

# NEIGHBORHOOD ACTION KIT



HANDS-ON ACTIVITIES TO PREVENT POLLUTION  
IN YOUR NEIGHBORHOOD AND WATERWAYS



Erase the  
waste

BROUGHT TO YOU BY THE CALIFORNIA WATER BOARDS

Dear Resident:

As a Los Angeles area resident, we know that you care about your community, and want your children to grow up in clean and safe neighborhoods. But too often our local parks and playgrounds are tarnished by pollution – litter, fast food wrappers, cigarette butts and pet waste – and our beaches are closed due to the trash, pesticides, motor oil and other debris that are left in the streets to wash down the storm drains and out to our waterways, creating unsafe conditions. This problem – known as storm water pollution – is one that we must and can do something about.

The California Water Boards – the state and regional agencies responsible for protecting California's waters – have made reducing storm water pollution in Los Angeles County a top priority by sponsoring a two-year, \$5 million storm water public education program, called *Erase the Waste*. This campaign uses advertising, news stories, special events and partnerships with local retailers, schools and community groups to inform and educate residents about the dangers of pollution, how it affects their neighborhoods and how it ultimately affects our waterways and our environment, as it makes its way from local storm drains directly into nearby creeks, rivers and the ocean. Residents can get involved and be part of the solution – with the ultimate goal of reducing pollution and improving the environment of our coastal and inland communities.

As part of this campaign, we are pleased to present you with the *Erase the Waste* Neighborhood Action Kit – an interactive resource that we hope will empower you to join our effort to erase the waste and take back your community from pollution and the associated risks that can threaten the health and safety of your family, community and area waters.

Why should you care about storm water pollution? Because with a population of almost 10 million residents in L.A. County, pollution is likely a part of your daily experience. Recent research estimates, that every month L.A. County residents drop almost one million cigarette butts in streets, parks and playgrounds and toss 830,000 pieces of trash on the ground, while dog owners fail to pick up after their pets 82,000 times. The fact is, nobody knows your community as well as you. And with your support, we can reduce these alarming statistics and lessen the amount of pollution in the Los Angeles area.

This *Erase the Waste* Neighborhood Action Kit contains a wide range of information and tools. Inside, you will find everything from tips on how to create a trash-free event, adopt your local park or neighborhood, or organize a clean up event with your family and neighbors, along with simple activities you can do with your children, and public speaking pointers, so that you can make a presentation on the issue to your local PTA or homeowners association.

If each of us commits to performing simple, preventive acts every day such as putting litter in the trash can and cigarette butts in ashtrays, picking up pet waste, using fertilizers and pesticides sparingly, using non-toxic products whenever possible and becoming involved in community clean ups, we would have a great chance of succeeding at our goal of ridding our neighborhoods of pollution.

The California Water Boards hope you find the tips and tools in this Neighborhood Action Kit (also available at [www.erasethewaste.com](http://www.erasethewaste.com)) useful and appropriate for your family, neighborhood or organization, and that it motivates you to reduce pollution by erasing the waste.



Arthur G. Baggett, Jr.  
Chair  
California Water Boards

# NEIGHBORHOOD ACTION KIT AT-A-GLANCE

## THE KIT IS COMPRISED OF SIX SECTIONS:

### SECTION 1 – CAMPAIGN BACKGROUND AND STORM WATER POLLUTION PREVENTION INFORMATION

This section contains:

- Background on the California Water Boards' *Erase the Waste* campaign
- Information and facts on the storm water pollution problem
- Profiles of those who pollute in L.A. County
- Good housekeeping practices that will help prevent pollution

### SECTION 2 – HOW TO GET INVOLVED TO ERASE THE WASTE

This section focuses on pollution prevention information ranging from "Simple Tips for Individual Action," to neighborhood events, and from activities to do with children, to "Ideas for Large Groups and Organizations." Tips for organizing a successful clean up or pollution prevention event are included, as well as pre-event and day-of-event planning checklists. This section also includes a how-to sheet for developing partnerships and for reducing graffiti in your neighborhood.

This section also contains a template event flyer that can be adapted to individual events, a sample letter to solicit event partners and a sample release and indemnification form.

### SECTION 3 – SPEAKING OUT TO ERASE THE WASTE

For many people, speaking in front of an audience is one of their worst fears. In "Speaking Out to Erase the Waste," the Neighborhood Action Kit provides:

- Ways to make speaking easier, by showing you how to develop a speech
- Pointers for speakers
- Basic facts and figures for your key messages

For large organizations, there is a how-to sheet for creating a formalized speakers bureau.

### SECTION 4 – WORKING WITH MEDIA TO ERASE THE WASTE

The media can be a big asset in spreading the pollution prevention word, as well as helping gain support and resources for anti-pollution efforts.

"Working With Media to Erase the Waste" provides:

- Checklists for publicizing events and programs, and for maintaining media relationships.
- Information about a wide variety of media materials and activities, including a media advisory and release, pitch letter, letter to the editor, opinion-editorial (op-ed) article, calendar announcement, public service announcement, public affairs/news talk shows, media conferences and editorial board meetings. Templates and samples of many of these materials can be found at the end of this section.

### SECTION 5- INFORMATIONAL MATERIALS TO ERASE THE WASTE

This section contains:

- Informational materials such as, flyers and posters that can be used to educate your neighbors and family about storm water pollution. Materials include:
  - ▶ *Erase the Waste* posters that relate to: (1) picking up pet waste; (2) putting cigarettes in ashtrays; (3) putting litter in the trash can; and (4) doing home improvement activities safely.
  - ▶ Flyers covering: (1) pet waste; (2) safe gardening; (3) litter prevention; and (4) safe home improvement.

### SECTION 6 – ADDITIONAL RESOURCES TO ERASE THE WASTE

The final section of the Neighborhood Action Kit is a resource list that provides you with further information about a variety of topics under pollution prevention. The list is divided into eight categories:

- General Campaign Information
- Organizations That Hold Clean Up Events
- General Environmental and Storm Water Pollution Information
- Regulatory/Government Agencies
- *Erase the Waste* Community Advisory Council
- State, County and City Pollution Prevention Events
- L.A. County Household Hazardous Waste Events
- L.A. County Household Hazardous Waste Centers

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# **SECTION I**

## **CAMPAIGN BACKGROUND AND STORM WATER POLLUTION PREVENTION INFORMATION**

# ERASE THE WASTE

## LOS ANGELES COUNTY STORM WATER POLLUTION SOLUTIONS EDUCATION CAMPAIGN

### BACKGROUND

Storm water pollution is a serious problem in Los Angeles County, with significant impacts on the region's water quality, environmental resources, plants and wildlife, and public health and safety. The issue also has significant economic impacts – as clean up measures are extremely costly, and poor water quality and unsafe beach conditions threaten Los Angeles' tourism-driven revenues.

To address this critical issue, the California Water Boards are sponsoring a comprehensive, two-year, \$5 million public education program to measurably reduce storm water pollution in Los Angeles County. The Water Boards' primary mandate is to preserve, enhance and restore the quality of California's waters. This campaign – the first countywide storm water public education campaign under the Water Boards' auspices – is a further demonstration of the State's commitment to protect our inland, coastal and ground water sources and its priority focus to improve water quality to the benefit of Los Angeles County's nearly 10 million residents. Total campaign funding comes from California's Cleanup and Abatement Account (CAA), which derives funds from court judgments and administrative sanctions levied against corporate, government and industry polluters. All CAA funds, by law, must be used for clean water purposes, and do not represent taxpayer dollars.

### CAMPAIGN OVERVIEW

The Water Boards' Los Angeles County-focused storm water public education effort is built around the theme, *Erase the Waste* – a positive, empowering theme that encourages all residents and stakeholders to take ownership of their communities, and help reduce and prevent storm water pollution in the local landscape.

The multifaceted, multiethnic campaign primarily reaches out to the region's "greatest polluters most likely to change their polluting behaviors" – an audience of more than seven million residents, approximately 72 percent of the total county population. This group represents all ethnicities, genders and levels of socio-economic status. The campaign also includes multiple opportunities to engage school-aged children, business and environmental stakeholders, and a diverse group of community-based organizations.

The *Erase the Waste* campaign conveys action-oriented pollution prevention messages to residents where they live, work, shop and play. The campaign places an emphasis on priority regional pollutants including trash, cigarette butts, animal waste, pesticides and fertilizers. The campaign also underscores the State of California's commitments to environmental justice and integrated environmental school education.

### KEY CAMPAIGN ELEMENTS

- *Advertising* – A multi-media paid advertising campaign offers the first venue to deliver *Erase the Waste* messages to a mass audience. The campaign employs English and Spanish print, radio and television advertisements – including use of the first paid, network television advertising to address the storm water issue in the Los Angeles media market. The campaign uses a combination of dramatic and humorous approaches to illustrate the compelling human consequences of pollution and encourage pollution-reducing actions.

**THE ERASE THE WASTE  
CAMPAIGN CONVEYS ACTION-  
ORIENTED POLLUTION  
PREVENTION MESSAGES TO  
RESIDENTS WHERE THEY LIVE,  
WORK, SHOP AND PLAY.**

- *Community Outreach* – The campaign includes culturally relevant strategies and materials in multiple languages to reach diverse segments of L.A. County's population. Also, the campaign has taken a collaborative approach to educating the public by actively engaging key community leaders and organizations to be part of the campaign's development and implementation. *Erase the Waste* encourages residents to take action in preventing storm

water pollution through its resource-based campaign Web site [www.erasethewaste.com](http://www.erasethewaste.com), the availability of this Neighborhood Action Kit, attendance at large-scale community fairs and festivals, and assistance from the *Erase the Waste* Water Improvement Network – a network of community-based organizations serving as local campaign "messengers."

- *Strategic Partnerships* – Innovative partnerships with retailers, corporations, municipalities and non-profit organizations, such as The Home Depot, Lowe’s, Petco, 99 Ranch Markets, Los Angeles and San Gabriel Rivers Watershed Council and Heal the Bay, have been developed to increase the reach of campaign messages. Through these public-private partnerships, the campaign has invaluable opportunities to educate its partners’ members and customers on storm water pollution issues through joint mailings, point-of-purchase displays, in-store promotions, distribution of campaign collateral and special discount programs.
- *Media Relations* – Ongoing strategic outreach is conducted to general market, environmental and ethnic news outlets to bring the issue of storm water pollution to the forefront of media coverage in Los Angeles. To keep this issue highly visible, outreach to the media includes development of policy-oriented news stories as events occur, seasonal tie-ins to the storm water issue and storm water pollution reduction resource articles. This effort underscores the California Water Boards’ perspective on local and statewide storm water issues and raises visibility of the campaign’s pollution prevention messages and educational efforts.
- *Youth Education* – Outreach to the youth of Los Angeles County serves as a vital segment of the campaign. Children can be powerful catalysts for change within their schools, homes and communities. By providing educational information on storm water pollution prevention, they will be able to create a long-term, positive change in the fight to prevent pollution. The campaign’s efforts include the development and promotion of integrated water based education modules, as well as other means to reach children outside of the schools, including service learning projects and a public watershed education exhibit.
- *Business and Stakeholder Outreach* – Outreach is conducted to key business, political and environmental stakeholders to educate them on key storm water issues and keep them apprised of and engaged in campaign efforts.
- *Statewide Resources* – To support future storm water efforts statewide, the campaign is working with other environmental stakeholders to develop a Web-based statewide resource directory of storm water pollution prevention strategies and materials. This will be an important, sustainable tool for use by other municipalities, and will capture, categorize, evaluate and promote use of the “best of the best” in currently available storm water materials from throughout California.



**THE WATER BOARDS’ LOS ANGELES COUNTY-FOCUSED STORM WATER PUBLIC EDUCATION EFFORT IS BUILT AROUND THE THEME, *ERASE THE WASTE* - A POSITIVE, EMPOWERING THEME THAT ENCOURAGES ALL RESIDENTS AND STAKEHOLDERS TO TAKE OWNERSHIP OF THEIR COMMUNITIES, AND HELP REDUCE AND PREVENT STORM WATER POLLUTION IN THE LOCAL LANDSCAPE.**

## STORM WATER POLLUTION BASICS FACT SHEET

### What is Storm Water Pollution and How is it Created?

Storm water pollution is a major environmental and public health issue in Los Angeles County, leading to unsanitary living environments, unhealthy surface waters, such as lakes, creeks and rivers, unhealthy ocean and beach conditions, and street and neighborhood flooding during the rainy season. It's created when trash, cigarette butts, animal waste, pesticides, motor oil and other contaminants left on the ground are washed or thrown directly into storm drains. This pollution mixes with millions of gallons of rainwater and flows untreated into local creeks, rivers and the ocean – polluting our waterways, as well as degrading neighborhoods and other natural resources.

### How Big is the Storm Water Pollution Problem In Los Angeles?

With nearly 10 million people living in Los Angeles County, each resident's contribution to storm water pollution adds up quickly to create a serious public health situation. In a 1997 study conducted by Pelegrin Research Group, an estimate of the number of times per month that Los Angeles County residents engage in polluting activities was established, known as pollution volumetrics. According to an updated 2001 study, it is conservatively estimated that each month in L.A. County, residents:

- ▶ Drop cigarette butts on the ground nearly 915,000 times
- ▶ Drop litter on the ground or out a car window more than 830,000 times
- ▶ Allow paper or trash to blow into the street more than 800,000 times
- ▶ Throw something in the gutter or down a storm drain nearly 280,000 times
- ▶ Empty a car ashtray into the street more than 40,000 times
- ▶ Hose leaves or dirt off a driveway or sidewalk into the street nearly 420,000 times
- ▶ Wash off paint brushes under an outdoor faucet more than 130,000 times
- ▶ Spray the garden or lawn with pesticide more than 210,000 times
- ▶ Walk a dog without picking up the droppings more than 82,000 times

**STORM WATER POLLUTION IS  
CREATED WHEN TRASH,  
CIGARETTE BUTTS, ANIMAL  
WASTE, PESTICIDES, MOTOR OIL  
AND OTHER CONTAMINANTS  
LEFT ON THE GROUND ARE  
WASHED OR THROWN DIRECTLY  
INTO STORM DRAINS.**

In L.A. County, approximately 100 million gallons of contaminated water and debris drain through the storm drain system each dry day. That would fill the Rose Bowl 1.2 times. (On rainy days the flow can increase to 10 billion gallons per day).

### What Are the Effects of Storm Water Pollution?

*Public Health Risk* – Serious health risks to people swimming or fishing in the Santa Monica or San Pedro Bay, especially within 400 yards of storm drain outlets.

- A study conducted by the Santa Monica Bay Restoration Project found that storm water pollution in the ocean leads to increased risk of viral infections, earaches, sinus problems, fever, flu and skin rashes and viral diseases such as hepatitis for those swimming in the ocean close to storm drain outfalls, especially following a rainstorm when litter and contaminants are flushed into the storm drain system. The Governor's Clean Beaches Initiative (CBI), funded by portions of four voter-approved bond measures, has already begun the clean up effort statewide through construction of diversion and treatment facilities.
- The Los Angeles County Department of Health Services recognizes the increased health danger associated with storm water pollution and has a standing rain advisory that "recommends that beach users avoid contact with ocean water, especially near flowing storm drains, creeks and rivers for a period of 3 days after rainfall ends."
- Heal the Bay's 2002-2003 Annual Beach Report Card on the health of Los Angeles County's beaches gave 56 percent of monitored beaches a failing grade during wet weather, meaning the conditions were hazardous to human health and would have adverse health effects to swimmers who enter the water.
- When bacteria levels exceed the State Standards, a warning sign is posted and swimmers are encouraged not to enter the water. Storm water contaminants are one of the main causes of increased bacteria levels at our local beaches. During 2002, there were 269 warnings posted on Los Angeles County beaches for a total of 1,181 days where the ocean was too polluted for human use.

## STORM WATER POLLUTION BASICS FACT SHEET

*Degradation of Natural Resources* – Research conducted by regional agencies, respected environmental non-profit organizations and academic institutions have identified storm water pollution and urban runoff as the leading sources of pollutants to Los Angeles County's inland rivers, creeks, the ocean and beaches along the area's coastline. The widespread critical issue has reached a level that has prompted local, state and federal policymakers and regulatory agencies to enact and enforce more stringent storm water permit regulations, financial penalties and other compliance measures.

*Economic Impacts* – Beach attendance has dropped by 56 percent since 1983. The recreation and tourism industry is one of the top employers in the nation, and is a particularly valuable part of the Los Angeles coastal economy. Each year, Americans take more than 1.8 billion trips to water destinations, largely for recreation, spending money and creating jobs in the process. Activities related to the county's \$2 billion annual tourism industry depend largely on the access and enjoyment of clean waters. If the perception of our beaches deteriorates, it poses broader implications for the region's financial growth.

*Neighborhood Value and Involvement* – When storm drains become clogged with trash and debris, it can result in street and neighborhood flooding during the rainy season. This water backup can lead to closed roads and increased traffic, and create an unhealthy environment of smelly and unsanitary conditions in communities, worsening local aesthetics and lowering property values. The cleanliness of communities has a further impact on the financial and personal investment residents make in their property, and contributes to the overall sense of community pride and civic engagement.

### Ways to Reduce Storm Water Pollution

With the large population of L.A. County, even small, individual action steps to reduce storm water pollution can add up to big changes. Here are a few simple actions residents can take:

- ♦ **THROW TRASH IN A TRASH CAN OR RECYCLING BIN (AS APPROPRIATE), NOT ON THE GROUND OR INTO THE STORM DRAIN**
- ♦ **CLEAN UP AFTER YOUR DOG EVERY TIME**
- ♦ **ALWAYS PUT YOUR CIGARETTE BUTTS IN AN ASHTRAY**
- ♦ **JOIN OR ORGANIZE A COMMUNITY CLEAN UP TO HELP PROTECT YOUR NEIGHBORHOOD**
- ♦ **REDUCE, REUSE AND RECYCLE MATERIALS WHENEVER POSSIBLE**
- ♦ **LEARN MORE WAYS TO REDUCE STORM WATER POLLUTION – LOG ON TO [HTTP://WWW.ERASETHEWASTE.COM](http://www.erasethewaste.com) OR CALL 1(888)CLEAN-LA.**



WITH THE LARGE POPULATION OF L.A. COUNTY, EVEN SMALL, INDIVIDUAL ACTION STEPS CAN ADD UP TO BIG CHANGES. LEARN MORE WAYS TO REDUCE STORM WATER POLLUTION – LOG ON TO [WWW.ERASETHEWASTE.COM](http://www.erasethewaste.com) OR CALL 1(888)CLEAN-LA.

## A PROFILE OF LOS ANGELES COUNTY RESIDENTS WHO POLLUTE

### LOS ANGELES COUNTY RESIDENTS ARE...

- Overall, interested and concerned about neighborhood pollution and water quality
- Often unknowingly engage in polluting behaviors
- Willing to change behaviors that contribute to storm water pollution if given a good reason and simple action steps
- Highly motivated by the human consequences of pollution – particularly the health and safety of children – and a sense of personal responsibility

To maximize campaign resources and potential reductions in storm water pollution, the California Water Boards' *Erase the Waste* campaign focuses on three primary audience groups that comprise Los Angeles County's "greatest polluters most likely to change their polluting behaviors." Collectively, these residents make up approximately 72 percent of the L.A. County population, and represent all ethnicities, genders and levels of socio-economic status.



### NEAT NEIGHBORS\*

- Approximately 50 percent of Los Angeles County residents
- 4.5 million adults
- Middle to high income, home-owning, family-oriented professionals
- Avid recyclers, who want to keep their neighborhoods neat and clean
  - ▶ Hose off their driveways into the storm drains more than 200,000 times a month
  - ▶ Drop their cigarette butts on the ground nearly 375,000 times per month

### RUBBISH REBELS\*

- Approximately nine percent of Los Angeles County residents
- 405,000 adults
- Predominately single males in their teens and twenties
- This small group accounts for a disproportionately large amount of pollution, mainly due to blatant polluting behaviors
  - ▶ Dump their ashtrays in the street more than 20,000 times per month, accounting for 42 percent of all ashtrays dumped in the streets
  - ▶ Throw litter from their cars nearly 575,000 times per month
  - ▶ Drop trash directly into the storm drains more than 125,000 times per month

### FIX IT FOUL UPS\*

- Approximately 13 percent of Los Angeles County residents
- 1.2 million adults
- Devoted do-it-yourselfers, responsible for a large amount of pollution mainly related to working on their cars, homes and gardens
  - ▶ Fail to recycle used motor oil and other car fluids more than 124,000 times a month
  - ▶ Spray yards with pesticides that wash into the storm drains nearly 100,000 times a month
  - ▶ Hose down their driveways into the street more 85,000 times a month

\* These audiences were originally identified (and given their nicknames) in a landmark population segmentation study conducted by Pelegrin Research Group (Glendale, California, May 1997). Pollution volumetrics – quantifiable estimates of each audience's polluting behaviors per month – were also identified and tracked through evaluation studies from 1997-2001.

