



Metro | Agenda

Meeting: Metro Council Work Session
Date: Tuesday, April 16, 2013
Time: 2 p.m.
Place: Council Chamber

CALL TO ORDER AND ROLL CALL

- 2 PM 1. **ADMINISTRATIVE/ CHIEF OPERATING OFFICER
COMMUNICATION**
- 2:15 PM 2. **COLLECTIVE MARKETING STRATEGY UPDATE -
INFORMATION/ DISCUSSION** **Jim Middaugh
Pam Peck**
- 3:15 PM 3. **COUNCIL BRIEFINGS/COMMUNICATION**

ADJOURN

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Agenda Item No. 2.0

**COLLECTIVE MARKETING
STRATEGY UPDATE**

Metro Council Work Session
Tuesday, April 16, 2013
Metro, Council Chamber

METRO COUNCIL

Work Session Worksheet

PRESENTATION DATE: April 16, 2013 **TIME:** 2:15 p.m. **LENGTH:** 60 min

PRESENTATION TITLE: Collective marketing strategy update

DEPARTMENT: Communications

PRESENTER(S): Jim Middaugh, 503-797-1505, jim.middaugh@oregonmetro.gov, and Pam Peck, 503-797-1866, pam.peck@oregonmetro.gov

WORK SESSION PURPOSE & DESIRED OUTCOMES

- Purpose: Brief Council members about a coordinated marketing strategy for Metro's travel options, recycling and waste reduction programs and services, and provide a snapshot of current and upcoming outreach and education initiatives.
- Outcome: Council members are aware of strategy to market Metro programs and services and have information about current and upcoming outreach and education initiatives.

TOPIC BACKGROUND & FRAMING THE WORK SESSION DISCUSSION

Metro manages many effective and innovative programs and services that encourage residents and businesses to adopt sustainable behaviors, such as walking, biking, recycling and reducing the amount of waste they generate. The programs, which include Regional Travel Options, Natural Gardening, Recycling and Waste Prevention, Toxics Reduction, and MetroPaint, advance regional goals related to clean air and water and reduction of CO2 emissions, and have traditionally developed individual marketing strategies aimed at achieving program-specific outcomes.

In 2011 Communications began working with the programs to identify opportunities for efficiencies and greater effectiveness. We found that the programs shared common goals and audiences, wanted to reach more diverse audiences and were looking for ways to move people and businesses "upstream" to adopt more sustainable behaviors and support policy changes. Based on this assessment, Metro began working with Enviromedia Social Marketing to develop a collective marketing strategy.

DHM was hired to conduct an awareness and public perception survey in September 2012. The objectives of the survey were to:

- Measure baseline awareness of Metro and of key programs and services
- Better understand public perceptions of sustainability and sustainability leadership
- Better define, understand, quantify and prioritize audience segments
- Gain insights to inform the marketing plan.

The collective marketing strategy was completed in January 2013 and identifies shared goals, marketing objectives, common audiences and tactical recommendations.

Goals

- Shift behaviors around consumption, waste and travel
- Move people "upstream" toward more sustainable lifestyles
- Make home and work, safer, healthier environments
- Reduce CO2 emissions that contribute to climate change
- Improve regional air and water quality
- Increase program audiences awareness of and engagement in Metro policy discussions

- Reinforce Metro’s mission, 2040 vision, goals and regional values

Umbrella strategy -- Help people and businesses think ahead so they can make more sustainable choices.

Marketing objectives

- Increase general awareness of Metro programs and services
- Increase relationships with and engagement of key audiences, including engagement in Metro policy discussions
- Increase inquiries to Metro’s Recycling Information Center
- Position the “Tools for Living” section of the new Metro website as the go to source of information related to travel options, toxics reduction, waste reduction and recycling
- Increase effectiveness of and better leverage partnerships
- Ultimately build trust and position Metro as a knowledgeable, creditable and approachable resource

Strategic and tactical recommendations

- Raise awareness of Metro’s suite of how-to advice and “tools for living” by establishing a more unified and consistent look and feel across program marketing materials and advertising.
- Use a consistent “Ask Metro” call to action, driving to the Recycling Information Center and/or website.
- Implement an ongoing direct marketing initiative to target residents in transition (e.g. new resident, new homeowner or renter, new parents, new pet owner).
- Evaluate existing partnerships and make recommendations for creating consistency and alignment.
- Conduct a series of “upstream insights” focus groups with suburban audiences.
- Develop “Tools for Living” and “Tools for businesses” sections of the new Metro website to provide accessible, actionable how-to information that supports adoption of sustainable behaviors.
- Develop a series of collaborative pilot campaigns to market Metro’s “tools for living” resources and services, tentatively fall 2013 and spring 2014.

Implementation of the strategic recommendations is in process. In addition, Communications has been working with the programs to develop and implement measureable program specific marketing strategies. At the work session, staff will provide an overview of current program specific initiatives, including:

- The *Recycle More. Recycle Less.* pilot program, aimed at increasing waste reduction and recycling behaviors.
- A Spanish-language waste reduction and recycling campaign.
- The Regional Travel Options program May Bike Month promotion aimed at supporting and increasing bicycling.
- Updated Natural Gardening outreach and education materials.
- An upcoming effort to increase sales of MetroPaint through Miller Paint.

