

# In Sight and Mind...

## Engaging the Community At All Levels



City of Los Angeles  
Bureau of Sanitation

February 4, 2009

Enrique C. Zaldivar, Director

*"Our mission is to protect public health and the environment."*



*Out of Sight ... Out of Mind*  
*The “Old Normal”*



# *In Sight ... In Mind The “New Normal”*



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PUBLIC WORKS

## *Presentation Overview*



- Background
- Challenges
- Stakeholder Understanding and Support
- Getting Involved at All Levels
- Lessons Learned



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# *Background*



## **CITY OF LOS ANGELES**

- Population served – 4 million
- 600 sq. mi. service area
- 29 contract agencies served



## **BUREAU OF SANITATION**

- Clean Water Program (Wastewater)
- Watershed Protection Program (Stormwater)
- Solid Resources Program
- 3,000 employees



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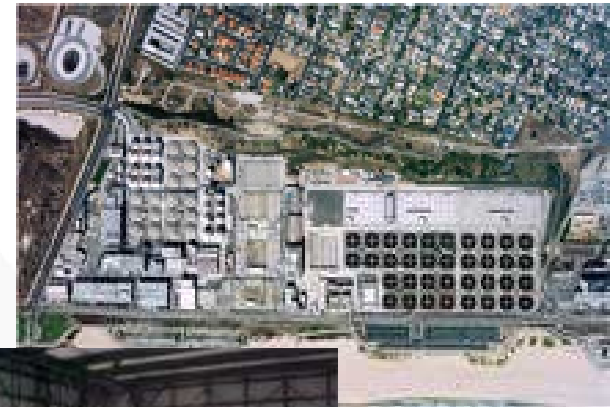
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## CLEAN WATER PROGRAM (WASTEWATER)

- 4 Wastewater Treatment Plants  
550 mgd capacity
- 6,700 miles of sewer
- 47 wastewater pumping plants



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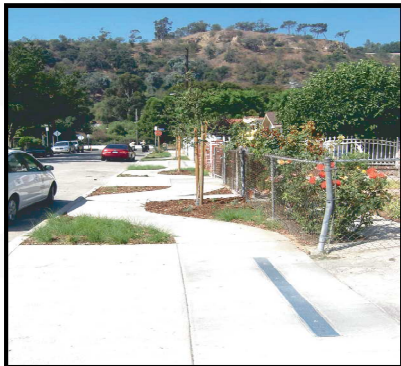
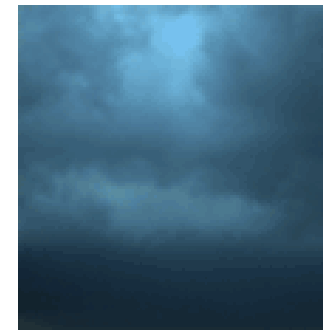


