



GOVERNOR'S TASK FORCE ON STATEWIDE LITTER ABATEMENT AND BEAUTIFICATION

REPORT OF TASK FORCE INITIAL RECOMMENDATIONS AND KEY PRIORITIES

GOVERNOR JOHN BEL EDWARDS
JUNE 30, 2022

*Note: Meeting minutes and best practice resources not included in
this abbreviated version of the report.*





TASK FORCE VISION STATEMENT

The beauty and cleanliness of Louisiana communities is appreciated and valued by residents, families, visitors, and businesses, and is continually supported by educated, enlightened, and engaged stakeholders who act as stewards of our environment, instilling a culture of cleanliness and accountability for maintaining Louisiana as a litter-free state.

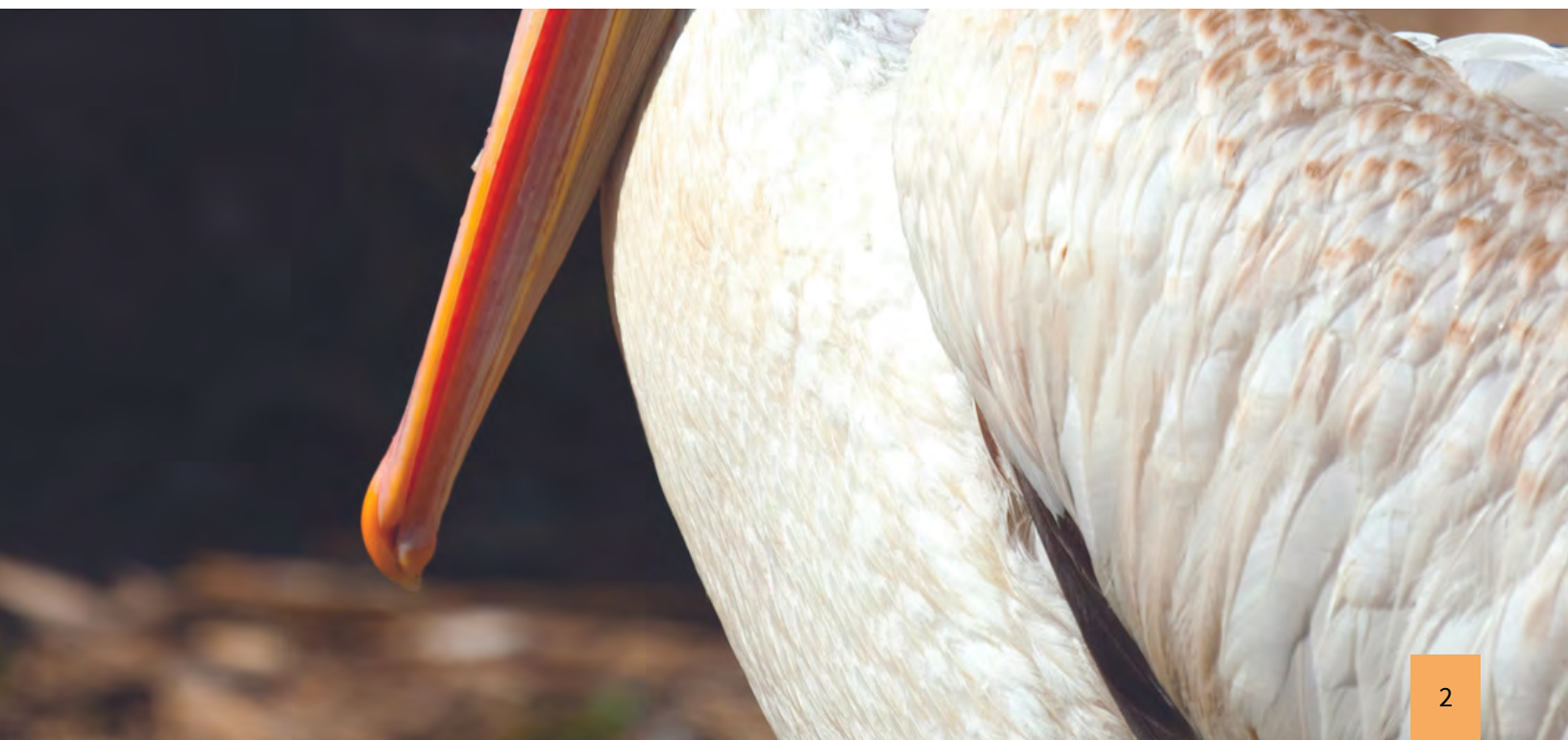


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Appendix I

Executive Order JBE 2022–3

Statewide Litter Abatement and Beautification

Additional sections with meeting minutes and resource links are included in the full report. This report has been abbreviated by Keep Louisiana Beautiful to reduce the amount of paper printed. The full report is available digitally at keeplouisianabeautiful.org.



Louisiana is known as the Sportsman's Paradise, not only to our people, but to visitors from all over the world. From our history to our food, music, and festivals, there is no doubt that Louisiana is a trip! We have so much to offer.

We have a litter problem that has impacted all of us and our ability to call this state a paradise. Trash and illegal dumping destroy our state's natural beauty, pollute land and waterways, harm our wildlife, discourage economic development, and undermine civic pride. It is truly a threat to our Louisiana quality of life.

Earlier this year, Governor John Bel Edwards named me Chairman of the Statewide Litter Abatement and Beautification Task Force. It has been an honor to work with the 26 members of the task force who willingly gave their time over the last five months to develop this report.

Enclosed is a set of eight recommendations and 47 action items that will have significant impacts on our state's beautification efforts. While these initiatives are a good start, it is going to take all of us working together to clean up Louisiana. Every year our state faces challenges like hurricanes and the constant need for improving our education system, but unlike those, there is no political debate or disagreement about litter; we all see the problem and know the damage it causes.

All of us are working together to let Louisiana shine. Failure is not an option. We all deserve a beautiful state. You clean up your house when visitors are coming over, so let's clean up Louisiana so it truly shines to visitors and residents alike.

Sincerely,



BILLY NUNGESSER
LIEUTENANT GOVERNOR
STATE OF LOUISIANA

EXECUTIVE SUMMARY

The Governor's Task Force on Statewide Litter Abatement and Beautification was established by executive order in January 2022, to be administered by the Lieutenant Governor's Office, Keep Louisiana Beautiful Program¹. The three stated duties of the Task Force include:

- A. Building an understanding of the key drivers of litter and barriers to litter abatement from the production of items that may become litter to consumer behavior with respect to litter;
- B. Identifying solutions to reduce the presence of litter throughout Louisiana's roads, waterways, public spaces, parks, and communities; and
- C. Establishing shared goals and values for litter abatement.

