

Business Resources Committee

Mobile Bay National Estuary Program

May 13, 2015

AGENDA

- Introductions
- Updates on recent MBNEP activities and projects
- Overview of Lewis Communications presentation
- Highway Litter Facts and Litter Behavior Study
- Open Discussion and Share Ideas for Next Steps

MOBILE BAY NEP RECENT ACTIVITIES

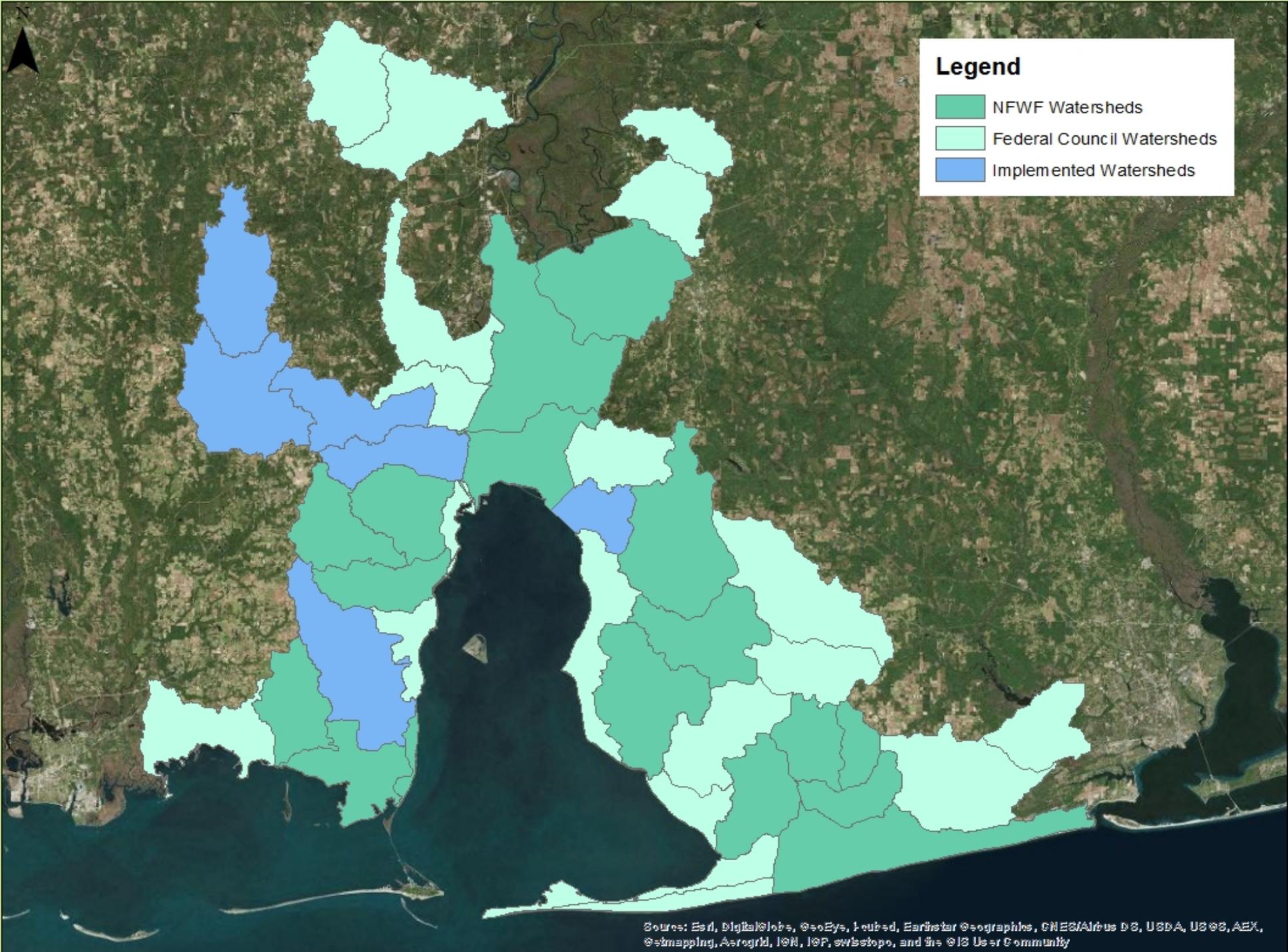
***Presentations-** Mobile Municipalities Assoc., Leadership Baldwin Co., Coastal Al. Partnership Board of Dir., Foley Kiwanis, Sunrise Rotary, Pt. Clear Rotary, Mobile Bay Green Drinks.

