



**PORT of
SAN DIEGO**
Environment

#THATSMYBAY

Pollution Prevention Campaign

2019 AAPA COMMUNICATIONS AWARDS PROGRAM

Classification: 13. Videos

Port Category: 3

Submitted May 2019

Table of Contents

Executive Summary

- I. Challenges & Opportunities**
- II. Supporting Our Mission & Business Operations**
- III. Planning & Programming Components**
- IV. Action Plan & Outputs**
- V. Outcomes & Evaluation**
- VI. Appendix: Creative Examples & Additional Results**

Executive Summary

The Port of San Diego is a leader in protecting our air, water, and land and ensuring the San Diego Bay ecosystem remains a vital resource for generations to come. Keeping waste out of our bay is a critical step in ensuring the wildlife, plant life and people of San Diego Bay can continue to enjoy our region's most precious natural resource. Our goal is to make sure everyone who depends on, enjoys and loves the bay becomes just as much a champion of this special place as we are.

In order to achieve that end, we are releasing a series of videos with “tips” on how to keep the bay clean, each featuring a very specific behavior change based on local research and best practice information to help people keep waste out of San Diego Bay. Each tip is featured in a short social media video of approximately :30, and/or supported with an animated gif and other graphics focused on the idea that people love, cherish and want to protect the bay.

These short, easy to understand videos were created with the knowledge that we needed them to be as memorable as the bay itself. Our in-house Marketing & Communications team worked hand in hand with the Environmental Protection team to develop a funny set of lovable characters that love San Diego Bay so much, they can't stop telling the world how to take care of it with #ThatsMyBay.



What are/were the entry's specific communications challenges or opportunities?

The issues and stakeholders participating in the conversation about environmental health and protection in an area like San Diego Bay are as diverse and complex as the waterfront itself. The original drivers of the campaign were in response to calls for “better compliance” in relation to the health of the San Diego Bay, “water quality initiatives,” and how best to create awareness about stormwater run-off. The source messaging for the campaign was long, technical, and difficult to understand for an outside audience. The team discussed the need to move away from compliance and toward purpose, away from simply improving water quality and toward building pride, away from awareness of stormwater management and instead to simply remind people how much they love the water. Then begin to make the connection between their actions and the feelings of ownership we are creating for the bay.

Additionally, the overarching campaign was set to cover complex topics ranging from marine debris to understanding water sheds to hazardous waste and overgrowth of bacteria. Each of these topics have hundreds of associated statistics that could create an information overload in any viewer and posed an interesting challenge shared between the Marketing and Environmental teams. To condense a mountain of confusing information and jargon that is not immediately relevant to stakeholders took an incredible amount of research, organization and creativity to shrink the information into relevant “bitesize” pieces. Each deliverable in the campaign has a single topic with only one behavior change intended. The team focused on making the process of understanding these tips fun, easy, and simple, in order to maximize results.

The team found an opportunity to challenge the public service announcement (PSA) paradigm for education on environmental topics. The majority of PSAs are told through a lens of compliance, creating feelings of guilt, shame, sadness or anger in the audience – all negative emotions that we do not want associated with our message. The team wanted to ensure the audience would not inadvertently feel targeted and put up a wall against the issue and not be receptive to the intended message despite good intentions. By using humor and fictional characters that could be perceived as friends rather than authoritative figures, viewers could enjoy the environmentally conscious content and associate the positive vibes of the characters with the messages they are sending. The Port of San Diego wanted to circumvent the negative PSA cycle that had become too common and create a new type of environmental marketing campaign that would disarm viewers with wit and charm.

Another challenge was to resist the temptation to meld this campaign with our typical environmental messaging. We did not want to lose the campaign's wit and style by turning it into a regular “talking heads” campaign. Early discussions about turning it into an overarching environmental campaign, award campaign and adapting it to other uses, made it clear that we needed to protect the integrity of the campaign's humorous approach. The team set out to differentiate the campaign from other environmental messaging prior to implementation with a clearly defined chart:

#ThatsMyBay/Pollution Prevention Videos	Overarching Environmental Champions Messaging
Behavior Change	Reputation Management
Actionable	Advocacy
Tips	Stats
What can you do	What we do
Characters	Spokespeople
Pride in bay	Awards for People/Companies
Promotional/Marketing Style	Publicity/Community Outreach Style
Produced Shorts	Interview Style Videos

II. Supporting Our Mission & Business Operations

How does the communication used in this entry complement the organization's overall mission?

The Port's Vision, Mission and Brand Promise along with the original state charter are all central to the planning process of each of our marketing and communications efforts.

Vision Statement: We are an innovative, global seaport courageously supporting commerce, community, and the environment.

Mission Statement: The Port of San Diego will protect the Tidelands Trust resources by providing economic vitality and community benefit through a balanced approach to maritime industry, tourism, water and land recreation, environmental stewardship and public safety.

Brand Promise: Enrich the relationship people and businesses have with the dynamic waterfront of San Diego Bay, providing prosperity and a more remarkable way of life.

These guiding statements help us determine the starting point for our environmental campaigns, ensuring the health and safety of not only the bay, but also the waterfront dependent economy and industries, and the enjoyment of the people who visit the area.

The health of San Diego Bay impacts the economic and tourism industry's success in the region directly. A polluted and littered waterfront has negative effects on those who come to work, visit, or enjoy the resources of San Diego Bay. Business operations that could incur negative effects from pollution in the bay include restaurants, hotels, shops, tourism, real estate, and more. Additionally, as a natural resource, wildlife habitat is an integral part of the ecosystem. San Diego Bay is a precious asset to the region and the Port of San Diego is entrusted to champion the environmental care of the bay now and for future generations. The #ThatsMyBay campaign works to integrate that message into the fabric of the community.

III. Planning & Programming Components

What were the communications planning and programming components used for this entry?

The Marketing & Communications team started by collaborating with the Water Quality team to understand the Best Management Practices they were trying to implement and why. The discovery phase included everything from learning about marine debris, to the Great Pacific Garbage Patch, to understanding water sheds! They then focused the material into easily understandable chunks of information and actionable tips for audiences to change behaviors.

Target Audience: The campaign targets park users, picnickers, highly outdoor lifestyle leaders, bicyclists, joggers, water sports enthusiasts, or other outdoors exercisers, birdwatchers, pet owners, yoga in the park guests, park moms, fishermen, people who work in restaurants, hotels or other locations nearby the waterfront that may take breaks in the parks or on piers and other San Diego Bay visitors...

