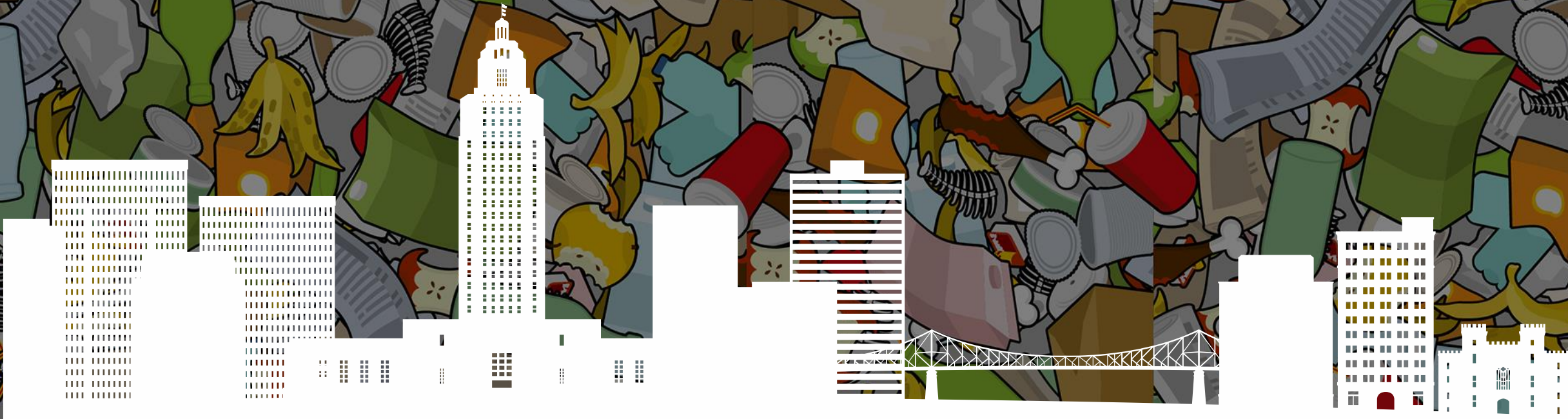




# Brighten Up

BATON ROUGE



# WHAT WE KNOW

- **LITTER BEGETS LITTER: CLEAN-UPS REDUCE LITTER**
- **MANY SOURCES OF LITTER ARE COMMERCIAL**
- **DEEP CULTURE CHANGE: AWARENESS + LOVE**



# CULTURE CHANGE

5 LOVES

LSU

BREC

EBR PUBLIC LIBRARIES

SOUTHERN

TREES

Brighten Up  
BATON ROUGE



# WHAT WE'RE DOING ABOUT IT





**CHANGE UP**

tech support for effective enforcement  
cameras, fielded force including citizens

update BUBR web calendar, for "adopt"  
clean ups and for dumpster access

**KID POWER**

develop hyper-local stories, maps  
& activities for eco-awareness

work with after school, churches  
for 'adopt' support clean ups

**READY SET GO**

clean up BR, focus on building  
collaborations & assets

build a brand & common ground  
for making BR a place citizens love

**HOME SWEET HOME**

develop the downtown riverfront  
as a sacred landscape and asset

create SMA with funding/rev, activation, develop  
asset for downtown & river amenities, love of place

*Know Your Place*  
"Love It"

Tell Stories & Build Social Capital  
Strengthen Assets - Places We Love

*Change How Things Are Done*  
"Create Circular Feedback Loops"  
Use Technology to Improve Processes  
Make Yes & Collaboration Easy

*Ground Kids in Change, in Regeneration*  
"Build a Better Place Together"  
Make Eco-awareness Relevant  
Encourage Stewardship

*Drive Behavioral Change with New Beliefs*  
"Educate, Encourage, Engage"  
Make Local Relevant Again  
Add Meaning



**NOT HERE YOU DON'T**

ordinances-- courts  
pt time retired officers

technology (photo, GIS, date/time)  
commercial -- citizens, city staff

*Change the Culture*  
"Our Standard of Care"  
Establish New Regulations  
Enforce Them

*Clean Begets Clean*  
"Adopt a Place"  
Commit to Regular, Small Efforts  
Get Dumpster Access

