



Stormwater/Urban Runoff Public Education Program

The County of Los Angeles' three year campaign began with the implementation of a strategic plan designed to both inform County residents about the perils of stormwater pollution and motivate them to change their polluting behaviors.

The Program Year I objectives were defined as follows:

- ❖ Measurably increase the knowledge of the target audiences regarding the storm drain system, the impacts of stormwater pollution on receiving waters, and potential solutions to mitigate the problems;
- ❖ Measurably change the waste disposal and runoff pollution generation behavior of target audiences by practice of appropriate solutions; and
- ❖ Involve and engage socio-economic groups and ethnic communities in the County to participate in mitigating the impacts of stormwater pollution.

A pilot program was put into action in the communities of East Los Angeles (in the neighborhood of Union Pacific) and Inglewood, and served as the primary campaign strategy that all other campaign activities were centered upon. Community clean-up events attracted more than 450 volunteers who participated and collected more than 19,000 pounds of trash from neighborhood streets—nearly the equivalent amount of trash collected monthly by the County street sweeper in the Union Pacific community. Event volunteers were enthusiastic, many asking when the next clean-up event would be held and how they could receive additional information about pollution prevention.

Public education campaigns focused on changing behavior and included several components. Media relations resulted in 30 local media reports, generating more than 5 million impressions. Thirty-two local businesses, corporations and

organizations supported the two community clean-up events, donating hundreds of dollars in goods and services. Fifteen fact-finding interviews were successfully completed with local environmental stakeholder groups/individuals to help obtain feedback on proposed outreach tactics and garner support for the campaign. Feedback received was favorable, with most participants supporting the campaign "Can It!" message. The campaign advertising buys placed with 27 different ad mediums (including various television, radio, print and billboard outlets) yielded more than 100 million total audience impressions.

Evaluation mechanisms included a phone poll, trash measurement within the pilot program communities, monitoring calls to the environmental hotline 1(888) CLEAN LA and participation in various campaign activities. Bearing in mind the short duration of Program Year I, there were program successes on many counts. County residents participated in the community events,

PROJECT Pollution PREVENTION

recalled campaign messages and increased calls to the County's pollution prevention hotline. Additionally, trash measurement data indicated a slight change in polluting behaviors for both pilot program areas.

Over the course of the three-year campaign, ongoing execution of the strategic plan is anticipated to yield increasing measurable results. Recommendations for the Program Year II include; 1) continued data collection, 2) solicitations to other cities for participation in special projects and events, 3) continued outreach to community-based organizations, 4) increased use of local print, radio and outdoor advertising, and 5) focus on messages that emphasize personal accountability for polluting behavior that effects our neighborhoods, children and future. For more information, please contact Kimberly Lyman at (626) 458-6533.

JOIN THE TEAM: If you are interested in participating on the Los Angeles County Solid Waste Management Public Education Subcommittee or if you would like to submit an article for *Inside Solid Waste* please contact **Emily Montanez** at (626) 458-3579, or emontanez@ladpw.org. Quarterly meetings are held at the County of Los Angeles Department of Public Works Headquarters to discuss and review upcoming newsletters. If you feel you have something to contribute why not become a member of the Subcommittee?

City of Long Beach Expands Automated Recycling Collection

Last summer, the City of Long Beach began rolling out 96-gallon wheeled carts for automated curbside recycling collection. By December 2005, all 125,000 City-serviced refuse accounts will receive the new carts. The carts have more than five times the capacity of the recycling bins currently used for manual collection. The larger carts help reduce litter and scavenging, keep materials dry, and allow for more efficient automated collection. For those who prefer a smaller cart, 64-gallon and 32-gallon models are also available. The new carts are made of 25% post-consumer recycled content and remain the bright purple color historically used to identify the City's recycling bins. The City tested the recycling carts in limited areas, and over 90 percent of survey respondents prefer the new system. People using the larger carts are also recycling significantly more materials than before.

The City of Long Beach's curbside recycling collection was previously limited to single family homes and multi-family apartment buildings with a maximum of 10 units. The automated program will include all City-serviced accounts, including larger apartment buildings and businesses who have the option to use private refuse collectors. All new automated collection vehicles will be fueled by low-emission liquefied natural gas (LNG). And the best news is, the new program will not increase costs either to ratepayers or to the City.

