



Keep  
**LOUISIANA**  
*Beautiful*

KEEP AMERICA BEAUTIFUL AFFILIATE

2023-2024



LIEUTENANT GOVERNOR  
BILLY NUNGESSER

Overview & Outcomes Report



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## About Keep Louisiana Beautiful

Keep Louisiana Beautiful (KLB) is the state's leading anti-litter and community improvement organization focused on achieving a cleaner, greener Louisiana through education, enforcement, public awareness, and community engagement. KLB is affiliated with the national organization, Keep America Beautiful, and is supported by a robust statewide network of Community Affiliates and University Affiliates. Learn more about our grants, programs, events, and educational resources at [KeepLouisianaBeautiful.org](http://KeepLouisianaBeautiful.org).

Dear Louisiana,

Keep Louisiana Beautiful (KLB) continues to experience growth in support and impact, thanks to a commitment from our state and local leaders, the KLB Affiliate network, community partners, and citizens who know and understand the socioeconomic value of striving for a litter-free Louisiana. We have much to celebrate as we look back on this past year:

- During Love the Boot Week, **19,441 individuals** volunteered **100,712 hours** at over **760 events**, removing a record **347 tons** of litter from all 64 parishes. Diverted from the landfill and recycled were **623 lbs** of aluminum cans and plastic bottles. In addition to litter removal, volunteers focused on community beautification, planting **921 trees and 4,408 plants**, and refurbishing **366 gardens**.
- Two new Community Affiliates and three new University Affiliates were onboarded, growing the network to **52 total Affiliates** statewide.
- Through the new Get Down & Clean Up program, **127 public libraries in 41 parishes** now have clean up supplies for the public to check out and use to care for their community. Since the establishment of the program, over **1,000 litter kit checkouts** have occurred.
- The Clean Biz Partnership program grew to a total of **641 businesses in 48 parishes** – all of which understand the link between cleanliness and economic prosperity. This is a 410% increase from June 2023.
- Our grant programs distributed over **\$1.25 million**, which is 30% more than the previous year.
- KLB published and released the Louisiana Litter Study with eye opening data on roadside litter, the cost of litter, and public perception of litter.
- KLB published the Greener Grounds Guidebook and Workbook, outlining best practices for preventing and reducing litter and waste at outdoor events.
- KLB published new resources for educators, including 10 lessons for K-5 that align with the student standards and a colorful new 12-page activity book.
- The statewide advertising campaign, “Let Louisiana Shine,” earned **196.2 million impressions**, reaching citizens with tips for preventing and cleaning up litter.

We are pleased to have experienced an uptick in support for litter prevention and cleanup, but we have a long way to go. A cleaner, greener Louisiana is a goal that we must continuously work toward together. Thank you for doing your part to “Let Louisiana Shine.”



Billy Nungesser  
Lieutenant Governor  
State of Louisiana



Susan Russell  
Executive Director  
Keep Louisiana Beautiful

# 2023-24 Leadership

## Executive Committee

Courtney Hornsby  
Board Chair

Eligha Guillory  
Vice Chair

Samantha Bonnette  
Treasurer

Katherine King  
Secretary

Susan Russell  
Executive Director

## Board of Directors

Phyllis Cancienne  
Dawn Cantrell  
Tricia Farace  
Ivy Mathieu  
Brian Melancon  
Samantha Morgan  
Dr. Steve Slaton  
Ann Vail  
Gretchen Vanicor  
Keli Williams

## Advisory Board

Sergeant James Anderson  
Darryl Campbell  
Jessica DeVille  
Patsy Hebert  
Travis Huval  
Judd Jeansonne  
Jean Kelly  
Sara Krupa  
Kelsea McCrary

## Staff



Susan Russell  
Executive Director



Jessie Chappuis  
Programs & Events  
Manager



Patty Ferrell  
Administrative  
Assistant



Melissa Kenyon  
Communications &  
Marketing Director



Cabell Mouton  
Community Engagement &  
Affiliate Services Director



Jan Windhorst  
Grants Manager



Katie Wood  
Administrative &  
Programs Assistant



# The Affiliate Network Expands

KLB Community and University Affiliates are change agents that promote environmental stewardship in their communities. All are dedicated to litter prevention and removal, environmental education, waste reduction practices, beautification efforts, and other initiatives in alignment with KLB’s mission. Scan the QR codes on the page to learn more about the KLB Affiliate Network.