In other words – general people, who love the waterfront, but may not necessarily think of it as an environmental resource. For this reason, the team decided on a whimsical campaign that both educates and engages people to feel ownership in a fun and humorous way, rather than anything that makes people feel sad or guilty.

The #ThatsMyBay campaign concept was conceived and executed entirely in-house with video production, photography, design, and media placement all managed in partnership with the Port of San Diego's Marketing & Communications and Environmental Protection teams with excellent results. A vendor was used for one animated video, however, the concept and storyboard were first created in-house.

Campaign Objectives

The team began by defining the operational goals they needed to achieve and then the marketing campaign goals that would support that effort.

Operational Objectives:

- Improve quality of water and land health through the diversion of waste and other measures over a ten-year period
- Engage the staff and public in participating and creating ownership in the waste diversion process
- Utilize best management practice compliance and implement the Port's water quality improvement plan

Campaign Outreach Objectives:

- Encourage users of the waterfront to protect it as an environmental resource by keeping trash out of the bay
- Build pride in and ownership of the bay so environmental messages are more likely to resonate

An outline of the campaign was created in the form of a master messaging document, breaking down large, complex topics into single videos and behavior changes. The creation of this document was imperative to the campaign to keep track of the large amount of both key messages and supporting messages throughout the campaign. Keeping statistics, ideas, and deliverables in the same spreadsheet allowed for organization and sharing of #ThatsMyBay components as well as creating room to scale the campaign as necessary.

Take care of your trash, so it won't end up in San Diego Bay (Trash)				
Video Title/CTA:	Stache your trash	Mime your butts	Keep a Monkey Grip on Your Trash	Marine Debris
Key Message:	Make sure all your trash ends up in the trash so it won't end up in the bay.	Cigarette butts thrown on the ground actually end up in the bay - be sure to put yours in provided receptacles.	When traveling with trash, be sure it doesn't escape from your car or truck so there is no risk of it blowing into the bay.	Leaving just one small piece of trash may seem like no big deal - but those little bits add up, and they don't just stay put or go away on their own.
Video Style:	Playful Narrative	Playful Narrative	Fun How To	Playful Narrative
Character:	Trash Trooper Troy	Mike the Mime	Hang-on Hank	Pollution Pirate Pete
Video Synopsis:	Trash Trooper Troy introduces #ThatsMyBay by telling the world how much he loves the bay and reminding everyone that improperly disposed trash "hurts the fishes" and is everyone's responsibility.	Mike the Mime models proper disposal of cigarette butts in the parks by reminding new friends that butts thrown on the ground end up in the bay.	Hang-on Hank the stuffed monkey helps show us trash should be held in car receptacles or covered in truck beds so it doesn't risk falling out or flying away while you are traveling, and ending up in the bay.	Pollution Pirate Pete loves collecting antique treasures - he demonstrates how long it takes for small pieces of debris to breakdown by sharing his treasure chest of plastic that's been polluting the bay for hundreds of years.
Video Website Intro/Caption:	We've enlisted Trash Trooper Troy for some help in this effort. He reminds us all what to do with trash when we visit the bay (put it in the trash!) because he loves the fishes!	Mike the Mime isn't all talk - he walks the walk when it comes to putting cigarette butts in their place. There's no butts about it - cigarette butts destroy the health of our bay's marine life, and Mike the Mime can't be silent about it any longer.	Hang On Hank isn't going out on a limb when he points out a major source of trash in the bay comes from parking lots and busy streets. He gives tips on securing potential debris from your car, truck bed or boat because he's absolutely bananas about the bay!	
Supporting Messages:	<ul style="list-style-type: none"> Every piece of trash that isn't disposed of properly runs the risk of ending up in San Diego Bay. Often times, food wrappers, plastic bags and other trash blow into the bay because they are not held down or thrown away. Whether it's paper or plastic, aluminum or tin, Styrofoam or cotton - the bits of trash that are left behind damage the waterfront and sea life. We can all take pride in San Diego Bay by taking proper steps to keep trash out. 	<ul style="list-style-type: none"> Cigarette butts are the most prevalent form of litter on Earth. The Port of San Diego has installed 31 cigarette butt receptacles around San Diego Bay to make it easy to dispose of them properly. The cigarette butts will be recycled by TerraCycle, into plastic pellets, to ensure they stay out of our oceans. 	<ul style="list-style-type: none"> Streets and parking lots tend to accumulate loose trash. Keeping trash off of them will help keep it out of the bay. Trash may escape from car doors when getting in and out of vehicles. Keep an eye on it. Be sure to use a car trash bag to prevent accidental fallout and dispose of it properly. Items may easily blow out of a truck bed or boat. Keep it secure or dispose of before driving. Tie down all items in truck beds, or cover them with a tarp. When on a boat, keep all small items in compartments or tied down. 	<ul style="list-style-type: none"> Small pieces of trash are often left behind after a day at the park or a special event - candy wrappers, lids to water bottles, things people think no one will notice. But they add up - and the only place they go is San Diego Bay - where they can do harm to sea turtles, sea horses and other wildlife. With exposure to UV rays and the ocean environment, plastic breaks down into smaller and smaller pieces - but it doesn't dissolve. The majority of the plastic pieces found in the ocean are less than 1 cm. in size, with the mass of 1/10 of a paper clip, creating a sea of plastic soup.
Back-up Facts:	Most Commonly Found Debris in San Diego Bay: <ul style="list-style-type: none"> Styrofoam packing pieces and pellets Food and other wrappers Plastic Pieces, Hard and Soft Cigarette Butts Bottle Caps Single Use Bags Fishing Line and Nets 	<ul style="list-style-type: none"> Over 4.5 trillion cigarettes are littered worldwide each year. 230,000 cigarette butts were collected from California beaches during a single Coastal Cleanup Day in 2000. The toxins from just 1 cigarette butt are enough to contaminate an entire liter of water, and cause harm to a fish. 2,412,151 cigarette butts collected world wide during the 2017 International Coastal Cleanup. 198,814 cigarette butts collected in California during the 2017 International Coastal Cleanup. 	Parking lot tips for businesses Sweep regularly to keep areas clear of debris and dispose of it properly. Capture all wash water. Discharging any water into the bay is prohibited. Keep plenty of trash cans on hand, a good rule of thumb is every 10 feet. Empty trash cans as soon as they are full, to keep them from overflowing. California spends more than \$5.3 million on removing 22,200 cubic yards of litter in San Diego and Imperial Counties.	How long does it take for specific types of trash to breakdown? <ul style="list-style-type: none"> Plastic Bags: 20 years Plastic Bottles: 400 years Fishing Line: 600 years Foam buoys: 50-80 years Glass Bottles: Undetermined Cigarette Butts: 1-5 years Aluminum Cans: 200 years Disposable Diapers: 450 years Styrofoam Cups: 50 years Apple Cores: 2 months
Resources:	Link to 2016 San Diego Bay Debris Study	Link to Learn about Marine Life & Cigarette Pollution https://oceanconservancy.org/trash-free-seas/international-coastal-cleanup/annual-data-release/	http://www.dot.ca.gov/d11/projects/litter.pdf	Link to What is Marine Debris? Link to Ten Things to Know About Marine Debris https://www.des.nh.gov/organization/divisions/water/wmb/coastal/trash/documents/marine_debris.pdf
YouTube Description:	San Diego Bay doesn't just belong to all of us - it belongs to each of us. Trash Trooper Troy's message is loud and clear: 'Stache your trash! Don't pass it up, pick it up. Together we can protect marine life, coastal animals, and each other from the perils of a polluted port. It only takes a couple seconds to properly discard waste. We can do this San Diego! It's called a garbage can ... not a garbage can't. #ThatsMyBay	Believe it or not, cigarette butts are the single largest contributor to coastal pollution and Mike the Mime isn't being silent about it any longer! His face says it all - Mime your butts! The chemical contents from one wet cigarette butt can contaminate a liter of water - endangering aquatic and coastal animals, diminishing the beauty of your bay. We've made it easy to discard your butts with 31 new cigarette recycling receptacles. No butts about it - butts aren't pretty. #ThatsMyBay	When it comes to securing trash in your vehicle or on your boat ... DON'T BLOW IT ... into the water, that is. Streets and parking lots are the biggest sources of trash pollution in the San Diego Bay. Hang-On Hank reminds us that if trash makes it into the water or even onto the shore, it sure ain't monkey business, it's serious business. Securing your garbage in your vehicle, covering truck beds, and using trash bags helps keep the bay a pristine waterfront - and it protects the marine life that calls San Diego Bay home. Go bananas about your bay! #ThatsMyBay	