**COLLECTIVELY, THESE RESIDENTS MAKE UP APPROXIMATELY 72 PERCENT OF THE L.A. COUNTY POPULATION, AND REPRESENT ALL ETHNICITIES, GENDERS AND LEVELS OF SOCIO-ECONOMIC STATUS.**

## 10 WAYS YOU CAN ERASE THE WASTE AND PREVENT STORM WATER POLLUTION



Storm water pollution is a serious issue in Los Angeles County – one that leads to increased health risks, neighborhood flooding, unsanitary living environments and unsafe ocean and beach conditions – as well as high costs to clean up tons of pollution each year. Storm water pollution is created when litter, animal waste, cigarette butts, pesticides, motor oil and other contaminants left on the ground are washed or thrown directly into storm drains, where this toxic soup clogs gutters, causing neighborhood flooding and pollution of our local rivers, creeks and the Pacific Ocean.

Through the *Erase the Waste* storm water pollution prevention campaign, the California Water Boards encourage all Los Angeles County residents to take the following simple, everyday actions to improve our region’s water quality and quality of life:

- |  |  |   |
|--|--|---|
| <p><b>1.</b> Throw your litter in the trash can or recycling bin (as appropriate), not the street and never into the storm drain. Dispose of all trash properly – fast food wrappers, Styrofoam cups, bottles and paper – every time.</p>  | <p><b>5.</b> Take action. Organize or join in the clean up of a beach, river or community. Join with your neighbors to adopt a local park or playground and organize a clean up event. Do your part to keep your community and waterways healthy and clean and encourage others to participate. Get involved and beautify your neighborhood!</p> | <p><b>8.</b> Make it a practice to purchase non-toxic or less-toxic products for home and garden use. Dispose of all leftover toxic products (paint, household cleaners, pesticides, etc.) at a free monthly Household Hazardous Waste Collection Event. Call 1(888)CLEAN-LA to find an event near you.</p> |
| <p><b>2.</b> Always put your cigarette butts in ashtrays, not on the streets. Remember – our parks, playgrounds and beaches are not ashtrays. “Hold on to your butts” and help keep these places clean and safe for Los Angeles’ children and families to enjoy.</p>   | <p><b>6.</b> Reduce, Reuse and Recycle materials whenever possible. By following the Three R’s, you will be creating less waste that could end up on our streets and contribute to further storm water pollution.</p>  | <p><b>9.</b> Recycle your used motor oil and other automotive fluids by taking them to a certified used oil recycling center where it can be disposed of properly. For a location near you in Los Angeles County, call 1(888)CLEAN-LA.</p>  |
| <p><b>3.</b> Empty automobile ashtrays into the trash, not out your car window. Keep these toxic butts from polluting our waterways... while also minimizing the risk that children and pets will ingest, choke on or get burned from these dangerous pollutants. It will also minimize the risk of fires.</p> | <p><b>7.</b> Limit use of pesticides and fertilizers year-round – especially during the rainy season. Excess pesticides and fertilizers applied to your garden and yard will wash away in the rain, straight into the storm drain system. Apply lawn and garden chemicals sparingly and follow directions.</p>                                   | <p><b>10.</b> Rake or sweep up sidewalks and driveways, rather than hosing them down. Using a hose forces debris and chemical residues into storm drains, which can clog gutters and lead to street flooding and polluted waterways.</p>  |
| <p><b>4.</b> Pick up after your dog and dispose of waste in trash cans or the toilet. Bring extra bags on your walk to share with other pet owners. You can help cut down on the spread of disease carried by animal waste and maintain clean and healthy neighborhoods, beaches and waterways.</p>            | <p style="text-align: center;"><b>FIND MORE POLLUTION PREVENTION TIPS AND ENVIRONMENTAL RESOURCES ON <a href="http://WWW.ERASETHEWASTE.COM">WWW.ERASETHEWASTE.COM</a></b></p>  |   |



## **SECTION 2**

**HOW TO GET INVOLVED TO  
ERASE THE WASTE**

## HOW TO GET INVOLVED TO...

In the 1960s, a major advertising campaign was launched to help in the fight to reduce litter in our communities. Laws were also enacted that stiffened fines for littering and illegal dumping. However, 40 years later, the problem remains, and has caused significant impacts to our environment and waters.

Under the “cause” and “effect” scenario, litter and other pollutants that are left on the ground and in the streets, are carried into the storm drains and then deposited into creeks, rivers, lakes and the ocean. The effect is costly, unsightly and unhealthy.

### WHY PEOPLE LITTER

- Lack of knowledge about the problem
- Cost and convenience
- Attitudes
  - ▶ People don't feel a sense of ownership, even though areas such as parks and beaches are public property.
  - ▶ People believe someone else – park, maintenance or highway crews – will pick up after them.
  - ▶ People see that litter has already accumulated and figure a little more won't make a difference.

### WHY GET INVOLVED IN ERASE THE WASTE

Litter is anything that should be recycled or put in a trash can, but instead ends up on sidewalks, streets, parking lots, roads, highways, the countryside or anywhere else it doesn't belong. It ranges from candy wrappers and beverage containers to cigarette butts, unwanted appliances and animal waste. Fighting litter requires each of us to play a very simple, but important role because:

- Children can injure themselves or become ill handling litter. And, litter ingested by pets and wildlife on land, and in water, threatens their lives. Litter provides a breeding ground for disease-carrying rats and insects.
- Litter is a serious problem that impacts public health, business and tourism.
- Litter discourages economic development because it impacts property values. Stores and businesses will not locate in a community that lacks the pride to effectively control litter and pollution. Litter reduces property value, because it sends a message that the community no longer takes pride in its appearance.
- Litter destroys the beauty of your neighborhood.
- Local and state agencies spend millions of taxpayer dollars on education and clean up activities, in an effort to combat the litter and pollution problem.
- Litterbugs are found among people of every age, sex, race and ethnic origin, at every level of society and in all geographic locations. Unfortunately, almost everyone is a litterbug at some time.

IF YOU ... OWN A HOME,  
RUN A BUSINESS,  
DRIVE A CAR,  
JOG, HIKE OR BIKE,  
SWIM IN THE OCEAN,  
PAY TAXES, OR  
CARE ABOUT GOOD HEALTH,  
YOU SHOULD KNOW THAT LITTER AND  
OTHER POLLUTION IS MORE THAN AN  
EYESORE. IT IS UNSAFE, UNHEALTHY  
AND COSTLY.  
YOU CAN COVER YOUR EYES AND  
PRETEND IT'S NOT THERE...OR DO  
SOMETHING ABOUT IT.

## EVERY PERSON AND EVERY ACTION COUNTS:

### SIMPLE TIPS FOR INDIVIDUAL ACTION

Here are a few simple tips to do your part on a daily basis. Further in this Neighborhood Action Kit, you will find more information, ideas, activities and resources to fight litter and storm water pollution in your community.



#### LITTER REDUCTION

- Make a resolution not to litter – and keep it! Always put your trash in a proper container. If one is not available, hold on to your trash until you find one.
- If you are a smoker, always put your cigarette butts in an ashtray or trash container, not on the ground. Butts are toxic and polluting, to say nothing about being dangerous to children and pets that might ingest them, choke or get burned.
- Always keep a trash bag in your car and use it. Grocery and produce bags work well.
- If you see rubbish, abandoned vehicles/furniture/appliances, graffiti or other pollutants, make a note of it and immediately report it to your city's public works or sanitation department.
- Report any illegal dumping of litter, debris or contaminants into local storm drain inlets, by calling 1(888)CLEAN-LA (1(888)253-2652).
- Set a good example. Don't be a litterbug. Inform others about the costs and dangers of littering.

#### REDUCE, REUSE, RECYCLE

- Participate in recycling programs. Curbside, drop-off and/or buy-back programs are available in every community.



#### PET WASTE

- Pick up after your pet every single time. Grocery and produce bags will work, plus there are many special bags and containers available in pet stores to make this job easier. This will help cut down on the spread of disease carried by animal waste and keep neighborhoods clean and healthy. Picking up dog waste is a County Ordinance and pet owners disregarding this law may be fined.

**PET WASTE SHOULD ALWAYS  
BE PUT IN THE TRASH OR  
FLUSHED IN THE TOILET.  
NEVER WASH IT INTO THE  
GUTTER OR STORM DRAIN.**

- Carry extra bags when walking your pet and share with other pet owners.
- Pet waste should always be put in the trash or flushed in the toilet. Never wash it into the gutter or storm drain.
- Carry extra bags in your car, so you are prepared when you travel with your pet.
- Post a friendly message in your yard or neighborhood park, reminding pet owners to pick up after their pets.



#### GARDENING AND LAWN CARE

- Limit use of pesticides and fertilizers year-round, but especially during the rainy season. Follow the directions on the packaging carefully.
- Never over water your yard after applying pesticides and fertilizers, and don't apply chemicals just before a rain. Both will cause excess pesticides and fertilizers to wash from the yard and into storm drains, contaminating our waterways.
- Never rake, blow or hose yard waste into the gutter. Soggy yard waste is a major contributor to clogged storm drains, and street and neighborhood flooding.
- Make it a practice to purchase non-toxic or less-toxic products for home and garden use. Buy only what you need. Store left-over products in leak-proof containers and clearly mark the contents. Dispose of all toxic products at a free monthly Household Hazardous Waste Collection Event. Call 1(888)CLEAN-LA (1(888)253-2652) to find an event near you.
- Use California-friendly plants in your yard or garden that use two-thirds less water than other plants. There are more than 6,000 native California-friendly plants. To get information about these plants and where to buy them, log on to <http://www.bewaterwise.com>.

# INDIVIDUAL ACTION



## HOME IMPROVEMENT PROJECTS

- Use water-based paints whenever possible and buy only the amount you need.
- Wash paint brushes in an inside sink, not outside where the dirty paint water runs into the gutter.

**DISPOSE OF ALL LEFT-OVER TOXIC PRODUCTS, SUCH AS PAINT, HOUSEHOLD CLEANERS AND FERTILIZERS, AT A FREE MONTHLY HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENT.**

- If you have left-over paint, turpentine, glue or other toxic home improvement products take them to a Household Hazardous Waste Collection Event. Your old paint will be donated to a graffiti paint-out effort.
- Use non-toxic or less-toxic cleaning products as much as possible.



## VEHICLE MAINTENANCE AND USE

- Make sure your car doesn't leak fluids on the driveway or streets.
- Always recycle your used motor oil and filter. Dumping motor oil and other toxic products down the storm drain is illegal. Call 1(888)CLEAN-LA for the location of a free Household Hazardous Waste Collection Event or an auto repair shop that recycles vehicle fluids.
- Whenever viable, wash your car on a surface that will absorb the water, or take your car to a car wash.
- Properly maintain your vehicle, and perform smog checks as governed by law. This will improve your car's performance, and limit the amount of pollutants that enter the air, and ultimately fall to the pavement, and wash into waterways.
- Carpool, walk or ride your bike, when possible. Limiting vehicle use reduces pollution.



## GRAFFITI

- Erase or report graffiti quickly. Statistics show that the faster graffiti is erased, the slower it is to return. One of the best uses of old paint is graffiti removal. Donate your old paint to local graffiti abatement programs or take it to a Household Hazardous Waste Collection Event, where your paint will be used for graffiti removal purposes.

**STATISTICS SHOW THAT THE FASTER GRAFFITI IS ERASED, THE SLOWER IT IS TO RETURN.**

- Landscaping can also slow down the occurrences of graffiti vandalism. There are a variety of shrubs and vines that can be planted against walls and buildings. For example, the City of Long Beach has a Graffiti Landscape Grant Program from which residents and businesses can apply for financial assistance to plant these types of foliage.

## EVERY PERSON AND EVERY ACTION COUNTS:

### IDEAS AND ACTIONS FOR YOUR NEIGHBORHOOD

If you want to take a hands-on role in keeping your neighborhood clean and getting your neighbors involved as well, think about organizing a neighborhood clean up, a community garage sale, charitable donation drive or any one of a variety of ideas outlined in this Neighborhood Action Kit.

- Information about the activities and organizations mentioned on this sheet can be found in the resources section of this kit.

#### RIVER/BEACH CLEAN UPS

Any organization or individual can participate in programs that collect and remove debris from creeks, rivers, beaches and shorelines. This type of activity is designed to clean the area and raise general public awareness of marine debris pollution. Other clean up programs go beyond simply collecting and removing debris. Some programs record data on the numbers and types of debris and pollutants being found. Data collected from clean ups can be extremely important in convincing politicians to actively solve the marine waste problem and are useful at all levels of government.

The top 10 most frequently found marine debris items in the United States during the International Coastal Clean Up are: cigarette butts (23%); plastic pieces (6%); foamed plastic pieces and food bags/plastic wrappers (5% each); paper pieces, plastic lids and caps and glass pieces (4% each); glass beverage bottles and straws (3% each); and beverage cans and plastic beverage bottles (2% each).

Volunteer for a river or beach clean up. Some of these annual events and organizations include: Heal the Bay, California Water Boards' Clean Water Team, Santa Clarita River Rally, Friends of Los Angeles River Annual Clean Up, Ballona Creek Renaissance and California Coastal Clean Up. Other clean up events and organizations can be found in the resources section of this kit.

- See the "Sample Planning, Evaluation and Reporting Form" later in this section for information about collecting data on your clean up event.

#### COMMUNITY CLEAN UPS AND BEAUTIFICATION

Neighborhood clean ups can be a fun, easy and much needed activity that will make a positive impact in your community. Neighborhood clean ups can involve collecting litter and recyclables, painting out graffiti, planting trees and flowers, creating a mural and hauling away bulky items. Think in terms of an old fashioned block party or a block spring clean. What a great way to spend time with neighbors and friends, get some exercise and at the same time accomplish a worthwhile activity.

If you don't want to organize a neighborhood clean up, join an existing one. An example of an existing clean up program you and your neighbors can join is the City of Los Angeles' Operation Clean Sweep. L.A.'s Operation Clean Sweep conducts ongoing clean up programs in neighborhoods across the city every week. Check your respective city's Web site or call your public works department to see if your city has an organized beautification program you can join.

- See the "Sample Planning, Evaluation and Reporting Form" later in this section for information about collecting data on your clean up event and where to send the final report.

#### DOGGIE DO AT DOG PARKS

Whenever you hear about the possibility of creating a dog park in your neighborhood, get out and support it. If you already have a dog park in your neighborhood, make sure you and your family use it. These parks provide not only a safe place for your pet to run and play, but also makes cleaning up after your pet much easier. If there is not a dog park nearby, make sure you carry a bag when you are out with your pet to pick up

after it. Also, carry extra bags to give others you see on your walks who might not have a bag. If your neighborhood park doesn't carry complimentary bags, think about getting the neighbors together to campaign before the local city council for park doggie do bags.

#### WATER MONITORING

Volunteer water quality monitoring can be an important component in a comprehensive water quality monitoring program. Volunteers can gather technical data to determine the environmental health of a watershed. Water quality monitoring by volunteers gives students and others practical experience, involves them in the monitoring and management of their watershed, and increases the knowledge of stakeholders about area waterways.

When volunteers receive proper training and proper quality assurance procedures are followed, volunteer monitoring data can be as reliable as data collected by professionals. There are several local water quality organizations that train and certify volunteers to collect and analyze the water quality at monitoring locations throughout the watershed.

Some of the water monitoring groups around Los Angeles County include: the Arroyo Seco Stream Team; Los Angeles River Water Quality Monitor; Heal the Bay; and San Gabriel River Watershed Water Quality Sampling. Information about these programs can be found in the resources section of this kit.



# YOUR NEIGHBORHOOD



## **ADOPT-A-STREET CORNER, PARK, PLAYGROUND OR STORM DRAIN**

Residents can adopt a public site near their home or business and routinely pick up litter and/or clean off graffiti when it appears at their adopted location. Since neighbors are the first to see graffiti and can remove it immediately, this approach is the most effective way to clean up this unsightly problem. You and your neighbors can care for your adopted spot during a weekly walk or as part of a scheduled neighborhood gathering. One example of an adopt-a-site program is Adopt-a-Beach sponsored by the California Coastal Commission.

## **YARD SIGNAGE**

With the rising amount of home computers and simple desktop publishing software, more and more people have the capability to generate simple signs on 8½" x 11" paper (or smaller) that can be laminated. These simple signs can be staked or posted in your yard to remind dog walkers to "Please pick up after your dog" or passers-by to "Please don't litter my yard. It is not a trash can." You can use the verbiage on the posters and flyers included in the "Informational Materials to Erase the Waste" section of this kit for your yard signs. Sometimes this type of signage can be purchased at home improvement stores or nurseries.

## **PARTICIPATION IN LOCAL RETAILER EDUCATION EVENTS**

Many nurseries and home improvement stores hold regular customer workshops. Talk to local retailers about the possibility of including workshop topics involving environmental protection. This would help supplement your own education efforts in the

local community. Topics might include the following: safe use of fertilizers and pesticides for beautiful lawns and gardens; alternative products and practices for healthy lawns and gardens; environmentally safe car repairs; and simple and easy home repairs. Most of these workshop programs are free to customers and usually don't last more than a few hours on the weekend. Make time to suggest these alternative workshop themes to local retailers and encourage your neighbors to attend them to learn useful tips that help the environment.

## **CURBSIDE COLLECTION**

Most communities in Los Angeles County have curbside collection or tree recycling programs. However, not everyone uses these services. Items such as Christmas trees or large objects shouldn't be placed in trash containers, and neighbors should be reminded to utilize services the local waste hauler has in place. Send out a handwritten reminder to your neighbors and friends about curbside collection or tree collection events. You can get this information by calling your city's public works or sanitation department.

## **COMMUNITY GARAGE OR RUMMAGE SALES**

A community garage sale involves setting a designated date on which each household on your block (or designated area) holds their own garage sale. If multiple households are involved, the cost of signs, newspaper ads and other expenses can be split between all the participating households.

Community rummage sales are generally fundraisers for local charities. Community members contribute items to the event, and volunteers help staff booths to sell these

items. Talk to your local library, schoolyard, park or retailer with a large parking lot for an event location.

By doing either of these activities you can reduce the amount of garbage that is sent to landfills or is improperly discarded, support your favorite charity and give your old possessions a new life with a different family.

## **DONATION DRIVES**

Your neighborhood can encourage its residents to donate materials to their favorite charities. This might motivate infrequent donors to make a special effort to dig through garages and closets in search of reusable materials. It also encourages those who never donate to get involved. One kind of left-over product that can be put to good use is paint. Paint that is donated to graffiti reduction programs is used to paint-out graffiti in public places. Check the yellow pages under "Human Services Organizations," "Non-profit Organizations," or "Charities" for groups accepting donations, or call your city's public works department to find a graffiti abatement program for your paint.

- Information about the activities and organizations mentioned on this sheet can be found in the resources section of this kit.
- "Tips for Organizing a Successful Event," a "Pre-Event Planning Checklist," and a "Day-of-Event Checklist" can be found at the end of the "Getting Involved to Erase the Waste" section of this Neighborhood Action Kit.
- See the "Sample Planning, Evaluation and Reporting Form" later in this section for information about collecting data on your clean up event and where to send the final report. Individuals who return this form will receive a Certificate of Recognition from the California Water Boards. Return by fax to (916) 341-5252; Attn: Tom Mays.

## EVERY PERSON AND EVERY ACTION COUNTS:

### IDEAS FOR LARGE GROUPS AND ORGANIZATIONS

Community-based organizations with a large membership can implement on a larger scale any of the activities discussed in the “Ideas and Actions for Your Neighborhood” section, and with additional resources and outreach, larger activities can be considered. Any or all of these events can be conducted to coincide with major events such as Earth Day (April), America Recycles Day (November) or Pollution Prevention Week (September).

■ Information about the activities and organizations mentioned on this sheet can be found in the resources section of this kit.

Some of these larger-scale activities include:

#### STORM DRAIN STENCILING

Have your organization stencil storm drain inlets in your neighborhood with a storm water pollution prevention message. A stenciling effort requires coordination with your city’s public works department for permission to paint on sidewalks or streets. Many municipalities have a pre-approved stencil pattern that you must use. Your organization should also find out about specialty paints and application techniques. Call Heal the Bay at 1(800) HEAL-BAY (1(800) 432-5229) for information on their neighborhood stenciling program and to learn how to get involved.

#### ADOPT-A-BEACH OR WATERWAY, FORM A WATER MONITORING TEAM

This effort is similar to the activity described under the neighborhood activities, but with an organization behind you, it can grow in scope. With a large organization, an ongoing schedule can be established or a larger area can be “adopted” or monitored.