## Welcome New Community Affiliates!



In May of 2024, three new Community Affiliates completed the Affiliation process and onboarding: Lafourche Parish, St. Bernard Parish, and St. Charles Parish



The KLB Community Affiliate network was comprised of 37 organizations located in the listed communities. The asterisks indicate the Affiliates that contributed data to the impact highlights found the next page.

🏆 indicates Affiliates who meet established standards for the Circle of Excellence.

- |                  |                 |                   |
|------------------|-----------------|-------------------|
| Abbeville* 🏆     | French Quarter* | Ouachita*         |
| Abita Springs* 🏆 | Hammond* 🏆      | St. James*        |
| Algiers*         | Jefferson* 🏆    | St. John* 🏆       |
| Ascension* 🏆     | Lacombe* 🏆      | St. Mary* 🏆       |
| Assumption* 🏆    | Lake Charles    | St. Tammany*      |
| Baker*           | Lafayette* 🏆    | Shreveport* 🏆     |
| Bossier* 🏆       | Livingston* 🏆   | Slidell* 🏆        |
| Calcasieu* 🏆     | Madisonville*   | Tangipahoa* 🏆     |
| Covington* 🏆     | Mandeville*     | Terrebonne*       |
| DeSoto* 🏆        | Monroe*         | Union*            |
| DeRidder* 🏆      | Morehouse       | West Baton Rouge* |
| Eunice* 🏆        | Natchitoches*   | West Monroe* 🏆    |
|                  | New Orleans* 🏆  |                   |

## Welcome New University Affiliates!



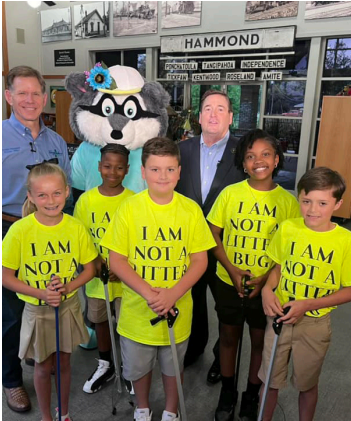
In May of 2024, two new University Affiliates completed the Affiliation process and onboarding: Dillard University and Southeastern Louisiana University



These two universities join the largest and most successful program of its kind in the U.S., with Affiliates at Grambling State University, Loyola University New Orleans, Louisiana State University, Nicholls State University, Northwestern State University, Tulane University, University of Louisiana Monroe, University of Louisiana at Lafayette, University of New Orleans, and Xavier University of Louisiana. All universities, with exception of the new Affiliates, contributed to the impact highlights on the next page. All University Affiliates are also members of the KLB University Sustainability Coalition, which provides a forum for 17 higher education institutions. The Coalition is open to all higher education faculty, staff, and students in the state.

# Affiliate Spotlights

## Keep Tangipahoa Beautiful



Keep Tangipahoa Beautiful (KTB) was honored at KLB's 2023 Everyday Hero Awards with the Outstanding Community Affiliate Award. With leadership from Parish President Robbie Miller, Affiliate Director Ginger Tastet, the parish council, and board of directors, KTB is leading the way in litter removal, education, and enforcement. Notably, KTB

removed 17,800 bags of trash and 333 tires in 2023. In the same year, KTB also reached 600 4th-grade students with KLB's environmental education program. Ginger Tastet teaches one lesson a week for 9 weeks and concludes the program with a trip to the landfill. Litter crews are working daily to pinpoint litter hotspots. In 2023, 175 illegal dump sites and the offenders were identified and action was taken to prevent future dumping. Learn more at [keeptangipahoabeautiful.org](http://keeptangipahoabeautiful.org).