IV. Action Plan & Outputs

What actions were taken and what communication outputs were employed in this entry?

Once the messaging had been solidified and the campaign concept had been selected, the team focused on the creative. Carefully crafted scriptwriting, casting, social media posts and event promotional items were all part of the campaign development process for bringing a fun personality to each character.

Positioning Piece:

No one wants to be seen with a trashy bay...

We know you love your bay, you own it, you want to take care of it, it's your number one priority; you're ready to change your relationship status to make it official. Okay, maybe that's a bit much, but we all love San Diego Bay and want to be sure it stays the pristine natural resource it is for generations to come. When you visit, we want you to say to yourself, #ThatsMyBay! And sometimes, it just takes a simple reminder not to take your bay for granted. So, the Port of San Diego is here with helpful tips and suggestions on how we can all do our part to keep our bay looking classy, not trashy!

We can do this, San Diego. Think: "Trash can!", not "Trash can't!" If we each do our part, at each and every visit, you can look wistfully into those deep blue waves you love, embrace the hot sand under your toes, feel the gentle kiss of the breeze ... smile and quietly say to yourself, #ThatsMyBay.

Creative Production:

The first video launched in the summer of 2018 with a rolling production and marketing schedule planned for the ongoing series over the next few years. At this point, the first six videos are produced and in market for viewing, each linked below.

'STACHE YOUR TRASH starring Trash Trooper Troy | Launched July 2018

We've enlisted Trash Trooper Troy for some help in this effort. He reminds us all what to do with trash when we visit the bay (put it in the trash!) because he loves the fishies!



MIME YOUR BUTTS starring Mike the Mime | Launched November 2018

Mike the Mime isn't all talk - he walks the walk when it comes to putting cigarette butts in their place. There are no butts about it - cigarette butts destroy the health of our bay's marine life, and Mike the Mime can't be silent about it any longer.



KEEP A MONKEY GRIP ON YOUR TRASH
starring Hang-on Hank |

Launched September 2018

Hang-on Hank isn't going out on a limb when he points out a major source of trash in the bay comes from parking lots and busy streets. He gives tips on securing potential debris from your car, truck bed or boat because he's absolutely bananas about the bay!

KEEP A LID ON IT! starring
Trash Trooper Trish | Launched January 2019

We've enlisted Trash Trooper Trish for some help in this effort. She reminds us all what to do with trash when we visit the bay (put it in the trash!) because she loves the fishies!



BAY BROTOCOL: DON'T OVERWATER starring
the Brocean Bros |

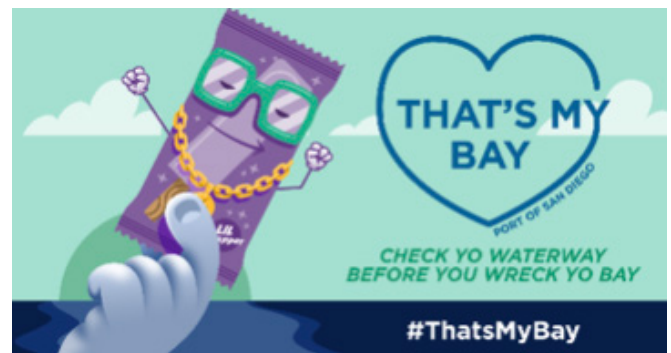
Launched February 2019

Two bay loving bros are shocked to see a neighbor overwatering his lawn, allowing chemicals to seep into storm drains. They are happy to turn their unsuspecting overwatering neighbor into a brocean bro that knows how to take care of his bay.

CHECK YO WATERWAY, BEFORE YOU
WRECK YO BAY starring Lil Wrapper |

Launched March 2019

Once a shiny and appealing wrap star, this improperly disposed of piece of trash shows the dismal path that awaits on the journey from upstream snack through the watershed to the bay.



