

SUSTAINABLE is
ATTAINABLE

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Roadmap to a Waste Free Future

Outreach and Education Subcommittee
April 23, 2015



AGENDA

- 1. Welcome and Introductions**
- 2. Recap of Previous Meetings**
- 3. Arts Commission presentation of art and sustainability examples**
- 4. Stakeholder Engagement**
 - *Internal Communications Plan*
 - *Planned External Outreach for Key Priorities*
 - *Website*
 - *Logo*
 - *Dodgers Campaign*
 - *Roadmap Video Outline*
- 5. Open Discussion and Next Steps**
- 6. Next Subcommittee Meeting**

TOP PRIORITIES OVERVIEW & UPDATES

What is the Roadmap?

- *Roadmap = Framework of recommended strategies to meet the County's waste diversion goals.*
- *Adopted by the Board in October 2014*
- *Report to the Board by October 2015*

What are our Top Priorities?

1. **Branding (Tagline/Slogan)**
 - *Sustainable is Attainable: Roadmap to a Waste-Free Future*
2. **Identify Programs and Resources**
 - *What are others doing?*
 - *How can we build partnerships and connect the dots?*
3. **Identify Resource Tactics**
 - *How do we do it? How do they do it?*
 - *How can we share best management practices?*
4. **Communications Plan**
 - *Internal Stakeholders*
 - *External Stakeholders*
5. **Website**
 - *Transparency*
 - *Telling our Story*

STAKEHOLDER ENGAGEMENT

Internal Communications Plan

- *Letter from CEO to ALL County Departments*
 - *9 New Departments*
 - *15 New Members*

Staying Informed

- *Subcommittees*
- *Working Group*
- *Department Heads*
- *Board Deputies*
- *Sustainability Council*

Timeline

- *June – Provide First Draft for Comments*
- *September – Provide Final Draft*
- *October – Report to the Board*

All Department Heads
April 3, 2015
Page 2



SACHI A. HAMAI
Interim Chief Executive Officer

April 3, 2015

To: All Department Heads
From: Sachi A. Hamai
Interim Chief Executive Officer

County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

Board of Supervisors
HILDA L. SOLIS
First District
MARK RIDLEY-THOMAS
Second District
SHEILA KUEHL
Third District
DON KNABE
Fourth District
MICHAEL D. ANTONOVICH
Fifth District

ROADMAP TO A SUSTAINABLE WASTE MANAGEMENT FUTURE

On October 21, 2014, the Board of Supervisors adopted the Roadmap to a Sustainable Waste Management Future (Roadmap) that lays out a framework to decrease reliance on landfills in Unincorporated Communities, Regional/Countywide areas, and County Operations. Since the strategies and initiatives required to implement the Roadmap will directly impact County operations, it is imperative that County departments participate in developing the implementation plans for the initiatives identified in the Roadmap.

The Board directed Public Works, as the lead, in coordination with the Roadmap Interdepartmental Working Group (Working Group), to engage County departments, residents, businesses, outside public agencies, the waste industry, environmental organizations, and other stakeholders, and to submit annual reports to the Board on the progress of implementing the Roadmap. The County's goal, adopted by the Board, is 80 percent waste diversion by 2025; 90 percent waste diversion by 2035; and 95 percent waste diversion by 2045. This endeavor is made even more crucial due to three current legislative mandates: 1) the Global Warming Initiative, which has a significant solid waste component, (Assembly Bill (AB) 32, 2006); 2) the Mandatory Recycling Initiative (AB 341, 2011); and 3) the Mandatory Diversion of Organic Waste, including food waste and green waste (AB 1826, 2014). Achieving compliance with these requirements will require effective planning, as well as coordination and development of efficiencies among County departments, wherever feasible.

The Working Group has established four Roadmap Implementation Subcommittees to address the goals and objectives of the Roadmap: 1) County Operations; 2) County Unincorporated Communities; 3) Regional/Countywide Areas; and 4) Outreach and Education. Each Implementation Subcommittee will develop detailed plans with a budget, timeline, and staffing requirements for each initiative. Therefore, selected participants from your respective departments will need to evaluate and determine the potential fiscal and operating impacts of prospective Roadmap initiatives.

