



Roadmap to a Sustainable Waste Management Future

**Branding Brainstorming Session
February 12, 2015**



Agenda

1. What terms are being used in LA County?
2. Snapshot of what other jurisdictions are doing
3. Brainstorming Session
 - a. What is our branding purpose? *To effectively communicate the efforts of the Roadmap to our three focus areas.*
4. Next Steps
5. Next Subcommittee Meeting is scheduled for February 24, 2015 at 2:30 p.m.

What terms are being used in LA County?



Department of Public Works
dpw.lacounty.gov

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Clean LA for Residents
Clean LA for Business
Clean LA for Government
Clean LA is for ALL
Los Angeles County

Reduce, Reuse, Recycle
Trash Collection / Illegal Dumping
Household Hazardous Waste / Electronic Waste
Used Motor Oil Recycling
Industrial Waste
Underground Storage Tanks
Solid Waste
Stormwater
Water Conservation
Youth Education
Clean LA on Equal!

click. call. conserve.

Clean LA

Welcome to Clean LA — a County of Los Angeles portal to a number of award-winning programs that help residents, businesses, and government keep the County clean and sustainable. From the basics of reduce, reuse and recycle, to household hazardous and electronic waste collection events and composting, this site offers information and links to answer your environmental questions: Where do I dispose of an old tv? How can I get a free a/c container? What is the best way to save time, money, resources — the planet? Clean LA provides local solutions that contribute to global efforts.

News & Announcements

- LA County residents can now take the Clean LA pledge
- Local Fresh Fish Newsletter is now available
- Inside Solid Waste Newsletter is now available

UPCOMING EVENTS

- NEW! E-Waste Collection: Dispose of household televisions & monitors at our free event! **February 28** - Diamond Bar. [Click here for more information.](#)
- Used Oil Filter Collection: Recycle used motor oil filters at our free event! **February 28** - Diamond Bar. [Click here for more information.](#)
- Smart Coasting: Attend a free carpool meeting. **February 28** - Diamond Bar. [Click here for more information.](#)
- City of Industry Cleanroom Whitening: **April 25** - Arroyo Valley. [Click here for more information.](#)

SUSTAINABLE "TIPS"

- Each day 38,000 tons of waste are disposed of in Los Angeles County. That is enough trash to fill the Rose Bowl Arena 8 times. Reduce the amount of trash you generate by purchasing less, reusing and recycling.

Highlights

Free Disposal Day at Sunshine Canyon Landfill
Los Angeles County Supervisors Michael D. Antonovich and Sheila Kuehl in partnership with Republic Services, Inc. present this event for residents in the unincorporated areas of the western portion of Sunland (including Kappel Canyon, Lopez Canyon, and Little Tujunga Road), Out Mountain/Twin Lakes, Lake Manor, West Chatsworth, and Westhills, to take up to one ton of trash, including furniture, appliances, and other bulky items, free of charge.

Roadmap to a Sustainable Waste Management Future

Briefing Report

Waste Diversion Strategies in the Unincorporated Communities of Los Angeles County Throughout the Region and at County Operations

County of Los Angeles
Department of Public Works

October

county.gov

Green LA County

Regional Environmental and Sustainability Programs

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Tell Me About

- Energy Upgrade California...
- Energy Efficiency...
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- Green Building...
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- Rebates and Financial Assist...

COOL CALIFORNIA CITY CHALLENGE

energy upgrade CALIFORNIA

A Trash Solution for a Green Evolution

COUNTY OF LOS ANGELES

What are other jurisdictions are doing?

Counting Down to Zero Waste Plan: LA City Sanitation

Zero Waste: Colorado - Envisioning a Zero Waste Boulder

Zero Waste: Hawaii

Zero Waste: Maryland - Smart, Green, & Growing

Zero Waste by 2040: Austin Resource Recovery

City of Leduc – Growing a clean, green and healthy Leduc

San Francisco – Sending nothing to landfill is a foreseeable future

**King County, WA – Get in the loop, buy recycled
It's easy being green**

**Environmental Protection Agency – Waste Wise
Conserving Resources, Preventing Waste**

**Waste Management THINKING GREEN – GO #Greenin15
Recycle Often. Recycle Right.**

LA City Sanitation

HOME
GET INVOLVED
ABOUT
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COUNTING DOWN TO

ZERO

WASTE PLAN

Solid Waste Integrated Resources Plan



UPCOMING SWIRP EVENTS	
	Date
Final EIR	Winter 2015
Project Approval Hearing	Winter 2015

Welcome to SWIRP - LA's Zero Waste Plan! Please join the hundreds of friends that have joined [Facebook](#) . Read and post comments in regards to City of Los Angeles Recycling programs that will help us reach zerowaste. Remember... It's not a Plan Without You!

