



OFFICE OF THE MAYOR  
SHREVEPORT, LOUISIANA

OLLIE S. TYLER  
MAYOR

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Dear Neighborhood Association,

When I was elected Mayor I made a commitment to beautify Shreveport and combat litter and blight. You have probably noticed our new campaign billboards and new litter signs, *Don't Be Trashy Keep It Classy, Shreveport is Home*. We are making a lot of progress with our partner, Shreveport Green, but we need your Neighborhood Association's help to achieve our goals.

We would like for your association to organize a Cleanup/Litter Abatement and Beautification volunteer team event in your neighborhood at least once a month. Enclosed are some guidelines to make it easier to organize a cleanup day.

Please call Arlena Acree, the City's Coordinator at 318-673-7515 to let her know the date and times you would like to host your Cleanup/Beautification Day. She will coordinate city support services and will be working closely with Shreveport Green.

We are excited to have your participation and we look forward to hearing from you soon. As a team, we can achieve a beautiful city together and create a great place for us to call home.

Sincerely Yours,

Mayor Ollie S. Tyler

Don't be TRASHY   
Keep It Classy...  
Shreveport is Home 





## Guidelines For Planning a Neighborhood Cleanup/Beautification Event

A well organized community clean up/beautification can be fun! In addition to improving the appearance of a neighborhood, a community cleanup can be a great opportunity to get to know your neighbors and other residents in the area. The following are some ideas to consider for planning an event.

**1. Location! Location! Location!** Take a look at your neighborhood to assess and target areas that have the greatest need or where a cleanup might have the greatest impact. If there are several areas, prioritize them. Define the boundaries of a target cleanup area and come up with an action plan. Identify problem owners in the area and try to enlist their help as well. Do not forget beautification projects, as well, to include sprucing up flower beds, painting, and planting trees. Have all of the participants bring rakes, hoes, shovels, gloves, trash bags, and plenty of drinking water.

**2. Scheduling:** Please call Arlena Acree, the City's Coordinator, to schedule your event at 318-673-7515. She will help coordinate city services to include Shreveport Green for support. A cleanup can be a monthly event or hopefully an activity that continues on a regular basis or could possibly rotate from one cleanup site to another. If you have defined several priority targets, you may want to schedule more Cleanup events. Typically, Neighborhood Cleanup events are held on Saturday mornings.

**3. Marketing your cleanup event and rounding up your team:** Early notification to residents in targeted areas is imperative. They need time to prepare. Create a flyer to promote and recruit team members and support at least one to two months in advance. You will want to set up a neighborhood meeting to discuss, set up an action plan, identify cleanup priorities and form committees. Market and promote your cleanup/beautification event by making calls to your neighborhood residents, mailing and distributing flyers to all members of your Association, and posting info on social media.

**4. Set realistic goals:** Success is important. Make sure that the area you are cleaning up is "doable" with the volunteers you have. Scale your efforts down if fewer people turn out than expected.

**5. A Cleanup can be a social event too:** Enroll volunteers from the Neighborhood Association as well as area Parent Teacher Organizations or churches. Be sure to have a game plan to encourage participation. Define tasks so that people have a "mission". At the end of the cleanup, have some kind of concluding event. Consider a hot dog lunch, ice cream social, or a potluck lunch, or maybe just a fun "ceremony". Take before/during/after pictures and post them on your newsletters or social media. Give awards or prizes – maybe for the most trash picked up or the funniest or most unusual trash item thrown into the dumpster. Another idea is that each time a participant turns in a bag of trash, they get a raffle ticket. At the end of the cleanup, prizes are raffled off and they feast on hot dogs. Make your event a fun one!!

**6. Once clean, make sure it stays that way!** Develop a strategy to ensure that the area stays clean. Get a commitment from the local property owners and set up a Neighborhood Association Committee that is responsible for follow-ups in those targeted areas. Plan a monthly cleanup for your neighborhood to ensure sustainability of this initiative.