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## **WATERSHED PROTECTION PROGRAM (STORMWATER)**

- 1,200 miles of pipes
- 100 miles of open channels
- 38,000 catch basins



## *Background*

### **SOLID RESOURCES PROGRAM**

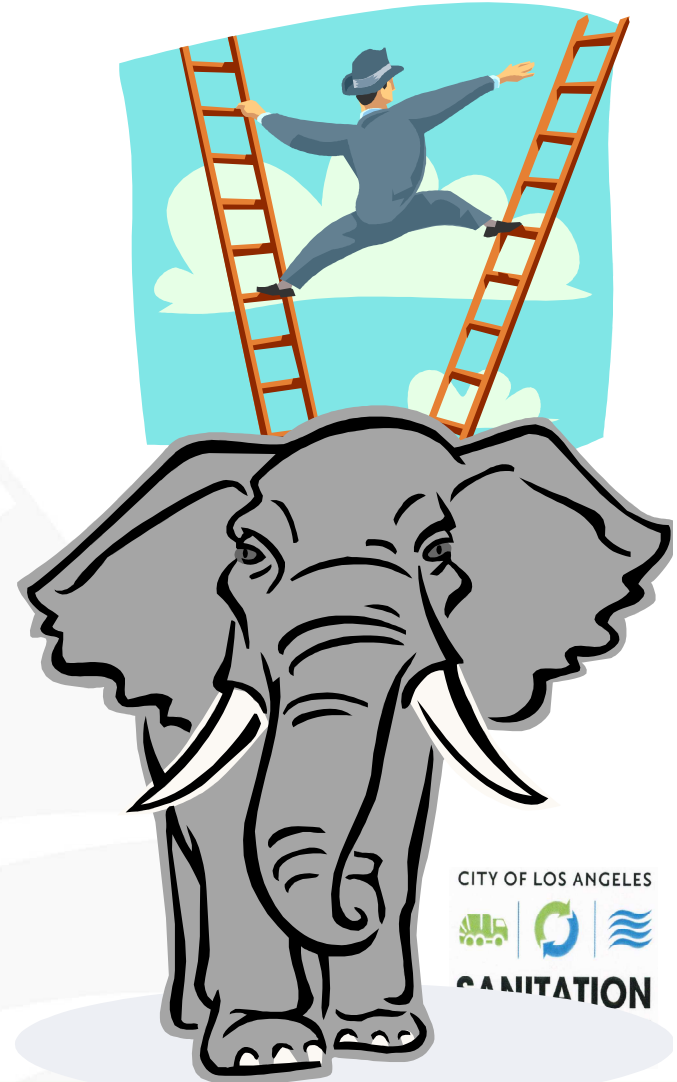
- 1,650,000 tons of solid resources material collected.
- Over 500,000 tons of green materials recycled for mulch and compost.
- Over 260,000 tons of glass, paper, cans, and other materials recycled.
- 68% waste diversion rate





## *Challenges ... The “New Normal”*

- **Public Expectations**
- **Compliance**
- **Growth**
- **Aging Infrastructure**
- **Limited Funds & Resources**
- **Economic Recession**
- **NIMBY, NIMTOO, ...**



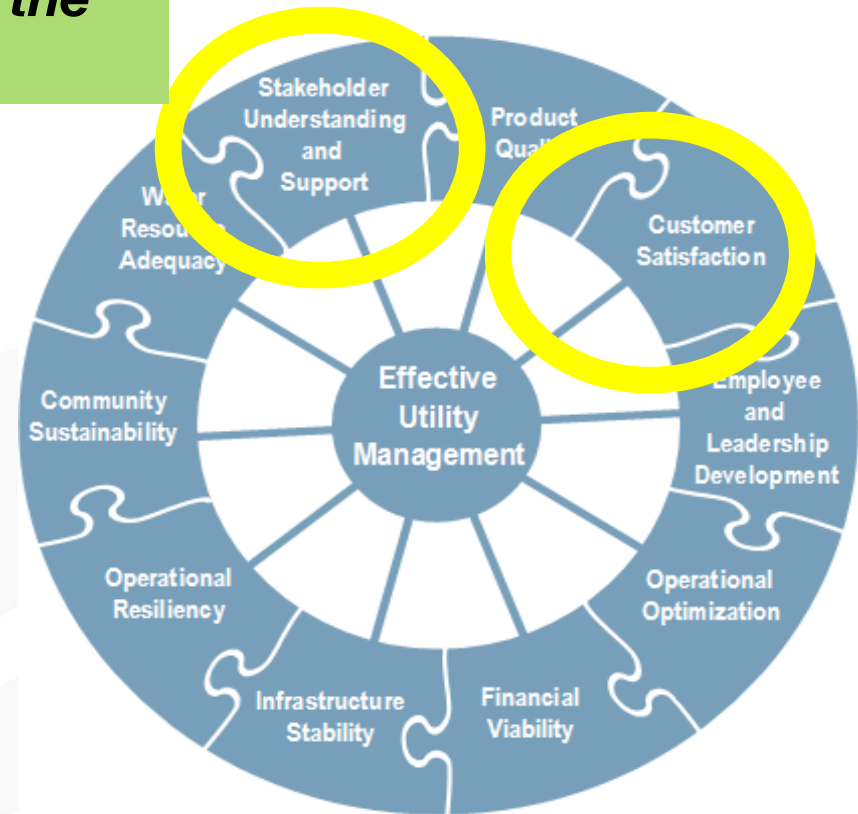
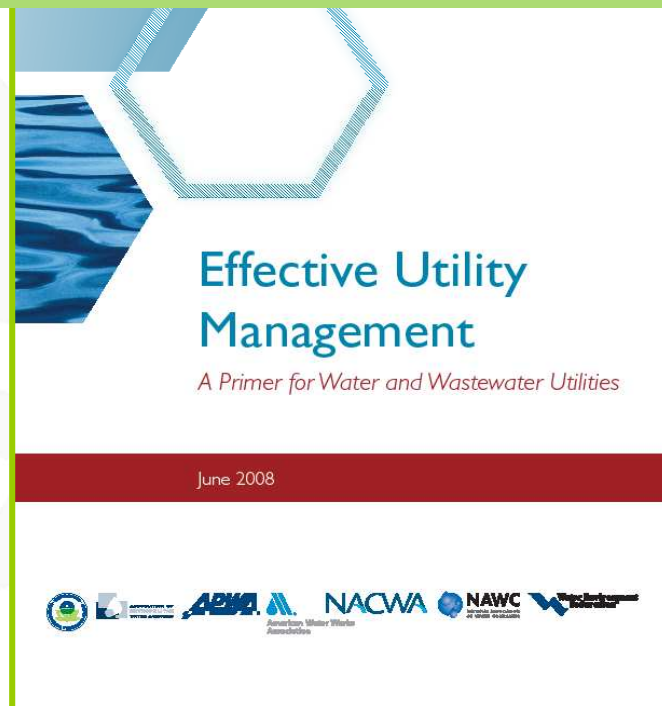
# Stakeholder Understanding and Support



