



State of Keep Louisiana Beautiful
Susan Russell
Executive Director





**OUR IMPACT HAS GROWN
AND WE ARE MAKING A DIFFERENCE TOGETHER**



KLB Network & Grantee Impact



32,584
VOLUNTEERS



\$4 MILLION
VOLUNTEER VALUE



146,819
VOLUNTEER HOURS



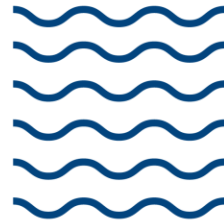
1,733
ORGANIZATIONS
ENGAGED



267
SCHOOLS &
UNIVERSITIES
ENGAGED



17,964
STUDENTS &
TEACHERS ENGAGED



1,313
WATERWAY &
ROADWAY
CLEANUPS



41,019
CIGARETTE BUTTS
REMOVED



721
TONS OF LITTER
REMOVED



12,647
TREES & GARDENS
PLANTED



760
TONS OF MATERIAL
RECYCLED



899
TRASH RECEPTACLES
INSTALLED



458
TONS OF
HAZARDOUS WASTE
DIVERTED FROM
LANDFILL



67,418
CLEANUP SUPPLY
ITEMS DISTRIBUTED



\$1 MILLION
GRANTS
AWARDED



**OUR AFFILIATE NETWORK HAS GROWN
AND CONTINUES TO GROW!**



Current Community Affiliates



Abbeville
Abita Springs
Algiers
Assumption
Ascension
Baker
Baton Rouge
Bossier
Calcasieu
Covington
DeRidder
DeSoto
Eunice
French Quarter
Hammond

Jefferson
Lacombe
Greater Lake Charles
Lafayette
Lincoln
Livingston
Madisonville
Mandeville
Monroe
Morehouse
Natchitoches
New Orleans
New Roads
Ouachita

Pearl River
Slidell
St. James
St. John
St. Martin
St. Mary
St. Tammany
Tangipahoa
Terrebonne
Union
West Baton Rouge
West Feliciana
West Monroe
Shreveport

43
Affiliates
Strong!



New Community Affiliates



**KEEP BAKER
BEAUTIFUL**
KEEP LOUISIANA BEAUTIFUL AFFILIATE



KEEP LOUISIANA BEAUTIFUL AFFILIATE



**KEEP ALGIERS
BEAUTIFUL**
KEEP LOUISIANA BEAUTIFUL AFFILIATE



Going Through the Affiliation Process



Grant Parish
St. Bernard Parish
St. Charles Parish
City of Pineville
City of Walker



10 University Affiliates



A Keep Louisiana Beautiful Affiliate



UL LAFAYETTE™
A KEEP LOUISIANA BEAUTIFUL AFFILIATE



Going Through the Affiliation Process



Dillard University
Southeastern University



**WE CREATED PROGRAMS
FOR YOU TO USE IN YOUR COMMUNITIES**



Clean Biz Partnership

A Clean Louisiana is Good for Business



- KLB, Louisiana Chambers of Commerce, and businesses partnering to reduce and prevent litter.
- 33 Chambers of Commerce and 300+ businesses participating to date.



Participating Chambers

Avoyelles

Marksville Chamber of Commerce

Bossier

Bossier Chamber of Commerce

Shreveport Bossier African American Chamber of Commerce

Caddo

Greater Shreveport Chamber

Shreveport Bossier African American Chamber of Commerce

Calcasieu

Chamber Southwest Louisiana/Economic Development Alliance

East Baton Rouge

Baton Rouge Area Chamber

City of Central Chamber of Commerce

Louisiana Association of Business and Industry

Zachary Chamber of Commerce

Franklin

Winnsboro-Franklin Chamber of Commerce

Iberia

Greater Iberia Chamber of Commerce

Jackson

Jackson Parish Chamber of Commerce

Jefferson

Jefferson Chamber of Commerce

Lafourche

Lafourche Chamber of Commerce

Natchitoches

Natchitoches Area Chamber of Commerce

Orleans

New Orleans Chamber

Ouachita

Monroe Chamber of Commerce

West Monroe West Ouachita Chamber

Pointe Coupee

Greater Pointe Coupee Chamber of Commerce

Participating Chambers Cont.

