



Social Marketing Plan for Unsecured Loads

By

C+C

For the

Solid Waste Management Program

Washington State Department of Ecology

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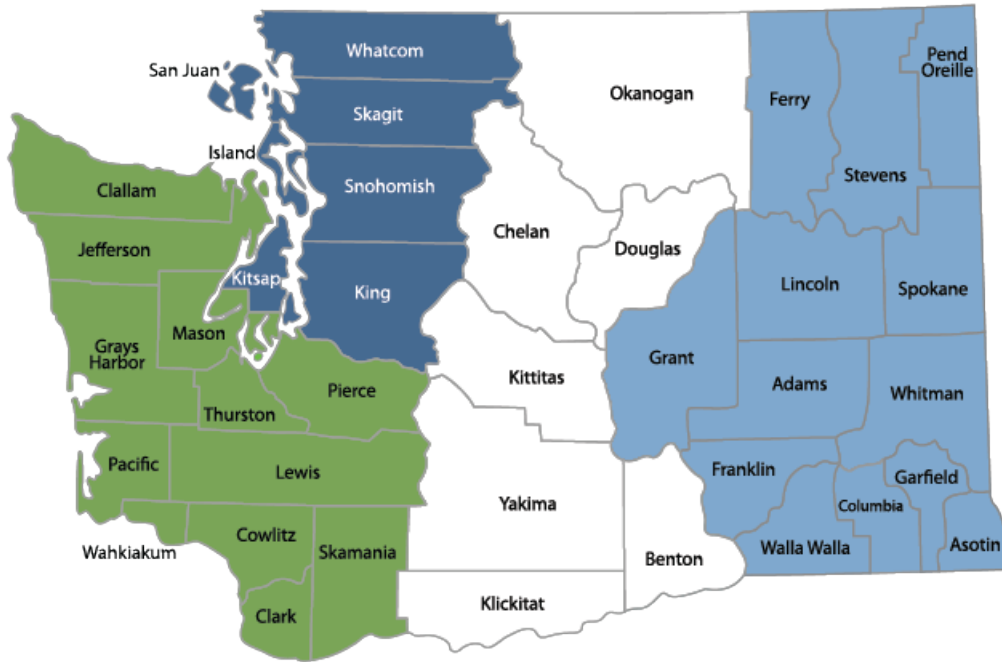
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DEPARTMENT OF
ECOLOGY
State of Washington

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Executive Summary

Ecology worked with C+C to create the We Keep WA Litter Free umbrella brand (www.LitterFreeWA.org) to help prevent litter in Washington state. Ecology will use this umbrella brand across a number of litter prevention campaigns focused on different behaviors.

The first litter prevention social marketing campaign developed by Ecology and C+C under the new brand is called Secure Your Load for Safer Roads (www.SecureLoadsWA.org). It focuses on unsecured loads, which cause 300 crashes in Washington every year. Items blowing or falling from vehicles also contribute to nearly 40% of roadside litter.

This campaign's purpose is to motivate pickup truck drivers to make sure their load is secure before leaving for every trip. The priority audience for the Secure Your Load for Safer Roads campaign are those who do not always secure their load, primarily males, ages 18-44. The majority drive their pickup for personal use versus commercial use. Major influencers for these individuals are their peers, family, and friends. Influencers for those hauling materials for commercial purposes also include their boss and/or coworkers.

In order to influence properly securing loads, marketing interventions focus on removing major barriers identified through quantitative audience surveys conducted by Ecology and C+C in 2021. A major finding of the surveys was the vast majority of these pickup drivers do not have the proper equipment to cover and secure their load, and also believe there is a low risk of something falling out. The primary motivators for properly securing their load are to improve roadway safety and avoid hurting or killing someone. The priority audience is also concerned about getting caught and fined, and they have a desire to help keep roadways beautiful.

To reduce barriers to properly securing loads and provide desired benefits, Ecology and C+C developed major intervention strategies to:

- Increase access to free or discounted cargo nets through special giveaway events at targeted locations.
- Provide instructional materials online and in brochures.
- Spread the facts regarding injuries and deaths caused by unsecured loads.
- Share messaging and stories that tap into their desire to keep roads safe.
- Achieve a strong media presence through paid advertising and news stories on TV, radio, and social media.
- Conduct and promote Washington State Patrol emphasis patrols targeting unsecured vehicle loads.