## University of Louisiana at Lafayette

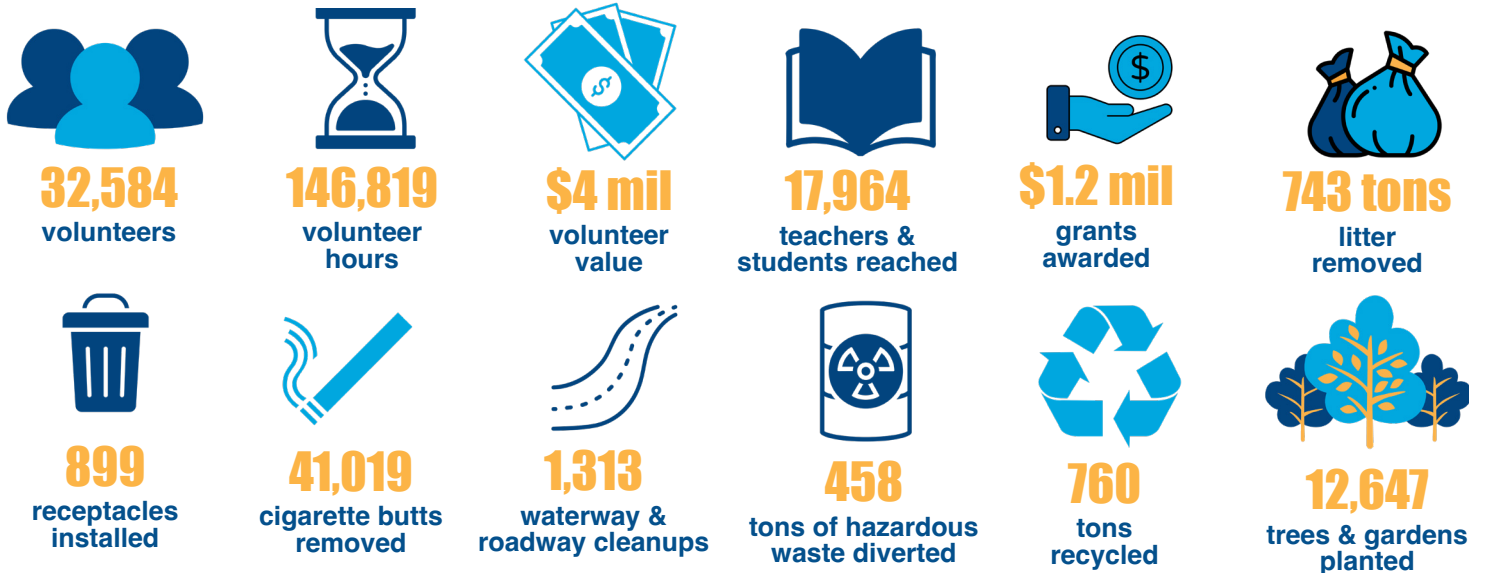


University of Louisiana at Lafayette received the Outstanding University Affiliate Award from KLB in 2023 for their exceptional engagement efforts and community impact. Using the Litter Free Louisiana App developed at UL Lafayette, the Affiliate has led many successful litter removal efforts. They have also facilitated native tree and

planting events, trainings and educational workshops, campus service work opportunities, and engaged the campus community through their newsletter. Annually, they host Fête de la Terre, a celebration of the earth featuring film screenings, lectures, and events focused on promoting sustainability. UL Lafayette's accolades include the following designations: Bronze ranking as a Bicycle Friendly University, Green Ribbon School designation from LDWF, Silver ranking with AASHE STARS, Tree Campus U.S.A. designation, and a Bee Campus U.S.A. designation. Learn more at [sustainability.louisiana.edu](http://sustainability.louisiana.edu).

## Impact Highlights

Each year, KLB collects and publishes data from our programs, Affiliate organizations, and grant recipients. This data reporting reflects the efforts of thousands of people committed to cleaning up and improving the appearance of Louisiana. Scan QR code for all 2022-23 impact numbers.



Data from July 1 2022 - June 30, 2023



# Grants

KLB offers grants to local communities in the areas of litter abatement, waste reduction, recycling, and environmental education. Grants are offered for trash receptacles, beautification projects, healthy communities programs, litter and waste reduction at outdoor events, and Affiliate specific needs. This year, KLB distributed over \$1.2 million in grants. Scan the QR code to learn more about the grants available.



