

# BRING YOUR OWN - LONG BEACH CITY



CITY OF  
LONG  
BEACH

# I CHOOSE TO REUSE

[LongBeach.gov/BYOLBC](http://LongBeach.gov/BYOLBC)



## SUMMER CAMPAIGN RESULTS

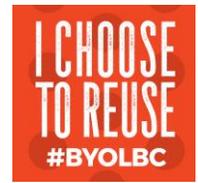
# 2018



DEPARTMENT OF PUBLIC WORKS  
ENVIRONMENTAL SERVICES BUREAU

CITY OF  
**LONG BEACH**

# SUMMER 2018 #BYOLBC RESULTS



This summer, the Environmental Services Bureau (ESB) chose over 20 events to attend throughout the summer for the Bring Your Own-Long Beach City (#BYOLBC) campaign. The eye-catching booth drew large crowds and street teams engaged people throughout the events. A detailed social media and web-based ad plan was created for the length of the campaign, driving residents to the website where they learned different ways to reuse, reasons to choose to reuse, and allowed visitors to sign up for a monthly contest by taking a pledge. There were also two billboard ads in the city. In addition, the marketing plan included weekly emails from the sign ups at events and online. The campaign had three “ways to win” to encourage residents to change their behavior and chose to reuse. The “ways to win” included:

1. Taking a pledge to choose to reuse - provided their email address and selected a reason to reuse, in return received one reusable to-go item of their choice. They were also encouraged to pose in our social media frame with their new reusable product to promote social acceptability of the action of reuse.
2. Monthly Drawing- participants’ pledge entered them into a monthly drawing for a full kit of different reusable items. This contest was also available to any online sign-ups and was advertised in the monthly newsletter.
3. #BYOLBC contest- If participants posted a picture using a reusable item in Long Beach and used the #BYOLBC, they would be entered to win a gift card to a local restaurant. This contest rewarded residents for using their reusable food container in the community.

Throughout the campaign, ESB also had some giveaway contests through social media to further engage users and show others that the behavior is easy and socially acceptable. An example was a social media post stating, “tell us how you choose to reuse in Long Beach and win this prize” alongside a picture of a reusable item. Many users posted different ways they reuse around the city. ESB often chose more than one winner and mailed them a reusable gift.

## RESULTS

The campaign was successful with 312,475 social impressions and 41,330 social engagements. Resulting in a 10% gain in awareness and education for the population of Long Beach. ESB also captured 2,567 pledges and email addresses from engaged residents who wanted to know more about the program and future BYOLBC events. From these pledges, 1,090 residents identified Health as the priority to BYO, 2,063 identified the environment, and 1,115 identified saving money. Many residents selected more than one option for their pledge to BYO. The newsletter had a 38% open rate to the BYOLBC emails. This is exceptionally high compared to the government services industry standard of 21% (ConstantContact.com). ESB also distributed almost 5000 reusable to-go items to LB residents. The most popular being straws, with 1871 given out, utensils kits with 859 distributed, and 905 collapsible bowls. With these positive indicators and new standard benchmarks, ESB now has the tools internally to continue the message of “Bring Your Own” throughout the year. ESB plans to expand the campaign further by engaging with Long Beach business districts, hiring college interns to conduct outreach, and developing partnerships with other organizations and departments in the city that have shared interests in this behavior change. The campaign’s main successes include: education to residents on reusable options, increased awareness of the Expanded Polystyrene Ordinance shown through our post impressions and pledges taken, increased engagement and participation by residents to bring their own to-go containers, and development of measurable metrics for future projects based on waste reduction.

### Key Metrics:

Social ad/post impressions: <b>312,475</b>	New Facebook Followers: <b>220</b>
Social ad/post clicks: <b>8,901</b>	Emails opened: <b>38%</b>
Social ad/post engagements: <b>41,330</b>	Emails clicks: <b>12%</b>
Digital ad clicks: <b>1803</b>	Number of total participants/pledges taken: <b>2,537</b>
Digital ad impressions: <b>38,463</b>	Total page views on CLB website: <b>4,921</b>



## BILLBOARDS



## EVENT BOOTH



**FLYER / PLEDGE TO REUSE / EMAIL SIGN UP**

# I CHOOSE TO REUSE

## #BYOLBC







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**Time for Change! It's Time to Choose to Reuse!**  
The City of Long Beach is encouraging everyone to "bring your own" containers and reduce the use of single-use disposables. By bringing your own to-go containers, cups, straws and tote bags, we can all take small steps—and make big strides. A simple wash, and they're good to use again. It's time to think beyond the trash can and choose to reuse.