"To Enrich Lives Through Effective And Caring Service"

Please Conserve Paper – This Document and Copies are Two-Sided
Intra-County Correspondence Sent Electronically Only

Communication tools
and business
systems designed and
implemented by the
County's Public

Please contact
April 16, 2015, to
share with your
department information.
528. The next

STAKEHOLDER ENGAGEMENT

Planned External Outreach for Key Priorities – GENERAL ROADMAP EFFORTS

(General Audience)

- All Residents & Stakeholders
 - Media Buys & Newspaper Advertisement
 - Twitter – Infographics
 - Website



MAKE EVERY DAY EARTH DAY

HOW YOU CONFIGURE YOUR ELECTRONICS DEVICES MAKES A BIG DIFFERENCE FOR ENERGY USE, YOUR WALLET & THE PLANET

- THE RIGHT SETTINGS**: A "green" TV, with "Standby" or "Eco" mode, saves energy. Choose the "home" or "standby" setting and disable "quick start."
- SEE THE LIGHT**: Replacing old, inefficient light bulbs with new energy-saving versions is really easy and will save lots of money. A new \$10 LED bulb could save you more than \$100 over its lifetime.
- TURN GAME CONSOLES OFF**: Enable the settings to automatically power down after one hour of inactivity or less. Make sure they truly turn off by disabling Xbox One's "Instant On" mode and PS4's USB charging. Also, using your console to stream movies uses 10x more energy than other devices.
- YOUR COMPUTER COULD USE A NAP**: Don't disable power management settings. Don't use slide shows and other screen savers, which also waste lots of energy.
- SCHEDULE YOUR THERMOSTAT**: Program the thermostat so heating and cooling reflects when you're home and when you're not. If you don't have a programmable thermostat, get one!
- WATCH THE WASHER AND DRYER**: Pick the cold water setting for all but the dirtiest loads. Use the "normal-dry" setting instead of "timed dry," and open the door frequently through the cycle to pull out dry items. You'll get fewer wrinkles and more warm air to dry heavier items.
- ADJUST YOUR WATER HEATER**: You'll still have hot water but save money if you cut the water heater's temperature from 140 to 120 degrees.

NRDC FOR MORE INFORMATION, SEE www.switchboard.nrdc.org/blog/horowitz

LA Co Public Works @CleanLA · 8h
#GoGreen & make every day #EarthDay. Save energy by configuring your electronic devices. Infographic by @NRDC.

Sustainable is Attainable:

Roadmap to a Waste Free Future

The Los Angeles County Board of Supervisors recently adopted the Roadmap to a Sustainable Waste Management Future for Los Angeles County. The Roadmap will initiate a long-term planning process for the County Unincorporated Communities, Regional and Countywide initiatives, and County Operations to achieve increased recycling and landfill diversion. Dozens of County departments and agencies formed a working group to create the Roadmap, and implementation of its strategies will require working with residents, businesses, waste industry, and environmental organizations. To view the Roadmap to a Sustainable Waste Management Future or the Briefing Report, visit CleanLA.com.

STAKEHOLDER ENGAGEMENT

Planned External Outreach for Key Priorities – C&D ORDINANCE

(Targeted Audience)

- Public Works
- CEO
- Board of Supervisors
- C & D Facilities & Large Companies
- Project Developers & Contractors
- Industry Associations

Next Steps

- Begin Stakeholder Engagement
- Inform/Educate Stakeholders of Revised Ordinance
- Hold Public Meeting
- File Board Letter
- Adopt Ordinance
- Effective January 1, 2016

STAKEHOLDER ENGAGEMENT

Planned External Outreach for Key Priorities – ROADMAP WEBSITE

(Targeted & General Audiences)

The screenshot shows the Department of Public Works website. The main content area features a large image of a road stretching into the distance under a blue sky with clouds. Below the image is the title 'Roadmap to a Sustainable Waste Management Future' and a paragraph of text. To the right, there is a 'Meetings' section with a table listing various meetings.

Department of Public Works
 dpw.lacounty.gov

Online Services ▾ NewsWorks About Us ▾ Contact Us search our site..