The Task Force was further directed by the executive order to produce and submit an initial report of its recommendations and key priorities to the Governor on or before July 1, 2022. This document is that report.

The work of the Task Force was facilitated by Susan Russell, Executive Director of Keep Louisiana Beautiful, who served as the Louisiana content expert, and Cecile Carson, EdD, a nationally recognized environmental/litter expert. The 26-member Task Force met five times beginning in February². Additionally, the Task Force was subdivided into four Work Groups which allowed each member to focus on a specific aspect of litter abatement and beautification. The Work Groups developed preliminary recommendations relevant to their respective content topics.



Task Force members hard at work at the Capitol Park State Museum.

From that work, the Task Force finalized and adopted eight broad recommendations, each further detailed with a set of more specific priorities, at its June 2022 meeting. The eight recommendations include:

1. Establish Fundamentals to Sustain Litter Prevention and Beautification Efforts
2. Raise Public Awareness
3. Build Knowledge through Training and Education
4. Advance Youth Education to Create a Culture of Cleanliness
5. Strengthen Litter and Illegal Dumping Enforcement Efforts
6. Improve Waste Disposal Practices and Recycling Opportunities
7. Expand Litter Prevention and Removal Initiatives
8. Support Beautification and Community Appearance Enhancement

These recommendations along with the provided sets of topic-focused priorities represent the collective insights and suggestions of the Task Force members and can serve as the framework for a multiyear statewide public/private collaboration.

The Task Force also provides in this report a list of recommended actions that can serve as the starting point for a renewed effort designed to dramatically decrease litter and illegal dumping in Louisiana.

TASK FORCE SNAPSHOT

13



WORK MEETINGS

400+



VOLUNTEER HOURS

8



RECOMMENDATIONS

47



KEY PRIORITIES

1. A copy of Executive Order Number JBE 2022-3 is provided in Appendix I of this report.
2. A summary of the Task Force's work process is provided in Appendix II of this report.



TASK FORCE MEMBERSHIP

Section 6 of Executive Order JBE 2022-3, STATEWIDE LITTER ABATEMENT AND BEAUTIFICATION, established the 26 Task Force members. Ten members are specified by position and could be represented by a designee. The additional 16 members are representatives of specified key stakeholders designated by the Governor.

The following table includes the names of the members and the names of member designees that participated in the Task Force's work. The Task Force was administrated by the Lieutenant Governor's Office, Keep Louisiana Beautiful, Susan Russell, Executive Director.

Member	Name
The Governor	John Bel Edwards <i>Mark Cooper</i>
The Lieutenant Governor, Task Force Chair	Billy Nungesser
Lieutenant Governor's Office	Dr. Steve Slaton
Commissioner of the Department of Administration	Jay Dardenne
The Secretary of the Department of Environmental Quality	Dr. Chuck Brown <i>Greg Langley</i>
The Secretary of the Department of Corrections	James "Jimmy" LeBlanc <i>Angela Whittaker</i>
The Secretary of the Department of Economic Development	Don Pierson <i>Stacey Neal</i>
The Secretary of the Department of Transportation and Development	Dr. Shawn Wilson <i>Vince Latino</i>
The Secretary of the Department of Wildlife and Fisheries	Jack Montoucet <i>Travis Huval</i>
Deputy Secretary of the Department of Public Safety and Corrections	Colonel Lamar Davis
The Executive Assistant to the Governor for Coastal Activities	Chip Kline <i>Greg Grandy</i>



TASK FORCE MEMBERSHIP

Member

Name

Representative nominated by the Louisiana
Sheriff's Association

Rene' Thibodeaux
Sheriff, Pointe Coupee Parish

Representative nominated by the Louisiana
District Attorneys Association

Trent Brignac
District Attorney, 13th Judicial District

Representative nominated by the Louisiana
Association of Chamber of Commerce
Executives

Lisa Johnson
President/CEO, Bossier City Chamber
of Commerce

Representative from the environmental
non-profit sector

Angela Chalk
Executive Director, Healthy Community
Resources & Advocacy, Inc.

Representative from the Louisiana
Municipal Association

Sharon Weston Broome
Mayor-President Baton Rouge

Representative from the Police Jury
Association of Louisiana

Josh McAllister
Parish President, Winn Parish

Representative from the tourism industry

Carla Tate
Executive Director, Tangipahoa Parish
Convention and Visitors Bureau

Representative from the recycling/waste
management industry

Sharon Mann
General Manager, Republic Services

Representative from Louisiana's higher
education system

Dr. Neil Aspinwall
Chancellor, SOWELA

Representative from the Louisiana
Department of Education

Dr. Teresa Bagwell
Superintendent of Schools,
St. Mary Parish



Representative from a local chamber of commerce

Adam Knapp
President/CEO, Baton Rouge Area
Chamber

Representative from a local housing authority

Brenda M. Breaux
Executive Director, New Orleans
Redevelopment Authority

Representative from a local homeowners association

Marie Constantin
Founding Member, Louisiana
Stormwater Coalition

Representative from the trucking industry

Renee Amar
Executive Director, Louisiana Motor
Transport Association

Representative from the construction industry

Mike Wampold
Chairman and CEO, Wampold
Companies





NATIONAL AND STATE LITTER ABATEMENT AND BEAUTIFICATION

Litter, blight, illegal dumping, and general community neglect are complicated issues with no one source to blame and no simple solution. We often ignore the litter problem due to the sheer complexity of the issues. Sometimes lack of empowerment leads to inaction.

What is litter? Litter is bottles, containers, cans, automotive parts, packaging, building materials, and other waste materials disposed of improperly on the ground, along roadways, or in water.

Littering is the behavior of throwing, tossing, dropping, or permitting the escape of an item into the environment. The sources of litter are numerous, including motorists or boaters, pedestrians, improperly contained household waste, dumpsters, uncovered trucks, loading areas, and construction/demolition sites creating challenges in addressing the problem. Litter and littering behavior are complex issues that impact more than the environment. Litter causes negative impacts on our economy, safety, and health.

For 50 years, researchers have asked the question, why do people litter? The most common answers include a lack of ownership or connection, laziness, no sense of community, and carelessness. Many people do not understand the negative impacts of littering or believe their actions will not have a detrimental or harmful effect on society.


Research shows that many litterers believe someone will clean up their litter, usually

stating that local governments take care of the problem using tax dollars. This lack of responsibility by individuals often leads to government funding for the maintenance of infrastructure used for cleaning public places, including roadways, parks, and waterways. The government may redirect staff and funding to other projects as infrastructure priorities change and litter increases. The solution to litter is a consistency of efforts, including a combination of education, enforcement, community engagement, and infrastructure, (e.g., trash cans, pocket ashtrays, and similar devices).

