



Bring It Austin

Education and Awareness Campaign

Campaign Update
Prepared for
Austin Zero Waste Advisory Commission

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Bring It Austin

Education and Awareness Campaign

Campaign Objectives

- Help retailers understand the rules and successfully implement the ordinance.
- Help consumers understand the ordinance.
- Encourage lasting behavior change with the consistent use of reusable carryout bags.



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Education and Awareness Campaign

Target Audiences

- Austin businesses (owners, managers, employees).
- Austin residents, with special emphasis on:
 - Primary shoppers in the household.
 - Lower-income Austinites.
 - Families that are heavy users of bags.



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Campaign brand is an upbeat call to action.



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Media Placements

Feb-April, 7 weeks

August, 4 weeks

TV :30s and :15s

- Broadcast and cable
- English and Spanish

Radio :15 messages

- 17 stations
- English and Spanish





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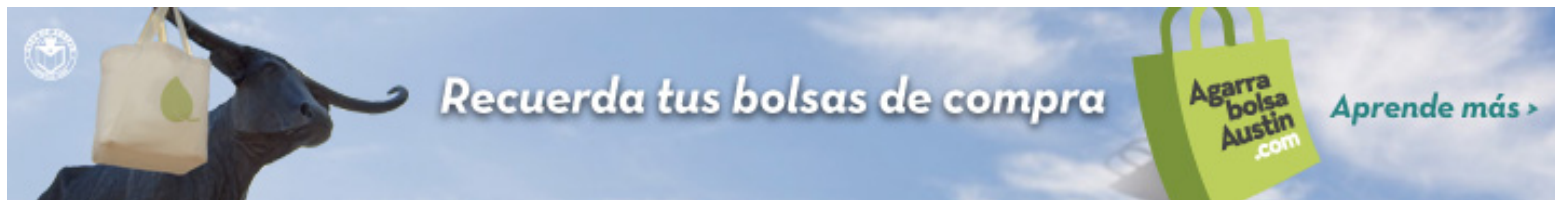
Education and Awareness Campaign

Digital Ads

- Search text ads
- Online and mobile banner ads
- Pre-roll video ads

Capital Metro Bus Placards

- English and Spanish





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Media Placement Added Value

More than \$240,700 in free media:

- Bonus TV and radio spots, banners on station websites, social media posts, on-air interviews, event participation.
- One-to-one return on investment.