Introduction to Social Marketing

The practice of social marketing is built on a significant base of research that shows awareness and education alone rarely change behaviors. Instead, strategies that aim to overcome barriers and provide people with personal, relevant motivators must be used to create meaningful, sustainable behavior change. This approach increases the efficiency and effectiveness of marketing efforts by identifying the specific behaviors that must change to achieve a program's goals, segmenting audiences based on who has the highest probability of changing the desired behavior (or who is not yet participating) and addressing the barriers to behavior change while also ensuring that an audience is sufficiently motivated to act.

The following recommendations describe how community-based social marketing is used to overcome barriers and motivate people to act.

10-Step Process

C+C and Ecology used this 10-step process to develop the social marketing campaign plan focused on unsecured loads.

Step 1: Identify project purpose, goals, and objectives.

Develop a roadmap for the project. Focus on defining what success looks like and include measurable objectives.

Step 2: Identify desired behavior changes.

Determine the specific desired behavior changes that are the most direct path to achieving the program's goals. This is often done by mapping which behaviors have the highest impact on the goal and the highest probability of change.

Step 3: Research.

Good campaigns and materials are grounded in research. Research is used to understand priority audiences' current actions and identify what they think and feel about the subject matter and behaviors.

Step 4: Define priority audiences.

Define the priority audiences that are likely to be most receptive to changing their behaviors.



Figure 1: This bell curve shows the spectrum of people and which tools are most effective in driving behavior change.

Step 5: Identify barriers, benefits, and motivators for the desired behavior changes.

Once you know what behaviors you want people to adopt, the next step is analyzing the barriers that prevent the priority audience from doing the desired behaviors, and the possible benefits and motivators that could overcome those barriers. You can increase motivation in several ways, including incentives or by speaking to what people find beneficial (e.g., protecting those we love, being a good citizen). This is a key part of the process and one that often provides a reality check. If the motivators for a particular behavior change are not strong enough to overcome the barriers, it may be necessary to re-think that behavior change. The goal is to set the program up for success. Pick the achievable behaviors and focus efforts there.

Step 6: Create a messaging strategy.

A succinct and compelling message strategy is critical to help ensure the success of social marketing efforts. We live in a world where the average person is exposed to between 2,000 and 3,000 marketing messages daily. We have three-to-five seconds to catch someone's attention so they continue reading or viewing to learn more. In this step, it's important to identify key value propositions and messaging to motivate the desired change.

Step 7: Social marketing intervention.

This step is the culmination of the process where we prioritize and choose what social marketing tools will work best to influence behaviors among the priority audience groups. Sample tools are listed and explained in the next section.

Step 8: Identify partners.

Partnerships help create demand for a program by providing access to a larger audience, incentives for program participants, and adding credibility to the cause. Good potential partners have a complementary mission and audiences that overlap with the campaign's priority audiences.

Step 9: Develop a marketing plan.

A fully developed marketing plan is crucial to the success of social marketing efforts. The plan identifies how to operationalize the social marketing tools, deliver the program's message to priority audiences, and defines the outreach strategies and tactics that deliver on the program's goals and objectives. It is advised to launch a social marketing program with a pilot campaign so you can gather feedback on effectiveness prior to broad-scale implementation.

Step 10: Create an evaluation plan.

The evaluation plan is designed to track the program's progress, celebrate successes and make necessary changes along the way. It includes measurements of campaign inputs, outputs, outcomes, and overall campaign impact.

This process can be scaled to the scope of each program. No matter the scale or scope of the campaign, the essence of the planning process is to:

- Clarify objectives and how to measure success.
- Identify the priority audiences most likely to act.
- Create messaging that cuts through the clutter.
- Create a plan to deliver that messaging at the right time, in the right place.

These basic steps ensure that outreach and communications efforts have the maximum impact possible for the resources invested.

Social Marketing Tools

Based on research in psychology and other social sciences, community-based social marketing identified a set of tools to promote behavior change. These tools are most effective when they address barriers, benefits, and motivators identified through audience research.