To ensure the highest possible participation in the expanded recycling program, outreach materials are printed in English, Spanish, and Khmer. Prior to rolling out carts on a route, all City accounts receive a tri-lingual postcard in the mail. When the carts are delivered, a tri-lingual flyer is attached to the cart handle, explaining where to put the cart, what to put in it, how to use the City curbside program for recycling motor oil and filters, and what to do with the old recycling bin. On the underside of each cart lid is a tri-lingual sticker listing all materials that can be placed in the cart, as well as giving some examples of materials that should be kept out. For a full list of acceptable materials, check the Environmental Services Bureau web site www.longbeach-recycles.org. Since the City began rolling out the new carts, the biggest complaint has been "Why can't I get my cart RIGHT NOW?" For more information call James Kuhl at (562) 570-2850.

ADVISORY SUBCOMMITTEE ESTABLISHED TO PROMOTE ALTERNATIVE TECHNOLOGIES

The Task Force recently formed a new subcommittee to investigate, promote and implant new alternative technologies to landfilling and incineration of solid waste, also called conversion technologies. The Subcommittee includes experts in the field of conversion technology and will help determine which technologies may be suitable for Southern California from an environmental and economic perspective. The Subcommittee was created pursuant to a requirement of the new conditional use permit (CUP) for the Puente Hills Landfill. The landfill is operated by the County Sanitation Districts of Los Angeles County (CSD). The CUP requires the CSD to provide up to \$100,000 per year for the next 10 years, to fund the investigation, promotion and implementation of conversion technologies.

The Subcommittee conducted its first meeting on January 15, 2004. The primary task of the Subcommittee at this point is to work with the County to develop the scope of work for a consultant to evaluate potential conversion technology facilities best suited for Southern California. The Task Force is pleased to partner with the County and make this study possible.



From left to right: Michael Theroux, Jeff Yann, Paul Alva, Fernando Berton, Alex Helou, John McTaggart, Christine Urbach, Ed Wheless and Mike Mohajer. Missing from the photo are Dr. Kay Martin and Eugene Tseng.

Now there's no excuse to throw away your unwanted household hazardous waste! Recycling of these materials has never been so easy. Aside from the County of Los Angeles and City of Los Angeles events that are held on weekends, there are now four permanent centers that are open every weekend. The centers are operated by the City and open to all County residents.

Materials such as paint, motor oil, anti-freeze, cleaning products, and pesticides can be taken to any of the four locations. Electronic waste will also be accepted including computers, monitors, printers, televisions, and cell phones.

Please read each permanent center description below for details or call 1-800-98-TOXIC or 1(888)CLEAN-LA for more information.

Gaffey Street collection center
1400 N. Gaffey St.
San Pedro, CA 90021
Open Friday, Saturday, and Sunday 9:00 a.m.-3:00 p.m.

Hyperion Treatment Plant
7660 W. Imperial Highway, Gate B
Playa Del Rey, CA 90293
Open Saturdays and Sundays 9:00 a.m.-3:00 p.m.

Washington Boulevard collection center
2649 E. Washington Blvd.
Los Angeles, CA 90021
Open Friday, Saturday, and Sunday 9:00 a.m.-3:00 p.m.

Randall Street S.A.F.E. center
11025 Randall St.
Sun Valley, CA 91352
Open Saturday, Sunday, and Monday
9:00 a.m.-3:00 p.m.

What's Up?

HHW ROUNDUPS are open from 9:00 a.m. to 3:00 p.m. unless otherwise indicated. For more information, call the Los Angeles County Department of Public Works, at 1(888)CLEAN-LA (253-2652). For information about City of Los Angeles events call 1(800)98-TOXIC (988-6942).

