

Louisiana Litter Research 2023



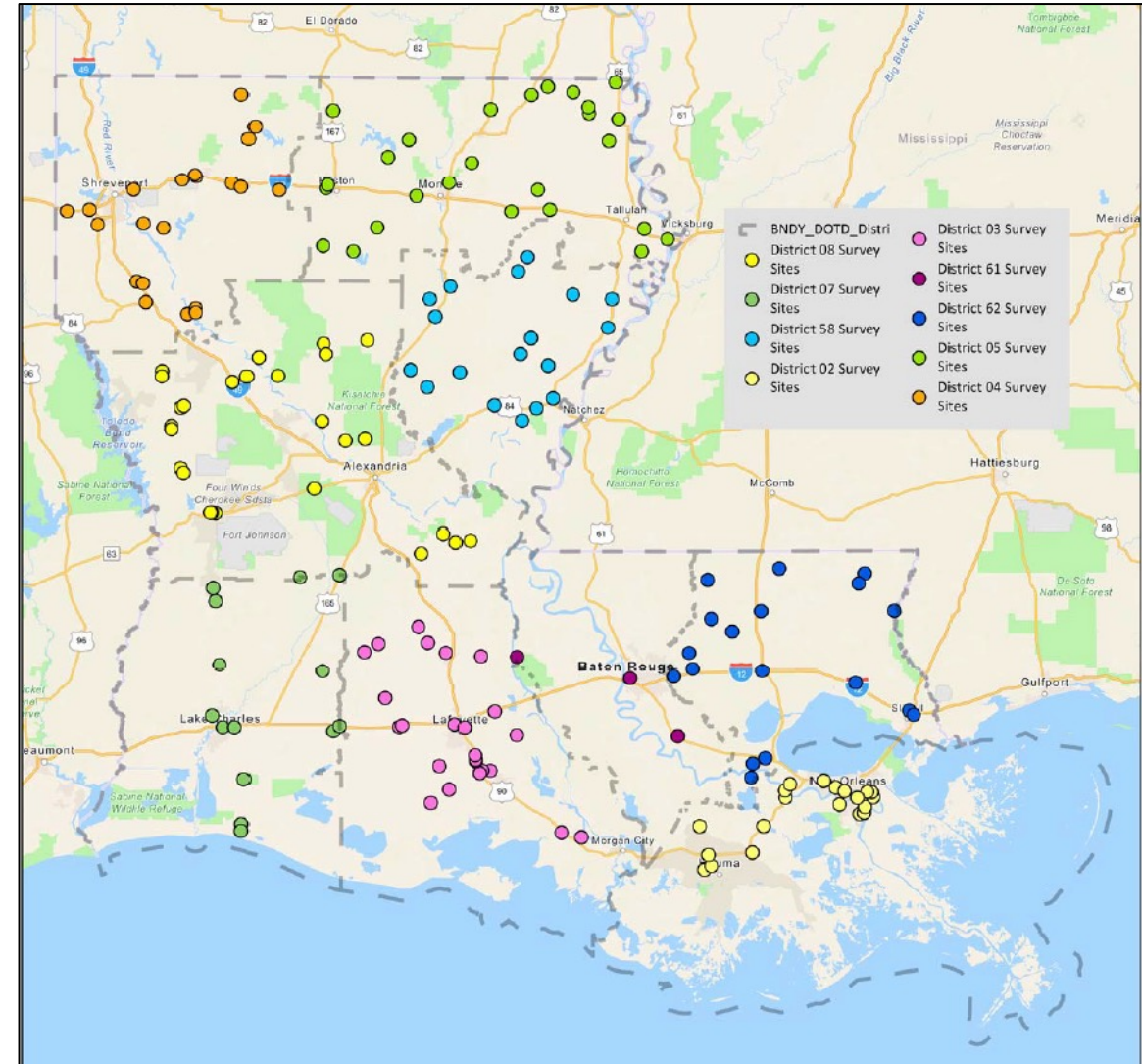
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Roadway Litter Survey

Methodology

- Site Selection Criteria
 - Interstate, US Highway, State Route
 - Rural, Suburban, and Urban
- 137 Sites = 616,500 Square Feet
 - 300' by 15' - Visible Litter
 - 15' by 15' (3) - Micro Litter
- Litter – Intentional or Unintentional
 - Category, Item, and Packaging
 - Site Conditions



143.8

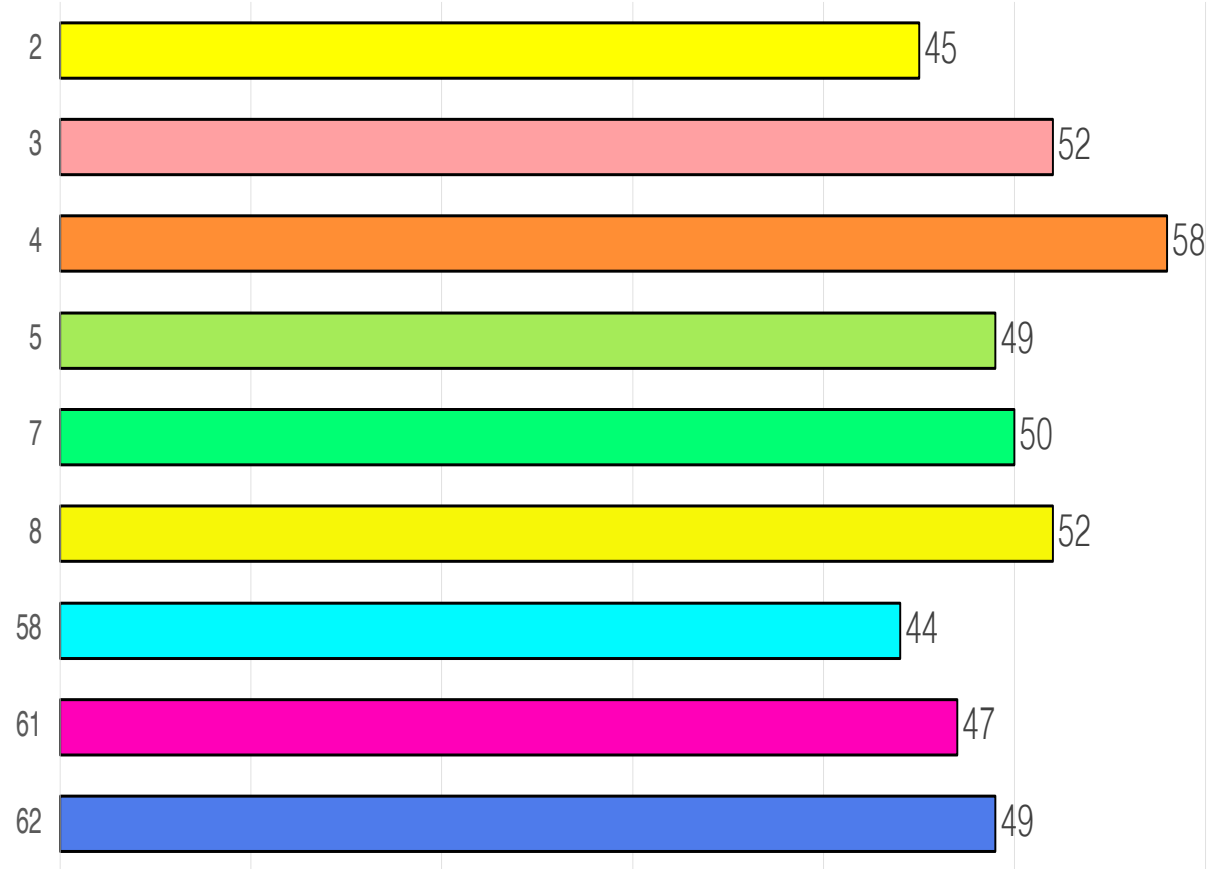
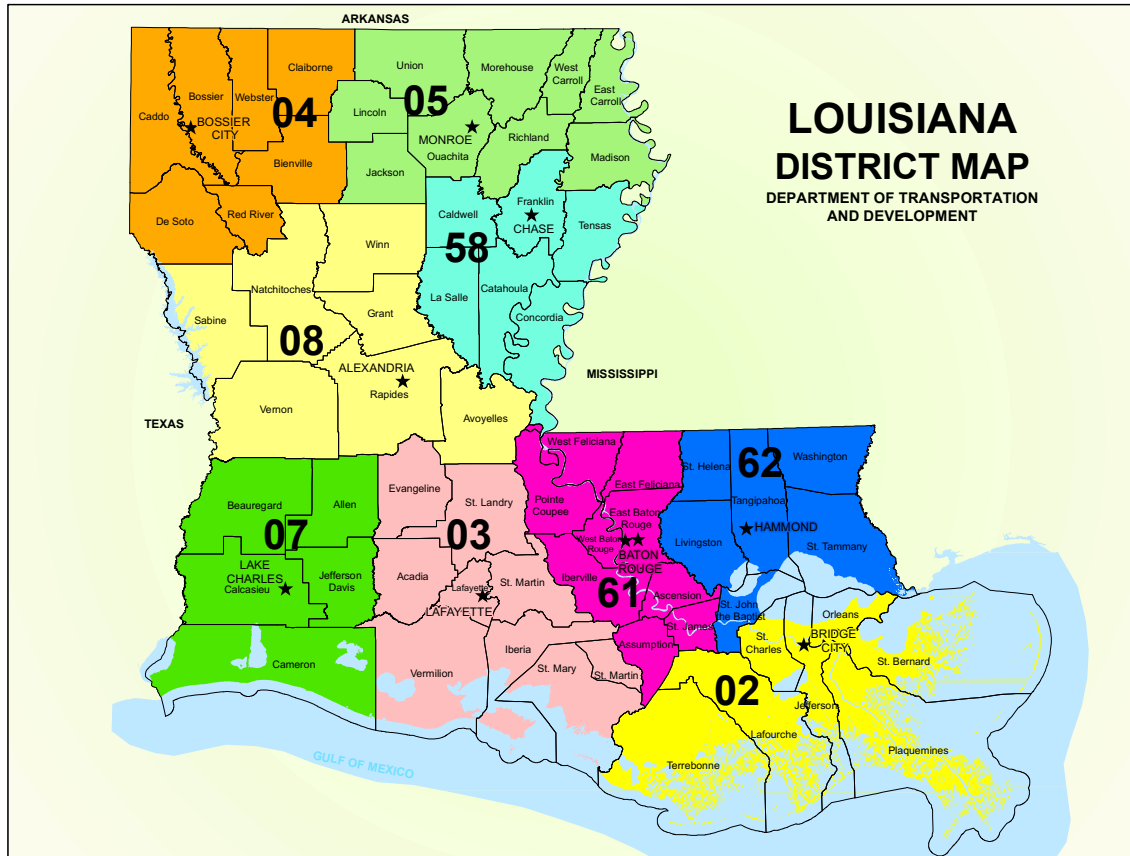
Million Pieces of Litter



