



Litter Prevention: Impacts on Business & Economy

Litter is more than an eyesore. It's a serious economic drain on communities and businesses alike.

U.S. businesses spend millions annually on cleanup efforts. The impacts extend to property values, tourism, and even insurance costs.

This presentation explores how litter prevention directly benefits business operations and economic development.



by WMWO Chamber of Commerce



by WMWO Chamber of Commerce

What is Litter and Why is it a Problem?

50B

Litter Pieces

Annual count on U.S.
roadways

4

Main Types

Food packaging,
cigarettes, plastics,
household waste

100%

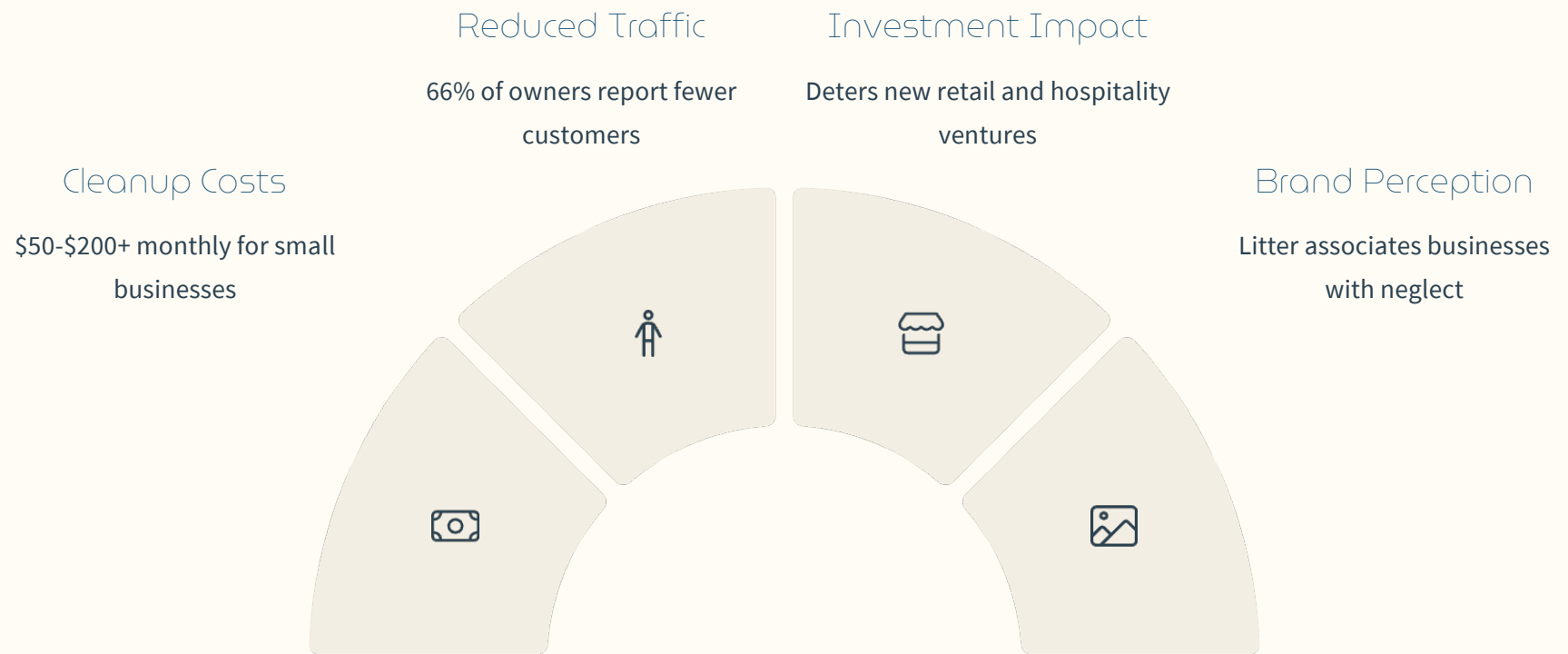
Preventable

With proper community
engagement

Litter degrades community image and drives down property values. It poses health risks and environmental damage that affect everyone.