## Summary of Funding



**Healthy Communities**  
**\$193,066**

**30 Organizations**  
**16 Parishes**

**Funding:**  
Recycling Programs  
Waste Reduction  
Environmental Education  
Litter Enforcement Equipment  
Educational Marketing  
And More



**Trash Receptacles**  
**\$649,113**

**98 Organizations**  
**43 Parishes**

**Funding:**  
**840 trash receptacles**  
**in public spaces**  
**across Louisiana**



**Beautification**  
**\$181,831**

**33 Organizations**  
**21 Parishes**

**Funding:**  
**234 Trees**  
**10,149 Plants**



**Greener Grounds**  
**\$141,133**

**25 Organizations**  
**14 Parishes**

**Funding:**  
The implementation of best  
practices for waste management  
and litter prevention at  
Louisiana's large outdoor events



**Community Affiliates**  
**\$52,148**

**21 Organizations**  
**16 Parishes**

**Funding:**  
Mission-Focused Programs  
Cleanup Supplies  
Trash Receptacles



**University Affiliates**  
**\$38,744**

**8 Organizations**  
**7 Parishes**

**Funding:**  
Recycling Programs  
Water Refill Stations  
Reusable Water Bottles  
Educational Marketing



# Grant Recipient Snapshots

## Parish Proud, Lafayette



Parish Proud got clean up supplies with a Healthy Communities Grant.

## City of Mansfield



The City of Mansfield installed cans with the Trash Receptacle Grant.

## Dillard University, New Orleans



Dillard University beautified their campus with a Beautification Grant.

## Ladybug Ball, Houma



With a Greener Grounds Grant, The Ladybug Ball, reduced event waste.

## Keep Abita Beautiful, Abita Springs



With a Community Affiliate Grant, Abita purchased clean up supplies.

## LSU, Baton Rouge



LSU enhanced game day recycling with a University Affiliate Grant.



# Impact of Programs



## Clean Biz Partnership: 640+ Businesses Committed to a Litter-Free Louisiana



Since its launch in 2023, the Clean Biz Partnership has grown to include over 640 participating businesses across 48 parishes and 38 chambers of commerce in 30 parishes. By joining, businesses pledge to adopt daily best practices to reduce and prevent litter, such as cleaning their parking lots,

placing trash receptacles at storefronts, and maintaining clean dumpster areas and green spaces. Chambers of commerce commit to promoting the program to their members and serving as environmental stewards for their communities. Louisiana's businesses play a key role in the fight to keep our communities clean, thriving, and litter-free. This is a free program, and all businesses are encouraged to sign up. Scan the QR code to join.

## Get Down & Clean Up: Celebrating 1,000 Litter Kit Checkouts!



The Get Down & Clean Up program is now available at 127 participating libraries in 41 parishes. Through this free program, library cardholders can visit participating libraries to borrow and return litter clean up supplies, including litter grabbers, safety vests, and trash bags. Since the launch of the program in the Spring of 2023, supplies have been checked out over 1,000 times. With each checkout, participants not only clean up their community, but gain a deeper awareness and sense of empowerment regarding Louisiana's litter issue.



The Get Down & Clean Up program is a great hands-on way for families, small homeschool groups, youth groups, and scouts to care for their neighborhood. Scan the above QR code to visit the KLB website, where you will find a list of participating libraries and the Get Down & Clean Up music playlist.

# 2024 Love the Boot Week Impact

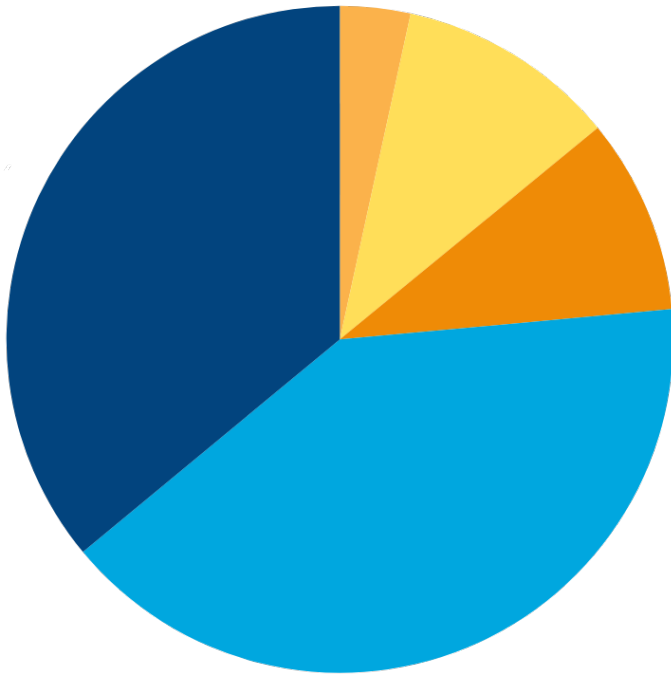
**64**  
parishes

**19,441**  
volunteers

**100,712**  
volunteer hours

**\$2.89 mil**  
volunteer value

**760**  
events



- 23 colleges & universities
- 64 individuals & families
- 72 k-12 schools
- 243 governmental entities
- 273 businesses & non-profits

