

Litter Summit 2013

Margo Richards

13 November 2013
Mossley Mill
Newtownabbey





Travel Division

Litter Prevention Programs

TEXAS TRANSPORTATION



Ted Houghton
Chair



Jeff Austin III
Commissioner



Jeff Moseley
Commissioner



Fred Underwood
Commissioner



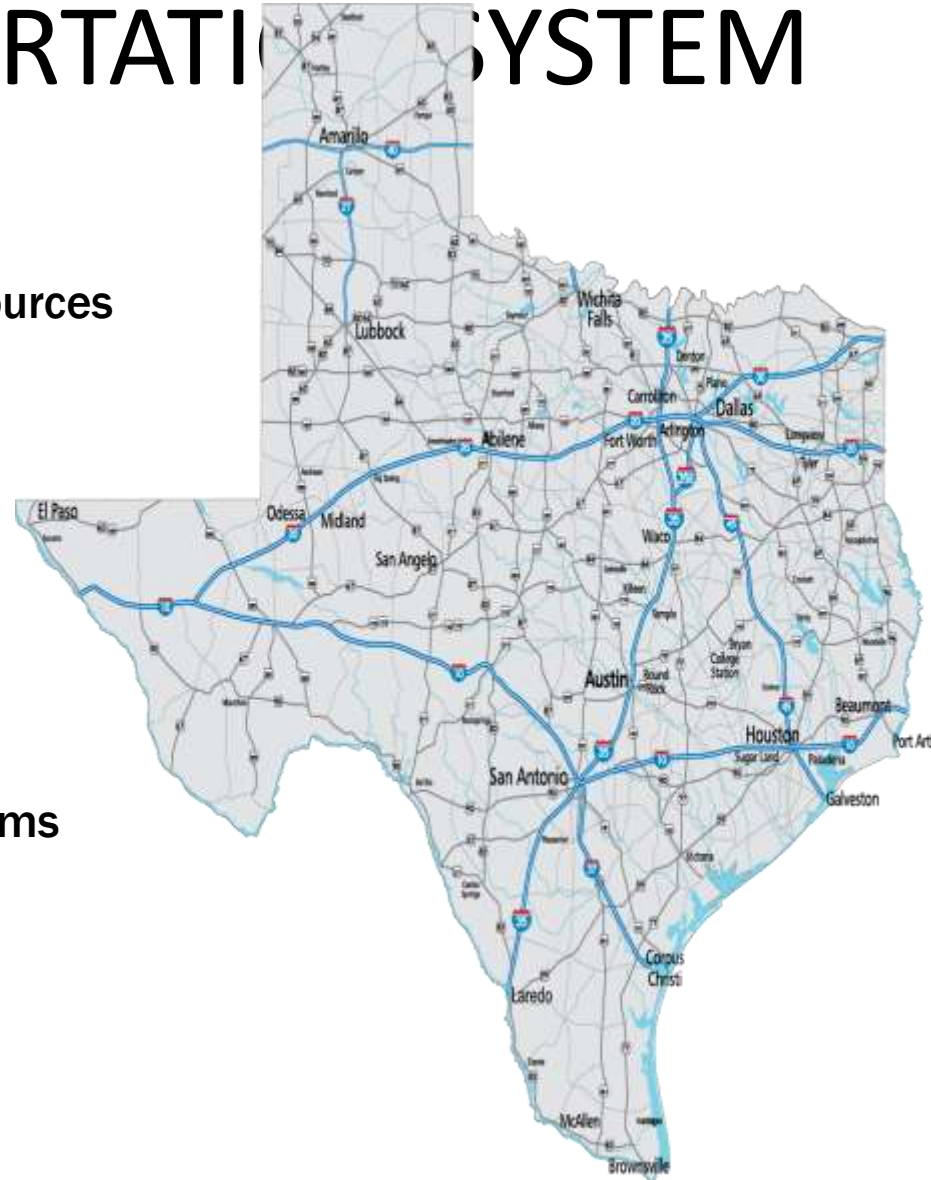
Victor
Vandergriff
Commissioner



Phil Wilson
Executive Director

TEXAS – TRANSPORTATION SYSTEM

- 80,000 centerline miles of highway
- Texas population: 26 million
- Primary funding comes from traditional sources
 - gas tax revenues
 - vehicle registration fees
 - federal reimbursements and local participation
 - non-traditional sources, such as bond proceeds and federal stimulus programs



