

# Sustainable Solid Waste Management Future Roadmap Implementation

## Working Group: Outreach and Education Subcommittee

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Los Angeles County Department of Public Works  
900 S. Fremont Ave, Alhambra CA 91803  
The Alhambra Room

Tuesday, February 24, 2015  
2:30 PM – 3:45 PM

### MEETING SUMMARY

#### 1. Recap Previous Meeting

At the [January 12, 2015](#) meeting we discussed:

- Branding (Tagline/Slogan)
  - Name Campaign
- Identify Programs and Resources
  - What are others doing?
- Identify Resource Tactics
  - How do we do it?
    - Internal
    - External
- Communication Plan
  - Internal – out department and others
  - External – the public
- Website
  - For Working Group, Subcommittee, and the Public.

#### 2. Discuss Outcomes of Branding Brainstorming Meeting

At the February 12 brainstorming meeting ([Feb 12 Meeting Summary](#)) we went over what other terms are being used throughout the County and what other agencies and jurisdictions are calling their version of the Roadmap efforts.

For example, in LA County we have few terms/phrases that people identify with:

- CleanLA
- Green LA County
- Roadmap to a Sustainable Waste Management Future
- A trash solution for a green evolution

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Please direct any questions to  
Vanessa A. Olivas at [volivas@dpw.lacounty.gov](mailto:volivas@dpw.lacounty.gov) or (626) 458-2528.

In addition, we [presented examples](#) of what other jurisdictions are saying to stimulate the brainstorming process.

Below is a list of the top four branding/tagline ideas determined during the brainstorming discussion.

- **Roadmap to a Sustainable LA County**
- **Roadmap to a Greener LA (County)**
- **Sustainable is Attainable (with the LA configuration in the design)**
- **Roadmap to a Waste Free Future**  
“Roadmap to” and “Waste Free Future” being the preferred sayings (however using Waste-Free is not highly liked by a Board member).

### 3. Update on List of Programs and Resources/Tactics

This continues to be a working document and we ask that departments continue to help add programs and resources to the spreadsheet. Please let us know if we should reach out to another division or contact within your department to help identify more programs.

Phase two of this effort will be to compile programs and resource outside the County family. We recently learned that the City of Burbank has a Master Recycling Program that we can use as a model. We will start researching what other programs are available, and think about how we can use them as a resource. We will also look at hauler newsletters, city cable channels, city websites and social media pages.

### 4. Open Discussion

#### **Branding:**

After further discussion, the team agreed that the best choice is:

***Sustainable is Attainable: Roadmap to a Waste Free Future. This brand will easily connect with the other 2 components of the Sustainability Initiative in the County Strategic Plan (net-zero water and net-zero energy).***

#### **Developing Partnerships:**

- Examples of upcoming Beverage Recycle Media Campaign  
Includes partnership with Dodgers (Orel Hershiser and Fernando Valenzuela) and Coca-Cola
- Seek other opportunities to partner with a celebrity spokesperson.
  - Example, [Oscar the Grouch video with Macklemore](#) – can anyone use that video?  
Something like this would be a good tool in the classrooms.

#### **Incorporating Arts into the Roadmap Efforts**

##### **Arts Commission:**

- The Arts Commission mentioned that they have avenues to incorporate an arts component to some of our projects. They are funded through grants and discretionary funds.

### **Example of College of the Canyons**

- Students put create art from recycled items
- Scholarships through Waste Haulers

### **Develop a program to empower the community**

- Consider a Kick-Off event at Hollywood Bowl with philharmonic as that is connected with Parks and Recreation
- Develop programs to teach the younger generations
- Partner with Heal the Bay to do beach cleanups
- Enhance youth education programs
- Example, High School in Antelope Valley where they picked up unique trash and made something out of it
- Incorporate Roadmap elements in Earth Day event planning

## **5. Next Steps**

- Finalize Website to house information for the Working Group, subcommittees, and general public.
- Develop Advertising such as Infographics and Factsheets that can be pushed out through social media.
- Develop Communications Plans (internal plan to report to the Board and external plan to market our programs once developed).
- Conduct a SWOT Analysis to determine what is most important and how we can engage stakeholders.
- Begin developing tool box based on our Top Priorities:
  - **County Operations** – Develop County Operations survey with focus groups to determine baseline and waste stream audit.
  - **County Unincorporated** - C&D Recycling Ordinance Audience: Stakeholder permits and projects. Later this year, AB 1826 Organics Plan will need stakeholder outreach.
  - **Regional/Countywide**- HHW Centers, Regional Countywide CT Projects, Debris Plan, Siting Element.

## **6. Next Subcommittee Meeting tentatively scheduled for April 23, 2015 at 2:30 PM**

**Meeting Participants:**

|                      |                    |
|----------------------|--------------------|
| Keelia Postlethwaite | Arts Commission    |
| Russell Bukoff       | Public Works - EPD |
| Angelica Gunderson   | Public Works - EPD |
| Tranette Sanders     | Public Works - EPD |
| Victor Le            | Public Works -EPD  |
| David Coscia         | Public Works - EPD |
| Ingrid Mayer         | Public Works -EPD  |
| Dorcas Hanson-Lugo   | Public Health      |
| Jennifer Lieu        | Arts Commission    |

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|---------------------|--------------------|
| Bereket Tadele      | Public Works - EPD |
| Patrick Kwong       | Public Works - EPD |
| Jasmine Campbell    | Public Works - EPD |
| Pat Proano          | Public Works - EPD |
| Patrick Holland     | Public Works - EPD |
| Gabriel Arenas      | Public Works - EPD |
| Vanessa Olivas      | Public Works - EPD |
| Armando Aguilar     | Public Works - EPD |
| Sevak Khatchadorian | Public Works - EPD |