Louisiana is facing a difficult time as litter attracts litter creating a negative visual impression. Litter also causes negative safety and health issues ranging from clogged drainage systems that may cause flooding to an increase in insects and vermin that may spread disease. Additionally, the breakdown of litter materials may release chemicals and microparticles that contaminate water. Intentional and unintentional litterers represent a small percentage of the overall population but cost an estimated \$15.3 billion nationally to clean up litter and illegal dumps and address the numerous consequences of litter and littering behavior.

Unfortunately, based on the visible litter along our roadways and waterways, Louisiana must increase efforts and funding to address the current conditions while investing in the future to shift the behaviors and reduce the negative impacts.





The best way to handle the littering problem is for everyone to take responsibility, properly dispose of waste, and reduce their consumption of non-reusables when possible. Changing behavior is a problem that can be solved but may take a generation. We must start now, but we know it will take time working with individuals, government and civic leaders, business owners, and youth.

As the norm becomes placing items in appropriate trash or recycling containers, our communities will become cleaner; however, the containers must be set appropriately and conveniently in public areas with proper maintenance from government, business, or civic groups. Individuals must learn about the impacts of litter and the consequences of permitting litter to escape from vehicles and business and residential garbage receptacles.

Enforcement of litter laws will be necessary to adequately discourage intentional and unintentional litter. According to Keep Britain Tidy, attitudes concerning enforcement are significantly shaped by the degree to which the individual sees it impacting them personally and the likelihood of receiving a fine.

Progress requires the involvement of everyone, (e.g., individuals, businesses, government, civic groups, neighborhood associations, and youth). The positive results of a culture of cleanliness become a reality only when everyone works together to eliminate the negative impacts of litter by offering education, promoting proper disposal options, actively enforcing litter laws, and adopting public policies to address litter and illegal dumping.

The long-term fix to this problem will not be easy. It will require shifts in societal behaviors for all Louisianians. But society has made

these types of changes before. We successfully shifted mass behavior regarding seat belts and drinking and driving. For too long, we have accepted errant behaviors, negligent attitudes, and a culture that is counterproductive to maintaining clean, vibrant communities. That needs to change, and now is the time.

Keep Louisiana Beautiful (KLB), a statewide nonprofit community improvement organization, has been shouldering efforts to address our litter problem, by bringing people together to support clean communities. KLB and its partnering with local communities is helping lead the charge to improve public spaces and foster social, environmental, and economic growth.

KLB provides tools and resources to support clean communities, such as awarding **\$3.5 million in grant funding**, placing **307 trash receptacles in green space**, conducting media campaigns, and providing training and education to adults and youths. KLB is proud to have the largest university affiliate program in the country with seven institutions completing their training this year - University of Louisiana Lafayette, Louisiana State University, Tulane University, University of New Orleans, Xavier University, Nicholls University, and Grambling University.

Over **717 clean-up events** were conducted, between monthly litter clean-sweeps and statewide Love the Boot Week clean-ups. In total, over **24,000 volunteers** have removed **575 tons of litter**, recycled **2.2 million pounds of materials**, and planted **5,000 trees and plants**. These proud Louisiana citizens cleaning up their communities are our invaluable boots on the ground, fighting a good fight. But, they need help.

As proud as we are of KLB's volunteers and their accomplishments, the truth is that we are all struggling to get ahead of this enormous, complex problem. The litter problem cannot be solved solely by one organization, business,

volunteers, or government. Each plays a critical role and represents a necessary piece of the puzzle.

Addressing the litter problem is a shared responsibility that can only be solved when the private, public, and nonprofit sectors work collaboratively with engaged citizens. State agencies, parishes, municipalities, businesses, and schools must implement proven litter prevention practices and programs, provide consistent messaging and education, enhance and strengthen enforcement, and designate adequate funding to attack the problem and sustain cleanliness long-term.

The good news is that this problem is 100% preventable. In this report, the Litter Abatement and Beautification Task Force has laid the groundwork for change. The Task Force identified actions that can deliver noticeable results now and recognized that additional study and planning are required to make the generational change in littering behavior. Never in Louisiana's history have we been more united around this issue, evidenced by the Governor and Lieutenant Governor of Louisiana now standing together to declare cleaning up Louisiana a priority and establishing a framework to keep it clean and beautiful - **Let Louisiana Shine!**



STOP LITTERING





RECOMMENDATIONS AND KEY PRIORITIES

The Litter Abatement and Beautification Task Force developed eight broad recommendations, each further detailed with a set of more specific priorities, to improve Louisiana's appearance and reduce litter in our state. The broad recommendations are presented first followed by the more detailed priorities that attach to each recommendation.

Recommendation 1:

Establish Fundamentals to Sustain Litter Prevention and Beautification Efforts

Littering is a complex social, environmental, and economic issue. A comprehensive approach is needed to properly understand and adequately address the problem. Key priorities include a thorough examination and documentation of litter conditions followed by the development of a statewide litter plan.

The work will assist in understanding the sources of litter in Louisiana, which nationally are identified as motorists or boaters, pedestrians, improperly contained household waste, dumpsters, uncovered trucks, loading areas, and construction/demolition sites.

Programs and resources may then be effectively designed to reduce litter and littering behavior. Public perception research will identify target audiences to develop interventions and messages that promote behavior change.

These fundamentals will better inform the

state's approach to tackling litter and beautification recommendations, including securing the state and local resources necessary to address the problem.


Recommendation 2:

Raise Public Awareness

Changing littering behavior is not easy but effective communication campaigns can make a real difference. The message must be simple and consistent to make lasting change. The call to action should be fun, easy, and attractive to the target audience. The most successful anti-litter campaign is Don't Mess with Texas, sponsored by the Texas Department of Transportation.

The campaign recently celebrated its 35th anniversary and a public perception study shows a 94% recognition and 52% unaided connection to the anti-litter message. Key priorities include creating a statewide litter prevention campaign using the "Let Louisiana Shine" slogan and utilizing social marketing approaches to evaluate the campaign's outcomes.





Specific strategies include targeting litter sources and customizing tools with sector-specific messages. Another key priority is inventorying roadway signs and designing new signs with consistent messaging.

Recommendation 3:

Build Knowledge through Training and Education

Leaders need a solid foundation of litter knowledge to make informed decisions. Education is an essential prerequisite to changing behaviors.

Key priorities include creating and distributing general educational materials about litter, solid waste reduction, and recycling, and conducting sector-specific training.

Key priorities also include establishing an alliance of organizations to encourage networking and expertise sharing across geographies and professional fields. Informed leaders will understand the detrimental impact of litter and will be empowered to maintain clean and beautiful communities.