Litter by Roadway Type

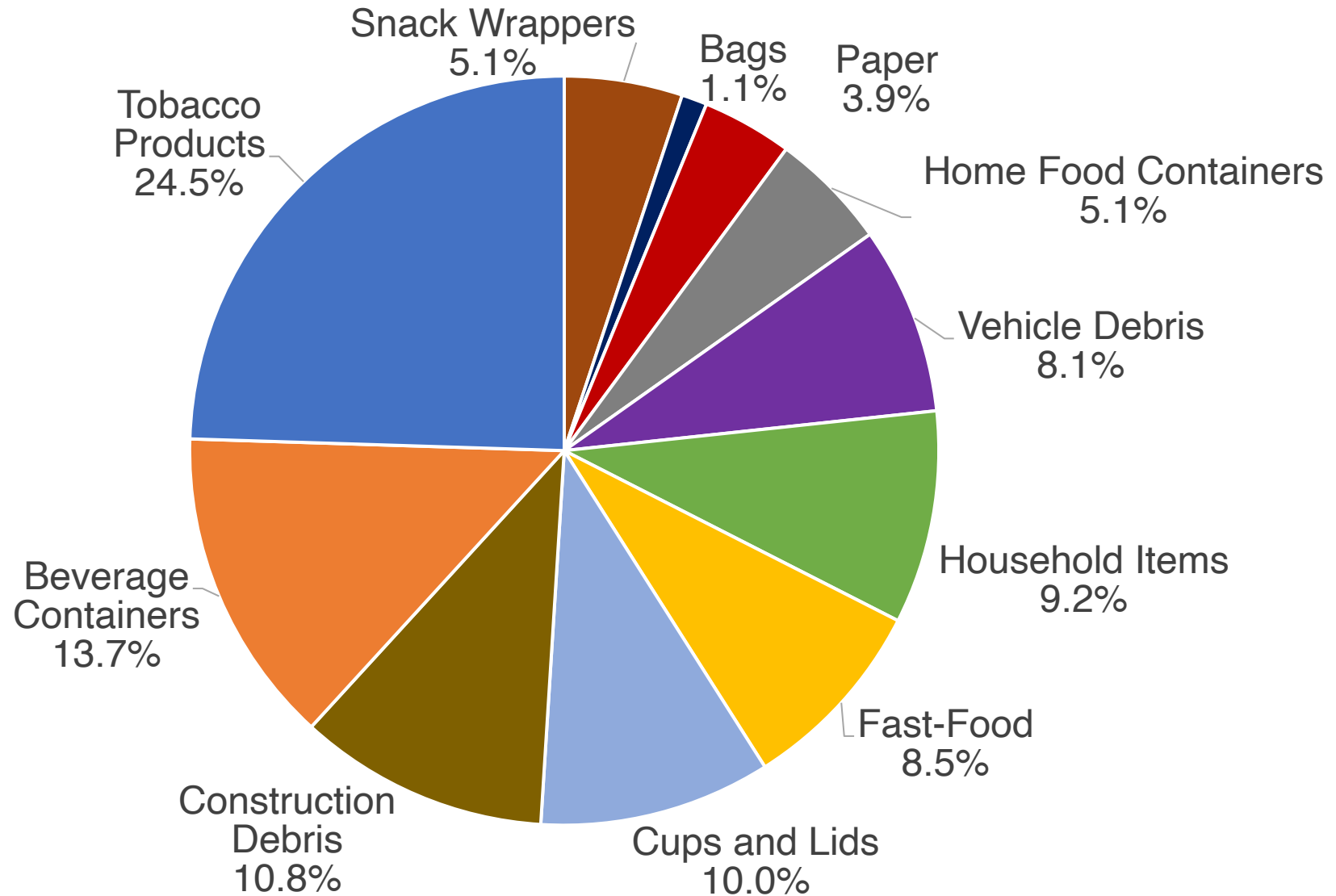
Roadway Type	Average # Items Per Mile	Road Miles within State	Total # Litter Items
Interstates	10,178	944	9,604,551
US Highways	7,697	2,285	17,585,224
State Routes	8,811	13,244	116,683,356
Total	-	16,472	143,873,132