QUESTIONS FOR COUNCIL CONSIDERATION

- Does the council have feedback about the collective marketing approach and ideas for aligning these efforts with Metro policy work?

PACKET MATERIALS

- Would legislation be required for Council action Yes No
- If yes, is draft legislation attached? Yes No
- What other materials are you presenting today? Public awareness survey report



SUSTAINABLE LIVING

AUDIENCE AWARENESS + PERCEPTION SURVEY

Research Results & Findings Presentation

October 2012

CONDUCTED BY ENVIROMEDIA SOCIAL MARKETING + DHM RESEARCH, INC.





RESEARCH OBJECTIVES

- Measure baseline awareness for Metro agency and various sustainable living programs
- Better understand public perception of sustainability leadership in the region
- Validate internal perceptions with the general population's point-of-view
- Better understand (define, quantify, prioritize) target audience segments
- Gain insights to inform the Sustainable Living brand framework and marketing plan(s)





METHODOLOGY

Telephone survey of 300 adults 18+

Representative samples from Multnomah,
Clackamas, Washington counties

Quotas set for age, gender and county

Approx. 10min survey

English-only

Margin of error = +/- 3.4% to +/- 5.7%





SUSTAINABLE LEADERSHIP



Q1: When you hear the word “sustainability” which local organizations, companies or government agencies in the region come to mind?

SUSTAINABILITY IS STILL AN EMERGING CONCEPT



53% don't have a response when it comes to sustainability

Highest = adults 55+ (65%), lower income (60%), Hispanic (63%), other minorities (77%)

Metro 8% (unaided)

Metro highest among adults 35-54 (11%), Mult Co. (12%), \$75K+ (15%), Democrats (12%)

Portland General Electric 6%

PGE highest among adults 18-34 (14%), new residents (13%) and Hispanic (18%)

Other responses included City of Portland, Waste Management, New Seasons, Intel and Nike



Q2: Which organization, company or government agency would you turn to for information about recycling, natural gardening or other aspects of green or sustainable living?



22% ASSOCIATE METRO WITH *RECYCLING, GARDENING & SUSTAINABLE LIVING*

Those most likely to think of Metro (unaided) include those who later say they are aware of Metro (30%), adults 35-54 (30%), white residents (25%) and Democrats (33%)

Those least likely to associate Metro with sustainability include adults 18-34 (7%), Washington Co. residents (11%) and Hispanic residents (0%)

Other popular responses include Online/Internet, Waste Management, City of Portland, recycling center and garbage company





**METRO AGENCY BRAND
AWARENES & PERCEPTION**



Q3: Have you ever heard of Metro?



72% (AIDED) BRAND AWARENESS

Those living in the area 11+ years are much more aware of Metro (78% vs. 46%)
Highest awareness for Metro among adults with income \$75K+ (87%) vs. <\$50K (63%)

Adults 18-34 (52%) are least likely to be aware of Metro versus all adults 35+ (84%)

Washington Co. (60%) has the lowest awareness, likely due to the higher concentration of younger and Hispanic residents

63% of Hispanics* surveyed had not heard of Metro

Little to no difference in awareness between gender or political affiliation

* Hispanic samples size = 30 residents

Q4: What would you say Metro does? (N=217)

MOST PEOPLE THINK OF METRO IN TERMS OF RECYCLING OR WASTE

64% say that Metro does recycling, garbage disposal or waste management

49% of adults 34-54 think of Metro in terms of recycling or the recycling center

18% of Washington Co., residents think of Metro in terms of public transportation

14% of Clackamas Co. residents think of Metro to dispose of hazardous waste

Men (19%) are more likely than women (7%) to think of Metro for regional planning

16% of adults 18-34 and 21% of new residents (0-10years in area) don't know



Q5: How trustworthy is the information you receive from Metro? (N=217)

OVER HALF THE POPULATION FINDS METRO *TRUSTWORTHY*

34% very trustworthy, 17% somewhat trustworthy
3% not very trustworthy, 3% not at all trustworthy

37% say they don't receive information from METRO

Highest trust (very/somewhat) was found among...

Adults 55+ (58%) vs. adults 18-34 (38%)

Mult Co. (62%) vs. Wash Co. (41%) or Clack Co. (40%)

New residents (64%) vs. 11+yrs (49%)

Democrat (63%) vs. Rep (38%) or Ind (43%)

Those who say they don't receive info from Metro include adults 18-34 (59%), Clack Co. (48%), Wash Co. (49%), Hispanics (100%), other minorities (59%)



METRO SUSTAINABLE LIVING AWARENESS & PERCEPTION

Q6: How often would you say you recycle at home?

NEARLY EVERYONE SAYS THEY RECYCLE *OFTEN* OR *ALWAYS*

78% always recycle

17% often recycle

4% sometimes recycle

2% rarely recycle

0% never recycle

98% adults 35-54 vs. 93% adults 55+ vs. 89% adults 18-34

100% of those with income of \$75K+ vs. 93% <\$50K

No political differences: 95% Democrat, 95% Republican, 95% Independent

Least likely to recycle (“rarely recycle”) are Hispanics (9%) and other minorities (10%)



Q7: Which statement best describes the main reason you recycle? I recycle because...