Recommendation 4:

Advance Youth Education to Create a Culture of Cleanliness

Youth education establishes a culture of cleanliness and environmental stewardship. No one entity is responsible for this work. All applicable state agencies and organizations must collaborate with schools and youth groups to deliver a common litter prevention message.

Key priorities include requiring a formal commitment by public and private schools, charter, home schools, and youth organizations to teach litter prevention and

and engage youth in environmental activities.

Additionally, engagement and education at the university and community college level will be a priority to inspire environmental leaders on campuses across the state.

Recommendation 5:

Strengthen Litter and Illegal Dumping Enforcement Efforts

Enforcement alone will not solve the litter problem, but it is a critical part of the solution. Effective enforcement begins with authorizing legislation and a consistent fine structure supported rigorously by officers, administrators, prosecutors, and judges at the state and local level.

A consistent approach between all stakeholders is necessary to deter litterers or dumpers from continuing their illegal behavior.


Key priorities include providing training for all the enforcement players, providing additional resources to assist with enforcement procedures, and implementing new programs to target violators.

Recommendation 6:

Improve Waste Disposal Practices and Recycling Opportunities

Solid waste disposal practices too often produce litter. Research has documented the connection between litter and improperly contained household waste, dumpsters, and uncovered trucks.

Waste management is a complex system that includes national, state, and local regulations, business procedures, and technology.



Additionally, individuals must take responsibility for handling, containing, or placing waste in a proper container for collection, transport, disposal, or recycling, whether at a household, business, or public space. The availability of convenient disposal is critical to a clean environment.

Key priorities for this recommendation include conducting a statewide waste and recycling infrastructure assessment, developing model language for waste collection request for proposals (RFPs) and contracts, and establishing a plan to expand infrastructure and end-user business development for recycling materials.

Recommendation 7:

Expand Litter Prevention and Removal Initiatives

Attractive locations have less litter and tend to stay cleaner. Prevention and removal initiatives are necessary to maintain a clean environment. The best prevention is encouraging citizens to make not littering a daily habit and picking up litter when possible.

Key priorities relating to prevention include examining the current contracts for mowing and litter removal and modifying or adding agreements with local jurisdictions to increase litter removal between mowing cycles and better coordination for the removal of vehicle debris. Other key priorities include

Establishing a comprehensive statewide adoption program, challenging all parishes and municipalities to organize cleanups, making supplies easily accessible, identifying innovative equipment for streets, parks, storm drains, and waterways, and installing receptacles for proper disposal options. establishing a comprehensive statewide

adoption program, challenging all parishes and municipalities to organize cleanups, making supplies easily accessible, identifying innovative equipment for streets, parks, storm drains, and waterways, and installing receptacles for proper disposal options.

Another key priority is expanding LDOTD's "Take 10" campaign to encourage state agencies, local governments, and businesses to take 10 minutes to pick up litter. The combination of these key priorities will produce immediate results, making Louisiana cleaner.

Recommendation 8:

Support Beautification and Community Appearance Enhancement

Everyone deserves to live in a clean, attractive, and well-maintained environment. Research shows that the appearance of the environment impacts an individual's health and wellbeing while also impacting antisocial behavior and crime and the vibrancy of a local economy.

Louisiana is known for its diverse ecosystems, including bayous, wetlands, rivers, forests, and prairies. Unfortunately, neglected landscapes allow litter to accumulate, projecting a negative image.

Key priorities include establishing and expanding a state nursery to provide landscape resources of trees, wildflowers, native plants, grasses, and seeds to beautify green spaces through public/private partnerships. Key priorities include creating landscape design templates for the state, parish, and city entry points and guidelines for infrastructure construction projects.

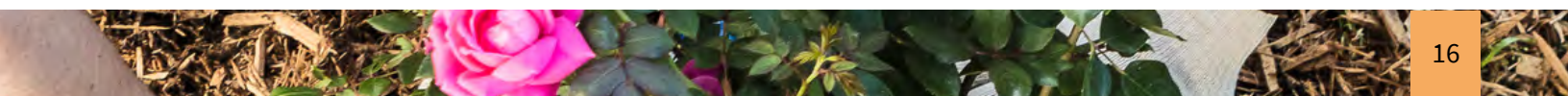



RECOMMENDATIONS AND KEY PRIORITIES

Recommendation 1:

Establish Fundamentals to Sustain Litter Prevention and Beautification Efforts

- 1.A:** Establish a baseline of the litter conditions for visible litter, preventative and removal costs by state and local jurisdictions, and the public perception. The data will be used to measure progress and in planning.
- 1.B:** Create a comprehensive Litter Abatement and Beautification Plan using the litter study data and Litter Abatement and Beautification Task Force recommendations. The plan will identify roles and responsibilities, set goals, establish a timeline and success indicators, and identify funding.
- 1.C:** Establish a steering committee to ensure the implementation of the Task Force recommendations through June 30, 2023. The Task Force members may volunteer to serve on the committee.
- 1.D:** Create centralized management for statewide litter abatement. Establish through legislation a Litter Abatement and Beautification Commission. Create a point of contact within the Lieutenant Governor's Office to manage and coordinate litter-related activities, connect partners, and increase accountability at the state and local levels. Identify new and/or existing permanent, recurring funding to build and sustain state and local programs and practices needed for a clean and beautiful Louisiana.
- 1.E:** Bring together academia, non-profit, business, and government to create and share national, regional, state, and local research, resources, data, studies, best practices, and programs to comprehensively address the behaviors and causes of litter and illegal dumping.
- 1.F:** Create accountability for local governments and applicable state agencies by legislatively requiring an annual waste reduction, litter prevention, and beautification report submitted to the Lieutenant Governor and House Environmental and Natural Resources Committee. Create a top 10 list of clean communities and publish annually.