## Part of the 10 Attributes of Effectively Managed Water Utility

**Defined as**

***“Actively involves stakeholders in the decisions that will affect them.”***



## *Getting Engaged at All Levels!*

- It is the “new normal.”
- Required “change” to how we do business.
- More see, feel and touch.
- More collaboration.



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## *Getting Engaged at All Levels!*



- Stakeholder Participation
- Outreach and Education
- Partnerships & Relationships
- Be Visible to the community
- Use of media and technology
- Provide feedback and reports



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# *Low Impact Development Ordinance & Water Quality Compliance Master Plan*



## LID

- Conducted five community workshops to solicit stakeholder input
- 86 stakeholders attended workshops
- E-blasted information to 3,000 stakeholders and 8,000 Neighborhood Council members
- Posted ongoing educational series regarding benefits on Team Effort Blog



**Water Quality Compliance Master Plan:**  
Workshops were attended by 100 people from different organizations.

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# *TMDL Implementation Plans Development*



- Stakeholder-driven process utilized to develop all Total Maximum Daily Load (TMDL) Implementation Plans
- Implementation Plan workshops encourage input from and dialogue with affected community stakeholders
- City staff conduct tours of potential project sites with stakeholder groups to solicit input and comments
- E-newsletter, E-blasts, Facebook and Team Effort blog publicize workshops



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# *Integrated Resources Plan (IRP)*



- Stakeholder-driven process utilized to develop 20-year integrated water facilities plan
- Over 1,000 community representatives participated in the process.
- The relationship continues!



**Stakeholder Meetings**

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# Recycled Water Master Plan

- Follow up to IRP
- Additional 50,000 Ac-ft of recycled water by 2019



Los Angeles  
Department of  
Water & Power



Recycled Water Workshops



Recycled Master Plan Advisory Group Meeting



Ground Water Replenishment  
Stakeholders Meeting



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# Zero Waste Plan – Solid Resources Integrated Resources Plan



**A stakeholder-driven process for development and implementation of a 20-yr master plan for the City's solid waste management to achieve its zero waste goal by 2030.**





# *Internal Stakeholder Participation*



**Strategic Planning**



**Budget Planning**



**Joint Labor Management Teams**

# *Getting Engaged at All Levels!*



- Stakeholder Participation
- **Outreach and Education**
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# Point of Purchase Outreach