For the first time in the history of solid waste planning within the City, Los Angeles is developing the Solid Waste Integrated Resources Plan, also known as "SWIRP". This plan seeks input from stakeholders representing a broad section of the community, from diverse cultural backgrounds and income levels, and will result in the development and implementation of a 20 year master plan for the City's solid waste and recycling programs.

SWIRP will outline the City's objectives to provide sustainability, resource conservation, source reduction, recycling, renewable energy, maximum material recovery, public health and environmental protection for solid waste management planning through 2030 — leading Los Angeles towards being a "zero waste" city.

Achieving zero waste will require radical changes in three areas: product creation (manufacturing and packaging), product use (use of sustainable

Remember... It's not a Plan Without You!

DRAFT PROGRAM ENVIRONMENTAL IMPACT REPORT

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As a covered entity under Title VI of the American Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodations to ensure equal access to its programs, services, and activities.

Boulder Colorado

CITY OF BOULDER COLORADO

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Feb 11 - Fair, 48°

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LEAD HOME | ZERO WASTE | ENERGY EFFICIENCY | RENEWABLE ENERGY | WATER CONSERVATION

Home » Lead » Zero Waste

ZERO WASTE

Businesses: **28%**

Single Family Homes: **48%**

Apartments/Condos: **21%**

Boulder Community: **32%**

Boulder's waste diversion rates for 2013 show how much of our waste stream is reused, recycled and composted, rather than being sent to a landfill.

ENVISIONING A ZERO WASTE BOULDER

Boulder is working to become a zero waste community, where we reuse, recycle and compost at least 85 percent of what we throw away. This website will connect you with the resources you need to further your zero waste efforts and help our community reach its goal.

Related Video

Zero Waste Resources

- [DRAFT Zero Waste Ordinance](#)
- [Zero Waste - Main](#)
- [Composting - Main](#)
- [Recycling - Main](#)
- [Zero Waste for Businesses](#)
- [Center for Hard-to-Recycle Materials \(CHaRM\)](#)
- [A-Z Recycling Guide](#)

Zero Waste Plan & Projects

- [6400 Arapahoe - Zero Waste Facilities](#)
- [Boulder Multi-Family Zero Waste Project](#)
- [Disposable Bag Fee](#)

County of Hawaii



County of Hawai'i Department of Environmental Management
Solid Waste Division & Recycling Section

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Home » Zero Waste



Zero Waste



"Zero Waste" is a way of life that promotes the goal of reducing the amount of material we throw away and instead reincorporating by-products of one system for use for another system. There is no such thing as "waste" in Nature. In nature, the by-product of one system is feedstock for another system. Only humans have created this thing like "waste." Ancient Hawaiian culture lived this way before the term "Zero Waste" came to be. We can live this way again through small shifts in our daily activities. In this way, we greatly reduce our impact on Hawai'i Island's natural environment, and how much rubbish we generate, protect Hawai'i Island's natural environment, preserve our resources for future generations, and save our community tax dollars.

In 2007, the Hawai'i County Council joined hundreds of states, counties, cities, nationwide municipalities, and countries passing legislation adopting the mission to reduce our county's ecological footprint. With the right strategy and appropriate education, we can all begin to see valuable resources in our waste and divert those resources from the landfill to the right place for recovery. In February 2009, the County received the [Draft Zero Waste Implementation Plan](#) and held public meetings on the plan to get public input. A copy of the [Zero Waste Presentation](#) or as an download at the bottom of this page.

Both non-organic and organic materials can be recycled or reconstituted into new products, extending our resources useful life cycle. Non-organic materials that can't be used anymore are recycled into new products. Organic materials are processed to produce mulch or compost for agricultural purposes.

