

KEEP LOUISIANA BEAUTIFUL, INC.



ADVISORY SERVICES
PROCEDURAL REPORT
ISSUED MARCH 13, 2019

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Louisiana Legislative Auditor

Daryl G. Purpera, CPA, CFE

Keep Louisiana Beautiful, Inc.



March 2019

Audit Control # 70180066

Introduction

The Louisiana Legislative Auditor performed certain procedures at Keep Louisiana Beautiful, Inc. (KLB) to address the requirements of Act 774 of the 2014 Regular Legislative Session, as amended. The primary purpose of our procedures at KLB was to assist KLB in evaluating certain controls the agency uses to ensure accurate financial reporting, compliance with applicable laws and regulations, and overall accountability over public funds. Our procedures were more limited than an audit; therefore, we are not issuing an opinion on KLB's financial statements nor the effectiveness of KLB's internal control over financial reporting and compliance.

Results of Our Procedures

Follow-up on Prior-year Exceptions

We assessed the status of all exceptions reported in the prior-year agreed-upon procedures report dated November 29, 2017. The prior-year exception related to KLB's credit card finance charges and late fees has been resolved by management and is not included in this report. However, the prior-year exception related to KLB's documentation of business or public purpose for credit card transactions has not been resolved and is being reported again as a current-year exception.

Current-year Results

1. Credit Cards/Fuel Cards (Follow-up)

We selected all three of KLB's credit cards; one monthly statement for each card; and 13 transactions, paid from public funds, from the monthly statements. We then observed whether each transaction included: (1) an original itemized receipt that identified precisely what was purchased; (2) written documentation of the business purpose; (3) documentation of the individuals participating in meals; and (4) adherence to written purchasing and disbursement policies.

Results: While we noted that all 13 transactions reviewed did have an itemized receipt identifying what was purchased, 10 of these transactions did not include a documented business purpose.

Recommendations: KLB should include a documented business purpose for all credit card charges.

Management provided a plan for corrective action (see Appendix A, page 1).

2. Sub-recipient Monitoring

We obtained a listing of grants awarded by KLB to sub-recipients during the fiscal period. We selected five grants and reviewed reimbursement payments and supporting documentation for compliance with significant grant requirements.

Results: We noted that KLB uses national and state volunteer rates, published by the Independent Sector, when establishing its official administrative cost reimbursement rates. KLB also limits its sub-recipients' administrative cost reimbursements to 10% of the total grant award.

For the 2018 fiscal year, KLB used both the 2015 national rate of \$23.56/hour and the 2016 state rate of \$22.77/hour in the administrative cost documentation provided to its sub-recipients. However, during our review of two grant files, we noted that one file did not include documentation of the reimbursement rate actually used, and the other file included documentation of a \$25/hour reimbursement rate. The total reimbursements in both cases were within the 10% administrative cost limit.

Recommendations: KLB should annually establish and communicate a single administrative cost rate for its sub-recipients and should review reimbursement documentation for compliance with the established rate.

Management provided a plan for corrective action (see Appendix A, page 1).

3. Cooperative Endeavor Agreement

We obtained a copy of KLB's cooperative endeavor agreement (CEA) with the Louisiana Department of Wildlife and Fisheries (LDWF) and reviewed the terms of the CEA and subsequent amendments.

Results: The CEA, effective July 1, 2014, provided for a \$617,000 budget, including salary and related taxes of \$89,200, or 14.5% of the total budget. Amendment #7 to the CEA provided for a \$626,000 budget for fiscal year 2018, including salary and related taxes of \$197,500, or 31.5% of the total budget. Amendment #8 to the CEA provided for a \$620,000 budget for fiscal year 2019, including salary and related taxes of \$203,500, or 32.8% of the total budget. Although the changes in the use of funds were allowed by the LDWF, increasing salary costs has significantly decreased those funds available for sub-recipient grants and KLB's public awareness campaigns.

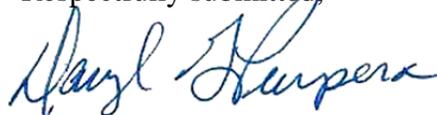
Recommendations: KLB should work with the LDWF to limit administrative costs, such as salaries, in order to maximize those grant and public awareness expenditures that directly contribute to KLB's mission "to promote personal, corporate and community responsibility for a clean and beautiful Louisiana."

