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Printed Name of Representative: James R. Kuhl

Organization Name: Environmental Services Bureau, City of Long Beach

Signature: [Signature]

Date: May 20, 2013
2013

SWANA EXCELLENCE AWARDS

Communication Category

HOUSEHOLD HAZARDOUS WASTE COLLECTION

Paint  Universal Waste  Sharps/Medicines  Chemicals/Cleaners  Pesticides/Fertilizers  E-waste... and more

For more information visit CLEANLA.com, www.lacsd.org, or call 888CLEANLA.

Submitted by:
City of Long Beach Environmental Services Bureau
2929 E. Willow Street | Long Beach | CA 90806

May 24, 2013

CITY OF LONG BEACH | ENVIRONMENTAL SERVICES BUREAU | DEPARTMENT OF PUBLIC WORKS

WINNER NATION’S BEST SOLID WASTE MANAGEMENT PROGRAM AWARD
EXECUTIVE SUMMARY

California’s solid waste management regulatory landscape includes numerous landfill bans for certain waste streams, including universal, electronic and household hazardous wastes.

Long Beach is California’s seventh largest city with a diverse population of 465,576 and equally diverse operations and service challenges. In an effort to eliminate a huge service gap and minimize illegal dumping and illegal disposal of hazardous household-generated waste (HHW), the City’s Environmental Services Bureau (ESB) established and led a public/private partnership that built an Environmental Collection Center — a free, one-stop drop-off facility for HHW.

In spite of substantial budget cutbacks, ESB developed a “no cost/low cost” communication strategy and deployed communication tools that are engaging, educational and effective in promoting use of the new Collection Center.

After just 30 days of communication outreach, there was a 267% increase in the number of car loads of HHW collected.
STATEMENT OF INTENT

ESB creates and employs creative, educational and engaging outreach programs that actively promote waste reduction, recycling and proper disposal.

In the aftermath of the economic recession, all jurisdictions are faced with the reality of delivering much-needed services with fewer resources. ESB’s “no cost/low cost” communication strategy to promote safe and proper recycling and disposal of HHW can be replicated in other communities, and as such, can be part of a larger strategy for compliance with regional, state and federal mandates.

ESB is proud of its HHW outreach efforts and respectfully submits this application for consideration for the 2013 SWANA Communication Excellence Award.
BACKGROUND
The City of Long Beach is California’s seventh largest city, with a population of 465,576. The City has one of the most ethnically and culturally diverse communities in the nation. Equally diverse is the variety of land use and properties – residential neighborhoods, business corridors, recreational parks and beaches, wetlands and waterways, and large-scale industrial areas – all within City boundaries and offering numerous operational and service challenges.

The Long Beach Environmental Services Bureau (ESB) is responsible for developing and managing all aspects of the City’s solid waste management efforts: refuse collection, recycling, disposal, and public education and outreach.

In 1989, the California Integrated Waste Management Act (AB 939) was signed into law. AB 939 mandates that every jurisdiction in the State reduce the amount of solid waste disposed at landfills, with a required diversion rate of 50 percent by the year 2000.

Since 1989, there have been many changes to the California regulatory landscape regarding landfill bans and special designations of particular waste streams, including universal waste, electronic waste, household hazardous waste, pharmaceuticals, and home-generated sharps. In addition, there is legislation currently pending in the California legislature that will increase the diversion requirements of AB 939 – from 50 percent to 75 percent.

Since 1990, ESB has devoted substantial resources to establishing an effective public education and outreach infrastructure. The communication programs deployed by ESB are creative, engaging, multi-lingual and designed to actively promote waste reduction, recycling and safe and proper disposal.

SITUATIONAL NEED
In an effort to prevent illegal disposal of household-generated universal and hazardous waste (HHW), ESB provided Long Beach residents the following recycling and safe disposal options:

- Curbside collection of used motor oil and filters (1992 – present)
- Special curbside collection of bulky items and e-waste (1992 – present)
- Annual, one-day HHW roundups at Long Beach Veterans Stadium, co-sponsored with Los Angeles (L.A.) County Department of Public Works (DPW) and L.A. County Sanitation Districts (1992 – 2012)

ESB promoted its curbside services and E-waste roundups utilizing the following:

- Print ads in local newspapers
- Utility bill inserts
- Printed flyers and brochures (English, Spanish and Khmer)
- Special HHW web page on ESB’s www.longbeach-recycles.org website
ESB promoted the annual, one-day HHW roundups utilizing the following:

• printed flyers (English and Spanish; provided by L.A. County)
• utility bill inserts