■ See the “Sample Planning, Evaluation and Reporting Form” later in this section for information about collecting data on your clean up event and where to send a final report.

**MANY OF YOUR  
ORGANIZATION’S MEMBERS  
MOST LIKELY WORK IN AN  
OFFICE. ENCOURAGE EACH  
OF THESE MEMBERS TO  
ORGANIZE AN OFFICE  
CLEAN UP EVENT IN THEIR  
RESPECTIVE PLACE OF WORK.**

#### OFFICE CLEAN UP EVENTS

A large amount of bulky goods are generated from businesses and offices, including used paper. The U.S. Conference of Mayors sponsors its annual Clean Your Files Day to encourage offices to reuse and recycle paper (some communities also focus on other office supplies and equipment). Your office can also organize a swap meet or “white elephant sale” during Second Chance Week, a week created to encourage the reuse of these materials.

Many of your organization’s members most likely work in an office. Encourage each of these members to organize an office clean up event in their respective place of work.

#### CURBSIDE EXCHANGES

Your organization might consider conducting a curbside exchange event, where a group of residents or businesses leave reusable goods on the curb to be picked up and put to use by other residents or businesses. Another location option for your “curbside” exchange is a local parking lot, such as a library or local business, where all goods can be brought to a single area. When developing your plans for an exchange event, don’t forget to have a plan for proper disposal of goods remaining on the curb or in the parking lot.

A flyer with a signup sheet can be walked around to homes and businesses within a specific area. A follow-up flyer with a list of participating houses/businesses, the timeframe for the event, and the ground rules can be distributed the week prior to your curbside exchange. Think about distributing the follow-up flyer beyond the boundary of the participating area to attract a wider audience. Don’t forget to remove your flyers after the event concludes.



# LARGE GROUPS & ORGANIZATIONS



## ELECTRONICS RECYCLING

More than 12 million computers are scrapped every year in the United States and many more old computers are being stored in closets and garages. With HDTV being implemented universally in 2006, and computer technology becoming obsolete every 18 months, the problem will continue to accelerate. Non-profit organizations can partner with city departments or computer retail stores for an electronics collection event. Usable equipment can be donated to schools or charitable organizations, unusable equipment can be taken to an e-waste collection event.

**MORE THAN 12 MILLION COMPUTERS ARE SCRAPPED EVERY YEAR IN THE UNITED STATES AND MANY MORE OLD COMPUTERS ARE BEING STORED IN CLOSETS AND GARAGES.**

## USED BUILDING MATERIALS COLLECTION EVENTS

Windows, doors, lumber, plumbing fixtures and appliances can be reused for new construction and for refurbishing older buildings and homes. For example, Habitat for Humanity has established ReStores, a thrift shop that recycles quality surplus, new and used building materials. There are four ReStores in Southern California. Developing a used building materials event is an idea worth investigating.

ReStores in Southern California:

167 Lambert Street  
Oxnard, CA 93030  
(805) 485-6065

770 North Fair Oaks Avenue  
Pasadena, CA 91103  
(626) 792-3838

2121 Atlanta Avenue  
Riverside, CA 92507-2441  
(909) 784-9474

2165 South Grand Avenue  
Santa Ana, CA 92705-5204  
(714) 434-6202



**HABITAT FOR HUMANITY HAS ESTABLISHED ReSTORES, A THRIFT SHOP THAT RECYCLES QUALITY SURPLUS, NEW AND USED BUILDING MATERIALS.**

- "Tips for Organizing a Successful Event," a "Pre-Event Planning Checklist," and a "Day-of-Event Checklist" can be found at the end of the "Getting Involved to Erase the Waste" section of this Neighborhood Action Kit.
- A checklist of publicity activities your organization can undertake to publicize your efforts can be found in the "Working with Media to Erase the Waste" section.

## TIPS FOR ORGANIZING A SUCCESSFUL ACTIVITY

As the organizer of a community event, you want to have a successful event without spending all your free time to do it. Here are some simple steps that all event organizers should consider to maximize their time and the success of their event.

### 1. Pick an activity that is well-suited to your neighborhood, community or organization.

In selecting an activity, think about what the major problems are in your area. If you are uncertain about the major pollution issues in your community, contact your public works department, neighborhood action committee or local environmental group. This will help you select the activity that will make the biggest difference.

- ▶ Concentrate on littered or graffiti'd areas not normally reached by ongoing programs.
- ▶ Your area should be of workable size. It is important that you achieve total clean up with your available time and resources.

### 2. Spend ample time in the planning stage.

It will save you time later. Invite a few neighbors for coffee or snacks, or have a staff or membership meeting. Brainstorm about tasks, resource needs (equipment and people), local business participation, and roles and responsibilities.

Clearly define the goals of your event. For example, how many volunteers you would like to recruit, how large of an area to clean, how many pounds of trash to collect, etc. The satisfaction of a job well done starts with knowing exactly what you want to accomplish.

Dependent upon the area(s) you've selected to clean up, you might need to obtain permission from the property owner or the City. At minimum, let your local law enforcement agency know your group will be conducting a clean up.

Determine who will handle and dispose of the litter, yard waste, charitable donations and used equipment at the end of your event. Your city public works or sanitation department, waste hauler, recycling center or nearby charity store might be able to help. This resource may also help you weigh and/or sort your trash for record keeping purposes and for sharing with the California Water Boards.

- See the "Sample Planning, Evaluation and Reporting Form" later in this section for information about collecting data on your clean up event and where to send a final report.

### 3. Get help from fellow residents, local businesses and other organizations.

You need volunteers to do the planning work and the day-of-event work. Local businesses might be willing to help with trash containers, plastic bags, paint and paint brushes, hoes, rakes and refreshments. But you need to pick up the phone and ask.

Here are some ideas for local partners and how they can get involved:

- ▶ Hardware stores: Tips on safe use and storage of paints and chemicals; donations of tools and/or materials
- ▶ Home improvement stores: Demonstrations on safe use of lawn products and proper home improvement practices; donations of tools and/or materials
- ▶ Nurseries and gardening supply stores: Demonstrations on safe use of lawn products
- ▶ Waste haulers and recycling centers: Help in clean up of waste gathered at your events
- ▶ Fast food restaurants and donut shops: Advertising on paper cups and bags and at their establishment; refreshments for your event
- ▶ Grocery and convenience stores: Advertising on grocery bags
- ▶ Business associations/improvement districts: Funding, advertising or resources for your event
- ▶ Environmental or other non-profit organizations: Organizing resources, advertising, networking opportunities, or developing handouts for your event
- ▶ City/County public works and sanitation departments: Funding, organizing resources, or advertising your event
- More information about forming partnerships is included in this section of the Neighborhood Action Kit.

If you need more resources than your immediate neighborhood or organization can provide, here are some organizations that may offer volunteer support:

- ▶ Youth — Boy Scouts, Girl Scouts, Campfire Girls, 4-H clubs, Future Farmers of America, faith-based groups
- ▶ Service — Lions, Rotary, Kiwanis
- ▶ Environmental — Sierra Club, TreePeople, Heal the Bay, Conservation Corps

# ORGANIZING ACTIVITIES

- ▶ Schools — PTA, community colleges, trade schools, adult development centers
- ▶ Recreational — bass and fishing clubs, rowing clubs, soccer and softball leagues
- ▶ Marinas — yacht club members
- ▶ Business — chambers of commerce, trade associations, local retailers
- ▶ Homeowners — Homeowner and resident associations

A simple flyer or handwritten invitation can be used to recruit your immediate neighbors to join the effort. (A flyer template can be found at the end of this section.) For larger-scale activities involving any of the organizations listed above, let the organization recruit and coordinate their members and give you a report on the numbers you can expect. You can also draft a press release and send it to the local newspaper for placement in the community calendar section.

Prior to the event, all volunteers should receive information about what to wear (type of clothes, shoes, hat, gloves and sunscreen); time and location of designated meeting place; and tools to bring (if they have access to them). After the event, everyone should receive a thank-you note.

- See the “Working with Media to Erase the Waste” section in this kit for the proper formats for media materials.

**4. Get the word out.** Organizers of small neighborhood clean ups (one to two blocks) should tell their neighborhood weekly paper what they are doing to call attention to the problem and to draw volunteer support. After the event, they should also be contacted with a success story of the event. Facts and figures will interest every newspaper – how many people participated, how large of an area you cleaned, how many pounds or bags collected, number of bulky items removed, etc. You can find which papers publish in your neighborhood by looking in the free racks at the grocery store, outside convenience stores, in street containers and at neighborhood restaurants. Inside each paper you will find contact information for the publisher and who to contact.

- To generate greater media coverage or involvement for large-scale events, see the “Working with Media to Erase the Waste” section of this kit.

Another way to get the word out is by posting signs and flyers. You can use the ideas provided in the templates in this Neighborhood Action Kit. Also, make sure someone is assigned to remove the signs after the event concludes.

A final idea is to send “blast e-mails” or “blast faxes.” This is usually a single page of information sent (or “blasted”) to a list of people in groups. For example, if you have an e-mail address list for a group of neighbors, you can send a single e-mail to the entire group. The same type of list creation can be done for organizations, partners, businesses and media.

- A sample blast e-mail/fax can be found at the end of this section.

**5. Measure What You Collect and Tell the California Water Boards.** The Water Boards are very interested in hearing about the success of your event and the data you were able to collect. The “Planning, Evaluation and Reporting Form” at the end of this section can assist you in all phases of your event planning and reporting of data. The Water Boards will welcome receiving this form and learning about your clean up efforts. They will send you a Certificate of Recognition as an appreciation for your participation and interest in cleaning our environment.

- See the “Sample Planning, Evaluation and Reporting Form” later in this section for information about collecting data on your clean up event and where to send the final report.

**ORGANIZERS OF SMALL NEIGHBORHOOD CLEAN UPS SHOULD TELL THEIR NEIGHBORHOOD WEEKLY PAPER WHAT THEY ARE DOING TO CALL ATTENTION TO THE PROBLEM AND TO DRAW VOLUNTEER SUPPORT.**

## DEVELOPING PARTNERSHIPS/SPONSORSHIPS

A partner in any of your pollution prevention activities can help in a number of ways including:

- Spreading the word about the problem and the event
- Providing in-kind services, products or funds
- Increasing your resources and budget
- Providing endorsement and support, particularly partnerships with elected officials
- Reinforcing working relationships
- Providing resources
- Producing how-to workshops for do-it-yourselfers and gardeners

### STEPS TO DEVELOPING A SUCCESSFUL PARTNERSHIP

**Step 1 — Decide what you want or need, then prioritize;** for example, volunteer support, products, and endorsements.

**Step 2 — Brainstorm with neighbors, staff or friends about potential partners.** Create a list of potential partners based on your list of prioritized needs. Also, brainstorm on ways to acknowledge or recognize your partners' efforts and assign someone to ensure the acknowledgement or recognition happens. Here are some ideas of what you can give a partner: recognition in all publicity materials (e.g., flyer, media release); signage at the registration area; and/or acknowledgment from the city council or the homeowners association. At minimum, every partner should receive a personal thank-you note after the event that tells what their contribution accomplished.

See if anyone in your brainstorming group knows someone who works for a listed potential partner or has information that can help you contact the potential partner.

Find out everything you can about the potential partner's business; why should this particular business be interested in the problem or your activity.

**Step 3 — Ask for Assistance.** You can ask for bottles of water, volunteers, trash bags, publicity and/or money, or other services and supplies. Requests can be made by phone, introductory letter or e-mail. The approach is dependent on whether you (or someone else) know the potential partner and/or whether the partner knows about your effort or organization.

Before you make the contact, know exactly what you want to say, concisely:

- Who you are
- What you want (have specific ideas and a backup wish list)
- Why you want it
- What the partner gets out of it

Be prepared to be flexible. Leave the options open. Engage the potential partner in a discussion that can lead to new and different ideas.

**Step 4 — If you are successful in securing a partner — get it in writing.** Write a simple letter of understanding that both of you sign. It should state exactly what the partner has agreed to, what the timeframe is and what the partner will be given in return.

Make sure that you provide the partner with all the promised benefits; recognize their support through a thank-you letter or proclamation or other public acknowledgement. Send them copies of any media coverage about the event or activity.

- A sample partnership letter can be found at the end of this section.

SAY CONCISELY WHO YOU ARE,  
WHAT YOU WANT, WHY YOU WANT IT,  
AND WHAT THE PARTNER  
GETS OUT OF IT.

## ✓ PRE-EVENT PLANNING CHECKLIST

Individuals and organizations can use the comprehensive list below in planning a variety of events. Select the tasks that apply to your event and ignore the remainder of the list.

- Apply for available grants (this requires several months of lead time). Neighborhood groups or non-profit associations may apply to local, regional or state organizations for funds to use in clean up activities. The U.S. Environmental Protection Agency has an on-line grant-writing tutorial at <http://www.epa.gov/seahome/grants/src/msieopen.htm>.  
  
While grant application requirements vary from agency to agency, they all require the following information: Name of group, contact person, type of activity, who or what the activity benefits, how many people are involved, a task or activities plan, what quantifiable outcomes are expected, how much money is being requested and what specific activities will be covered under the grant.
- Form an organizing group that includes neighbors; friends; members of your agency's staff; representative(s) of your partners including a waste hauler, participating organizations and/or a representative of the area targeted for clean up.
- Select a site location(s) for the clean up and estimate the types and amount of litter that needs to be removed.
- Determine the number of volunteers needed.
- Set goals that can be measured and recorded. For example, the number of volunteers involved; the number of trash bags filled; the number of bags of recyclables redeemed.
  - The sample reporting form at the end of this section can be used for both planning and reporting. In the first column you can write your target goal numbers (e.g., volunteers, sponsors) and in the second column, after the event, you can write what you actually accomplished.
  - You or your organization will receive a certificate of acknowledgement from the California Water Boards if you fax the completed form to the Water Boards after the event. Fax to (916) 341-5252; Attn: Tom Mays.
- Confer with site residents/occupants about what will be involved.
- Contact potential partners.
  - Tips for developing partnerships and a sample partnership letter can be found at the end of this section.
- Obtain a permit(s) or entry permission if either is required.
- Collect lists of organizations with potential volunteers.
- Contact organizations and request a specific number of volunteers (if more help is needed).
- Plan your publicity (media, speakers bureau, flyers, posters).
- Write and create promotional materials (e.g., flyers, media advisory, media release). Don't forget to remove any signs or flyers you post.
  - An *Erase the Waste* neighborhood clean up flyer template can be found at the end of this section and media material templates can be found at the end of the "Working with Media to Erase the Waste" section.
- Order volunteer giveaways (if budgeted).
- Inform local law enforcement about your clean up effort.
- Arrange for trash disposal and prepare for recyclables (CalMAX, charity shops, charitable organizations).
- Plan for refreshments.
- Plan for restroom facilities (if needed).
- Select a meeting point or main registration area for the day of the event.
- Prepare and send media advisories, public service announcements and stories to the local media. Make follow-up phone calls.
- Communicate with volunteers and/or organizations providing volunteers to inform everyone about: what to wear (type of clothes, shoes, hat, sunscreen); time and location of designated meeting place; and tools to bring (if they have access to them).
- Arrange for first-aid supplies or personnel to be on hand.
- Decide if you want or need to take pictures. These can be used on your Web site, in newsletters, for future publicity, grant and award applications, or just for fun.

## ✓ DAY-OF-EVENT PLANNING CHECKLIST

Individuals and organizations can use the comprehensive list below for day-of-event tasks. Use the tasks that apply to your event and ignore the remainder of the list.

- Arrive early to set up the registration area and greet participants. Place directional signage if needed. Volunteers at large events should complete a registration sheet with detailed contact information and sign a release and indemnification form. (A sample form can be found at the end of this section.)
- Have your permit or written entry permission available if needed.
- Make sure your waste hauler has trash and recyclable containers and weight scales in position and is available for assistance.
- Give volunteers the following instructions (oral and written):
  - Project goals and project area description.
  - Restroom locations (if needed).
  - General safety rules:
    - ▶ Use caution when working along public streets. Work facing oncoming traffic.
    - ▶ Do not trespass on private property or neighbors' yards.
    - ▶ Do not pick up or touch: hypodermic needles, medical waste, condoms, chemical containers, dead animals or sharp items. Contact the event organizer and identify these materials for him/her.
    - ▶ Do not lift heavy/bulky items without assistance.
    - ▶ Drink plenty of water.
  - Location to receive empty bags and drop-off full bags of litter/recyclables.
  - Who to contact in case of emergency.
  - Where first-aid supplies are located.
  - When the event will conclude.
  - Where the water and/or other refreshments will be located.
- Give volunteers other options in case they finish early.
- Make sure all trash and recyclables are disposed of properly.
- Take pictures.
- Thank volunteers and distribute giveaways (if purchased). If possible, send a post-event thank-you letter to each volunteer.
- Complete the reporting form in this kit.
  - The sample reporting form at the end of this section can be used for both planning and reporting. In the first column you can write your target goal numbers (e.g., number of volunteers, number of sponsors) and in the second column, after the event, you can write what you actually accomplished. You or your organization will receive a Certificate of Recognition from the California Water Boards if you fax the completed form to the Water Boards after the event. Fax to (916) 341-5252; Attn: Tom Mays.

**THE WATER BOARDS ARE VERY  
INTERESTED IN HEARING ABOUT  
YOUR EVENT. LET US KNOW  
ABOUT THE CLEAN UP ACTIVITIES  
HAPPENING IN YOUR  
COMMUNITY.**

# ACTIVITIES FOR KIDS

## ANTI-LITTER AND BEAUTIFICATION ACTIVITIES TO DO WITH CHILDREN

### LITTER

1. When you take your children for walks or to the park or beach, help them pick up trash such as paper, cups and food wrappers, and throw them in the nearest trash can. Teach them about dangerous litter, and to avoid handling these items.
2. Organize a neighborhood or park clean up with your children. Do it as part of a spring and fall cleaning schedule. If you don't want to organize a clean up, participate in one that someone else organizes.
3. If you are involved with your child's school, help organize a "litter drive" around the school as a recess or after-school activity.
4. Challenge your children and their friends to a photo contest. You can use inexpensive disposable cameras that will be recycled after processing. The objective is to take pictures of places with litter or graffiti that can be cleaned and fixed up.
5. If you have a pet, take a "pet pledge" with your children. Each of you pledges to always pick up after your pet. On your computer, or with crayons, create a pledge form that each of you can sign on behalf of your pet.
6. As a home art project, have your kids make litter bags for your car.

### REUSE AND RECYCLING

1. On your walks, bring along a bag to collect recyclables, such as bottles and cans, and then take a trip to the nearest recycling center so your children can redeem them for piggy bank money.
2. When your child tires of or outgrows toys or clothes, talk to them about donating them to a charitable organization or giving them to someone who might need them and love them as much as your child did. Take your child with you to the donation center and let him/her help you unload the car. With your child, talk to the attendant about what happens to the donations and who benefits from them.
3. If you and your children have a lot of reusable items and want to make some money for their education fund, have your children help organize a garage sale. Involve your neighbors and their children.
4. Remind your children there are two sides of the paper when they draw and write, and encourage them to use both sides before recycling it. You can do the same with your grocery lists and telephone note pads.
5. Give your child a "cool" lunch box for school and use this instead of paper bags. Pack sandwiches and other lunch items in reusable plastic containers instead of wrapping them in paper or plastic wrap.

### OTHER ENVIRONMENTAL LESSONS

1. Rule of thumb: Show your children by doing. Be a good example for them.
2. Add books and stories about nature and the environment to your children's reading library. Read the books to and with them.
3. Take your child to a local nursery or gardening center to pick out a shrub or tree to plant in a pot or in your yard. Planting a shrub or tree is fun and can help stop soil erosion by securing the soil with its roots. (Loose soil can get into waterways, and create pollution known as sedimentation.) They also provide beauty, shade, attract birds and will reduce carbon dioxide in the air. Native trees are especially good because they require fewer environmental resources, such as water. Every year, the tree or shrub will grow, giving your child a sense of accomplishment.
4. Grow small greenery in your house and have your children help care for them. Salad greens, flowers and herbs are easy to grow in containers on a sunny window sill.
5. Join a nature conservancy or environmental group and get involved with your child on group outings.
6. Attend a public hearing on an environmental issue. Take your children along with you.
7. If your child is in a scouting program, help them earn their nature/environmental badge(s).
8. Take family trips to parks, gardens, aquariums and natural history museums.