Management disagreed with "the auditor's conclusion" in this section of the report. Management explained that the adjustment of budget categories, including the decrease in the grants program and public awareness categories and increase in salaries, have dramatically improved KLB's ability to fulfill its mission and meet its obligation to Louisiana citizens (see Appendix A, pages 2-12).

Additional Comments: Although management's response noted that it was fiscally more responsible to eliminate the retainer (for a public relations agency) and to create a staff position to handle the work in-house, management did not provide supporting documentation clearly demonstrating that increasing salaries and related benefits from 14.5% to 32.8% of the total CEA budget was, in fact, "fiscally more responsible."

Under Louisiana Revised Statute 24:513, this report is a public document, and it has been distributed to appropriate public officials.

Respectfully submitted,



Daryl G. Purpera, CPA, CFE
Legislative Auditor

DGP/ch

KLB2019

APPENDIX A: MANAGEMENT'S RESPONSE



February 15, 2019

To: Daryl Purpera, Louisiana Legislative Auditor
From: Susan Russell, Keep Louisiana Beautiful Executive Director

Formal Response to the 2018 Louisiana Legislative Audit Report

Executive Director
Susan Russell

Executive Committee

Susan Strain
Board Chair
Ann Vail
Vice Chair
Andrew R. Johnson, IV
Past Chair
Carla Buchholz
Treasurer
Samantha Bonnette
Secretary

Board of Directors

Dawn Cantrell
Tom Easterly
Tricia Farace
John Gallagher
Eligha Guillory
Courtney Hornsby
Deborah Juneau
Tim McIlveene

Advisory Board Members

Darryl Campbell
Jessica DeVille
Patsy Hebert
Judd Jeansonne
Jean Kelly
Jackie Maginnis
Venise Ortego

1. **KLB's response to proper documentation of credit card charges:** All credit card purchases had proper receipts displaying the vendor name, amount charged and a description of product or service. However, the report found that some charges lacked "a documented business purpose". In those few instances, it was KLB's belief that the receipt clearly documented the understood business purpose for the general operation of an office and business. Purchases in question include Constant Contact monthly fee used to communicate with our constituents; Cognito Forms monthly fee used to host all the organization's on-line registrations, grant applications and grant monitoring forms; Start Meeting Conferencing monthly fee used to conduct statewide conference calls and meetings; and Face Book posts used to promote the organization via social media. From this point forward, KLB will implement the recommendation of the Louisiana Legislative Audit Report and specify the business purposes for all credit card charges, including those for which the business purposes were previously thought to be apparent.

2. **KLB's response to grant administrative fee rate:** KLB will accept the Louisiana Legislative Audit Report's recommendation and use a single administrative cost rate for our grantees who seek reimbursement. In 2017-18, we awarded 21 reimbursement Healthy Communities Grants totaling \$110,000 to non-profits, local governmental entities and schools. These grants funded programs to reduce waste and litter, increase recycling, strengthen litter enforcement, and support education in areas related to our mission. Grantees may budget up to 10% of their grant award for an administrative fee to compensate them for the time it takes to implement the grant. Last year, only 7 out of 21 grantees sought reimbursement for administrative fees. One hundred and eight hours at a rate of \$22.77 for a total of \$2,476.56 was reimbursed.

The administrative fee rate is based on the Independent Sector which is updated each year in April. The rates tend to go up or down slightly each year. In addition, the state rate and the national rate differs slightly, usually less than \$1.00. KLB's grant guidelines and application period opens in January of each year and the awards are not made until the following July, and the grant cycle closes in May of the following year. During this long grant period the rates change. Moving forward, KLB will ensure there is no variation in the administrative fee rate used between the grant cycle opening and the reimbursement grant disbursements.

3. KLB’s response to Cooperative Endeavor Agreement (CEA) budget changes in the salary, grants and public awareness categories:

The Louisiana Legislative Audit’s Report concluded that “increasing salary costs has significantly decreased those funds available for sub-recipient grants and KLB’s public awareness campaign” in the CEA. This statement implies that salary increases over the past four years have adversely affected grant programs and public awareness campaigns for citizens of Louisiana. KLB respectfully disagrees with the auditor’s conclusion.

