Susan Russell

Executive Director
Keep Louisiana Beautiful

WELCOME

9
States

34
Parishes

8
State Agencies

54
Local Government

12
Colleges and Universities

95
Companies and Community Partners

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2022 Growth

- Higher Education
- Affiliate Network
- Engagement Opportunities
- Mission Exposure

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IMPACT

31,525 Volunteers

$2.8 million
Volunteer Value

106,770
Volunteer Hours

283,568
Participants

1,126
Trees Planted

2,837
Gardens

1,502 Engagement
(schools, businesses, groups)

990
Litter Cleanups

206 Tons of
Materials Recycled

543 Tons of
Litter Removed

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University Affiliates

GRAMBLING STATE UNIVERSITY®
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UNIVERSITY of LOUISIANA LAFAYETTE®

LSU | A Keep Louisiana Beautiful Affiliate

KEEP NICHOLLS Beautiful
A Keep Louisiana Beautiful Affiliate

KEEP UNO BEAUTIFUL
KEEP LOUISIANA BEAUTIFUL AFFILIATE

TULANE
Keep Louisiana Beautiful Affiliate

KEEP XAVIER UNIVERSITY OF LA BEAUTIFUL
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Coming Soon!

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University Sustainability Coalition

Dillard University
Fletcher Technical Community College
Grambling State University
Louisiana State University
Louisiana Tech
Loyola University
McNeese State University
Nicholls State University
Northwestern State University
River Parishes Community College
Tulane University
University of Louisiana Lafayette
University of Louisiana Monroe
University of New Orleans
Xavier University of Louisiana

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Growth in the Community Affiliate Network

- Abbeville
- Abita Springs
- Assumption
- Ascension
- Bossier
- Calcasieu
- Covington
- DeRidder
- DeSoto
- East Feliciana
- Eunice
- Hammond
- Jefferson
- Lacombe
- Lake Charles
- Lafayette
- Lincoln
- Livingston
- Madisonville
- Mandeville
- Monroe
- Morehouse
- Natchitoches
- New Orleans
- Ouachita
- Slidell
- St. James
- St. John
- St. Martin
- St. Mary
- St. Tammany
- Tangipahoa
- Terrebonne
- Union
- West Baton Rouge
- West Feliciana
- West Monroe
- Shreveport

COMING SOON!

- City of Baker
- Central Louisiana Chamber of Commerce
- Keep the Quarter Clean
- Kiwanis of Algiers
- City of Pineville

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LOVE THE BOOT week

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280
registered cleanup & beautification events in **54** parishes

8,476 reported volunteers & participants

40,007
hours dedicated to cleanup & beautification efforts

293
tons of litter removed from Louisiana

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339

Louisiana libraries engaged

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Save the Date: April 17-23, 2023

LOVE THE BOOT week

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Membership

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PROUD PARTNER

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Pledge Program

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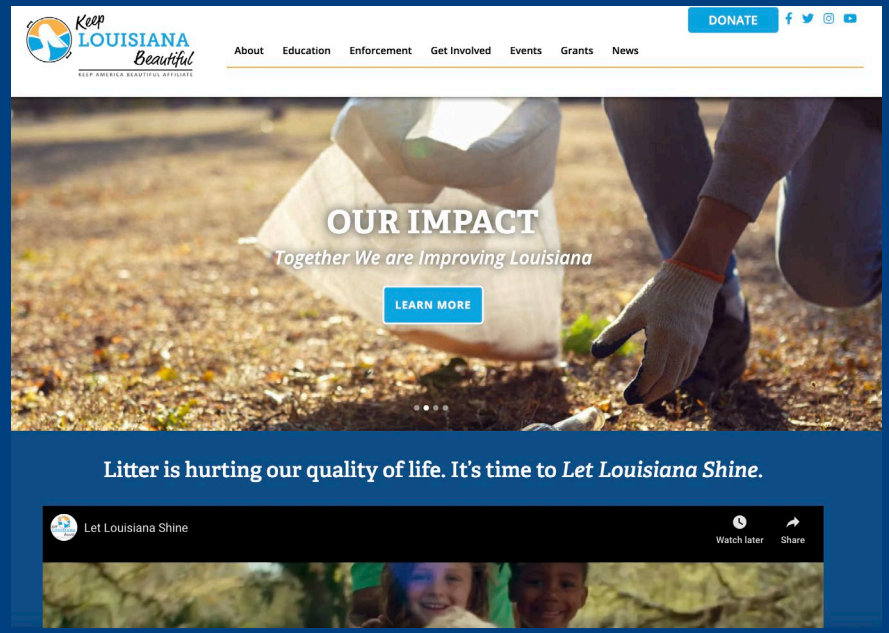
Growth in Exposure

92% increase
in pageviews

28% increase
in followers

273% increase
in impressions

$578,479
publicity value



January 1 – October 7, 2022 vs. previous period
Publicity value February – October 2022

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Supporting Louisiana Through Grants

2021- 22 Grants

Total #: 30

Total: $123,143.29

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Task Force on Litter Abatement and Beautification

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Task Force Members

The Honorable Governor John Bel Edwards
The Honorable Lt. Governor & Task Force Chair Billy Nungesser
Renee Amar
Dr. Neil Aspinwall
Dr. Teresa Bagwell
Brenda Breaux
The Honorable Trent Brignac
The Honorable Sharon Weston Broome
Secretary Chuck Brown
Angela Chalk
Marie Constantin
Commissioner Jay Dardenne
Colonel Lamar Davis
Lisa Johnson
Chip Kline
Adam Knapp
Secretary James LeBlanc
Sharon Mann