- April 24 Santa Clarita - College of the Canyons
Parking lot #7, Valencia Blvd.
at Rockwell Canyon Rd.
- May 1 Avalon - Pebbly Beach Rd. at Roaring Canyons
- May 1 La Mirada - City Hall/Community Gym
13700 La Mirada Blvd.
- May 8 Manhattan Beach - Northrup Grumman Corp.
Northwest corner, Aviation Blvd. & Marine Ave.
- May 15 El Monte - El Monte Airport
4233 N. Santa Anita Ave.
- May 22 West Covina - West Covina Maintenance Yard
825 Sunset Ave.
- May 29 Pico Rivera - Southern California Gas Co.
8101 Rosemead Blvd.
- June 6 Agoura - Calabasas Landfill
5300 Lost Hills Rd.
(This is a Sunday event)
- June 12 Torrance - American Honda
1919 Torrance Blvd.
- June 19 Irwindale - Department of Public Works
Flood Control Maintenance Yard
160 East Longden Ave.
- June 26 Culver City - West Los Angeles College
4800 Freshman Dr., parking lot #7
- July 17 Rancho Palos Verdes -
Rancho Palos Verdes City Hall
30940 Hawthorne Blvd.
- July 17 and July 18 Woodland Hills - Pierce College
6201 Winnetka Ave., Parking lot #4
(Conducted by the City of Los Angeles)
- August 7 Whittier - Rio Hondo College
3600 Workman Mill Rd., parking lot A
- August 14 Arcadia - Santa Anita Race Track
285 W. Huntington Dr. enter through
Colorado Place, Gate 6

TASK FORCE MEETINGS

Meetings will be held at the
County of Los Angeles Department
of Public Works
Headquarters, 900 South
Fremont Avenue, Alhambra.

May 20 - 1 p.m.
June 21 - 10 a.m.
July 15 - 1 p.m.

All meetings are
in conference room B.

*For information
call Stacey Haro
at (626) 458-3547.
M-Th, 7:00 a.m. -
5:30 p.m.*

A message from the California Department of Conservation

The Department of Conservation (DOC) is distributing \$10.5 million in fiscal year 2004/2005 to eligible cities and counties specifically for beverage container recycling and litter cleanup activities. The goal of the DOC's beverage container recycling program is to reach and maintain an 80 percent recycling rate for all California Refund Value (CRV) beverage containers. Projects implemented by cities and counties will assist in reaching and maintaining this goal.

The DOC provides a funding request form (FRF) to each eligible city and county. The FRF specifies the amount of funding each city or county is eligible to receive for fiscal year 2004/2005. A copy of the FRF is also sent to designated Joint Powers Authorities (JPAs) and lead agencies from the previous fiscal year. It is the responsibility of the city or county to contact its JPA or lead agency to determine who will take responsibility for submitting the FRF to the DOC.

To receive these funds, a city, county or designated entity shall fill out and return the FRF to the DOC no later than May 3, 2004.

Hurry and get all your forms in, the deadline is quickly approaching!!!

ARB moves to reduce trash truck emissions

The California Air Resources Board (ARB) is implementing a regulation to reduce toxic particulate matter (PM) emissions from diesel-fueled commercial and residential solid waste collection vehicles. The rule applies to owners of waste collection trucks over 14,000 pounds gross vehicle weight with model-year engines from 1960 to 2006 used to collect residential and commercial solid waste. An owner can be a private company operating independently or under contract to a city or county, or a city, county, state or federal agency as well as a special district that directly operates refuse and recycling collection services. All are required to reduce PM emissions from their solid waste collection vehicles by using what the ARB defines as the best available control technology (BACT).

This measure will achieve a reduction in PM emissions from collection vehicles by as much as 81 percent by 2010 and 85 percent by 2015 from levels that existed in 2000. Owners will see a range of costs to implement BACT on their vehicles. Research and calculations by ARB staff show that, generally, newer trucks and engines will be less expensive to implement while older ones will be more expensive. More information is available at the ARB's website, <http://www.arb.ca.gov/msprog/swcv/swcv.htm>, or you may contact Mr. Richard Varenchik of the ARB's El Monte Office at (626)-575-6730.