KLB budget changes have *not* negatively affected the organization’s reach and impact. KLB asserts with absolute certainty the reverse is true. Striving for greater outcomes and lasting impacts in communities throughout Louisiana, the Board of Directors and its Executive Director have made necessary, strategic changes critical to the effectiveness and efficiency of our programs. Since 2014 the organization has undergone significant growth in programs, reach and outcomes which are outlined in more detail in the 2017/18 end of the year report. Although funds in the grants program and the public awareness campaign categories have decreased and salaries have increased, the adjustment of all budget categories and the carefully considered reallocation of funds executed over time have dramatically improved KLB’s ability to tackle its mission and meet its obligations to Louisiana citizens.

The information below illustrates the organization’s prudent path to sustained growth, innovation, and expansion as a result of changes to major budget categories

Variations in 2014 to 2018 Budget Categories Explanation

SALARIES: In 2014, the organization had one entry level coordinator and an executive director who was not full time. The Executive Director retired and the coordinator moved, creating an opportunity for new hires. The Board of Directors knew it was necessary to offer competitive salaries to attract and retain qualified staff to lead the organization and elevate it to the next level of success. An experienced, well-qualified full-time executive director was hired, and with the Board’s approval, the new executive director added a management level staff member. These staffing changes are partly responsible for the increase in the salary category. The remaining increase is due to the addition of a new staff position to handle the communications, public relations, and development efforts previously done by an agency on retainer. The money saved by eliminating a public relations agency on retainer paid for a full-time communication/development position. The reduction in expenses in the public awareness category and the increase in expenses in the salary category are attributable to this change.

PUBLIC AWARENESS:

In 2014, KLB had a public relations agency on retainer to handle all the public relations and communications tasks including: press releases, presentations, speeches, media relations, newsletters, electronic communications, updating website and other public relations work. Much of the public awareness budget was allocated to this retainer expense. The Executive Director and the Board of Directors decided it was fiscally more responsible to eliminate the retainer and to create a staff position to handle the work in-house. This decision resulted in decreasing funds allocated to the Public Awareness category and increasing funds allocated to the Salaries category. KLB now has a full-time staff member dedicated to the organization’s work. This has given KLB an improved, more cost-

effective work-product than that previously generated by an entry-level agency employee on retainer. KLB handles all efforts in-house including: media relations; updating and managing the website; creating and managing the web-based Affiliate Resource Center; eliminating all paper transactions by creating and managing on-line forms for the state conference registration, donations, grant applications, grant reporting and awards nomination; writes press releases, presentations, speeches, e-newsletter, news articles and communications with constituents; and manages the organization's social media channels. This position also focuses on outreach, development and building community and company partnerships.

Conclusion: The reduction in the Public Awareness category and an increase in the Salaries category is due to the elimination of a public relations agency retainer and the addition of a new full-time staff position.

GRANTS:

Since 2014, KLB has invested substantial time in evaluating, analyzing, revising and streamlining the grants program to insure the grant results are as impactful as possible in local communities. The changes have resulted in *more* grant options (Healthy Community Grants and the addition of a Trash Receptacle Grant), a *simpler* process for both the applicant and the grant administrator, a *paperless* application, reporting and monitoring system, and *more accurate* outcomes reporting and data tracking. KLB has also instituted significant changes to the individual amounts of each grant award. KLB is prudently conservative in what it funds. We review the grant budgets closely to remove expenses that are not essential to the successful completion of the grant project. This "belt tightening" has allowed KLB to reduce the amount of individual grant awards without reducing the number of grants awarded or the overall impact of the program.

Conclusion: Although the amount of money in the Grants Category has decreased, the actual number of grants awarded has not. We are doing "more with less" by being conservative stewards of what we fund and by eliminating non-essential grant expenses.

Though the audit report did not mention changes in the following two budget categories, KLB wants to address them in order to advance a better understanding of the changes made to major budget categories.

OUTREACH, TRAVEL AND TRAINING:

Since 2014, KLB has decreased expenses in this category to \$0; a reduction of \$6,800. This decrease is a result of the Board's decision to not expense mileage or travel to the CEA. KLB pays these expenses from private funds.

Conclusion: No public funds are used for travel and outreach.