Designees:
Doug Cain
Mark Cooper
Travis Huval
Valeri Leblanc
Vince Latino
Calia Meceli
Stacey Neal
Angela Whitmaker

The Honorable Josh McAllister
Secretary Jack Montoucet
Secretary Don Pierson
Dr. Steve Slaton
Carla Tate
Sheriff Rene' Thibodeaux
Mike Wampold
Secretary Shawn Wilson

Facilitated by:
Christel Slaughter, SSA Consultants CEO
Anita Byrne, SSA Consultants
Rudy Gomez, SSA Consultants
Dr. Cecile Carson, National Consultant
Susan Russell, KLB Executive Director

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Stated Duties of Task Force

Building an understanding of the key drivers of litter and barriers to litter abatement from the production of items that may become litter to consumer behavior with respect to litter;

Identifying solutions to reduce the presence of litter throughout Louisiana's roads, waterways, public spaces, parks, and communities; and

Establishing shared goals and values for litter abatement.

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TASK FORCE SNAPSHOT

13

WORK MEETINGS

400+

VOLUNTEER HOURS

8

RECOMMENDATIONS

47

KEY PRIORITIES

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Recommendation 1: Establish Fundamentals to Sustain Litter Prevention and Beautification Efforts

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RECOMMENDATION 1 KEY PRIORITIES

- Litter Study
- Statewide Litter Abatement Plan
- Create accountability for local governments and applicable state agencies
- Use technology to connect volunteers, events, resources, information, grants, waste/recycling locations and enforcement

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What is KLB leading under Recommendation 1?

- Helping to facilitate the litter study and the development of the statewide plan
- Developing grant programs to fund litter prevention, removal, and beautification
- Developing an online portal that will serve as a one-stop-shop for all things litter.

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Recommendation 2:
Raise Public Awareness

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RECOMMENDATION 2 KEY PRIORITIES

- Statewide marketing campaign
- Custom toolkits for sectors to raise awareness
- Relaunch motorist campaign

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What is KLB leading under Recommendation 2?

- To oversee the largest statewide multi-media litter awareness campaign in Louisiana's history.
- Create toolkits for state agencies, local government, businesses, and groups to promote with one unified message.
- Promote the litter reporting hotline

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Recommendation 3: Build Knowledge Through Training and Education

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RECOMMENDATION 3 KEY PRIORITIES

- Create best practices to manage and reduce waste created by event organizers.
- Educate elected officials, administrators, business leaders etc. so they can make informed decisions and prioritize.
- Identify opportunities in state agencies that currently have contact with the public and incorporate litter prevention messaging.

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What is KLB leading under Recommendation 3?

- To create best practice manuals for Louisiana's festivals and events
- Work with Chambers of Commerce and Associations to create a Green Business program.
- In partnership with Office of Motor Vehicles, KLB will relaunch litter prevention materials at all OMV and title offices statewide.

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Recommendation 4: Advance Youth Education to Create a Culture of Cleanliness

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RECOMMENDATION 4 KEY PRIORITIES

- Work with educators to support Act 72, which requires instruction on litter prevention in K-5 grades
- Support programs for formal and non-formal educators teach to youth
- Engage with higher education
- Teach roadside litter prevention and enforcement in driver's education courses

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What is KLB leading under Recommendation 4?

- KLB is revising its 11 Rocksey's Toolbox lesson plans
- KLB is partnering with local libraries to provide two sets of the litter prevention lesson plans and the Harry the Snakebird book.
- KLB will produce a litter prevention video and teacher's guide supporting the driver's license test questions that will be distributed.

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Recommendation 5: Strengthen Litter and Illegal Dumping Enforcement Efforts

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RECOMMENDATION 5 KEY PRIORITIES

- Create consistent laws and fine structure across local jurisdictions.
- Build a knowledge base and best practices
- Establish a litter court system throughout Louisiana
- Relaunch the litter hotline

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Recommendation 6: Improve Waste Disposal Practices and Recycling Opportunities

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RECOMMENDATION 6 KEY PRIORITIES

- Conduct a statewide recycling needs assessment
- Develop a plan to support recycling and waste disposal infrastructure

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Recommendation 7: Expand Litter Prevention and Removal Initiatives

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RECOMMENDATION 7 KEY PRIORITIES

- Improve frequency, coordination, and efficiency of litter removal from interstate and state roadways.
- Create a comprehensive adoption program for highways, roadways, waterways, and public green spaces.
- Identify and purchase innovative litter removal equipment.
- Increase citizen-led litter removal activities by establishing local “loan library” of litter supplies.

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What is KLB leading under Recommendation 7?

- KLB will offer $500k in trash receptacle grants to be installed on public property to support clean communities - give people a way to properly dispose of their trash.
- KLB will partner with LDWF and others to pilot litter collection devices in highly littered waterways.
- KLB establish Cleanup Supply Loan Libraries in any local library that want to participate.

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Recommendation 8: Support Beautification and Community Appearance Enhancement

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RECOMMENDATION 8 KEY PRIORITIES

- Establish and/or expand a state nursery to provide landscape resources of native trees, wildflowers, plants, grasses, and seeds to beautify green spaces.
- Create landscaping and signage design templates for beautifying state, parish, and entry points

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What is KLB leading under Recommendation 8?

KLB to establish a beautification grants program to beauty highly visible roadways and entry points.

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Thank you. Please connect with me: srussell@keeplouisianabeautiful.org

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