HOME

- ▶ About the Roadmap
- ▶ Meetings
- ▶ Focus Areas
- ▶ Contact Us

Roadmap to a Sustainable Waste Management Future

On April 22, 2014, the Los Angeles County Board of Supervisors adopted a motion directing the development of a Roadmap for the unincorporated areas of the County of Los Angeles to achieve a Sustainable Waste Management Future. Subsequently, on October 21, 2014, the Los Angeles County Board of Supervisors adopted the Roadmap to a Sustainable Waste Management Future for the County of Los Angeles. The Roadmap lays out the general framework for the strategies and initiatives that the County can implement in County Unincorporated Communities, Regional/Countywide, and at County Operations to decrease reliance on landfills by maximizing the recovery of products, materials, and energy from waste that would otherwise be disposed at landfills, and provides direction to the Department of Public Works and other County departments to initiate the implementation of the Roadmap.

To view the [Roadmap \(PDF, 887KB\)](#) to a Sustainable Waste Management Future or the [Briefing Report \(PDF, 3.14MB\)](#) on the Roadmap, click on the respective links.

Meetings

	Agenda	Summaries	Location
15	Working Group (PDF)	Working Group (PDF)	Alhambra Room
	County Operations (PDF)	County Operations (PDF)	Conference Room B
15	County Unincorporated Communities (PDF)	County Unincorporated Communities (PDF)	Conference Room B
	Regional/Countywide (PDF)	Regional/Countywide (PDF)	Alhambra Room
	Outreach and Education (PDF)	Outreach and Education (PDF)	Alhambra Room
	County Operations (PDF)	County Operations (PDF)	Alhambra Room
15	County Unincorporated Communities (PDF)	County Unincorporated Communities (PDF)	Alhambra Room
	Regional/Countywide (PDF)	Regional/Countywide (PDF)	Alhambra Room
	Outreach and Education (PDF)	Outreach and Education (PDF)	Alhambra Room

Los Angeles County Department of Public Works, Environmental Programs Division

<http://interdev/epd/roadmap/index.cfm>



Logo Inspiration Board . . .

SUSTAINABLE is
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LA ATTAINABLE

It's time to...
BRING YOUR OWN*

- Coffee cups
- Plates
- Utensils

Pitch in to make our cafeteria greener and more sustainable! Bring your own reusable cup and/or dishware and get a discount on your purchase!

#SUSTAINABLE IS ATTAINABLE

For additional information contact Armando Aguilar at aguilar@cpw.lacounty.gov or x2516.
*Please make sure your dishware is clean.

STAKEHOLDER ENGAGEMENT



Dodgers Campaign – BEVERAGE CONTAINER RECYCLING

(General Outreach)

The Message: To educate the public that out of the 21 billion recyclable bottles and cans purchased in CA each year, nearly 3 billion still end up in the landfill. That equals \$100 million worth of CRV in the trash.

The Goal: To encourage people to recycle, redeem the CRV and to avoid tossing recyclables in the trash - which may end up in the landfill.

Strategy: Maximize exposure through a multi-media campaign and bank on added value partnerships.



Stakeholder Engagement

Want to take a SNEAK PEAK of our 30 Second PSA?



Stakeholder Engagement

Roadmap Video Outline

Segment Titles

Duration

- | | |
|---|--------------------|
| 1. Introduction (Include “The Problem”) | (30 to 60 seconds) |
| 2. Driving Factors (Include legislation) | (30 seconds) |
| 3. Living a Sustainable Life
(“The Vision” – show ways to R/R/R) | (60 to 90 seconds) |
| 4. Alternative Technologies | (60 seconds) |
| 5. Conclusion | (30 to 60 seconds) |



Next Steps

- 1. Finalize Internal Communications Plan and C&D Ordinance Communications Plan & Begin Stakeholder Outreach.**
- 2. Begin Communications Plan for Organics Pilot Project.**
- 3. Finalize Website and Build Resource Page/Took Kit.**
- 4. Develop Logo.**
- 5. Begin Video Script Writing/Production.**

**Next Subcommittee Meeting
is scheduled for:**

**May 27, 2015
@ 2:30 p.m.**