Marketing & Media Plan

Just as important as crafting the concept was delivering the videos and variety of supporting elements to the right audience on the right platforms. The campaign does not support a revenue-generating line of business, so it does not have a standard advertising budget based on a percentage of revenue. The team carved out a small budget from general awareness for environmental programming and pieced together a very focused, strategic marketing and media plan that would reach the target audience in a much less overtly commercial way, giving the campaign the underground, quirky, social vibe it needed.

Website - The Port's website houses a dedicated page for #ThatsMyBay. This is the primary launch point for all campaign efforts: <https://www.portofsandiego.org/thatsmybay>. During the active promotional period for each video, it is featured on the front on the landing page along with additional messaging to support the behavior change the video encourages. The other videos are all listed below the featured video to encourage additional exploration.

Social Media - The campaign plan includes a comprehensive social media plan utilizing the campaign hashtag to optimize video views, encourage engagement and drive website traffic. The plan includes a social media calendar to schedule messages based on their content and the prime posting times to maximize content. The plan includes both organic posts and a boosted and pay-per-click option below.

The Port utilizes Facebook, Instagram, Twitter, LinkedIn, and YouTube to maximize visibility among the target demographics. In addition to the videos themselves, each post contains a tip or fact on pollution prevention, the #ThatsMyBay hashtag, and information on where to go to find out more on how to be an environmental champion. Content includes videos, GIFs, and photos.

Pay-Per-Click Advertising - #ThatsMyBay is also promoted on YouTube and Facebook by boosting posted videos to the target audience. By promoting through these popular applications, the Port ensures people are seeing the content frequently to increase the opportunity for the message to be heard.

Geo-Fencing Mobile Display Ads - The Port utilized partner iHeartMedia to run mobile ads targeting specific geographic boundaries using behavioral filters matching the audience profile. The mobile ads run on up to 30,000 apps for active users within the boundaries exclusively on mobile devices and include static banners, animated GIFs and videos. By using the geographic boundaries, the Port ensures the message is reaching the people visiting the bay and surrounding tidelands.

Digital Display Ads - In order to maximize online impressions and drive traffic to the website, the team utilized banner ads on the homepage of the local Fox affiliate website.

Direct Marketing - #ThatsMyBay is also marketed directly to the public with a variety of Port E-Blasts and events. At events the campaign is promoted with character appearances, campaign slides at movies, booths with promotional items and games, and as event sponsors.

Marketing & Media Matrix

Outlet	Detail	Cost/Month	Impressions/Month	CPM	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Total	Total Impressions
Online																					
portofsanDiego/thatsmybay	Owned		1,000	\$0				1	1	1	1	1	1		1	1	1	1	1	\$0	12,000
Mobile																					
Geo-fencing (iHeart)	Geographic targeting via mobile app	\$1,200	100,000	\$12			1													\$4,800	400,000
CBS You Tube	KFMB Media Promotion	\$1,000	100,000	\$10											1	1	1	1	1	\$5,000	
Fox Digital Banner	Fox 5 San Diego Display Ad		200,000	\$0																\$0	-
Social Media																					
Port Facebook	Owned		5,000	\$0				1	1	1	1	1	1	1	1	1	1	1	1	\$0	55,000
Port Instagram	Owned		250	\$0				1	1	1	1	1	1	1	1	1	1	1	1	\$0	2,750
Port Youtube	Owned		1,000	\$0				1	1	1	1	1	1	1	1	1	1	1	1	\$0	11,000
Port Twitter	Owned		500	\$0				1	1	1	1	1	1	1	1	1	1	1	1	\$0	5,500
Port LinkedIn	Owned																				
Pay-Per-Click	Geo and Keyword targeting	\$1,500	109,600	\$14				1	1	1	1	1	1	1	1	1	1	1	1	\$18,000	1,315,200
YouTube Promotion - LiveSpark	Est Views: 100k-750k per month																			\$0	-
Facebook Promotion - LiveSpark	Potential Reach: 9,600-45,000 people																			\$0	-
Direct Marketing																					
Port Mail Chimp	Owned	\$0	5,200	\$0				1	1	1	1	1	1	1	1	1	1	1	1	\$0	62,400
Events	Owned	\$0	1,000	\$0																\$0	6,000
					\$0	\$0	\$4,800	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$27,800	1,869,850
					FY18		\$4,800					FY19	\$23,000								

#ThatsMyBay Events - Outside of digital platforms, the campaign has been successful at numerous events around the bay. Trash Troopers have made event appearances to spread the word on pollution prevention including a new signature event for the Port of San Diego, #ThatsMyBay Service Day. On September 20, 2018 over 300 Port employees were joined by members of the public to clean six sites along the waterfront supporting environmental championship and showcasing corporate volunteerism throughout the community. Nearly 3,000 pounds of trash were picked-up and prevented from polluting San Diego Bay by participants on the ground as well as in the bay by the Port of San Diego Harbor Police dive team. The event had widespread media coverage, plus, special appearances from #ThatsMyBay characters, Trash Trooper Troy and Hang-on Hank.

In addition to corporate volunteerism, the participating Port staff were able to learn about marine pollution and how to personally make an impact on the health of the bay, while competing for prizes at a post clean-up luncheon, featuring a sustainably prepared lunch sponsored by the San Diego Convention Center. EDCO Waste Management also furthered the corporate volunteerism approach by sponsoring the event and providing dumpsters, recycling containers, and other supplies and services. A second annual #ThatsMyBay Service Day is scheduled for November 2019.

The Port also utilized the #ThatsMyBay campaign as part of a title sponsorship role for the 2019 Oceanology International Americas (OiA) conference, held on the San Diego Bay waterfront. At this widely advertised international conference, guests were able to watch #ThatsMyBay videos at the beginning of each workshop, attend a #ThatsMyBay themed reception, and network with Port staff to learn more about the Port's environmental championship initiatives. The conference venue was open to the public at the San Diego Convention Center, allowing all who passed by to see the elements of the campaign.