9. Help your child participate in his or her school science fair. Plan a project that demonstrates environmental health and safety.
10. Involve your child's school. The sooner positive environmental habits are instilled in children, the better our environment will become over the long term. Even on school campuses, many fun environmental activities can be undertaken by teachers and students, such as starting on-campus lunch recycling programs or conducting on-site water pollution monitoring programs. Through these activities, students see first-hand the benefits of environmental action and understand that they can make a difference. Go to <http://www.swrcb.ca.gov> and click on "water education" for more information about environmental resources for schools. Or for more education ideas and materials, go to <http://www.treepeople.org>, <http://www.healthebay.org> and <http://www.projectwet.org>.
11. For teachers – Jiminy Cricket's Environmentality Challenge provides an opportunity for your class and all other fifth grade classes in the State of California to "think green." It's a challenging and fun hands-on experience that will help fifth graders learn more about their environment and allows the State of California to show them why "it's cool to care" about the earth. The purpose is to encourage students to think and act environmentally at school, at home and in their community. In California, Jiminy Cricket's Environmentality Challenge is a partnership between The Walt Disney Company and the State of California's Environmental Education Interagency Network (CEEIN). CEEIN includes representatives from the California Environmental Protection Agency (including the California Water Boards), the Department of Education, the Department of Food and Agriculture, the State and Consumer Services Agency, the Resources Agency and the United States Fish and Wildlife Service. To learn more about this program, you can call the hotline at 1(800)290-0299 or visit the Web site <http://www.oehha.ca.gov/ceein/jim/index.htm>.

# ANTI-GRAFFITI

## THINGS YOU CAN DO TO HELP REDUCE GRAFFITI

1. Get educated. Learn about graffiti, how it impacts your community, and who is responsible for graffiti prevention and clean up in your area.
2. Donate your old, left-over paint to a graffiti abatement program in your neighborhood or take it to a Household Hazardous Waste Collection Event where it will be used to wipe out graffiti. Never dispose of paint down the drain or in the trash or street.
3. Report graffiti immediately to the appropriate authorities. Statistics show the faster graffiti is removed, the slower it is to return.
4. Organize a paint-out. Local paint dealers are often willing to donate paint and brushes for volunteers to use for graffiti clean up.
5. Plan a mural to cover a wall plagued with graffiti.
6. Coordinate a graffiti awareness campaign at your school or in the community.
7. Make a presentation on graffiti prevention to your school class or neighborhood group.
8. "Adopt-a-wall" in your school or community and make sure it stays clean and free of graffiti.
9. Plant trees or other greenery near a graffiti-plagued wall. Landscaping can also slow down the occurrences of graffiti vandalism. There are a variety of shrubs and vines that can be planted against walls and buildings. For example, the City of Long Beach has a Graffiti Landscape Grant Program from which residents and businesses can apply for financial assistance to plant these types of foliage.
10. Ask your community to install lighting in areas that are dark and often hit with graffiti.
11. For graffiti removal in the unincorporated areas of Los Angeles County, call 1 (800) 675-4357. The hotline is answered 24 hours a day, seven days a week and the County strives for a 48-hour response time. The hotline can also provide information about other agencies that provide graffiti removal when it is not the responsibility of Los Angeles County. These include: Parks and Recreation, Caltrans, Metropolitan Transit Authority (MTA), Metrolink, United States Post Office, Southern California Edison and the 88 cities within the county.

## SAMPLE RELEASE AND INDEMNIFICATION FORM

(This form is provided for guidance only. It should not be considered as legal advice or taken in place of legal consultation.)

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I, \_\_\_\_\_, am a volunteer for the (EVENT NAME) being conducted by (ORGANIZING BODY [IES]) on (DATE) at (LOCATION).

I understand that I voluntarily assume all risk of accident, injury or damage, and release and forever discharge the producers, co-sponsors, employees, agents or representatives of the (ORGANIZING BODY [IES]) from any and all liability for personal injury or property damage of any kind sustained in association with or during participation in this event, regardless of whether such personal injury or property damage is caused by negligence of the producers, co-sponsors, employees, agents or representatives of the (ORGANIZING BODY [IES]).

I agree to indemnify and hold harmless the producers, co-sponsors, employees, agents or representatives of the (ORGANIZING BODY [IES]) from all liability, loss and expense, including, but not limited to damages, legal expenses and cost of defense in any matter arising during or from the participation in the (EVENT).

I further agree that I will abide by all applicable rules and regulations promulgated by the producers, co-sponsors, employees, agents or representatives of the (ORGANIZING BODY [IES]) and agree to follow the instructions of all volunteer supervisors who are connected with the (EVENT).

\_\_\_\_\_  
Participant (signature)

\_\_\_\_\_  
Participant (please print)

\_\_\_\_\_  
Date

## SAMPLE PLANNING, EVALUATION AND REPORTING FORM

### COMMUNITY BEAUTIFICATION/CLEAN UP EVENT

(This form can be used as a planning, evaluation and reporting tool.)

Fax final report to (916) 341-5252; Attn: Tom Mays. You or your organization will receive a Certificate of Recognition from the California Water Boards.

Name of event: \_\_\_\_\_

Type of event: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

GOAL	PRE-EVENT PLANNING <small>(the number you need or would like to obtain)</small>	POST-EVENT ACTUAL <small>(the number you actually obtained and counted after the event was over)</small>
Number of volunteers		
Total amount of partner/sponsor money raised or in-kind contributions	\$ Potential list:	\$ Actual list:
Number of blocks cleaned OR size of area cleaned		
Number of bags of litter collected		
Number of pounds of litter collected		
Number of bags of recyclables collected		
Number of pounds of recyclables collected		
Number of incidents of graffiti painted over		
Amount of bulky items removed (appliances, furniture, etc.)		
Storm drain stenciling – number of stencils painted		

# SAMPLE PLANNING, EVALUATION AND REPORTING FORM — PAGE 2

## COMMUNITY BEAUTIFICATION/CLEAN UP EVENT QUESTIONS

1. What was the most common type(s) of trash found?

- a)** cans                      **b)** tires                      **c)** packaging  
**d)** fast food containers   **e)** plastic bags   **f)** bottles

Other (please specify): \_\_\_\_\_  
\_\_\_\_\_

2. Does it appear the site may be used as an illegal dumping spot (presence of appliances, tires, bags or trash, etc.), or do the trash items appear to have collected here at random? Share your findings with local public works staff and specify below:

\_\_\_\_\_  
\_\_\_\_\_

3. Did you encounter any items that may pose a threat to human health? (e.g., medical waste, pet waste, diapers, human waste, pesticides, ponded-water in open cans or tires that breed mosquitoes, broken glass, etc.) Share with local public works staff, local authorities and specify below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Does it appear that the trash can be traced to a particular group, organization, business or activity (e.g., restaurant litter, homeless encampments, etc.)? Use this information to contact your local public works department and/or local businesses, organizations for assistance. They might help develop an education program with you, or intervene on matters involving public health or safety.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. List locations of the following (If applicable):

Graffiti removal: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Stenciling: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Has this site been the subject of a clean up effort in the past? If yes, please rate the level of site cleanliness prior to the event based on earlier clean ups:

- a)** major improvement                      **b)** some improvement  
(Less than half the amount of trash)   (Less than one-quarter the amount of trash)

- c)** same    **d)** worse

7. If the site is cleaner than in the past, please list what education efforts your group has done to make a difference (circle all that apply):

- a)** door-to-door canvassing                      **b)** community flyers  
**c)** media coverage                                      **d)** business/partner  
**e)** diversion (recycling efforts, etc.)                      cooperation

Notes: \_\_\_\_\_  
\_\_\_\_\_

### Answer these additional questions for streamside clean ups near creeks, rivers, lakes, bays and the ocean

1. Please describe the waterway by smell:

- a)** rotten egg                      **b)** musky                      **c)** petroleum  
**d)** no odor                      **e)** other: \_\_\_\_\_

2. The top of the water is:

- a)** foamy    **b)** scummy  
**c)** oil sheen    **d)** covered with pond weed  
**e)** covered with algae                      **f)** other: \_\_\_\_\_  
(if so, color: \_\_\_\_\_)

3. The water itself is:

- a)** muddy    **b)** milky  
**c)** brown    **d)** clear  
**e)** other: \_\_\_\_\_

4. How deep is the water? \_\_\_\_\_

5. Do you see any creek life in or around the waterway? If yes, list below (e.g., crayfish, birds, insects):

\_\_\_\_\_  
\_\_\_\_\_

6. Describe the waterway (circle all that apply):

- a)** shaded with tall trees                      **b)** grass                      **c)** tall brush  
**d)** back yards    **e)** no trees  
**f)** other (specify): \_\_\_\_\_

■ Note to clean up teams: The Water Boards encourage you to revisit your site periodically to conduct clean ups, evaluate your effectiveness, work with local government, businesses and organizations to erase the waste.

# Help Erase the Waste for our Kids' Sake

**Community Clean Up  
Event Will Make Our  
Neighborhoods Safer for  
Children and Families**



---

## YOU'RE INVITED!

Help prevent pollution in our neighborhood and in our local waters by joining **[sponsoring organization]** as we host an *Erase the Waste* event.

Come and learn about ways to be a part of the solution and take action to prevent pollution.

Always throw trash in a trash can or recycling container, put cigarette butts in an ashtray and pick up after your dog every time.

Meet your neighbors and join us as we help protect the health of our neighborhood.

**[MEETING PLACE]  
[DATE] [TIME]  
[ADDRESS]**

**Contact: [NAME]  
[ORGANIZATION]  
[PHONE NUMBER]**

For more information about how to erase the waste in our community and waters, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.

Printed on recycled paper.

## SAMPLE E-MAIL AND FAX BLASTS

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### \* Community Clean Up Event in Our Area \*

[DATE]

## HELP ERASE THE WASTE FOR HEALTHIER FAMILIES AND A HEALTHIER COMMUNITY

*Community Clean Up Event Spotlights the Importance of Pollution Prevention*

The *Erase the Waste* campaign aims to teach local residents about the simple steps we all can take to reduce storm water pollution in our community. Join community leaders, local youth groups and elected officials in a day of outdoor fun as we clean up our park and learn about the role each of us plays in keeping our community healthy and safe.

The *Erase the Waste* campaign encourages L.A. County's nearly 10 million residents to take ownership of their communities, help reduce storm water pollution by cleaning trash and pollution from the local landscape, and be part of the "pollution solution." For more information about how to erase the waste in your community, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.

The event begins at 10 a.m. and will run approximately two hours.  
Refreshments will be served.

**Location**  
**[ADDRESS]**

**Directions**  
[Provide directions such as: Enter Longwood Park from Grant Avenue, near the intersection with Shallow Hill Way. Follow the *Erase the Waste* signs to the Picnic Area]

**Contact Information**  
[Name, Phone Number, Extension]

## SAMPLE PARTNERSHIP LETTER

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[DATE]

[CONTACT NAME]

[NAME OF ORGANIZATION/BUSINESS, ADDRESS OF ORGANIZATION/BUSINESS]

Dear [CONTACT]:

***Partnering with Erase the Waste is a great way to show your [CUSTOMERS/MEMBERS] that you care about the health of our community!***

If [ORGANIZATION/BUSINESS] would like to:

- Demonstrate its commitment to the communities it serves
- Align itself with an important issue that impacts all of us
- Define itself as environmentally responsible

...then partnering with *Erase the Waste* is a great fit for your company/organization.

The State of California has made reducing storm water pollution in Los Angeles County a top priority. Storm water pollution is the greatest danger to water quality in Southern California and poses significant threats to public health and safety, natural resources and the region's economic vitality. With a high-density population of almost 10 million residents, the region creates an overwhelming volume of trash that ends up polluting our neighborhoods and waterways.

The *Erase the Waste* campaign encourages L.A. County's residents to take ownership of their communities, help reduce storm water pollution by cleaning trash and pollution from the local landscape, and be part of the "pollution solution." Among other tips, the campaign encourages residents to: throw trash in a trash can or recycling container, always put cigarette butts in an ashtray, pick up after their dog every time and join or organize a community clean up to help protect their neighborhood.

***Let's work together to educate your customers on ways to Erase the Waste.***

[Company/Organization] can help spread the word about storm water pollution prevention to the community by partnering with the *Erase the Waste* campaign. I'd like to invite you to consider:

- **Hosting a Community Clean Up** – organize, publicize and bring your group to a local event where we'll:
  - ▶ Beautify a local beach, park or playground
  - ▶ Share information on recycling and preventing pollution
- **Publicity** – Can you help us get the word out by running an announcement about our clean up on your Web site, in employee communications materials or placing a posting on your bulletin board?
- **In-Kind Donations** – Can your company/organization donate or lend equipment that can be used for our clean up, such as:
  - ▶ Brooms and rakes
  - ▶ Buckets, gloves and bags
  - ▶ Tables, chairs and microphones
  - ▶ Printing and advertising resources

We all share a responsibility for the health of L.A. County's communities, neighborhoods and beaches. Please join us in doing your part. For more information about how to erase the waste in your community, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.

We are eager to build a partnership with your company/organization. We will follow up with you in the next few weeks to discuss this opportunity. In the meantime, please feel free to call me at [TELEPHONE NUMBER] with any questions you may have.

Sincerely,

[NAME]

[NAME OF ORGANIZATION]



## **SECTION 3**

**SPEAKING OUT TO  
ERASE THE WASTE**

## SPEAKING OUT TO...

Speaking to others about pollution prevention is a very effective way to encourage them to take action to keep their neighborhood healthy and clean. However, chances are you have read or heard that public speaking is one of our greatest fears, but it really doesn't have to be. You'll find that if you start by speaking to a small group of people who are interested in learning about something you are passionate about, it's not that hard. Once you get comfortable with small groups, you can start expanding to larger groups.

Start out talking to your neighbors and don't forget to include your children and their friends.

Here are several ideas for small group talks with familiar people:

- Your neighbors during a homeowners association meeting or other neighborhood gathering
- Your child's Boy or Girl Scout troop, or similar organization meeting
- Your child's school class
- PTA meetings
- Your child's soccer or little league baseball team (you can use this opportunity to promote a litter-free event)
- Your place of worship
- A networking or civic group to which you belong

Here are a few ideas for subjects:

- Plan a neighborhood clean up. Tell them why it's important, how much time it will take and what they need to do.
- Share a community clean up/beautification success story. Talk about what you learned and what could be done next.
- Relate a personal experience(s) or things you've seen (piles of bulky items, excessive littering, reoccurring graffiti). Share your concerns about the health and safety of the community, your children and the environment.
- Talk about how the neighborhood can increase its recycling of Household Hazardous Waste, electronics and building materials.
- Provide ideas for a litter-free event.
- Describe approaches to reducing graffiti and tagging in your neighborhood. Talk about methods of removing graffiti from various surfaces.

- Have seasonal conversations about:

- ▶ Spring gardens and yards – water conservation, effective fertilizing and pesticide use, recycling yard waste and safe storage of hazardous materials and supplies.
- ▶ Winter – recycling Christmas trees; using less and reuse of holiday wrapping; how to reduce, reuse and recycle during the holiday period; New Year's resolutions to fight litter; keeping your neighborhood clean; using less toxic products around the house.
- ▶ Back-to-school – purchasing school supplies made with recycled content; using lunch boxes with reusable sandwich containers instead of paper bags and disposable wrappers.

Once you've developed a comfort level in speaking to the neighbors, your friends and smaller groups of people, here are some organizations/groups you can contact to find other speaking opportunities or to join their speakers bureau:

- Chambers of commerce
- Visitors and convention bureaus
- Environmental groups
- Lawn and garden clubs
- Museums
- Rotary clubs
- Public hearings and meetings

ONCE YOU GET COMFORTABLE SPEAKING WITH SMALL GROUPS ABOUT POLLUTION PREVENTION, YOU CAN START EXPANDING TO LARGER GROUPS.

## CREATING AN ORGANIZATIONAL SPEAKERS BUREAU

Speakers bureaus are groups of specially-trained representatives who can knowledgeably talk about a specific topic, process or program. Speakers bureau members can be organization staff members, or experts who come from the community as volunteer speakers. Speakers bureau members speak to public and private organizations and groups on educational topics, issues of concern, specific projects, programs or planning activities.

### SPEAKERS BUREAU MEMBERS CAN:

- Provide in-depth information and expertise to the general public in a personal format.
- Put a human “face” on the organization.
- Listen to people’s concerns.
- Answer questions.
- Build relationships with community members.

### SPEAKERS BUREAUS ARE USEFUL AND COST-EFFECTIVE

- They expand possibilities for community education and participation.
- Speakers can also expand the distribution and public understanding of printed materials.
- Speakers bureaus can be integrated into a larger effort with a variety of other public involvement techniques.
- Speakers bureaus can address a wide variety of groups from civic to social, from professional to neighborhood, and from youth to special interest groups.
- Speakers bureaus help the community understand the organization and its work.



**TIME – AS OPPOSED TO MONEY – IS THE LARGEST INVESTMENT INVOLVED IN DEVELOPING AND MAINTAINING A SPEAKERS BUREAU.**

### YES! IT’S EASY TO ORGANIZE A SPEAKERS BUREAU

Time – as opposed to money – is the largest investment involved in developing and maintaining a speakers bureau. In reality, the greatest time investment comes in the development stage. Once the speakers bureau has been developed, maintenance time can be minimal as long as the bureau manager keeps records on a regular basis.

Setting up and running a speakers bureau can be accomplished in six steps:

**Step 1** — Determine who will be the manager of the speakers bureau

One person should be designated as the overall manager for the bureau to ensure accountability. The manager can then designate staff persons to assist or be responsible for activities.

**Step 2** — Select the speech topics

It is recommended that you focus on four to five overarching topics. These can be advertised in your promotional materials to the general public. Within each of these topics, you can tailor sub-topics for each group.

**Step 3** — Identify speakers for each topic

Since speakers are perceived as representatives of an organization, it is important that your organization selects and/or recruits people who are (1) knowledgeable about the topic and (2) willing to do the job. Speakers function as ambassadors and their work should represent an organization’s best efforts. Remember, they become the “face” of the organization, reflecting its enthusiasm, attitude and expertise.

**Step 4** — Prepare speakers and materials

You need to train and equip speakers for their presentations. Don’t assume that because a person is knowledgeable about the subject, that they don’t need a little training specific to presenting this knowledge to a group of listeners. In successful presentations the words are prepare, prepare,

# SPEAKERS BUREAU

prepare, regardless of how well the speaker knows the subject. Prepare a core presentation or key talking points, as well as collateral materials to distribute at speaking engagements (e.g., fact sheets, tips, reprinted articles).

## Step 5 — Promote your speakers bureau

Opportunities to promote your speakers bureau include: sending a media advisory to your local newspaper and public access TV station; adding a promotional page to your Web site; including a simple advertisement/notice in your organization's newsletter; posting a flyer on bulletin boards in public places; and sending reminder e-mails to your membership list, friends and colleagues.

- A publicity flyer and blast fax/e-mail template, which can be used for bureau publicity, can be found at the end of the "Getting Involved to Erase the Waste" section.
- A checklist of publicity activities for the speakers bureau can be found in the "Working with Media to Erase the Waste" section of this kit.

## Step 6 — Schedule and track presentations

The initial task is to let groups and organizations know an expert speaker is available and willing to speak to the group. General categories of potential groups are listed earlier in this section. The best and easiest way to arrange speeches is to target existing meetings. These meetings have set formats and offer an existing audience.

Use letters or phone calls to arrange speaking opportunities. Note: if you send an initial letter, it should be followed up with a phone call. If you start with a phone call, you should confirm your phone conversation in a letter. Scheduling – as well as solicitation – is an ongoing process.

It is important to track the presentations made, so that you are able to make a complete report at the end of each quarter or year. You can also use this schedule to post on your Web site, as well as for use in funding applications for public education grants.

## POINTERS FOR SPEAKERS

1. The single best way to have a successful presentation is to prepare properly.
2. The frequency of practice is better than the length of practice session.
3. Focus on what you have to say – not on the fact that you are saying it.
4. Using conversational language is the best way to assure common understanding among the members of the audience. Be careful about the use of jargon and slang. Be sure that everyone will understand what you mean.
5. Concentrate on clear, crisp articulation throughout the presentation.
6. It is not just what you say that counts...it's how you say it. If you mean what you say...say it like you mean it.
7. The expression on your face must match the meaning of the words you are using.
8. Always give the audience eye contact because: (1) it involves your audience; (2) it keeps you aware of their reactions to what you say; and (3) it helps you identify friends and foes.
9. An audience's initial impression of a speaker is made within the first three to four seconds the audience sees him or her.
10. Use visuals when appropriate – a picture can be worth a thousand words; however, if you don't want to talk about something, don't put it on a visual.
11. Stay with one major subject per visual.
12. If you want the audience to look at the visual, you look at it. If you want the audience to look at you, you look at them.
13. Find the farthest object in the room and project your voice to that object.
14. Don't handout materials or samples during your presentation.
15. Choose your questioners from varying positions in the room. Give the person asking the question your full attention. If you don't understand a question, make the questioner repeat it. Don't guess about the question or the answer.
16. Repeat all questions in your own words. This ensures you understand the question being asked and gives the rest of the audience a chance to hear the question. Repeating the question also gives you time to mentally compose the best answer.

