PROJECT
FRONT
YARD

Preparation meets Opportunity

- LCG Comprehensive Plan
  - 40 action items on beautification
- Business Community
- Media Commitment
- Other Beautification groups

Our Backyard

Our Front Yard

Our Front Yard

What is Project Front Yard?

- Multi-pronged approach that tackled beautification from a comprehensive, regional perspective.

- Appeals to our sense of community pride by comparing the care we take with our "backyard" culture and appealing to us to turn that attention to our front yard

- Always intended it to be applicable to region

Project Front Yard - Recognition

- Began by recognizing those who had been doing the work
- 6 awards in 2014
- 4 awards 2015

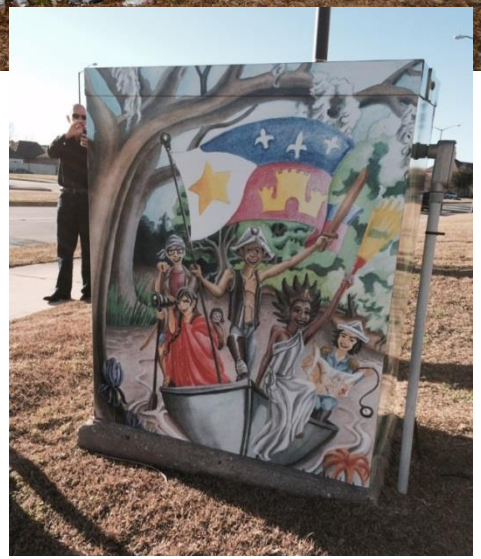
Project Front Yard

Project Front Yard Components

Cleanliness

- Litter Enforcement
- Embrace a Space
- Decal program
- Community cleanups

Project Front Yard Components



Beautification

- Plantings
- Public Art
- Gateways

Project Front Yard Components

Education

- Media Commitment
- Bayou Paddle Trail
- School Toolkits & Projects

PFY: Protect the House Campaign

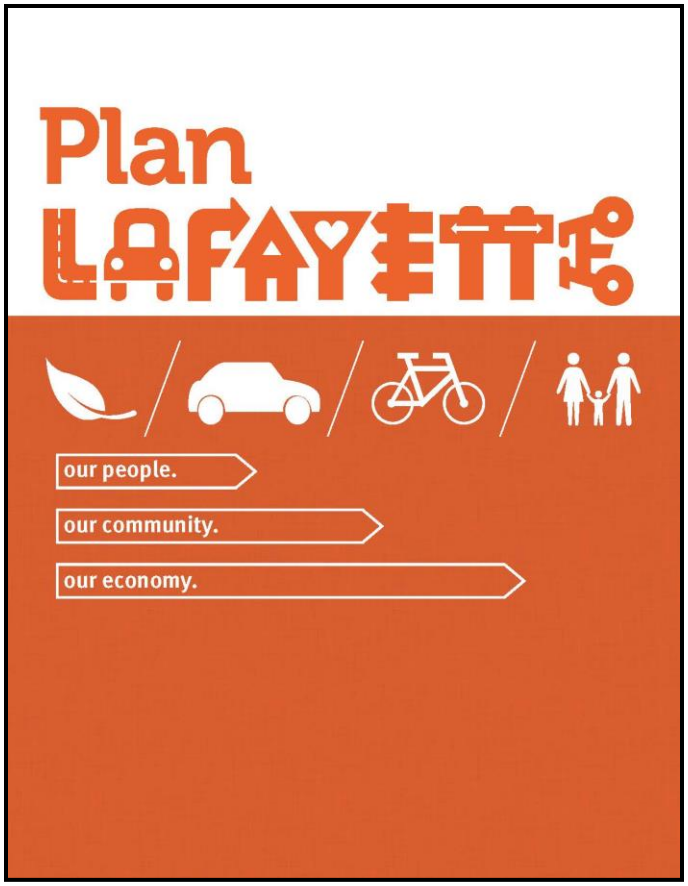
House Safety Campaign
UL and 1st Responders