***Alabama Current Connection Spring 2015**

***Activities-** Creek Fest 2015, Phragmite removal/trash pickup @ Dog River, Coastal Kids Quiz, Water Festival.

***Canoe Trips on Three Mile Creek**

***Watershed Management Plans**



Legend

- NFWF Watersheds
- Federal Council Watersheds
- Implemented Watersheds

BRC Clean Water Future: Market Research Objectives

- Determine which businesses or industry sectors would be most willing to adopt a clean water campaign and call to action.
- Determine which businesses or industry sectors negatively impact clean water most significantly.
- Determine what action such businesses or industry sectors might be willing to undertake.

The research should be sufficient for an integrated marketing plan to follow

Lewis: Fast Facts from Research

- 14 billion pounds of garbage dumped into ocean each year; plastic major culprit
- Plastic grocery bag takes 10-20 years to decompose
- Americans use more than 2.5 million plastic bottles every 30 minutes; recycle only 13% of bottles
- Cigarette butts most littered item in U.S.; 32% of litter in storm drains is tobacco products
- 1.7 million pounds of Styrofoam gets into surface water annually; never disintegrates
- U.S. produces 30% of world's waste and uses 25% of world's natural resources
- A single person in U.S. produces 4.4 pounds of garbage daily
- Composting and recycling prevents 85 million tons of waste from being dumped

Lewis: Key Findings

What Would Businesses Do

- Willing to disseminate information via business-owned communication channels— Newsletters, social media, websites, collateral materials.
- Various sectors expressed support for options such as:
 - paper or reusable bags instead of plastic
 - reusable cups instead of Styrofoam
 - recycling
 - pervious cover—landscaping and retention ponds
 - disposal stations for pet waste
 - organized cleanups

Lewis: Key Findings

What Would Businesses Do

- Across the board, they want simple, actionable steps:
 - easy to implement
 - provide value to business
 - don't negatively impact the bottom line
- Also expressed willingness to **engage employees** in efforts that they then take home to their families and/or communicate to customers.

Lewis: Key Findings

What Would Businesses Do

- Some businesses are already working toward reducing their impact:
 - Regularly sweeping parking lots
 - **Using plastic to-go cups** instead of Styrofoam
 - Rehabilitating/ renovating existing developments instead of new construction
 - Implementing Green Building programs
 - Installing native landscaping and low-impact design
 - Recycling—from office paper to The Grand Hotel's "A Greener Grand"
 - **Rewarding employees** for participating in clean-up and other environmental efforts
 - **Instituting corporate sustainability programs**

Lewis: Strategy Recommendations

- Increase awareness of the problem through education, public service announcements and mass media. Make it emotional; make it personal.
- Ask businesses for voluntary efforts; organize among themselves to pledge/commit.
- Have Chambers convene businesses that share a litter origination issue, ie. fast food operators, and challenge them to take action.
- Use businesses to communicate to their employees and customers.

Lewis: Strategy Goals

- *Create a membership program* that is simple and easy for businesses to get involved
- *Generate awareness* of the program and encourage businesses to join the initiative
- **Build awareness** about the program to member businesses' **employees**
- Generate awareness about member businesses' efforts to keep our waterways clean
- Work with existing civic and business organizations in Mobile and Baldwin counties to disseminate ongoing information about the clean water program
- Work with existing civic and business organizations in Mobile and Baldwin counties to create an annual awards program for members
- Evolve and elevate the clean water program to a stand-alone brand owned by the businesses, organizations and entities that adopt its practices as part of their culture

Lewis: Strategy Objectives

- Develop a unique brand positioning and strategy for the initiative that eliminates confusion in the market, builds awareness of the threats posed by stormwater runoff on the local coastal environment and inspires cultural change.
- Articulate a clear and competitive point of difference that connects the brand powerfully, emotionally and authentically with partners, businesses and the communities Mobile Bay NEP serves.
- **Design a targeted approach** to develop a multi-year marketing and communications plan promoting the initiative to key audiences and building awareness, desire and action.
- **Establish a benchmark for success** in order to ensure a return on Mobile Bay NEP's marketing investment for years to come.

Lewis: Target Audiences

- Businesses in Mobile and Baldwin counties... *to be discussed*...
- Chambers of Commerce, destination management organizations, business associations, and civic organizations in Mobile and Baldwin counties.
- *Conservation groups and other environmental agencies/ organizations in Mobile and Baldwin counties.*

More food for thought to guide campaign...