**The State has implemented
several environmental
programs to encourage
recycling and
cleaner air quality.**

Residents Recycle 11.5 tons of E-Waste at Collection Event Hosted by City of INGLEWOOD

When about 200 Inglewood residents decided recently to get rid of their old televisions, VCRs, computers, telephones, stereos, and other electronic items, they made sure it didn't all go to waste. Instead, they brought it to an Electronics Waste Collection Event that was recently held at Hollywood Park. The free recycling event was sponsored by the City of Inglewood Department of Public Works, Environmental Services Division.

Since CRTs are now banned from landfills, residents can't just leave their televisions at the curb for collection, and public outreach efforts have made them more aware of the need to properly manage these items. Recycling events for e-waste give residents the opportunity to manage these items in an environmentally safe manner. Evidence of this increased consciousness is very apparent to the City. When an event was held by the City in the summer of 2002, less than 85 residents participated and only 6 tons were collected.

At the January event, each of the participants donated an average of 115 pounds of e-waste, totaling 22,941

pounds — the equivalent of approximately 11.5 tons. In addition to CRTs, the event also accepted other electronic items such as computer CPUs and peripherals, stereo equipment, VCRs, telephones, cell phones, and video games. CRTs made up about half of the total collected. Computers and peripherals totaled about 30% and stereo equipment totaled about 20%.

"We're happy to see so many residents taking advantage of such an environmentally rewarding event," said Thomas Coates, Environmental Services Administrator for the City of Inglewood. "Residents had an opportunity to get rid of their old electronics, while also doing their part to be environmentally responsible."

The Environmental Services Division of the Public Works Department is responsible for planning, developing and implementing city-wide solid waste management programs, including recycling and household hazardous waste management. For more information on Inglewood's recycling programs, call the Inglewood Department of Public Works information line at (310) 412-5333.



NEWS

Two of Southern California's oldest solid waste hauler associations, the Greater Los Angeles Solid Waste Management Association (GLASWMA) and the Los Angeles County Disposal Association (previously known as CDA) have finally decided to join together and "tie the knot". The merging of the two hauling groups under the banner of LACDA will give their combined 30-plus hauler members a more active and stronger voice in solid waste issues throughout the Los Angeles area according to their president Mark Blackburn of Universal Waste Systems.

It has also been announced that LACDA Executive Director Ron Saldana will fill the industry chair on the Integrated Waste Management Task Force. The seat was previously filled by Clarence Geick, representing GLASWMA. Following Clarence's retirement and the association merger it moved to LACDA to fill the chair. For more information, please contact Mr. Saldana at (714) 693-8812.

Recycling Efforts in South Gate Step Up

In light of the trend of worldwide environmental conservation, the City of South Gate is currently boosting efforts to recycle used motor oil, filters, and beverage containers. The belief is that a little elbow grease may be the best method for conserving the earth's environment and keeping it clean. With its environmental outreach programs, the objective is to get the recycling message out to students, families, and businesses in the City of South Gate.

The City hopes that the program outreach efforts will encourage residents to recycle motor oil as they gear up for a Used Oil Recycling Collection Event May 15, 2004. Participants of this event will receive reusable used oil collection buckets and giveaways such as car creeper mats, quarts of re-refined oil, calendars and computer mousepads.

School outreach programs have also helped to enlighten the community – a “Beverage Container Recycling Tips” contest was held in January targeting elementary school students generating 103 entries from 2nd, 3rd, 4th and 5th graders.

Twenty-five contest winners were chosen (five from each grade) and recognized at an awards ceremony held during the council meeting of February 10, 2004 where prizes and proclamations were presented to the winners. In March, a one-of-a-kind advertising competition was held at South Gate High School to promote the recycling of used motor oil. Contest winners created unique advertising copy and art ensembles to promote the Used Oil Program in the community.

Individuals can make a difference by participating in the City's recycling events/ programs. If the land we live in is regarded as a commodity to us all, then with proper care and respect, this land will keep us moving into a brave and clean new future. The City hopes to enable action from its residents and provide a safe and feasible method to curb the needless waste going into landfills and to change the thinking patterns when it comes to waste. For more information on the City of South Gate's Used Oil Program, Stormwater Pollution Prevention Program and/or Beverage Container Recycling Program, please call Jeanette Lopez at (323) 563-5748.

