

DOTD's Litter Abatement Efforts

A Continual Process



Glenn Ledet, Jr.
Secretary

Beautification of Louisiana

- DOTD's Litter Abatement mission is to support Keep Louisiana Beautiful and help to build and sustain vibrant communities.
- This mission promotes clean and beautiful communities and helps to support economic expansion.



Litter – A Constant Challenge

- Challenging not only for DOTD, but also for other agencies & municipalities across the state & nation
- DOTD works with multiple agencies & volunteer groups to remove litter from state roadways
 - Contracts with sheriffs' offices & LA Dept. of Public Safety & Corrections



Litter – A Constant Challenge

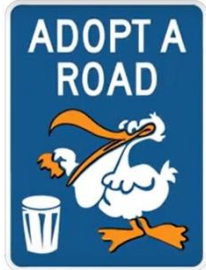
- Trash removed by DOTD & other entities is often times replaced within 48 hours due to constant littering
- Via social media, Love the Boot, Adopt-A-Road, etc., DOTD continually educates the public about Louisiana's litter problem



DOTD Efforts



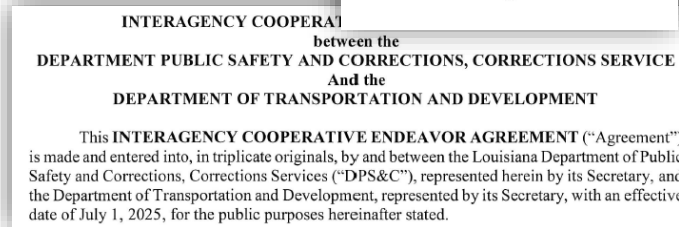
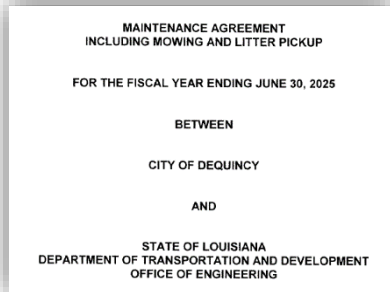
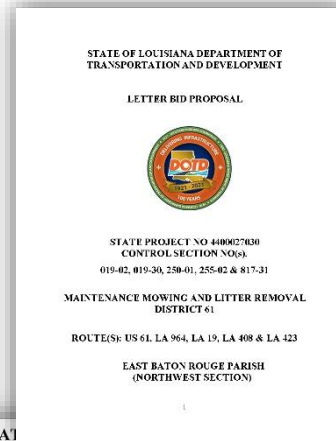
Education



Enforcement



Abatement



THE LOWDOWN ON LITTER IN LOUISIANA

How DOTD Handles Roadside Trash Across the State

Contracts, Agreements, and In-House Cost



\$15 MILLION

In FY 24-25, approximately **\$15 million**
was spent picking up **4,800 dump truck loads**
(or 76,646 cubic yards) of litter.

To put that into perspective, placing the trash in
Tiger Stadium would generate a heap

36 feet high!



