

Sustainable Solid Waste Management Future Roadmap Implementation Working Group: Outreach and Education Subcommittee

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

Thursday, August 27, 2015
2:30 p.m. – 3:45 p.m.

MEETING SUMMARY

1. Welcome and Introductions

- Attendees were welcomed and participants introduced themselves

2. Recap Previous Meeting

- Presented the top 5 logo designs
- Sevak Khatchadorian presented on and navigated through the Departmental Recycling Program website
- Update on the Smart Business Recycling survey efforts
- Brainstormed on stakeholder engagement list

3. Pharmaceuticals Extended Producer Responsibility (EPR)

Gabriel Arenas, Public Works, presented (starts on slide [#46](#))

- On June 2, 2015, the Board adopted a motion to investigate options for reducing improper use and disposal of unwanted pharmaceuticals and to support a take back program and public awareness
- On August 11, 2015, the Board approved a motion to initiate stakeholder engagement with the pharmaceutical industry and other stakeholders and to draft an ordinance for a pharmaceutical take back program by February 2016
- Currently compiling a list of stakeholders to initiate the communications plan
- We are working on procuring a public relations consultant through Public Health to assist in engaging stakeholders, write op-ed pieces, press releases, talking points, etc.

4. Waste Not LA

Chris Sheppard, Public Works, presented

- Dr. Handler from Waste Not OC presented at the June 10, 2015 Working Group meeting

- The program partners with businesses and non-profits to donate food to food banks and donation centers
- LA County Department of Public Health has taken the lead putting together a working group to model this program here in Los Angeles County
- Public Works will be part of the team to help implement a program
- Outreach and education materials will be needed for this effort

5. Public Works HQ Organics Pilot

Beverly Jones, Public Works, presented (starts on slide [#52](#))

- Sustainability goals are to divert waste and compost organic materials to make a beneficial product, to comply with AB 341 and AB 1826
- Public Works' cafeteria has started using worm composting for organic material, reducing the amount of waste thrown away
- Public Works is also working on a demo xeriscaping project in front of the annex building, installing drought-tolerant plants, a garden, and birdhouses
- Efforts will be measured to gauge savings
- Public Works is willing to help other Department's look into the feasibility of implementing a worm composting pilot program at their facility

6. Smart Business Recycling

Chris Sheppard, Public Works, presented (starts on slide [#56](#))

- Currently conducting outreach to businesses for AB 341 and AB 1826 compliance
 - Contractor on board to visit businesses to identify the amount of organics being generated, how many businesses are complying and how to get others to comply
 - 1,300 businesses in first tier, we have visited about half of them to date, plan to visit the rest by the end of October
- Most people are recycling because of AB 341, but most are not recycling organics
- Logos for the Smart Business Recycling program were presented

7. Recycling Challenge Update

Jasmine Campbell, Public Works, presentation

- Throughout the 2015 Dodgers season, the County of Los Angeles Department of Public Works, Environmental Programs has worked in partnership with the Dodgers Foundation and the Dodgers Radio Network flagship at iHeart Media to encourage fans to recycle bottles and cans in an effort to strike out landfill waste.
- This multi-media campaign has targeted Dodger fans on-air with a radio campaign voiced by Dodger great Orel Hershiser; in-stadium with a :30 second infographics message that rolled on DodgerVision before games and online through social media and web banners. Community outreach was performed through the RBI Recycle Challenge which offered teams that play on both Dodgers Dreamfields and other fields across L.A.

County the chance to compete to attend a Dodgers game and throw out the first pitch by recycling the most beverage containers. The contest ran from June 15th through July 25th.

- Thousands of young athletes competed with hundreds of families gathering beverage containers and returning them to collection facilities throughout Los Angeles County for redemption. Not only were thousands of pounds of beverage containers recycled, but nearly \$10,000 in California redemption value money was earned by and paid back to participants.
- The three teams that recycled the most beverage containers are:

1st Place: Dodgers – Franklin D. Roosevelt Park, 7600 Graham Ave., Los Angeles

2nd Place: Bleed Blue – Franklin D. Roosevelt Park, 7600 Graham Ave., Los Angeles

3rd Place: Breaking Bad – Bethune Park – 1244 E. 61st St., Los Angeles

8. Roadmap Logo Update

Vanessa Olivas, Public Works, presentation (starts on slide [#58](#))

- The latest versions of the Roadmap logo were presented
 - The subcommittee voted for a logo and the top two choices tied
- It was decided to have the artist merge the top two designs and email a final version to the group for approval

9. Open Discussion and Next Steps

- Sustainability Council Leadership Committee is made up of seven departments: Internal Services, Public Works, Public Health, Regional Planning, Community Development Commission, Parks and Recreation and Sheriff.
 - Second level is the coordination committee which has over 10 departments
 - Third level is working group level: water, framework, and cap and trade program
 - May add additional subcommittees for waste and extended producer responsibility

10. Next Subcommittee meeting tentatively scheduled for October 22, 2015 at 2:30 p.m.

MEETING PARTICIPANTS

Name	Department
Ken Pellman	ACWM
Violet O. Contreras	Alternate Public Defender
Jennifer Lieu	Arts Commission
Keelia Postlethwaite	Arts Commission
Graciela Suarez	Auditor-Controller

Name	Department
Marjorie Santos	CEO
Inna Sarac	Medical Examiner - Coroner
Edna Gandarilla	Public Works - PRG
Angelica Gunderson	Public Works - EPD
Armando Aguilar	Public Works - EPD
Bereket Tadele	Public Works - EPD
Chris Shepphard	Public Works - EPD
Gabriel Arenas	Public Works - EPD
Ingrid Mayer	Public Works - EPD
Jasmine Campbell	Public Works - EPD
Kathy Salama	Public Works - EPD
Larissa Yu	Public Works - EPD
Nilda Gemeniano	Public Works - EPD
Patrick Holland	Public Works - EPD
Patrick Kwong	Public Works - EPD
Russell Bukoff	Public Works - EPD
Sevak Khatchadorian	Public Works - EPD
Vanessa Olivas	Public Works - EPD