Baltimore, Maryland

The screenshot shows the homepage of the Maryland Department of the Environment (MDE). The header includes the MDE logo, the text "THE DEPARTMENT OF THE ENVIRONMENT", and a search bar. Navigation tabs for "HOME", "MARYLANDER", "BUSINESS", "RESEARCH CENTER", and "NEWSROOM" are visible. A sidebar on the left lists "Marylander" and "Citizen Participation" with sub-links for "MDE Outreach", "Public Health", and "Public Info Act". The main content area features a "Zero Waste Plan NEW!" announcement with a detailed description of the plan's goals and actions. A "Contact Us" section provides an email address: zerowaste.mde@maryland.gov. Below this is an "Additional Resources" section with links to "Climate Change Maryland", "Greenhouse Gas Reduction Plan", and "Governor's Greenhouse Gas Goals". The footer contains the MDE logo, contact information for the office in Baltimore, MD, and links for "Contact the Office", "Accessibility", and "Privacy Notice".

MARYLAND ENVIRONMENT

THE DEPARTMENT OF THE ENVIRONMENT

HOME MARYLANDER BUSINESS RESEARCH CENTER NEWSROOM

email feed print page

Marylander

Citizen Participation
MDE Outreach
Public Health
Public Info Act

Zero Waste Plan NEW!

MDE has drafted an ambitious 25-year plan to nearly eliminate the inefficient disposal of solid waste and wastewater in Maryland. The Zero Waste plan centers on a number of progressive waste reduction, reuse, recycling and energy recovery goals, and policy reforms. As part of its legislatively-mandated Greenhouse Gas Reduction Plan, the State has established long-term 2040 recycling and waste diversion goals of 80% and 85%, respectively, along with interim targets. Planned actions include: enhanced waste management reporting; new source reduction requirements; augmented composting, recycling and reuse guidance and mandates; clean energy recovery incentives; expanded materials and process bans; numerous government lead-by-example initiatives; and market and job creation inducements.

Please [click here](#) to review the Plan.

Contact Us

Contact us at: zerowaste.mde@maryland.gov.

Additional Resources

- [Climate Change Maryland](#)
- [Greenhouse Gas Reduction Plan](#)
- [Governor's Greenhouse Gas Goals](#)

MARYLAND
Smart, Green & Growing

MDE 1800 Washington Boulevard, Baltimore, MD 21230 | (410) 537-3000

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Explore your city...

austintexas.gov
the official website of the City of Austin

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Department » Austin Resource Recovery » Education » Zero Waste by 2040

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ZERO WASTE BY 2040

On Dec. 15, 2011, the Austin City Council unanimously approved adoption of the Austin Resource Recovery Master Plan. A culmination of two years of research, stakeholder engagement and community input, the Master Plan sets the stage for the Department's programs and services for the next 30 years and beyond.

The aim is to reach the City Council's goal of Zero Waste by 2040, which means keeping at least 90 percent of discarded materials out of the landfill. The Master Plan outlines aggressive milestones to ensure that goal is achieved on time, if not sooner.

Get more information:

- [Zero Waste Strategic Plan](#)
- [Austin Resource Recovery Master Plan](#)
- [Austin Resource Recovery Master Plan Summary](#)

Share

TOP CONTENT

- ★ [Residential Curbside Collection Schedule](#)
- ★ [Household Hazardous Waste](#)
- ★ [Residential Bulk Collection](#)
- ★ [Residential Recycling Collection](#)
- ★ [Residential Trash Collection](#)

Questions? Call 3-1-1 or...



