



Keep
LOUISIANA
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

Keep Louisiana Beautiful Update



LEADERS AGAINST LITTER

KEEP LOUISIANA BEAUTIFUL

Litter Negatively Impacts Louisiana

- Litter tarnishes the state's image.
- Litter harms our Sportsman's Paradise.
- Litter hurts our economy and quality of life.
- Clogs storm drains leading to flooding.



The Litter Problem By The Numbers



143 Million pieces of litter

49% Plastic packaging

34% Beverage containers

\$91 Million dollars

13% Spent on litter education and enforcement

78% Financial burden on local governments

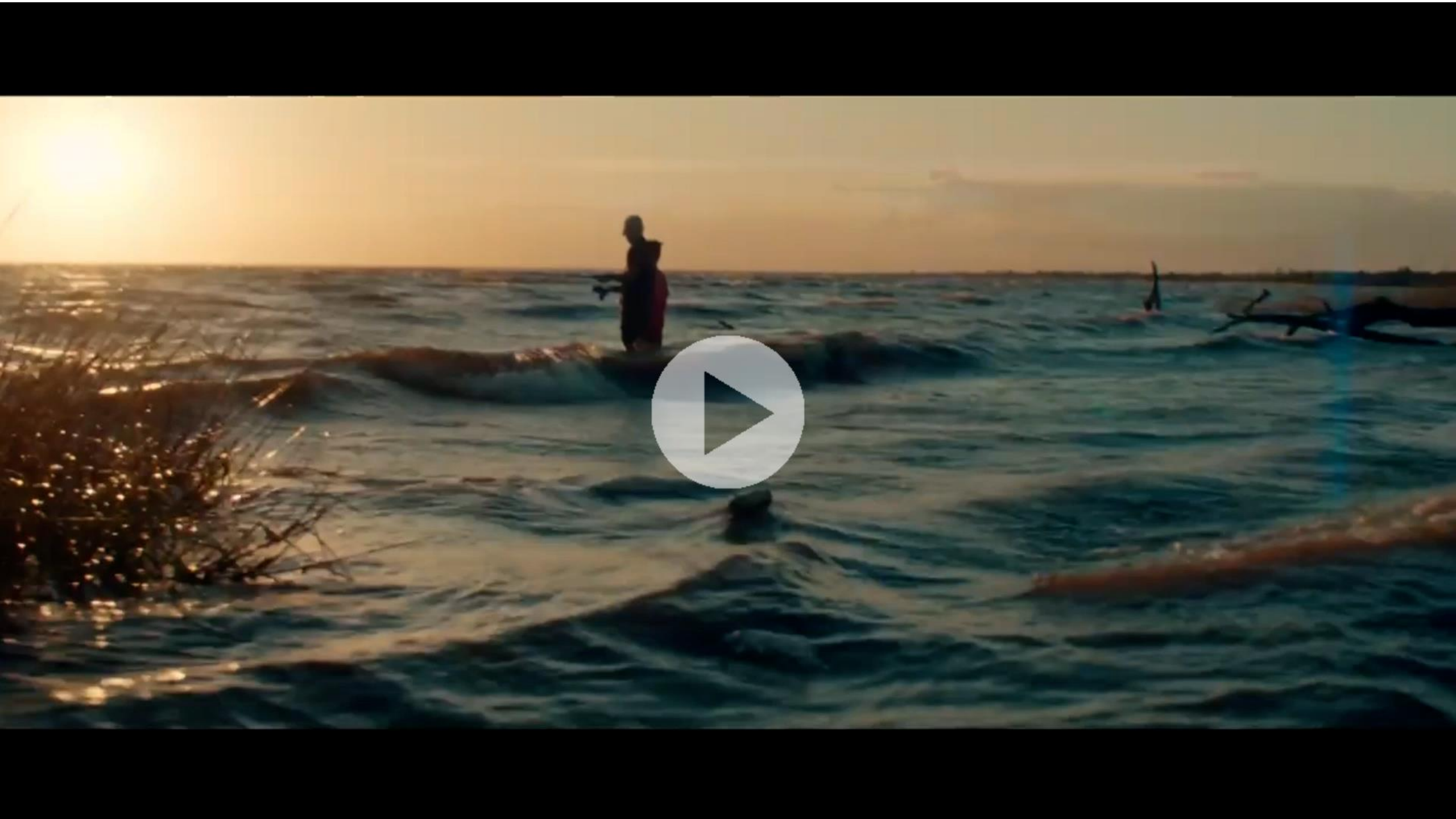
67% Want more litter enforcement

92% Think La. has a serious litter problem

2024-2025 Keep Louisiana Beautiful Highlights

Partnerships Are the Key to Addressing Litter in Louisiana





It all starts with leadership at the top...