Litter by District



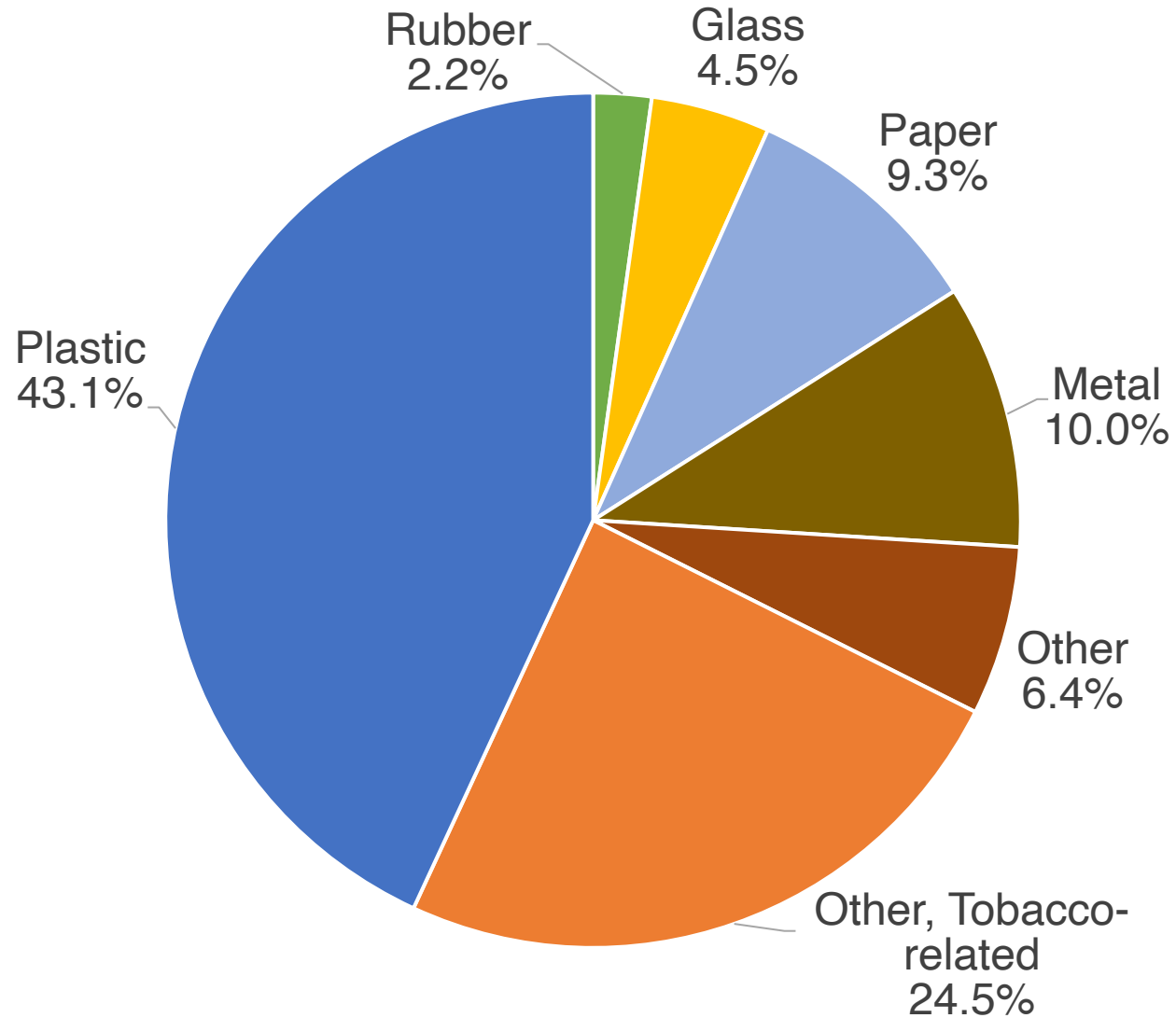
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Aggregate Litter by Category



Aggregate: Combination of Visible and Micro Litter

Aggregate Litter by Packaging Material



Most Commonly Littered Items

Aggregate Litter	Visible Litter Item
Tobacco	Water Bottle
Plastic Beverage/Cup	Beer Can
Plastic Fast Food	Cup Lids
Plastic Home Items	Snack Wrapper
Plastic Other*	Tire & Rubber Debris
Plastic Packaging	Soft Drink Can
Metal Other*	Polystyrene Cup
Paper Fast Food	Other Plastic Packaging
Plastic Snack Wrappers	Soft Drink Plastic
Metal Beverage Containers	Fast Food Wrapper/Container

* Vehicle and Construction

Brands and Companies



Bud Light, Budweiser, Busch, Corona,
Michelob Ultra, Modelo, Natural Light



Coca-Cola, Diet Coke, Dasani,
Monster, Powerade, Sprite



Aquafina, Gatorade, Pepsi,
Doritos, Cheetos

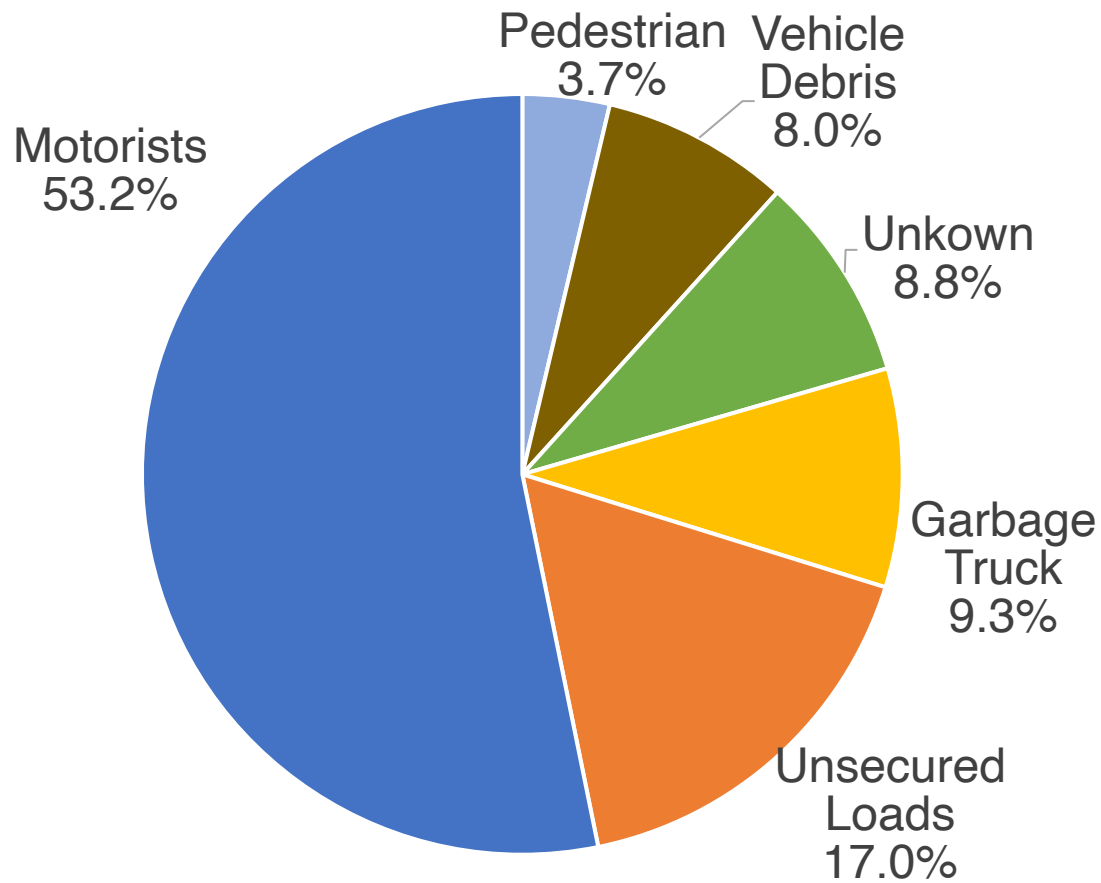


Great Value (Walmart),
Niagara, Member's Mark (Sam's)

