



KEY FINDINGS: Litter Cost Study

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.

\$91,409,573 PER YEAR

Direct Costs of Litter in Louisiana

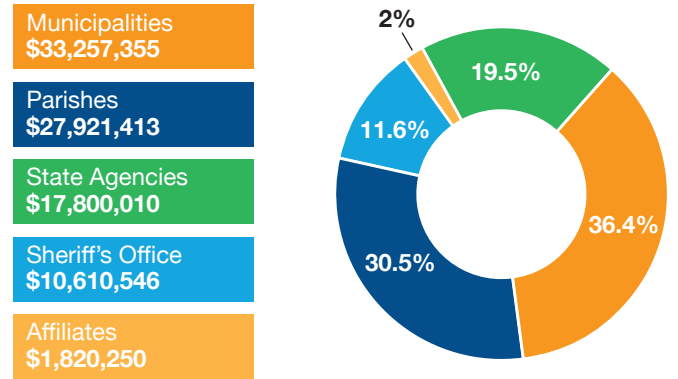
Most entities do not have a budget line item for litter and illegal dumping expenditures, making it challenging to account for all costs associated with all departments.

Local jurisdictions combined bear over 80% of the costs of addressing litter.

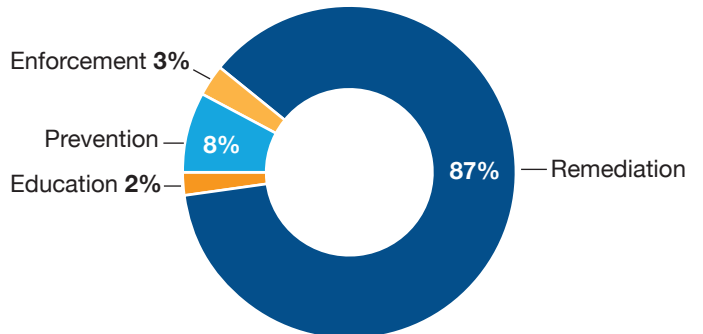
Expenditure overwhelmingly focuses on remediation or cleanup versus prevention. **Local jurisdictions spend seven times more to remove litter and trash than on preventing it from being generated.**

Prevention and education account for only 10% of the estimated overall cost, but research shows that increased funding in these areas could lead to a reduction in littering behavior.

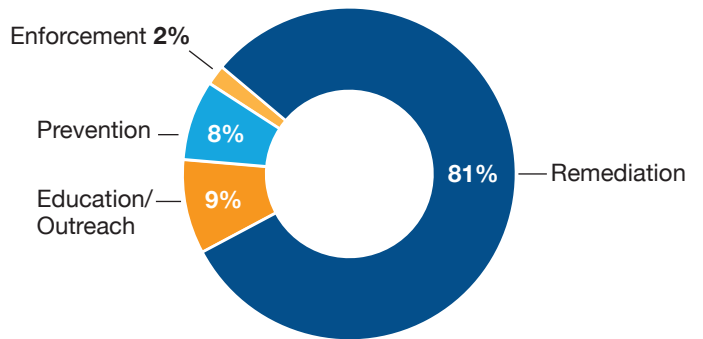
Litter Costs Expenditures by Jurisdictions