- Office of Lt. Governor
- Office of Governor
- State Parks
- Culture, Recreation, and Tourism
- Office of Motor Vehicles
- LDOTD
- LDEQ
- LDWF
- State and Local Libraries
- Legislators
- State Police/Sheriff's/Constables & JPs



Local leadership & partner organizations...



- Mayors
- Parish Presidents
- Police Jury
- LMA
- Louisiana Automobile Dealer Assoc.
- Louisiana Beverage Assoc.
- KLB Community Affiliates
- KLB University Affiliates
- Non-profit organizations
- Schools
- Churches
- Louisiana Association of Chamber of Commerce Executives
- Chambers of Commerce
- Tourism Bureaus
- Tourism-Focused Organizations
- Businesses
- Youth Groups

Community Affiliates



Abbeville
Abita Springs
Alexandria
Algiers
Assumption
Ascension
Baker
Bossier
Calcasieu
Carencro
Covington
DeRidder
DeSoto
Eunice
French Quarter

Grambling
Hammond
Jefferson
Jefferson Westbank
Lacombe
Lake Charles
Lafayette
Lafourche
Livingston
Madisonville
Mandeville
Monroe
Morehouse
Natchitoches
Ouachita

Slidell
St. Bernard
St. Charles
St. James
St. John
St. Mary
St. Tammany
Tangipahoa
Terrebonne
Union
West Baton Rouge
West Monroe
Shreveport
Sterlington

44
Affiliates
Strong!

13 University Affiliates



A Keep Louisiana Beautiful Affiliate



UL LAFAYETTE
A KEEP LOUISIANA BEAUTIFUL AFFILIATE



We Are Making an Impact

KLB Network & Grantee Impact ~ Together We Are Growing!



61,699

**VOLUNTEERS
ENGAGED**



\$4.83 M

**VOLUNTEER
VALUE**



573

**SCHOOLS &
UNIVERSITIES
ENGAGED**



186,511

**VOLUNTEER
HOURS**



16,943

**STUDENTS &
TEACHERS
RECEIVED EDUCATION**



3,338

**WATERWAY &
LANDBASED
CLEANUPS**



41,946

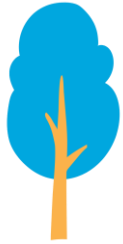
**CIGARETTE
BUTTS
REMOVED**



3,408

**GOVERNMENTS &
ORGANIZATIONS
ENGAGED**

KLB Network & Grantee Impact ~ Together We Are Growing!



7,874

**TREES & PLANTS
PLANTED**



1,243

**TONS
RECYCLED**



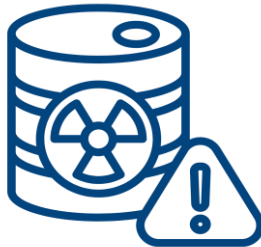
4,793

**TONS OF LITTER
REMOVED**



285

**TRASH
RECEPTACLES
DISTRIBUTED**



850

**TONS OF HAZARDOUS
WASTE DIVERTED**



60,743

**CLEAN-UP SUPPLIES
DISTRIBUTED**



\$1.12 M

**GRANT FUNDING
AWARDED**

How We Are Making A Difference



Raising Awareness

Removing Litter

Supporting Local Communities

Educating on Litter Prevention

Increasing Litter Enforcement

Raising Awareness: Let Louisiana Shine



- A multi-media statewide educational campaign about litter prevention.
- Ads run on TV, social media, radio, billboard, and digital.
- Visit LetLouisianaShine.org for free marketing tools.

85.3 Million Impressions in 24-25



Removing Litter: Love the Boot Week



1,408

Events in 64 Parishes!

26,935 Volunteers

81,852 Volunteer Hours

\$2.39 million Volunteer Value





Love the Boot Week Participants



- 25 colleges & universities
- 67 KLB community affiliates
- 119 individuals & families
- 136 businesses
- 183 k-12 schools
- 278 governmental entities
- 312 non-profits

Love the Boot Week Growth

- 1,408 events in 64 Parishes - **85% inc.**
- Approx. 27,000 volunteers - **42% inc.**
- 514 tons of litter removed - **48% inc.**
- 1,204 trees planted - **30% inc.**
- 16,503 bottles and cans recycled - **18% inc.**
- 183 K-12 schools participated - **154% inc.**
- 74.4M impressions from campaign - **284% inc.**