Rapides

Central LA Regional Chamber of Commerce

St. Bernard

St. Bernard Chamber of Commerce

St. Landry

St. Landry Chamber of Commerce

St. Martin

St. Martinville Chamber of Commerce

St. Mary

St. Mary Chamber of Commerce

Tangipahoa

Amite Chamber of Commerce

Tangipahoa Chamber of Commerce

Terrebonne

Houma Terrebonne Chamber of Commerce

Union

Union Parish Chamber of Commerce

Vermilion

Vermilion Chamber of Commerce

Vernon

Greater Vernon Chamber of Commerce

Webster

Greater Minden Chamber

Shreveport Bossier African American Chamber of
Commerce



Promote Clean Biz Partnership



Marketing tools are available
keeploouisianabeautiful.org:

- Digital ads for your newsletter and website
- Social media graphics
- And more!



Get Down and Clean Up

2-Step Your Way to a Cleaner Louisiana

Get Down &
CLEAN UP
2-STEP YOUR WAY TO KEEP LOUISIANA BEAUTIFUL

- In collaboration with the State Library of Louisiana, KLB introduced the Get Down and Clean Up program at 100+ participating public libraries in 30 parishes.
- Library cardholders can now visit participating libraries to check out and return litter clean up supplies, including litter grabbers, safety vests, and trash bags.



Participating Libraries

Assumption

Assumption Parish Library

Avoyelles

Avoyelles Parish Library

Beauregard

Beauregard Parish Library HQ

Aulds Branch Library

Benton Branch Library

Bossier Parish Library

Central Branch Library

East 80 Branch Library

Haughton Branch Library

Plain Dealing Branch Library

Tooke Branch Library

Bossier Parish Library

Caddo

Shreve Memorial Library – All

Calcasieu

Calcasieu Parish Public Library

Cameron

Cameron Main Library

Grand Lake Branch Library

Hackberry Library

Johnson Bayou Branch Library

DeSoto

Desoto Parish Library

East Baton Rouge

Baker Branch Library

Bluebonnet Regional Branch Library

Carver Branch Library

Greenwell Springs Road Regional

Branch Library

Main Library at Goodwood

Scotlandville Community Branch Library

Regional Branch Library

Zachary Branch Library

East Carroll

East Carroll Parish Library

Jackson

Jackson Parish Library

Jackson Parish Library Bookmobile

Jefferson

East Bank Regional Library

Lafayette

West Regional Library

East Regional Library

North Regional Library

South Regional Library

Main Library

Lincoln

Lincoln Parish Library

Natchitoches

Watson Memorial Library

NSU University Libraries

Natchitoches Parish Library

Ouachita

Anna Meyer Branch Library

Carver-McDonald Branch Library

Cpl. J.R. Searcy Memorial Branch Library

Main Branch Library

Ouachita Valley Branch Library

West Monroe Branch Library

Plaquemines

Belle Chasse Library

Buras Library

Port Sulphur Library

Pointe Coupee

Julian Poydras Branch Library

Rapides

Main Branch Library

St. James

Lutcher Branch Library

Vacherie Branch Library

St. Landry

Krotz Springs Municipal Public Library

Opelousas Public Library

St. Martin

St. Martinville Branch Library

St. Mary

Amelia Branch Library

Bayou Vista Branch Library

Berwick Branch Library

Centerville Branch Library

Morgan City Public Library

Patterson Branch Library

St. Mary Parish Library Main

West End Branch Library

St. Tammany

Abita Springs Branch Library

Slidell Branch Library

South Slidell Branch Library

Participating Libraries Cont.

