

Roadmap to a Sustainable Waste Management Future Outreach and Education Subcommittee Meeting

Los Angeles County Department of Public Works
900 S. Fremont Ave, Alhambra CA 91803
Conference Room B

Thursday, October 11, 2018
10:30 a.m. – 11:30 a.m.

MEETING SUMMARY

Welcome and Introductions

Vanessa Olivas, Public Works

- Attendees were welcomed, and participants introduced themselves.
- Updates on outreach efforts for the last reporting year were given.
 - Seventy-three multi-family residential properties with 20 units or more were visited and provided in-unit recycling bins.
 - Forty-seven businesses were visited and were provided recommendations on how to enhance their recycling practices.
 - Los Angeles County partnered with the Los Angeles Clippers and Dodgers for campaigns focusing on beverage container recycling and illegal dumping.
 - A highlight of the Dodgers beverage container recycling campaign included Public Works' Director Mark Pestrella acknowledging the three youth baseball teams that recycled the most during the campaign. One athlete from the top team threw the first pitch at a Dodgers game.
 - Other campaigns included the "Put It in the Box" campaign, which gave out boxes to residents to provide a safe and convenient way to transport Household Hazardous Waste (HHW) to a collection event, educating listeners on Spanish-language radio on how to properly dispose of HHW, and a campaign with the Los Angeles Rams focused on illegal dumping.
- A Department Recycling newsletter was developed to assist Department Recycling Coordinators disseminate recycling/sustainability information to employees.

"Can the Trash!" Clean Beach Poster Contest and Educational Campaign – Department of Beaches & Harbors

Susana Espinosa, Beaches & Harbors (Presentation begins on slide [#3](#))

- The "Can the Trash!" Clean Beach Poster Contest and education campaign aims to teach children and families that trash that makes its way to storm drains and other parts of the County's watershed may eventually end up in the ocean.

- The campaign includes a poster contest. Los Angeles County students in Grades 3 – 5 are encouraged to submit artwork showing what people can do to keep beaches and the ocean clean.
- The winners will be selected by the Board of Supervisors by January 12, 2019, and will see their artwork wrapped around trash cans at Dockweiler Beach.
- To educate youth and inspire the artwork, two educational components were developed, an activity guide and an original song and video.
 - The activity guide was developed in partnership with Heal the Bay and Public Works. It can be downloaded from Beaches and Harbors' [website](#) or hard copies can be requested. The guide allows children to find their city and locate their nearest watershed.
 - The video contains an original song about keeping the beaches and oceans clean and can also be found on the Beaches and Harbors website.

LACoMAX & RMDZ Outreach

Kimberly Lyman, Public Works (Presentation begins on slide [#17](#))

- Updates were provided for the Recycling Market Development Zone (RMDZ) and LACoMAX programs.
 - The RMDZ is a State program administered by CalRecycle that provides financial, technical and marketing assistance to businesses that manufacture products from recycled or reused materials.
 - rPlanet Earth, a plastic recovery and manufacturing company, received a \$2 million RMDZ loan to open a new facility in Vernon, CA.
 - The company will process post-consumer PET plastic into feedstock that can be used to make new plastic products.
 - LACoMAX is a free online service provided by Public Works to facilitate the exchange of materials. Any County resident, business or organization can use LACoMAX to post unwanted items or to look for available items for free.
 - LACoMAX received over 35,000 visits, with over 15,000 unique visitors in Fiscal Year 2017-18. There were 21 posts during the fiscal year, with most being for furniture, electronics or construction materials.
 - Public Works will be creating new marketing material and will make updates to the LACoMAX website in the upcoming year. These include notification messages for staff, reminder notices for users, and a survey after successful exchanges. Data from the survey will be used to make further customer service improvements to the site.

Meeting Participants

NAME	DEPARTMENT
Ken Pellman	ACWM
Iris Reign	Arts Commission
Isaura Campbell	Auditor-Controller
Inna Sarac	Medical Examiner - Coroner
Alex Mena	Parks & Recreation
Tera Haramoto	Public Works - SPSO
Bernadet Garcia-Silva	Public Health
Danny Aguilar	Public Health
Priscilla Deng	Public Works
Edna Gandarilla	Public Works - EPD
Francisca Mandujano	Public Works - EPD
Jason Jones	Public Works - EPD
Kimberly Lyman	Public Works - EPD
Vanessa Olivas	Public Works - EPD
Veronica Murray	Public Works - EPD
Vigen Abramyan	Public Works - EPD