OVER 1/3 RECYCLE FOR FUTURE GENERATIONS



35% say because it keeps the planet clean for future generations

28% say because it keeps items out of the landfill, so fewer acres are needed for garbage

14% say because it's easy and I have a bin for recycling

8% say because it saves me money so I am able to have a smaller garbage can or more infrequent service

6% say all of the above

Adults 55+ (36%) are most likely to want to keep garbage out of landfills

Adults 18-34 (39%) are most likely to want to recycle for future generations

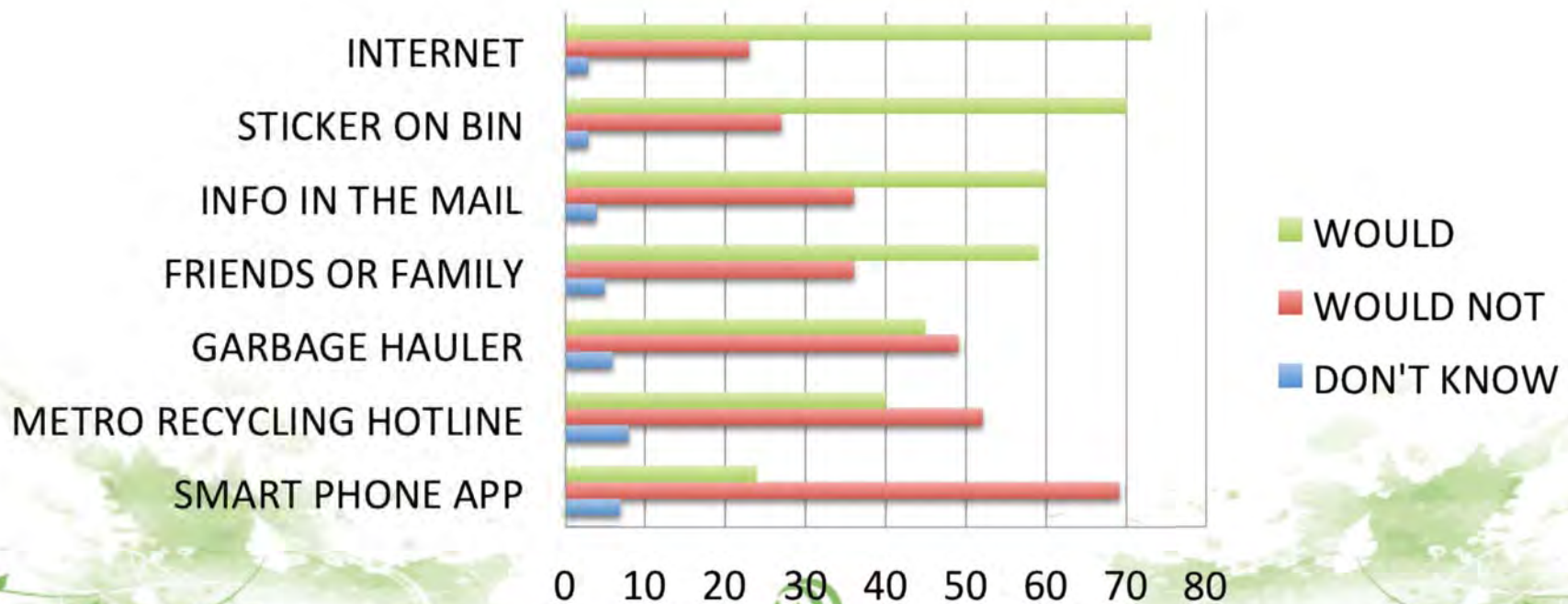
Hispanic residents are the most likely to recycle to save money (19%) or the most likely not to have a reason why -- don't know (27%)



Q8-15: Which of the following are you most likely to get information about recycling, including how, what or where to recycle?



MOST PEOPLE GO ONLINE TO FIND RECYCLING INFO



Q8-15: Which of the following are you most likely to get information about recycling, including how, what or where to recycle?



BESIDES THE INTERNET, RECYCLING BIN IS MOST COMMON SOURCE OF INFO

Internet 73%: Adults 18-34 (88%) are most likely to go online for info vs. adults 55+ (51%)

Sticker on bin 70%: Adults 18-34, new residents, women and Hispanic residents are most likely to get information from their recycle bin

Info in mail from local gov't 60%: Most common in Mult. Co (68%) vs. Clack Co. (45%)

Metro recycling hotline 40%: Lowest among adults 18-34 (30%), Hispanic residents (27%) and other minorities (36%) saying they would call Metro's recycling hotline for info

Smart phone app 24%: Least popular option overall, highest among adults 18-34 (38%)

Q16: Have you ever heard of MetroPaint?