Social Marketing tools include:

- **Commitments** – Making a commitment to change a behavior makes it more likely that people will follow through.
- **Social Norms** – People will change their behaviors if they believe everyone else has done so.
- **Social Diffusion** – Peer and referent groups spread behavior change through conversations, interactions, and observation of each other.
- **Prompts** – Placing reminders to act as close to the location of behavior as possible.
- **Communication** – Seeks to capture attention, overcome barriers with motivators, and highlight benefits. Disseminate through channels that reach priority audiences.
- **Incentives** – Providing a tool or discount that helps overcome a barrier to trying the behavior.
- **Convenience** – Making it easy to do the behavior (for example, providing free equipment or how-to instructions).
- **Recognition/Feedback** – People want to know that their behavior is making a difference. Report back with messages like, “XX% of people or groups have committed to do (or are doing) the behavior”.

Unsecured Loads Social Marketing Plan

Introduction

Ecology worked with C+C to create the We Keep WA Litter Free umbrella brand to help prevent litter in Washington state (www.LitterFreeWA.org and www.PorUnWAImpeccable.org). Ecology will use this umbrella brand across a number of prevention campaigns focused on different behaviors. These include unsecured loads and littering cigarette butts, beverage containers, food packaging, and personal protective equipment (PPE).



Figure 2: Ecology's new litter prevention umbrella brand in English and Spanish.

The We Keep WA Litter Free brand uses a positive culture framework and builds off the social norm that most people in Washington don't litter. The brand addresses a broad audience of litterers as well as those in their social circle who can influence and intervene in littering behavior.

The brand inspires litterers to:

- **THINK:** Safe, litter free roads and public spaces are important to our community and small actions can add up to make a big difference.
- **FEEL:** I am proud of my state and want to make sure it is safe and litter free.
- **DO:** I will stop my own behaviors that contribute to litter and/or talk to others in my social circle about their littering behavior.

Going forward, Ecology and C+C will develop campaigns for different littering behaviors using the 10-step social marketing process outlined in the introduction.

The first litter prevention social marketing campaign focuses on unsecured loads. After message testing with priority audiences, we named it Secure Your Load for Safer Roads (www.SecureLoadsWA.org). The campaign was transcreated into Spanish, Cargas Bien Sujetadas, Caminos Mas Seguros (www.SujetaTuCargaWA.org).

Step 1: Identify project purpose, goals, and objectives

Background information on unsecured loads

It is estimated that items blowing or falling from vehicles causes up to 40% of roadside litter. In 2019, Washington State Patrol (WSP) contacted 1,062 motorists for failing to secure their loads. Every year in Washington, unsecured loads cause about 300 crashes and 30 injuries.

According to the National Highway Transportation Safety Administration (NHTSA), in 2019 unsecured loads and road debris caused 739 deaths, 17,367 injuries and 89,915 property damage crashes across the U.S.

Washington law ([RCW 46.61.655](#)) requires motorists to cover and secure their loads with tarps, netting, or other tie-down materials to prevent cargo from breaking free. Fines for transporting an unsecured load is \$228. If an item falls off, there are additional fines. If the item causes bodily harm, the driver faces gross misdemeanor charges and penalties of up to \$5,000 and/or up to a year in prison.

Unsecured loads are regularly seen at solid waste facilities across the state. In fact, in 2019, 3,428 unsecured loads came through solid waste facilities in King County alone.

Washington law ([RCW 70A.200.120](#)) requires counties and cities with a staffed transfer station or landfill in their jurisdiction to adopt an ordinance requiring people to secure their vehicle loads when bringing solid waste to their facilities and charging fees for unsecured loads arriving at these facilities. However, not all jurisdictions enforce unsecured load fees and many lack outreach programs to address this issue.

Campaign purpose

To decrease litter and improve safety on Washington roadways.

Campaign focus

Unsecured loads traveling on Washington roadways.

Campaign goal and objective

To educate drivers with pickup trucks and trailers and provide them with tools for properly securing their loads. The ultimate goal is reducing the number of unsecured loads on Washington roadways.

Step 2: Identify desired behavior changes

We want those carrying materials in the bed of their truck or in trailers to always properly secure their load before driving.

Step 3: Research

Overview

To inform this social marketing plan, we first conducted secondary research with the primary goal of identifying the priority audience, behaviors, motivators, and barriers. The secondary research included 14 subject matter expert interviews with solid waste/litter professionals and key stakeholders from the Washington Traffic Safety Commission, Washington State Patrol, and Washington State Department of Transportation.