TRAVEL INFORMATION DIVIS

To stimulate travel to and within the State of Texas,
improve air quality and reduce litter.



| | |
|--|--|
| Texas Travel Information Centers | Don't mess with Texas® |
| DriveTexas™ (highway conditions) | Adopt-a-Highway |
| <i>Texas Highways Magazine</i> | Keep Texas Beautiful |
| <i>Official Travel Map of Texas</i> | <i>Texas State Travel Guide</i> |
| <i>Texas Highways Events Calendar</i> | Drive Clean Across Texas |

TRAVEL INFORMATION DIVISION:

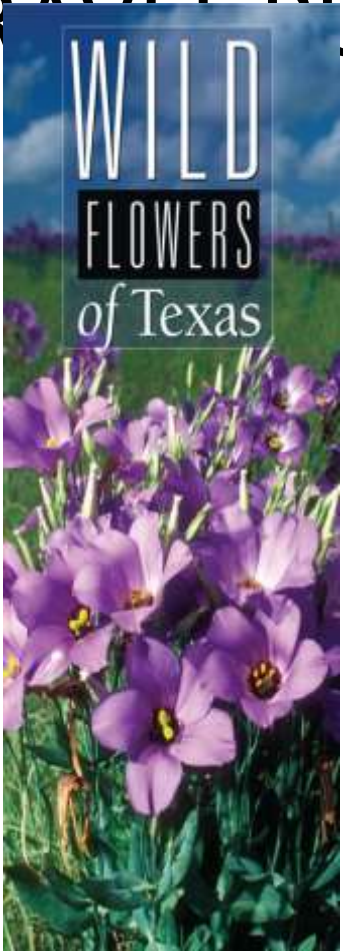
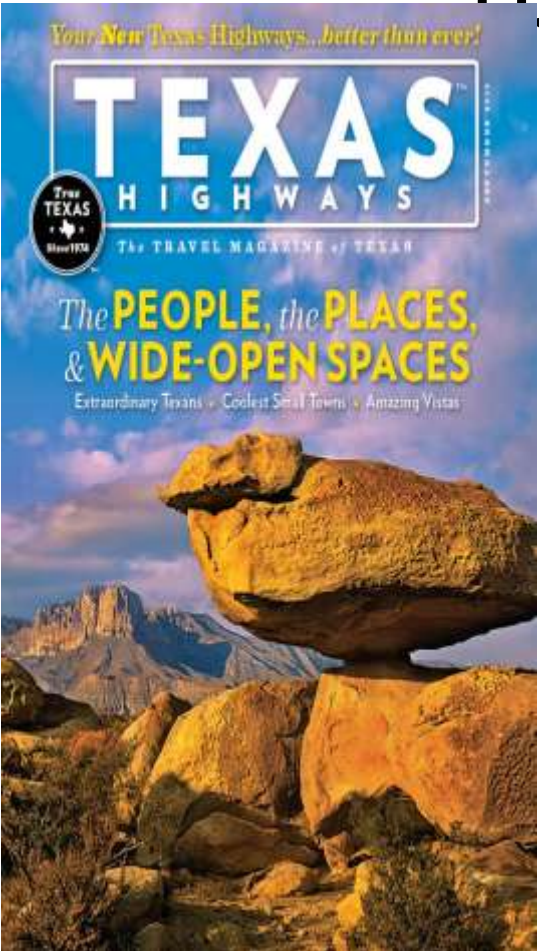
- Operates 12 Travel Information Centers
- DriveTexas™ TxDOT Highway Conditions
- Distribution of Travel Literature
- Travel Counselors Certification
- Events
- Emergency Management Services