Local Government Cost by Category



State Agency Cost by Category



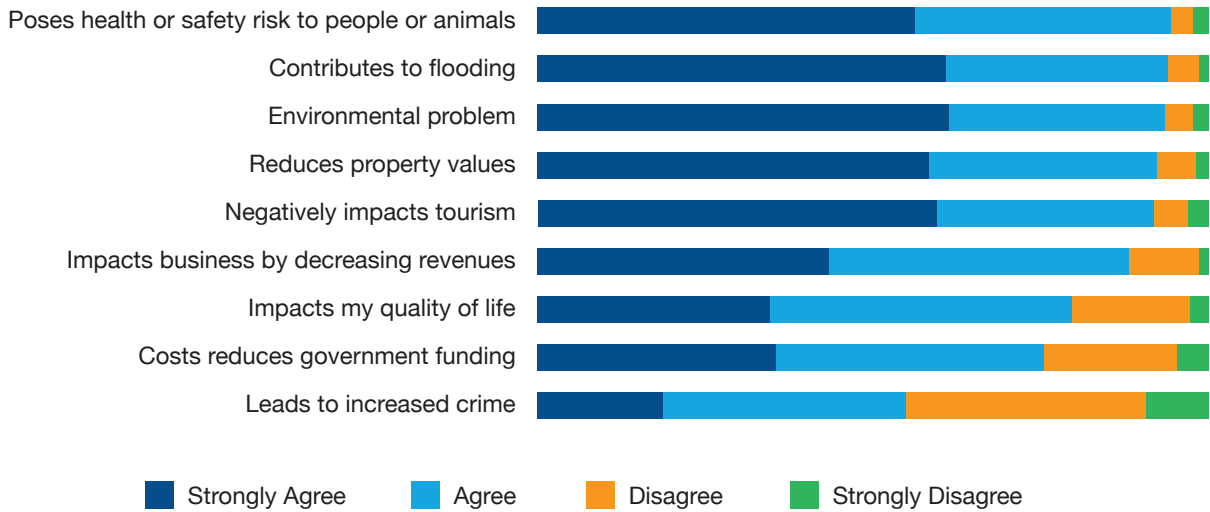
One of the recommendations from the Governor's Task Force on Litter Abatement and Beautification was to conduct comprehensive litter research to better understand and address the problem. Thanks to funding from the Louisiana State Legislature and the Office of the Lieutenant Governor, Keep Louisiana Beautiful oversaw the state's first litter research in over a decade. The research consists of three parts—the Roadway Litter Survey, the Public Attitude Survey, and the Litter Cost Study. Scan the QR code to read all reports.





Indirect Costs of Litter

Beyond the tangible expenses linked to litter remediation, enforcement, and cleanup lie the indirect costs. Respondents overwhelmingly agree that litter poses a threat to our environment, economy, and general quality of life.



Hidden Costs of Litter

Most entities do not have a budget line item for litter and illegal dumping expenditures, making it challenging to account for all the costs associated. Litter and illegal dumping removal costs may be hidden by incorporating them within employee expenses or projects.

It is recommended that local government jurisdictions adopt a consistent expenditure tracking and reporting system to better account for and understand the obvious and hidden costs of litter.

The study was conducted by a Project Team led by Carson Consulting. The team consisted of Tetra Tech BAS, Steve Stein, and numerous individuals with an extensive history of conducting national, state, and local research studies. The Litter Cost Study estimates what litter costs Louisiana taxpayers by measuring local government and state agency expenditures on litter cleanup, abatement, and enforcement. While efforts were made to obtain cost data from a statistically representative sample of local and state agencies, entities, and jurisdictions, the costs presented in this report should be viewed as estimates.





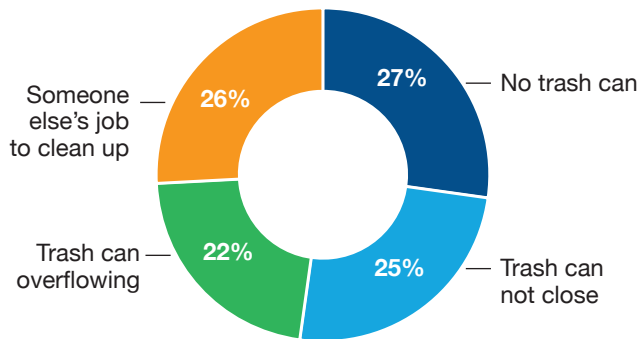
KEY FINDINGS: Littering Behaviors & Public Attitudes

92% BELIEVE LITTER IS A PROBLEM

Littering at Outdoor Events

Reducing litter at outdoor events requires a litter management plan that includes an adequate number and placement of trash cans and monitoring of trash cans.

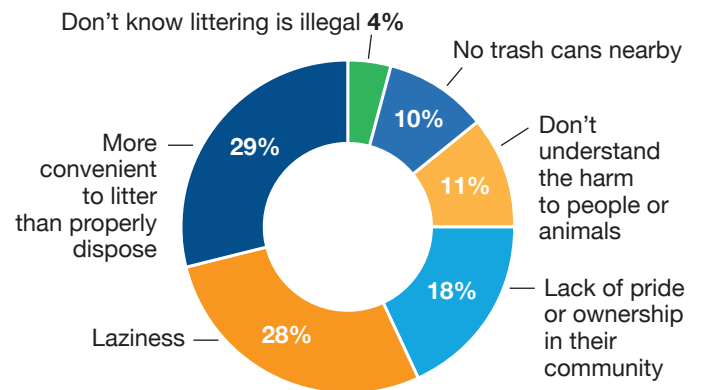
Reasons Why People Litter at Outdoor Events