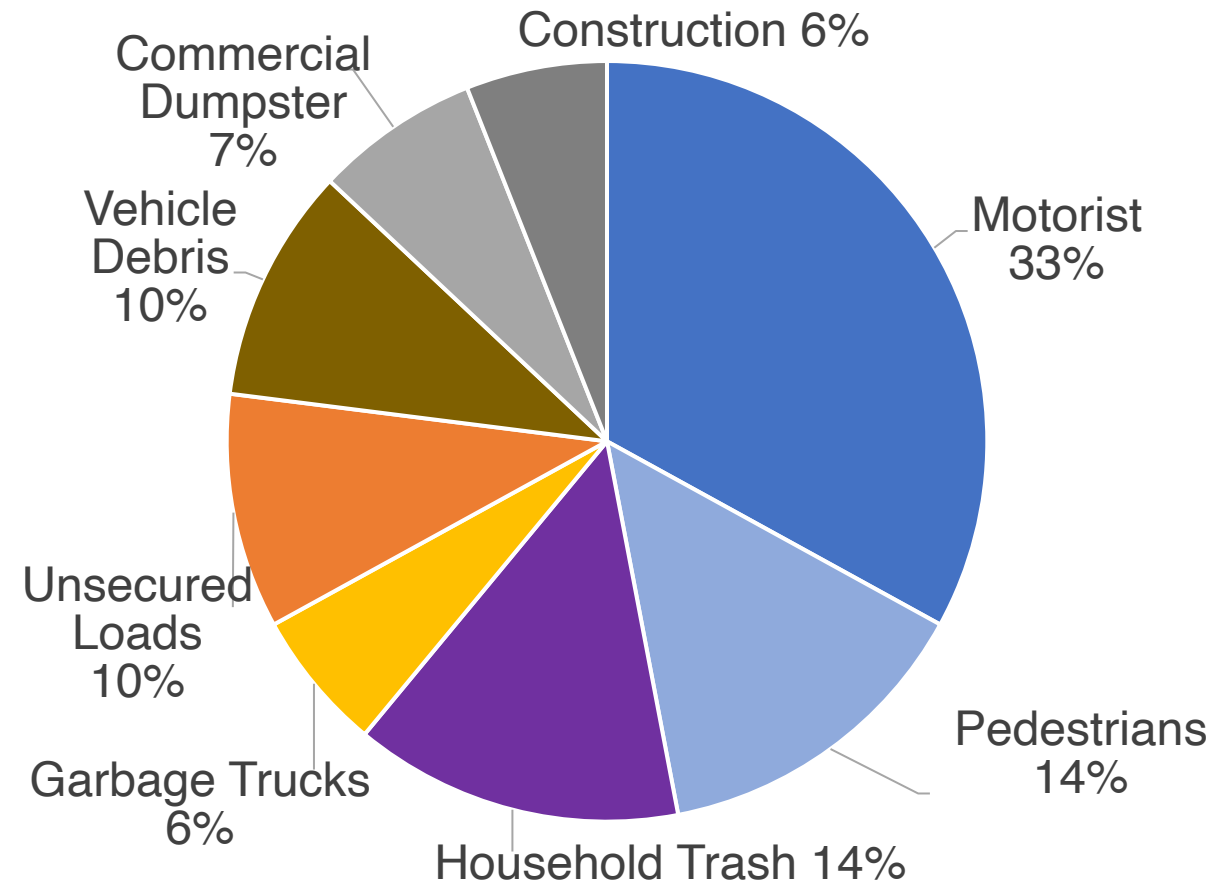


Litter Sources Identified

Visible Litter Survey



Public Attitude Survey



Recommendations

- Align the litter removal process with litter conditions
- Develop new systems to ensure litter removal prior to mowing
- Promote adoption programs to build awareness and supplement removal
- Encourage beautification
- Create prevention messaging for beverages and fast food at points of sale
- Encourage the enforcement of uncovered loads
- Expand effective residential and commercial waste management and recycling practices

The background features a large, faint, light-blue globe centered on the page. Overlaid on the globe are several icons: a checkmark in the top-left and bottom-right quadrants, and a magnifying glass in the center. The text 'Public Attitude Survey' is prominently displayed in the middle of the image.

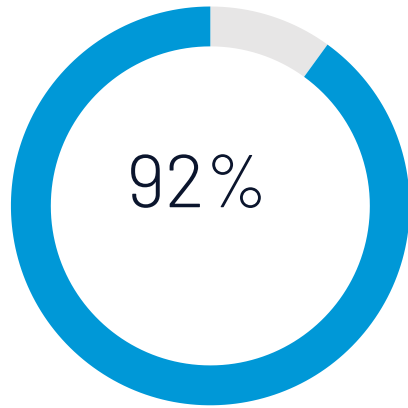
Public Attitude Survey

Methodology

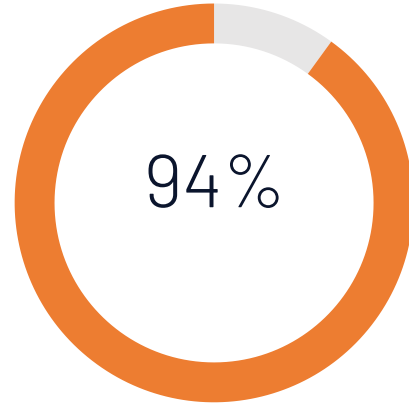
- 43 Questions
- Web-Based Survey
- Target Audience
 - Louisiana Resident
 - U.S. Census data
 - Northern, Central, Acadiana, Greater New Orleans, or Florida Parishes/Baton Rouge
- 537 Louisianans (+/- 4 % margin of error)