Q17: Have you ever purchased MetroPaint? (N=117)

39% AWARENESS OF METROPAINT WHILE 18% HAVE PURCHASED IT



MetroPaint awareness highest among adults 55+ (52%) vs. 34-54 (45%) or 18-34 (18%)
Also higher awareness of residents 11+ years in the region (42%) vs. new residents (25%)

MetroPaint awareness lowest awareness in Wash Co. (25%), with Republicans (27%) and with Hispanics (0%)

5% of those who claim to be unaware of Metro have heard of MetroPaint vs. 52% of those aware of Metro have heard of MetroPaint

Highest MetroPaint purchases in Clack Co. (33%) vs. Wash (14%) vs. Mult (14%)

Adults 18-34 have lowest awareness yet are most likely age group to purchase (29%) vs. 34-54 (20%) vs. 55+ (11%)

Q18: How would you dispose of chemical products from your home, such as solvents, cleaning supplies, old paint or pesticides?



**20% SAY THEY WOULD
TAKE IT TO A RECYCLE CENTER**

17% of adults say they would take it specifically to Metro

Highest among adults 35-54 (27%), income \$75K+ (32%), and Democrats (25%)

Lowest among adults in Washington Co. (8%), 18-34 (9%) and 55+ (12%)

19% of adults 18-34, 36% of Hispanics and 20% of other minorities say they don't know how they would dispose of with chemical products

8% say they would dispose of it in the garbage, 14% of adults 18-34, 18% of Hispanics



Q19: Do you have a yard or garden?

79% OF AREA RESIDENTS HAVE A LAWN OR GARDEN



94% of residents with incomes \$75K+ have lawns or gardens

Adults 35-54 are most likely (85%) to have a lawn or garden vs. 18-34 (79%) or 55+ (70%)

Clackamas has the highest likelihood of having a lawn or garden (85%) vs. Multnomah Co. (81%) or Washington Co. (73%)

Hispanic residents are least likely to have a lawn or garden (65%)

A decorative graphic at the bottom of the slide featuring green leaves and a central circular logo with a stylized 'e' or similar symbol.

Q20-23: When caring for your garden, do you use any of the following?

ABOUT 1/3 OF AREA RESIDENTS USE CHEMICAL PRODUCTS ON THEIR LAWN OR GARDEN



36% of residents use Round Up

Adults 55+ are most likely (48%), as well as Hispanics (42%) and Republicans (49%)

39% use Weed and Feed

Adults 55+ are most likely (52%), as well as those with incomes \$50-75K (54%)

32% use chemical insect killer, pesticide or weed killer

36% use organic or less toxic products

Those most likely are adults with incomes \$75K+ (46%), women (41%) and Dems (40%)

Chemical product use 15-20% more likely in Washington and Clackamas counties

*Q24: How important is it to you that your yard or garden is chemical or pesticide free?
(N=237)*

78% OF RESIDENTS THINK HAVING A CHEMICALLY-FREE LAWN OR GARDEN IS AT LEAST SOMEWHAT IMPORTANT



Most important to women (87%) versus men (69%)

Also more important to Democrats (85%) vs. Reps (68%)

Adults 55+ are the least likely to think it's "very important"

29% in Clackamas Co., say not very or not at all important



Q25: Are you aware that Metro manages 14 historic cemeteries?

*Q26: Are you aware that Metro offers options for burial at these cemeteries? (N=36)**



12% SURVEYED AWARE OF METRO'S CONNECTION TO THE PIONEER CEMETERIES

Those most aware are adults 55+ (23%) and Multnomah Co. residents (14%)

Least aware are adults 18-34 (4%), Washington Co. residents (8%) and minorities

Those least aware of burial options are adults 35-54 (28%) and 55+ (19%) vs. 18-34 (51%)

100% of new residents claim to be aware of burial options vs. residents of 11+ years (17%)

Men (37%) are more aware than women (12%) of burial options

** low number of respondents*



METRO WEBSITE



Q27: Have you ever visited Metro's website www.oregonmetro.gov?

Q28: Do you recall why you visited the website? (N=73)*

25% OF RESPONDENTS RECALL HAVING VISITED METRO'S WEBSITE



35% of adults 35-54 have visited the Metro's website vs. 55+ (18%) vs. 18-34 (16%)

Residents in Multnomah Co. are more likely than the other two counties to have visited

Highest percentage of visitors are those with incomes of \$75K (39%) and Democrats (34%)

0% of Hispanic residents polled had visited Metro's website

58% say they visited the website for information related to waste or recycling

* low number of respondents



KEY FINDINGS

1. Metro was the top organization that came to mind when asked about sustainability (8% of the population)
2. Metro has 72% brand awareness (aided)
3. 64% of residents associate Metro with recycling, garbage disposal or waste management
4. Over half of the area's population find information coming from Metro to be trustworthy
5. Metro's Recycling Hotline is most relevant to residents 35+ , while the vast majority of younger residents 18-34 (88%) prefer to go online





KEY FINDINGS

6. 39% of residents are aware of MetroPaint, while nearly 1 in 5 of those aware have purchased it
7. Roughly 1/3 of area residents say they use chemical products on their lawn or garden, while 78% think being chemically-free is at least somewhat important
8. 12% of residents say they're aware of Metro's connection to the Pioneer Cemeteries
9. 25% of respondents have visited metro's website and among those who have visit, 58% say they came to the website for information related to waste or recycling



Materials following this page were distributed at the meeting.