LCG Ordinance

- 4 inch house numbers
- Visible from the street

Launching Fall 2015

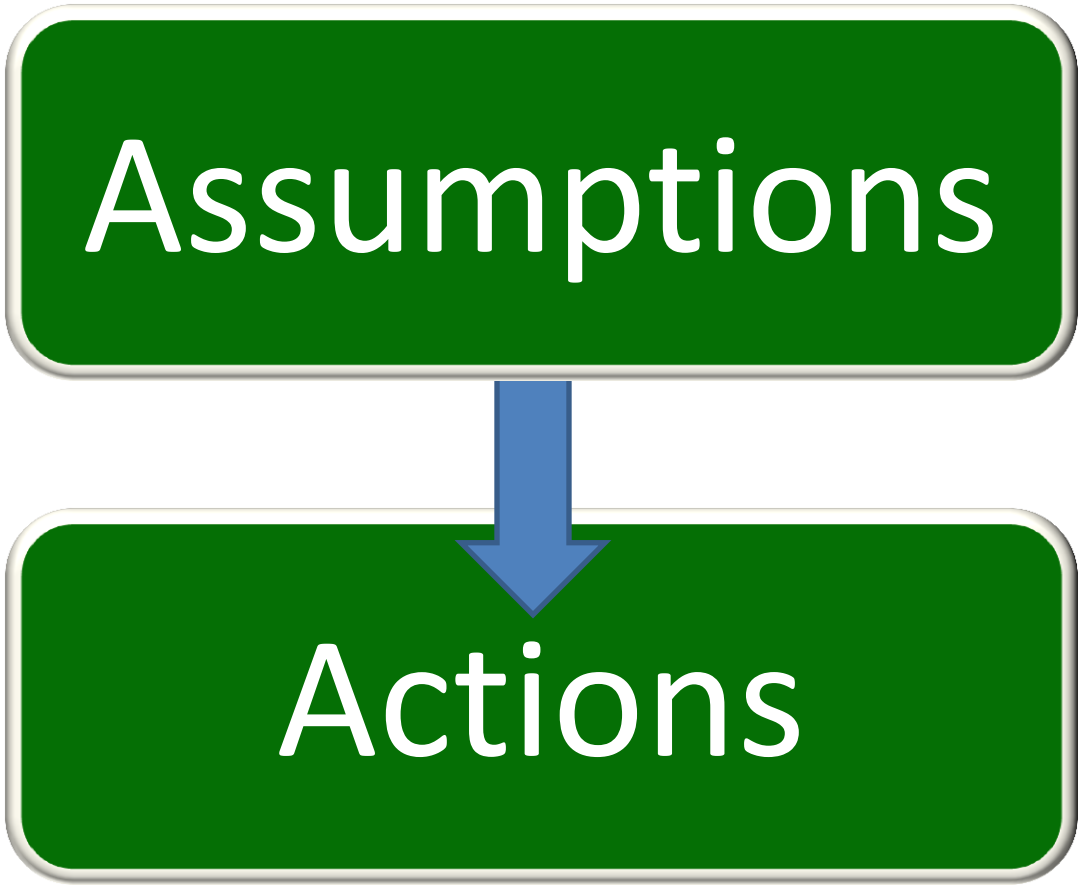
Why it worked?



