

## Summary

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Mr. William Chen, Manager of the Energy Recovery Section at Los Angeles County Sanitation Districts (LACSD), welcomed everyone to the call. Mr. Chen noted the purpose of the Infrastructure Los Angeles Sustainable Waste and Recycling Management (SWARM) Committee is to provide opportunities to discuss current challenges surrounding sustainable waste management in our region. He also provided a summary of the previous November 2023 Committee meeting.

### Attendance:

- 124 participants joined the call:
  - Participants included representatives from the Los Angeles County Public Works, other Los Angeles County departments, cities, waste haulers, technology developers, and environmental groups.
  - Cities in attendance included: Burbank, Beverly Hills, Culver City, Glendale, Hawthorne, Hermosa Beach, Irwindale, La Canada-Flintridge, Lakewood, Long Beach, Los Angeles, Palmdale, Paramount, Pasadena, Pico Rivera, Rancho Palos Verdes, Redondo Beach, San Diego, San Dimas, Santa Clarita, San Jose, South Pasadena, Temple City, Walnut, Whittier, and West Hollywood.

### Senate Bill 1383 Education and Outreach:

- Presentations were provided by:
  - Mr. Stephen Groner, Project Director, SGA Marketing,
  - Mr. Christopher Sheppard, Principal Engineer, Los Angeles County Public Works,
  - Ms. Amber Duran, Recycling Coordinator, City of Burbank,
  - Mr. Brad Cea, Corporate Sales Director, Waste Management (WM).
- Mr. Groner of SGA Marketing provided a presentation on effective education and outreach strategies:
  - Below are steps to create effective messaging for education and outreach campaigns:
    - Identify the audience of the message and their current level of knowledge.
    - Account for the emotions that will motivate the audience to respond.
    - Consider the audience's narrative.
    - Examine the people that surround an audience and what their collective response will be to the message.
- Mr. Sheppard provided a presentation on Public Works education and outreach efforts:

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- Public Works hosted in-person community meetings for residential and commercial customers to notify them of upcoming changes to their waste and recycling services.
  - The public had the opportunity to provide feedback on proposed contract agreements before they were finalized.
  - New waste hauler contracts require waste haulers to conduct comprehensive outreach for organic waste recycling services.
  - Public Works attends community events hosted by other public agencies, County departments, and non-profits to engage residents on organic waste recycling.
  - Public Works Commercial Franchise Section conducts site visits to businesses to help them determine the necessary service levels for trash, recyclables, and organic waste and to educate businesses on managing these materials.
  - Public Works provides clear and concise messaging to thousands of households each month through various social media platforms.
  - Print education and outreach materials such as postcards and newsletters with information on specific events are sent to customers.
  - Virtual meetings and workshops are advertised through social media, print mailings, and the Public Works website.
  - Residents and businesses can contact the CleanLA Hotline with questions and concerns on waste management issues.
  - Bilingual outreach is an essential strategy in reaching the diverse communities in unincorporated areas of the County.
- Ms. Duran provided a presentation on the City of Burbank's approach to education and outreach:
  - The City of Burbank provides trash collection services for its residents and businesses. The City of Burbank operates a landfill and a recycling center.
  - The City of Burbank is implementing new programs and services as required by Senate Bill 1383.
  - Kitchen pails were provided to residents to collect food scraps.
  - A waiver program is available for businesses. Contractors provide technical assistance and route inspections to ensure proper compliance.
  - Outreach materials provided by the City of Burbank are available in different languages and include graphics. They are tailored to residence and business type.
  - The City of Burbank created videos to provide residents and businesses with information on programs such as the residential food scrap program.
  - The City of Burbank partnered with the Burbank Unified School District to develop informational videos teaching proper recycling in schools.
  - Waste management programs are publicized through advertisements on bus shelters and collection trucks, as well as online.