Kelsey Newell

Subject: FW: Notes from Council RTP Amendment Discussion for JPACT

From: Tom Kloster <tom.kloster@oregonmetro.gov>

Date: Wednesday, April 3, 2013 11:34 AM

To: Carlotta Collette <Carlotta.Collette@oregonmetro.gov>, Shirley Craddick <Shirley.Craddick@oregonmetro.gov>, Kathryn Harrington <Kathryn.Harrington@oregonmetro.gov>

Cc: Robin McArthur <Robin.McArthur@oregonmetro.gov>, John Mermin <John.Mermin@oregonmetro.gov>, Roger Alfred <Roger.Alfred@oregonmetro.gov>

Subject: Notes from Council RTP Amendment Discussion for JPACT

Good morning JPACT Councilors:

John Mermin will be giving a short version of his Council briefing on the proposed RTP amendments to JPACT this week, so I wanted to provide you with a summary of what I heard at the Council work session yesterday, since this could be valuable feedback for JPACT, as well. These are highlights based on my notes — let me know if you'd like more detail, or if I've missed something!

Hillsboro Road Projects

Two of the road widening projects submitted by the City of Hillsboro generated Council discussion, as they are proposals to go beyond the RTP arterial street "typical" design of four travel lanes + center turn lane (to six travel lanes + center turn lane). The Council's concerns focused on:

- whether the local planning process had adequately considered street connectivity and other multi-modal options to the proposed widening
- whether design considerations such as buffered bike lanes could be stipulated as part of amending these projects to the RTP

The City of Hillsboro will be addressing the first concern in their findings, and that information will be provided for JPACT, MPAC and the Council with the resolution for the proposed change. I've since discussed the second concern with the RTP staff, and we expect the upcoming Regional Active Transportation Plan (along with the already completed Safety Action Plan) to provide a strong framework in raising the bar for safe bike and pedestrian travel on major traffic streets, and therefore could support adding the level of detail to the RTP project list that the Council was discussing (e.g., "Widen to seven lanes with buffered bike lanes").

ODOT Auxiliary Lanes

The auxiliary lane project proposed by ODOT for a segment of I-5 in the Tualatin area raised several concerns from the Council. The project is the second of four-phase series of auxiliary lane segments proposed for I-5 in the ODOT *Corridors Bottleneck Operations Study* (CBOS) inventory, with the first phase already constructed. The remaining two phases are not proposed for amending to the RTP at this time. The Council concerns focused on:

- whether the proposed amendment represents unintended creep toward a major policy decision of widening I-5 from OR 217 to I-205
- whether the CBOS process used by ODOT adequately involved the public or local partners
- whether the CBOS process followed RTP criteria for adding road capacity to regional facilities (e.g., were street connectivity or other solutions considered?)
- whether the proposed RTP action precludes addressing the larger concern of I-5 widening through the RTP update process

Portland Bicycle Lanes

The Council generally supported the need for proposed bicycle lane improvements on North Williams, a major bicycle commute corridor, but expressed concern over the process used by the City of Portland to adequately address community concerns over project impacts.

We had representatives from both Hillsboro and ODOT in the work session audience, so we do expect them to address these concerns as they complete work on their respective findings. John Mermin will be sharing the Council's comments on the North Williams bicycle project with City of Portland staff, as well.

--

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MAKING A
GREAT
PLACE



Coordinated marketing strategy

Communications update

Metro Council Work Session

April 16, 2013



Today's presentation

- Background – problem we set out to solve
- Research
- Strategic approach
- Current and upcoming initiatives