## Most littered items

1. plastic beverage bottles
2. metal cans
3. fast food packaging

**347**  
tons of litter  
removed

**13,891**

aluminum cans & #1 plastic bottles recycled at 62 sites; supported by Coca-Cola and facilitated by Osprey Initiative

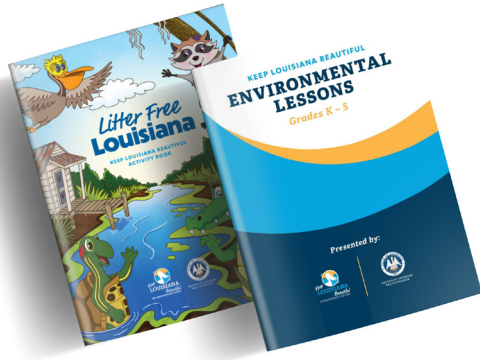
**366**  
gardens  
refurbished

**4,408**  
plants  
planted

**921**  
trees  
planted



# Educational Resources



## Youth-Focused Educational Resources:

Printed Lesson Books Distributed: 3,277

Printed Activity Books Distributed: 5,076



It is our responsibility to prepare our children for the future they will inherit, and this includes providing education focused on environmental stewardship. When given the necessary tools, knowledge, and support, children feel empowered and equipped to take on new challenges and work to make the world a better place.

KLB has developed 10 lessons for grades K-5 – all in alignment with student standards – on litter, recycling, waste management, and other mission-related topics.

In addition, KLB created a fun, engaging 12-page activity book for youth. The activity book helps children learn about environmental stewardship, litter, and recycling. Included are activities that encourage reflection, problem-solving, and creativity.

These resources were distributed to KLB Community Affiliates, attendees of KLB’s teacher workshops, public libraries, and every K-5 school in Louisiana. Both the lesson book and activity book are available to order or download for free on KLB’s website. Scan the above QR code.

## Greener Grounds Guidebook and Workbook:

Printed Guidebooks and Workbooks Distributed: 137 of each



Across Louisiana, locals and tourists come together at outdoor events and festivals to celebrate the state’s vibrant offerings of food, music, history, and culture. With these events often comes the completely avoidable and solvable issue of litter. To address the issue and help Louisiana’s event organizers in preventing litter and reducing waste, KLB and French Quarter Festivals, Inc. have created the Greener Grounds guidebook and workbook.



The guidebook provides helpful information on how to prevent litter, incorporate recycling and composting, and manage waste at large outdoor events. KLB’s goal is to get these tools in the hands of every large outdoor event organizer in the state and for them to use what they learn to eliminate litter at their event. In addition, a Greener Grounds grant is available for event organizers to support their efforts in implementing the program.

Every Community Affiliate, University Affiliate, convention and visitor’s bureau, and Greener Grounds Grant recipient has received copies of the guidebook and workbook. Both the guidebook and workbook are available to order or download for free on KLB’s website. Scan the above QR code.

# Louisiana Litter Study Key Facts

To tackle litter in Louisiana, we must understand the problem. To guide our efforts, KLB facilitated the state's first four-part litter study on the cost of litter abatement, roadside litter, the public perception of litter, and best practices for roadway litter removal. The full study and fact sheets are available through the QR code.

