

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
TMC Conference Room

Tuesday, February 12, 2015
2:30 p.m. – 3:30 p.m.

MEETING NOTES

1. What terms are being used in LA County
 - a. *CleanLA*
 - b. *Green LA County*
 - c. *Roadmap to a Sustainable Waste Management Future*
 - d. *A Trash Solution for a Green Evolution*
2. Snapshot of what other jurisdictions are doing
 - a. *Refer to PowerPoint for a list of examples.*
3. Brainstorming Session
 - a. What is our branding purpose? *To effectively communicate the efforts of the Roadmap to our three focus areas.*

A full list of ideas is on page 2. Below are the current top choices. We will discuss more at next week's meeting.

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).

4. Next Subcommittee Meeting is scheduled for February 24, 2015 at 2:30 p.m.

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

Full list of Brainstorming Ideas

- Roadmap to Sustainability
- Roadmap to a Sustainable LA
- Roadmap LA: Sustainable is Attainable
 - Map and directions? Confusing?
- Attaining a Greener LA
- On the Way
 - to a Greener LA
 - to a Cleaner LA
- On the Road
 - to a Greener LA
 - to a Cleaner LA
 - to Net Zero LA
- #GoGreenLA (company already exists)
- Go Green for a Cleaner LA
- LA Goes Green
- Roadmap to a Clean(er) LA
 - Are we clean already?
- Roadmap to a Green(er) LA
- Center of Excellence
- Striving
 - Unattainable?
- Lead LA to a Sustainable LA
 - Reaching
- Innovate
- Direct LA Before We Wreck LA
- Renewable
- Innovate a Sustainable LA
- Waste Not LA
- Sustainable is Attainable (LA) (LA County)
- Sustain**ABLE** LA County
- **SUSTAIN**able LA County
- SUSTAINABLE is
ATTAINABLE
- Los Angeles County's
 - Roadmap to
 - On the Road to (City of LA has this)
 - On our way
 - Zero Waste
 - Waste Free Future
 - Net Zero
 - Sustainability
 - Clean LA
 - Cleaner LA
 - Green LA
 - Greener LA
- Roadmap to a Waste Free Future: Sustainable is Attainable (+explainable)
 - Roadmap to a Sustainable Waste Free Future
- Net Zero -
 - Waste
 - Water
 - Energy
- Clean LA
- Roadmap to a Sustainable Future
- Waste Free Future
- On the Road to a Waste Free Future
- Waste Free Future Roadmap
- Trash over Solid Waste
- Sustain**ABILITY**
- Sustain**ABLE**
- **SUSTAIN**ability
- **SUSTAIN**able
- Sustain LA – City of LA