

# 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

Thursday, April 23, 2015  
2:30 PM – 3:45 PM

## MEETING SUMMARY

### 1. Welcome and Introductions

- Attendees had an opportunity to introduce themselves and new participants were welcomed.

### 2. Recap Previous Meeting

- The Roadmap is a framework of strategies and initiatives for the County to meet targets of 80% diversion by 2025, 90% by 2035 and 95%+ by 2045.
- Strategies will be customized to meet the needs of the 3 focus areas
  - County Unincorporated Communities
  - Regional/Countywide
  - County Operations

### 3. Arts Commission presentation of art and sustainability examples (Jennifer Lieu, Arts Commission, see [Presentation](#) for details)

- Jennifer Lieu of the Arts Commission conducted a presentation to demonstrate ideas on incorporating the arts into the County's sustainability efforts. She suggested including artists in meetings as collaborators, for brainstorming sessions, as well as including the arts in contracts with media buys. She highlighted how public and private partnerships can be formed to create artistic public spaces featuring sustainable living pieces such as Recology's transfer center with learning class rooms and art studies with creative activities to turn trash into art. Ms. Lieu suggested involving an artist in the subcommittee and incorporating art into contracts with media buys and upcoming projects such as conversion technologies. She also mentioned the Land Art Generator Initiative will be hosted in Los Angeles in 2016, and there could be potential partnership opportunities and a chance to see what can be and is currently being done with sustainable community projects.

#### 4. Stakeholder Engagement (Kathy Salama, DPW, see [Presentation](#) for details)

- **Internal Communications Plan**

- Sachi A. Hamai, Interim Chief Executive Officer, sent a [Memo](#) to all County Departments to encourage more participation in the Roadmap process, especially to include members that can make financial decisions and who work in outreach and education or public affairs. This letter encouraged 9 new departments and 15 new members to join the group.
- Public Works will also continue to keep the subcommittees, Working Group, Department Heads, Board Deputies and Sustainability Council informed.
- A draft of the Roadmap annual report will be shared at the June Working Group meeting, and the final report will be submitted to the Board in October.

- **Planned External Outreach for Key Priorities**

- An article on the Roadmap was printed in the Antelope Valley Press Earth Month insert. In addition, Public Works continues to promote Roadmap efforts through infographics and social media.
- A Request for Proposals is being drafted to obtain a communications expert to assist with stakeholder engagement and deliver common communication plans for each project of the Roadmap such as Mass Debris Removal, Food waste, Construction & Demolition recycling, etc. It was suggested the Arts Commission assist with how to package the message to the appropriate audiences to get them engaged.

- **Roadmap Website**

- The website has been created and is being reviewed and tested. It should be ready to go live in the next week or so. It will contain all agendas, subcommittee meeting summaries, presentations, and all pertinent information concerning the Roadmap. It will also host a tool box for departments to share tips, best practices, and resources on sustainability.

- **Logo**

- The tagline Sustainable is Attainable was previously approved by the group, however, an inspiration board was displayed to show an idea of how the logo may look. Public works will move forward to develop a logo.
- In addition, during Earth Week, Public Works displayed a flyer to encourage employees to bring their own reusable coffee mug to promote sustainability. The tagline Sustainable is Attainable was used.

- **Dodgers Campaign**

- The proposed beverage container recycling campaign video was shared. Once approved, the video will be aired at Dodger games and on the Dodger station.

- **Roadmap Video Outline**

- The video will be timeless and universal with countywide messages that can be shared with cities and organizations to present a uniform message to the public. Public Works is currently exploring different options to produce the video. The current outline is as follows.

<b>Introduction</b> (Include “The Problem”)	(30 to 60 seconds)
<b>Driving Factors</b> (Include legislation)	(30 seconds)
<b>Living a Sustainable Life</b> (“The Vision” – show the three R’s)	(60 to 90 seconds)
<b>Alternative Technologies</b>	(60 seconds)
<b>Conclusion</b>	(30 to 60 seconds)

## 5. Open Discussion and Next Steps

- Finalize internal communications plan and Construction and Demolition ordinance communications plan.
- Begin communication plan for organics pilot project.
- Finalize website and the resource page (“Tool Kit”)
- Work with Arts Commission when writing the scope of work to hire a communications expert to help us put out an outreach plan for Roadmap projects, such as food waste, mass debris removal, construction and demolition, etc.
- Different initiatives will have different audiences; the communications expert will help us customize the message to each audience. They will also create a message that makes sense to elected officials and opens doors to meet with key people.
- It was asked if using reusable cups and plates might waste more water. Reusables are still more sustainable than using disposables when factoring in manufacturing, transportation, disposal, etc. Create a blurb or fact sheet to explain this.
- We are discussing possibly elevating the Departmental Recycling Coordinator position within each department to increase engagement.
- In response to the question on what was being done to educate County employees on what the Roadmap Working Group and Subcommittees are doing, it was stated that information was being sent through the Departmental Recycling coordinators. It was suggested the County Digest and other countywide resources, e.g. the Productivity Commission, be utilized to get the message out and share best practices. Surveys will be sent to each coordinator to collect data on departments’ waste practices for analysis. The analysis is strictly to improve sustainability practices and not to highlight deficiencies.
- The Working Group will need to send a progress report to the Board in October. The report will need to show goal progress, costs, next steps, etc. Implementation of some of the Roadmap initiatives will cause costs to increase, which will need to be explained to the Board. Some of the reasons for the costs are not due to the initiatives themselves, but to State mandates and reporting requirements.

- Current County contacts are outdated and do not include reporting and other current State requirements. The goals of the Roadmap are to stay on top of current mandates and get ahead of the coming laws for large facilities.
- It was asked if it worked better to have one long day of meetings or shorter days of meetings spread out over a couple of days. It was agreed one day of meetings was preferred.

**6. The next Subcommittee Meeting is tentatively scheduled for May 27, 2015 at 2:30 p.m.**

**Meeting Participants**

<b>Name</b>	<b>Department</b>
Ken Pellman	AC Weights and Measures
Jennifer Lieu	Arts Commission
Keelia Postlethwaite	Arts Commission
Margaret Bruning	Arts Commission
Pauline Kamiyama	Arts Commission
Christopher Nguyen	Auditor-Controller
Charlotte Miyamoto	Beaches & Harbors
Burt Kumagawa	CEO
Inna Sarac	Medical Examiner – Coroner
Dorcas Hanson-Lugo	Public Health
James Dragan	Public Health
Armando C Aguilar	Public Works
Clark Ajwani	Public Works
Coby Skye	Public Works
Ingrid Mayer	Public Works
Kathy Salama	Public Works
Larissa Yu	Public Works
Pat Proano	Public Works
Patrick Holland	Public Works
Patrick Kwong	Public Works
Russell Bukoff	Public Works
Sevak Khatchadorian	Public Works
Susana Gonzalez	Public Works
Tranette Sanders	Public Works
Edna Gandarilla	Public Works - PRG
Anita Gutierrez	Regional Planning
Viviana Navarro	Treasurer and Tax Collector