Business Community

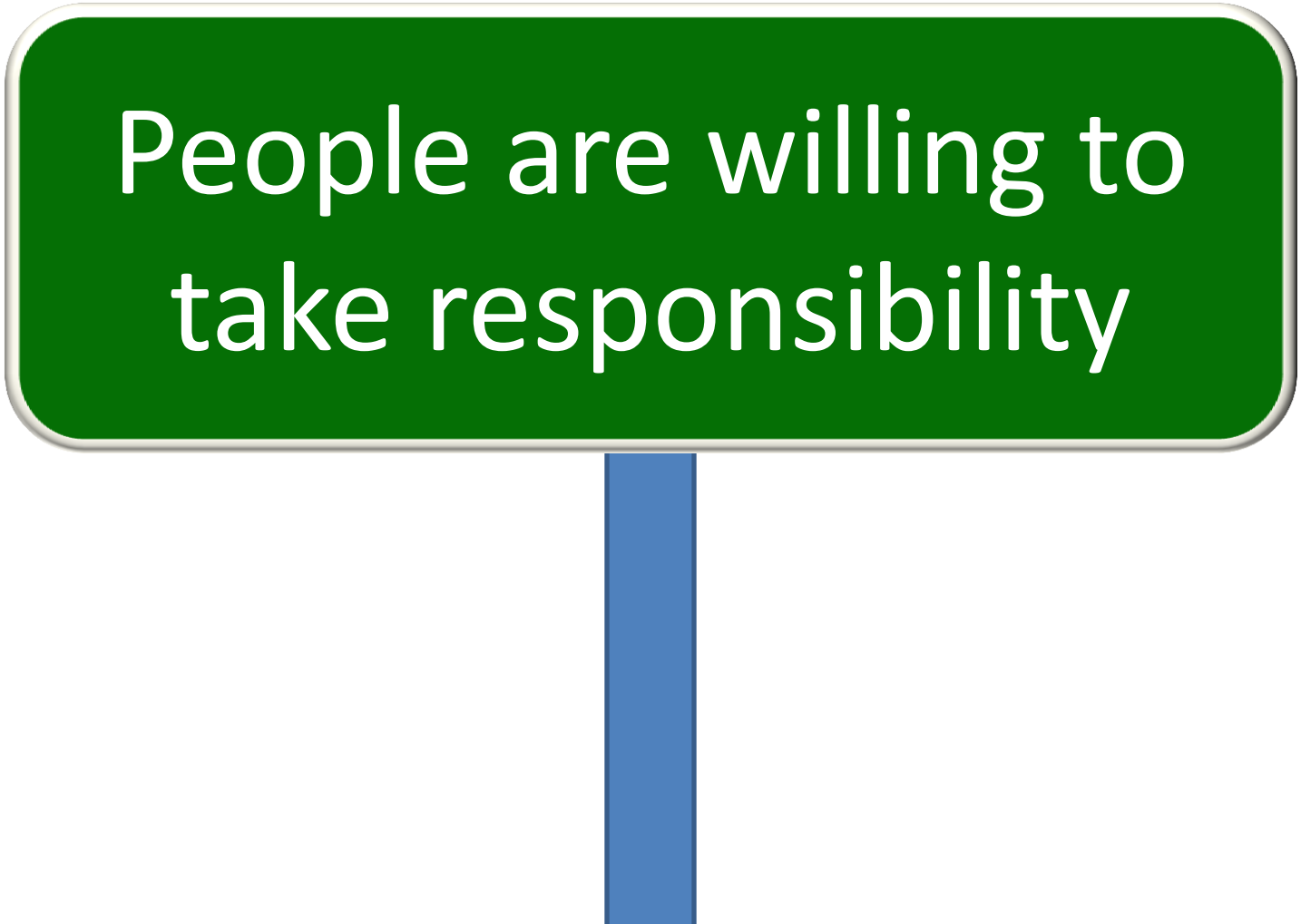
Media

How did we change behavior?