PROGRAMS/PROJECTS/PUBLIC EVENTS: Since 2014, KLB has increased program and event expense by \$57,681. The Board of Directors decided to invest in waste reduction and prevention education for grade school children. As a result of this decision, as well as newly passed legislation (ACT 72) requiring mandatory litter education in grades K to 5th, KLB developed a new education program. The program provides 10 lesson plans and 20 activity sheets aligned

with the student standards for grades K to 5. In addition, KLB offers Saturday teacher workshops for formal and non-formal educators taught by a Master level environmental educator. The workshops focus on improving teacher knowledge and confidence on specific subject matters to increase the likelihood that they will teach the materials in the classroom to their students. It is KLB's belief that the permanent long-term solution to ending litter, neglect and blight starts by educating young people about the importance of caring for their community and being responsible for their own behaviors.

Conclusion: An increase in Program Category funds a new environmental education program for teachers and students in grades K to 5.

Growth in programming and activities between 2014 and 2018. See attached 17/18 Annual Report for a complete overview of programs and activities.

- Created Rocksey's Toolbox litter education program for grades K to 5.
- Conduct five teacher training workshops on Rocksey's Toolbox litter education each year.
- Helped pass Act 72: litter education mandatory in K to 5 public schools.
- Conducted litter enforcement workshops with LDWF, LDEQ, EPA and St. Tammany Litter Court.
- *Produced Litter Ordinance Template handbook.*
- *Produced How to Establish Litter Court handbook.*
- Provide professional development and training by coordinating four regional meetings for the 39 KAB affiliate organizations in Louisiana.
- Conduct bi-monthly KAB affiliate network conference calls to strengthen local impact.
- Began engaging in weekly social media post to increase visibility.
- Created a complete paper-less system for all organizational activity including registration, grant reports, grant applications, grant reimbursements and impact reports.
- Began tracking and publicly reporting the annual outcomes of the affiliate network and the state office.
- Manage Leaders Against Litter's growth
- Conduct KLB legislative day
- Partnership with the New Orleans Saints.
- Created new grant opportunities by offering a Trash Receptacle Grant.
- Increase in training and support to the 39 affiliates statewide.
- Increased reach and impact by growing the KAB affiliate network in Louisiana by 7 new affiliates.



Keep
LOUISIANA
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

2017-2018

OVERVIEW & OUTCOMES REPORT





The Keep Louisiana Beautiful (KLB) organization is led by a 13-member board of directors, a seven-member advisory board and three full-time staff members. Through our programs and a statewide network of 39 Keep America Beautiful (KAB) affiliates, we provide tools and resources to prevent litter, reduce waste, increase recycling, and protect the natural beauty of Louisiana communities. Our mission is to promote personal, corporate and community responsibility for a clean and beautiful Louisiana.

Keep Louisiana Beautiful improves public spaces to foster social, environmental, and economic growth in communities across Louisiana. We work closely with state and local government officials, businesses, civic and community leaders, churches, and schools. By harnessing the collective power of our network, we multiply the impact of our actions.



Governor John Bel Edwards surrounded by First Lady Donna Edwards, Lt. Governor, Rep. Bishop and KLB representatives, signs HB 111 into law making litter education mandatory.

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FACTS AT A GLANCE

- KLB provided technical, managerial and financial support to 39 KAB affiliates in 28 parishes. Tangipahoa and Pearl River became newly certified affiliates in 2017. DeSoto and Ascension parishes are undergoing the certification process and are expected to be an affiliate in 2019.
- KLB provided over 2,192 hours of training to community members and affiliate communities with bi-monthly network calls; four regional trainings in Ruston, St. Martin, St. Tammany and Convent for 75 individuals; a state conference in Baton Rouge for 125 individuals; and small setting affiliate director and board of director trainings.
- Awarded and managed grants totaling over \$139,000 to 32 organizations in 20 parishes. Focus Areas: Waste Reduction/Recycling = 21; Education = 4, Litter Cleanups = 7
- KLB provided 630 hours of litter education training to 130 teachers from 78 schools reaching 3,150 K to 5th grade students.
- 800 state leaders including the Governor, First Lady, Lt. Governor, and five secretaries and commissioners from state agencies removed 17,000 pounds of litter by participating in KLB’s signature event, Leaders Against Litter. The event also generated an advertising value of \$37,971 and a publicity value of \$138,180.
- KLB presented 44 awards for outstanding community service and volunteer efforts. Eight Everyday Heroes Awards to community members, 11 Beautification Awards to municipalities and 25 Circle of Excellence Awards to affiliates.
- New Orleans Saints digital campaign generated 2,575,183 impressions and Love the Boot digital campaign generated 11,984,331 impressions.
- Marc Broussard and Zach Strief videos and PSAs.
- Website saw 88.2 percent increase in new users, social media followers increased by 7 percent, E-newsletter distribution increased by 92 percent with an open rate of 34 percent.