In spite of these efforts, ESB recognized that a huge service gap existed and realized that these gaps typically result in illegal dumping and illegal disposal in trash. Contributing factors:

• L.A. County operates one permanent HHW collection facility (serving population of 9,962,789)
• L.A. County provides one annual, mobile HHW roundup in Long Beach (serving population of 465,576)
• 74% of Long Beach multi-family residential properties (10+ units) are serviced by private haulers (free curbside special collections not available)
• Many households in Long Beach not willing to stockpile hazardous materials for 12 months waiting for annual HHW roundup

ESB also received valuable feedback from Long Beach residents. Since 1995, ESB has mailed to its residential customers an annual EcoGuide brochure – each designed to provide important service and environmental program updates, and survey residents. Since 1998, a convenient, one-stop hazardous waste collection facility has been the number one environmental service request from Long Beach residents.

In 2008, facility planning and operating negotiations began, and the new L.A. County Environmental Collection Center opened on Saturday, March 9, 2013.
COMMUNICATION STRATEGY AND GOALS
When planning and developing its communication plan for promoting the new Collection Center, ESB encountered a number of challenges and obstacles:

1. Change in physical location of Center from City of Long Beach to City of Signal Hill
   (Although the City of Signal Hill is located within the geographical boundaries of Long Beach, the new Collection Center is located on a street with industrial activities that is not well known or traveled by Long Beach residents)

2. Substantial budget cutbacks (due to economic recession)

3. Construction delays (discovery of un-capped oil wells)

4. Re-negotiation of facility operations contract (reduced hours of Center operation)

As a result, ESB reconfigured its outreach plan (developed in 2008) to a "no cost/low cost" communication strategy featuring the following components:

- Enhanced online presence
- New information flyer (English and Spanish) promoting the use of new HHW Collection Center
- Long Beach Utility Bill two-line message imprint
- ESB Social Media postings
- Shelf talker (English and Spanish)
- City of Long Beach “On-hold” message
- City Council meeting “Crawler” message
- Directional and message signage for new Collection Center
- New message signs for ESB’s refuse collection truck fleet
- Promote Center’s Grand Opening and Ribbon-cutting Ceremony (media outreach)

Although its communication strategy was reconfigured, ESB’s target audience (Long Beach residents) and outreach goals remained the same:

- Educate Long Beach residents about the importance of safe and responsible HHW management
- Promote the use of the new HHW Collection Center
- Encourage the use of safer alternative household products

Safe Alternatives Information at www.longbeach-recycles.org

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**Safer Alternatives for Household Cleaning Products**

- Bleach-based cleaner
- All-purpose cleaner
- Scouring powder
- Dish cleaner
- Disinfectant
- Drain opener
- Floor polish
- Furniture polish
- Glass and window cleaner
- Laundry detergent
- Oven cleaner
- Rug and upholstery cleaner
- Shoe polish
- Spot remover
- Driveway and copper polish
- Toilet bowl cleaner

**Safer Alternatives for Gardening Products**

- Ant repellent
- Chemical fertilizer
- Flea collars and spray
- Fungicides
- Plant insecticide
- Herbicides and wood killer
- Pool chemical
- Roach repellent
- Rodent bait
- Snail/slug killer

**Steps for Toxic Spills or Leaks:**

1. Keep the area well ventilated
2. Extinguish any open flame or heat source
3. Keep children and pets away
4. Wear gloves and protective clothing
5. Stop the product from spreading by covering the spill with absorbent material (kitty litter, sand, disposable diapers, soil)
6. Sweep and scoop the absorbent into a container with a lid or into a strong plastic bag. Clean area with soap and water, and place residue into container as well. Be careful not to wash hazardous materials into the street gutter
7. Label the container with the product name, chemical name, and hazard category (flammable, corrosive, etc.). All information should be available on the product's label
8. Dispose of the container as hazardous waste. See disposal section
9. If the spill is large and you cannot safely clean it up, contact the Fire Department immediately by dialing 911
Although construction of the new Collection Center was completed in April 2012, ESB was still in the process of negotiating a final contract for the Center’s on-site operation. A final contract was submitted to and approved by the L.A. County Board of Supervisors in December 2012.

During the nine months of final contract negotiations, ESB developed and finalized its communication tools. Although the scope of outreach was downsized due to budget cutbacks, ESB developed creative communication that is engaging, informative and effective.