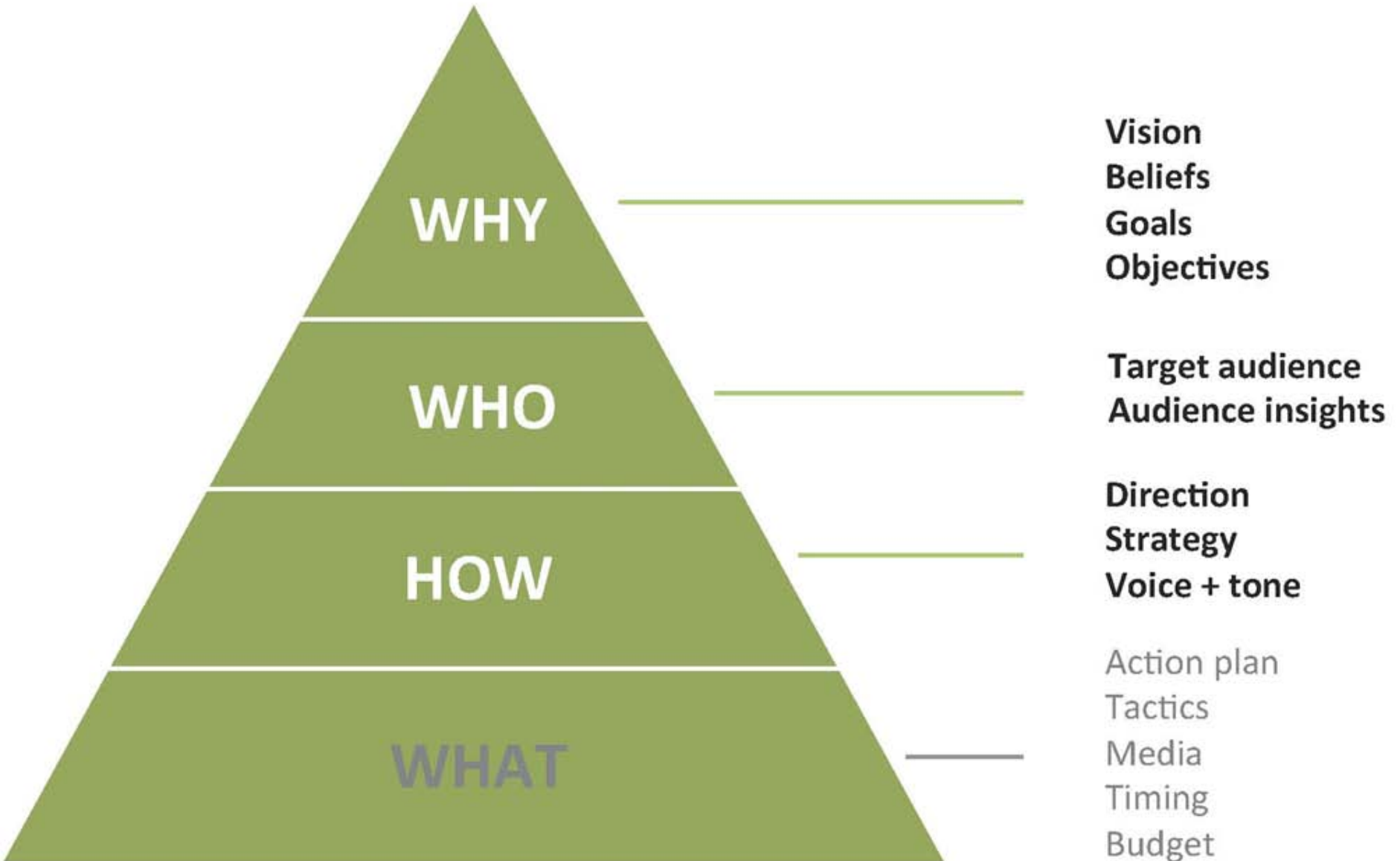


Why a coordinated approach?

- Maximize resources
- Measure results with a common framework
- Increase effectiveness of sustainability messages and outreach efforts
- Connect program audiences to Metro's policy work
- Build public trust



STRATEGIC FRAMEWORK





Research

Purpose and design

- Measure baseline awareness for Metro and specific programs
- Better understand perceptions of sustainability leadership
- Better define, understand and prioritize audience segments
- Telephone survey, 300 adults 18+ in Portland Metro area, quotas set for age, gender and county
- Margin of error = +/- 3.4% to +/- 5.7%



Key findings

- Awareness of Metro is strong, but new and younger residents are less familiar with Metro
- Over half of the area's population find information from Metro to be trustworthy
- Metro came to mind more than any other organization when asked about sustainability
- Don't lead with sustainability, it's still an emerging concept



Key findings

- Past efforts successful, residents associate Metro with recycling, garbage disposal or waste management
- Majority of younger residents 18-34 (88%) prefer online information
- Metro's Recycling Hotline is most relevant to residents 35+



Key findings

- Key programs have room for growth in awareness and participation
- 36% use organic or less toxic products on their lawn or garden
- 39% of residents are aware of MetroPaint, nearly 1 in 5 of those aware have purchased it
- 19% of adults 18-34 say they don't know how they would dispose of chemical products





Strategic approach

Multiple programs with shared goals

- Improve regional air and water quality, and reduce CO2 emissions
- Make home and work, safer, healthier environments
- Shift behaviors around consumption, waste and travel
- Increase awareness of and engagement in Metro programs and policy discussions
- Reinforce Metro's mission, 2040 vision, goals and regional values



Umbrella strategy

We will help people THINK AHEAD,
before they . . .

plan a trip

go to the grocery store

purchase something new

discard something old

start work on their yard or garden

make home improvements



Business objectives

- Increase awareness of Metro programs and services
- Increase audience engagement
- Increase inquiries to Metro's Recycling Information Center
- Position the Metro website as the go to source for “how-to” information about travel options, toxics reduction, waste reduction and recycling