KEEP LOUISIANA BEAUTIFUL'S KEY INITIATIVES

Keep Louisiana Beautiful believes the state's litter problem can be best addressed by focusing on the following initiatives.

IMPROVE POLICY AND INFRASTRUCTURE

- Legislator and Stakeholder Education and Engagement
- Collection of Affiliate Network Outcomes and Data
- Trash Receptacles for Public Spaces
- Advocacy
- Grant Opportunities

INFLUENCE POSITIVE BEHAVIOR THROUGH EDUCATION

- K-5th Grade Litter Education Lesson Plans
- Teacher Trainings on Environmental and Litter Issues
- Motorist Anti-Litter Education Program
- Public Awareness Campaign
- Regional Meetings
- State Conference

INCREASE COMMUNITY CAPACITY

- Professional Development and Training
- Awards Recognition
- Grant Opportunities
- Program and Events
- Technical and Managerial Support to 39 KAB Affiliates
- Resources and Tools for Local Governments

STRENGTHEN ENVIRONMENTAL LAW ENFORCEMENT

- Support Litter Enforcement Legislation
- Handbook of Model Local Ordinances
- "How to Establish Litter Court" Handbook for Local Communities
- Enforcement Training

KEEP LOUISIANA BEAUTIFUL STATEWIDE OUTCOMES REPORT (32 Affiliates Reporting)

Affiliates Reporting

Abbeville, Abita Springs, Ascension, Assumption, Baton Rouge, Bossier, Calcasieu, Covington, DeRidder, East Feliciana, Eunice, Hammond, Jefferson, Lacombe, Lake Charles, Madisonville, Mandeville, Natchitoches, New Orleans, New Roads, Ouachita, Pearl River, Shreveport, Slidell, St. James, St. John, St. Martin, St. Mary, St. Tammany, Terrebonne, West Baton Rouge, West Feliciana.

2017-2018 Summary

- Volunteers and Participants - 79,880
- Volunteer Hours - 75,991
- Volunteer Workforce Value - 1.7 million
- Students Educated - 64,517
- Schools and Universities Engaged - 649
- Waterway and Roadway Cleanups - 983
- Recyclables Diverted from Landfill - 513,652 pounds
- Litter Removed from Roadway and Waterway - 898,122 pounds
- Cigarette Butts Removed - 55,496
- Hazardous Waste Diverted from Landfill - 829,569 pounds
- Trees Planted - 1,367
- KLB Grants Awarded - \$180,000

Engagement

- School Groups - 291
- University Groups - 65
- Businesses - 332
- Churches - 95
- Professional Assoc. - 202
- Youth Groups - 94
- Other - 25

Cleanups

- Land-based Cleanups - 292
- Land-based Litter Removed - 494,124 pounds
- Land-based Cigarette Butts - 80,676
- Waterway Cleanups - 38
- Waterway Litter Removed - 23,105 pounds
- Waterway Cigarette Butts - 8,871

Enforcement

- Trainings - 15
- Participants - 532
- Revised Ordinances - 8

Environmental Education

- Schools - 212
- Students Reached - 25,169
- Participants - 21,281
- Teachers Trained - 143

School Recycling

- Programs - 108
- Students Reached - 17,025
- Recyclables Collected - 142,650 pounds

America Recycles Day (ARD)

- ARD Events - 41
- Participants - 8,833
- Recyclables Collected - 54,175 pounds

Plantings

- Trees - 2,836
- Gardens Planted and/or maintained - 181
- Gardening Workshops - 13
- Participants - 985

Household Hazardous Waste Days (HHW)

- HHW Events - 22
- Households - 4,631
- Electronics - 151,987 pounds
- Batteries - 21,406
- Tires - 1,268
- Bulbs - 4,054
- Pesticides - 27,136 pounds
- Oil - 66,376 gallons
- Paint - 173,565 pounds

HEALTHY COMMUNITIES GRANT AND TRASH RECEPTACLE GRANT PROGRAM

KLB awarded and managed 32 grants totaling \$139,674 to non-profit organizations, schools, local governments, and Keep America Beautiful affiliates in 20 parishes.