- Directional and message signage for new Collection Center
- Enhanced online presence
- New HHW page for ESB’s website (http://www.longbeach-recycles.org/hhw/hhw_dropoff_facility.htm)
- New Interactive Map for identifying recycling options for different materials http://www.longbeach-recycles.org/recycling/residential.shtml#map
- New Paint Recycling website for ESB’s website http://www.longbeach-recycles.org/hhw/paint_disposal.htm
- New ads placed with LB Post and LB Report (local electronic community newsletters)
- New information flyer (English and Spanish) promoting the use of new HHW Collection Center designed for distribution to nine Long Beach City Council offices, City libraries, and at neighborhood and special events
- Long Beach Utility Bill two-line message imprint (instead of full-color, printed insert)
- ESB Social Media (Facebook and Twitter) postings
- Shelf talker (English and Spanish) designed for distribution to all paint, appliance, automotive supplies, hardware and home improvement stores located in Long Beach
- City of Long Beach “On-hold” phone message and City Council meeting “Crawler” screen message

“Free Household Hazardous & E-waste Drop-off now available for Long Beach residents on the 2nd Saturday of each month, from 9 am to 2 pm. For more information, visit www.longbeach-recycles.org or call the City’s Recycling Hotline at 570-2876.”

- New message signs for ESB’s refuse collection truck fleet (130 signs for 65 refuse collection trucks)
TASKS
Development tasks for communication tools included:

- planning meetings with ESB staff and graphic and web design team to confirm communication strategy, components and budget
- copywriting and editing of content
- graphic design, development and production of Center’s signage
- graphic design and programming of online material and resources
- graphic design, development and printing of flyer and shelf talker
- outreach to project partners for coordination of communication efforts
IMPLEMENTATION/EXECUTION

ESB Facebook Posting

Long Beach Recycles

1 MORE DAY

to box your unwanted e-waste and hazardous waste. Bring them to the free, local drop-off facility on Saturday, May 11th between 9 a.m. and 2 p.m.

Bring in Bulbs That Contain Mercury.

ESB Facebook Posting

1 MORE DAY

to box your unwanted e-waste and hazardous waste. Bring them to the free, local drop-off facility on Saturday, May 11th between 9 a.m. and 2 p.m.

Bring in Bulbs That Contain Mercury.

Shelf Talker for Long Beach retail stores

TAKE ONE

DISPOSE OF HOUSEHOLD HAZARDOUS WASTE

with

EASY LOCAL DROP-OFF

Throwing used and unwanted hazardous waste in the trash is illegal. The City of Long Beach partners with public and private agencies to open a free and local Environmental Collection Center for disposing of household, universal and electronic wastes.

Open 2nd Saturday of every month from 9 am to 2 pm.

EDCO Recycling and Transfer Collection Center
2750 Carlsbad Avenue, Signal Hill, CA 90755
See reverse for map and list of items that require safe disposal

longbeach-recycles.org
IMPLEMENTATION/EXECUTION

Online Advertising

**DISPOSE OF HOUSEHOLD HAZARDOUS WASTE**

with **EASY LOCAL DROP-OFF**

**Saturday, May 11, 2013 - 9 am to 2 pm**

**EDCO Recycling & Transfer Collection Center**

2735 California Ave, in Signal Hill

It’s FREE! Click for more info...

**ESB Twitter Postings**

**City of Long Beach: Environmental Services (ESB) is hosting a hazardous waste collection event on Saturday, May 11, 2013 from 9 am to 2 pm at EDCO Recycling & Transfer Collection Center, 2735 California Ave, Signal Hill, CA.)**

**Invitations:**

- **Staff Member:**
  - Replying: *@signalhillnews*
  - Mentioning: @ESB_LB

- **ESB Twitter:**
  - Mentioning: @ESB_LB

**Collection Event in Progress**

**HOUSEHOLD HAZARDOUS WASTE COLLECTION**

**Please remain inside your vehicle at all times.**

- **Paint**
- **Universal Waste/E-waste**
- **Sharps/Medicines**
- **Chemicals/Cleaners**
- **Pesticides/Fertilizers**

For more information visit CLEANLA.com, www.lacsd.org, or call 888CLEANLA.

Made possible through a Public/Private Partnership.

**HHW Collection Center Signage**
FUNDING
ESB’s operations and public education and outreach efforts are financed by a Refuse and Recycling Fund – a self-sustaining enterprise fund that is operated and maintained like a business. Approximately ninety percent of revenue for this fund is from refuse and recycling service fees. This fund also receives grant monies from California agencies, revenues from the sale of recyclables collected through its residential recycling program, fees paid by licensed private haulers (AB 939 compliance; multi-family residence properties of 10+ units), and interest income.