For information about how to improve your public speaking skills, you can visit organizations such as Toastmasters at <http://www.toastmasters.org>.

## HOW TO DEVELOP YOUR SPEECH

1. Decide why you are talking to the group.
  - Are you selling an idea? (“Let’s have a community clean up.”)
  - Are you delivering information? (“We need to get the litter out of the streets and gutters, so it doesn’t clog the storm drains and pollute the Los Angeles River.”)
  - Are you explaining technical information? (“The Los Angeles River has high levels of bacteria due to the amount of animal waste being carried to it through urban runoff.”)
2. Identify the people who will be listening.
  - Who are they?
  - Why are they there?
  - What are their interests?
  - What motivates them?
3. Pre-think what’s important to the listeners (health, safety, convenience, noise, cost, time constraints).
4. Know what you want the listeners to do.
  - Say yes or no.
  - Sign up for a task.
  - Give an opinion or provide input.
  - Approve something.
5. What’s your message?
  - This is the most important part of the presentation.
  - The message is what the listeners know, think or do after you have completed your speech.

### BLUEPRINT FOR BUILDING YOUR SPEECH

#### WHAT IS YOUR MESSAGE?

For example... “The vacant lot on our block is dangerous for our children because it is full of tall weeds and trash. The litter is blowing into the street, clogging the storm drains and being carried to the Santa Clara River, polluting it. It is making our whole street look ugly and rundown.”

#### SUPPORT YOUR MESSAGE WITH FACTS...

“There is a pile of broken bottles that can seriously injure a child.”

“The weeds are providing cover for stray animals including rats, which are attracted to litter.”

“The litter is blowing into our yards and into the street. I picked up a garbage bag full in my yard this week.”

“Mr. and Mrs. Smith have their house on the market and a nearby dirty lot is creating a bad impression for buyers. This hurts the value of all of our houses.”

#### CLOSE WITH YOUR MESSAGE AND ASK FOR WHAT YOU WANT...

“We have a serious problem as long as the vacant lot is overgrown and full of trash. I am concerned for my child’s health and safety. And, I don’t want the value of my house to suffer or see the neighborhood decline.”

“I think we should take one hour this weekend and, as a group, do a clean up at the vacant lot.”

“If we all bring trash bags, gloves and some yard equipment, we can make it look better and be safer in no time. Who will join me this weekend?”

## SAMPLE SPEECH BASED ON THIS OUTLINE

Audience: Members of a homeowners association, annual meeting

Speaker: Homeowner, member of association

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Good evening. My name is John Thomas and I live at 123 Morning Glory Circle.

I asked to be on tonight's agenda because I am concerned about the vacant lot on our block that is full of weeds, trash and possibly animals like rats. I have two children, ages eight and 10. I have told them not to play in that lot, but I realize it is tempting for them...as well as for some of your children. They play together and sometimes the temptation to explore is greater than my warnings.

In addition to my concern about our children's safety, I am also concerned about the way it makes our neighborhood look...and about the fact that some of the litter is blowing into other yards and into the street, which clogs the storm drains. Sometimes it is carried down the storm drain channel and then it ends up in the Santa Clara River, making it polluted and look ugly. Last year at the Santa Clara River Rally, more than 100 pounds of trash was collected. A lot of this trash is coming from neighborhoods just like ours. Once it enters the nearby waterways, it creates further problems by harming fish, wildlife, plants and water quality.

From personal experience in the past month, I have collected a 30-gallon trash bag of litter coming from the lot into my yard.

Lastly...Mr. and Mrs. Smith have put their house on the market and this lot is creating a bad image to potential buyers. Not only does this hurt the Smith's house, but it could also hurt the value of our own houses if it appears that we don't care about the way our neighborhood looks.

I believe this is a serious problem as long as the vacant lot is overgrown and full of trash. I am concerned for my child's health and safety. And, I don't want the value of my house to suffer or see the neighborhood decline.

I would like to propose that we organize a small neighborhood clean up event on Saturday, May 8. If everyone would commit one hour, we could have the lot cleaned up in no time.

I will volunteer to find the owner of the lot and get permission to pick up trash, mow it, trim the bushes and paint-out the graffiti on the fence posts.

Who will volunteer to help? [Pass around a signup sheet]

Who can bring litter bags? Clippers? A lawn mover?

Who has left-over paint in their garage and a paint brush?

Who will volunteer to dispose of the trash? And the recyclables?

Can everyone meet at 10 o'clock Saturday morning? I'm certain we can be done by noon. If enough people are interested, maybe we could conclude the morning with a picnic lunch.

This is a great response. Thank you. I will call everyone on the list the Wednesday before the 8th and touch base with you. See you on Saturday the 8th.

## KEY MESSAGES: LITTERING, POLLUTION AND YOU

These are some important facts, figures and messages that you can share with your neighbors and contacts. Additional information about how to erase the waste in your community can be found at <http://www.erasethewaste.com>, 1 (888)CLEAN-LA or at any of the Web sites listed in the resources section of this kit.

### ERASE THE WASTE STORM WATER PUBLIC EDUCATION CAMPAIGN

- The *Erase the Waste* campaign is the first State-funded countywide storm water public education campaign. The outreach includes Spanish and English paid television, radio and print media, media relations, outreach to community-based organizations, promotions with retailers and school-based environmental education.
- The *Erase the Waste* campaign is designed to primarily reach those residents identified through research as the “greatest polluters most likely to change their behaviors.” This group comprises 72 percent of the county’s population, more than seven million residents, representing all ethnicities, genders and socio-economic levels.
- The *Erase the Waste* campaign encourages L.A. County’s nearly 10 million residents to take ownership of their communities and help reduce storm water pollution.

Among other tips, the campaign encourages residents to: throw trash in a trash can or recycling container; always put cigarette butts in an ashtray; pick up after their dog every time; fix leaking vehicles; practice safe gardening and home improvement activities; join or organize a community clean up to help protect their neighborhood.

- The *Erase the Waste* campaign is being funded in its entirety by corporate and industry polluter fines through California’s Cleanup and Abatement Account. No taxpayer funds are being used to underwrite this campaign.



**THE ERASE THE WASTE CAMPAIGN  
ENCOURAGES L.A. COUNTY’S  
NEARLY 10 MILLION RESIDENTS TO  
TAKE OWNERSHIP OF THEIR  
COMMUNITIES AND HELP REDUCE  
STORM WATER POLLUTION.**

### STORM WATER POLLUTION

- In Los Angeles County, approximately 100 million gallons of contaminated water and debris drain through the storm drain system each dry day. That would fill the Rose Bowl 1.2 times. On rainy days the flow can increase to 10 billion gallons per day.
- Local Los Angeles County beaches, Santa Monica Bay and the Pacific Ocean suffer dramatically from the effects of storm water pollution. With storm drain outlets flowing directly into the ocean, millions of gallons of polluted water heads unfiltered to our beautiful beaches and bays each day. Storm water pollution increases bacteria levels at our local beaches, making ocean water too polluted for human use, leading to beach advisories, warnings and closures and creating serious health risks to people swimming or fishing in these areas.
- A study conducted by the Santa Monica Bay Restoration Project found that storm water pollution in the ocean leads to increased risk of viral infections, earaches, sinus problems, fever, flu, skin rashes and viral diseases such as hepatitis for those swimming in the ocean close to storm drain outfalls, especially following a rainstorm when litter and contaminants are flushed into the storm drain system.\*
- Fifty-six percent of monitored L.A. County beaches received a failing grade during wet weather in Heal the Bay’s 2002-2003 Beach Report Card, and beach attendance has also dropped 56 percent in the past 20 years – threatening tourist-related revenues.
- During 2002, bacteria levels at Los Angeles County beaches exceeded State water quality standards at numerous locations, leading to 269 warnings posted on Los Angeles County beaches for a total of 1,181 days where the ocean was too polluted for human use.
- Remember, whatever is discharged into the street or on the ground flows to a storm drain and eventually makes its way to the ocean. Never put anything but clean water into a gutter, open drainage ditch or down a storm drain. These all lead to our rivers, creeks, lakes and the ocean, with no water quality treatment along the way.

\* Note: Scientific research data related to storm water pollution can be found at <http://www.santamonicabay.org/uploads/library/texts/epistudyexecsumm.pdf>

# KEY MESSAGES

## LITTERING AND RECYCLING

- Everyone's actions count when it comes to erasing the waste. There are nearly 10 million people residing in Los Angeles County and the small, individual actions by each of us to reduce litter and other pollution can add up to big changes.
- According to research, every month L.A. County residents:
  - ▶ Toss 830,000 pieces of trash on the ground
  - ▶ Allow paper or trash to blow into the street more than 800,000 times
  - ▶ Drop cigarette butts on the ground nearly 915,000 times
  - ▶ Empty a car ashtray into the street more than 40,000 times (cigarette butts pose imminent risks to child health and safety including the risk of swallowing, choking or burning themselves with discarded, toxin-laden butts)

## PET WASTE

- According to research, every month L.A. County residents walk a dog without picking up the droppings more than 82,000 times.
- Animal waste contains disease-causing pathogens and harmful chemicals and nutrients, that when left on the ground, wash down storm drains and contaminate local waterways and beaches. There is a County Ordinance, which bans dog owners from leaving animal waste on public or private property. An owner disregarding this law may be fined.
- Throw away pet waste in the garbage – or flush it down the toilet; never wash it out into the street or into the storm drain. Carry extra bags when walking your dog and make them available to other pet owners.

## GRAFFITI

- Old, partially-used paint that you want to discard is a valuable tool in fighting graffiti. Don't throw away your old paint; donate it to a local graffiti abatement program or take it to a Household Hazardous Waste Collection Event. They will use it to paint over graffiti.

- Graffiti communicates: gangs, drugs, crime, danger, a run-down neighborhood. Not only is graffiti unattractive, it lowers property values and encourages other types of crime and littering in neighborhoods. It visually demonstrates that the residents and businesses in the area do not care about the community's appearance and environment.
- Survey data shows that the quicker graffiti is eliminated, the slower it is to return. Most graffiti abatement programs have a goal of elimination in under 24 hours. Most cities have graffiti abatement teams that will remove graffiti from public property. You just need to report it.
- California State Law:
  - ▶ Graffiti damage up to \$400 is punishable by up to one year in jail, a \$10,000 fine or both.
  - ▶ Graffiti damage of \$400 or more can be punished as a felony – even if the vandal is a minor – by up to three years in state prison and a fine of up to \$50,000.
  - ▶ Graffiti on a place of worship can be treated as a felony punishable by up to three years in state prison.
  - ▶ Graffiti with acid or caustic substances can be punishable by up to three years in state prison and fines up to \$50,000.
- Parents and guardians of minors who commit graffiti:
  - ▶ May be prosecuted for failing to supervise their children and sentenced to one year in jail and/or fined \$2,500.
  - ▶ Are responsible for damage caused by willful misconduct of their children – including repairs and attorney fees up to \$10,000.
  - ▶ Are liable for up to \$25,000 in damages when a minor's willful misconduct results in injury to the property of another.
  - ▶ Can be ordered to maintain specific property graffiti-free for up to 240 days.



# **SECTION 4**

**WORKING WITH MEDIA TO  
ERASE THE WASTE**

## WORKING WITH MEDIA TO...

One of the best ways to build awareness of the pollution problem, and gain support and resources for anti-pollution efforts is ongoing media coverage of the problem and solutions being undertaken by committed citizens groups and organizations.

It is not necessary to get on national television or in major daily newspapers. Local media and news outlets are always looking for local story ideas.

■ The following media material samples and templates can be found at the end of this section: media release and advisory; calendar advisory; public service announcements (PSAs); letters to the editor; op-ed piece.

### TYPES OF MEDIA OUTLETS

- Newspapers
  - ▶ Daily
  - ▶ Weekly (many of these are free)
- Television
- Radio
- Newsletters
- Web sites

### WHAT IS NEWS

News can be any type of story that is of interest to your local media outlets. The key when considering sending a news story to the media is does it have local impact? Your local media is only interested in stories for or about the community reader, listener or viewer.

News stories can be:

- An announcement or account of a local event (e.g., River Rally clean up event).
- What will or has happened to a local person or people (e.g., Jane Smith honored as Citizen of the Year for organizing 25 river clean ups over the past 10 years).
- Local information people need (e.g., More than 100 tons of litter are collected in the annual River Rally each year. This can be prevented if everyone puts litter in the trash can, instead of in the street.).

### FROM THE MEDIA PERSPECTIVE

When you work with media on a larger scale by pitching stories or writing op-ed pieces, it is important to consider things from the media perspective. Here are some of the things an editor, reporter or news director will consider when assessing the value of your story:

- Impact or consequence – How many people does the event or idea affect, and how seriously does it affect them? To what extent is the information useful to their readership? Does anyone care?

- Proximity or locality – It is news only if it's happening within the media outlet's circulation or viewership area. If it's in another city or county, there is less interest.
- Timeliness – Today's news may be stale tomorrow. However, some issues of great impact are timeless. So, the best time to tell an important story is as soon as possible.
- Prominence – Names don't always make news. Still, happenings that involve well-known people or institutions are likely to be interesting even if not important.
- Novelty or drama – The unusual makes news. Firsts make news. Bizarre makes news. "When a dog bites a man it is not news because it happens often. But, if a man bites a dog, that's news."
- Conflict – Many reporters spend most of their time covering conflict – whether lawsuits, politics, crime or sports. Conflict is both a contributing and complicating factor in news.

### HOW TO FIND YOUR LOCAL MEDIA OUTLETS

There are several ways to find out what local media covers your neighborhood and how you can contact them. Some of these include:

- In news racks
  - ▶ Affixed to sidewalks
  - ▶ In convenience stores and local eating establishments
  - ▶ At supermarkets and grocery stores
- Yellow Pages under "Newspapers," "Radio Stations," "Broadcast Companies" and "Television"
- Local library
- Civic and business organizations' newsletters
- Internet search engines such as Yahoo, Google, Alta Vista or others



## COMPILING A MEDIA LIST

If you or your organization plans to conduct ongoing media relations or publicize regularly scheduled events or activities, create and maintain a list of local media outlets that cover environmental issues. A good media list should have the following information:

- Reporter/editor's name
- Title/position
- Name of publication or media outlet
- Mailing address
- Phone number
- Fax number
- E-mail address
- Preferred method of receiving information
- Deadline information

When compiling your media list be sure to include print (newspapers and magazines) and electronic media (television, radio and Internet) in general and ethnic markets. Some examples include daily and weekly papers; wire services (e.g., Associated Press), local television affiliates, radio news programs, local radio and television talk shows and targeted magazines. Remember to include alternative media outlets, such as newsletters and Web sites published by groups including the local chamber of commerce, community service organizations or environmental advocacy organizations.

- At the end of this section, you will find media material templates including: a media advisory/alert, media release, pitch letter, letter to the editor, calendar announcement and public service announcements (PSAs).

## ✓ MEDIA RELATIONSHIPS CHECKLIST

### **To develop and maintain a good working relationship with the media:**

1. Make their jobs easy
  - Give them information that is accurate, thorough and within their deadline.
  - Schedule phone interviews at convenient times or in-person interviews at accessible locations.
  - Provide additional resources or references when appropriate.
2. Make sure spokespersons are accessible when needed. The spokespersons should:
  - Always know what the facts are at the time.
  - Never lie when they don't want to reveal the answer. To a reporter, an official caught in a lie makes a better story than the truth.
3. Make sure all of your contact information is accurate and that someone will respond.
4. Keep the media informed of relevant news about your organization or issue.

### **The following actions guarantee a bad relationship with the media:**

1. Don't respond quickly (or at all) to their inquiries.
2. Fail to respect their deadlines.
3. Provide inaccurate or incomplete information.
4. Send them irrelevant news or "fluff."
5. Call them repeatedly about your event or story.

# PUBLICITY

## ✓ CHECKLIST: PUBLICIZING YOUR PROGRAM OR EVENT

A good publicity program will help you recruit participants, partners and sponsors, as well as call attention to the pollution issue and what your group or organization is doing to fix the problem. A good publicity program can also demonstrate to the general public that the organization is concerned about the effects of pollution and litter and their effects on city beautification and public health/environmental protection.

Here are some pointers for designing and implementing your publicity program:

1. If you schedule your clean up campaign or program in conjunction with another major event (e.g., Earth Day or California Coastal Clean Up), you can take advantage of publicity that is already being generated.
2. Distribute a media calendar announcement well in advance of the event or program launch telling “Who, What, When, Where, Why and How.” In addition to your regular media list, don’t forget to include Web sites, newsletters, or high school and college newspapers. You can also register your event on related Web sites such as <http://www.choose2reuse.org> and/or on your partner/sponsors’ Web sites.
3. Prepare a flyer explaining the event or program and distribute it widely. Make the “call to action” and contact information visible and easy to understand. Your distribution list should include: media outlets, libraries, public bulletin boards, chambers of commerce, schools, youth centers, businesses, public counters and places of worship.
4. Talk to your local newspaper, radio and cable television station about running public service announcements and stories several days before the event.
5. To aid the media in preparing a story, develop fact sheets specific to the problem and solution, distribute a media release, and/or write a pitch letter with an already-written or “canned” story.
6. Send an e-mail to friends, colleagues and organization staff asking them to announce the event or program at all meetings they attend. Notify your city government officials. Make sure you remind your speakers bureau members to include announcements in their presentations. Obtain a proclamation from your mayor or city council. These proclamations can commemorate the day, or recognize the neighborhood or an individual’s efforts.



**A GOOD PUBLICITY  
PROGRAM WILL HELP YOU  
RECRUIT PARTICIPANTS,  
PARTNERS AND SPONSORS,  
AS WELL AS CALL ATTENTION  
TO THE POLLUTION ISSUE.**

## CORE MATERIALS FOR YOUR MEDIA RELATIONS TOOLKIT

The most common types of materials you will use when working with the media are:

- Media advisories or alerts
- Media releases
- “Canned” articles
- Pitch letters
- Letters to the editor and opinion-editorial pieces
- Media information kits

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### MEDIA ADVISORY OR ALERT

The purpose of a media advisory or alert is to notify reporters of important information being announced or the date of a press conference or media event. Sent out in advance of the announcement or event, the alert briefly and clearly summarizes “Who, What, When, Where, Why and How.”

For daily publications or broadcasts, you should follow-up with reporters or editors one to two days before the announcement or event to pitch the story, or confirm their interest or attendance. For weekly publications or cable TV shows, follow-up at least one week in advance.

### MEDIA RELEASE

The purpose of a press release is to generate media coverage of an event, announcement or new development, or to provide insight or additional information about an ongoing issue, product or policy. Distributing a media release allows you to package the information, story and quotes the way you would like them covered.

For events or breaking news, the release is typically issued the same day as the news occurs (at a press conference, by fax or e-mail), although you may issue it in advance of the event. For issues, product or policy updates, the release should be timed to maximize effectiveness of the message.

#### Four tips for writing a media release:

1. Define your purpose. What message do you want to send to the community about storm water pollution? (Samples of key messages/facts and figures can be found in the “Speaking Out to Erase the Waste” section of the Neighborhood Action Kit.)
2. Before you write the release, identify the core information: “Who, What, When, Where, Why and How.” This information should be in the first and second paragraph of your release. Many times, if the reporter doesn’t see the importance of the story in these paragraphs, he or she stops reading and throws it away.
3. Details. Write down the supporting key points for your core information, such as background information on littering and pollution or your organization’s work in this area. This information is in paragraphs three and four. Quotes from a

main spokesperson can and should be used to provide or support the details. (Your spokesperson can be a member of your speakers bureau.)

4. Be sure to include:

- Contact information – identify the organization issuing the release with a current contact name, phone number and e-mail address. Make sure the person will always be available and that the phone number and e-mail address are correct. You also should include your organization’s Web site address.
- Description of your organization – this should be standard information included as the last paragraph of any release you distribute.

### PITCH LETTER

The purpose of a pitch letter is to explain to a reporter, editor or news director why he or she should cover your story or address your issue. A pitch letter is not used for breaking news stories. With that in mind, you should not expect instant coverage in the next day’s paper or on the evening news.

#### Two tips for writing a pitch letter:

1. It should make the case of how your story relates to their audience, why it is interesting or relevant and how it is newsworthy.
2. The pitch letter may be a follow-up to a phone conversation with a reporter and generally accompanies other written materials such as fact sheets, case studies, press releases or other program materials that serve as background information for the reporter.

### LETTERS TO THE EDITOR AND OPINION-EDITORIAL PIECES

Another way to reach opinion leaders and educate your community about pollution prevention is to submit letters to the editor and opinion-editorial (op-ed) pieces. Op-ed pieces and letters to the editor should be written in the same fashion as a media release, with the most important information at the beginning of the letter. For maximum impact, a senior member of your organization should sign letters to the editor and op-ed articles.