2017-2018 HEALTHY COMMUNITIES GRANTS

Total Grants: 21

Parish	Organization	Focus Area	Amount Awarded
Beauregard	City of DeRidder	Recycling/Reduce	\$6,768.00
Caddo	Shreveport Green	Env. Education	\$2,300.00
East Baton Rouge	Baton Rouge Community College	Recycling	\$10,000.00
East Baton Rouge	Keep Baton Rouge Beautiful	Litter Cleanups	\$6,675.00
East Baton Rouge	Lee Magnet High School	Recycling	\$4,722.00
Iberville	Town of White Castle	Litter Cleanups	\$3,300.00
Jefferson	Jefferson Parish Dept. of Environmental Affairs	Recycling	\$8,511.00
Lafayette	University of Louisiana at Lafayette	Recycling	\$9,999.00
Lincoln	City of Ruston	Recycling	\$9,000.00
Natchitoches	Keep Natchitoches Beautiful	Env. Education	\$6,404.00
Orleans	Mid-City Neighborhood Organization	Cleanups	\$1,380.00
Orleans	The Green Project	Recycling	\$4,183.00
Ouachita	Ouachita Green	Recycling	\$7,000.00
Pointe Coupee Parish	City of New Roads	Env. Education	\$4,000.00
Rapides Parish	Lecompte Garden Club	Education/Cleanup	\$6,620.00
St. James Parish	Keep St. James Beautiful	Recycle/Reduce	\$3,000.00
St. John the Baptist	Keep St. John Beautiful	Cleanups	\$1,700.00
St. Tammany	Keep Abita Beautiful	Cleanups	\$2,008.00
St. Tammany	Keep Slidell Beautiful	Cleanups	\$3,550.00
Tangipahoa Parish	City of Hammond	Cleanups	\$4,731.00
Terrebonne Parish	South LA Wetland Discovery Center	Recycle	\$4,149.00



ABOVE: One of the 55 receptacles placed in public spaces. Our data shows a 52 percent decrease in litter in surrounding areas after receptacles were installed.

BELOW: Volunteers taking a break from a local cleanup.

2017-2018 TRASH RECEPTACLE GRANTS

Total Grants: 11 Awarded: 55 Trash Receptacles

KAB Affiliate	# of Trash Receptacles	Receptacle/Signs/Shipping Amount
Keep Abbeville Beautiful	5	\$3,074.58
Keep Abita Beautiful	5	\$3,060.00
Keep Baton Rouge Beautiful	5	\$3,082.32
Keep DeRidder Beautiful	5	\$2,014.65
Keep Jefferson Parish Beautiful	5	\$2,151.59
Keep New Orleans Beautiful	5	\$3,092.37
Keep New Roads Beautiful	5	\$3,057.02
Keep Ouachita Beautiful	5	\$3,055.56
Keep W. Feliciana Beautiful	5	\$3,057.02
Keep Slidell Beautiful	5	\$2,014.65
Keep Terrebonne Beautiful	5	\$2,014.65



LITTER EDUCATION

KLB manages an education program called Rocksey's Toolbox which consists of 10 lesson plans that align with the state's student standards and activity sheets for grades K to 5th. The education materials are free to formal and non-formal educators and can be downloaded from our website. KLB conducted six Saturday workshops for 130 teachers from 78 schools reaching approximately 3,150 students in grades K to 5th. The day-long workshops concentrated on waste reduction, recycling, reusing,

plastic debris, microplastics, litter prevention, landfills, watershed and environmental stewardship. Workshops were conducted in New Orleans, Tangipahoa, Assumption, Monroe, Shreveport and St. Martin. KLB met with school superintendents from Monroe City School, Ouachita Parish and Orleans Parish. All agreed to distribute the lesson plans to their teachers. KLB met with Orleans Charter Collaborative and distributed lesson plans to six charter schools represented.



LEFT: KLB Educator demonstrates a microplastics lesson to teachers. **RIGHT:** Teachers with their Rocksey manual and tote bag after the workshop

LEADERS AGAINST LITTER EVENT

On Friday, March 23, 2018, 800 community, business and political leaders stood in unity for a cleaner and greener Louisiana by participating in Keep Louisiana Beautiful's signature event, Leaders Against Litter (LAL). In its fifth year, Leaders Against Litter is designed to educate and engage leaders state-wide in support of a litter-free Louisiana.