**CLEAN IT UP**

'adopt a place' -- small, regular  
youth & institutional support

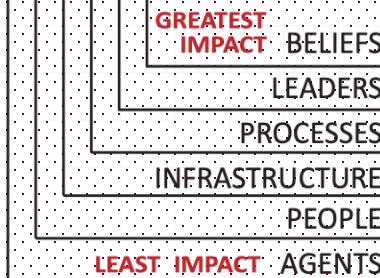
business support funding  
dumpster smashr -- co-ordinator

**TRASH & OPPORTUNITY**

green infrastructure BREC & large parcels  
plan & funding for broad base & coordination

org to support trees & other neighborhood  
green infrastructure -- plan & funding

**A SYSTEM MAP**



*Reduce Costs, Improve Resilience, Empower Citizens*  
"Use Nature as Mentor"  
Support the Environment & BR Citizens  
Create Health in Both

**KTTB CLEAN PELICAN MAYOR'S CLEAN-UP DAYS,**

**FUNDING FOR BLIGHT PICK-UP BEFORE MOWING**

**BETTER GARBAGE TRUCKS IN A NEW CONTRACT**

**FREE LOANER TOOLS FOR CITIZENS**

**BRIGHTEN UP BATON ROUGE MEDIA &  
INTERVENTIONS**

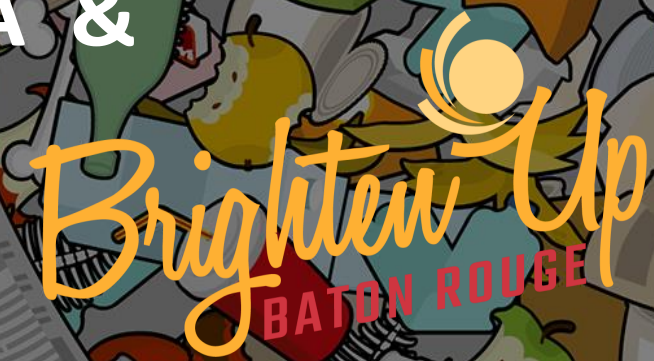
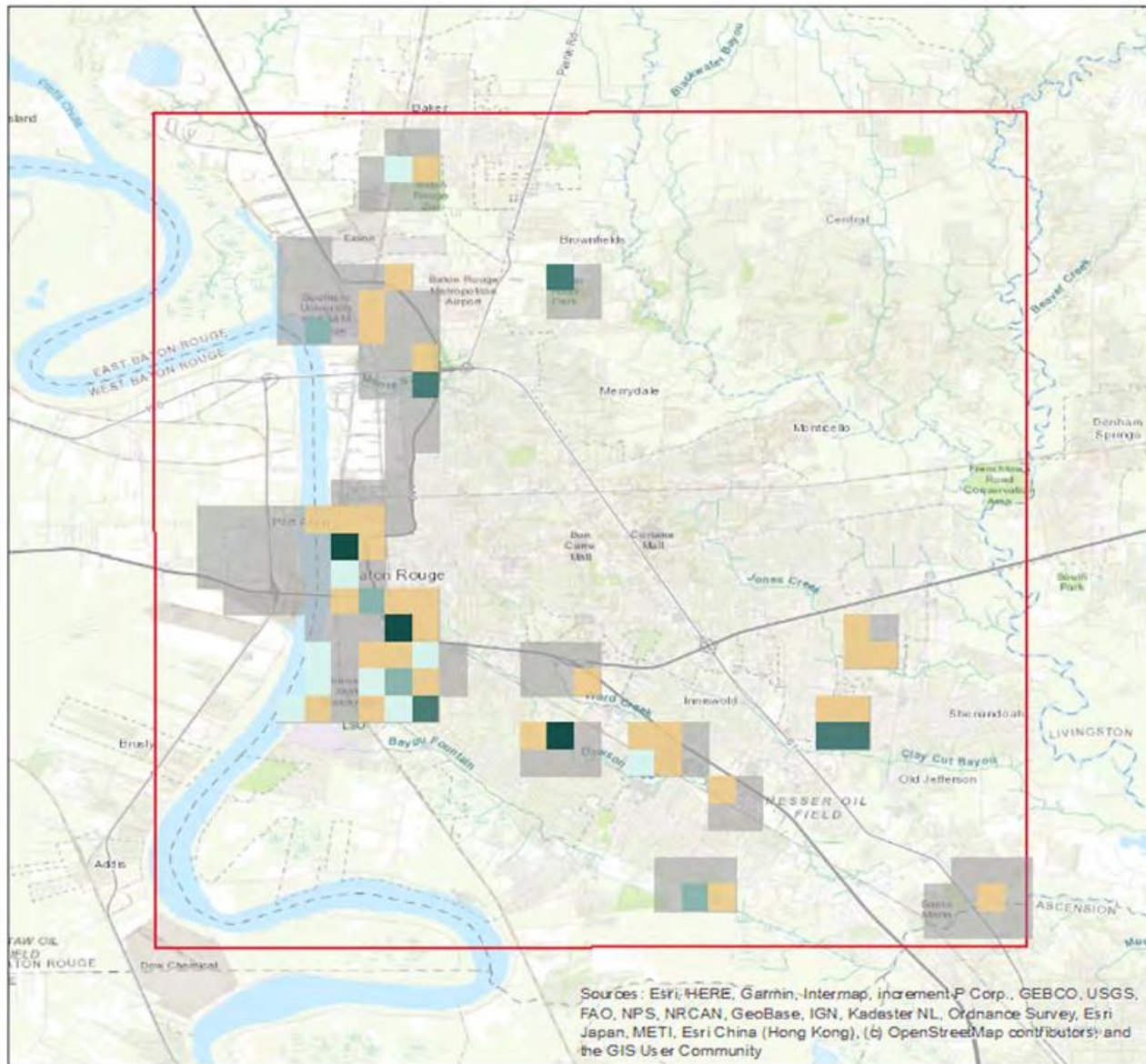