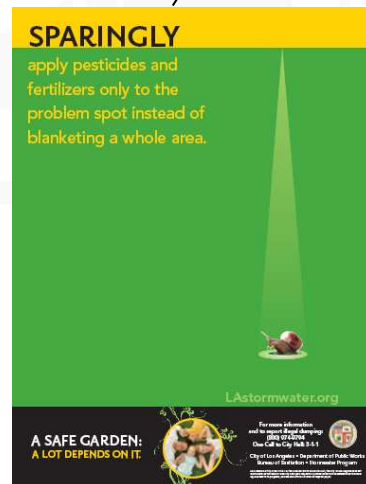
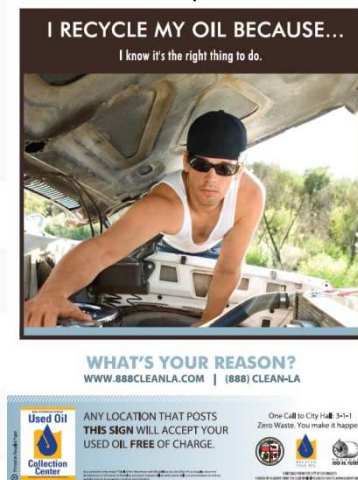
- Ongoing placement of English/Spanish posters, shelftalkers, tip cards and tear sheets in 375 home improvement, automotive and pet stores Citywide
- Outreach targeted to specific audiences (automotive and home do-it-yourselfers and dog owners)
- Addresses NPDES Permit Pollutants of Concern (oil, nutrients, bacteria, pesticides)

Oil

Pesticides

Bacteria

Nutrients



GELES

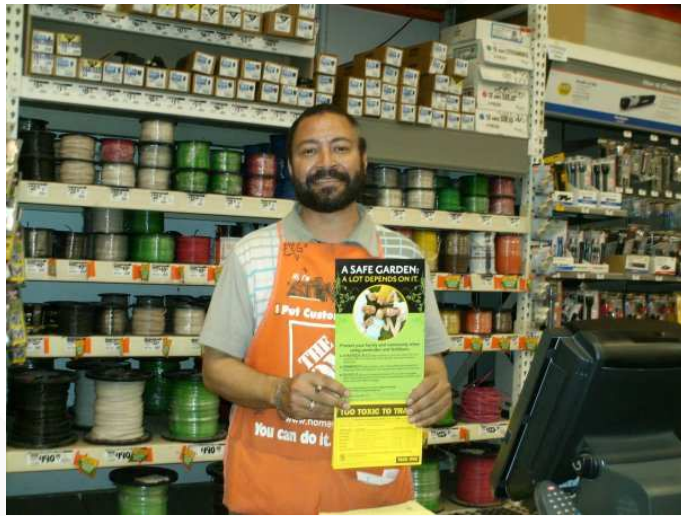


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# Point of Purchase Outreach



**Participation by 375 home improvement, automotive and pet stores**



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# Clean Water: It's a Team Effort! Ad Campaign



- Online, bus shelter and radio ads ran Spring 2009
- Campaign models positive behavior
- Pro Bono Space: \$1,440,000
- Total Number of Impressions: 1,029,000,000

**Clean Water: *It's a Team Effort!***

**Water Quality Sampling**

- Three times a week, Taranah samples Machado Lake and other L.A. water bodies to make sure they are clean and safe for all to enjoy.

The City of L.A. has allocated \$11.7 million in Proposition 8 funds to clean up Machado Lake and complete restoration projects in Ken Maltby Harbor Regional Park over the next several years.

What can you do to help?  
Visit [LAstormwater.org/teameffort](http://LAstormwater.org/teameffort)

**Clean Water: *It's a Team Effort!***

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One Call to City Hall: 3-1-1

Also covered under Title 18 of the American with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services and activities.

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# *Sewer Science Education Program*



- Over 15,000 students have been reached.
- Focus on high schools in disadvantaged communities.



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# Education Materials



## *Education – Out in the Class Rooms and in the Community*



### **In the Classroom**

More than 6,500 students from 22 schools were educated on water.



### **Earth Day at Cabrillo Aquarium**

Participated in over 40  
outreach events  
(festivals & community  
events)



**2009 ENVIRONMENTAL YOUTH CONFERENCE**

**Start Local  
Impact GLOBAL**

November 4, 2009  
L.A. Convention Center

### **In the Community**

Over 5,000 young Angelenos participated.