In addition, we completed a literature review to evaluate prior efforts and similar litter campaigns. Lastly, we conducted a statewide quantitative survey to develop audience demographic profiles, establish benchmarks for littering behaviors and prioritize barriers and motivators. Further information on these research efforts is detailed below.

Washington's Prior litter campaign

From 2002-2009 Ecology developed and ran the Litter and It Will Hurt campaign to prevent litter on roadways. It had a heavy enforcement theme, focused on steep fines, and included a litter reporting hotline to discourage litterers. The campaign was effective but ultimately lost funding.

The Legislature restored Ecology's funding in 2019. That spring, Ecology partnered with the Washington State Patrol (WSP) on emphasis patrols targeting litter and unsecured vehicle loads.

In 2020, Ecology worked closely with the WSP, Washington Traffic Safety Commission (WTSC), Washington State Department of Transportation (WSDOT), and local jurisdictions on the state's Secure Your Load Day efforts and a successful Secure Your Load Week social media campaign.

Other litter prevention campaigns

There are a number of other campaigns across the country with similar efforts to reduce litter on roadways. We reviewed some of them before developing We Keep WA Litter Free.

The [Don't Mess with Texas](#) campaign (1985-present) is the most well-known. It has an emphasis on Texas pride and protecting the state's beauty. The nationwide [Keep America Beautiful](#) campaign (1956-present) intends to inspire and educate all Americans to understand the scope of the litter problem and to take action every day to improve and beautify their community.

South Carolina's [Palmetto Pride](#) campaign (2001-present) emphasizes litter prevention through collaboration and partnership and includes a large number of tarp giveaway events.

Tennessee's [Nobody Trashes Tennessee](#) campaign (2016-present) builds state pride and leverages celebrities to spread the message.

Quantitative research survey

We conducted a quantitative survey in April 2021. There were 1,130 participants using the Ask Your Target Market (AYTM) platform. The survey gathered audience, benchmark, barrier, and motivator information on a range of littering behaviors including: unsecured loads and littering cigarette butts, food packaging, beverage containers, and PPE.

There were recruitment quotas for smokers and pickup truck drivers to ensure participation by members of our priority audiences (people who litter cigarette butts and don't secure their loads). In addition, we made significant efforts to recruit a diverse group of Washingtonians across demographics, especially race and geography, with quotas for African American/Black, Asian/Asian American, and Hispanic/Latinx participants.

The data collected will continue to inform Ecology's litter prevention efforts. The key findings related to unsecured loads are outlined in Step 4 and Step 5 below.

Step 4: Define priority audiences

As part of this social marketing plan, we developed strategies to influence drivers of pick-up trucks who haul materials. The priority audience within this group are those who secure their loads less than half the time.

Based on the quantitative survey (outlined in Step 3) we discovered:

- Almost a third (31%) of pick-up truck drivers do not regularly secure their loads.
- Approximately 40% always secure their load.
- Approximately 29% frequently secure their load.

From the same quantitative survey, we created an audience profile to describe the unique characteristics of the Secure Your Load for Safer Roads priority audience. Those that do not regularly secure their load are:

- 67% male
- 65% are ages 18-44
 - 24% ages 18-24
 - 21% ages 25-34
 - 20% ages 35-44
- Purpose for trip:
 - 66% Personal use
 - 34% Commercial or commercial and personal use
- Residence:
 - 41% suburban
 - 37% urban
 - 22% rural
- WA State:
 - 67% Western counties
 - 27% Eastern counties
 - Note: A few participants selected "Rather not say"
- Children:
 - 37% have no children
 - 25% have only one child

Influencers

Formative research with members of the priority audience indicate that commercial drivers would be most influenced by their boss and/or coworkers.

Those using the pickup for personal use would be most influenced by peers, friends, and family members who are passionate about road safety and preventing litter.

Step 5: Audience barriers, benefits, and motivators

Based on the findings in the quantitative survey, we developed campaign strategies to help overcome the barriers for the priority audience to properly secure their load. The strategies offer top ranking motivators in exchange for properly securing their load, while also ensuring their desired benefits are met.