Figure 9: Litter Densities Across Baton Rouge in April 2021



### Legend

#### Litter Density

[Count/m<sup>2</sup>]

< 0.25

0.25 - 0.5

0.5 - 0.75

> 0.75

Incomplete Data

Sampling Area

MRCTI  
Mississippi  
River  
Plastic  
Pollution  
Initiative

Brighten Up  
BATON ROUGE

# MRCTI 2023 BEMIDJI, MN





# THE LITTER PLEDGE

**“I PLEDGE NOT TO LITTER ANYTHING, ANYTIME, ANYWHERE!**

**I PLEDGE TO PICK UP LITTER WHEN I SEE IT**

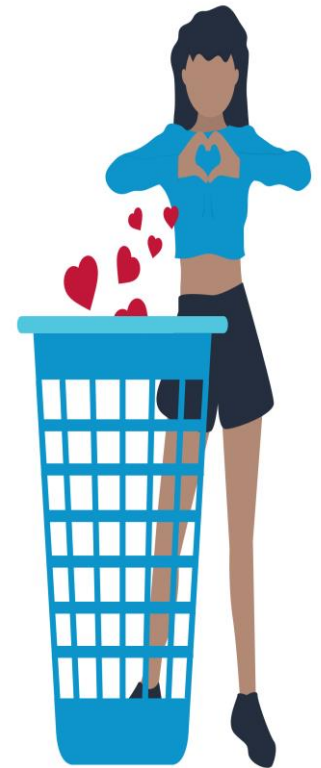
**I PLEDGE TO HELP REMOVE LITTER FROM WHERE I LIVE RIGHT AWAY**

**BECAUSE I KNOW THAT LEAVING IT THERE WILL ATTRACT MORE  
LITTER**

**I PLEDGE NOT TO LITTER EVEN WHERE THERE’S NO TRASH OR  
RECYCLING BIN HANDY LIKE ON OUR WATERWAYS**

**I PLEDGE NOT TO LITTER EVEN IF NO ONE IS WATCHING**

**AND I PLEDGE TO ENCOURAGE MY FAMILY AND FRIENDS TO DO THE  
SAME AND SHOW BATON ROUGE SOME LOVE!”**



# SUSTAINABILITY MINDSET



5 LOVES

- **DEEPEN YOUTH AWARENESS:** IGNITE PASSION FOR LOCAL ENVIRONMENT
- **EMBRACE CIRCULAR ECONOMY:** CONNECTION BETWEEN WASTE & SUSTAINABILITY.
- **GIS DATA :** TRACK THE PROBLEM, TRACK THE PROGRESS



REBUILD COMMON GROUND AND  
LOVE OF PLACE!



# Neighborhood Revitalization and Blight



**2023**

- **57 STRUCTURES DEMOLISHED**
- **240 PROPERTIES CLEANED OF JUNK, TRASH & DEBRIS**

A large steel truss bridge spans across a body of water. In the foreground, a smaller, similar structure is visible. The scene is hazy and blue-toned.

## What Will It Take to Change the Culture?

**3.5% rule\*** (of the population)

(Erica Chenoweth – *Harvard*)