

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
Conference Room C

Wednesday, May 27, 2015
2:30 PM – 3:45 PM

MEETING SUMMARY

1. Welcome and Introductions (Kathy Salama, DPW, [Presentation](#))

- Attendees were welcomed and instructions were conducted.

2. Recap Previous Meeting

- Internal Communications –
 - Letter from CEO to Department Heads brought 9 new Departments and 15 new subcommittee members.
 - Staying Informed – Let us know if you need additional resources to keep your department managers informed of Roadmap progress.
 - We are working on the first draft of annual report and will share via email as soon as possible.
- External Outreach –
 - Art Commission Presentation on examples of how to incorporate art in stakeholder engagement
 - Article on the Roadmap was placed in the AV Press insert.
- Website – Prototype was discussed.
- Logo – Inspiration board shared.
- Dodgers Campaign - Draft video of PSA of Beverage Container Recycling Campaign shared.
- Roadmap Video Outline – Shared proposed video outline for series of segments we would like to develop.

3. Stakeholder Engagement

- Logo Design
 - Over 20 concept logo designs were created and surveyed. The top 5 logo designs from the survey were revealed during the subcommittee meeting. Meeting participants recommended that we offer the survey to others outside the group to obtain a different perspective. The survey will only be active for another week. Please use this link to take/share the survey: <http://freeonlinesurveys.com/s/u51swUMC>

- Website
 - The newly launched Roadmap Website was presented. A demonstration on how to navigate through the site and how to access current and past meeting agendas and summaries was given. It was expressed that the website will continue to undergo enhancements to provide resources such as tool kits and links to useful information as Roadmap initiatives move forward into implementation.
- Roadmap Outreach Contract
 - The subcommittee was informed about the technical stakeholder engagement/outreach contract being developed that will include an art component with guidance from the Arts Commission. It will also include stakeholder engagement tasks for Organics, Extended Producer Responsibility, Hazardous Waste Source Reduction, and other Roadmap initiatives.
- Communications Plans
 - Construction and Demolition Next Steps:
 - Begin stakeholder engagement (2 meetings tentatively scheduled for late June)
 - File Board Letter
 - Adopt Ordinance
 - Effective January 1, 2016
 - Organics Pilot Project Next Steps:
 - Identify Stakeholders
 - Determine Stakeholder Engagement Tactics
 - Develop Stakeholder Engagement Plan
 - Coordinate Stakeholder Meetings
- External Communications
 - Brainstorming session on when to engage the community and the organizations we should target. The consensus on timing was to begin engaging soon. Some examples of target audiences included:
 - BizFed
 - Neighborhood Councils
 - COGS
 - City Services (Public Works – PPD)
 - School Districts
 - Public Health
 - Conferences
 - Climate Change effort
 - Siting Element
 - Regional Planning
 - CSD
 - Chamber of Commerce
 - Training Programs
 - Guest speaker at Universities

- Arts Education Program
- Business Recycling
 - Public Works' Commercial Franchise Section is conducting a survey to identify the level of waste generated and recycled by businesses in order to determine their needs to implement an Organics Management program by January 1, 2016. The deadline for business to begin recycling organics is April 2016.
 - Presentation on the Smart Business Recycling Survey was given by Stacy Harvey.

4. Open Discussion and Next Steps

- Presentation on the Department Recycling Program (DRP) was given by Sevak Khatchadorian.
 - Empower Department Recycling Coordinators (RCs) with information and resources to encourage recycling/sustainability in their Departments.
 - DRP website (<http://dpw.lacounty.gov/epd/drp/>) houses useful resources/information and lists all RCs by Department
 - Bring your Own – encourage employees to use reusable cups/utensils
 - RCs should work with Surplus Coordinators to ensure surplus materials go to those that need them and are not taking up valuable storage space.
 - Look into incorporating LACoMAX into the Surplus Program policy
- Discussion on logo ideas and input from others outside the subcommittee
 - Tagline: Sustainable is Attainable is not limited to waste; it can be incorporated to other Department sustainability efforts
 - Include natural elements to show human and environmental connection
 - Make the “I” in “Is” lower case in tagline
 - Share logo survey with others
- Discussed CalState LA students project as a way to incorporate art in stakeholder engagement
- Agreed to forgo the July meeting in order to focus on the Annual Report to the Board. Draft report will be shared with each Roadmap Implementation Subcommittees for comments

5. Next Subcommittee Meeting is tentatively scheduled for August 27, 2015 at 2:30 p.m.

Meeting Participants

Name	Department
Ken Pellman	ACWM
Violet O. Contreras	Alternate Public Defender
Denise Grande	Arts Commission
Keelia Postlethwaite	Arts Commission
Mayen Alcantara	Arts Commission
Jennifer Lieu	Arts Commission
Graciela Suarez	Auditor-Controller
Charlotte Miyamoto	Beaches & Harbors
Inna Sarac	Medical Examiner - Coroner
Dorcas Hanson-Lugo	Public Health
Vanessa A. Olivas	Public Works - EPD
Armando C. Aguilar	Public Works - EPD
Russell Bukoff	Public Works - EPD
Bereket Tadele	Public Works - EPD
Stacy Harvey	Public Works - EPD
Chris Sheppard	Public Works - EPD
Coby Skye	Public Works - EPD
Clark Ajwani	Public Works - EPD
Kathy Salama	Public Works - EPD
Jasmine Campbell	Public Works - EPD
Sevak Khatchadorian	Public Works - EPD
Ingrid Mayer	Public Works - EPD
Edna Gandarilla	Public Works - PRG
Anita Gutierrez	Regional Planning
Maya Saraf	Regional Planning