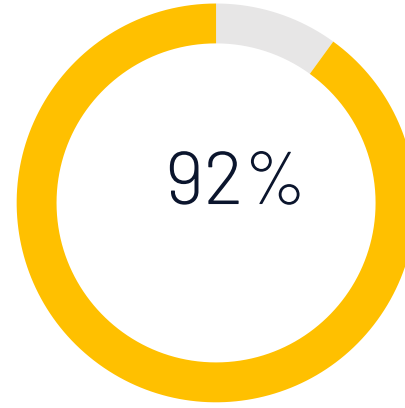
Public Attitude about Litter



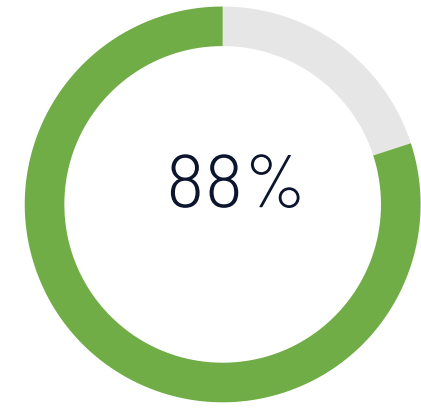
Litter is
a Problem



Contributes
to Flooding



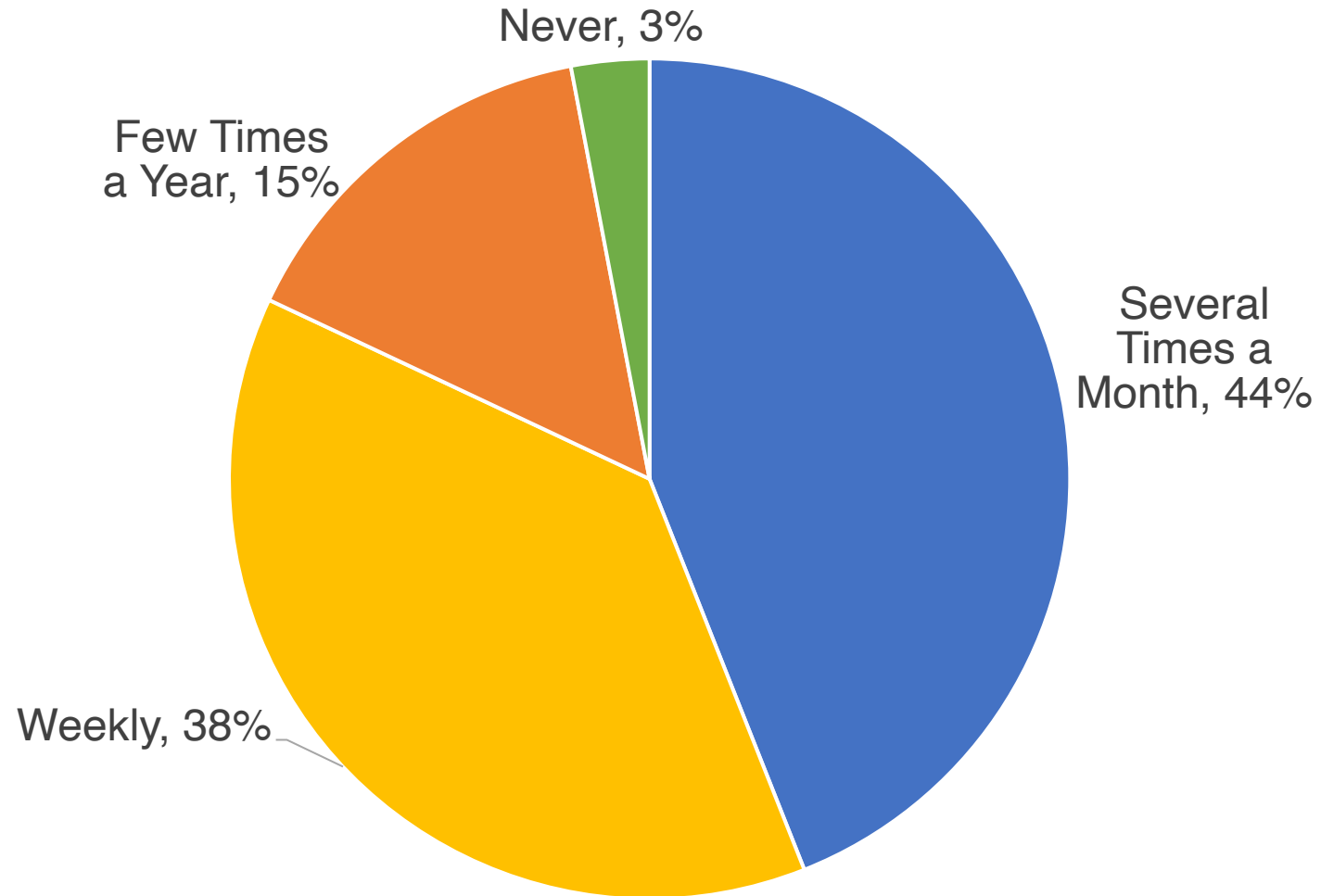
Negatively
Impacts
Tourism



Decreases
Business
Revenues

Littering Behaviors

Frequency of Observed Littering in the Past Year



Why Do People Litter

More convenient to litter than properly dispose

29%

Laziness

28%

Lack of pride or ownership in their community

18%

Don't understand harm to people or animals

11%

No trash cans nearby

10%

Do not know littering is illegal

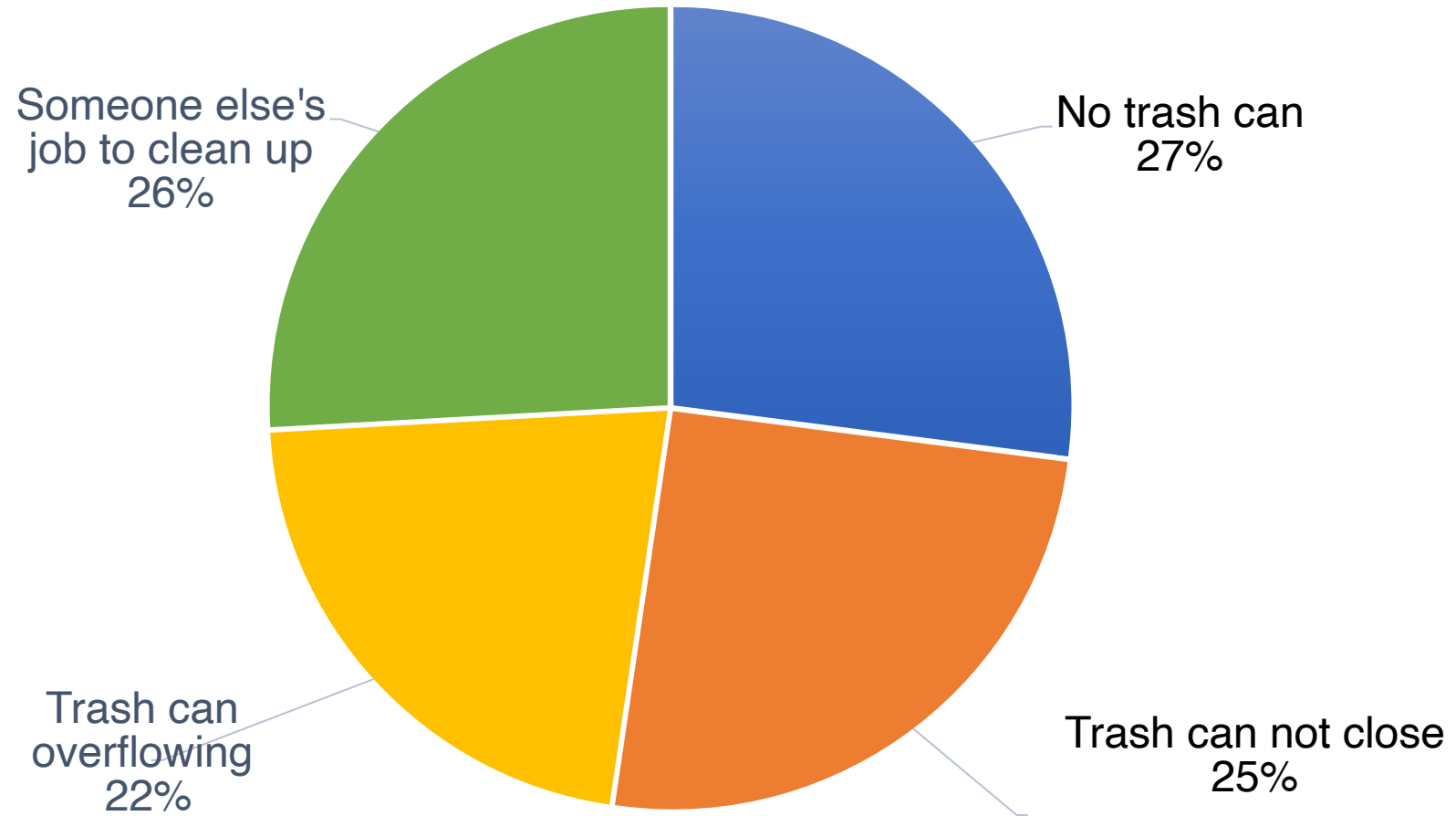
4%



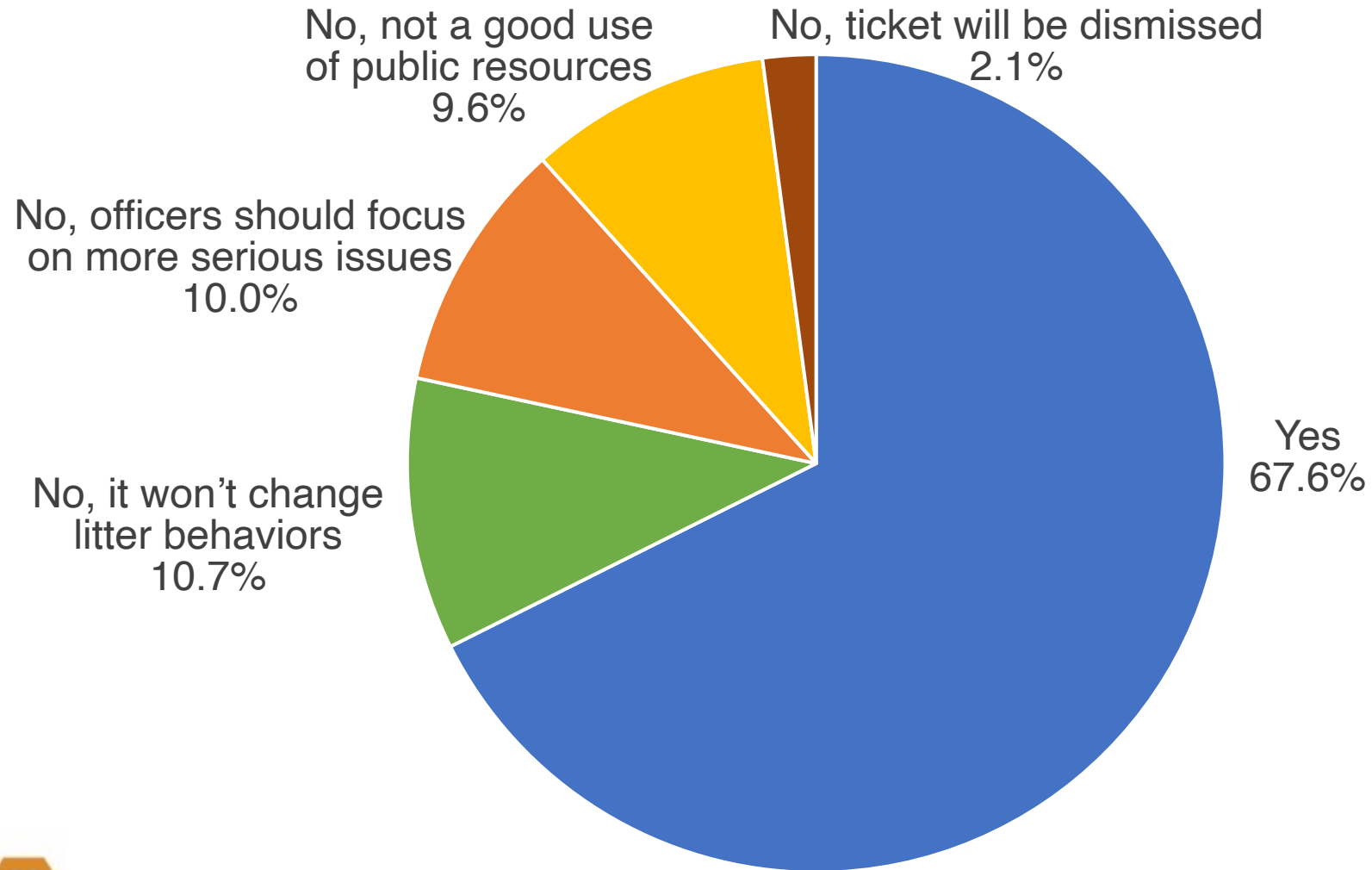
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Why People Litter at Outdoor Events



Litter Law Enforcement



Reporting

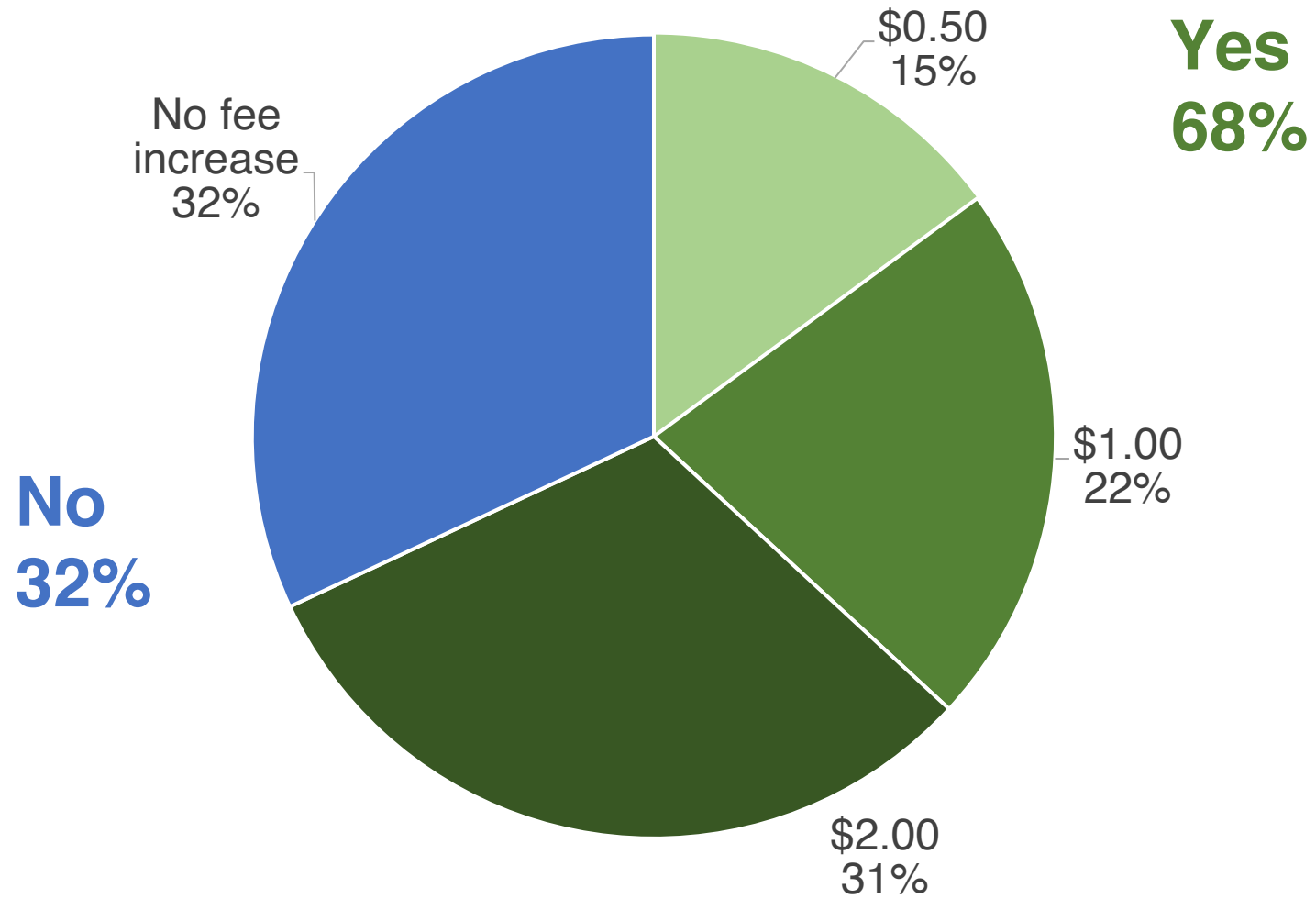
Respondent's Knowledge about Reporting

They Don't Know How to Report Littering
68%

Opinion on Why Other People may not Report

- Don't want to get involved - 45%
- **Don't know how to report - 24%**
- No one gets penalized - 19%
- People might believe its inconvenient to report -12%

Support New Funding For Litter Programs



Recommendations

- Increase awareness of litter's economic and environmental impacts
- Install receptacles in public spaces and public events
- Conduct annual evaluations of programs to ensure litter prevention
- Encourage affiliates to conduct public attitude surveys to determine local needs
- Improve reporting via hotline and other technologies
- Promote enforcement efforts and support officers, prosecutors, and judges in enforcing litter laws

The background features a large, semi-transparent globe centered on the page. Overlaid on the globe is a trash can icon with a diagonal slash through it, indicating a ban on littering. In the bottom right corner of the globe, there is a checkmark icon. The entire scene is set against a solid blue background.