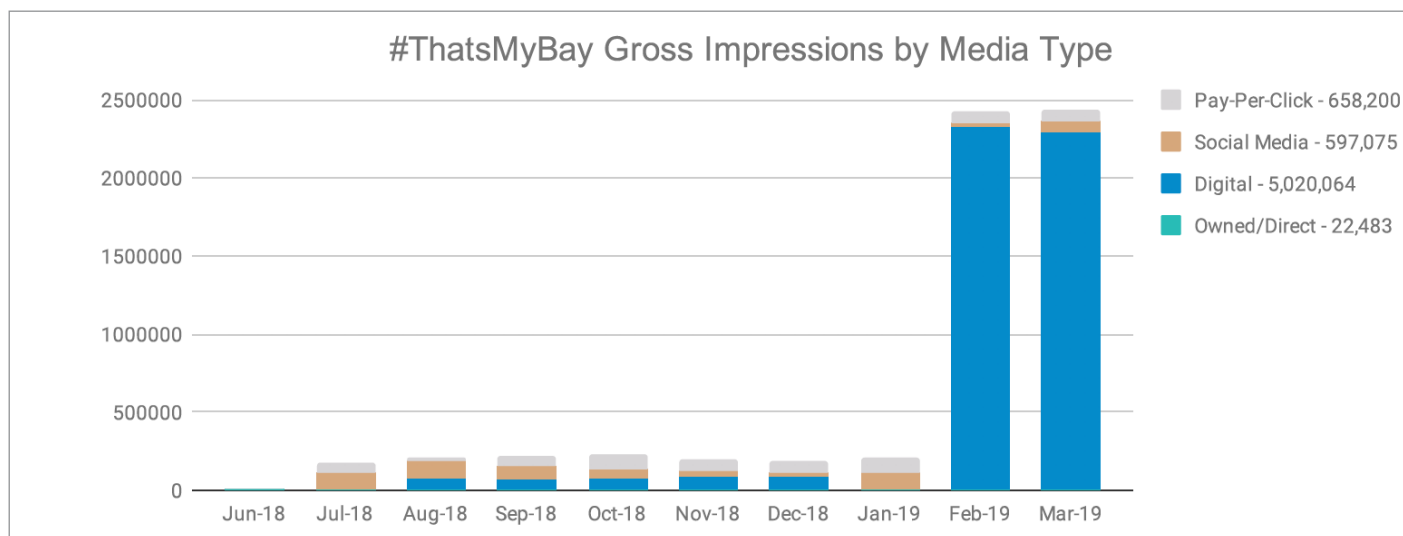
The videos, characters and promotional items have made appearances at a variety of events including:

- Big Bay Boom Independence Day Spectacular
- Extreme Sailing San Diego Races
- Coastkeepers Seaside Soiree
- Association of Governments Bike the Bay
- Living Coast Discovery Center - Farm to Bay Gala
- Sierra Club Awards Dinner
- National City Mariachi Festival Green Zone
- Earth Week Event
- Operation Clean Sweep Clean Up Event
- Creek to Bay Clean Up Event

V. Outcomes & Evaluation

What were the communications outcomes from this entry and what evaluation methods were used to assess them?

In less than a year, the campaign has delivered over six million impressions and the videos have been viewed a combined total of over 226,000 times. The table below details the gross impressions by media type throughout the life of the campaign which has amassed over six million gross impressions to date..



The YouTube analytics were particularly rewarding. The videos all average view times in the 90% range, an amazing view rate for any content, but particularly for educational or advertising content! In fact, the view time on the first video released averaged 31 seconds on a 26 second video. We didn't even realize this was possible and had to dig into the statistics and viewing habits to figure out how it was possible to have an average view time longer than the video itself. It turns out that so many people were rewinding the end of the video and watching the final scene over again, that most people were literally spending more time watching the video than its actual length! The table below details the YouTube views and average view rates for each video as it was released.

#ThatsMyBay Port Youtube Channel Analytics by Video													
	Avg % viewed	6/18	7/18	8/18	9/18	10/18	11/18	12/18	1/19	2/19	3/19	4/19*	Total Views
Stache Your Trash featuring Trash Trooper Troy	99.1%	134	5,177	7,605	305	34	40	42	93	61	5,060	38	18,589
Keep a Monkey Grip on Your Trash featuring Hang-On Hank	98.3%			274	7,009	6,727	34	22	54	43	42	24	14,229
Mime your Butts! featuring Mike the Mime	93.7%				37	43	8,301	8,741	100	47	54	29	17,352
Keep a lid on it! featuring Trash Trooper Trish	96.8%							86	13,914	54	58	19	14,131
Bay Protocol: Don't Overwater featuring the Brocean Bros	96.8%									30,930	19,250	30	50,210
Check Yo Waterway Befor you Wreck yo Bay featuring Lil Wrapper	96.7%										8,863	22,628	31,491
Total Campaign Views by Month:		134	5,177	7,879	7,351	6,804	8,375	8,891	14,161	31,135	33,327	22,768	146,002
*Through April 22, 2019													

Different platforms have had different responses. For example, Instagram has had the most engagement overall, and though YouTube has had longer view times, Facebook has had farther reach and different videos have performed better on Facebook than on YouTube overall. The below chart shows a side-by-side comparison, and the combined totals for each video. This info allows us to optimize our campaign dollars, shifting our budget to be most effective at reaching the target audience and ensuring the videos will be viewed, shared and engaged with as intended.

#ThatsMyBay Combined Video Views			
	YouTube Views	Facebook 10-Second+ Views	Total Views
Stache Your Trash featuring Trash Trooper Troy	18,589	13,794	32,383
Keep a Monkey Grip on Your Trash featuring Hang-On Hank	14,229	13,710	27,939
Mime your Butts! featuring Mike the Mime	17,352	472	17,824
Keep a lid on it! featuring Trash Trooper Trish	14,131	40,628	54,759
Bay Brotool: Don't Overwater featuring the Brocean Bros	50,210	3,989	54,199
Check Yo Waterway Befor you Wreck yo Bay featuring Lil Wrapper	31,491	7,414	38,905
Total Campaign Video Views:			226,009

However, even more exciting is the level of engagement the campaign has generated in the real world. We have had requests for the characters to appear at events and on morning news shows. The positive feedback was overwhelming with shares, comments and even plans for clean-up events generated by viewers. Some of our favorite posts are shared below:



jkiss77 3d

Possibly the best PSA I have ever seen



crystalbluevibrations 3d

Right on! Pride of a Clean City!



Mark West @mark4ibcit... · 5m

This is hilarious and extremely effective.



Port of San Diego @port...
No One Wants to be Seen...



jeremyfontaine 3d

@jennyjunem let's do something like this for the City storm water division!!!