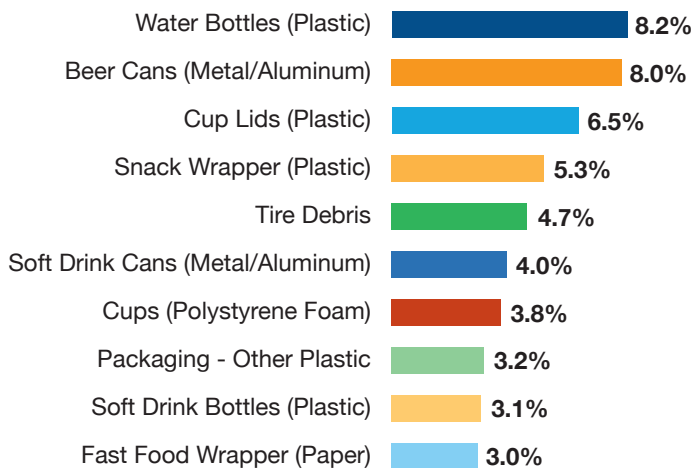


## 143.8 MILLION PIECES OF LITTER

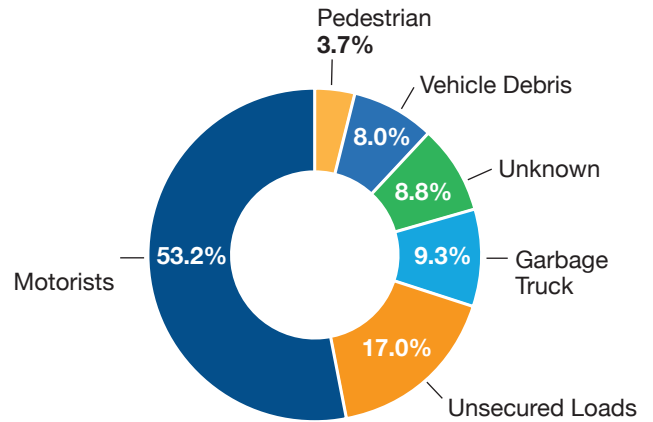
There are approximately 143.8 million pieces of litter on Louisiana roadways. Interstates are the most littered type of roadway, with an average of 10,178 pieces of litter per mile.

### Top 10 Visible Litter Items

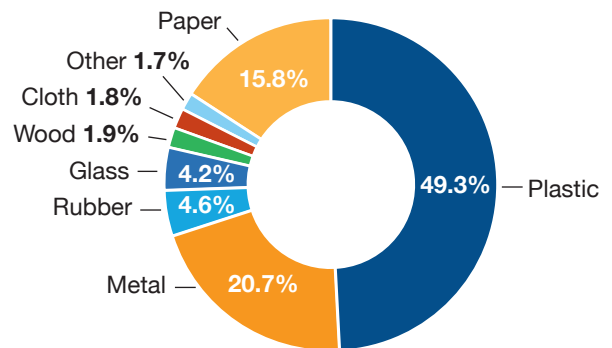
Over 61.9 million plastic items were found on Louisiana roadways. Plastic water bottles were found at 80% of surveyed sites. Nearly 42% of Visible Litter was composed of recyclable materials like metal, plastic containers, and paper products.



### Top Sources of Roadway Litter



### Visible Litter by Packaging Material



## \$91,409,573 PER YEAR

Louisiana spends an estimated \$91.4 million each year on litter prevention, education, remediation and enforcement. This is a 65% expenditure increase since the 2010 KLB study.

## 92% BELIEVE LITTER IS A PROBLEM

# Professional Development

**State Conference:** Total Attendance: 236 | Total Training Hrs: 8

Over the course of two days, attendees learned from experts of best practices for litter prevention, waste reduction, beautification, enforcement, and other KLB mission-related topics.



**Regional Meetings:** Total Attendance: 63 | Total Training Hrs: 15

Affiliates and partners were invited to attend one of the Regional Meetings in Lafayette, Mandeville, and Natchitoches. Topics presented on included best practices for marketing, communications, and media relations.



**Affiliate Calls:** Total Attendance: 174 | Total Training Hrs: 6

Community and University Affiliates meet bi-monthly to learn about KLB programming, receive training on mission-related subjects, and engage in the sharing of successes.



**Teacher Workshops:** Total Attendance: 58 | Total Training Hrs: 15  
Estimated Number of Students to Receive Education: 8,123

Teachers were invited to environmental education workshops in Monroe, New Orleans, and Baton Rouge. Attendees received a copy of KLB's new lessons for grades K-5, learned the material, and practiced the complementary learning activities.



**Business Workshops:** Total Attendance: 75  
Total Training Hrs: 12

KLB partnered with LifeCity to conduct workshops in Baton Rouge, Lake Charles, and Monroe. Businesses learned how small changes in the way they do business can lessen your environmental impact and increase their sustainability efforts.