Love the Boot Week Campaign



74.4M
impressions



977,698
engagements

*Ad campaign results, February 23 - April 21, 2025

#LOVETHEBOOT



Love the Boot Week Media Coverage

782M
earned media reach

\$7.23M
publicity value



Supporting Local Communities



42 Chambers
908 Businesses
(42% increase from last year)





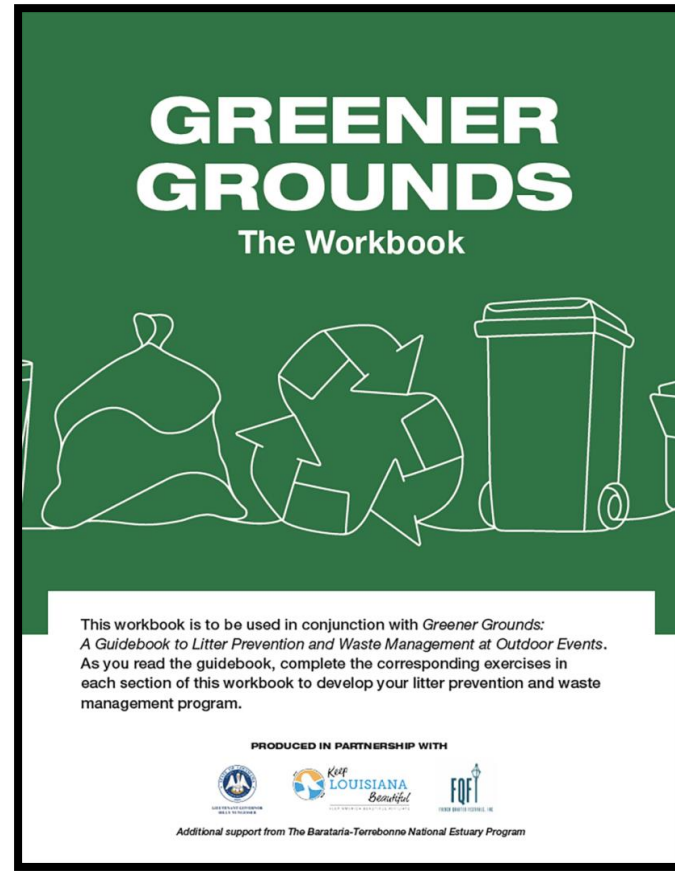
*Check out clean-up supplies
at your local library!*

148 Libraries Participate
(a 17% increase)

Over **1,500** Cleanups
Conducted



Greener Grounds: Cleaner, More Sustainable Outdoor Events



- Designed to help event organizers reduce waste, recycle and prevent litter at their event.
- Available for free on KLB's website.

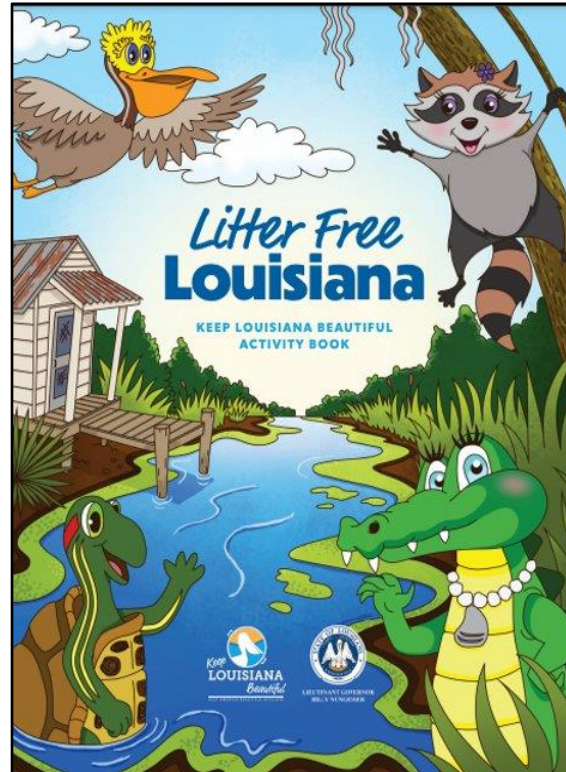
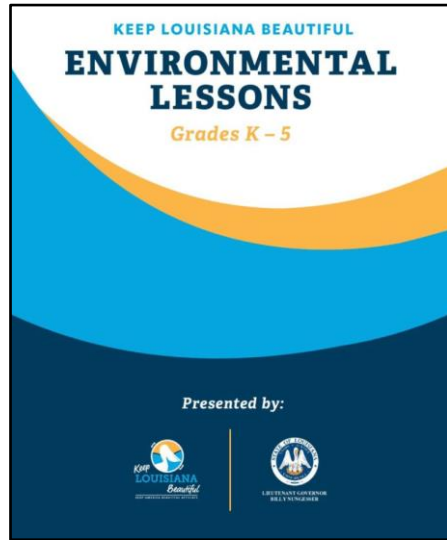
KLB Awarded \$1.1 Million in Grants



- Greener Grounds
- Healthy Communities
- Community Affiliate
- University Affiliate
- Trash Receptacle
- Beautification
- Sheriff's
- Surveillance Cameras



Educating Youth



- Distributed **over 10,000 lesson plan manuals** to schools, libraries and non-formal educators.
- Over **67,000** Litter-Free Louisiana Activity books distributed.
- Created Youth Leaders Against Litter Pledge and animated video.