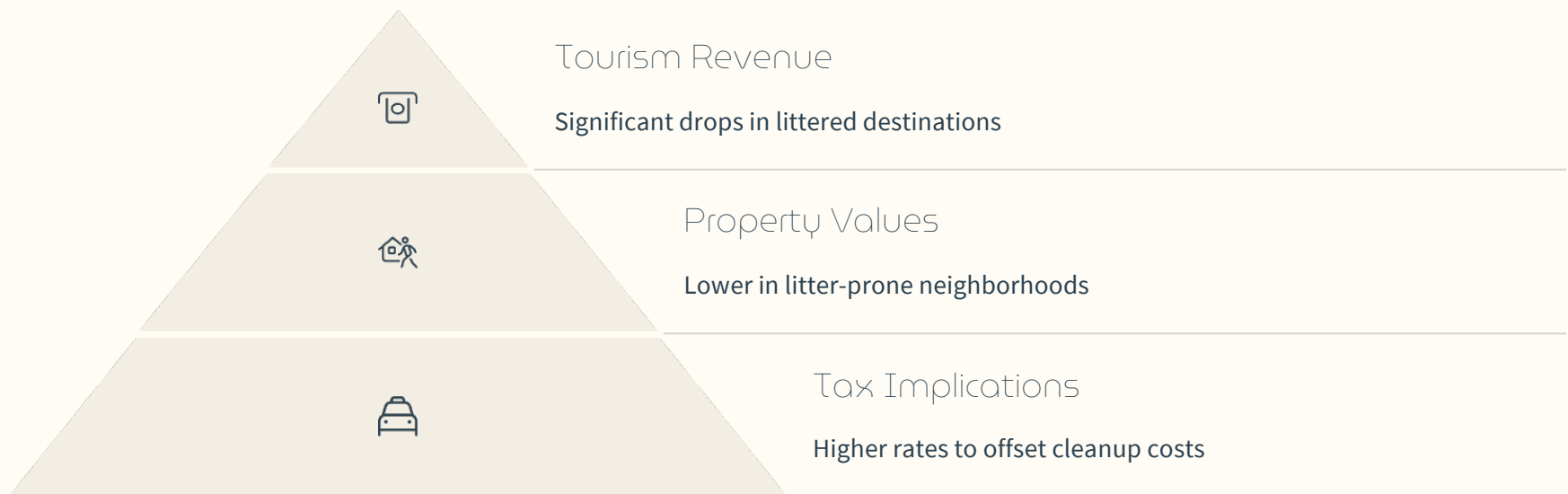


How Litter Affects Local Businesses



by WMWO Chamber of Commerce

Economic Development & Tourism Impact



Visitors generated a total of \$1.94 billion in state and local tax revenue through travel and tourism activities in Louisiana in 2023

15% of visitors said they would have been MORE inclined to stop and spend but the area was “trashy”



by WMWO Chamber of Commerce

Litter's Effect on Insurance and Risk



Liability Claims

Slips, trips, and falls increase on littered premises



Property Damage

Debris causes physical damage to vehicles and structures



Premium Increases

5-10% higher rates in chronically littered areas

Think drainage!

Insurance companies assess environmental factors when setting rates. Litter indicates higher risk profiles.





Litter IN LOUISIANA

RESULTS FROM THE 2023 STATE'S LARGEST LITTER STUDY

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

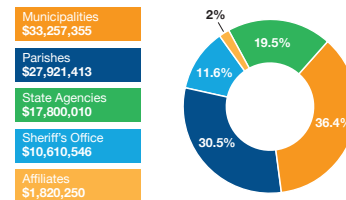
Most entities do not have a budget line item for litter and illegal dumping expenditures, making it challenging to account for all costs associated with all departments.

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

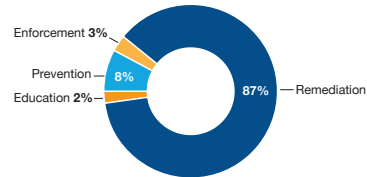
Expenditure overwhelmingly focuses on remediation or cleanup versus prevention. **Local jurisdictions spend seven times more to remove litter and trash than on preventing it from being generated.**

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.

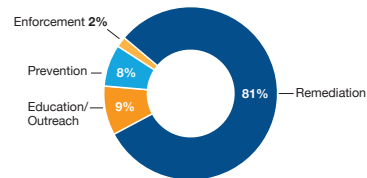
Litter Costs Expenditures by Jurisdictions



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.