Tangipahoa

Amite Branch Library
Hammond Branch Library
Independence Branch Library
Kentwood Branch Library
Loranger Branch Library
Ponchatoula Branch Library

Terrebonne

North Branch Library

Union

Union Parish Library

Vermilion

Vermilion Parish Library System
Abbeville Branch

Washington

Franklinton Branch Library
Bogalusa Branch Library

Webster

Webster Parish Library
Minden Library Branch
Webster Parish Library
Springhill Branch

West Baton Rouge

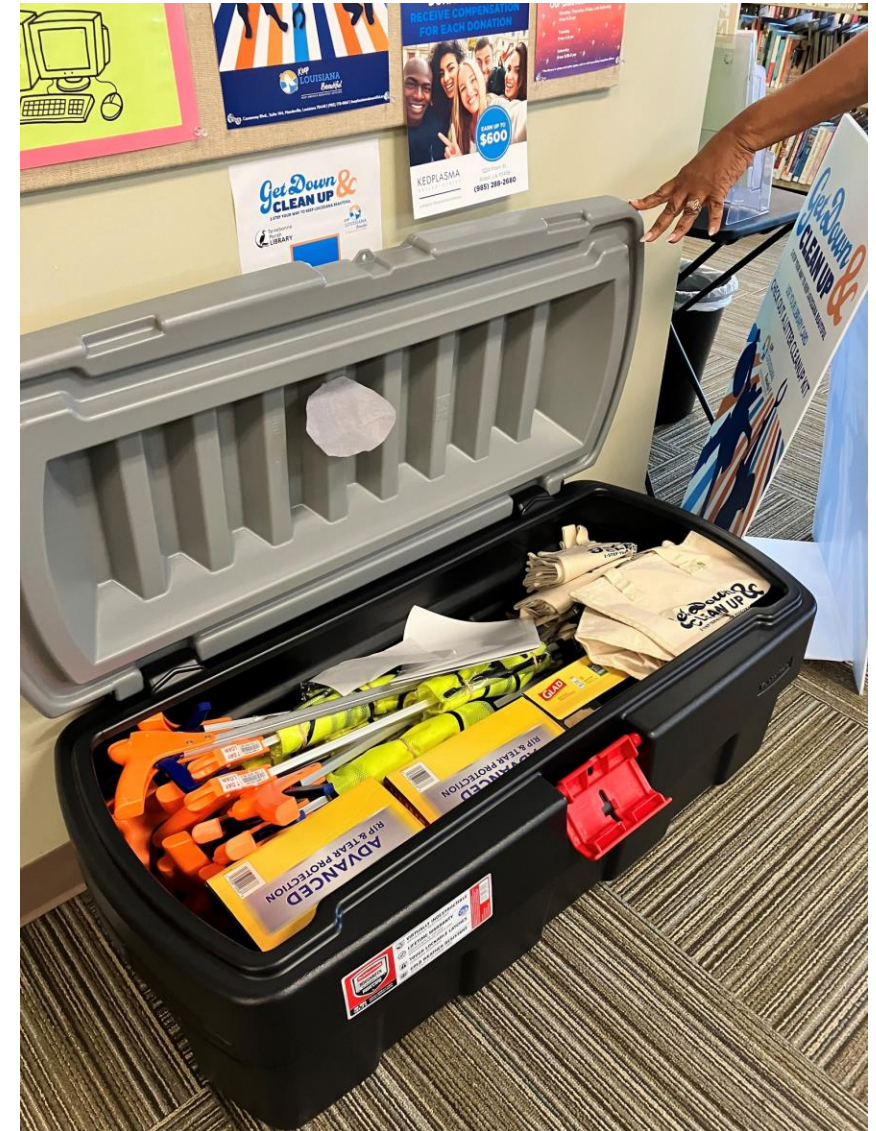
West Baton Rouge Parish Library Main Branch

West Feliciana

West Feliciana Parish Library

Winn

Atlanta Branch Library
Calvin Branch Library
Dodson Branch Library
Sikes Branch Library
Winn Parish Library



Promote Get Down and Clean Up



Marketing tools are available
keeploouisianabeautiful.org:

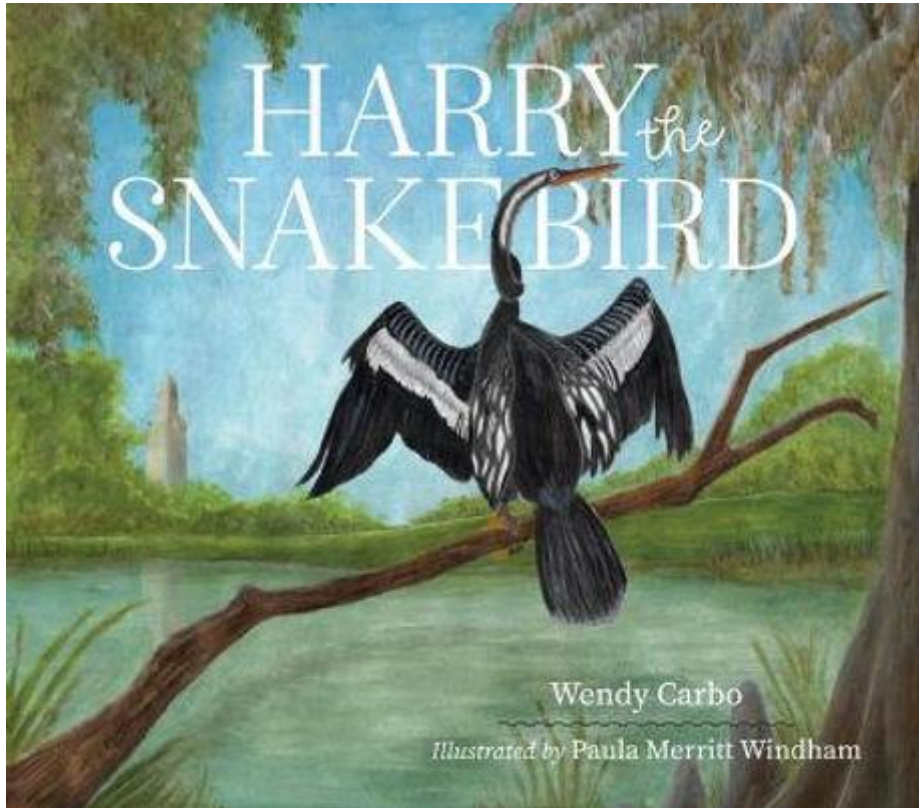
- Digital ads for your newsletter and website
- Social media graphics
- And more!



**WE PARTNERED WITH THE STATE LIBRARY
AND STATE PARKS TO DISTRIBUTE
AN EDUCATIONAL CHILDREN'S BOOK**



“Harry the Snakebird” by Wendy Carbo



Keep Louisiana Beautiful distributed “Harry the Snakebird,” a book about saving a bird from litter.

- Two copies to all 340 local parish libraries and children's bookmarkers
- Two copies to all 21 state parks

A GUIDE AND WORKBOOK WAS CREATED TO SUPPORT GREENER OUTDOOR EVENTS



Litter Prevention and Waste Management Guide for Outdoor Events



PRODUCED IN PARTNERSHIP WITH



Additional support from The Barataria-Terrebonne National Estuary Program

Keep Louisiana Beautiful partnered with French Quarter Festivals, Inc. to create Greener Grounds Guidebook and Workbook to:

- Provide practical ways event organizers can plan to manage and reduce waste
- Increase recycling
- Prevent litter at large outdoor events
- New large event grants.



COMMUNITY IMPROVEMENT GRANTS WERE DISTRIBUTED THROUGHOUT THE STATE



\$1,164,149 Community Improvement Grants

- **Greener Grounds Grant: \$141,133**
 - 25 organizations
 - 15 parishes
- **Healthy Communities Grant: \$193,066**
 - 31 organizations
 - 16 parishes
- **Community Affiliate Grants: \$42,980**
 - \$29,473 for cleanup supplies
 - \$13,507 for programs
- **University Affiliate Grants: \$39,644**
 - 8 universities
- **Trash Receptacle Grants: \$615,000**
 - 899 receptacles
 - 90 organizations
 - 40 parishes
- **Beautification Grants: \$152,000**
 - 39 organizations
 - 24 parishes

Current Grant Funding Opportunities



Trash Receptacle Grant Program (Due 10.18)
Beautification Grant Program (Due 11.16)

APPLICATIONS OPEN ONLINE NOW

Apply at keeplouisianabeautiful.org.





LET LOUISIANA SHINE PROMOTED LITTER PREVENTION STATEWIDE



Let Louisiana Shine

KLB's Statewide Litter Prevention Campaign



- *Let Louisiana Shine* is the State of Louisiana's litter prevention campaign focused on educating citizens on the negative impacts of litter and how to stop it from happening in the first place.
- Tips shared through TV, radio, outdoor, and digital advertising include securing your load, cleaning out your truck bed, using a reusable grocery bag, and keeping a bag for trash in your vehicle and boat.