### **Speakers Bureau**

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# Education – “Hands on” - Out in the Homes and in the Community



**bay restoration commission**  
STEWARDS OF SANTA MONICA BAY



- Public outreach program/video
- 500 rain barrels installed
- 100 disconnects implemented with consultation on rain gardens
- 10 commercial planter boxes designed and installed
- Developed a homeowner “how-to” manual

**L.A. Rainwater Harvesting Program**

Join your fellow neighbors in saving money on water expenses and preserving our environment

**HOW DO I KNOW IF I'M ELIGIBLE?**

Priority for this pilot program will be given to residents and businesses within the **Jefferson** and **Mar Vista** communities (see mapped areas below), but all are welcome to apply.

**JEFFERSON NEIGHBORHOOD**

**SANTITAS & MAR VISTA NEIGHBORHOODS**

**SIGN-UP AS EASY AS 1,2,3!**

- 1 Fill out the **Application Form** online at [LARainwaterHarvesting.org](http://LARainwaterHarvesting.org), or by calling (562) 597-0205.
- 2 Mail or fax the **Maintenance Commitment and Liability Waiver** forms (with signatures) to: Malcolm Pirnie, Inc. Attn: Erika Kennelley 888 West 4th Street, 3rd Floor Los Angeles, CA 90017 (213) 614-9003
- 3 All approved property owners will receive a call from the City to set-up a date and time for the installation (homeowner need NOT be present during installation).

**WHAT FOLKS ARE SAYING**

Rainwater harvesting is an example of how we can maximize our natural resources to minimize our impact on the environment.  
**Bill Rosendahl**  
8th Avenue (LA) Community Center

I'm so excited about this great opportunity to make a difference in my neighborhood. I only hope that every home takes advantage of it.  
**Jeanne Kuntz**  
Jefferson (LA) Community Center

The program conserves water and protects our ocean. Best of all, it makes residents part of the solution.  
**Mark Gold**  
President of West End Reg.



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## *Environmental Learning Center at HTP (Under Construction)*

- ✓ Under Construction at the Hyperion Treatment Plant.
- ✓ \$~10 Million.
- ✓ Opening in Spring 2012
- ✓ 6<sup>th</sup> Grade and above.



# *Getting Engaged at All Levels!*



- Stakeholder Participation
- Outreach and Education
- **Partnerships & Relationships**
- Be Visible to the community
- Use of media and technology
- Provide feedback and reports



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# Partnerships & Relationships



Community Cleanup Events – CD 7 and CD 1



A Day Without a Bag  
Heal the Bay



Million Tree Program



The Los Angeles and San Gabriel Rivers  
**WATERSHED COUNCIL**



North East Trees  
Bringing Nature Back



Elmer Street Tree Planting  
TreePeople

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# Partnerships & Relationships



Coastal Cleanup Day



March for Water



Neighborhoods Congress



Teen celebrities Tyler James Williams, Tiffany Thornton and Debby Ryan



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# Kids Ocean Day



- Annual Spring event attended by 4,000 LA area students from 25 schools and local elected officials
- Students clean Dockweiler Beach and create aerial message in the sand
- Two tons of trash collected by students annually



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# *Open our Doors to the Community*



## **DCTWRP Japanese Garden 25th Anniversary Celebration**

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# *Open our Doors to the Community*



**6 open houses,  
6,000 residents,  
330 volunteers,  
1,200 trees  
adopted**



**Open Houses at our Yards  
Thousands of community residents visit the yards**

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# Open our Doors to the Community



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**Open Houses at our Yards  
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# *Open our Doors to the Community*



**LA River Community Tour**



**Echo Park lake Tour**



**Mar Vista BMP Groundbreaking**



**Industrial Users Workshops  
(SIUs and Metal Finishers)**



**Sewer Construction Tour**



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# Stakeholder Tours



**Green Acres Tour**



**LAGWRP Treatment Plant Tour**



**DCT WRP Treatment Plant Tour**



**Hyperion Treatment Plant Tour**



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# *Giving Back to the Community*



## **Sanitation's Annual Holiday Blanket & Jacket Drive**



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# Clean Water: It's a Team Effort! Web Site



- Web site encourages visitors to get involved
- Educates visitors about program elements
- Team Blog starts a dialogue with stakeholders

**Clean Water: *It's a Team Effort!***

**What can YOU do to help?**

**Stay in the Loop!**  
Sign up for our quarterly e-newsletter.  
L.A. Stormwater will send you tips on how you can pitch in to do your part as we keep updates on how we're striving to improve water quality throughout the City.