- There are 3.8 million miles of roadway in U.S. maintained by National, State, County and Municipal
- 51.2 million pieces of trash
- 91%- 46.6 billion less than 4 inches
- 6,729 pieces of litter per mile
- Types of litter most often found
 - Tobacco products- 38%
 - Paper- 22%
 - Plastic- 19%
 - Metal- 6%
 - Glass- 5%
 - Organic-4%
 - Construction debris-3%
 - Vehicle debris- 2%
 - Other- 2%

LIKELY SOURCES

Where?

- Residential areas 40% less littered than roadways.
- Areas near loading docks 29% less littered.
- Roadways near convenience stores 11% more littered.
- Roadways near commercial buildings 11% more littered.

How?

- Motorist- 53%
- Pedestrians- 23%
- **Improperly covered loads- 16%**
- **Debris from vehicles- 2%**
- Spillage from receptacles- 1%

GOOD NEWS/BAD NEWS

- Actual count of overall litter down 61% since last study in 1969 due to successful education, ongoing cleanup efforts, changes in packaging.
- Plastic litter has increased by 165% since 1969
- Cost- \$11.5 billion in annual litter cleanup and prevention.
- Younger vs. older more likely to litter
- **Male and Female equally likely to litter**
 - Personal obligation not to litter is important
 - Existing litter = more likely to litter

CONTEXTUAL vs. PERSONAL VARIABLES

CONTEXTUAL:

- Availability of receptacles
- Existing litter
- Weather
- Time of day

PERSONAL:

- Age
- Gender
- Awareness
- Personal Responsibility

MORE LIKELY TO LITTER IF...

- Item is biodegradable
- Not recyclable
- No trash can is available
- In a hurry
- Litter already exists in the area
- Trash can too far away- drastic increase after 12 feet

FACTS ABOUT MISSISSIPPI'S LITTER PROBLEM

(MS Dept. of Transportation)

- 30% higher along rural roads than other states
- 62% of all Ms. litter is deliberate in origin (higher % than other states)
- Mostly consisting of convenience products: take-out, snack, and beverage
- 75% of deliberate litter from Males age 11-34
- Accidental litter from open bed trucks and trashcan spills comprise 38% of MS litter

What Next????

A Business Resources Committee Brainstorming Session

*How do we build the business sector
component of the Clean Water Future
Campaign?*

Source	Statistics	Where to target	What could we "sell"	Partners/Sponsors	Why	BRC Target Priority
Trash from Trucks:						
Observed Sites: State/City Highways	40% of roadway litter comes from uncovered trucks	Truck dealerships	Trash bags/ Truck bed trashcans	Dealerships	Sales Perk	High
		Industry employee parking lots	Trash bags/ Truck bed trashcans	Industries/South Mobile Industrial Alliance/Baldwin County Economic Development Alliance/ CAP	Employee development/product development	
		Convenience stores in close proximity to boat ramps	Trash bags/ Truck bed trashcans	Convenience stores/Convenience Stores Association	Sales Perk	
		Boat ramps	Trash bags/ Truck bed trashcans	MRD/CCA, Fishing Clubs, Bait & Tackle Stores	Community Service/Revenue Source	
		Football games	Trash bags/ Truck bed trashcans	Team Sponsors	Student and Parent education	
		Fishing rodeos	Trash bags/ Truck bed trashcans	Rodeo Organizers	Awareness Perk	
		Home Improvement Stores	Trash bags/ Truck bed trashcans	Lowes/Home Depot	Marketing Opportunity	
		Garbage Trucks	Truck Covers	Waste Management?	Marketing Opportunity	
		Packaging Debris				
Observed Sites: Fast Food Restuarants, Recreational Sites, Gas Stations, City Centers, Rest Stops, Medical/Hospital, Bars/Restaurants, Retail	67% miscellaneous paper/45% food wrappers	Grocery stores	Reuseable bags; cost incentives	Winn Dixie/Piggly Wiggly/Greens	Brand Value	High
		Retail stores	Reuseable bags; cost incentives	Malls/Property Management; Target, Walmart	Revenue	
		Fast food	Biodegradable containers	McDonalds (local owner)	Marketing opportunity/Revenue	
		Ice bags	Reuseable bags	Bama Ice, Morgan Ice	Cost savings/Revenue/Marketing	
		Restaurants	Biodegradable containers	Local downtown restaurants/Food Trucks	Marketing opportunity/Revenue	

Other "Tool Kit" items: t-shirts, beach towels, decals, awards, bags, other....