Billboard Advertising



KEEP YOUR TRUCK BEDS CLEAN

STOP LITTERING

LETLOUISIANAshine.ORG

STATE OF LOUISIANA
LIEUTENANT GOVERNOR
BILLY NUNGESSER

Keep LOUISIANA Beautiful

A woman in a maroon shirt stands by the open bed of a white pickup truck. The truck bed is clean and empty. The billboard features a blue background with white and orange text.



STATE OF LOUISIANA
LIEUTENANT GOVERNOR
BILLY NUNGESSER

Keep LOUISIANA Beautiful

DON'T THROW TRASH OUT YOUR WINDOW

LETLOUISIANAshine.ORG

A young boy in a yellow safety vest sits in the driver's seat of a car, holding a white cup and a blue bag with the 'LET LA shine' logo. The billboard features a blue background with white and orange text.



SECURE YOUR LOAD STOP LITTERING

LETLOUISIANAshine.ORG

Keep LOUISIANA Beautiful

STATE OF LOUISIANA
LIEUTENANT GOVERNOR
BILLY NUNGESSER

A white pickup truck is shown from the rear, with its bed filled with cardboard boxes secured by a black ratchet strap. The billboard features a blue background with white and orange text.



LET LA shine

PUT THE BRAKES ON LITTER

Keep LOUISIANA Beautiful

STATE OF LOUISIANA
LIEUTENANT GOVERNOR
BILLY NUNGESSER

LETLOUISIANAshine.ORG

The billboard features a blue background with a road stretching into the distance. The text is in white and orange. The 'LET LA shine' logo is prominent on the left.



Social Media Advertising



PROTECT OUR
SPORTSMAN'S
PARADISE

LETLOUISIANA**shine**.ORG



KEEP A BAG
FOR TRASH
ON YOUR
BOAT

LETLOUISIANA**shine**.ORG



KEEP LITTER OUT
OF OUR LAKES

LETLOUISIANA**shine**.ORG



You Can Help Let Louisiana Shine! A Marketing Toolkit is Now Available Online



Content Created for YOU:

- Social media graphics & messaging
- Social media content calendar
- Template press release announcing your support for litter prevention
- Template email announcing your support for litter prevention
- Digital ads for your website and newsletter
- Custom Let ___ Shine logo template
- And more!



Toolkit available at keeploouisianabeautiful.org and letloouisianashine.org.