**Join the Team Effort to prevent stormwater pollution in Los Angeles:**

- Sign up for free educational presentations on stormwater pollution prevention for garden, pet and household care.
- Read up on tips to keep your neighborhood clean and your family safe from toxins.
- Properly dispose of your toxic waste.
- Report illegal dumping in your neighborhood.
- Are you a teacher? Request a free school presentation for your class or school assembly.
- Download free educational materials for you, your family and friends.

**PARTICIPATE IN A CLEAN-UP**

**Team Blog:**  
Tell us how you're helping to make your neighborhood a healthy and safe environment.  
Recent posts from our blogs:  
• RECYCLE Jason  
• LIVE IN LA Peter

**See What LA is Doing**  
A map showing various locations across Los Angeles.

**UPCOMING EVENTS**  
Day Without A Bag  
Thu, Dec 10, 2008  
More...

**Click on the calendar to search for an event in your area by zip code**  
November 2008  
S M T W T F S  
1  
2 3 4 5 6 7 8  
9 10 11 12 13 14 15  
16 17 18 19 20 21 22  
23 24 25 26 27 28 29  
30

ES

## *Program E-newsletter – LA Stormwater*



- Quarterly e-publication provides updates on Stormwater Program
- 3,000 subscribers
- Sign-ups gathered at events, presentations, meetings



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## On TV – Dirty Jobs with Mike Rowe & CNN's Larry King Live



The City of Los Angeles' Stormwater Program received a call from the producers of the hit show "Dirty Jobs", requesting permission to film and actually do the job that the City's Bureau of Sanitation employees so heroically do on a daily basis.



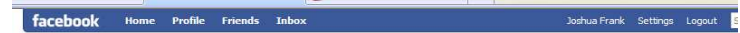
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# Social Networking Online Outreach – Facebook, Twitter and Team Effort Blog

- Outreach to stakeholders and younger audience
- Stormwater Facebook page currently has 379 fans
- *Clean Water: It's a Team Effort!* blog and events calendar encourage stakeholder dialogue and participation



LA Stormwater :: Clean Streets=Clean Oceans

Basic Info  
Type: Organizations - Advocacy Organizations  
Description: Members of the Los Angeles Stormwater Program are committed to keeping our beaches clean and safe.



Invite People to Join  
Leave Group

Share

Officers

Erica Hooper (USC)  
Administrator



Stormwater pollution has the potential to negatively impact Los Angeles' public health, water and environment.

To receive updates on what the City of Los Angeles Stormwater Program is doing to prevent pollution and to also receive updates on how you can participate in local cleanups, visit Facebook and run a search for LASTORMWATER.

Join the LASTORMWATER Facebook group and find out how YOU can help protect Los Angeles.

For more information on the City of Los Angeles Stormwater Program, please visit LASTORMWATER.org with your name, mailing address and shirt size.

LA Stormwater.org  
1800-874-3778  
LASTORMWATER@JACTY.org

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*Alexandra: we can't harvest rainwater at our house, but i can pick up at least one piece of trash every day. i saw the Dirty Jobs episode where Mike follows the storm drain cleanup team around...pretty insane amounts of trash! and i'm already a stormwater geek on facebook :)  
Tue at 1:21pm*

twitter

Follow us on Twitter at <http://twitter.com/larecycles>

Follow us on Facebook at

<http://www.facebook.com/larecycles>

<http://www.facebook.com/lastormwaterprogram>



## *Getting Engaged at All Levels!*



- Stakeholder Participation
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- **Provide feedback and reports**



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# Provide Feedback & Reports



## Strategic Plan



## Year at a glance



### OPERATING BUDGET SNAPSHOT

General Administration & Support program 3% \$7,884,000  
Solid Resources program 56% \$149,070,000  
Watershed Protection 4% \$11,314,000  
Wastewater program 37% \$100,197,000  
Total operating budget for the Bureau of Sanitation in FY 2008-09 \$268,465,000  
Total revenue for the Bureau of Sanitation in FY 2008-09 \$1.2 billion