*Univision radio produced
700 co-branded bags to
distribute at events.*





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Resources



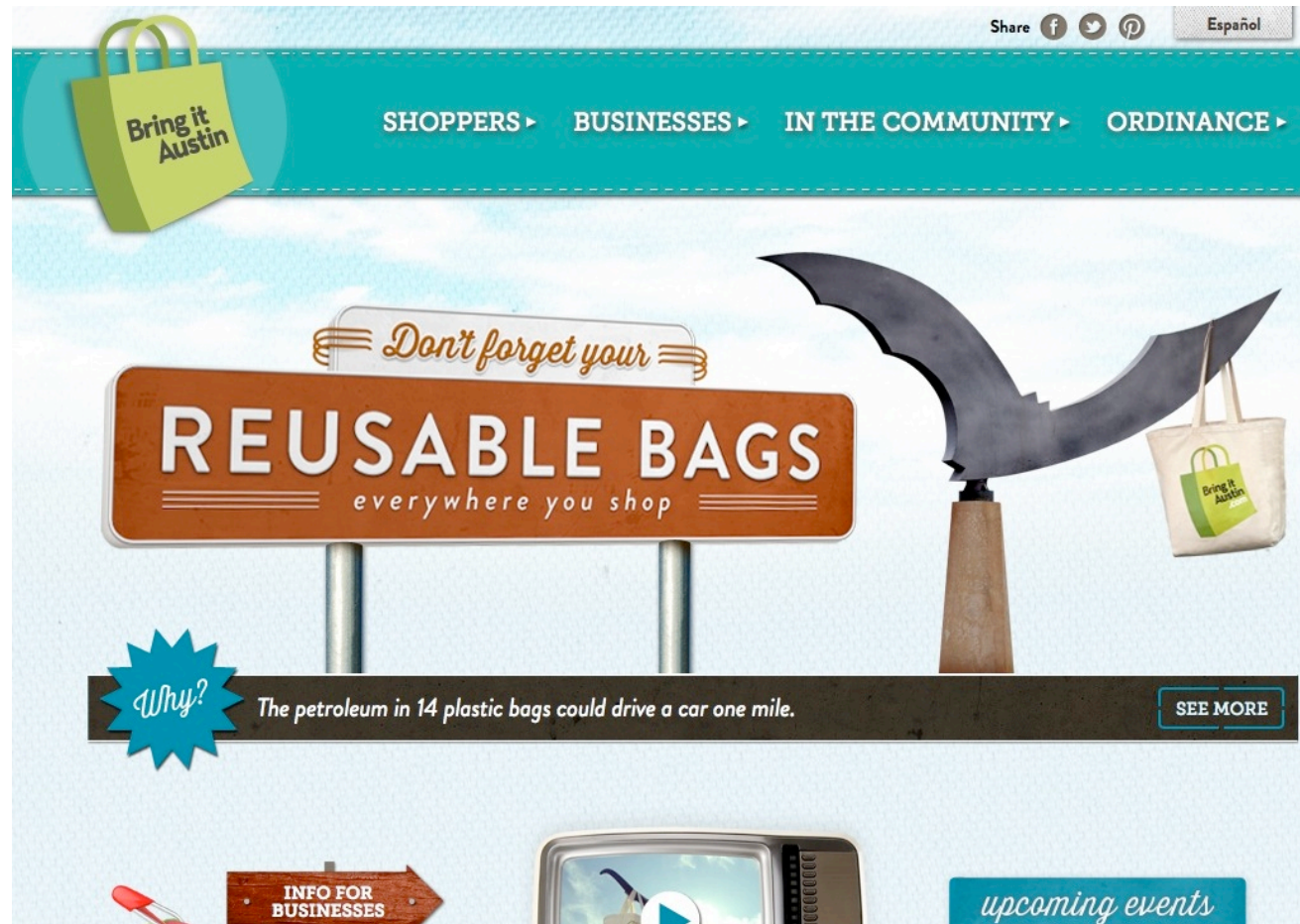
Fact sheets for businesses and shoppers in English, Spanish, Chinese, and Vietnamese.



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Bilingual website has tools and information for retailers, shoppers, and campaign partners.





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Education and Awareness Campaign

The screenshot shows the Bring It Austin website interface. At the top left is a green shopping bag logo with 'Bring it Austin .com'. The top navigation bar includes 'SHOPPERS >', 'BUSINESSES', 'IN THE COMMUNITY >', and 'ORDINANCE >'. Social media share buttons for Facebook, Twitter, and Pinterest are visible, along with a 'Español' language toggle. The main content area features a large article titled 'Reusable bags now required at checkout' with an illustration of a checkout counter and a shopping cart. A sidebar on the left lists links under the 'BUSINESSES' category: 'Signage Requirements', 'Employee Training Tips', 'Toolkit', 'Bag Suppliers', and 'FAQs'. Below the article title, a paragraph states: 'The Austin City Council unanimously approved the [Single-Use Carryout Bag Ordinance](#), which takes effect March 1, 2013. The ordinance regulates the types of carryout bags that can be distributed by business establishments in Austin and encourages a shift to reusable bags.'

24,445 website visits
36,792 page views
935 fact sheet downloads
446 retailer sign downloads
(thru July 2013)



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Resources

Online store signage templates,
list of bag vendors, answers to FAQs,
and training tips.

*By City Code, this business can no longer offer single-use carryout bags.
Please remember to bring your own reusable bags.*

*El Código de la Ciudad prohíbe que este negocio siga dando bolsas un solo uso.
Por favor recuerde traer sus propias bolsas reusables.*



DON'T
FORGET
ME.



NO ME
OLVIDES.