**Please help by
not littering!**



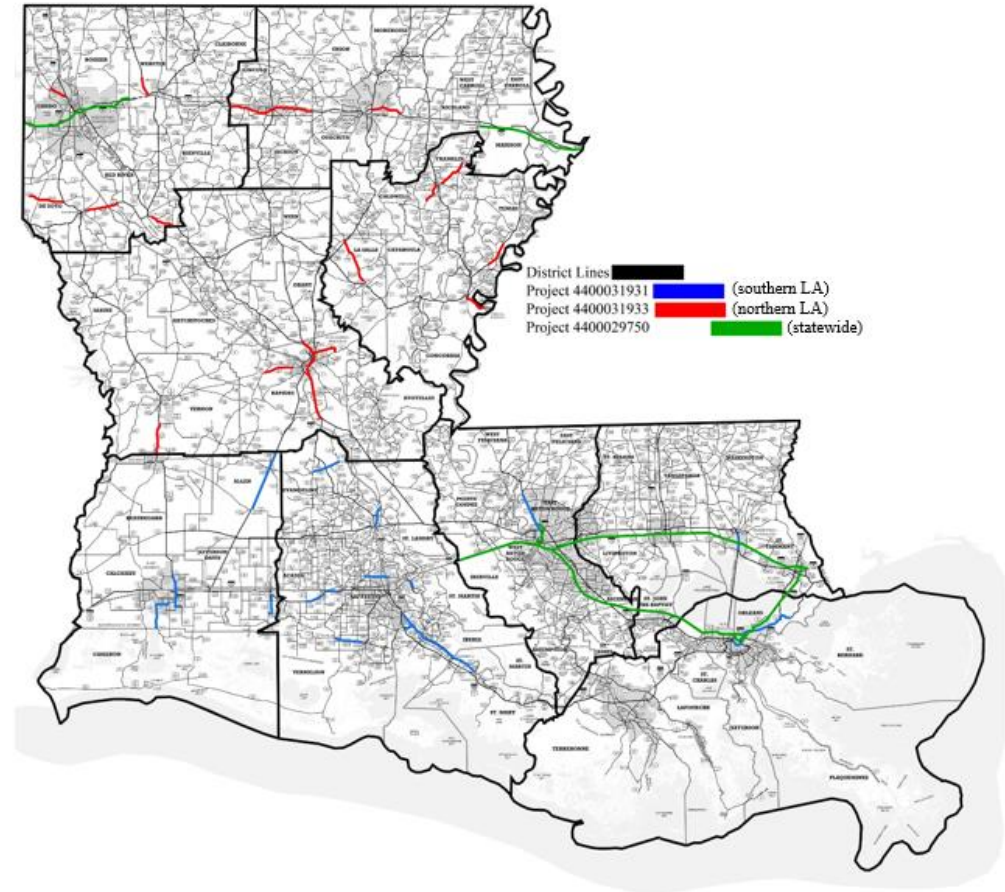
Abatement: Contracted Support



Litter Funding

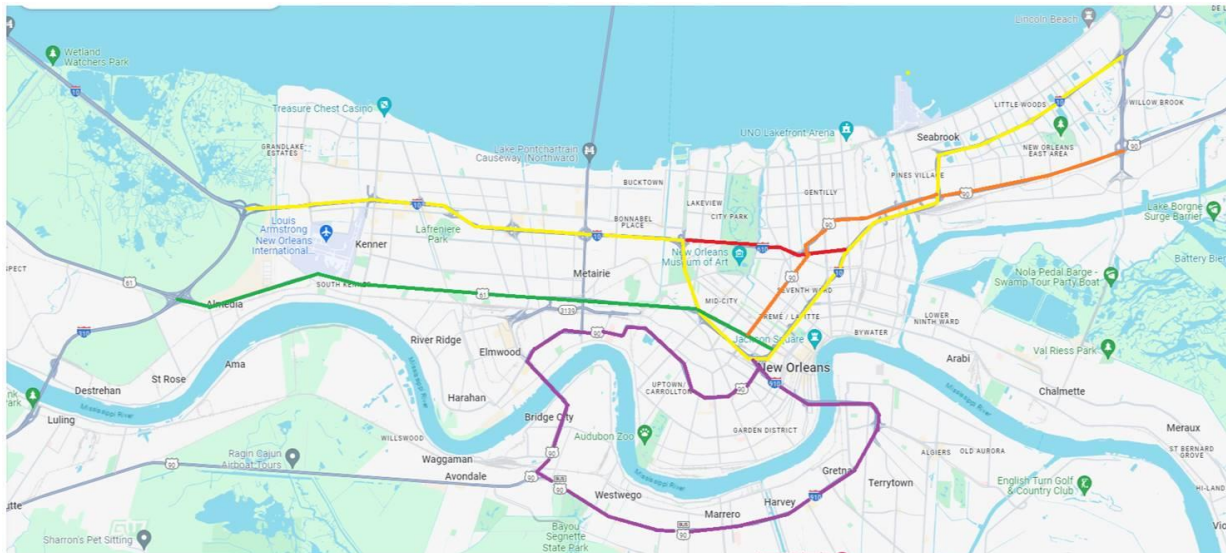
- \$3M appropriation each year
 - Fiscal year 24/25
 - 1st litter contract, statewide
 - Fiscal year 25/26
 - 2nd litter contract, south LA
 - 3rd litter contract, north LA