## Total Education Impact

**606**  
attendees

**56**  
training hours





# Everyday Hero Awards

Each year at the State Conference, KLB recognizes those individuals, businesses, and organizations going the extra mile to keep our communities clean, beautiful, and litter-free. Scan the QR code to learn about the 2023 Everyday Heroes.



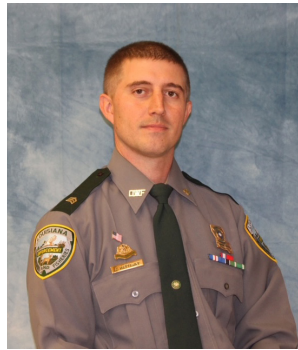
## Sandra Slifer, Alice Foster Award



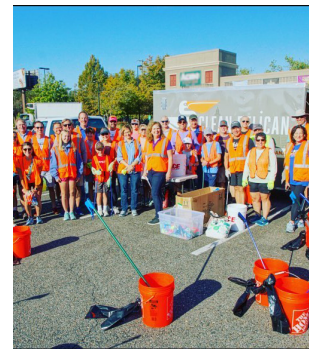
Through her leadership at Keep Abita Beautiful (KAB) and her commitment to the vitality and well-being of her community, Sandra Slifer exemplifies the mission of KLB. Since joining the KAB Board in 2017, Sandra has dedicated much of her time to creating, monitoring, and carrying out the logistics of programs in Abita Springs to help bring awareness to the litter and recycling issue throughout St. Tammany Parish. She is actively involved in pursuing grant opportunities, planning, and logistics, all while showing up at every town event with her straw hat and pull cart collecting recycling and picking up litter. Sandra is a strong believer that hard work and collaboration can give everyone a sense of ownership and pride in our community. Whether she's organizing a town cleanup or searching for grant opportunities, she is a tireless advocate for her community and an asset to Abita Springs and the state.



**Yuri Cobb**  
Rocksey's Young Leadership Award



**Sgt. John Hattaway**  
Litter Enforcement Award



**Clean Pelican**  
Community Improvement Award



**LSU AgCenter Botanic Gardens**  
Clean Biz Leadership Award



**ExxonMobil BR**  
Clean Biz Leadership Award



**Winnsboro-Franklin COC**  
Chamber Clean Biz Leadership Award

# Everyday Hero Awards



**Tulane Trash to Treasure  
Collegiate Environmental  
Stewardship Award**



**Keep Tangipahoa Beautiful  
Outstanding Community  
Affiliate Award**



**UL Lafayette  
Outstanding University  
Affiliate Award**



**Janet Vincent  
Leaders Against Litter Award**



**Ryan Chavers  
Let Louisiana Shine Award**



**Keep Tiger Town Beautiful  
Love the Boot Community  
Impact Award**



**At the awards luncheon, the life of the late Carla Buchholz was celebrated and honored.**

Carla was a perfect example of a servant to her community. She served on the Mandeville City Council and dedicated two decades to the Keep Mandeville Beautiful Board of Directors. She also was an active member of the Keep Louisiana Beautiful Board of Directors, acting as treasurer for nine years. Her family, pictured in the bottom left, accepted a proclamation from the City of Mandeville.



# Communications Reach

## Impressions From Paid Advertising Campaigns

**196.2 mil**  
Let Louisiana Shine

**9.1 mil**  
Clean Biz Partnership

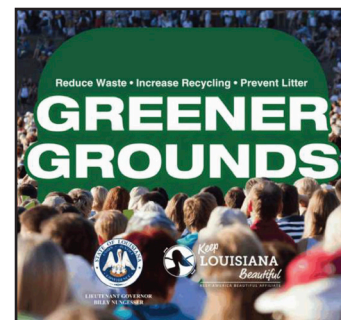
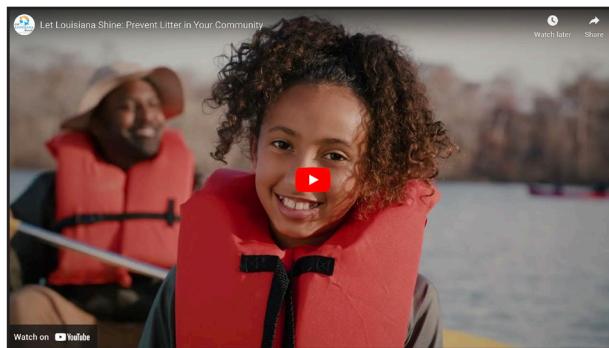
**648,484**  
Greener Grounds