Business objectives

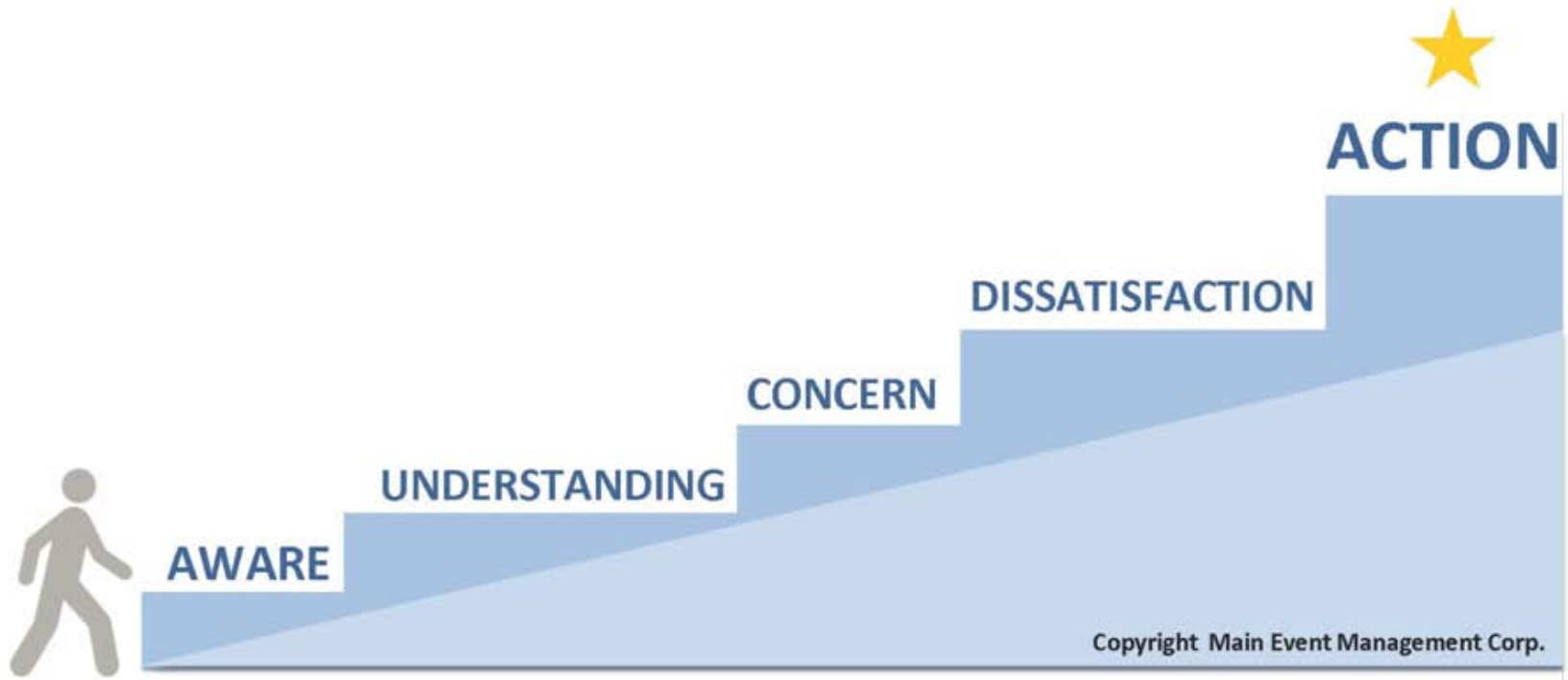
- Increase effectiveness of and better leverage partnerships
- Ultimately build trust and position Metro as a knowledgeable, creditable and approachable resource