Over the next several years, the project team has plans for approximately 20 videos in this long-term series. Additionally, the operations team will be able to measure outfall debris at storm drain catch basins to compare to baseline measures year-over-year and public perception studies are underway to understand the level of community ownership as well as changes over time. The Port of San Diego is committed to ensuring the entire San Diego region joins us in saying #ThatsMyBay, and we recognize, this is just year one!

VI. Appendix: Creative Examples & Additional Results

See attached.

#ThatsMyBay

Overview Presentation

June - December 2018



'STACHE YOUR TRASH' starring Trash Trooper Troy

Launched July 2018

We've enlisted Trash Trooper Troy for some help in this effort. He reminds us all what to do with trash when we visit the bay (put it in the trash!) because he loves the fishes!

Watch Troy here: <https://www.youtube.com/watch?v=JiVnCZrM6UA>



KEEP A MONKEY GRIP ON YOUR TRASH starring Hang-on Hank

Launched September 2018

Hang-on Hank isn't going out on a limb when he points out a major source of trash in the bay comes from parking lots and busy streets. He gives tips on securing potential debris from your car, truck bed or boat because he's absolutely bananas about the bay!

Watch: <https://www.youtube.com/watch?v=Dy5iuj-DaKM>



MIME YOUR BUTTS starring Mike the Mime

Launched November 2018

Mike the Mime isn't all talk - he walks the walk when it comes to putting cigarette butts in their place. There's no butts about it - cigarette butts destroy the health of our bay's marine life, and Mike the Mime can't be silent about it any longer.

Watch: <https://www.youtube.com/watch?v=-zsA6GIXUDg>



KEEP A LID ON IT! starring Trash Trooper Trish

Launched January 2019

An aspiring young trash trooper finds the opportunity to show her #ThatsMyBay knowledge when she happens upon a couple throwing out their treasured mementos - she reminds them that no matter what they are throwing away, they need to secure the trash can lid each time.

Watch: https://www.youtube.com/watch?v=ilPT_hd7n54



BAY BROTOCOL: DON'T OVERWATER starring the Brocean Bros

Launched February 2019

Two bay loving bros are shocked to see a neighbor overwatering his lawn, allowing chemicals to seep into storm drains. They are happy to turn their unsuspecting overwatering neighbor into a brocean bro that knows how to take care of his bay.

Watch: <https://youtu.be/THVhHwKLyU0>

Geo-Fencing iHeart Media

1,892 Clicks
.49% CTR
48,409 Reach

- 'Stache Your Trash
- Keep a Monkey Grip on your Trash
- Mime your Butts

401,386 gross impressions



'Stache Your Trash

85,187 impressions



Keep a Monkey Grip on your Trash

134,645 impressions



Mime your Butts


181,554 impressions



Social Media

Port Facebook

10 Posts featuring Video and Photo
73,645 gross impressions



Port of San Diego


Published by Windee Reinisch | November 26, 2018

cough* cough

#DYK: Over 4.5 trillion cigarettes are littered worldwide each year? These toxic cigarette butts find their way to our bay and cause harm to sea life. Mine your butts and make sure they end up in the proper receptacles!

#TrashMay

Visit: <https://www.portofsandiego.org/environment/thatsmaybay> for more information



1,434
People Reached

129
Engagements

Boost Unavailable

12 Shares 108 Views


Revelka Balancier, Tanya Mannes Castaneda and 4 others

Share

Comment

Like

Write a comment...



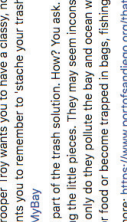
Port of San Diego
July 3, 2018

Trash Trooper Troy wants you to have a classy, not trashy, 4th of July! He also wants you to remember to 'stacie' your trash. Why? Because




#ThatsMyBay

You are part of the trash solution. How? You ask. Pick up all of your trash including the little pieces. They may seem inconsequential, but they add up. Not only do they pollute the bay and ocean waters, animals mistake them for food or become trapped in bags, fishing line and nets.

Learn more: <https://www.portofsandiego.org/thatsmybay>



252 Views

 Like
  Comment
  Share

Shannon Singler, Melissa Daley, Passport To San Diego and 3 others like this.



Port of San Diego

October 26, 2018

Believe it or not, cigarette butts are the single largest contributor to coastal pollution and Mike the Mime isn't being silent about it any longer! His face says it all - Mime your butts! The chemical contents from one wet cigarette butt can contaminate a liter of water - endangering aquatic and coastal animals, diminishing the beauty of your bay. We've made it easy to discard your butts with 31 new cigarette recycling receptacles. No butts about it - butts aren't pretty. #ThisIsMyBay



👤 Come on Jeff, it'll end up in the bay. 🌊

634 Views

👍 Like

🗨 Comment


Amesha Hines Taylor, [Passport To San Diego](#), Michelle Woe Bowman and 3 others like this.

Port of San Diego updated their cover photo.
November 14, 2018 · 🌐

Mime your Butts! featuring Mike the Mime


Mike the Mime isn't all talk – he walks the walk when it comes to putting cigarette butts in their place. There's no butts about it – cigarette butts destroy the health of our bay's marine life, and Mike the Mime can't be silent about it any longer.

<https://www.portofsandiego.org/kenvironment/thatsmybay>



Like Comment

Missisa Dillee, David Freirech and Souria Sir like this.




Port of San Diego updated their cover photo.
Published by Winda French 17 · July 30, 2018 · 4

<https://www.portofsandiego.org/thatsmybay>

'Stache Your Trash

We've enlisted Trash Trooper Troy for some help in this effort. He reminds us all what to do with trash when we visit the bay (put it in the trash!) because he loves the fishes!



THAT'S MY BAY
PORT OF SAN DIEGO

*'STACHE YOUR TRASH!
#thatsmybay*


635 People Reached

13 Engagements

3

Boost Unavailable

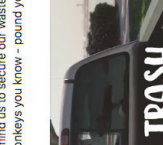
Like Comment Share



Port of San Diego

Published by Windee Freireich 17 • August 2018 • 63

The amount of trash and debris that flies off vehicles and boats is a bananas! Hang-On Hank swings in to remind us to secure our waste... share this and tag all the other beach monkeys you know - pound your chest and tell em #TrashMyDay



POSTED BY
HANG-ON HANK

3,513

People Reached

426

Engagements

Boost Unavailable


Boosted on Aug 22

Audience Great Outdoors

By Rebecca Blumauer • Completed

Recent Activity

View all




Port of San Diego updated their cover photo.