Litter Contracts



Litter Contracts

- 1st contract, statewide
 - Awarded to Center for Employment Opportunities
 - Amount: \$1.1 million
 - Collected approximately 4,000 cubic yards to date
 - Included supplemental service for Super Bowl LIX



Super Bowl Litter Pickup



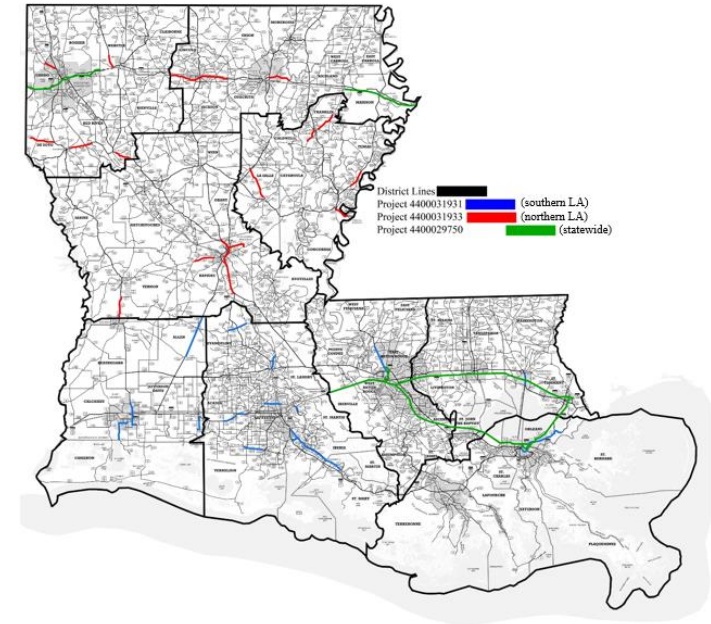
Super Bowl Litter Pickup



Additional Litter Contracts

- 2nd contract, southern portion of state
 - Awarded to H&O Investments, LLC
 - Amount: \$833.2K
- 3rd contract, northern portion of state
 - Awarded to H&O Investments, LLC
 - Amount: \$933.1K

Litter Contracts



Additional Contracted Efforts

- Currently considering the following options:
 - Add additional litter cycles on existing mowing contracts statewide
 - Supplement existing sweeping contracts with additional frequency
 - Supplement existing litter-only contracts with additional routes
 - Advertise for additional litter-only contracts & consider smaller geographic areas of coverage (per District)