Litter Cost Study

Methodology

- Invitation to cities, parishes, sheriffs, and state agencies
 - Lt. Governor's letter, emails, and calls
 - January-May 2023
- Collector forms and data request
 - Labor, equipment, supplies, disposal, educational efforts, and volunteer recruitment for cleanups



State Agencies

Office of the Lieutenant Governor - Department of Culture, Recreation and Tourism
Departments of Transportation and Development
Wildlife and Fisheries
Environmental Quality
Public Safety and Corrections
State Police

Local Government

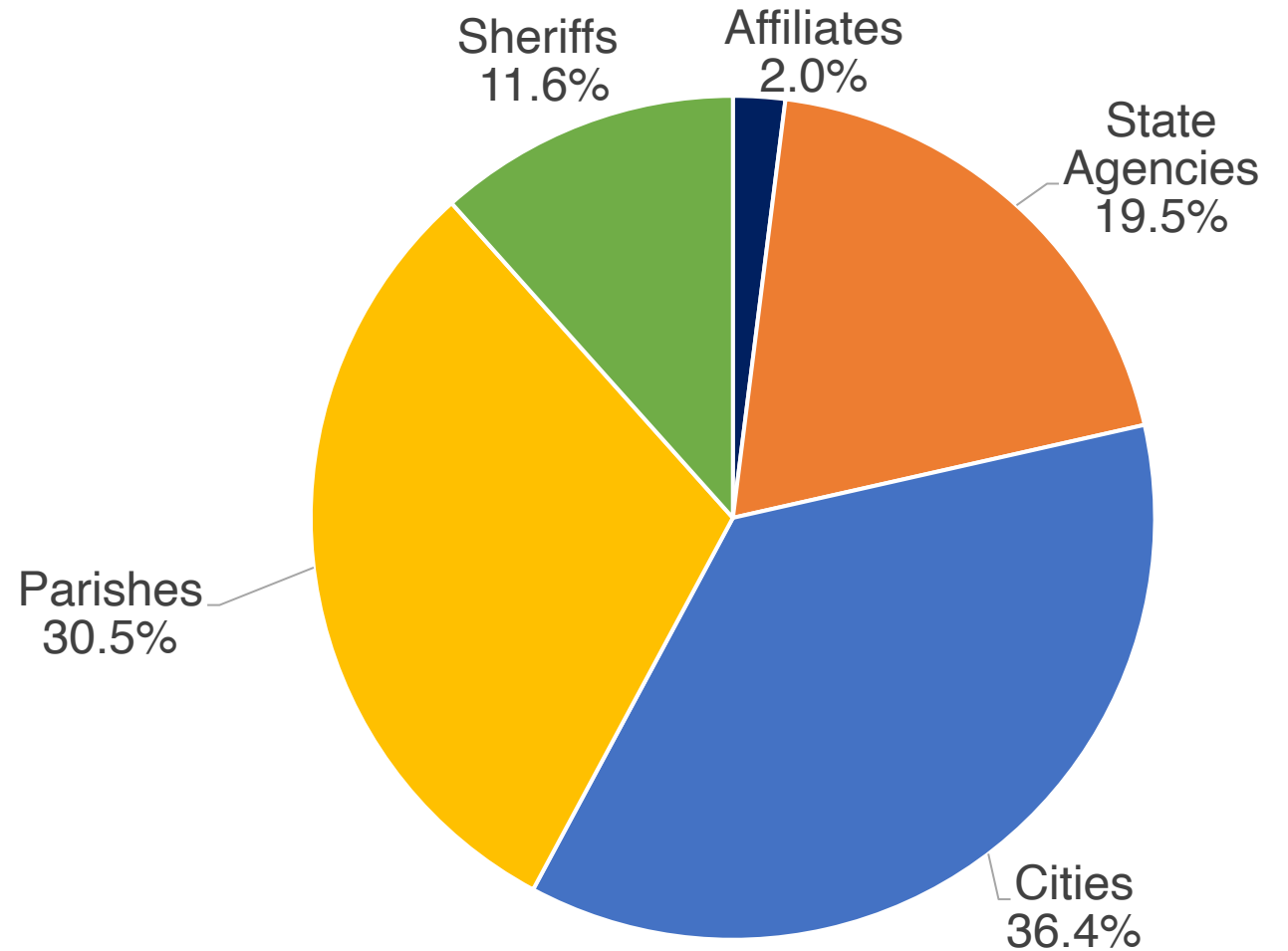
Abbeville	Catahoula Parish	Lafayette Sheriff	Slidell
Abita Springs	DeRidder	Lake Providence	St. John the Baptist Parish
Alexandria	DeSoto Parish	Lincoln Parish	St. Mary Parish
Ascension Parish	Donaldsonville	Monroe	St. Tammany Parish
Ascension Sheriff	E. Baton Rouge Parish	Morehouse Sheriff	Tangipahoa Parish
Assumption Parish	Evangeline Sheriff	Natchitoches	Tensas Parish
Baton Rouge	Grant Sheriff	New Orleans	Tensas Sheriff
Beauregard Sheriff	Gretna	Orleans Parish	Terrebonne Parish
Bossier Sheriff	Iberville Sheriff	Ouachita Parish	Terrebonne Sheriff Walker
Caddo Parish	Jefferson Parish	Ouachita Sheriff	W. Baton Rouge Sheriff
Calcasieu Parish	Jefferson Parish	Plaquemines Sheriff	West Feliciana Parish
Cameron Sheriff	Lafayette Parish	Shreveport	

\$91.4 Million



Litter Cost Estimate by Entity

Category	Estimated Costs
Municipal	\$33,257,355
Parishes	\$27,921,413
State Agencies	\$17,800,010
Sheriffs	\$10,610,546
Affiliates	\$1,820,250
Total	\$91,409,573