Published by Windee Freilich on August 20, 2018

Hang-On Hank isn't going out on a limb when he points out a major source of trash in the bay, comes from parking lots and busy streets. He gives tips on securing potential debris from your car, truck bed or boat because he's absolutely bananas about the bay!

<https://www.portofsandiego.org/environment/thatsmybay>



THAT'S MY BAY

PORT OF SAN DIEGO

KEEP A KOWHEY GRIP ON YOUR TRASH! #ThatMyBay

945 People Reached

36 Engagements

Unavailable

1 Share

Share


Comment


Like

Social Media

Port Instagram

2 posts featuring video
3,220 gross impressions








portofsandiego • Follow
San Diego, California

portofsandiego Trash Trooper Troy's Relationship Advice: Honesty is so important. Today, when you finally get to see your bay, feel free to nit-pick! Go on, go ahead - point out what's looking trashy. Point it out, then pick it up. No one wants to be seen with a trashy bay. You're Welcome! #ThatsMyBay

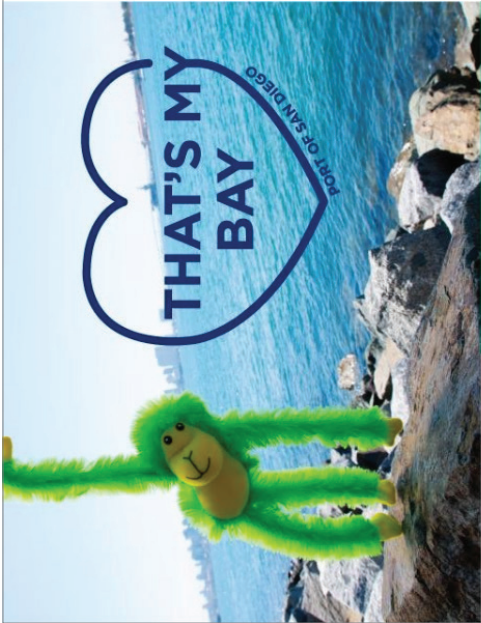
View all 7 comments


revekkab My favorite PSA ever! Okay, so I'm a little biased. 🙄 #ThatsMyBay



456 views
JULY 9, 2018




Log in to like or comment.






portofsandiego • Follow


portofsandiego The amount of trash and debris that flies off vehicles and boats is bananas! Hang-On Hank swings in to remind us to secure our waste ... share this and tag all the other beach monkeys you know - pound your chest and tell 'em #ThatsMyBay <http://ow.ly/U4zN30CDAC>



16 likes
AUGUST 31, 2018




Log in to like or comment.





portofsandiego • Follow

portofsandiego Believe it or not, cigarette butts are the single largest contributor to coastal pollution and Mike the Mime isn't being silent about it any longer! His face says it all - Mime your butts! The chemical contents from one wet cigarette butt can contaminate a liter of water - endangering aquatic and coastal animals, diminishing the beauty of your bay. We've made it easy to discard your butts with 31 new cigarette recycling receptacles. No butts about it - butts aren't pretty. #ThatsMyBay



246 views
NOVEMBER 13, 2018

Log in to like or comment.

Social Media

Port LinkedIn

4 posts featuring video
16,147 gross impressions

Port Twitter

10 posts featuring video
148,169 gross impressions

Port of San Diego
@portofsandiego

Streets and parking lots are the biggest sources of trash pollution in the San Diego Bay. Hang-On Hank reminds us that if trash makes it into the water or even onto the shore, it sure ain't monkey business, it's serious business. Learn more: portofsandiego.org/environment/th... #thatsmybay




PORT of SAN DIEGO Environment
#ThatsMyBay

7:10 PM - 20 Oct 2018
3 Likes

Port of San Diego
@portofsandiego

Be a Hero like Trash Trooper Troy & find out why it's important to 'stache your trash! goo.gl/4lecNC #ThatsMyBay #SanDiego #SDCC2018 #SDCC18



0:07 108 views
9:28 AM - 18 Jul 2018
4 Likes

Taylor Gardner @TaylorG_7
Replying to @portofsandiego @chillmays

Port of San Diego
@portofsandiego

#DYK - Most Commonly Found Debris in San Diego Bay:

- Styrofoam packing pieces and pellets
- Food and other wrappers
- Plastic Pieces, Hard and Soft
- Cigarette Butts
- Bottle Caps
- Single Use Bags
- Fishing Line and Nets

#ThatsMyBay ow.ly/pdqk30i02r7



#ThatsMyBay

4:05 PM - 28 Jul 2018
2 Likes

Port of San Diego
@portofsandiego


"cough" *cough* #DYK: Over 4.5 trillion cigarettes are littered worldwide each year? These toxic cigarette butts find their way to our bay and cause harm to sea life. Mime your butts and make sure they end up in the proper receptacles! #ThatsMyBay More: portofsandiego.org/environment/th...



6:55 AM - 28 Nov 2018
5 Retweets 5 Likes

Port of San Diego
@portofsandiego

Believe it or not, cigarette butts are the single largest contributor to coastal pollution and Mike the Mime isn't being silent about it any longer! #thatsmybay portofsandiego.org/environment/th...



0:23 473 views
3:11 PM - 26 Oct 2018
8 Retweets 11 Likes

Port of San Diego
@portofsandiego

OH NOES!
#DYK: The toxins from just one cigarette butt are enough to contaminate an entire liter of water? When cigarette butts end up in the bay, the toxins can harm or even kill sea life. Do your part & dispose of your cigarette butts in the appropriate receptacles!