TRAVEL SERVICES



TRAVEL INFORMATION DIVISION:

TRAVEL PUBLICATIONS



TRAVEL INFORMATION DIVISION

Texas State Agency Tourism

Memorandum of Understanding



Governor's Office of Economic
Development and Tourism



TEXAS



It's like a **WHOLE OTHER COUNTRY**

2012 TOURISM STATS

220 million domestic visitors (70% leisure, 30% business)

8.2 million international travelers, generating \$ 5.3 billion in direct travel spending

Economic Impact = \$65 billion (Up 6% over 2011)

568,000 jobs generated by travel industry

Texas had the 3rd largest share of domestic visitation in the U.S.

LITTER PREVENTION EFFORTS



ADOPT-A-HIGHWAY PROGRAM

- Texas created the first Adopt-a-Highway program in the world in 1985
- 4,000 volunteer groups statewide (40,000 volunteers)
- Volunteer efforts account for litter pickup on 10% of state maintained roadways in Texas
- Savings of approximately \$4 million annually to TxDOT
- AAH Radio Spot



KEEP TEXAS BEAUTIFUL (GRASSROOTS



PARTNERSHIP) Governor's Community Achievement Awards funded by TxDOT

- More than 360 affiliate programs in communities across Texas
- Supports TxDOT's litter prevention program:
 - Education
 - Don't Mess with Texas Trash-Off

Keep Texas
Beautiful

COMMUNITY ACHIEVEMENT AWARD

- ✓ **10 landscape awards given annually, totaling \$2 million provided by TxDOT**
- ✓ **Communities are divided into categories by population size**
- ✓ **Awards recognize outstanding efforts in fulfilling the mission, vision & enhancing the beauty of Texas**
- ✓ **Participants include: Businesses, schools, educators, youth, individuals, civic groups, government and communities**



DON'T MESS WITH TEXAS®



Don't
mess with
Texas®

*Don't Mess with Texas® is a registered
trademark of the Texas Department of Transportation*

DON'T MESS WITH TEXAS[®]

- Created campaign in 1986
- Goal: Educate & increase awareness of litter prevention
- 98% brand recognition in Texas
- 82% of Texas population know what slogan means



RESEARCH-DRIVEN CAMPAIGN

TxDOT Visible Litter Study (Conducted every 4 yrs):

- **How much litter accumulates on Texas roadways?**
- **What kind of litter are on the roads?**
- **Where litter is most likely to accumulate?**
- **What factors contribute to litter accumulation?**

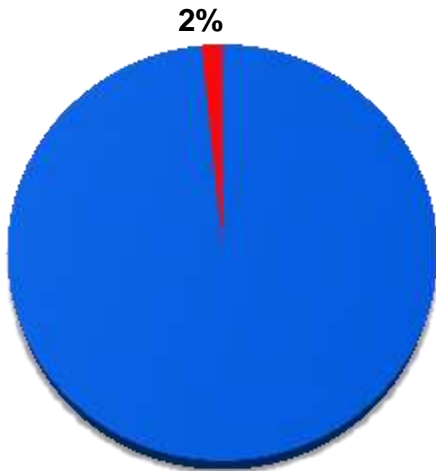
2013 results indicate that 434,509,848 items of visible litter accumulated on TxDOT-maintained roadway system, a reduction of 34% since 2009!