Litter IN LOUISIANA

RESULTS FROM THE 2023 STATE'S LARGEST LITTER STUDY

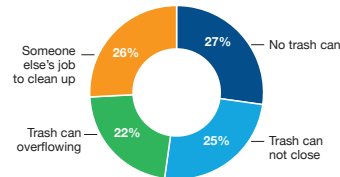
KEY FINDINGS: Littering Behaviors & Public Attitudes

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.

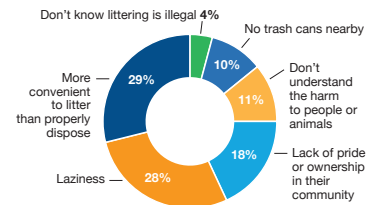
Reasons Why People Litter at Outdoor Events



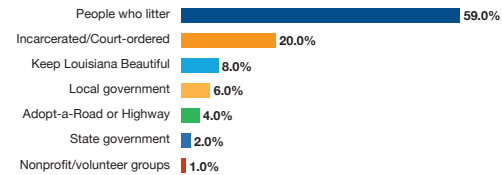
Littering Frequency & Reasoning

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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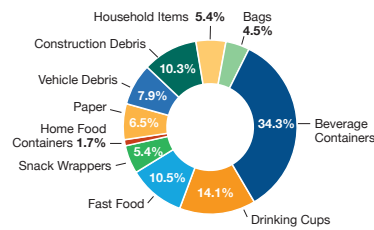
RESULTS FROM THE 2023 STATE'S LARGEST LITTER STUDY

KEY FINDINGS: Roadway Litter Survey

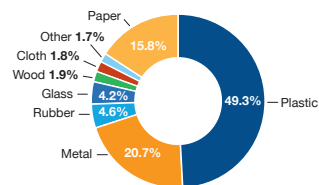
There are approximately 143.8 million pieces of litter on Louisiana roadways. Interstates are the most littered type of roadway, with an average of 10,178 pieces of litter per mile.

143.8 MILLION PIECES OF LITTER

Visible Litter by Category

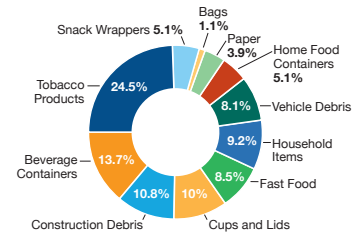


Visible Litter by Packaging Material



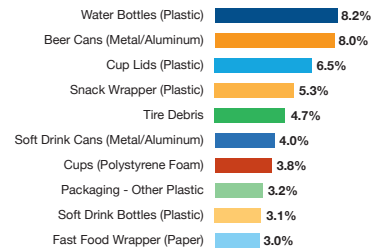
Aggregate Litter by Category

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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KEEP AMERICA BEAUTIFUL AFFILIATE

A CLEAN  IS GOOD FOR BUSINESS!
SIGN UP!



Keep
LOUISIANA
Beautiful
KEEP AMERICA BEAUTIFUL AFFILIATE

As a Clean BIZ Partner, you agree to adopt the following best practices that prevent litter:

1. Take time to pick up litter from your parking bays and/or around your business.
2. Place trash receptacles at your business storefront or at transition points.
3. Maintain a clean dumpster by keeping the lid closed and the area around the dumpster free of litter and debris.
4. Maintain your business lawn and landscaping.
5. Participate in and/or promote KLB's Love the Boot Week and other community improvement activities.
6. Create a culture of cleanliness for your employees and customers by displaying Clean BIZ Partnership marketing materials and promoting your participation on your social media channels and website. Materials provided by KLB.
7. Submit a brief report, provided by KLB, and upload photographs to document your participation.



Benefits of Participation

1. A Proud Clean BIZ Partner window cling to display
2. An “I’m a Clean BIZ” poster to proudly display in your business
3. Clean BIZ Partnership social media posts and graphics to promote your participation
4. Consideration for a KLB Clean Business Award
5. Listing as a partner on KLB’s website
6. Listing in one KLB newsletter
7. Information to participate in other Clean BIZ Partnership activities, such as webinar trainings and workshops to educate and inform businesses on sustainability, recycling, waste management, and waste reduction best practices.





**GET
INVOLVED!**

A CLEAN **LA** IS GOOD FOR BUSINESS!
SIGN UP!



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