Barriers

Barriers are reasons the priority audience hasn't done the behavior in the past or is not likely to in the future. The campaign addresses the following top-ranking barriers:

- Lack of proper equipment to cover and secure the load (89% of audience)
- Perceived low risk of something falling/blowing out if items are below the sides of the truck bed
- Belief that heavy objects won't fly out and don't need to be secured
- Belief that there is low risk of something falling/blowing out when driving at low speeds
- Loads are challenging to cover and secure
- Don't need to secure the load if only driving a short distance
- Belief that there is a low risk of getting caught by law enforcement, so not worth the time/effort

Desired benefits

Desired benefits are what the priority audience says would make it "worth it" to secure their loads.

- Not hurting or killing someone
- Not risking getting caught by law enforcement and fined or worse

Motivators

Motivators are ideas the priority audience shared that make it more likely they would secure their loads. These are things someone could give them, show them, or say to them:

The priority audience is more likely to secure their loads if:

- They believed it would improve overall road safety.
- Someone they know asks them to do it.
- They received free or discounted equipment.

Other motivating factors include:

- Avoiding fines.
- Keeping roadways beautiful.
- Learning how to best/easily secure a load (teaching materials).
- Hearing stories about people who have been injured by unsecured loads.
- Learning how many crashes, injuries, deaths occur because of unsecured loads.

Step 6: Create a messaging strategy

Our campaign messaging strategy and creative elements focus on what we want the audience to think, feel, and do.

- **Think (What information will be motivating?)**
 - My unsecured load could cause a major injury, even death, and covering loads should be a norm to protect others and contribute to safe and litter free roads.
- **Feel (What feelings will be motivating?)**
 - Securing my load is worth the effort.
- **Do (What do we want the audience to do?)**
 - I secure the load in my pickup truck or trailer before leaving for every trip.

Main message

Keeping Washington roads safe and litter free is all of our responsibility and the right thing to do to protect others in our community.

Supporting messages

- Securing a vehicle load is quick, easy, and keeps roads safe.
- Unsecured vehicle loads cause crashes, injuries, and deaths.

Creative elements

The campaign addressing unsecured loads leverages the We Keep WA Litter Free umbrella brand and uses Secure Your Load for Safer Roads as the tagline. We selected the umbrella brand and tagline based on message testing results, which clearly ranked them higher than other options both by English and Spanish speaking participants.

The message testing survey considered the following factors:

- **Understanding:** Did people interpret the taglines and logos as intended?
- **Relevance and Inclusivity:** Are they appropriate for a diverse set of people?
- **Motivating:** Would they inspire them to start changing their behavior?
- **Engaging:** Can they cut through the clutter of all the messages they see on a daily basis?

Step 7: Social marketing intervention

Product strategies

Our research showed that 89% of pickup truck drivers “never” have all the necessary equipment to secure their load. To address this barrier, Ecology provided free cargo nets (*incentives*) as part of a pilot program with four counties. Kitsap, Klickitat, Grant, and Ferry counties were chosen for the pilot program based on an Ecology survey about unsecured vehicle loads and interest in participating in a pilot. The four pilot counties held free cargo net giveaway events in their community. Outreach materials, advertising, and statewide retail partnerships also promoted other load securing tools and equipment.

Through dozens of retail partners statewide C+C’s outreach team distributed materials, educated store staff, promoted the campaign, and promoted other types of load securing equipment. These retail partners were relevant home improvement stores including Home Depot, Lowe’s, and ACE Hardware. We provided retail partners with flyer tear sheets with simple tips for properly securing loads.

In addition, we developed instructional materials to address barriers of knowledge and challenges related to properly securing a load. This included distributing educational brochures through partnerships with local governments at solid waste facilities and free cargo net distribution events. The Washington State Patrol also distributed educational brochures during emphasis patrols. To reach a wider audience, advertising tactics also drove traffic to the [campaign website](#) with an educational how-to “photo slider” that people can quickly scroll through for load securing tips.