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- 1.G:** Require Louisiana Economic Development (LED), the Louisiana Department of Environmental Quality (LDEQ), the Governor's Office of Homeland Security and Emergency Preparedness, and other state departments currently awarding grants to local governments, to include a litter and debris abatement plan as an eligibility requirement.
 - 1.H:** Require each parish to have a litter coordinator or Keep Louisiana Beautiful (KLB) Affiliate responsible for educating and engaging citizens, managing grants, overseeing programs, implementing waste reduction, and ensuring implementation of litter prevention and beautification best practices and policies across various departments.
 - 1.I:** Create a fund based on the research, that supports the priorities for intervention and behavior change and offers grants to fund litter removal, prevention, enforcement, and beautification.
 - 1.J:** Create a donation program and online portal to connect donors eager to fund projects, supplies, and equipment designated for an enforcement agency, state agency, municipality, and/or KLB.
 - 1.K:** Utilize technology to create an online portal that maximizes engagement by connecting people, programs, events, grants, information, landfill/transfer stations, recycling locations, tire dump sites, enforcement, and reporting.
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Recommendation 2:

Raise Public Awareness

- 2.A:** Create statewide litter prevention public awareness multi-media campaign adopting the "Let Louisiana Shine" slogan. Create targeted campaigns based on littering sources, e.g., motorists or secure and cover-your load.
- 2.B:** Create customizable "Let Louisiana Shine" campaign tools, messaging, and print materials for governmental entities, community groups, litter enforcement, businesses, and others, e.g., point-of-sale materials for vehicle and truck purchases.
- 2.C:** Relaunch motorist roadside litter prevention campaign with the Office of Motor Vehicles in all offices.
- 2.D:** Conduct an inventory of existing signs along state roadways. Create a new sign template with a consistent design, message, and when applicable, penalty for littering language. Establish a plan for future installation, replacement, and placement of signs at hotspots identified in the litter survey.



Recommendation 3:

Build Knowledge through Training and Education

- 3.A:** Create and distribute litter prevention, waste reduction, and recycling best practice guide for organizers of festivals, parades, concerts, conferences, and other large events. The guide will address how to handle waste and recycling in the planning phases from pre- to post-event.

Municipalities and/or the Fire Marshall should require event organizers to submit a litter and waste management plan to receive a special event permit.

- 3.B:** Develop and distribute sector-specific training tools and playbooks for waste and litter reduction, recycling and solid waste management, which may include guides, best practices, policies, ordinances, presentations, and virtual/on-demand sessions. Groups recommended for inclusion are elected officials, businesses, real estate developers, solid waste haulers, state agencies, local government administrators, and department supervisors, e.g., placement of receptacles, maintenance, contract language, and volunteer cleanups.
- 3.C:** Educate elected officials, administrators, business leaders, professional associations, and public health officials on the environmental, health, social, and economic impacts of waste, recycling, stormwater utility funding, and litter so they can make informed decisions and the issues become a priority. Partner with the Police Jury Association, Louisiana Municipal Association, Convention and Visitors Bureaus, Tourism Commissions, Downtown Development Districts, Chambers of Commerce, Louisiana Association of Business and Industry, Main Street, and others to conduct ongoing training.
- 3.D:** Identify opportunities in state agencies at the point of public contact to integrate anti-littering information, key messaging, slogans/graphics and link to KLB's website to educate their target market, e.g., hunting and fishing license applications, virtual training courses and webinars, or presentations.
- 3.E:** Create the Louisiana Clean Communities Alliance to provide networking and education opportunities to individuals representing groups that work to improve community appearance. This will be a platform to share programs, data, information, and coordinate efforts statewide.
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Recommendation 4:

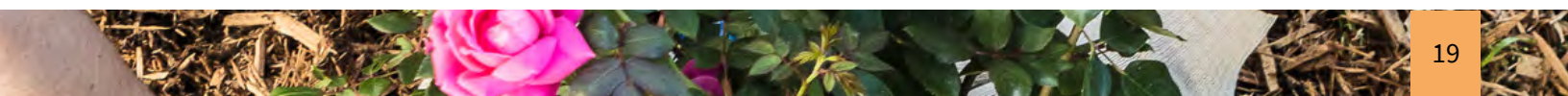
Advance Youth Education to Create a Culture of Cleanliness


- 4.A:** Identify opportunities in state agencies at point of contact with youth to integrate anti-littering education and key messaging in presentations at schools, programs and community outreach events, and printed materials, e.g., State Police, Louisiana Department of Wildlife and Fisheries, Louisiana Department Environmental Quality, Louisiana Department of Transportation and Development and other agencies.
- 4.B:** Develop a means to capture the interest and commitment of education leadership to support Louisiana Act 72 requiring instruction of litter prevention and awareness in K-5 grades.
- 4.C:** Teach the importance of environmental stewardship and leadership; community engagement, pride, and citizenship; litter prevention, recycling, and community improvement to youth through formal and non-formal education in charter, private, public schools, and home school communities, NGOs, youth and school clubs, after school programs, and library programs. A variety of programs, campaigns, and events can be utilized, including but not limited, to KLB's education lesson plans or involvement in events Love the Boot Week, Leave No Trace, America Recycling Day, Arbor Day, or Earth Day.
- 4.D:** Encourage university and community college campuses to research, teach, and model the value of beautification, litter prevention, and waste reduction by involving students, faculty, and staff. Expand the KLB university affiliate programs. Various resources available include waste audits, student/citizen scientist projects, sustainability practices, and events.
- 4.E:** Require the drivers' education course in high schools and private driving academies to teach roadside litter prevention education. Office of Motor Vehicles partners with KLB to implement.

Recommendation 5:

Strengthen Litter and Illegal Dumping Enforcement Efforts

- 5.A:** Create consistent laws and fine structure across local jurisdictions. Determine modifications as needed at the state level regarding allocation of fines to encourage enforcement. Update and streamline the Louisiana Local Government Litter Ordinance template and handbook. Partner with the Police Jury Association and Louisiana Municipal Association, Louisiana Sheriff's Association, Louisiana Chiefs Association of Police, and others who will work with their members to implement changes.



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- 5.B:** Increase actions to write litter fines and publicize. The culminated data on fines will be tracked and collected from state police, sheriffs, police departments, wildlife and fisheries, and any other relevant agencies about how many litter fines and tickets were written annually around the state.
- 5.C:** Build a knowledge base and best practices about how to successfully prosecute offenders in collaboration with district attorneys and local and statewide judges, city courts, district courts, justices of peace, constables, sheriffs, and police.
- 5.D:** Establish a litter court system throughout Louisiana to improve the effectiveness and efficiency of local enforcement.
- 5.E:** Restructure, launch, and promote the statewide litter hotline to engage citizens in reporting.
- 5.F:** Increase enforcement of litter and illegal dumping by making more surveillance cameras available.
- 5.G:** Create enforcement programs that can be adopted by local enforcement entities to enforce litter laws and reduce roadside litter. Programs may include zero-tolerance days, waste hauler inspection programs, cargo securement/cover your load, and designated enforcement Litter Patrol Officers.
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Recommendation 6:

Improve Waste Disposal Practices and Recycling Opportunities

- 6.A:** Conduct a statewide waste, recycling, and recycling infrastructure assessment.
- 6.B:** Develop model practices for waste management, hard to recycle items, waste tires, and storm debris. Create a sample Request for Proposal and contract language for garbage collection, waste hauler leakage, and improperly secured or uncovered loads.
- 6.C:** Create and implement a strategic plan to support a strong Louisiana recycling industry including infrastructure, collection, processing, material market development, and manufacturing end-use business development. Explore partnering with industries to expand plastic and chemical recycling.
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Recommendation 7:

Expand Litter Prevention and Removal Initiatives

- 7.A:** Improve frequency, coordination, and efficiency of litter removal from interstate and state roadways.