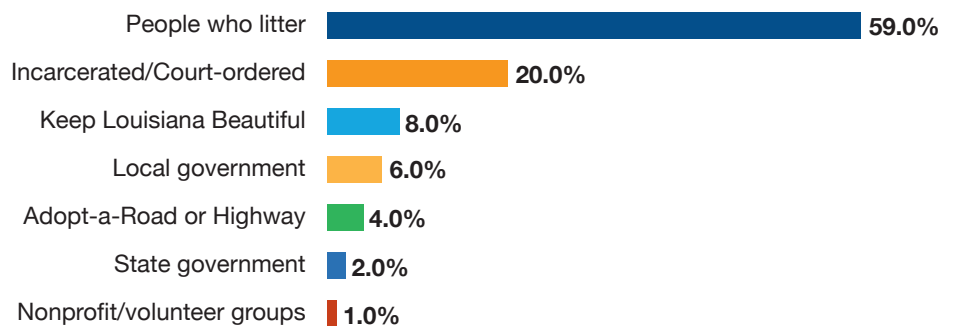
Littering Frequency & Reasoning

Littering is frequently observed—44% reported that they witness littering behavior several times a month, 38% reported witnessing it weekly, 15% a few times a year and 3% never.

Reasons Why People Litter



Opinion on Who is Responsible for Litter Cleanup



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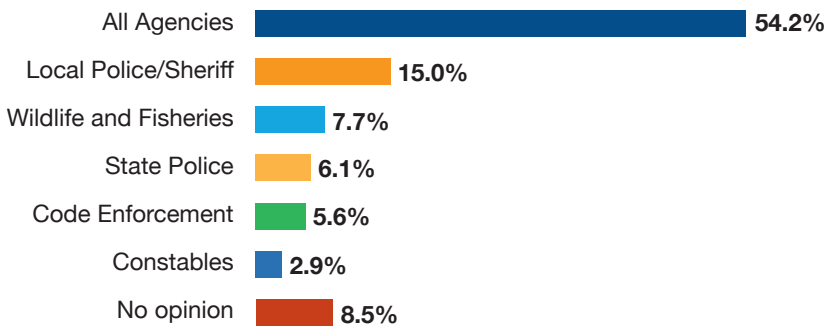




68% SUPPORT MORE LITTER ENFORCEMENT

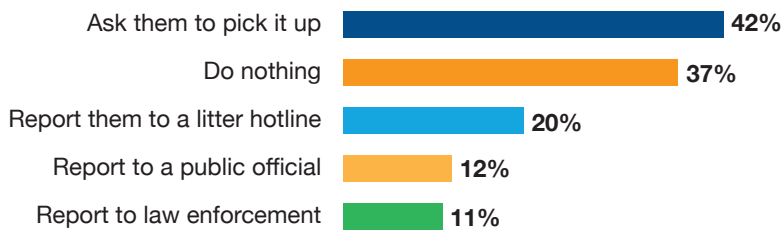
HOWEVER, ONE IN TEN RESPONDENTS REPORT THEY DO NOT THINK ENFORCEMENT WOULD CHANGE LITTERING BEHAVIOR.

Opinion on Who Should Be Responsible for Litter Enforcement

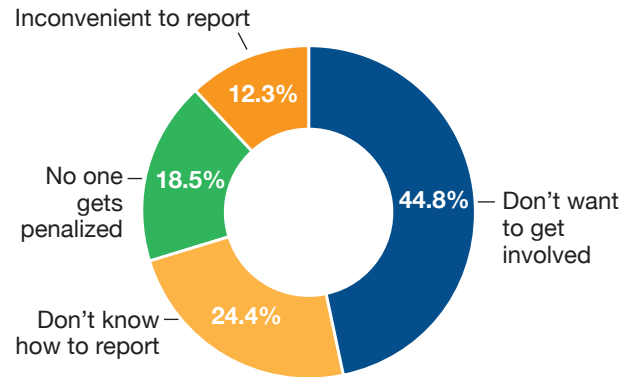


Responses to Witnessing Litter

When asked how they would react if they saw someone littering, respondents reported:



Reasons Why People Do Not Report Littering



MOST LOUISIANIANS SUPPORT A FEE IN THE RANGE OF \$.50 TO \$2 AS DESIGNATED FUNDING FOR LOCAL LITTER CLEANUP AND PREVENTION.