Louisiana Lieutenant Governor Billy Nungesser spearheaded the initiative by personally inviting more than 2,000 community, business and political leaders throughout the state to one of the 27 local events held throughout the state. Local events, orga-

nized by Keep Louisiana Beautiful affiliate organizations, began with a morning litter clean-up event followed by a signing of the litter pledge to "Stand Up, Pick Up and Stand Up" for a litter-free Louisiana. In Baton Rouge, the Governor, First Lady and their staff along with staff members from LDEQ, LDOTD, LDWF, Dept. Public Safety and Corrections, Dept. of Recreation and Tourism and Dept. Forestry and Agriculture participated in the morning cleanup. The event ended with a press conference with the Lt. Governor, Secretary Wilson, Secretary Brown, Commissioner Strain and representatives from LDWF and the State Police.



LEFT TO RIGHT: Governor Edwards, First Lady and staff at LAL; Department of Forestry and Agriculture staff participating in LAL.

STATE CONFERENCE AND AWARDS BANQUET

KLB planned and implemented the Annual State Conference and Everyday Heroes Awards Banquet for approximately 125 individuals on Sept. 20-21, 2017 at the Galvez Building in Baton Rouge, Louisiana. Industry experts, civic and government officials, educators, KAB affiliates and organizations with like missions from across the state gather to present and share best practices that encourage environmental stewardship in practical ways that attendees can bring back to their own communities. Topics included: How to become a Zero Waste Family; How to Create a Successful Wildflower Program; Overcoming Nature Deficit Disorder; Marketing to Millennials; Establishing a City-wide Christmas Tree Mulching Program; Environmental Education; Volunteer recruitment; La. Recycling Coalition and the Behavioral Change and Modification Model. The Everyday Heroes Awards Banquet was held to recognize individuals, companies, youth, public servants and groups who work to further our mission. Eight Everyday Heroes awards were presented along with 25 Circle of Excellence affiliate awards.



ABOVE: Conference attendees from St. Mary and Lacombe.
BELOW: KLB Exec. Director, Susan Russell receives an award from Helen Lowman, KAB CEO.



ATTENDEE BREAKDOWN

KAB Affiliates (31)

Abbeville, Abita Springs, Assumption, Baton Rouge, Calcasieu, Covington, DeRidder, E. Feliciana, West Feliciana, Eunice, Hammond, Jefferson, Lacombe, Lafayette, Greater Lake Charles, Mandeville, Monroe, Natchitoches, New Orleans, New Roads, Ouachita, Slidell, St. James, St. John, St. Martin, St. Mary, St. Tammany, West Baton Rouge, West Monroe, Shreveport Green and Union

Businesses

ConocoPhillips, Cox Communications, CenturyLink, Premier Recycling Education Center, The Composting Network, Waste Management, YLC Recycling, Community Coffee, La. Municipal Assoc., Spirit Wine

Community Partners

Lake Pontchartrain Basin Foundation, La. Clean Fuels, La. Environmental Education Commission, BTNEP, New Orleans City Park, BREC, Sabine Tourist Commission, Ducks Unlimited, Marksville Garden Club, Volunteer Louisiana, No Waste NOLA, The Green Project, Tangi Clean, Bayou Vermilion District, Ouachita Green, SOUL, Audubon Institute,

Schools/Universities

LSU, Baton Rouge Community College, Ascension Parish School Board

Municipalities/State Agencies

City of DeRidder, City of Gonzales, City of Shreveport, City of Lake Charles, New Orleans Sewage and Water Board, City of Monroe, Calcasieu Parish Police Jury, Jefferson Parish Environmental Affairs, Tangipahoa Parish, Town of White Castle, St. John the Baptist Parish, Lafayette Consolidated Gov., DEQ, LDWF, LDNR, La. Department of Public Safety and Corrections, La. State Police and LDOTO

Keep America Beautiful

Helen Lowman, KAB President, Cecile Carson, V.P. Affiliates

Public Officials

Lt. Governor Billy Nungesser, Secretary of State Tom Schedler, LDEQ Secretary Dr. Chuck Carr Brown, Representative Stuart Bishop, Secretary Jack Montoucet, Commissioner Mike Strain, Mayor/President of Baton Rouge Sharon Broome, Mayor of Eunice, and Mayor of White Castle.