11:47 AM - 3 Dec 2018
6 Retweets 10 Likes

Port YouTube

'Stache Your Trash

13,337 views
90% Average time viewed

Keep a Monkey Grip on your Trash

14,066 views
80% Average time viewed

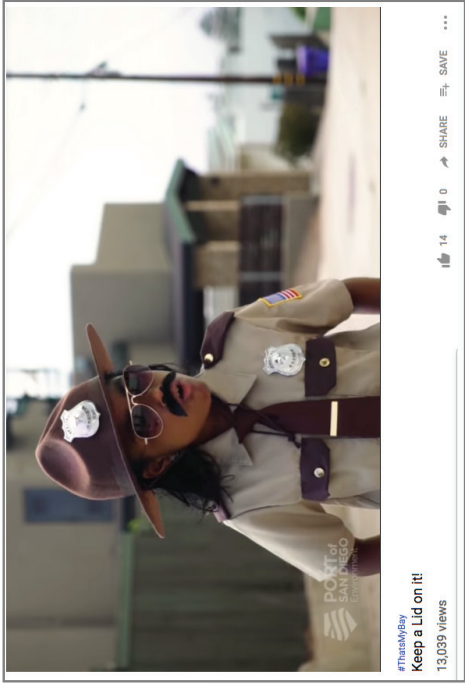
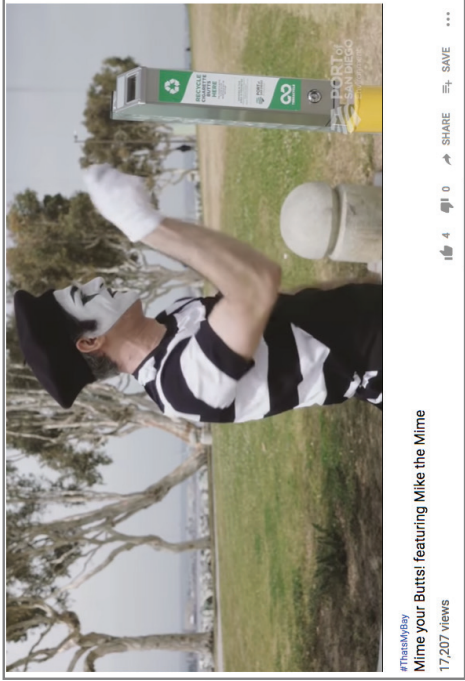
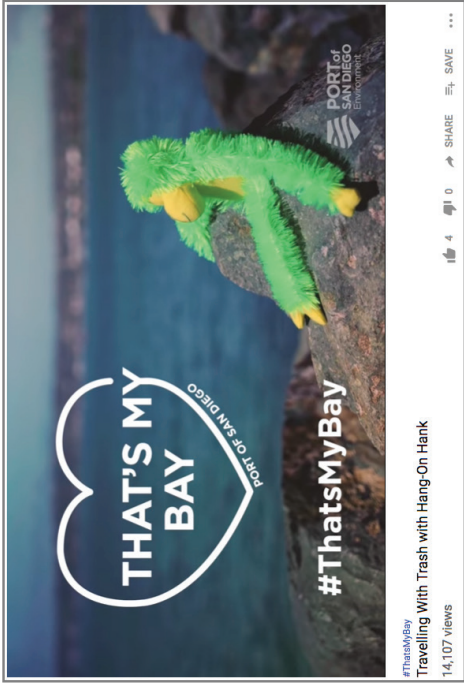
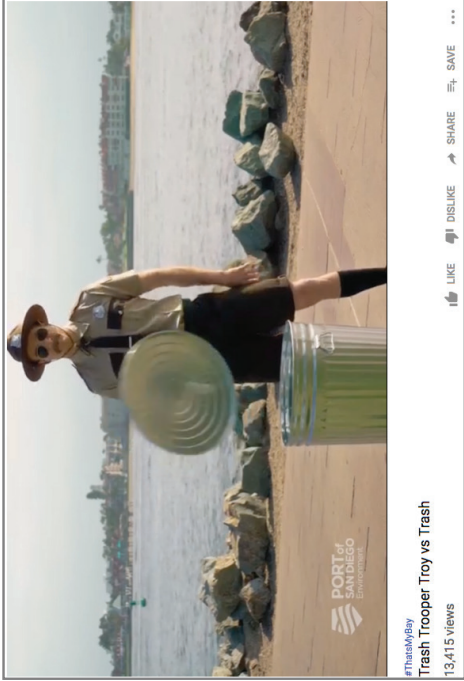
Mime your Butts

17,122 views
82% Average time viewed

Keep a Lid on it!

6,643 views
83% Average time viewed

52,709 gross impressions



Pay-Per-Click

Geo and Keyword targeting

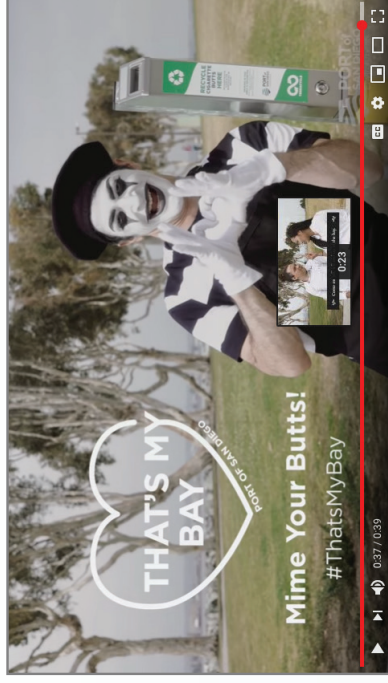
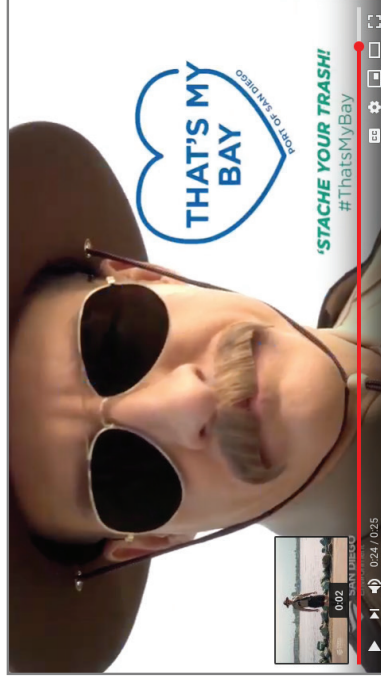
YouTube Promotion - LiveSpark

'Stache Your Trash
27,870 impressions

Keep a Monkey Grip on your Trash
35,089 impressions

Mime your Butts
41,445 impressions

139,228 gross impressions



Pay-Per-Click

Geo and Keyword targeting

Facebook Promotion - LiveSpark

‘Stache Your Trash
94,594 views

Keep a Monkey Grip on your Trash
22,235 views

Mime your Butts
15,121 views

268,341 gross impressions



Direct Marketing

Port E-Blast

Campaign Launch Newsletter
6,500 gross impressions

Events

Trash Trooper Troy Appearances at
Operation Clean Sweep
#That'sMyBay Service Day
Extreme Sailing
2,500 gross impressions