**28 mil**  
Love the Boot Week

**7.3 mil**  
Get Down & Clean Up

**241.3 mil**  
total impressions

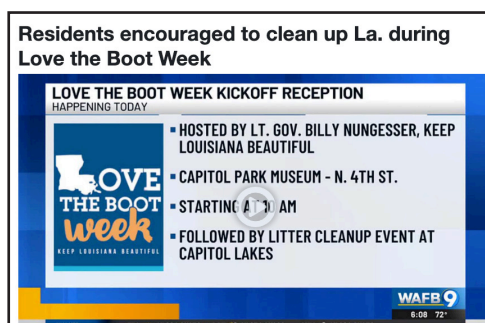
Data is from October 1, 2023 - May 31, 2024



## Organic Social Media Reach

**49.1 mil**  
impressions

Data is from July 1, 2023 - June 30, 2024



## Media Coverage Reach

**1.2 bil**  
impressions

## Publicity Value

**\$19.4 mil**  
impressions

Media coverage reach and publicity value are results of the efforts of the entire KLB Affiliate Network.



# Thank You For Your Support



LIEUTENANT GOVERNOR  
BILLY NUNGESSER

Fighting litter is no simple feat. The task requires businesses, non-profits, state and local governmental entities, educators, and individual citizens to work together to change mindsets, correct neglectful behaviors, and ensure that the proper infrastructure is in place for effective litter prevention, removal, and recycling. While this uphill battle can seem daunting, we are confident we are on track to implement lasting changes in support of a cleaner, more beautiful Louisiana. We would like to thank the following contributors, donating \$100 or more to KLB in 2023-24. We would also like extend a special thanks to the Lt. Governor for championing this cause.

## **\$20,000+**

The Alta and John Franks Foundation  
Blue Cross and Blue Shield of Louisiana  
Coca-Cola Bottling Co.  
University of Louisiana at Lafayette

## **\$5,000-\$19,999**

Cox Communications, Inc.  
Energy Transfer  
Republic Services  
UNUM Group  
Waste Management

## **\$2,500-\$4,999**

Hotel Monteleone

## **\$1,000-\$2,499**

Cajun Coast Visitors and Convention Bureau  
ExxonMobil  
E.J. Adams Forgotson  
Hawthorn, Waymouth & Carroll, LLP  
Red Six Media  
Texas Brine Company LLC  
Winn-Dixie

## **\$500-999**

Phyllis Cancienne  
Dawn Cantrell  
Cecile Carson  
Innovative Advertising  
Louisiana Beverage Association  
Louisiana Department of Corrections  
Tangipahoa Parish Tourist Commission  
Webster Parish Convention & Visitors Bureau

## **Friend - \$100-499**

Backyard Sapphire  
Bayou Adventure  
BDPA STEM Academy  
Cajun Cultivation  
City of Sulphur  
Jessica DeVille  
Downtown Development District of New Orleans  
Fidelity Charitable  
Greater Vernon Chamber of Commerce  
John W. Stone Oil Distributor LLC  
Ginger Laurent  
Louisiana Oil Marketers & Convenience Store Assoc.  
Ivy Mathieu  
Brian Melancon  
Mele Printing  
St. Landry Parish Government  
SWLA Economic Development Alliance  
Winn Parish Police Jury

## **In-Kind Sponsors**

Lamar Outdoor Advertising  
Louisiana Seafood Promotion & Marketing Board  
The Time-Picayune/The Advocate  
The Crawfish App





# Thank you LOUISIANA











# 2024 STATE CONFERENCE

Oct. 23-24 | Crowne Plaza, Baton Rouge



**REGISTER**



## Topics Include:

- Technology's Role in Fighting Litter
- Household Hazardous Waste
- Native Plants and Pollinators
- Youth Litter Education
- Microplastics in our Waterways
- Litter Enforcement
- Main Street Beautification
- And More!

 **LOVE THE BOOT**  
*week*

KEEP LOUISIANA BEAUTIFUL

**April 5-13, 2025!**

111 N. Causeway Blvd., #104, Mandeville, Louisiana 70448  
[keeplouisianabeautiful.org](http://keeplouisianabeautiful.org) | [info@keeplouisianabeautiful.org](mailto:info@keeplouisianabeautiful.org)