Our assumptions

Our assumptions



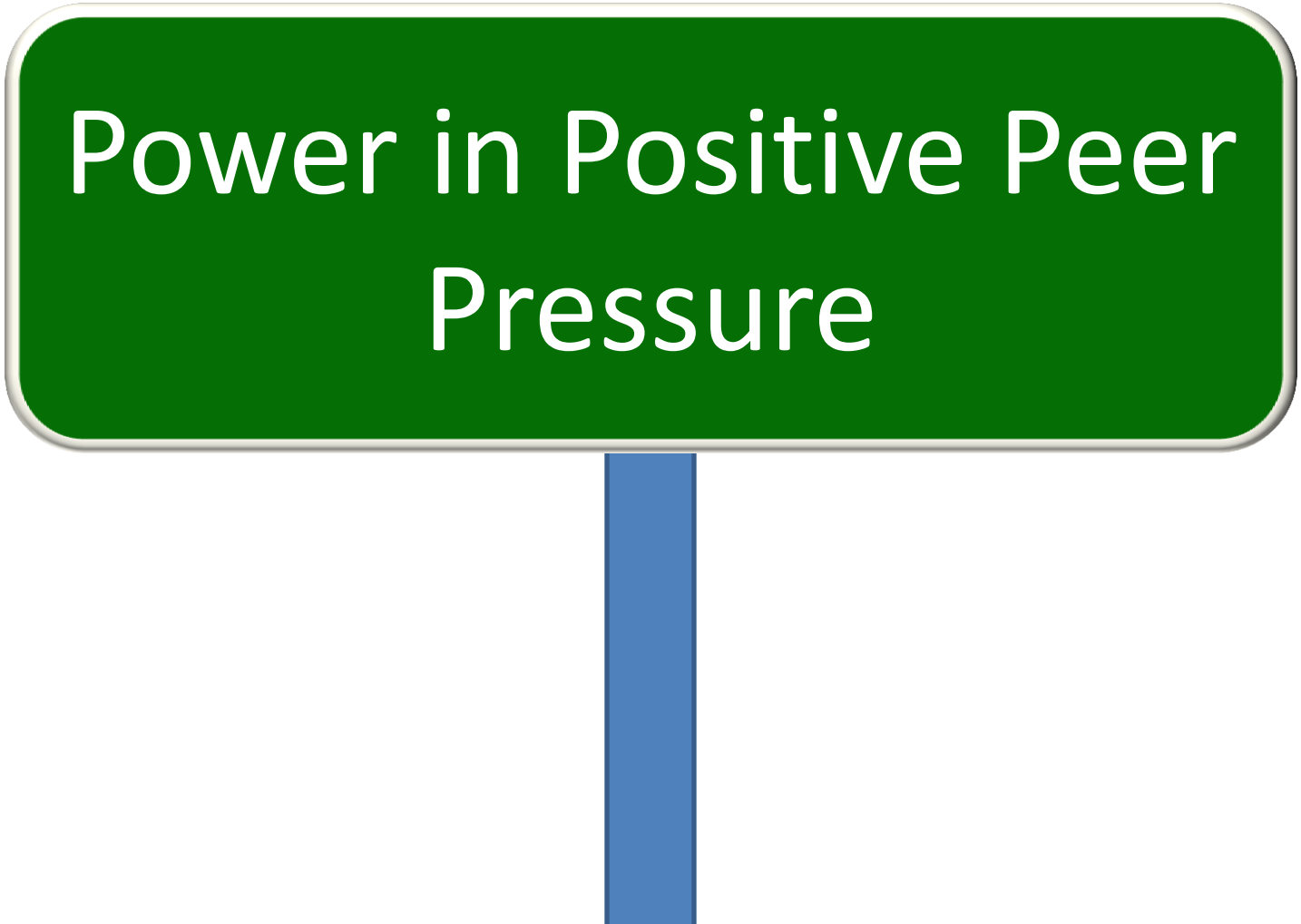
NIMBY

"Not In My Backyard"

YIOFY

"Yes, in our Front Yard"

Our assumptions



PROJECT
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Our assumptions

And many more…

Why it worked

- Do the right thing
- Be a part of a bigger movement

Project Front Yard: What is Next

- **Branding available**
- **Parish Toolkits**
- **Regional Partners:**
  - Iberia Chamber
  - St. Martin Parish
  - Acadia Parish
- **Education**

Yardley the Gnome's Activity Book

The Quest for a Cleaner World Begins Inside...

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