

# 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

Monday, January 12, 2015  
3:00 P.M. – 4:00 P.M.

## MEETING SUMMARY

### 1. Introductions

### 2. Subcommittee Priorities:

- **Branding (Tagline/Slogan)**
  - Steer away from using words such as Zero-waste and Waste-free and incorporate words such as Roadmap and Sustainability.
  - Initial ideas were
    - The Roadmap to Zero Waste
    - The Roadmap to Sustainability
    - Sustainable is Attainable
    - Best Place for Waste Reduction
    - Stop Waste
    - Sustain LA
- **Identify Programs and Resources**
  - Research what others are doing.
  - Research what programs already exist within the County that we can tap in to.
- **Identify Resource Tactics**
  - What *current* resources do we have to help get the message out?
  - County and City newsletters, cable channels, website and social media outlets, events, etc.
    - Workplace Connections

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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.

- County Digest
    - All in the Works
    - The Works App
    - Create a new newsletter specific to Roadmap
    - MyLACounty Portal
  - Other County Departments – (i.e. 50-60 million beach visitors, 9,000 residents in Marina Del Rey)
  - Engage with cities and other stakeholders.
- **Communications Plan**
    - **Internal**
      - Develop an internal communications plan to keep internal stakeholders informed
        - Department Heads
        - Board of Supervisors (report is due to the Board by October 2015 – draft should be complete by July)
      - Develop a way to share documents (agendas, briefing reports, fact sheets)
    - **External**
      - Media (local/national) - Identify media outlets and pitch stories on general Roadmap efforts (purpose, drivers, targets), as well as priority topics such as Organics.
      - Create clearance protocols for external communications
      - Create toolbox with copy ready material such as artwork, news articles, tweets, videos that can be easily shared (customize based on target market/audience/stakeholders).

### 3. Discuss Follow Up Meetings and Schedule:

- Avoid Monday or Friday meetings. Some members have regular days off on those days.
- Next meeting tentatively scheduled for Thursday, February 26, 2015.

#### 4. Next Steps/Action Items:

- Create factsheet on the Roadmap (purpose, drivers, targets)
- Create 3 working groups within the subcommittee:
  - **Branding**
    - Determine what we will call this effort
  - **Identify existing programs, resources and tactics**
    - Create resource list
  - **Communications & Outreach Plan**
    - Develop strategy in how are we going to get the message out internally and externally
    - Develop media list
    - Develop story ideas
    - Create copy ready materials
- Invite City Services and County CEO Public Affairs office to participate

#### Meeting Participants:

Name	Department
Keelia Postlethwaite	Arts Commission
Charlotte Miyamoto	Beaches & Harbors
Larissa Yu	Public Works
Patrick Kwong	Public Works
Russell Bukoff	Public Works
Youn Sim	Public Works
Gerry Villalobos	Public Health
Lennie La Guire	Public Works
Edna Gandarilla	Public Works
Tranette Sanders	Public Works
Vanessa A. Olivas	Public Works
Armando C Aguilar	Public Works
Pat Proano	Public Works
Bahman Hajialiakbar	Public Works

Name	Department
Carlos Ruiz	Public Works
Patrick Holland	Public Works
Gabriel Arenas	Public Works
Clark Ajwani	Public Works
Coby Skye	Public Works
Gabriel Arenas	Public Works
Patrick Holland	Public Works
Francisca Mandujano	Public Works
Jasmine Campbell	Public Works
Grace Leriget	Public Works
Suk Chong	Public Works
Sevak Khatchadorian	Public Works
Nilda Gemeniano	Public Works
Angelica Gunderson	Public Works