New Video to Be Added Here



Educating Motorist: OMV Partnership



OMV:

- Litter prevention banners in all OMVs.
- Three litter prevention questions on the State's official driving test.

Schools:

- Driving academies are required to provide 6 minutes of litter education.
- A roadside litter prevention video shown at driving academies.

Educating Motorists: Put the Brakes on Litter

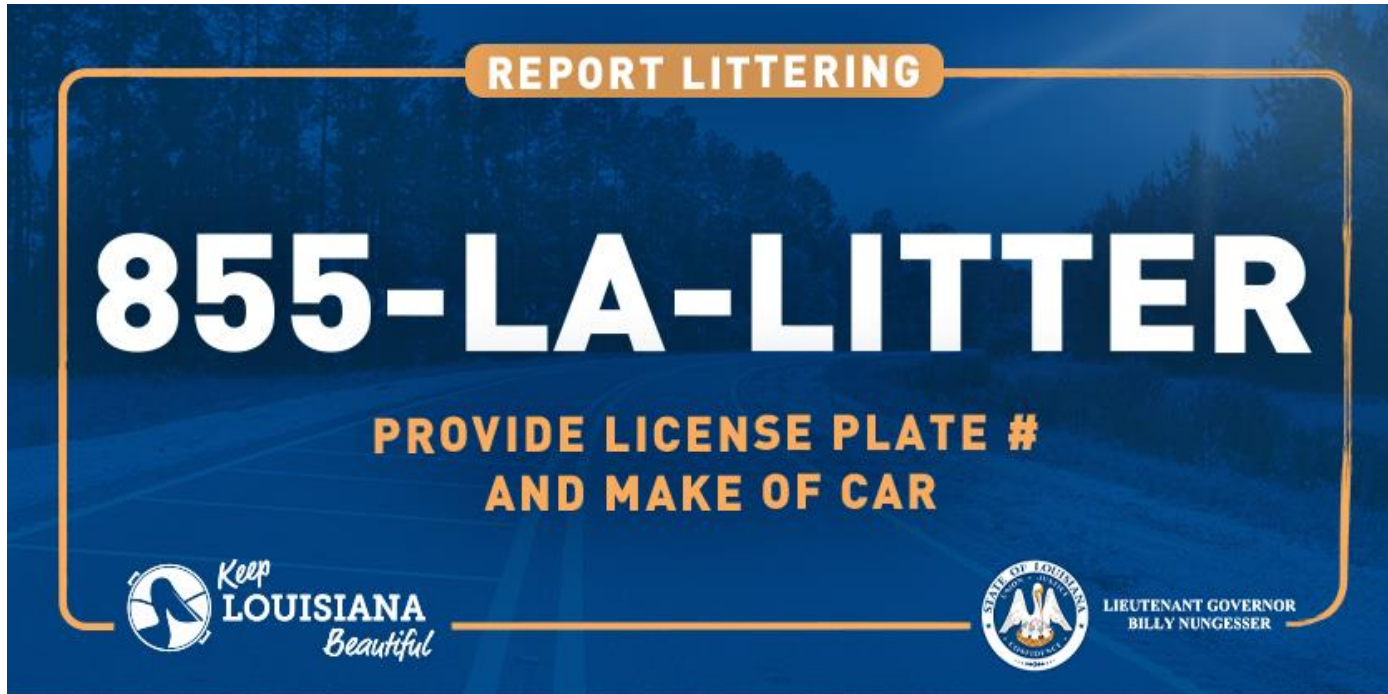
50 participating LADA dealerships
Over 13,000 kits distributed

Car Litter Prevention Kits:

- A disposable car litter bag.
- Litter prevention tips.
- A pocket ashtray for cigarette disposal.
- A car cupholder coaster with the litter hotline number for reporting.



Increasing Litter Enforcement



- ACT 67 State Park Rangers to enforce litter laws.
- Re-established the littering reporting hotline to report illegal dumping and simple littering.
- Surveillance cameras training and grants.
- Hired enforcement specialists and enforcement park ranger.
- Last year, KLB and WLF handled 875 litter reporting calls from the hotline.

Ways you can make a difference today!

- ✓ Use our marketing toolkits to promote prevention, education and enforcement.
- ✓ Use the Plug and Play Programs locally: Clean Biz, Put the Brakes on Litter, Get Down & Clean Up.
- ✓ Show the youth video in your local schools.
- ✓ Participate in Love the Boot Week 2026.
- ✓ Apply for grant programs.
- ✓ Report littering or illegal dumping to 855-LA-LITTER.

Looking Ahead

 **LOVE**
THE BOOT
week

KEEP LOUISIANA BEAUTIFUL

April 18-26, 2026

Thank You

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