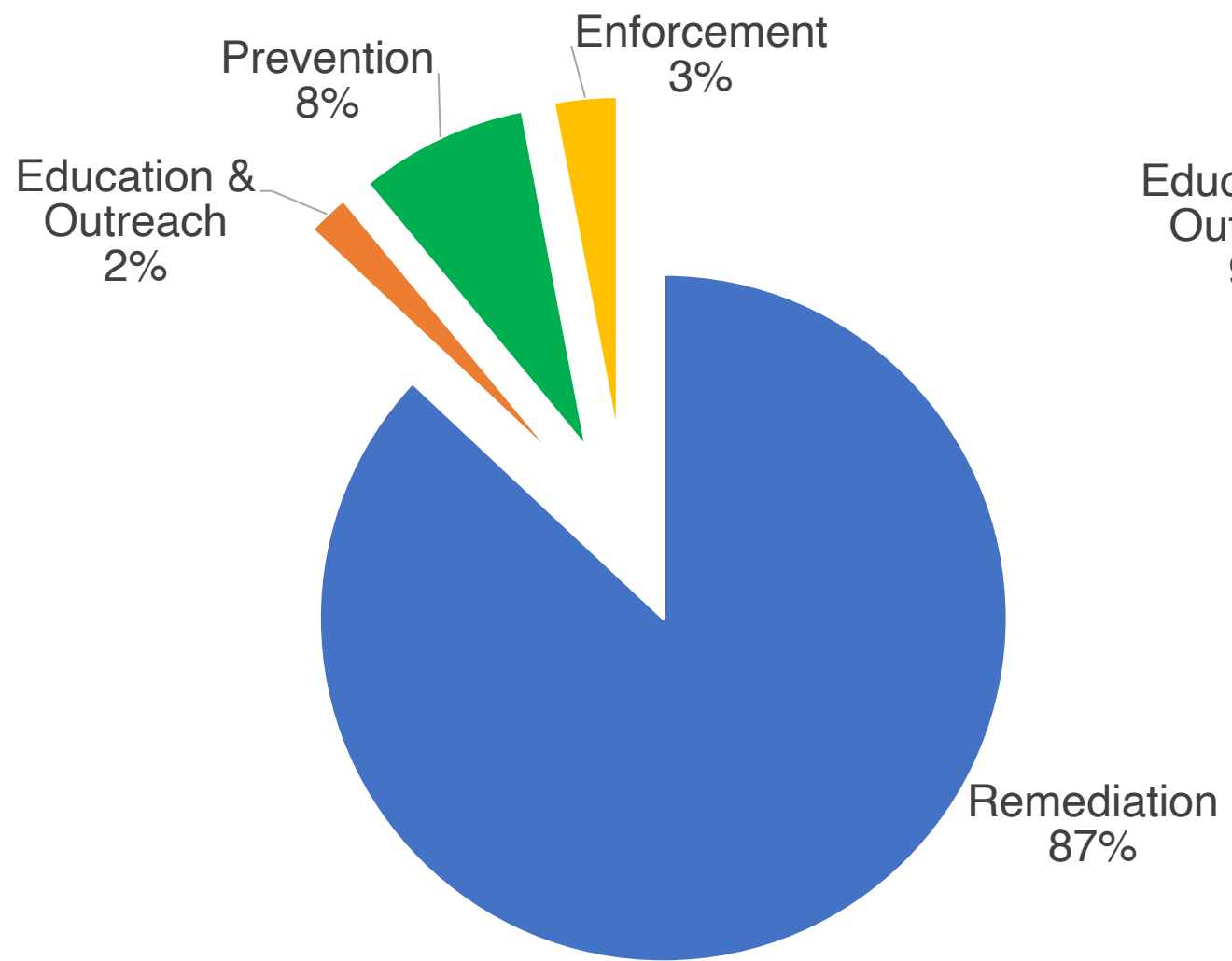


Cost Categories

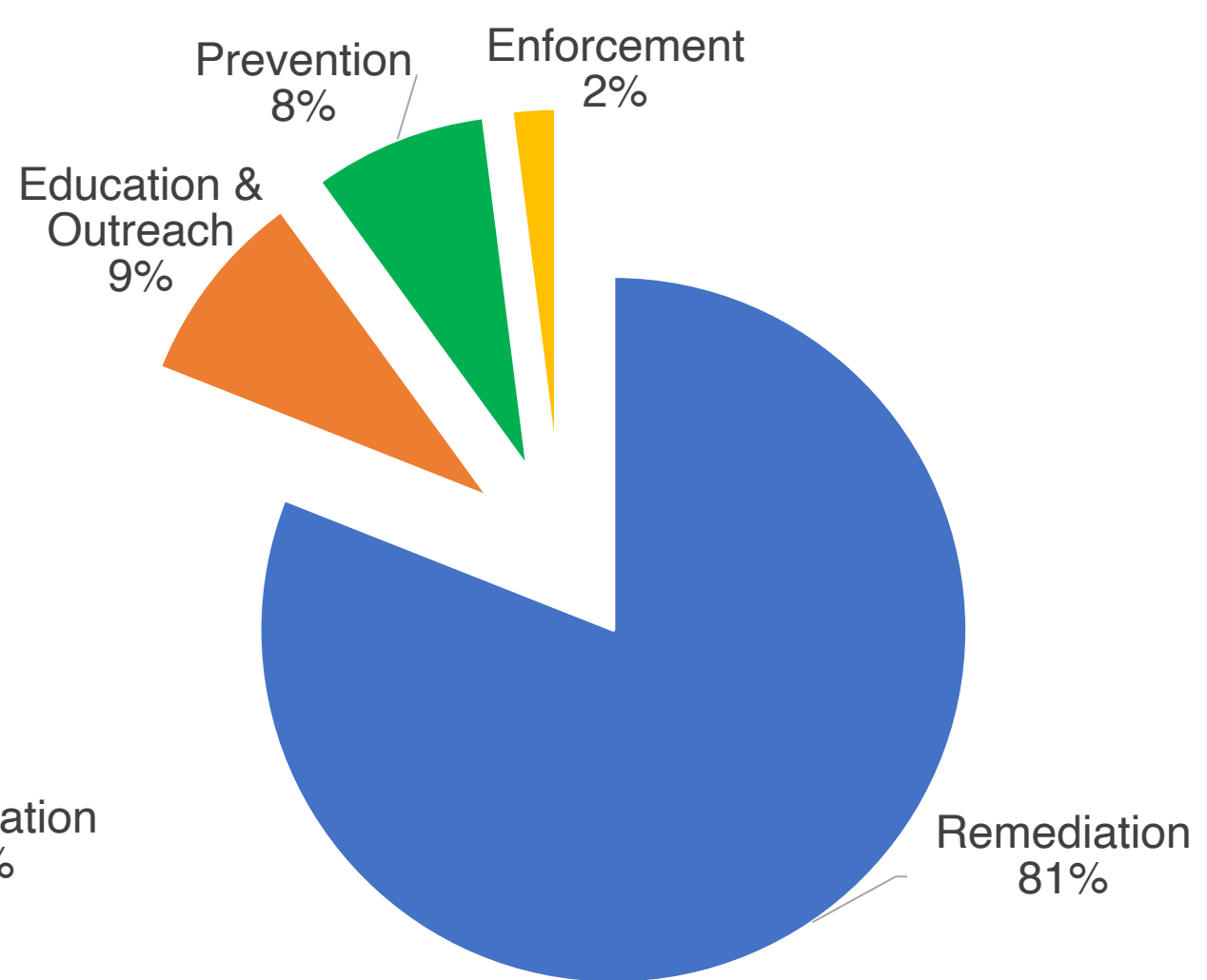
Prevention	<ul style="list-style-type: none">● Maintaining public space containers● Conducting collection events● Distributing prevention tool
Education & Outreach	<ul style="list-style-type: none">● Engaging K-12 education● Conducting awareness campaigns● Offering workshops or demonstrations
Remediation	<ul style="list-style-type: none">● Conducting cleanups with staff and litter crews● Supervising court-ordered workers● Managing contractors● Organizing volunteer-based events
Enforcement	<ul style="list-style-type: none">● Issuing litter or illegal dumping tickets● Investigating● Managing or referring cases to other jurisdictions

Estimate by Expense Category

Local Government



State Agency



Recommendations

- Implement state agency reporting and coding of litter expenditures
- Create data collection system for local government jurisdictions
- Report expenditures to the Governor or Lieutenant Governor's Office
- Develop messaging on hidden but actual costs associated with litter and illegal dumping remediation **versus** prevention and education
- Focus on prevention activities to change littering behavior and promote a culture of cleanliness
- Conduct cost studies for businesses, education, and nonprofits

Thank you



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