LDOTD will evaluate litter removal and mowing contracts to increase accountability and frequency, identify gaps in contract language, and removal of interstate shoulder debris, e.g., vehicle parts and tires. Review and modify, if needed, litter collection agreements with Sheriff's departments and Louisiana Department of Corrections to expand the roadside litter crew program.

- 7.B:** Encourage the Division of Administration to identify vendors who provide equipment, services and processes designed to help reduce, control, or eliminate trash on land and/or water bodies and to develop a process to place these vendors on state contract, thereby making it easier for local governmental entities to contract for the provision of such equipment, services, or processes.

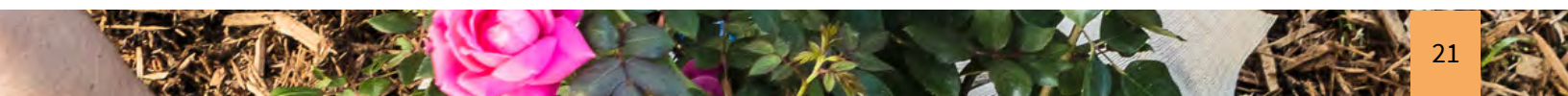
- 7.C:** Create a comprehensive adoption program for highways, roadways, waterways, and public green spaces. The adoption program may include a combination of volunteer, sponsored, or privately contracted. Develop a robust system of marketing to businesses, organizations, and others.


- 7.D:** Identify and purchase innovative litter removal equipment for interstate shoulders, streets, parks, storm drains, and waterways for state agencies and local governments. Identify opportunities for intergovernmental agreements for sharing the cost and use of the equipment, e.g., litter vacuums, waterway collection devices, street sweepers.

- 7.E:** Remove litter from waterways by identifying highly littered waterways, creating a watershed plan to address litter sources and installing water-related interventions, e.g., booms/skimers/inlet devices.

- 7.F:** Challenge all 64 parishes, municipalities, elected officials, businesses, and groups to organize regular community cleanups and participate in Love the Boot Week annually.

- 7.G:** Increase citizen-led litter removal activities by establishing local "loan library" of litter supplies to make it easier for citizens and groups to participate in litter removal. Cleanup supplies, including grabbers, safety vests, and bags can be checked out and returned. KLB partners with municipalities, fire stations, community centers, LDOTD regional offices, LSU AgCenter Extension offices, and others.





7.H: Encourage the adoption of the LDOTD’s “Take 10” campaign by all state agencies, local governments, and businesses.

7.I: Identify illegal dump sites including tires and other debris. Local governments will identify and map sites and plan for removal.

Recommendation 8:

Support Beautification and Community Appearance Enhancement

8.A: Explore private/public partnerships with the Department of Agriculture and Forestry, State Parks, LSU AgCenter Cooperative Extension offices, universities, and others to establish and/or expand a state nursery to provide landscape resources of native trees, wildflowers, plants, grasses, and seeds to beautify green spaces. Special emphasis on offering trees for reforestation and planting native plants after natural disasters. Landscape materials will support statewide beautification grants and community improvement projects in local communities.

8.B: Create landscaping and signage design templates for beautifying state, parish, and entry points using native plants and trees to create a sense of place and identity. Partner with garden clubs, Louisiana Native Plant Society, master gardeners/naturalists, and others.

8.C: Develop design, maintenance, and sustainability guidelines for infrastructure construction projects to include beautification or appealing visual features for highways or roads, public spaces, storm drains, and other public projects.





INITIAL ACTIONS

The list below identifies actions that will be the initial focus and provide the foundation for a longer-range plan and effort.


Establish Fundamentals to Sustain Litter Prevention and Beautification

- Conduct a baseline litter study and a litter abatement and beautification plan for the state. The litter study will be composed of roadside visible litter, cost of litter, and public perception surveys. The data collected will create a baseline to measure the reduction of litter, aid in program development, and guide targeted media campaigns.
- Establish a Litter Abatement and Beautification Commission to provide stability and oversee the state's efforts to achieve short- and long- term goals. Create a central point of contact within the Lieutenant Governor's Office to manage and coordinate litter-related activities, connect partners, and increase accountability at the state and local level.
- Begin building a comprehensive online portal for mapping adoption programs, volunteer events, reporting dumping and littering, recycling and landfill directory, manuals, and resources. The site will include a listing of state and local "needs" for equipment and tools and a donation option for businesses wanting to help.

Raise Public Awareness

- Launch a year-long Let Louisiana Shine statewide multi-media and marketing litter prevention campaign with sub-campaigns targeting specific audiences, including but not limited to the following:
 - General awareness with PSA's and paid media
 - Promotion of the litter hotline
 - Bus stops and bench advertisements targeting pedestrians
 - Gas pump videos targeting motorists




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- Automotive dealerships targeting drivers with cover your load messaging and car litter bags
 - Promotion of the litter hotline
 - Bus stops and bench advertisements targeting pedestrians
 - Love the Boot Week
 - Toolkits to customize campaigns for local communities and state agencies
 - Youth education video to complement lesson plans
- Reduce roadside litter by raising awareness of motorists. KLB and the Office of Motor Vehicles (OMV) relaunch the roadside litter prevention campaign at all 75 OMV offices. The campaign will incorporate Let Louisiana Shine, litter hotline number, print materials, wall posters, and banners.
 - Design a new sign template with consistent Let Louisiana Shine branding, messaging, and litter fines. LDOTD will map existing signs, remove damaged ones, and place new ones in strategic locations.

Build Knowledge Through Training and Education

- Provide training on the environmental, health, social, and economic impacts of waste, recycling, and litter for members of the Louisiana Municipal Association and Police Jury Association at their meetings and conferences so members can make informed decisions on these issues.
- Distribute marketing toolkits to State Police, LDWF, LDOTD, LDOE, and LDEQ for them to integrate litter prevention messaging in current public and youth outreach activities, presentations, and programs, e.g., hunting and fishing licenses, boat safety training, virtual training courses, and school presentations.
- Produce and distribute solid waste management, litter reduction, recycling, and sustainability best practice manual to outdoor event organizers such as concerts, festivals, and parades. Partner with the Office of Culture, Recreation and Tourism to promote, train, and distribute.
- Produce and distribute solid waste management, litter reduction, recycling, and street-side appearance best practices manual for business managers, owners, and developers. Partner with Chambers of Commerce and Downtown Development Districts, Main Street, and others to promote, train, and distribute.