**READ THE
AUSTIN RESOURCE RECOVERY
MASTER PLAN**



City of Leduc, Canada

The screenshot displays the City of Leduc website's 'Environmental Services' page. At the top, the 'CITY OF Leduc' logo is on the left, and navigation links for 'Events' and 'Contact Us' are on the right. A search bar and social media icons (Facebook, Twitter, YouTube, LinkedIn, and a 'SHARE' button) are also present. A horizontal menu bar includes 'Living', 'Visiting', 'Doing Business', 'City Government', and 'Online Services'. A large banner image shows a modern city building. Below the banner, a green box on the left highlights 'Environmental Services'. The main content area features a breadcrumb trail: '> City of Leduc > City Government > Departments > Environmental Services'. The central heading is 'Environmental Services'. To the left is a 'In This Section' sidebar with a list of links: Backyard Organics, Curbside Cart Collection and Recycling, Environmental Plan, Events and Programs, Facilities and Locations, FAQs, Festive Eco-smart Tips for the Holidays, For More Information, For Special Disposal, Leduc Environmental Advisory Board (LEAB), Pest Control in Leduc, Residential Water Conservation, Resource Materials, and Special Services. The main content area features a large image for the 'ENVIRONMENTAL PROGRESS REPORT 2012/2013' with the tagline 'Serving a smart, green and healthy Leduc'. Below this image is a text block: 'The 2012/2013 Environmental Progress Report outlines the city's work in key areas to help achieve our environmental vision.' followed by a bulleted list: 'environmental leadership' and 'waste diversion'. To the right of the main content is a 'LEDUC SORT SMART' section with two app download buttons for 'App Store' and 'ANDROID', each with a 'CLICK HERE' link. Below these is a 'TOSS & SORT ONLINE GAME' button. At the bottom right, a 'NEW Distribution Process' section begins with the text: 'Leduc is proud to introduce a new, efficient - and very convenient -'.

CITY OF Leduc

Events | Contact Us

Search

Living Visiting Doing Business City Government Online Services

Environmental Services

> City of Leduc > City Government > Departments > Environmental Services

Environmental Services

ENVIRONMENTAL PROGRESS REPORT 2012/2013
Serving a smart, green and healthy Leduc

The 2012/2013 Environmental Progress Report outlines the city's work in key areas to help achieve our environmental vision.

- environmental leadership
- waste diversion

LEDUC SORT SMART

App Store
CLICK HERE
to download the new and expanded sorting and collection Apple app

ANDROID
CLICK HERE
to download the new and expanded sorting and collection Android app

TOSS & SORT ONLINE GAME

NEW Distribution Process
Leduc is proud to introduce a new, efficient - and very convenient -

Curbside cart collection & recycling program

City and County of San Francisco

A DEPARTMENT OF THE CITY AND COUNTY OF SAN FRANCISCO

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Our home. Our city. Our planet.

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Zero Waste

Sending nothing to landfill is a foreseeable future

- Overview
- Goals
- Legislation
- Grants
- FAQs

Zero Waste is...
sending nothing to landfill or incineration. We create policies that reduce waste, and increase access to recycling and composting. SF Environment is doing everything we can to make it happen.



Topics

- Energy
- Transportation
- Zero Waste
 - > Prevent Waste
 - > Recycling and Composting
 - > Safe Handling of Toxic Products
- Toxics & Health
- Buildings & Environments
- Education & Equity
- Climate Change

Prevent Waste



Prevent waste by buying less and reusing what you have. Find out how consumers and producers can support San Francisco's goal of zero waste by 2020.

[Read more about Prevent Waste >](#)

Recycling and Composting



No matter where you are in San Francisco, you can recycle or compost almost everything. You can also reuse and recycle debris materials from construction and demolition projects.

[Read more about Recycling and Composting >](#)

Resources

Safe Handling of Toxic Products

Clothes Piling Up?
Choose a drop-off site near you >



King County, WA





Go #Greenin15

By Communications Team / January 16, 2015 /

MAKE A VIDEO
CONTEST BEGINS:
WED. JAN. 7, 2015

UPLOAD IT TO INSTAGRAM
UPLOAD BETWEEN:
JAN. 7 - JAN. 25

VOTE FOR YOUR FAVORITE
VOTING PERIOD:
JAN. 26 - FEB. 1

WIN!
WINNER ANNOUNCED:
MON. FEB. 2, 2015

Waste Management has launched the "Green in 15" social media video contest in advance of the 2015 Waste Management Phoenix Open. To enter, participants must creatively demonstrate how they will commit to going green in 2015, in 15 seconds or less, using Instagram's video platform.

[Read More](#)

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Corporate Sustainability	(5)
Construction	(4)
Green Energy	(4)
Technology Innovation	(3)
Design Innovation	(3)

Introducing the new Recycle Often. Recycle Right. website

By Communications Team / December 16, 2014 /



What is our branding purpose?

To effectively communicate the efforts of the Roadmap to our three focus areas.

County Unincorporated Communities

Regional/Countywide

County Operations

**Next Subcommittee Meeting
is scheduled for:**

February 24, 2015 at 2:30 p.m.