**Why Do You Choose to Reuse?**  
For a chance to win a City of Long Beach reusable gift pack, give us your name, email, why you choose to reuse, and you're in! One lucky email winner will be randomly selected at the end of each month between 7/01/18-9/30/18. Visit [LongBeach.gov/BYOLBC](http://LongBeach.gov/BYOLBC) for more details.

- Protect my health with less contact with new plastics.
- It helps our environment, our beaches, and our city.
- I save money by reusing.

Name

Email

I do not want to receive any emails from the City of Long Beach.

NO PURCHASE NECESSARY. Providing personal information is voluntary and is required to complete your chance to win a City of Long Beach reusable gift pack. Open to legal U.S. residents residing in Long Beach, CA, who are 18 years of age or older. The Promotion begins 12:00am PST on 7/1/18 and ends 9:00pm PT on 9/30/18 ("Promotion Period"). While supply lasts. Limit one gift per household. Odds may vary by award size.

**TAGS/INFO CARDS IN GIVEAWAY ITEMS:**

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### 3 REASONS TO CHOOSE TO REUSE

# 1

You'll save money

# 2

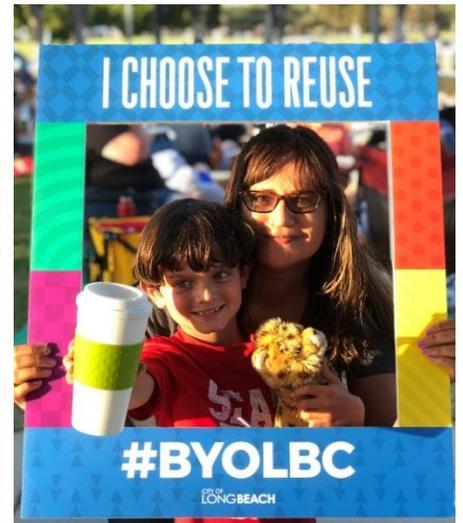
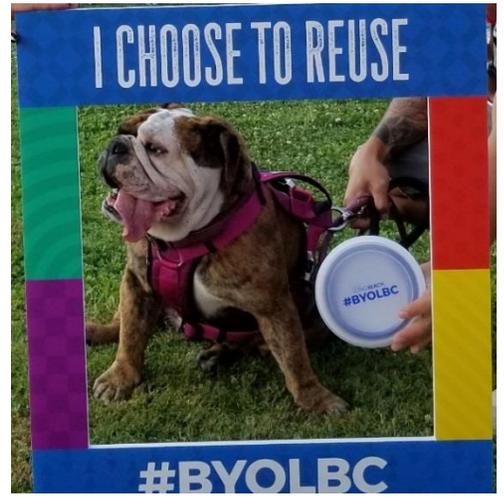
You'll protect your health

# 3

You'll help our environment, our beaches and our city

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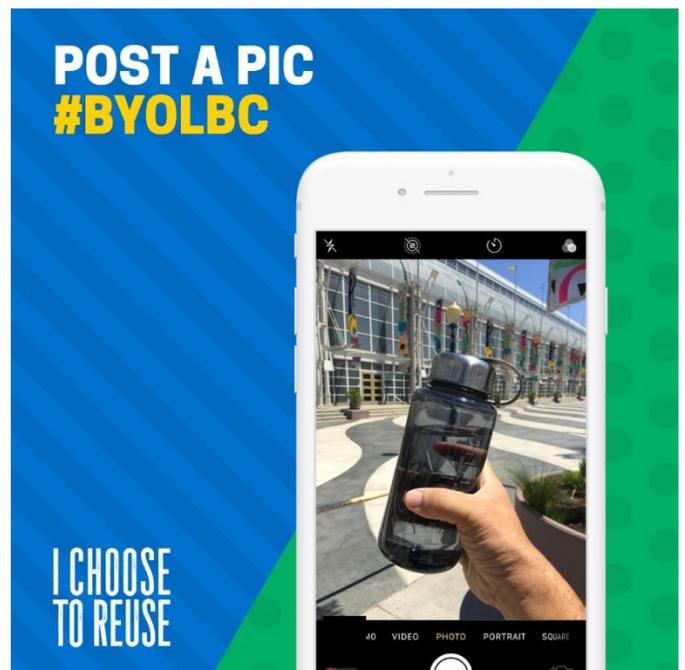
EVENT PICTURES



**SOCIAL MEDIA GRAPHICS:**



**REUSAABLE GIVEAWAYS:**





**Full Reusable Kit Prizepack included:** Collapsible Bowl, Utensil Pouch (Fork, Spoon, Chopsticks inside), Metal Straw with Cleaner, Foldable Tote, Tumbler Cup, Large and Small Produce Bags, "I Choose to Reuse" Pin, and #BYOLBC hat.