Advance Youth Education to Create a Culture of Cleanliness

- Provide litter prevention education to individuals learning to drive by producing a teacher's guide and video that aligns with the litter questions on Louisiana's driver's license test. Teachers will use the tools in driver's education courses in high schools and private driving academies as part of their driver's education requirement. Partner with the Office of Motor Vehicles to distribute and promote.

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- Provide youth education by partnering with state and local libraries, homeschool communities, non-formal educators, and youth groups to integrate KLB's education lessons in afterschool and summer programs. KLB will provide training, education lesson plans, and other resources.

Strengthen Litter and Illegal Dumping Enforcement Efforts


- Transfer the litter hotline from LDWF to under the supervision of the Office of Lieutenant Governor. Develop a process to log, number and track all calls, send letters and forward information to the appropriate jurisdiction.
- Conduct State Police led special overtime enforcement sweeps targeting leakage from waste trucks, unsecured or improperly secured truck, and trailer loads.
- Establish Litter Courts within parish jurisdictions. Provide matching funds to assist with court startups and equipment for the sheriffs, constables and justices of the peace.
- Revise and distribute the Louisiana Local Government Litter Ordinance handbook to include model ordinances, and consistent enforcement language and fine structure.
- Purchase surveillance cameras and supporting equipment for LDWF enforcement agents to increase illegal dumping enforcement.

Improve Waste Disposal Practices and Recycling Opportunities

- Create model language for parishes and municipalities to include in Request for Proposal and solid waste contracts for trash leakage and improperly or uncovered loads. Contracts should also require litter education and litter abatement initiatives.
- Apply for an EPA Solid Waste Infrastructure for Recycling (SWIFR) grant to conduct a statewide needs assessment and comprehensive recycling plan.

Expand Litter Prevention and Removal Initiatives

- Place trash and ash receptacles in public spaces through grants to the state, parishes, municipalities, and other political jurisdictions.
- Pilot the use of donated trash barrels to be used on public property, e.g., parks, roadway intersections, public boat launches, and marinas.

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- Make cleanup supplies easily available to increase the number of individual and community cleanups and Love the Boot Week activities. Libraries, fire stations, and/or NGOs will be solicited to manage “Loan Libraries” of trash bags, litter grabbers, and safety vests for check in and out.
 - Expand the use of litter crews by collaborating with LDOTD, Louisiana Department of Corrections and sheriff’s departments. Offer matching grants for supervision, trailers, and vans for sheriff’s departments for inmate litter crews to clean state roadways. Offer matching grants for parishes to establish local litter abatement programs.
 - Add additional litter removal cycles and shoulder debris sweeps on highly littered roadways through a combination of LDOTD crews, third-party contractors, inmate crews, and adoption programs.
 - Develop contracts and mutual aid agreements to assist parishes and municipalities in partnering to purchase and share litter removal equipment and operators.
 - Install litter collection devices in highly littered waterways and coordinate volunteer cleanups through a partnership between LDWF and the Stormwater Coalition.

Support Beautification and Community Appearance Enhancement

- Provide grants to local communities to beautify entry points to cities and public spaces using native plants, trees, and signage.



APPENDIX I

Executive Order JBE 2022–3
Statewide Litter Abatement and Beautification



EXECUTIVE DEPARTMENT

EXECUTIVE ORDER NUMBER JBE 2022 - 3

STATEWIDE LITTER ABATEMENT AND BEAUTIFICATION

- WHEREAS** Louisiana is known as the “Sportsman’s Paradise” and is recognized worldwide for its tourism, natural beauty, outdoor opportunities, beautiful architecture and historic communities, biodiversity;
- WHEREAS** litter, the uncontrolled release of solid waste, is a blight on Louisiana’s natural areas, cities, towns, roadways, and waterways;
- WHEREAS**, whether trash, debris, or other items, litter that has been discarded improperly can end up along roadsides, in waterways, or otherwise be uncontained and improperly managed;
- WHEREAS**, litter has a detrimental impact on Louisiana’s economic development by negatively impacting investment, infrastructure, and tourism;
- WHEREAS**, litter also adversely impacts neighborhoods and communities, including quality of life, crime and other undesirable impacts;
- WHEREAS**, discarded items can impede waterways and exacerbate flooding concerns in flood-prone areas of the State;
- WHEREAS**, litter poses a threat to Louisiana’s wildlife as birds and marine life can become entangled in refuse or consumer discarded items;
- WHEREAS**, following hurricanes, floods and tornadoes litter issues can be exacerbated due to widespread damage and resulting debris; and
- WHEREAS**, a coordinated effort of state, local, private industry, non-profit, and Louisiana residents can help to combat and minimize litter, identify and pursue educational and funding opportunities, and generate new ideas to reduce litter in our communities.

NOW THEREFORE, I, JOHN BEL EDWARDS, Governor of the State of Louisiana, by virtue of the authority vested in the Constitution and laws of the State of Louisiana do hereby order and direct as follows:

SECTION 1: In partnership with the Lieutenant Governor's Office and Keep Louisiana Beautiful, the fourth Saturday of every month in 2022 shall be designated as "Love the Boot. Don't Pollute" Day and April 18-24 as "Love the Boot Week" to encourage private citizens, families, businesses, community groups, local government entities, and others to identify neighborhoods, parks, roadways and other spaces to organize cleanups (<https://keeplouisianabeautiful.org/love-the-boot/organize-an-event/>) by safely picking up and disposing of litter.

SECTION 2: The Governor’s Task Force on Statewide Litter Abatement and Beautification (hereafter “Task Force”) is hereby established and created within the executive branch. The Task Force shall be administered by the Lieutenant Governor’s Office, Keep Louisiana Beautiful Program.

SECTION 3: The duties of the Task Force shall include but are not limited to the following:

- A. Building an understanding of the key drivers of litter and barriers to litter abatement from the production of items that may become litter to consumer behavior with respect to litter;
- B. Identifying solutions to reduce the presence of litter throughout Louisiana's roads, waterways, public spaces, parks, and communities; and
- C. Establishing shared goals and values for litter abatement.

SECTION 4: On or before July 1, 2022, the Task Force shall submit an initial report including its recommendations and key priorities to the Governor.

SECTION 5: There shall be a chair of the Task Force who shall be appointed by the Governor. All other officers, if any, shall be elected by the members of the Task Force.