The survey was led by Carson Consulting with assistance from Dr. Boyette, Momentive, and Mobius Intelligence Systems, administered the survey through a 43 web-based questionnaire.



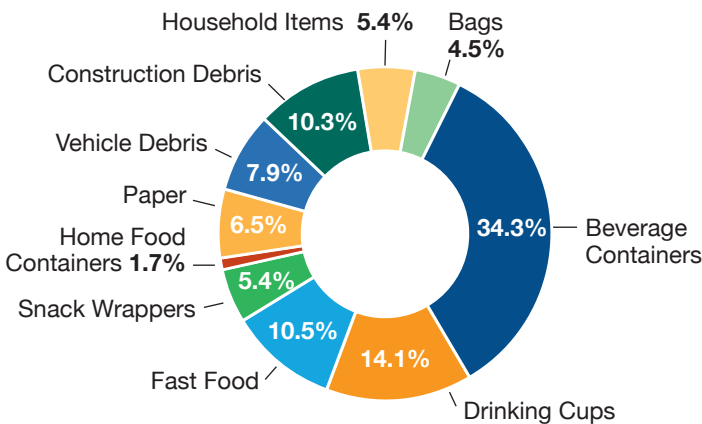


KEY FINDINGS: Roadway Litter Survey

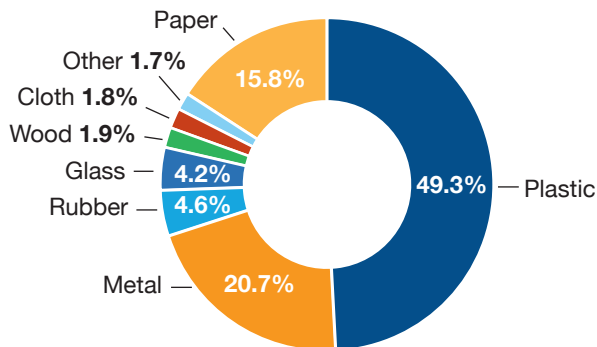
There are approximately 143.8 million pieces of litter on Louisiana roadways. Interstates are the most littered type of roadway, with an average of 10,178 pieces of litter per mile.

143.8 MILLION PIECES OF LITTER

Visible Litter by Category

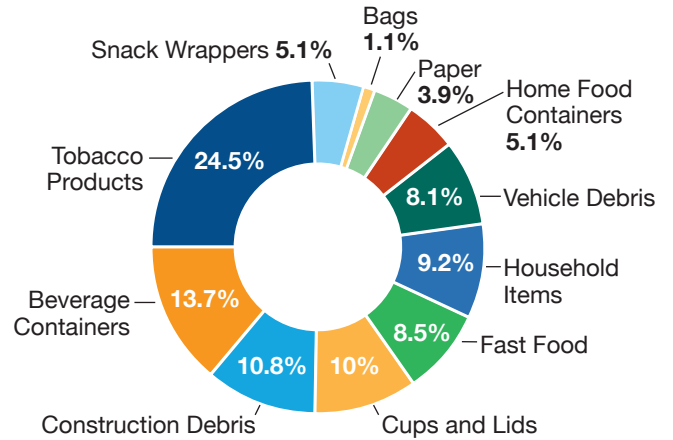


Visible Litter by Packaging Material



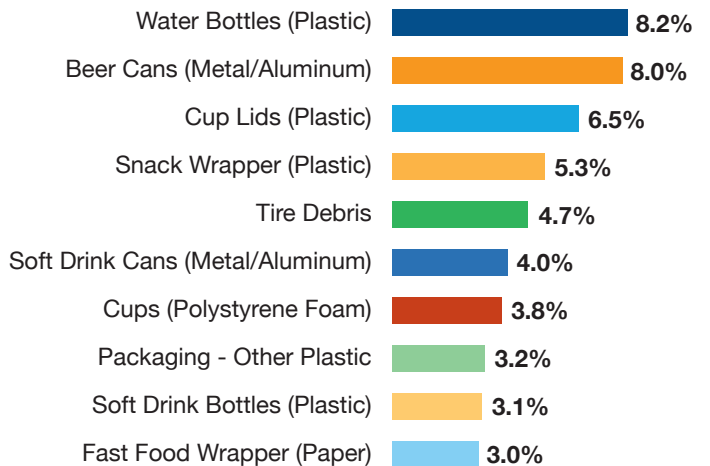
Aggregate Litter by Category

Aggregate litter is a combination of Micro Litter (< 4") and Visible Litter (> 4").