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- Mr. Cea provided a presentation on WM's approach to Education and Outreach:
  - Education plays a key role in ensuring the organic waste stream contains minimal contaminants and can be processed. Comprehensive campaigns are launched by WM when introducing a new service.
  - The use of cameras in WM's smart trucks allow them to highlight specific routes and zones that have contamination issues. Customers can view videos of their waste stream on a website and/or mobile device application when notified of contamination. WM sends notifications of annual route review compliance and aggregate information for jurisdictional customers to identify areas of contamination.
  - Engaging residents and businesses on recycling and proper management of organic waste through a variety of methods is effective.
    - Consistent and accessible messaging made available through print and digital platforms and tools to solicit customer feedback are necessary.
    - Further education on not bagging organic waste is needed to reduce contamination.
    - Customers are likely to change non-compliant behavior when they are shown specifically what they are doing incorrectly.
    - WM provides customers with options for how they prefer to receive education and outreach materials. Traditional approaches, such as one-page flyers, cart tags, and postcards are used in addition to email and social media communication.

## Questions and Answers:

- An attendee asked the presenters what strategies they use to ensure proper service levels for organic waste collection, particularly at multi-family dwellings. Mr. Cea stated that trash enclosures should be built with adequate space for recycling and organic waste collection bins. The waste hauler should follow up to ensure that the bins are sized correctly, including the trash. If the trash bin is too small, residents may place trash in the recycling or organic waste collection containers instead. Mr. Groner added that property owners and managers should be aware of the requirements because of the frequency in tenant turnover.
- An attendee asked WM if the smart truck camera is different from outside cameras used previously. Mr. Cea answered that the smart camera is different and produces clearer pictures.
- An attendee asked the presenters if there are there any grant opportunities for faith-based organizations. Mr. Cea stated there are grant opportunities through CalRecycle. Ms. Duran also stated faith-based organizations can reach out their local jurisdiction for support with edible food recovery and donation. Mr. Sheppard added that local assistance funds may be available for organizations involved in edible food recovery and donation.

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- An attendee asked what type of camera technology WM is using for its trucks. Mr. Cea could not comment on the technology WM is using, but stated there are several options available.
- An attendee asked presenters how they have seen multi-family dwellings deal with contamination. Mr. Sheppard shared that connecting with homeowner's associations and building managers, placing informational stickers on trash containers, and continuous education and outreach, can be an effective tool in addressing contamination.
- An attendee asked if there are recommended techniques to best engage businesses. Mr. Goner stated the messaging needs to reach all levels of staff within a business and suggested the use of graphics in education and outreach materials. He added that consistent training is needed. Mr. Cea stated that engaging businesses by attending chamber of commerce meetings and community networking events, as well as connecting with property managers of large commercial properties, are effective approaches. Ms. Duran added that education of residents helps businesses in managing customer behavior. Mr. Sheppard stated that connecting with key businesses owners through door-to-door visits can be a successful strategy.
- An attendee asked if the County has begun enforcement of non-compliant customers. Mr. Sheppard responded that the County is currently monitoring routes and assessing services for effectiveness.
- An attendee asked how penalties are going to be assessed for multi-family dwellings. Mr. Sheppard answered the account holders will be held responsible for any violations.
- An attendee asked how significant the contamination is and how residents can be aware if compostable plastic is acceptable in their organic waste bins. Mr. Cea responded that contamination, particularly of compostable plastic bags, is a significant issue in the organic waste stream. He stated that further education is needed to reduce contamination. Ms. Duran added that the City of Burbank encourages the use of reusable foodware instead of single-use items to reduce contamination.

After the Q&A session, Mr. Chen expressed that SWARM would continue to host regular meetings to engage stakeholders.

Infrastructure LA looks forward to continuing discussions related to waste management and recycling through the Infrastructure LA platform.

Links to the meeting presentations and resources can be found on our website at: [www.infrastructurela.org/key-initiatives/swarm](http://www.infrastructurela.org/key-initiatives/swarm).

If you have questions regarding Infrastructure LA, you may contact us at [ILASWARM@pw.lacounty.gov](mailto:ILASWARM@pw.lacounty.gov).