Attitudes and Behaviors Research (conducted every 2 yrs):

- Identify the people most likely to litter
- Profile groups in target audiences to develop meaningful messages
- Gauge awareness of the Don't Mess with Texas® brand and messaging
- Determine Texans' attitudes and behaviors related to littering
- Develop strategies for reducing litter on Texas roadways

Results:

- Awareness of slogan is very high (98%), with most residents associating it with an anti-litter message and keeping Texas clean
- 1/3 of residents admitted to littering in the past month
- 81% reported seeing or hearing the slogan in the past year, with street/highway signs and TV advertising making up a large portion of this recall



DON'T MESS WITH TEXAS[®] · NEW

CAMPAIGN

- Education: Litter Fords, Contests, Drivers Education
- Website & Mobile App
- Scholarships
- University Cleanup
- Don't Mess with Texas Trash-Off
- Social Media
- Outreach
- Media – TV, Radio, Billboards, Online
- Sports Marketing (baseball, football)
- Research
- Report a Litterer
- Partners: Communities & Corporate



DON'T MESS WITH TEXAS[®] : SOCIAL

DontMessWithTexas @DMWT_Program
Stopping litterbugs & working toward a litter-free Texas since 1986.
Don't mess with Texas is a registered trademark of the Texas Department of Transportation.
Texas · dontmesswithtexas.org

362 TWEETS · 1,342 FOLLOWING · 4,317 FOLLOWERS

Tweets All · No replies

DontMessWithTexas (@DMWT_Program) 7 Nov
#YOLO. You Only Litter Once. Because after you do, a kind Texan will remind you that we don't do that 'round here.
#DontmesswithTexas

DontMessWithTexas (@DMWT_Program) 7 Nov
Congrats to @GeorgeStrait for winning Entertainer of the Year yesterday! Watch his #DontmesswithTexas spot here: bit.ly/bqjSvR

facebook Search for people, places and things

Promote Page

Don't Mess with Texas Program 30,400 likes · 198 talking about this

Local Business · Texas · Add Your Phone Number · Add Your Hours

About · Photos · Likes · Adopt-a-Highway · Videos

Recent Posts by Others on Don't Mess with Texas Program

Michelle Southern
Just saw this can at Buna General in Buna.
1 · November 2 at 10:33pm

DON'T MESS WITH TEXAS[®]

- Interactive Website
- Design your own can
- E-cards
- Get Stuff
- Desktop Trash Can Icon
- Research
- Can of the week



A screenshot of the 'Litter-A-Ture' website. The header features the text 'Litter-A-Ture' in a stylized font. Below the header, there is a section titled 'Can of the Week'. The main content area displays a grid of social media posts. Each post includes a date (e.g., 11.6.13, 11.5.13) and text such as 'No fish out of water and no trash out of can. See can of the week 32 at #Pier99 in #CorpusChristi. #dmwt #dontmesswithtexas'. There are also social media icons for Facebook and Twitter.

Celebrities **Don't mess with Texas**[®]

- **Engagement: Texas Pride, Public Service Announcement**
- **Celebrities sign a release in perpetuity; offer their image and services specific to Don't mess with Texas**
- **Celebrities of the 2013 CANpaign were the iconic red, white and blue trash cans**

Bob Schnieder, [English Version](#)

Grupo Fantasma, [Spanish Version](#)

DON'T MESS WITH TEXAS[®]



KEEP YOUR BUTTS *in*
THE VEHICLE AT
ALL TIMES



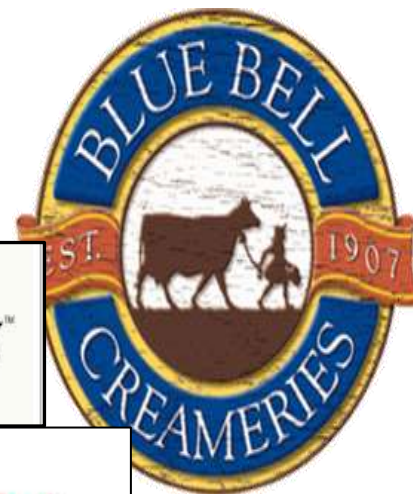
Texas Department of Transportation

Don't mess with Texas[®] is a registered trademark owned by the Texas Department of Transportation.

DON'T MESS WITH TEXAS PARTNERS



BUC-EE'S



DON'T

**LITTER FREE
ENVIRONMENTS
INCREASE TOURISM
&
CREATES POSITIVE
ECONOMIC GROWTH**



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