Abatement: Litter Removal Equipment



DOTD's Litter Removal Equipment



Truck Sweepers

DOTD's Litter Removal Equipment



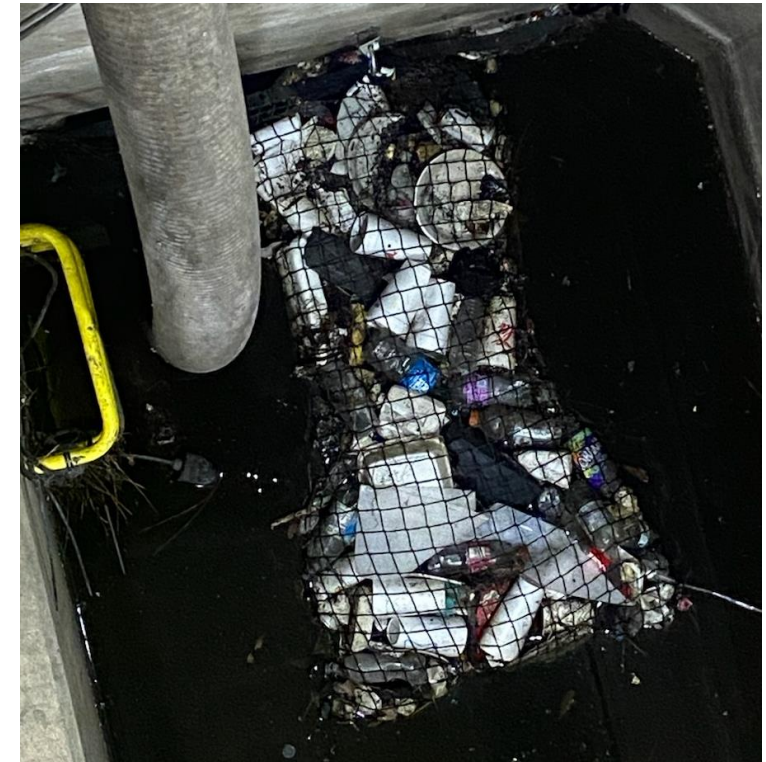
Road Rakes

DOTD's Litter Removal Equipment

Netting used at pump stations to catch litter



- First installed spring 2022
- Avg. 3 cleanings per month
- Remove approx. 60 cy per year




Education and Abatement: Sponsor-A-Highway



Sponsor-A-Highway Service

- Additional targeted litter pickup at no direct cost to DOTD
- A company, business, or volunteer group “sponsors” a section of road
 - 1-mile segment where litter is picked up no fewer than 6 times per year
- In exchange for sponsorship, an acknowledgment sign is erected on the road segment



DOTD **SPONSOR A HIGHWAY PROGRAM**

OVERVIEW

The Louisiana Department of Transportation and Development's (DOTD) Sponsor a Highway Program (SAH) is an initiative intended to encourage the community to participate in continuing to keep the roadways of Louisiana attractive and clean from litter. In exchange for their participation in the program, a sign is erected within the limits of the adopted area acknowledging their sponsorship.

DESCRIPTION

SAH will initially be run as a pilot program to determine if it's beneficial and practical. SAH, run by a third-party vendor, provides privately funded, professional litter removal services at no cost to DOTD. These services are funded through solicited sponsorships from local and national businesses and organizations. The vendor's contract will contain a provision requiring sponsors to comply with state laws prohibiting discrimination based on race, religion, color, age, sex, national origin, and all other applicable laws, rules, and regulations.

The vendor will perform professional litter removal services and coordinate sign installation with DOTD. The vendor will arrange the litter removal of a one-mile stretch of highway no fewer than six times a year. In acknowledgement for their sponsorship, an SAH sign is installed within the sponsored stretch of highway with the sponsor's name and logo placed on the sign panel.

If the pilot program is successful and DOTD moves forward with implementation of the program, a multi-year contract or agreement will be entered into with the successful vendor. At the end of the agreement, the vendor has the option of renewal.

HOW TO GET INVOLVED

Interested parties may contact the Adopt a Highway Maintenance Corporation at (800) 200-0003 or at adoptahighway.com.

MORE INFORMATION

Who can participate?

Under SAH, a company, business, or organization will be allowed to sponsor a section of roadway for litter collection.

Who is the third-party vendor?


The current sole-source contracted vendor for the pilot program is Adopt a Highway Maintenance Corporation.

What roadways are eligible?

SAH offered by DOTD is available for interstates, state and U.S. routes, and other roadways deemed eligible by DOTD.

Which roadways are part of the pilot program?

Please see the map, which shows which sections of I-10 will be part of the pilot program. These sections are divided into one-mile segments both eastbound and westbound.