## Report Card



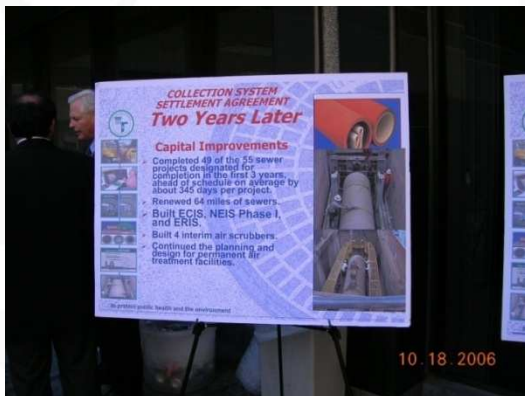
# CSSA Annual Report



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# Provide Feedback & Reports



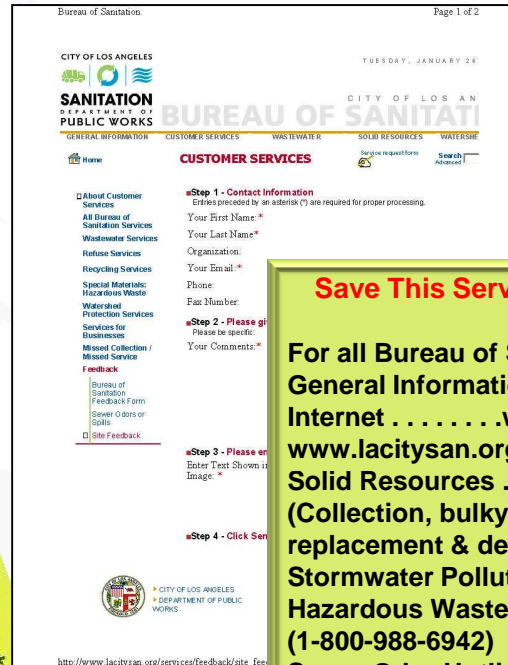
**Telling the story out in the Community.**

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To report sewer odors call  
Toll-free 24-hour hotline:  
**1-866-44SEWER** 1-866-447-3937  
or go to [www.lasewers.org](http://www.lasewers.org)



**For all Bureau of Sanitation Services ..... 3-1-1**  
**General Information ..... 213-485-2210**  
**Internet ..... [www.lacitysan.org/services/services\\_all.htm](http://www.lacitysan.org/services/services_all.htm)**  
**[www.lacitysan.org](http://www.lacitysan.org)**  
**Solid Resources ..... 1-800-773-CITY**  
**(Collection, bulky items, container (1-800-773-2489)**  
**replacement & dead animals collection)**  
**Stormwater Pollution Hotline ..... 1-800-974-9794**  
**Hazardous Waste and Used Oil Disposal 1-800-98-TOXIC**  
**(1-800-988-6942)**  
**Sewer Odor Hotline ..... 3-1-1 or 1-866-44-SEWER**  
**(1-866-447-3937)**  
**Sewer or Stormdrain Customer Service .. 323-342-6006**  
**After hours ..... 213-485-7575**  
**Sewer Service Charge Hotline ..... 1-800-540-0952**



## *Conclusion – Lessons Learned*



- Need the public support especially during these tough economic times, increased regulatory requirements and increased public expectations.
- No longer can afford “the out of sight out of mind” thinking.
- Foster the culture of “in sight ... in mind.”
- Get involved with the community at all levels.



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## *Conclusion – Lessons Learned*



- Involve the community at all levels.
- Build partnerships & relationships
- Get the Word Out.
- Share good news and accomplishments.
- Be transparent and share challenges and needs
- Don't be Surprised and Don't Surprise Anyone.



# In Sight and Mind...

## Engaging the Community At All Levels



### THE DRY GARDEN: HARVESTING RAIN

| November 11, 2009 | By Emily Green

“It stands to reason that some of the most progressive environmentalists in Los Angeles work for the Department of Public Works’ Bureau of Sanitation. They are the front line between what we discard and the environment.”



City of Los Angeles  
Bureau of Sanitation

Enrique C. Zaldivar, Director  
213-485-2210  
[Enrique.Zaldivar@lacity.org](mailto:Enrique.Zaldivar@lacity.org)