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.

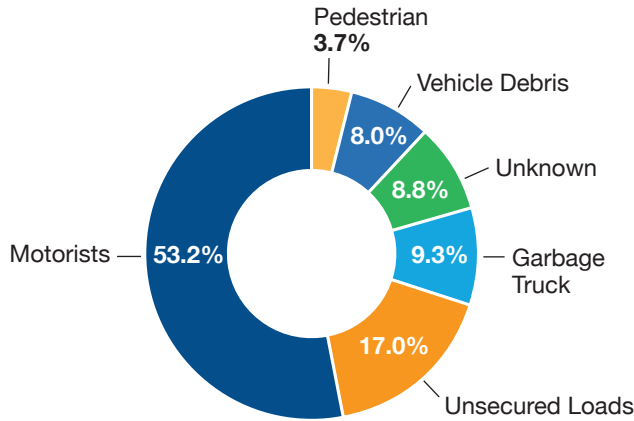


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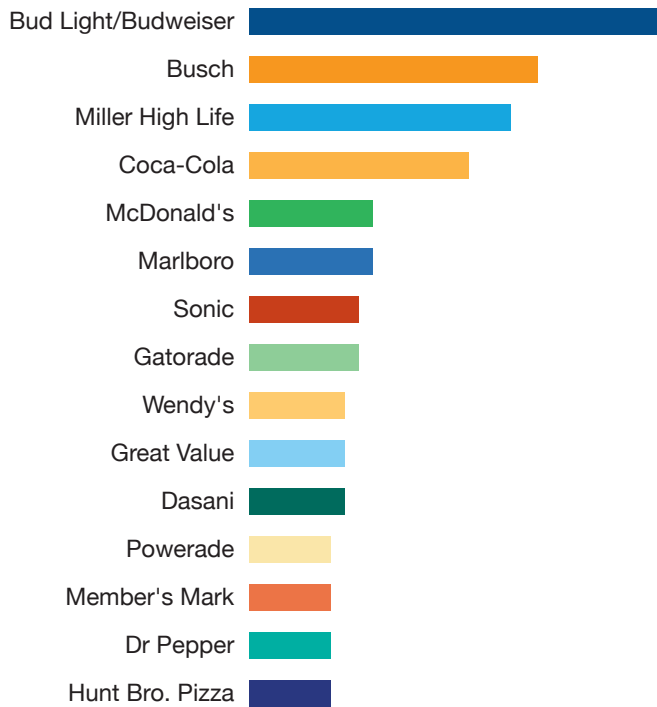




Top Sources of Roadway Litter



Top 15 Most Common Brand Names of Roadway Litter



Correlations and Recommendations:

CORRELATION: Less litter was found near sites with trees, shrubs, plantings, and similar enhancements.

RECOMMENDATION: Encourage beautification as sites that were not beautified or well-maintained had 38% more litter.

CORRELATION: The dispersal of Micro Litter is directly related to mowing.

RECOMMENDATION: Ensure litter removal prior to mowing roadsides to reduce the spread of Micro Litter.

CORRELATION: Beverage containers are frequently near drainage ditches and utilities.

RECOMMENDATION: Don't throw trash out the window. Keep a bag in your car for trash.

CORRELATION: Beverage containers, cups, fast food items, and bags are often close to solid waste facilities.

RECOMMENDATION: Tie down unsecured loads and ensure trash is bagged and tied for garbage pick-up.

CORRELATION: Beverage cups are likely found in proximity to fast food establishments. Fast food items are likely near businesses and commercial enterprises.

RECOMMENDATION: Create litter prevention messaging for fast food and beverage points of sale.

Additional recommendations to reduce roadside litter:

- Encourage the enforcement of the litter laws.
- Expand Adopt-A-Road programs and youth litter education.
- Expand KLB affiliation through community and university partners.

The study was conducted by a Project Team led by Carson Consulting. The team consisted of Tetra Tech BAS, Steve Stein, and numerous individuals with an extensive history of conducting national, state, and local research studies. Working with the Louisiana Department of Transportation and Development (LADOTD) and KLB, the Project Team selected 137 sites (Interstates, US Roadways and LA Roadways) within every parish and in all nine LADOTD districts to survey. Field crew members identified the litter category, specific item, and the packaging materials. Visible litter (4 inches or larger) was grouped into 10 categories, and Micro litter (less than 4 inches), was grouped into 11, including tobacco.