SECTION 6: The Task Force shall be comprised of a maximum of 26 members who, unless otherwise specified, shall be designated by and serve at the pleasure of the Governor. The membership shall include:

- 1. The Governor or his designee;
- 2. The Lieutenant Governor or his designee;
- 3. Commissioner of the Department of Administration or his designee;
- 4. The Secretary of the Department of Environmental Quality or his designee;
- 5. The Secretary of the Department of Corrections or his designee;
- 6. The Secretary of the Department of Economic Development or his designee;
- 7. The Secretary of the Transportation and Development or his designee;
- 8. The Secretary of the Department of Wildlife and Fisheries or his designee;
- 9. Deputy Secretary of the Department of Public Safety and Corrections
- 10. The Executive Assistant to the Governor for Coastal Activities or his designee;
- 11. One representative nominated by the Louisiana's Sheriffs Association;
- 12. One representative nominated by the Louisiana District Attorneys Association;
- 13. One representative nominated by the Louisiana Association of Chamber of Commerce Executives;
- 14. One representative from the environmental non-profit sector;
- 15. One representative from the Louisiana Municipal Association;
- 16. One representative from the Police Jury Association of Louisiana;
- 17. One representative of the tourism industry;
- 18. One representative from the recycling/waste management industry;
- 19. One representative from Louisiana's higher education system;
- 20. One representative from the Louisiana Department of Education;
- 21. One representative of statewide foundations;
- 22. One representative from a local chamber of commerce;
- 23. One representative from a local housing authority;
- 24. One representative from a local homeowner's association;
- 25. One representative from the trucking industry; and
- 26. One representative from the construction industry.

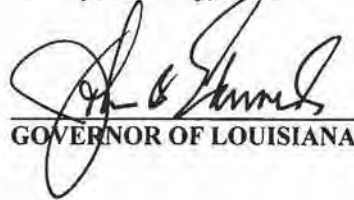
SECTION 7: The Task Force shall meet at regularly scheduled intervals and at the call of the chair.

SECTION 8: Task Force members shall not receive additional compensation or a per diem from the Office of the Governor for serving on the Task Force. Task Force members who are an employee or an elected public official of the state of Louisiana or a political subdivision of the state of Louisiana may seek reimbursement of travel expenses, in accordance with PPM 49, from their employing and/or elected department, agency and/or office. Task Force members who are also a member of the Louisiana Legislature may seek a per diem from the Louisiana State Senate or House of Representatives, as appropriate, for their attendance.

SECTION 9: This Order is effective upon signature and shall continue in effect until, amended, modified, terminated, or rescinded by the Governor, or terminated by operation of law.

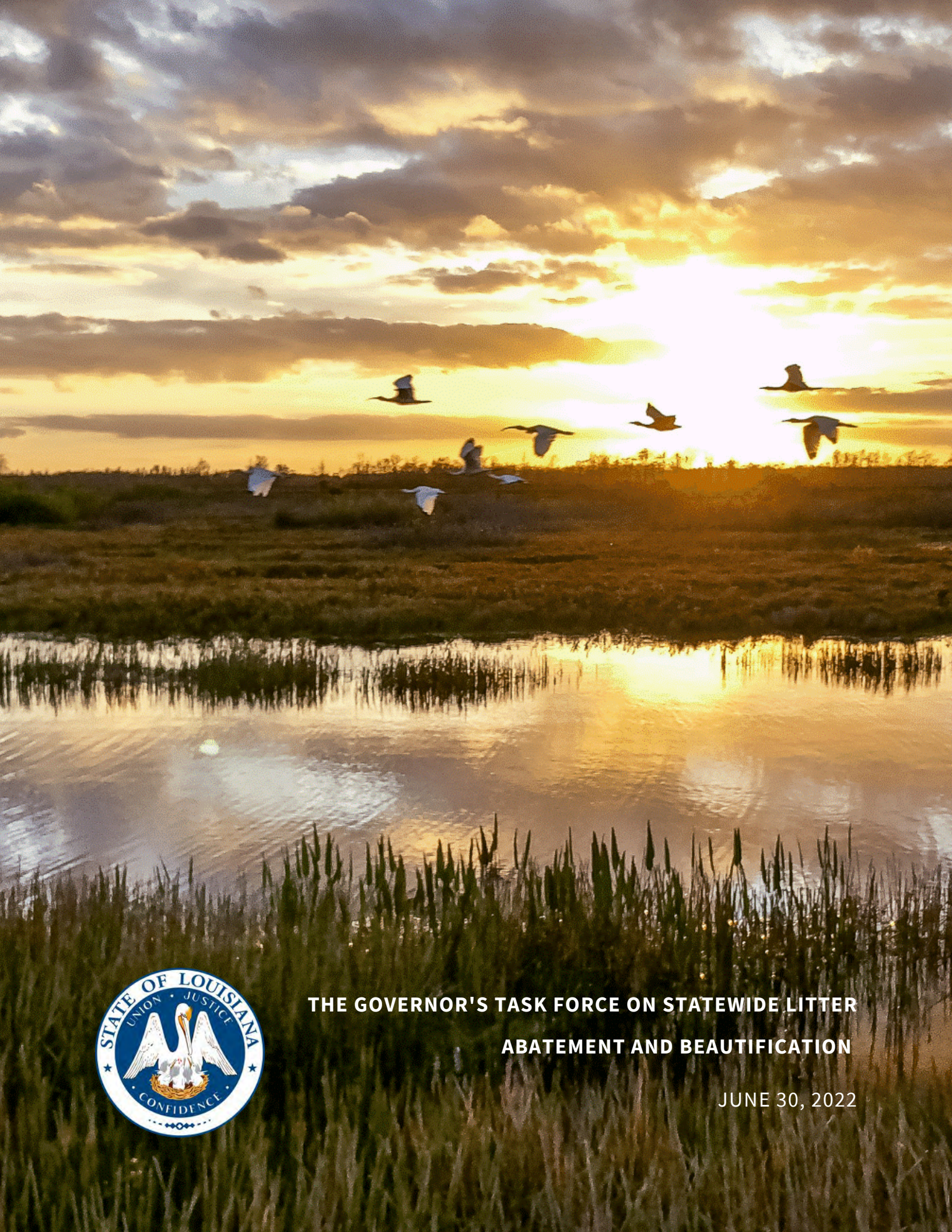


IN WITNESS WHEREOF, I have set my hand officially and caused to be affixed the Great Seal of Louisiana on this 18th day of January, 2022.


GOVERNOR OF LOUISIANA

**ATTEST BY THE
SECRETARY OF STATE**


SECRETARY OF STATE



**THE GOVERNOR'S TASK FORCE ON STATEWIDE LITTER
ABATEMENT AND BEAUTIFICATION**

JUNE 30, 2022