Letters to the editor are usually written in response to specific news articles, current local community issues or a publication's coverage of a particular issue or news event.

#### **Five tips for writing a letter to the editor:**

1. Call your local paper to inquire about guidelines on length, deadlines and whether the letter will be edited. Editors will likely choose a few short letters rather than a long one. Be brief.
2. Write immediately when you see a topic that catches your eye, or one that can be tied to storm water pollution or related environmental issues.
3. The letter should be factual. Support statements with localized statistics or facts.
4. Stick to the issue. Avoid partisan or divisive remarks.
5. Don't send generic letters. Editors are less likely to print them.

Opinion editorials are written to frame and position specific issues from a particular point of view, and are not a direct response to an article. However, the subject of an op-ed must be timely and of relative importance to the newspaper's readers.

#### **Five tips for writing an op-ed piece:**

1. Offer a forceful opinion.
2. Provide well-documented, well-researched facts and arguments.
3. Make sure your essay adds to the public's knowledge of storm water pollution issues.
4. Provide insight on issues that are relevant to the local area.
5. Make sure the essay is clear, organized and interesting.

■ "Letters to the Editor" and "Op-Ed Article" templates are provided at the end of this section.

#### **PRE-WRITTEN OR "CANNED" ARTICLES**

Small local publications that don't have a large reporting staff may accept a pre-written or "canned" article and run it with little editing. In larger local publications, however, the "canned" article may be used to spur a reporter to cover your story. In this case, your pre-written article may provide the basic facts for the reporter's story, but he or she may develop their own angle. Remember weekly and monthly publications require a much longer lead-time than daily publications. Be sure to contact the publication to determine submission deadlines.

#### **MEDIA INFORMATION KITS**

Media kits are packets of information that can be distributed at a press conference or event, or given to a reporter to provide

background information for an interview or news story. The information included should be relevant, brief and easy to scan for the main ideas. Make sure the information included in media kits is always kept current and before you hand over a kit to a reporter, reconfirm that all the information is correct, relevant and current.

Media kits can include:

- Media release
- Fact sheet on the event, issue and/or project
- Fact sheet on latest relevant statistics and research
- Photographs, slides or electronic art of appropriate logos, images or diagrams
- Brochures and other printed program materials
- Relevant media coverage from other noted publications
- Statistical data or studies related to storm water pollution and/or the story being covered by the reporter
- Current contact information, in case a reporter has a need for further information. This should include your Web site address, if you have a site dedicated to storm water pollution information.

#### **ADDITIONAL MATERIALS TO ADD TO YOUR MEDIA RELATIONS TOOLKIT**

In addition to the key media tools just detailed, there are several other tools you can use in your media relations outreach. These include:

- Press conferences and media events
- Calendar announcements/bulletin boards
- Feature stories
- Radio and television: public affairs shows/news talk shows/commentaries
- Commentaries/editorials
- Public service announcements (PSAs)
- Web sites and e-mails

#### **PRESS CONFERENCES AND MEDIA EVENTS**

Hosting a press conference or event should be used strategically, particularly in or near large metropolitan areas. Much of your media outreach can be handled by issuing press releases and directly contacting reporters. However, if your announcement is particularly newsworthy or visual, then holding a press conference or inviting the media to attend your event might be appropriate.

How can you tell if a media conference or media event is the right move for other forms of neighborhood involvement? Do you have something breaking to announce; will it be worth the reporters' time to travel there; do you have great visuals with lots of color and interesting speakers; and can you accomplish the same results through a phone call, pitch letter or media release?

One good example of a visually interesting event is a large-scale neighborhood or river clean up, where you have hundreds of volunteers in action, and key speakers, such as elected officials, providing good sound bites for local reporters.

When planning a press conference or media event, consider:

- The location of the event \*
- The time it is held \*
- What other newsworthy events are happening on that day or time \*
- Will the location help tell your story? (i.e., in front of a storm drain clogged with litter)
- Is it centrally located, easy to find and reach?
- Is there plenty of accessible parking?
- Can signage be displayed?
- Will television and radio stations be able to transmit clear signals to their studios?
- For television and print photographers, is the location visually appealing? Are there visuals you can add, such as littered gutters or waterways, clean up activities, etc.?
- Is there enough room for reporters and broadcast equipment, as well as, enough electrical outlets?
- Do you need to bring in a public address system, chairs, risers or tables?
- What directional or information signage do you need?
- Is there wind or background noise (airplanes, traffic) that may make it difficult for radio or television outlets to hear your spokespeople?

\* These issues are critical in determining if and/or when to hold a press conference in large metropolitan areas, such as Los Angeles County. Distances are great, time is limited and competition is fierce for news coverage. On any given day, 30 to 40 media events or announcements occur.

### **CALENDAR ANNOUNCEMENTS**

To increase the visibility of your meetings, events or public participation forums, consider submitting location information for local media outlet calendar listings. The calendar listings (also referred to as announcements or bulletin boards) are the

section of the newspaper, or a time slot on radio/television where community events and activities are listed or announced. To increase the likelihood of having your meeting included in the calendar section, send your announcement well ahead of the event.

### **FEATURE STORIES**

The key distinction between a feature story and a news story or editorial is that a feature story has the purpose of both informing and entertaining the reader and does not advocate a position.

Features can be profile stories on people or places or they can take a strong human-interest angle. A good human-interest story is built around the premise that the reader can easily identify with the subject or event. It involves a fellow human being and a situation that could happen to, or involve, the reader. However, the human-interest aspect of the story outweighs its value as a straight news story.

Often community publications don't have a lot of staff and usually can't send a reporter or photographer to cover your event or take pictures. However, it is always a good idea to take pictures of your local efforts and include those with the information sent to the smaller papers.

### **PUBLIC AFFAIRS AND NEWS TALK SHOWS**

Equivalent to the editorial pages of a newspaper are the public affairs and talk shows on radio and television. When deciding if radio or television is an appropriate medium for your issue, consider what makes your topic newsworthy or air-able. Again, comparable to print media, your messages should be clear, concise, timely, interesting and relevant to listeners. It helps if your representative is a well-known community leader or an expert.

Radio and television public affairs and news talk shows can be forums for in-depth discussions of issues affecting your community. The first step in getting on the air is to familiarize yourself with the public affairs and news talk programs on radio and television stations in your area. Most are on AM radio or cable television stations. Be sure to acquaint yourself with the format of the programs, noting whether they feature in-studio guests, live call-ins, panel discussions or taped programming.

### **COMMENTARIES/EDITORIALS**

Some local radio and cable television stations accept commentaries/editorials from listeners. For on-air commentaries, call the radio, cable or television station and ask them if they accept commentaries/editorials from listeners/viewers. Find out their protocol. Do they want to see a script; what are their commentary length requirements (30-60 seconds); and how do they want to receive it (fax, regular mail, e-mail, etc.)?

## **PUBLIC SERVICE ANNOUNCEMENTS (PSAs)**

PSAs are free “mentions,” usually on radio stations, that give concise information about an event (date, time, location, contact information) or a “tip” that is of benefit to the public (e.g., pick up after your pet; this type of pollution can be a health risk to your children).

Thirty seconds is usually the maximum length a radio station will run a PSA, however, call the station to obtain the station's PSA requirements, including length and lead-time.

PSAs can be submitted in written format, to be read by the station's announcer, or pre-recorded on an audio or digital tape (this can be expensive and must follow the electronic needs dictated by the station).

### **Five tips for writing a PSA:**

1. Give the radio station a choice of two or three lengths (e.g., 10 seconds, 20 seconds, 30 seconds). Make sure you accurately time your PSA, whether it is submitted in writing or pre-recorded.
2. Make sure you have taken the “service” approach and are providing specific and valuable information for the local listening audience.
3. Limit your PSA to one main topic. Avoid extra words, particularly adjectives.
4. Close your PSA by asking people to take an action whenever possible.
5. If you submit a pre-recorded PSA, use a professional recording studio with broadcast-quality equipment. Home tape recorders aren't good enough for producing broadcast-quality tapes.

Important reminder: Don't forget your non-English stations for all of these radio and television public affairs and public service opportunities. The ideal is to send in-language materials to non-English outlets. However, if that is not possible, it is recommended you check with your respective media outlets to find out their policies pertaining to this subject.

## **WEB SITES AND E-MAIL**

The Internet provides another important medium to increase public awareness of your issue. While Internet access for all socio-economic groups is still a concern, the so-called “digital divide” is rapidly closing and most media have Internet access and e-mail boxes.

Include your organization's Web address on all your communication materials. The Web site can include storm water pollution prevention facts, what your organization is doing to

prevent pollution, business regulations and information, copies of media and other educational materials, a place for commentary, frequently asked questions, links to other related Web sites and a host of other important information. Be sure to keep your Web site up-to-date by adding current information and materials regularly.

Other features of your Web site could include:

- Links to other resources related to littering or water pollution
- “Contact us” links to your media liaison and your speakers bureau manager

E-mail can be a very cost-effective means to contact media. E-mail addresses should be researched and included on your media list. Dependent upon your computer's mail manager, you might be able to set up a media e-mail group.

## **HANDLING CALLS FROM REPORTERS**

When you get a call from a reporter working on a story, it can be tempting to answer his or her questions immediately. However, even seasoned media spokespeople can run into trouble when they try to do an interview “cold.”

Instead, when a reporter calls, get as much information as possible about:

1. The news outlet (if you are not familiar with it)
2. The angle of the story he or she is working on
3. A list of questions the reporter would like answered
4. Who else has been interviewed
5. The reporter's deadline

Tell the reporter that you need this background, so that you can be sure to give him or her the most appropriate information. In some cases, after listening to the reporter's needs, you may determine that you are not the best spokesperson for the interview, or that another person who is an expert on the subject matter should join you for the interview. Make sure you (or the designated spokesperson) calls the reporter back well before the deadline with the information they requested. Before returning the call, take time to organize your key messages and practice saying them. Pull together pertinent facts and figures, so that you have them in front of you when you do the interview. If the reporter has questions you cannot answer, or if you need more time to gather information, call the reporter back well before the deadline and tell to them.

For tracking and internal record-keeping, it is important to document both proactive and reactive media contacts.

## WORKING WITH ETHNIC MEDIA

Southern California is culturally and ethnically rich. Therefore, approaches used to inform the media must also be diverse. Local communities have ethnic- and language-specific newspapers, television channels, radio stations and magazines that should be utilized and seen as partners in your media relations outreach.

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### **TAILORING YOUR MESSAGES FOR ETHNIC MEDIA**

Keep in mind that ethnic media has a specific audience. This should be considered when developing a message for that particular community. What works for the general market media might not be as effective within ethnic communities.

### **CONTACTING ETHNIC MEDIA**

Although ethnic media utilizes general industry resources (e.g., wire services) to learn about news stories, specific publications and television and radio programs should be targeted when trying to reach a particular ethnic community.

While most reporters at ethnic print and broadcast media outlets speak English, it is advisable, and sometimes required for your radio and television spokesperson to speak the language of the listening or viewing audience. Additionally, if possible and/or needed, adapt your key media informational pieces such as releases, fact sheets or pitch letters into the language of the media outlet. If this is not possible, it is important to check with the outlet to ask about their policy on this matter.

If you choose to invite ethnic media to your press conference or event, make sure that you have the same materials and resources available in the appropriate languages (if possible and/or needed). Try to have at least one spokesperson fluent in those languages to address the ethnic media. To assist you in this effort, you might also consider seeking the support of a translating service.

If someone within your organization cannot accurately adapt media materials, check your local listings for translation services. Be sure to have a native speaker review your translated documents to ensure that your messages don't get lost in the translation.



**KEEP IN MIND THAT ETHNIC MEDIA HAS A SPECIFIC AUDIENCE. A MESSAGE THAT WORKS FOR THE GENERAL MARKET MEDIA MIGHT NOT BE AS EFFECTIVE WITHIN AN ETHNIC COMMUNITY. WORK TO DEVELOP A MESSAGE THAT WILL RESONATE WITH THAT PARTICULAR COMMUNITY.**

## MEDIA SPOKESPERSONS: INTERVIEW PREPARATION

Use the following tips when presenting key messages in interviews and presentations:

1. Be prepared and knowledgeable. Prior to the interview or meeting, write down your main messages and memorize a few statistics or examples to support your messages.
2. Give your main message point first in a concise, positive, complete sentence. Illustrate your point whenever possible with a few brief statistics. Follow with two or three of your other major message points.
3. Keep answers as concise and focused as possible, but not so brief as to be uninformative or appear evasive. Don't ramble or go off on tangents.
4. Position yourself as an expert source. Make sure that your credentials and years of experience are known.
5. Use your organization's name whenever possible instead of generic pronouns, such as "we" or "our."
6. Always tell the truth. Be as direct and concise as possible when answering questions. Don't give out information that you think may be true; it could cause embarrassment if discovered later to be false. Say "I don't know the answer now..." and get back with additional information if possible.
7. Assume everything is on the record. Assume everything you say will be used in a news story. Even the way you decline to answer can convey information to a reporter.
8. Keep your audience in mind. Avoid slang/technical jargon that the audience will not understand.
9. Keep your cool. Do not be ruffled or upset by questions. Keep control of the interview or presentation; politely correct inaccurate information and do not allow yourself to become defensive.
10. Don't repeat a negative question in your answer. Use positive words with which you feel comfortable.
11. Don't try to fill up silence. When finished answering a question, wait for the next one.
12. Assist the reporters. Help put reporters in touch with experts. Make an extra effort to give them background or additional materials. Make sure you provide the information they need in a timely fashion. If you do not have something they need, tell them when you can get it to them or refer them to where they can find it.



**HELP PUT REPORTERS IN TOUCH WITH EXPERTS. MAKE AN EXTRA EFFORT TO GIVE THEM BACKGROUND OR ADDITIONAL MATERIALS. MAKE SURE YOU PROVIDE THE INFORMATION THEY NEED IN A TIMELY FASHION. IF YOU DO NOT HAVE SOMETHING THEY NEED, TELL THEM WHEN YOU CAN GET IT TO THEM OR REFER THEM TO WHERE THEY CAN FIND IT.**

## SAMPLE LETTERS TO THE EDITOR

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### SAMPLE LETTER #1

Dear Editor:

Thank you for your coverage of the [community clean up] held on [date]. Events such as this have a dual purpose: they make our neighborhoods cleaner and safer and they let the members of our community know that by working together, we can keep our community clean, healthy and safe. And, by cleaning up our neighborhoods, we also keep these pollutants from entering the storm drains and polluting our nearby waters.

Storm water pollution poses a danger to community and family health. When water quality in Southern California is allowed to decline, it creates significant threats to fish, wildlife, public health and safety, natural resources and the region's economic vitality. In other words, everyone is affected negatively by storm water pollution: kids, families and even business owners and the environment.

But we don't have to put up with pollution, as events such as the one recently held in our community prove. By changing selfish behaviors such as dropping cigarette butts in streets, parks and playgrounds, tossing trash on the ground and out car windows, and failing to pick up after dogs, we can make our community healthier. But it's up to each of us to be aware that we are a major part of the problem, and can easily be a major part of the solution.

Sincerely,

[NAME]

[TITLE, ORGANIZATION (if applicable)]

### SAMPLE LETTER #2

Dear Editor:

Regarding your recent article about water quality in our area [title of article, date], I'd like to suggest that one of the reasons we are experiencing a decrease in water quality in Southern California can be found in our own neighborhoods.

With the large population of Los Angeles County, even small, individual actions to reduce storm water pollution can add up to big changes. When we throw our trash on the ground or fail to pick up after our animals, we increase our children and families' risk because trash and animal waste carry harmful, disease-spreading bacteria to children and families in their local neighborhoods. The pollution also ends up in our storm drains, which lead directly to our waterways. This is known as storm water pollution.

The California Water Boards recently launched a campaign, called *Erase the Waste*, aimed at reducing storm water pollution and safeguarding the health of L.A. County residents. Among other tips, the campaign encourages residents to throw trash in a trash can or recycling container, always put cigarette butts in an ashtray, pick up after their dog every time and join or organize a community clean up to help protect their neighborhood.

For more information about how to erase the waste in your community, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.

Sincerely,

[NAME]

[TITLE, ORGANIZATION (if applicable)]

## SAMPLE LETTERS TO THE EDITOR

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### SAMPLE LETTER #3

Dear Editor:

Regarding your article on the decision to ban smoking on public beaches [title of article, date], I'd like to draw your attention to another benefit besides clean air.

It's estimated that L.A. County residents improperly dispose of 915,000 cigarettes butts each month. That means kids are at risk of swallowing, choking or burning themselves with discarded, toxin-laden butts. It also means that our environment is affected, as cigarette butts end up in the water, causing harm to fish and wildlife.

Even seemingly harmless acts such as using the sand as an ashtray have a ripple effect on the health of our community, the health of our children and the health of our environment. For more information about how to erase the waste in your community, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.

Sincerely,

[NAME]

[TITLE, ORGANIZATION (if applicable)]

## SAMPLE OPINION-EDITORIAL

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### REDUCING STORM WATER POLLUTION IS EVERYONE'S RESPONSIBILITY

Would you believe that small, everyday actions can make or break the health of a community? Each day, millions of poor decisions ranging from stubbing out a cigarette on the ground to pouring used motor oil down a storm drain have a negative cumulative effect on the health of our communities and our waters. But thanks to an innovative campaign by the California Water Boards, called *Erase the Waste*, residents of L.A. County are learning about their role in safeguarding the health of our families and our communities by keeping our water, beaches and neighborhoods clean.

According to research, every month L.A. County residents drop 915,000 cigarette butts in streets, parks and playgrounds, toss 830,000 pieces of trash on the ground, and dog owners fail to pick up their dog's droppings 82,000 times. Why should you care? Because on land, trash and animal waste carry harmful, disease-spreading bacteria to children and families in their local neighborhoods. Once it passes from the land to the storm drain system, and enters the waterways, those who come into contact with the water may face an increased risk of viral infections, earaches, flu, skin rashes and viral infections such as hepatitis. The water pollution also threatens fish, wildlife and the environment.

The State of California has made reducing storm water pollution in L.A. County a top priority. Storm water pollution is the greatest danger to water quality in Southern California and poses significant threats to public and environmental health and safety, natural resources and the region's economic vitality. With a high-density population of almost 10 million residents, the region produces an overwhelming volume of storm water pollution.

The *Erase the Waste* campaign encourages L.A. County's nearly 10 million residents to take ownership of their communities, help reduce storm water pollution by keeping the local landscape free of litter and pollution, and becoming part of the "pollution solution." Among other tips, the campaign encourages residents to: throw trash in a trash can or recycling container, always put cigarette butts in an ashtray, pick up after their dog every time and join or organize a community clean up to help protect their neighborhood.

Here in [NAME OF YOUR AREA], we already have hosted several community clean up days and are planning to hold more. [INSERT INFORMATION ABOUT THE PARTICULAR ACTIVITY SUCH AS HOW MANY ATTENDED AND HOW MANY POUNDS OF WASTE WERE DISPOSED OF, ETC.]

We all share a responsibility for the health of L.A. County's communities, neighborhoods and beaches. Please join us in doing your part. For more information about how to erase the waste in your community, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.

[An organization staff member or director should sign the editorial.]

## SAMPLE MEDIA ADVISORY

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**\* MEDIA ALERT \* MEDIA ALERT \* MEDIA ALERT \***

[NAME OF AREA] CLEAN UP DAY LETS RESIDENTS  
BE PART OF THE POLLUTION SOLUTION

Simple behavior changes can reap big rewards for kids' health

**WHAT:** To help safeguard the health of children in our community, the [NAME OF ORGANIZATION] is hosting a community clean up day in [NAME OF CITY] as part of L.A. County's *Erase the Waste* campaign ([www.erasethewaste.com](http://www.erasethewaste.com)). In addition to pitching in to remove litter, discarded cigarette butts and other trash, residents will learn about how small, simple actions such as littering can contribute to inland and storm water pollution. They will also get tips on how to change their polluting ways.

**WHY:** Trash and animal waste carry harmful, disease-spreading bacteria to children and families in their local neighborhoods. According to research, every month L.A. County residents drop 915,000 cigarette butts in streets, parks and playgrounds; toss 830,000 pieces of trash on the ground; and dog owners fail to pick up their dog's droppings 82,000 times. Once this pollution reaches the waterways through the storm drain system, it affects fish, wildlife and water quality.

**WHERE:** [NAME OF PARK]  
[Intersection or Address]

**WHEN:** [DATE] [TIME]

**WHO:** [NAME OF COMMUNITY GROUP OR ORGANIZATION]  
[LIST STAFF NAMES, TITLES], Mayor Mary Doe, concerned residents

**VISUALS:** Piles of trash collected, kids and adults removing trash from our park

**CONTACT:** [NAME]  
[NAME OF ORGANIZATION]  
(XXX) XXX-XXXX

# # #

## SAMPLE NEWS RELEASE

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[Organization Letterhead]

**FOR IMMEDIATE RELEASE**

CONTACT: [NAME]  
(XXX) XXX-XXXX

### **[ORGANIZATION NAME] HOSTS SUCCESSFUL *ERASE THE WASTE* COMMUNITY CLEAN UP**

*Event Reclaims Community from Polluters, Inspires Local Residents to Play an Active Role In  
the Health of Their Community and Their Families*

LOS ANGELES [DATE] – [ORGANIZATION NAME] today hosted a community clean up event at a local park to beautify the area and to illustrate the concept that everyone can play a role in neighborhood protection and storm water pollution prevention. More than [NUMBER] pitched in, collecting over [NUMBER] bags of trash.

“The California Water Boards have made reducing storm water pollution in Los Angeles County a top priority. Not only is it the greatest danger to water quality in Southern California, it also poses significant threats to public health and safety, natural resources and the region’s economic vitality,” said [NAME, TITLE].

Participants not only picked up litter, they also learned about actions they can take in the future to make a difference in their community, such as used oil recycling, adopt-a-playground, holiday tree recycling and graffiti paint-outs. Today’s event is part of the Water Boards’ *Erase the Waste* campaign, which encourages L.A. County residents to take ownership of their communities, help reduce storm water pollution by cleaning the local landscape and becoming part of the “pollution solution.”

-more-

## *[ ORGANIZATION NAME] Hosts Successful Community Clean Up*

*Page 2*

“With the large population of Los Angeles County, even small, individual actions to reduce storm water pollution can add up to big changes,” said [NAME, TITLE]. “We’re asking everyone to do their part for the health of the community.”

With a high-density population of almost 10 million residents, the region has an overwhelming volume of storm water pollution contributed to by residents. According to research, every month L.A. County residents, conservatively: drop 915,000 cigarette butts in streets, parks and playgrounds; toss 830,000 pieces of trash on the ground; and dog owners fail to pick up their dog’s droppings 82,000 times. Storm water pollution has been linked to increased risk of viral infections, earaches, flu, skin rashes and viral infections like hepatitis, in those who come into contact with the polluted water.

Among other tips, the campaign encourages residents to: throw trash in a trash can or recycling container (as appropriate); always put extinguished cigarette butts in an ashtray; pick up after their dog every time and; join or organize a community clean up to help protect their neighborhood and local waters. For more information about how to erase the waste in your community, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.

*Erase the Waste* is the California Water Boards’ two-year, \$5 million storm water public education campaign to reduce storm water pollution in L.A. County and improve the environment of its coastal and inland communities. The campaign is the first State-funded countywide storm water public education campaign and includes the first use of paid advertising addressing the issue in Los Angeles.

###

## SAMPLE CALENDAR ADVISORY

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**CALENDAR ADVISORY • CALENDAR ADVISORY • CALENDAR ADVISORY**

***[ORGANIZATION NAMES] Team Up for a Community Clean Up  
at [NAME OF AREA]***

*Community Clean Up Event Will Make Our Neighborhoods Safer for  
Children and Families*

**WHAT:** Help prevent pollution in our neighborhood and waters by joining [SPONSORING ORGANIZATIONS] as they host an *Erase the Waste* clean up event. Come and learn about ways to help be a part of the solution, by always throwing trash in a trash can or recycling container, putting cigarette butts in an ashtray and picking up after your dog every time. Meet your neighbors and join us as we help protect the health of our neighborhood.

**WHY:** Storm water pollution is created when litter, animal droppings, cigarette butts, motor oil, fertilizers, pesticides and other pollutants end up on the ground and are washed into the storm drains. This pollution mixes with millions of gallons of rainwater and flows untreated into local creeks, rivers and the Pacific Ocean, polluting our waterways, as well as degrading neighborhoods and other natural resources.

**VISUALS:** [ORGANIZATION NAMES], families and community members picking up trash, sorting recyclables and handing out *Erase the Waste* information packets.

**WHEN:** [DATE] [TIME]

**WHERE:** [LOCATION]

**BACKGROUND:** *Erase the Waste* is the California Water Boards' two-year, \$5 million storm water public education campaign to reduce storm water pollution in L.A. County and improve the environment of its coastal and inland communities. The campaign is the first State-funded countywide storm water public education campaign and includes the first use of paid advertising addressing the issue in Los Angeles. For more information about how to erase the waste in your community, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.

**CONTACT:** [NAME]  
[NAME OF ORGANIZATION]  
(XXX) XXX-XXXX

# # #

## SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

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### 30 SECONDS

You're invited to a community clean up on [DATE], at [LOCATION] in [NAME OF AREA]. It's part of *Erase the Waste*, a program that encourages L.A. County's nearly 10 million residents to take ownership of their communities, help reduce storm water pollution in our neighborhoods, and be part of the "pollution solution." Remember, all of us share the responsibility for keeping our children, families and neighborhoods healthy and our waters pollution-free. For more information about how to erase the waste in your community, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.

### 10 SECONDS

L.A. County's *Erase the Waste* campaign reminds you that all of us share the responsibility for keeping our children, families, neighborhoods and waters healthy. For more information about how to reduce harmful pollution in your community, log on to [www.erasethewaste.com](http://www.erasethewaste.com) or call 1 (888) CLEAN-LA.



**SECTION 5**  
**INFORMATIONAL MATERIALS**  
**TO ERASE THE WASTE**

# People who harm our communities often leave a trail.



Use a garbage can for trash and recycle reusable materials. Never throw trash on the street or out your car window. To learn more ways to keep your neighborhood and waters healthy, clean and pollution free, visit [www.erasethewaste.com](http://www.erasethewaste.com) or call **1(888) CLEAN-LA.**

**Erase the  
waste** **PROJECT  
Pollution  
PREVENTION**  
Brought to you by the  
California Water Boards



**When nature calls,  
make sure you  
pick up.**

Clean up after your dog every single time. Do your part to keep your neighborhood and waters clean, healthy and pollution free. For more tips, visit [www.erasethewaste.com](http://www.erasethewaste.com) or call **1(888) CLEAN-LA.**

**Erase the  
waste** **PROJECT  
Pollution  
PREVENTION**  
Brought to you by the  
California Water Boards

# Cigarettes can be harmful even after they're put out.



Make sure to place your extinguished cigarette butts in an ashtray or garbage can every single time. To learn more ways to keep your neighborhood and waters healthy, clean and pollution free, visit [www.erasethewaste.com](http://www.erasethewaste.com) or call **1(888) CLEAN-LA.**

**Erase the  
waste** **PROJECT  
Pollution  
PREVENTION**  
Brought to you by the  
California Water Boards

# Improve your home without harming your community.



Home improvement products such as paint, fertilizers and pesticides contain toxic chemicals that can be harmful to your neighborhood and waters. Use these products sparingly and according to directions. When cleaning up after a project, make sure to dispose of them safely and properly at a free Household Hazardous Waste Collection Event. To find an event near you, visit [www.erasethewaste.com](http://www.erasethewaste.com) or call **1 (888) CLEAN-LA.**

**Erase the  
waste** **PROJECT  
Pollution  
PREVENTION**  
Brought to you by the  
California Water Boards

# Keep our neighborhoods and waters healthy and clean.

Every month, LA County residents drop litter on the ground almost 1 million times. Things like litter, cigarette butts and animal waste left on the street create dirty neighborhoods and cause a health threat to the community. They can also wash into storm drains, leading to flooding and pollution of local waterways. Prevent pollution in your community and waters by following these simple tips:

- ❑ Reduce, Reuse, Recycle.
- ❑ Throw extinguished cigarette butts in an ashtray and trash in a trash can every single time.
- ❑ Clean up your pet's waste by throwing it in the trash.
- ❑ Organize or join in the clean up of a beach, river or community.
- ❑ Use pesticides and fertilizers sparingly and never apply them prior to rainstorms.
- ❑ Take unwanted paints, yard chemicals and automotive fluids to a free Household Hazardous Waste Collection Event. Visit [www.erasethewaste.com](http://www.erasethewaste.com) or call **1(888) CLEAN-LA** to locate an event near you.

To learn more ways to keep your neighborhood and waters healthy and clean, visit [www.erasethewaste.com](http://www.erasethewaste.com)

**Erase the  
waste**

Brought to you by the  
California Water Boards

**PROJECT  
Pollution  
PREVENTION**



Printed on recycled paper.

# When nature calls, make sure you pick up.

LA County has 3 million dog owners. Imagine how unhealthy LA would be if no one picked up after their pets. Dog waste carries bacteria, and if left on the ground, can make people sick. It can also wash into storm drains, polluting your community and local waterways. Dog owners can help prevent pollution by taking these simple steps:

- Pick up after your pet every single time. Check with your pet store for products that make picking up easy.
- Throw away pet waste in the garbage; never wash it into the gutter or storm drain.
- Carry extra bags in your car, so you are prepared when you travel with your pet.
- Get involved in a pet group and remind others to pick up after their pets.

To learn more ways to keep your neighborhood and waters healthy and clean, visit [www.erasethewaste.com](http://www.erasethewaste.com) or call **1 (888) CLEAN-LA**

**Erase the  
waste**

Brought to you by the  
California Water Boards

**PROJECT  
Pollution  
PREVENTION**



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# Keep your yard green without harming your community.

Each month, LA County residents spray their yards with pesticide more than 210,000 times. Without proper use and disposal, pesticides and fertilizers used in your yard can cause a health threat to neighborhoods, families and waters. These products can run off into storm drains, leading to pollution of your community and local waterways. Prevent pollution by taking these easy steps:

- Use pesticides and fertilizers sparingly, by spot applying. Consider using non-toxic or less-toxic products.
- Avoid over watering after applying pesticides or fertilizers.
- Never apply pesticides or fertilizers before it rains.
- Bag or compost yard waste.
- Take unwanted products to a free Household Hazardous Waste Collection Event. Visit **[www.erasethewaste.com](http://www.erasethewaste.com)** or call **1 (888) CLEAN-LA** to locate an event near you.

To learn more ways to keep your neighborhood and waters healthy and clean, visit **[www.erasethewaste.com](http://www.erasethewaste.com)**

**Erase the  
Waste**

Brought to you by the  
California Water Boards

**PROJECT  
Pollution  
PREVENTION**



Printed on recycled paper.

# Improve your home without harming your community.

Each month, LA County residents wash off paintbrushes under an outdoor faucet more than 130,000 times. Toxic paint products rinsed or dumped outside can result in a health threat to your neighborhood and waters. These products can run off into storm drains, leading to pollution of your community and local waterways. When cleaning up after a painting project, prevent pollution by following these easy steps:

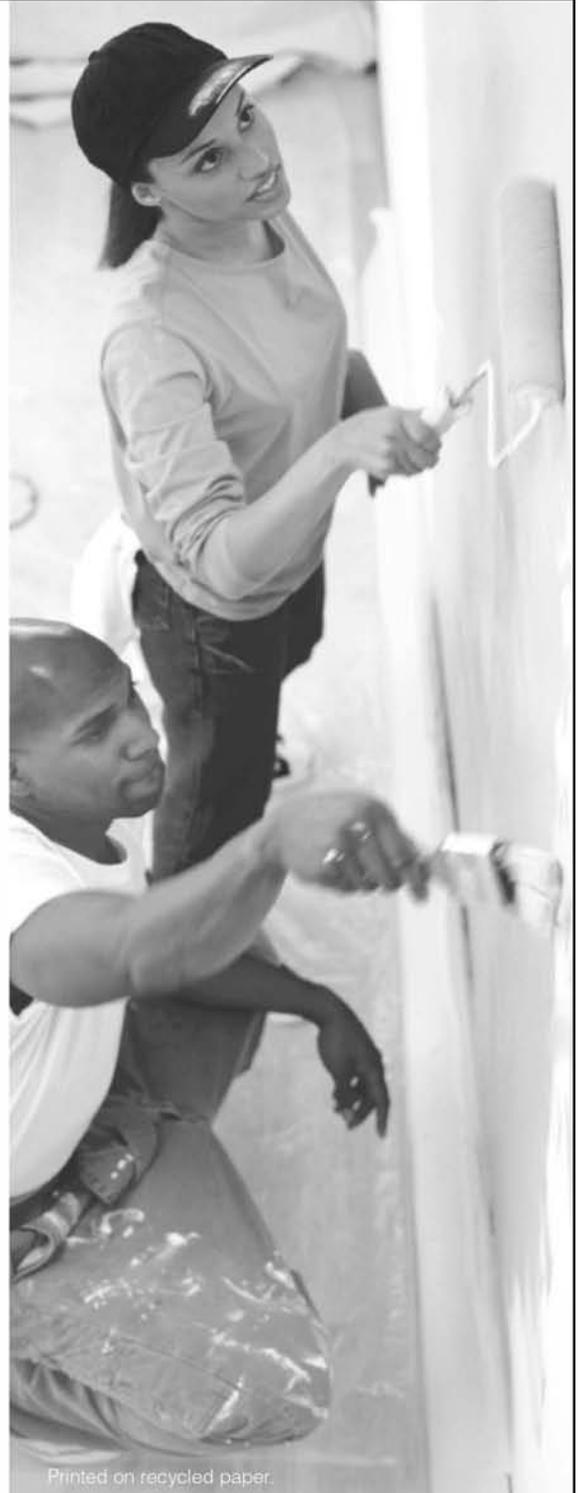
- ❑ Never dump paint or related products into the gutter or storm drain.
- ❑ Clean water-based paint from brushes in any sink, never outside with a hose.
- ❑ Clean oil-based paint from brushes with paint thinner, which can be filtered and reused.
- ❑ Donate unused paint to local anti-graffiti organizations or reuse it for touch ups.
- ❑ Take unwanted paint or related products to a free Household Hazardous Waste Collection Event. Visit [www.erasethewaste.com](http://www.erasethewaste.com) or call **1(888) CLEAN-LA** to locate an event near you.

To learn more ways to keep your neighborhood and waters healthy and clean, visit [www.erasethewaste.com](http://www.erasethewaste.com)

**Erase the  
Waste**

Brought to you by the  
California Water Boards

**PROJECT  
Pollution  
PREVENTION**



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## **SECTION 6**

**ADDITIONAL RESOURCES TO  
ERASE THE WASTE**

# ADDITIONAL RESOURCES TO ...

## GENERAL CAMPAIGN INFORMATION

**California Water Boards** – State and regional government boards that strive to protect water quality and beneficial uses for the state of California.

*Erase the Waste* Public Education Campaign  
Public Affairs Office **Phone: (916) 341-5263**  
1001 I Street  
P.O. Box 100  
Sacramento, CA 95812  
Fax: (916) 341-5252  
E-mail: [tmays@exec.swrcb.ca.gov](mailto:tmays@exec.swrcb.ca.gov)  
Web site: <http://www.erasethewaste.com>

## ORGANIZATIONS THAT HOLD COMMUNITY CLEAN UP EVENTS NEAR YOU/HOW TO GET INVOLVED

**Ballona Lagoon Marine Preserve** – Provides education about natural resource protection.  
P.O. Box 9244 **Phone: (310) 306-6744**  
Marina del Rey, CA 90295  
Fax: (310) 306-6744  
E-mail: [myrna-d@attbi.com](mailto:myrna-d@attbi.com)

**California Coastal Commission** – Hosts Coastal Clean Up Day and COASTWEEKS.  
Public Education Department **Phone: (800) 262-7848**  
45 Fremont Street **or (415) 904-5200**  
San Francisco, CA 94105-2219  
Fax: (415) 904-5400  
Web site: <http://www.coastal.ca.gov>

**Earth Resource Foundation** – Hosts the Great Earth Walk and numerous “Hold on to Your Butt” beach clean ups.  
230 East 17th Street #208 **Phone: (949) 645-5163**  
Costa Mesa, CA 92627  
Fax: (949) 645-5173  
E-mail: [sbarger@trixaxis.com](mailto:sbarger@trixaxis.com)  
Web site: <http://www.earthresource.org>

**Heal the Bay** – Committed to providing workable solutions to the problems threatening Santa Monica Bay and all of Southern California’s coastal waters; sponsors monthly beach clean up events and Beach Emergency Response clean ups.  
3220 Nebraska Avenue **Phone: (800) HEAL-BAY**  
Santa Monica, CA 90404 **or (310) 453-0395**  
Fax: (310) 453-7927  
or (310) 496-1902 (10 pages or more)  
General programs information e-mail:  
[programs@healthebay.org](mailto:programs@healthebay.org)  
Information e-mail: [info@healthebay.org](mailto:info@healthebay.org)  
Web site: <http://www.healthebay.org>

**Hollywood Beautification Team** – Local chapter that participates in the Great American Clean Up.  
P.O. Box 931090 **Phone: (323) 463-5180**  
Hollywood, CA 90093  
Fax: (323) 463-2619  
Web site: <http://www.hbteam.org>

**Keep California Beautiful** – Hosts the Great American Clean Up, which is the nation’s largest organized litter prevention, beautification and community improvement event.  
3914 Murphy Canyon Road **Phone: (858) 505-9936**  
Suite A-218  
San Diego, CA 92123  
Fax: (858) 505-9940  
E-mail: [kcbeee@aol.com](mailto:kcbeee@aol.com)  
Web site: <http://www.keepcaliforniabeautiful.com>

**Keep Downey Beautiful** – Local Keep America Beautiful chapter that participates in the Great American Clean Up.  
Carol Rowland – Coordinator **Phone: (562) 904-7159**  
Fax: (562) 869-7365  
E-mail: [crowland@downeyca.org](mailto:crowland@downeyca.org)

**Keep Glendale Beautiful** – Local Keep America Beautiful chapter that participates in the Great American Clean Up.  
Sandra Rodriguez **Phone: (818) 548-2877**  
Public Education Specialist  
141 North Glendale Avenue, Room 118  
Glendale, CA 91206-4996  
Fax: (818) 240-7239  
E-mail: [sanrodriguez@ci.glendale.ca.us](mailto:sanrodriguez@ci.glendale.ca.us)  
Web site: <http://www.ci.glendale.ca.us/government/cdh/ns/cleanup.asp>

**Los Angeles & San Gabriel Rivers Watershed Council** – An organization of community groups, government agencies, business and academia working cooperatively to solve problems in the watershed.  
700 North Alameda Street **Phone: (213) 229-9945**  
Los Angeles, CA 90012  
Fax: (213) 229-9952  
Web site: <http://www.lasgrwc.org/contact.html>

**TreePeople** – Inspires the people of Los Angeles to take personal responsibility for the urban forest and local environment by training and supporting them as they plant and care for trees and improve the neighborhoods in which they live. They also host several environmental and tree care events.  
12601 Mulholland Drive **Phone: (818) 753-4600**  
Beverly Hills, CA 90210  
Fax: (818) 753-4635  
E-mail: [info@treepeople.org](mailto:info@treepeople.org)  
Web site: <http://www.treepeople.org>

**30-Minute Beach Clean Up** – Hosts monthly clean up events and participates in the annual Coastal Clean Up event.  
5209 The Toledo #1 **Phone: (562) 439-2681**  
Long Beach, CA 90803  
Fax: (562) 439-2681  
E-mail: [JustinRudd@aol.com](mailto:JustinRudd@aol.com)  
Web site: <http://www.beachcleanup.org>

## GENERAL ENVIRONMENTAL AND STORM WATER POLLUTION INFORMATION

**California Water Boards** – State and regional government boards that strive to protect water quality and beneficial uses for the state of California.  
*Erase the Waste* Public Education Campaign  
Public Affairs Office **Phone: (916) 341-5263**  
1001 I Street  
P.O. Box 100  
Sacramento, CA 95812  
Fax: (916) 341-5252  
E-mail: [tmays@exec.swrcb.ca.gov](mailto:tmays@exec.swrcb.ca.gov)  
Web site: <http://www.erasethewaste.com>

**Arroyo Seco Foundation** – Involved in the Arroyo Seco restoration.  
539 East Villa Street #2 **Phone: (626) 584-9902**  
Pasadena, CA 91101  
Fax: (209) 633-5510  
E-mail: [info@arroyoseco.org](mailto:info@arroyoseco.org)  
Web site: <http://www.arroyoseco.org>

**Ballona Creek Renaissance** – Plants trees during Earth Day and hosts clean up events.  
P.O. Box 1068 **Phone: (310) 839-6896**  
Culver City, CA 90232  
E-mail: [jim.lamm@ballonacreek.org](mailto:jim.lamm@ballonacreek.org)  
Web site: <http://www.ballonacreek.org>

**California Materials Exchange** – Conserves energy, resources and landfill space, by helping businesses find markets for non-hazardous materials they have traditionally discarded.  
E-mail: [calmax@ciwmb.ca.gov](mailto:calmax@ciwmb.ca.gov) **Phone: (877) 520-9703**  
Web site: <http://www.ciwmb.ca.gov/calmax>

**California Regional Environmental Education Community (CREEC) Network** – Resource for environmental education programs and also hosts several environmental events.  
Cherylin Leong **Phone: (818) 623-4876**  
12601 Mulholland Drive  
Beverly Hills, CA 90210  
Fax: (818) 753-4645  
E-mail: [cleong@treepeople.org](mailto:cleong@treepeople.org)  
Web site: <http://www.creec.org/region11>

**Clean Water Team** – Citizen monitoring program of the California Water Boards.  
Erick Burren **Phone: (213) 576-6788**  
E-mail Address: [eburren@rb4.swrcb.ca.gov](mailto:eburren@rb4.swrcb.ca.gov)  
Web site: <http://www.swrcb.ca.gov/nps/mission.html>

**County of Los Angeles Materials Exchange Program** – Provides free service to help people find markets to properly discard surplus material.  
Jennifer Nguyen **Phone: (626) 458-3580**  
County of Los Angeles Department of Public Works  
Environmental Programs Division  
900 South Fremont Avenue, 3rd Floor Annex  
Alhambra, CA 91803-1331  
Fax: (626) 458-3593  
E-mail: [jenguyen@dlpw.co.la.ca.us](mailto:jenguyen@dlpw.co.la.ca.us)  
Web site: <http://www.ladpw.org/epd/lacomax>

# ADDITIONAL RESOURCES

**Earth 911** – Provides information about conserving resources and the environment.  
7301 East Helm, Building D **Phone: (480) 889-2650**  
Scottsdale, AZ 85260  
Fax: (480) 889-2660  
Web site: <http://www.earth911.org>

**Green Seal** – Promotes products and services that cause less pollution and provides valuable environmental resources.  
1001 Connecticut Avenue, NW **Phone: (202) 872-6400**  
Suite 827  
Washington, DC 20036-5525  
Fax: (202) 872-4324  
E-mail: [greenseal@greenseal.org](mailto:greenseal@greenseal.org)  
Web site: <http://www.greenseal.org>

**Ocean Conservancy** – Additional information on beach clean ups, including the newsletter Coastal Connection.  
1725 DeSales Street, NW **Phone: (202) 429-5609**  
#600  
Washington, DC 20036  
Fax: (202) 872-0619  
Web site: <http://www.cmc-ocean.org>

**People for Parks** – Advocacy group enhancing recreational opportunities and preserving the public park system.  
3250 Ocean Park Boulevard **Phone: (310) 399-9719**  
#300  
Santa Monica, CA 90401  
Fax: (310) 399-9716  
E-mail: [info@peopleforparks.org](mailto:info@peopleforparks.org)  
Web site: <http://www.peopleforparks.org>

**Recycled Products Purchasing Cooperative (RPPC)** – Seeks to conserve natural resources by providing recycled copy paper and products at competitive prices.  
**Phone: (800) 694-8355**  
E-mail: [information@recycledproducts.org](mailto:information@recycledproducts.org)  
Web site: <http://www.recycledproducts.org>

**Santa Monica BayKeeper** – Hosts environmental clean up events and promotes water pollution prevention methods to preserve the local coastal waters.  
P.O. Box 10096 **Phone: (310) 305-9645**  
Marina del Rey, CA 90295  
Fax: (310) 305-7985  
E-mail: [info@smbaykeeper.org](mailto:info@smbaykeeper.org)  
Web site: <http://www.smbaykeeper.org>

**Santa Monica Bay Restoration Commission** – Seeks to restore and protect the Santa Monica Bay and its resources; hosts environmental education workshops.  
320 West 4th Street, Suite 200 **Phone: (213) 576-6615**  
Los Angeles, CA 90013  
Fax: (213) 576-6646  
E-mail: [smbrc@rb4.swrcb.ca.gov](mailto:smbrc@rb4.swrcb.ca.gov)  
Web site: <http://www.santamonibay.org>

**Santa Monica Mountains Conservancy** – Seeks to preserve, protect, restore and enhance treasured pieces of Southern California.  
570 West Avenue 26 **Phone: (323) 221-8900**  
Suite 100  
Los Angeles, CA 90065  
Fax: (323) 221-9001  
Web site: <http://www.smmc.ca.gov>

**Santa Monica Mountains National Recreation Area** – Hosts events and recruits volunteers to protect and preserve natural resources.  
401 West Hillcrest Drive **Phone: (805) 370-2301**  
Thousand Oaks, CA 91360  
Fax: (805) 370-1850  
Web site: <http://www.nps.gov/samo>

**Sierra Club, Los Angeles Chapter** – Serves as a resource for local environmental programs and environmental current events.  
3435 Wilshire Boulevard, #320 **Phone: (213) 387-4287**  
Los Angeles, CA 90010-1904  
Fax: (213) 387-5383  
E-mail: [info@angeles.sierraclub.org](mailto:info@angeles.sierraclub.org)  
Web site: <http://www.angeles.sierraclub.org>

## REGULATORY/GOVERNMENT AGENCIES

**California Water Boards** – State and regional government boards that strive to protect water quality and beneficial uses for the state of California.  
*Erase the Waste* Public Education Campaign  
Public Affairs Office **Phone: (916) 341-5263**  
1001 I Street  
P.O. Box 100  
Sacramento, CA 95812  
Fax: (916) 341-5252  
E-mail: [tmays@exec.swrcb.ca.gov](mailto:tmays@exec.swrcb.ca.gov)  
Web site: <http://www.erasethewaste.com>

**California Department of Water Resources** – Manages the water resources of California.  
1416 Ninth Street **Phone: (916) 653-5791**  
Sacramento, CA 95814  
Fax: (916) 653-4684  
Web site: <http://www.dwr.water.ca.gov>

**California Environmental Protection Agency (CAL/EPA)** – California voice for Environmental Protection Agency seeks to restore, protect and enhance the environment.  
1001 I Street  
P.O. Box 2815  
Sacramento, CA 95812-2815  
Web site: <http://www.calepa.ca.gov>

**California Integrated Waste Management Board** – Promotes a zero waste California in partnership with local government, industry and the public.  
1001 I Street **Phone: (916) 341-6000**  
P.O. Box 4025  
Sacramento, CA 95812-4025  
<http://www.ciwmb.ca.gov>

**City of Los Angeles Department of Water and Power** – Regional agency that supports environmental efforts that will improve the quality of life in the City of Los Angeles.  
Green LA **Phone: (800)GREEN LA**  
Energy Efficiency for a Green LA  
L.A. Department of Water and Power  
111 North Hope Street  
Los Angeles, CA 90012  
Web Site: [http://www.ladwp.com/library/statichtml/homepage\\_greenla.html](http://www.ladwp.com/library/statichtml/homepage_greenla.html)

**County of Los Angeles Department of Public Works** – Responsible for environmental services and programs, the design, construction, operation, maintenance and repair of roads, bridges, airports, sewers, water supply, flood control and water conservation facilities.  
900 South Fremont Avenue **Phone: (888) CLEAN-LA**  
Alhambra, CA 91803  
Web site: <http://www.888cleanla.com>

**L.A. Regional Water Quality Control Board** – Protects ground and surface water quality in the Los Angeles Region.  
320 West 4th Street **Phone: (213) 576-6600**  
Suite 200  
Los Angeles, CA 90013  
Fax: (213) 576-6640  
Web site: <http://www.swrcb.ca.gov/~rwqcb4>

**United States Environmental Protection Agency – Office of Water Resources** – National entity that protects human health and safeguards the natural environment: air, water and land.  
Ariel Rios Building **Phone: (202) 272-0167**  
1200 Pennsylvania Avenue, NW  
Washington, DC 20460  
Web site: <http://www.epa.gov/ow/index.html>

## ERASE THE WASTE COMMUNITY ADVISORY COUNCIL (CAC)

Members of the CAC offer counsel on the strategic direction of the community engagement component of the California Water Boards' *Erase the Waste* public education campaign.

**Asian Pacific Islander Small Business Program**  
Cooke Sunoo, Director **Phone: (213) 473-1603**  
231 East Third Street, Suite G106  
Los Angeles, CA 90013  
Fax: (213) 473-1601

**Association of Community Organizations for Reform Now**  
John Jackson, Head Organizer **Phone: (213) 747-4211**  
3655 South Grand Avenue  
Los Angeles, CA 90007  
Fax: (213) 747-4221

**Clinica Monseñor Oscar Romero**  
Angel Fabian **Phone: (213) 201-1778**  
Community Center Director  
123 South Alvarado Street, Suite 132  
Los Angeles, CA 90057  
Fax: (213) 201-1797

**Families In Good Health**  
Lillian Lew, Director **Phone: (562) 491-9100**  
Veasna Ek, Project Assistant  
411 East Tenth Street, Suite 207  
Long Beach, CA 90813  
Fax: (562) 491-9824

**First African Methodist Episcopal Church**  
Peggy Hill, Director **Phone: (323) 730-7760**  
Brenda Carter, Staff  
2241 South Hobart Boulevard  
Los Angeles, CA 90018  
Fax: (323) 737-0292

#### L.A. Free Clinic

Kevin Swanson  
Public Relations and Marketing Manager  
6043 Hollywood Boulevard  
Los Angeles, CA 90028  
Fax: (323) 462-6731

Phone: (323) 337-1720

#### Magic Johnson Foundation

Shane Taylor Jenkins  
Program Director  
9100 Wilshire Boulevard, Suite 700 East Tower  
Beverly Hills, CA 90212  
Fax: (310) 246-1106

Phone: (310) 246-4400

#### Multicultural Area Health Education Center

Luis Mata  
President/CEO  
5051 East Third Street  
Los Angeles, CA 90022  
Fax: (323) 780-7646

Phone: (323) 780-7640

#### Proyecto Pastoral/Dolores Mission Women's Cooperative

Gabriel Balna  
Executive Director  
135 North Mission Road  
Los Angeles, CA 90033  
Fax: (323) 268-7228

Phone: (323) 881-0016

## EVENT RESOURCES

### STATE, COUNTY AND CITY POLLUTION PREVENTION EVENTS (PARTIAL LIST)

#### JUNE 2004

##### L.A. Works Day: June 5, 2004

570 West Avenue 26, Suite 400  
Los Angeles, CA 90065  
Phone: (323) 224-6510  
Fax: (323) 224-6518  
E-mail: [info@laworks.com](mailto:info@laworks.com)  
Web site: <http://www.laworks.com>

#### SEPTEMBER 2004

##### Coastal Clean Up Day: September 18, 2004

Haan-Fawn Chau  
Heal the Bay  
3220 Nebraska Avenue  
Santa Monica, CA 90404  
Phone: (800) HEAL-BAY  
or (310) 453-0395  
Fax: (310) 453-7927  
E-mail: [info@healthebay.org](mailto:info@healthebay.org) or [hfchau@healthebay.org](mailto:hfchau@healthebay.org)  
Web site: <http://www.healthebay.org/volunteer/ccd>

##### Pollution Prevention Week

Department of Toxic Substances Control  
Office of Pollution Prevention & Technology Development  
P.O. Box 806  
Sacramento, CA 95812-0806  
Phone: (916) 322-3670  
Fax: (916) 327-4494  
Web site:  
<http://www.dtsc.ca.gov/pollutionprevention/index.html>

#### OCTOBER 2004

##### Annual Second Chance Week

Choose2Reuse  
Web site: <http://www.choose2reuse.org>

#### NOVEMBER 2004

##### America Recycles Day: November 15, 2004

Steve Kullen  
ARD National Program Manager  
1325 G Street, NW, Suite 1025  
Washington, DC 20005  
Phone: (202) 347-0450  
ext. 25  
E-mail: [stevek@nrc-recycle.org](mailto:stevek@nrc-recycle.org)  
Web site: <http://www.americarecyclesday.org>

#### MARCH 2005

##### Great American Clean Up: March 1- May 31, 2005

Keep America Beautiful  
1010 Washington Boulevard  
Stamford, CT 06901  
Phone: (203) 323-8987  
Fax: (203) 325-9199  
Web site: <http://www.kab.org>

#### APRIL 2005

##### Earth Day Los Angeles: April 16, 2005

1247 Lincoln Boulevard, #253  
Santa Monica, CA 90401  
Phone: (310) 390-4366  
or (888) 295-8372  
Fax: (310) 362-8400  
E-mail: [info@earthdayla.org](mailto:info@earthdayla.org)  
Web site: <http://www.earthdayla.org/>

#### MAY 2005

##### Annual River Clean Up: May 7, 2005

Friends of the Los Angeles River  
570 West Avenue 26 #250  
Los Angeles, CA 90065  
Phone: (323) 223-0585  
E-mail: [mail@folar.org](mailto:mail@folar.org)  
Web site: <http://www.folar.org>

##### Ocean Day: May 20, 2005

The Malibu Foundation for  
Environmental Education  
1471 South Bedford Street # 3  
Los Angeles, CA 90035  
Phone: (310) 652-4324  
Fax: (310) 652-5169  
Web site: <http://www.malibufoundation.org>

##### The Great Earth Walk

The Earth Institute  
6033 West Century Boulevard, Suite 400  
Los Angeles, CA 90045  
Phone: (877) GEW-2004  
Fax: (310) 861-5333  
Web site: <http://www.theearthinstitute.org/upcoming.htm>

*Note: Although these events have specific dates for this and the upcoming year, most take place annually on the same month as listed above.*

# HOUSEHOLD HAZARDOUS WASTE RESOURCES

The time for all events is 9:00 a.m. to 3:00 p.m., unless otherwise noted.

Some examples of what you CAN bring to a collection event:

- Motor oil, filters, brake fluid
- Paint, paint thinner, turpentine
- Cleaners with acid or lye
- Pesticides or herbicides
- Household batteries or car batteries
- Pool chemicals

What you CANNOT bring to a collection event:

- Explosives
- Ammunition
- Radio active materials
- Trash
- Tires
- Business waste

How should you prepare?

- Bring the items you wish to dispose of in a sturdy box preferably in their original, labeled containers
- Do not ever mix products together
- It is illegal to transport more than 15 gallons or 125 pounds of hazardous waste in your personal vehicle
- Be prepared to leave your containers. Because of permitting requirements, and the volume of people that utilize the program, items such as gasoline will not be returned

*Note: For the most updated list of collection events, please visit <http://www.888cleanla.com>.*

## 2004 L.A. COUNTY HOUSEHOLD HAZARDOUS WASTE COLLECTION EVENTS

Date	City	Location
06/06/04	Agoura	Calabasa Landfill 5300 Lost Hills Road
06/12/04	Torrance	American Honda 1919 Torrance Boulevard
06/19/04	Irwindale	Department of Public Works- Flood Control Maintenance Yard 160 East Longden Avenue
06/26/04	Culver City	West Los Angeles College 4800 Freshman Drive Parking lot 7
07/17/04	Rancho Palos Verdes	Rancho Palos Verdes City Hall 30940 Hawthorne Boulevard
07/17/04	Woodland Hills	Pierce College* 6201 Winnetka Avenue Parking lot 4
07/18/04	Woodland Hills	Pierce College* 6201 Winnetka Avenue Parking lot 4
08/07/04	Unincorporated Whittier	Rio Hondo College 3600 Workman Mill Road Parking lot A
08/14/04	Arcadia	Santa Anita Race Track Gate 6, Colorado Place
08/21/04	Glendora	Citrus College Stadium parking lot Barranca Avenue (North of Alosta Avenue)
08/28/04	Carson	Joint Water Pollution Control Plant West Maintenance Building parking lot 24501 South Figueroa Street

*\* Events conducted by the City of Los Angeles*

## PERMANENT HOUSEHOLD HAZARDOUS WASTE CENTERS

The following S.A.F.E. (Solvents/Automotive/Flammables/Electronics) Recycling and Disposal Centers are open to the public. More information is available by calling 1(800) 98-TOXIC.

### San Pedro

S.A.F.E. Center  
1400 North Gaffey Street  
San Pedro, CA 90021  
Hours of Operation: Friday, Saturday and Sunday  
9:00 a.m. – 3:00 p.m.

### Playa Del Rey

Hyperion Treatment Plant S.A.F.E. Center  
7660 West Imperial Highway, Gate B  
Playa del Rey, CA 90293  
Hours of Operation: Saturdays and Sundays  
9:00 a.m. – 3:00 p.m.

### Sun Valley

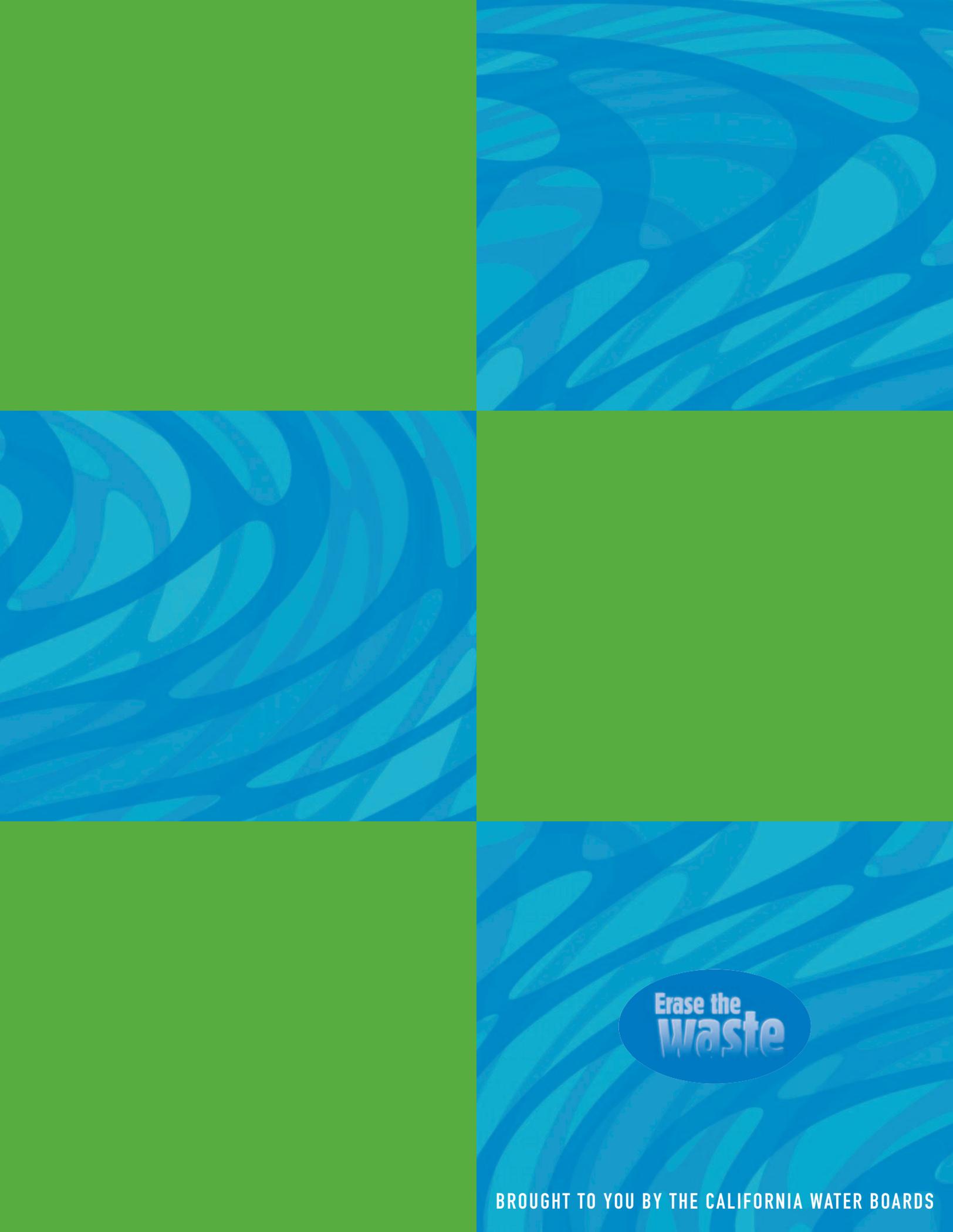
Randall Street S.A.F.E. Center  
11025 Randall Street  
Sun Valley, CA 91352  
Hours of Operation: Saturday, Sunday and Monday  
9:00 a.m. – 3:00 p.m.

### Boyle Heights

S.A.F.E. Center  
2649 East Washington Boulevard  
Los Angeles, CA 90021  
Hours of Operation: Friday, Saturday and Sunday  
9:00 a.m. – 3:00 p.m.

### West Los Angeles

U.C.L.A. S.A.F.E. Center  
550 Charles E. Young Drive West  
Los Angeles, CA 90095  
Hours of Operation: Thursday, Friday and Saturday  
8:00 a.m. – 2:00 p.m.

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**waste**

BROUGHT TO YOU BY THE CALIFORNIA WATER BOARDS