Sponsor-A-Highway Program Updates

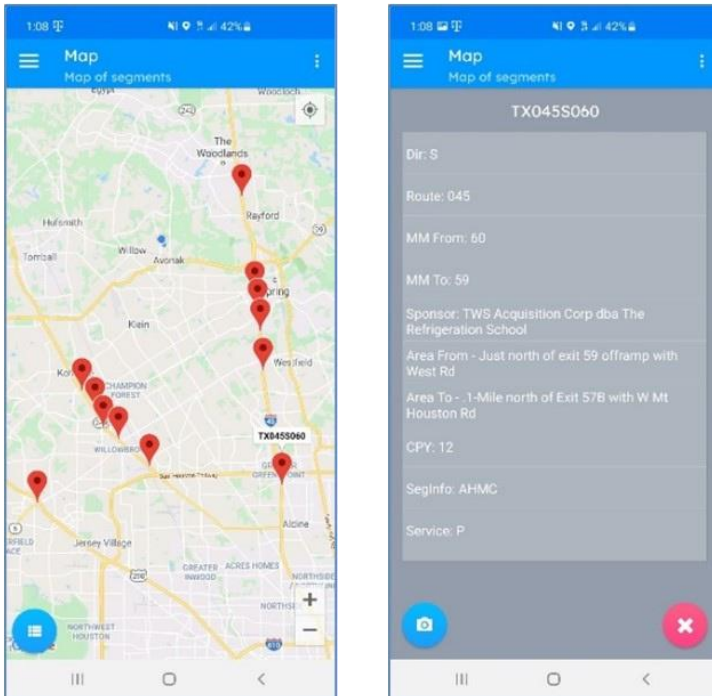
- Entered into 2-year pilot program with Adopt a Highway Maintenance Corporation (AHMC) in 4 districts
- Official marketing & sponsor education campaign launched in mid-July to support program growth
- Outreach strategy includes
 - Social media campaigns
 - Targeted digital advertising through Google campaigns
 - Direct email engagement with AHMC's national sponsor base & Louisiana businesses/organizations

Sponsor-A-Highway Program Updates

- Communications focused on
 - Educating potential sponsors on program benefits & community impact
 - Differentiating Sponsor a Highway program from other state litter or volunteer-based programs by emphasizing professional maintenance & sponsorship recognition

Sponsor-A-Highway Program Reporting & Technology

- Roadway Automated Mapping Program (RAMP)
 - In-house app developed by AHMC
 - Collects real-time litter and maintenance data
 - View segment locations
 - Enter cleaning activity details
 - Report roadway hazards (e.g., damaged guardrails, downed signs)
 - Report and verify sign issues with GPS-tagged photos
- Data collected can be sent to DOTD



Sponsor-A-Highway Program Reporting & Technology

- RAMP monthly reporting
 - Monthly schedules sent in advance
 - Outline areas scheduled for service
- Monthly bag count reports
 - Delivered at the end of each month
 - Number of bags collected per sponsored mile

Sponsor-A-Highway Program Reporting & Technology

- Heat maps and litter accumulation analysis
 - To support DOTD's ongoing efforts to reduce litter, AHMC can leverage collected data to create detailed heat maps of sponsored areas
 - Maps visually illustrate litter accumulation patterns over time, helping to identify areas with highest need for cleanup
 - By tracking trends, DOTD can make informed decisions about maintenance schedules & resource allocation while also demonstrating the program's impact & effectiveness in keeping roadways clean

Enforcement



Updated DOTD Litter Signs

- Updated DOTD standards to include this sign at interstate interchanges
- 302 total interchanges
- DOTD to place approx. 50
 - 100 per year



DOTD Litter Pickup





Monroe

A person wearing a light blue long-sleeved shirt, blue jeans, and a high-visibility orange safety vest with "DOTD" printed on the back is standing in a wooded area. The person is facing away from the camera, looking towards a dense thicket of trees and bushes. To the right of the person, there is a large, crumpled piece of debris on the ground, which appears to be a piece of a vehicle or a large container, partially covered by a light blue tarp. The ground is covered with dry leaves and pine needles. The background is filled with green foliage and tree trunks.

Baton Rouge



Jefferson Parish



Many



Northeast Louisiana



Rapides Parish



Baton Rouge



New Orleans



Caddo Parish



Many



Baton Rouge



Northeast Louisiana



Concordia Parish



Franklin Parish



Sulphur



Caddo Parish



Baton Rouge