Sample Toolkit Social Media Graphics



**DON'T
THROW
TRASH
OUT YOUR
VEHICLE**

LETLouisianashine.org



**KEEP YOUR
TRUCK BED
CLEAN**

LETLouisianashine.org



**LITTERING
IS ILLEGAL**

LETLouisianashine.org



**LITTER
IS BAD
FOR
BUSINESS**

LETLouisianashine.org



**DON'T LEAVE
BEHIND
FISHING
LINE & HOOKS**

LETLouisianashine.org



**LET'S KEEP OUR
NEIGHBORHOODS
CLEAN**

LETLouisianashine.org



**LOVE THE BOOT WEEK WAS THE
LARGEST STATEWIDE CLEANUP EVER
THANKS TO YOUR INVOLVEMENT!**



Love the Boot Week Participation

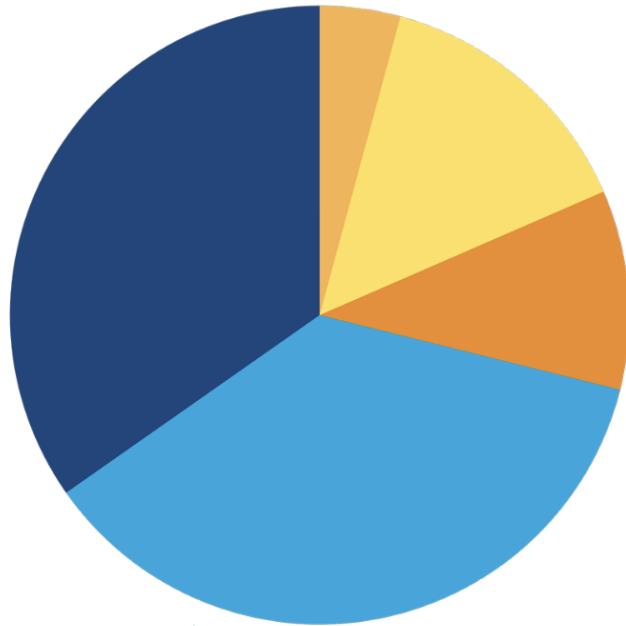


64
parishes

12,777
volunteers

61,493
volunteer hours

\$1.68 mil
volunteer value



547
events

- 23 colleges & universities
- 57 individuals & families
- 78 k-12 schools
- 190 governmental entities
- 199 businesses & non-profits

 **LOVE THE BOOT**
week
KEEP LOUISIANA BEAUTIFUL



Love the Boot Week Results



Most littered items

1. plastic beverage bottles
2. fast food packaging
3. alcohol cans & bottles
4. snack food packaging
5. plastic bags

313
tons of litter
removed



3,506

aluminum cans & #1
plastic bottles recycled at
13 sites, with support from
Osprey Initiative and
The Coca-Cola Company

146
gardens
refurbished

3,542
plants
planted

370
trees
planted



Love the Boot Involvement

- **23** colleges and universities
- **78** K-12 schools
- **57** individuals and family groups
- **199** businesses and non-profit organizations
- **190** governmental entities



Love the Boot Growth

- **95.36%** increase in events registered
- **18.52%** increase in parishes impacted
- **6.85%** increase in litter removed
- **50.74%** increase in volunteers
- **182.44%** increase in trees planted
- **427.87%** increase in plants planted





LOVE THE BOOT week



KEEP LOUISIANA BEAUTIFUL

SAVE THE DATE
April 20-28, 2024



KEEP LOUISIANA BEAUTIFUL SPEARHEADED THE FIRST LITTER STUDY SINCE 2010

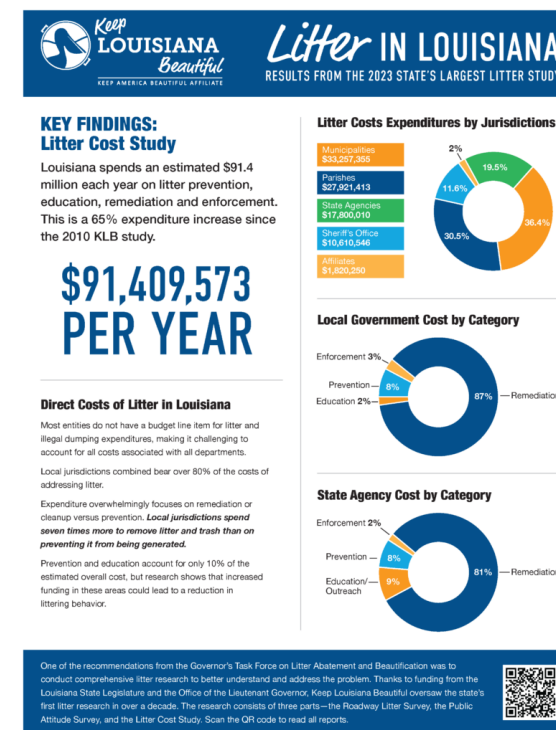


Louisiana Litter Study

KLB facilitated a four-part litter study on:

1. The cost of litter abatement
2. Roadside litter
3. The public perception of litter
4. Best practices for roadway litter removal

STUDY AND FACT SHEETS AVAILABLE AT
KEEPLOUISIANABEAUTIFUL.ORG
MORE INFO IN THE NEXT PRESENTATION!



What to Look for Soon



- Creating education lessons for K-5 aligning with standards.
- Updating Rocksey's Toolbox lessons for non-formal educators.
- Teacher workshops on new education lessons.
- Clean Biz workshops featuring best practices.
- Love the Boot Week registration opening in January!
- New driver's education video, teacher's guide and OMV test questions.
- New and improved litter hotline.
- Let Louisiana Shine and Love the Boot media campaigns.



Thank You



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Text questions: 678-346-5252

