY**

BeRiverProud.org

2:28



Search



San Antonio River Authority

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Rain events sweep litter from streets into drainage culverts and ditches where it is conveyed into creeks, eventually flowing into the San Antonio River. The solution is simple.



Litter trashes our river.

[Learn More](#)



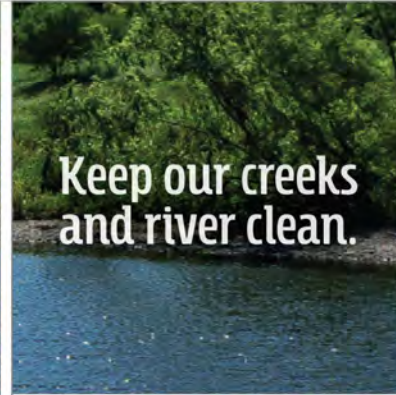
Litter goes with the flow.

[Learn More](#)



Rescue our river.

[Learn More](#)



Let's runoff litter.

[Learn More](#)



Littering is trashy behavior.

[Learn More](#)



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Campaign Theme #2

Be A Litter Quitter.

**BE A
LITTER
QUITTER**



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San Antonio River Authority

Littering not only affects the amount of your tax dollars allocated to cleaning it up, but it also damages our environment. Become a Litter Quitter and help keep our creeks and river clean.



Trash the habit.

[Learn More](#)

**BE A
LITTER
QUITTER**

Stop littering. Start caring.

[Learn More](#)



Litter trashes our
creeks and river.

Take out the trash.

[Learn More](#)



Help protect
our environment.

Put litter where it belongs.

[Learn More](#)



Show your river pride.

[Learn More](#)



Like



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Meanwhile, 8 years ago...

'In Case of Emergency'

Questions?