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Resources



Retail employee training video



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Business Outreach

- Five training sessions for affected businesses.
- 17,500 letters sent with ordinance rules.
- 60 approved requests for alternative compliance, hardship, or emergency access (out of 75 total requests).
- 13,100 postcards mailed in June
- Communicated to more than 807 companies including phone, email, onsite visits, and in-person trainings
- Total of 108 calls to 3-1-1





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PR/Outreach



Feb. 21 kickoff media event with city officials and Keep Austin Beautiful

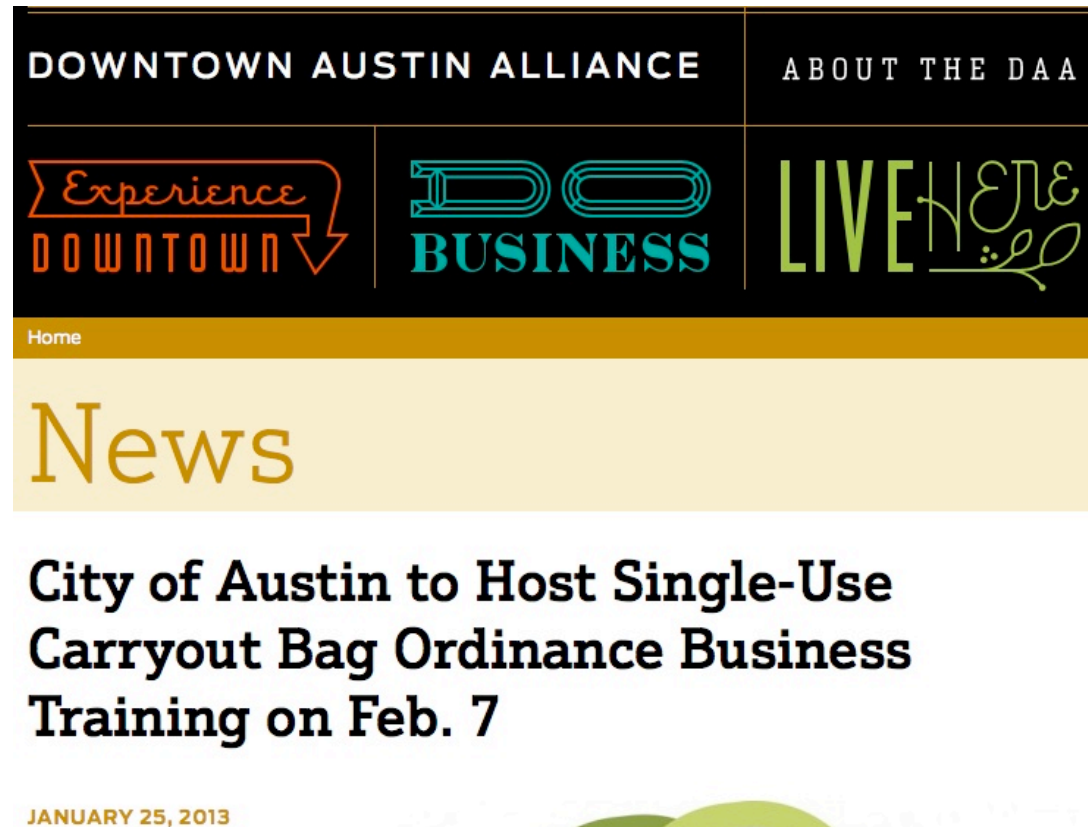


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PR/Outreach

Promoted ARR's retailer training sessions through local media and business networks.



Downtown Austin Alliance website



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Outreach/Bag Distributions

7,500 Bring It Austin bags provided to:

- Neighborhood centers
- Capital Area Food Bank
- Salvation Army Family Stores
- Caritas of Austin
- People's Community Clinic
- Family Eldercare
- Foundation Communities
- Austin Public Library branches





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Outreach/Bag Distributions

“Mobile” distribution of 3,500 bags:

- Downtown
- Capital Plaza
- Fiesta Shopping Center
- Downtown and South Congress
- Southpark Meadows
- Chinatown Center
- H-E-Bs, Riverside and E. 7th
- Viva Streets event





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Outreach/Bag Distributions

4,800 Bring It Austin bags given away at events:

- KAB Clean Sweep
- Earth Day Festival
- Zilker Kite & Garden Festivals
- Cinco de Mayo
- East Austin Farmers Market
- Art City Austin
- Viva Streets
- Juneteenth Celebration





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Outreach/Bag Distributions

*Mobile screen
printing events
– 450 bags*

Video from Earth Day Festival





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Outreach/Bag Distributions

A total of 16,250 bags given away





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Thank you!