PUBLIC AWARENESS AND COMMUNICATIONS

KLB heightens awareness and educates the public on issues surrounding litter and neglect through external communications of e-newsletters and constant contact notices, social media posts on Facebook and Twitter, Geo targeted digital campaigns, television PSA's and campaigns with the New Orleans Saints.

Year-end Print Media Impact

- Total ad equivalency: \$176,716.76
- Total media clips: 364 (9,229.05 total column inches)
- Total circulation: 6,227,814 (# of readers reached)

Newsletters/Constant Contact E-mails

- 2,636 unique individuals on email list, up from 1,375 last fiscal year
- 92 percent increase in distribution
- Open rate is ~ 34 percent for the quarterly newsletter, down from 38 percent last year (industry average is 21 percent)
- 17 constant contact e-mails distributed; three quarterly newsletters

Paperless Communication Initiative

- KLB staff completed the transition from paper to all on-line paperless processes. All grant applications, reporting, registration, payments, and nomination forms for the public are now online, reducing the amount of paper and streamlining our internal processes.

Website

- 19,655 users this year, 88.2 percent were new visitors
- 46,286 pageviews
- 69.33 percent bounce rate (percentage of visitors that leave site after visiting one page)
- Top three pages: homepage, Leaders Against Litter, Recycling
- The affiliate network is using the Affiliate Resource Center effectively and consistently. The center was created to improve organization and communications between KLB and the affiliates.

Social Media (Facebook Analytics)

- Followers: 6,293 - an increase of 7 percent from last year
- Widest reach in paid post: 18,000 viewers reached through social media posts about Healthy Communities grant opportunity
- Widest reach in organic post: 11,000 viewers reached through organic sharing/liking about Mardi Gras beads/litter clogging New Orleans storm drains
- 67 percent of our followers are female, majority are age of 35-44
- 33 percent of our followers are male, majority are age of 35-44

KEEP LOUISIANA BEAUTIFUL DIGITAL CAMPAIGNS

Production and Distribution

- Production of Marc Broussard original Love the Boot jingle
- Production of Marc Broussard's Love the Boot television 30-second PSA and promotional video
- Distribution of television Love the Boot PSA to all television stations statewide
- Production of Marc Broussard's Love the Boot jingle radio PSA
- Distribution of Marc Broussard's Love the Boot jingle to radio stations statewide

First Lady PSA Pre-roll on WWLTV.com

(8/9/17 - 8/31/17)

- 91,821 impressions (\$3,215 value)
- 40,073 completed views (43.5% view-to-completion rate)
- 955 clicks (1.04% CTR)

Mardi Gras Campaign

(1/1/18 - 4/29/18)

- Impressions on App: 5,812,048
- Clicks: 2,259 (.04% CTR)
- Desktop Mardi Gras Impressions: 18,376
- Clicks: 21 (.11% CTR)
- Targeted Statewide Impressions: 1,125,615
- Clicks: 694 (.06% CTR)
- First Lady Premium Impressions in Baton Rouge: 89,688
- Completed views: 87,089 (97% view-to-completion rate)

Leaders Against Litter Campaign

(3/10/18 - 3/31/18)

- Targeted Impressions: 1,835,320
- Clicks: 1,404 (.08% CTR)

Love The Boot Marc Broussard Jingle

(5/16/18 - 6/30/18)

- Statewide Premium Impressions: 171,314
- Completed views: 164,840 (96% view-to-completion rate)
- Native Completed Video Views: 190,942
- Native Content Impressions: 2,149,149
- Native Content clicks: 2,654 (.12% CTR)
- TV Spots in NOLA Market: 126 (\$11,700 value); 691,000 A18+ Impressions

Saints Morning Report

(December 2017)

- Total Posts: 21
- Total Reach: 1,669,213
- Total Impressions: 2,575,183

Love the Boot Facebook Video Series

(Filmed in Venice, LA, City Park, and bike tour throughout Louisiana March - June)

- Posting end of July, August and September

Love the Boot PSA

- PSA production with Zach Strief

Youth Programs Green Team

- "Green Team": youth leagues, coaches, teams, etc. can register to pledge to "Love the Boot" and those who pledge will receive co-branded Saints and KLB water bottles for their team.



Keep
LOUISIANA
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE