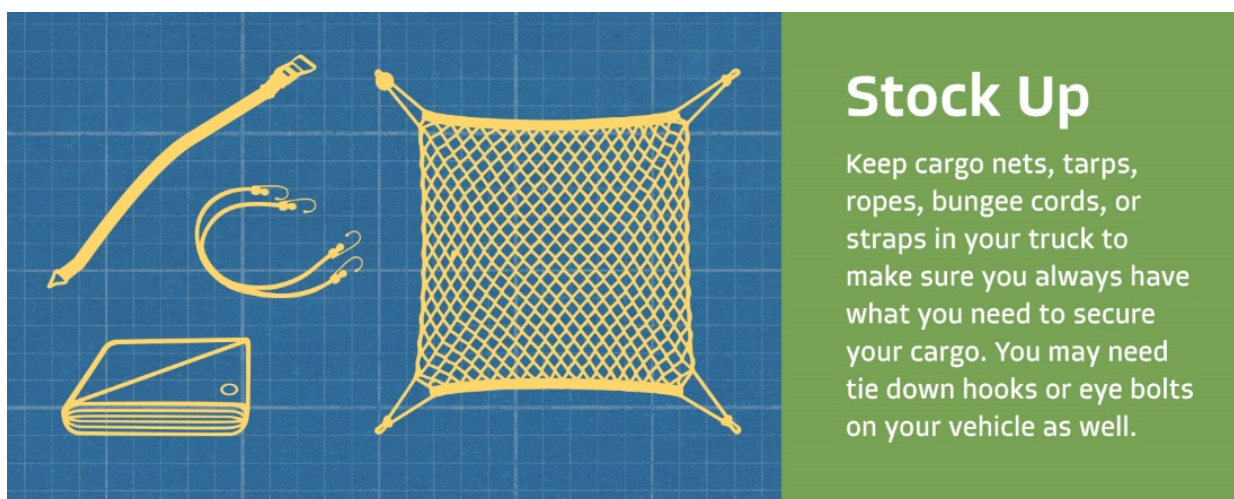


Figure 3: One of the load securing tips “slides” on the campaign website (www.SecureLoadsWA.org).

Monetary incentives

Local government partners distributed free cargo nets (*incentives*) at special giveaway events. They will distribute any remaining cargo nets to customers arriving at their transfer stations or landfills with unsecured loads or at upcoming community events.

In future implementations, we will attempt to recruit manufacturer and retail partners to promote load securing equipment and offer discounts (a form of *incentives*).

Monetary disincentive

The Washington State Patrol conducted emphasis patrols looking for drivers with unsecured loads, or violating another littering law, Friday-Sunday from May 28 through June 20. If pulled over, drivers received a warning or a ticket and fine.

Nonmonetary incentives

Those who signed up for a free cargo net at one of the special giveaway events were prompted to sign a pledge to always secure their load. This reinforces their *commitment* to keeping roads safe and litter free.

Residents who received a free cargo net were also offered a branded window cling for their vehicle both as a *prompt* and to build and strengthen a *social norm* of always securing loads.

Step 8: Identify partners

Ecology was the major sponsor of this campaign, but several other organizations also acted as partners and/or messengers in the effort:

- Washington State Patrol
- Washington State Department of Transportation
- Washington Traffic Safety Commission
- Local jurisdictions/law enforcement
- Retail home improvement stores

Step 9: Develop a marketing plan

Communication channels

The major communication channels of this campaign include targeted special events, news stories, advertising, and social media. Other channels focus on instructional messages and materials including:

- Public events distributing cargo nets
- News stories on TV, radio, and print outlets generated by press releases and a media event demonstrating proper load securing practices
- Targeted advertising via social media, radio, and digital video
- Statewide advertising using the Secure Your Loads for Safer Roads commercial and the We Keep WA Litter Free brand awareness commercial
- Educational brochures with information on laws and how-to instructions related to securing loads
- Messages on WSDOT's variable message highway signs
- Materials at participating hardware stores

- Materials on Ecology and key partner websites and social channels
- A comprehensive Partner Toolkit emailed to local governments and made available on Ecology’s website



Figure 4: Media event photos with Washington State Patrol spokespeople demonstrating proper techniques (left) and Ecology’s Litter Prevention Coordinator speaking to the media (right).