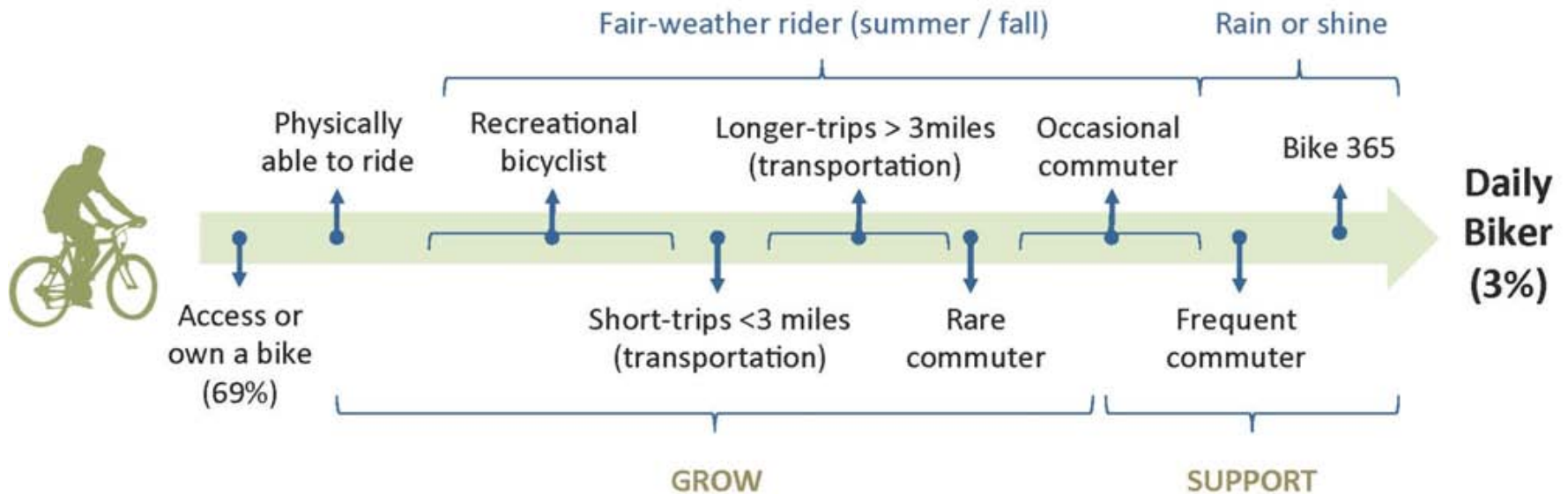


Audiences

Change is a process



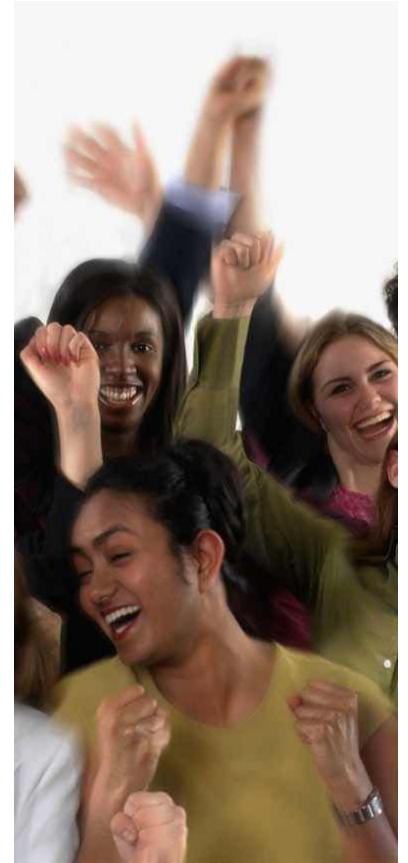
Cyclist behavior continuum



Prepared by EnviroMedia Social Marketing

Common audiences

- Greenbelt urbanites
- Suburban families
- Transitional audiences
- Under-served populations
- Jurisdictions and nonprofit partners
- Businesses and employers





Next steps

Next steps

- Raise awareness of Metro's suite of how-to advice and "tools for living"
- Establish a unified look and feel across program marketing materials
- Use "Ask Metro" as a consistent call to action
- Evaluate partnerships and make recommendations for consistency and alignment

Learn where to go. Get tips to reduce and reuse. Metro helps with every question about how and what to recycle.



503-234-3000
oregon**metro.gov**

Next steps

- Conduct “upstream insights” research
- Provide accessible “how-to” information on Metro’s new website
- Develop collaborative pilot campaigns to market Metro’s resources and services
- Implement an ongoing direct marketing initiative to target residents in transition



Recycle More. Recycle Less.

- Encourages recycling and waste reduction behaviors related to plastic bags, batteries and laptops
- Pilot campaign in SE Portland and Gresham
- “Ask Metro” call to action
- Advertising/outreach mix: billboards, door hangers, online and mobile ads and partnerships with local businesses



Recycle More. Recycle Less.



Recycle less.
Soup it up and keep for yourself.



Recycle more.
Donate or find a recycler.



Recycle more.
Recycle at the store.



Recycle less.
Use canvas instead.

Ask Metro. → **503-234-3000** oregonmetro.gov

25% off
computer repair
or upgrade services

Redeem at Eastwind Computers in Gresham (2550 SE Burnside Rd., 503-466-3358). Not valid with other offers. Some exclusions may apply. Expires 06-30-13.



Learn where to go. Get tips to reduce and reuse. Metro helps with every question about how and what to recycle.

Ask Metro. → **503-234-3000**
oregonmetro.gov

20% off
rechargeable battery
or charger purchase

Redeem at Batteries Plus Bulbs in Gresham (2438 SE Burnside Rd., 503-328-0009). Not valid with other offers. Some exclusions may apply. Fees for recycling may apply. Expires 04-30-13.



Batteries + Bulbs.

Door hangers

Billboard

Coupon

Spanish-language outreach

- Winter outreach focus was recycling and waste reduction behaviors
- Spring outreach will encourage use of non-toxic cleaners and proper disposal of household hazardous waste
- Advertising/outreach mix: billboards, bus benches, radio and community events



**Mantén la tradición...
de arreglar antes de tirar.**

Haz tu parte.
Reduce | Reusa | Recicla | *Repara*

 Metro 503-234-3000

The advertisement features a photograph of a smiling man and a young boy in blue shirts working on a bicycle. The man is pointing towards the camera while the boy holds the handlebars. The background is a soft-focus outdoor setting.

National Bike Month

- Developed to support Regional Travel Options partners promotions and activities
- Encourages cycling, focus is support audience
- Provides tool for wet weather cycling
- Advertising/outreach mix: OPB radio reads, online ads, events and social media



Natural Gardening

- Updated outreach materials to support partnership with OSU Master Gardeners
- Encourages non-toxic lawn and garden care
- Materials will be used at community events and on the web



**\$5 off
the good
stuff**

Get a coupon
good for
native plants,
compost and
hand-weeding
tools

More biology,
less chemistry.

Get **non-toxic** gardening tips.

Dig up how-to videos, pesticide disposal info, coupons and more.

MetroPaint

- Focus is Miller Paint partnership
- Goal is to increase sales through Miller Paint
- Tactics include training for Miller employees, enhanced in-store presence, new swatch cards and updated materials



Conclusion

- Strategic approach meets program business objectives while advancing agency goals
- Measurement is key, we'll continue to refine our plan as track engagement and other outcomes



Questions?