Budget

Funding for this campaign came from Ecology and was deployed through a contract awarded to C+C. This work ran from January 14 - June 30, 2021. The contract budget by task is outlined below along with the implementation timeline. Ecology intends to run the Secure Your Load for Safer Roads campaign annually for 2-3 weeks coinciding with the National Secure Your Load Day on June 6. For more information on Ecology funding, see Ecology's webpage: [Paying for litter programs webpage.](#)

Table 1: Budget table by task to develop, implement and evaluate the We Keep WA Litter Free umbrella brand and Secure Your Loads For Safer Roads campaign.

| Task | Description | Timing |
|------|---|-------------|
| 1 | Conduct Research and Identify Priority Audiences | \$60,340 |
| 2 | Develop and Test Key Messages | \$36,750 |
| 3 | Design a Multifaceted Statewide Campaign Plan | \$28,520 |
| 4 | Develop Brand Identity, Marketing Collateral, and Partner Toolkit | \$251,300* |
| 5 | Plan, Negotiate, and Buy Media | \$562,310* |
| 6 | Stakeholder Engagement | \$23,030 |
| 7 | Solicitation of Sponsorships | \$16,360 |
| 8 | Project Management and Reporting | \$21,390 |
| | Total | \$1,000,000 |

Implementation timeline

Table 2: Campaign development timeline by task.

| Task | Description | Timing |
|------|---|-------------------|
| 1 | Conduct Research and Identify Priority Audiences | February-May 2021 |
| 2 | Develop and Test Key Messages | March-April 2021 |
| 3 | Design a Multifaceted Statewide Campaign Plan | April-May 2021 |
| 4 | Develop Brand Identity, Marketing Collateral, and Partner Toolkit | April-May 2021 |
| 5 | Plan, Negotiate, and Buy Media | March-June 2021 |
| 6 | Stakeholder Engagement | Ongoing |
| 7 | Solicitation of Sponsorships | March-May |
| 8 | Project Management and Reporting | Ongoing |

Step 10: Create an evaluation plan

To evaluate the effectiveness of our initial campaign and future implementations we will measure a number of outputs and outcomes. Outputs are program activities that influence audiences to perform the desired behavior. Outcomes are changes in knowledge, attitudes, and behaviors that we can attribute to campaign outputs. These are outlined in the chart below.

In addition, we identified a number of recommended long-term outcomes and impacts to measure as the campaign continues to develop and more data points are available. Impacts are indicators showing levels of impact on the social issue and/or behavior that the campaign focused on. These are outlined in the charts on the following pages.

Table 3: “Outputs” to report following the 2021 pilot and future campaign implementations.

| Output | Reporting Owner |
|--|-----------------------------|
| Total impressions | C+C / KW Media |
| Media stories | C+C |
| Nets given out | Partner jurisdictions |
| Materials distributed (events and retail partnerships) | C+C / Partner jurisdictions |
| Event sign ups and attendance | C+C / Partner jurisdictions |
| State patrol contacts, warnings, and citations given | Washington State Patrol |
| Website traffic and social media engagement | C+C / Ecology |

Table 4: "Outcomes" to report following the 2021 pilot and future campaign implementations.

| Outcomes | Reporting Owner |
|---|-----------------------------|
| Number of unsecured loads entering solid waste facilities pre-pilot giveaway event | Partner jurisdictions |
| Number of unsecured loads entering solid waste facilities post-pilot giveaway event (note frequency of customer visits will need to be relatively high to see immediate differences before and after event) | Partner jurisdictions |
| Retail partnerships created | C+C / Partner jurisdictions |
| Local jurisdiction partners satisfaction levels with the campaign (via event feedback) | C+C / Partner jurisdictions |

Table 5: Recommended long-term “outcomes” to measure in the future.

| Outcomes | Reporting Owner |
|---|---|
| Customer satisfaction levels from participants of giveaway events with free cargo nets | Ecology / C+C |
| Number of unsecured loads entering solid waste facilities post-pilot giveaway event (year-over-year) | Partner jurisdictions |
| Number of solid waste facilities doing education around unsecured loads (using partner toolkit website downloads as a metric) | Ecology |
| Number of solid waste facilities enforcing an unsecured load fees | Ecology |
| Total number of fees assessed (year-over-year) | Ecology |
| Number of warnings/tickets from law enforcement (year-over-year) | Washington State Patrol/ Local law enforcement |
| Number of unsecured loads reported to 911 (year-over-year) | Washington State Patrol |
| Number of coupons redeemed (if retail/manufacture discounts later implemented) | Retail/manufacture partners |

Table 6: Recommended long-term “impacts” to measure in the future.

| Impacts | Reporting Owner |
|---|---|
| Washington litter collection surveys measuring changes in amounts and types of litter on roadways | Ecology |
| Number of crashes, injuries, and deaths caused by unsecured loads on Washington roadways. | Ecology / Washington State Department of Transportation |