BUDGET
With the exception of grant funds that were secured, no additional funds for ESB’s communication outreach efforts were allocated. ESB either reduced or reallocated non-HHW outreach activities budgeted for FY 2013 to cover the cost of outreach for the new Collection Center.

COLLABORATIVE PUBLIC/PRIVATE PARTNERSHIP
In spite of substantial budget cutbacks and construction delays, ESB remained committed to ensuring that a local HHW collection facility was built and that Long Beach residents have free and convenient access to the facility. Without the commitment and collaboration of the project partners, the new Environmental Collection Center would not have been built. Partner contributions included:

City of Long Beach – ESB reallocated $3,000.00 to cover the production cost of permanent signs and banners installed at Collection Center

CalRecycle – awarded two different grants to ESB
  • $287,303.00 grant (purchase of Collection Center equipment, sign easels and driver instruction signs)
  • $13,000.00 grant (new Collection Center promotion signs for ESB’s refuse collection truck fleet)

City of Signal Hill and EDCO Disposal Inc. – agreed to include HHW Collection Center in construction plans for EDCO’s new Recycling and Transfer Station (additional $2 million in construction costs)

L.A. County Sanitation Districts – agreed to fund the operating costs of new Collection Center for a five-year term ($500,000.00 per year)

L.A. County DPW – responsible for costs of promoting new Collection Center to targeted area residents outside of Long Beach

BENEFITS OF PERMANENT ONE-STOP COLLECTION CENTER
With only 25% of collection events completed for the first operating year of the new Collection Center, real data for cost comparison with annual mobile roundups, reduction in illegal dumping, and increases in recycling and diversion rates are not yet available.

However, ESB is projecting that Long Beach will achieve the following:
  • Collection of 5,000 car loads of HHW during first operating year (exceed annual HHW roundup car collection by at least 2,000 car loads)
  • Decline in illegal dumping reports to Long Beach Fire Department and Health Department
  • Increase in City’s diversion and recycling rate (current rate is 70%)
  • Improvement in Long Beach’s National Pollutant Discharge Elimination System (NPDES) permit reporting

Ribbon-cutting Event in New Center
RESULTS/EVALUATION
Since opening in March 2013, the new L.A. County Environmental Collection Center has provided three, one-day collection events. A summary of collection results:

<table>
<thead>
<tr>
<th>Collection Date</th>
<th>Car Loads</th>
<th>Paint</th>
<th>HHW Waste</th>
<th>E-waste</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 9, 2013</td>
<td>187</td>
<td>5,600 lbs</td>
<td>1,800 lbs</td>
<td>3,850 lbs</td>
</tr>
<tr>
<td>April 13, 2013</td>
<td>500</td>
<td>16,000 lbs</td>
<td>11,250 lbs</td>
<td>9,500 lbs</td>
</tr>
<tr>
<td>May 11, 2013</td>
<td>430</td>
<td>20,000 lbs</td>
<td>18,000 lbs</td>
<td>8,000 lbs</td>
</tr>
</tbody>
</table>

Prior to the opening of the Collection Center, all Project partners agreed to provide “soft” or minimal promotion so that the March inaugural collection event did not overwhelm the Center’s staff and collection capacity.

ESB’s “soft” promotion involved going live with its enhanced online presence:

- new HHW web pages for ESB’s website
- new Interactive Map for identifying recycling options for different materials
- new Paint Recycling web page for ESB’s website
- new ads placed with LB Post and LB Report (local electronic community newsletters)

ESB conducted a special training session for its Recycling Hotline operators

ESB worked with EDCO Disposal, Inc. to coordinate delivery and installation of the new directional and message signage

Beginning Monday, March 11, 2013, ESB deployed its remaining communication efforts:

- New flyer (English and Spanish) promoting the use of new HHW Collection Center distributed to nine Long Beach City Council offices, City libraries, and at neighborhood litter clean-up and community events (ongoing)
- Long Beach Utility Bill statement imprint (billing cycle of March 25 to April 22)
- ESB Social Media postings (Facebook and Twitter postings 10 days prior to April 13 and May 11 collections)
- Shelf talker (distribution to 18 different paint, appliance, automotive supplies, hardware and home improvement stores located in Long Beach)
- City of Long Beach “On-hold” message (ongoing)
- City Council meeting “Crawler” message (ongoing)

**IMPACT OF COMMUNICATION ON ACHIEVING GOALS**

As stated earlier, there is a strong community interest in Long Beach for easy, convenient access to a permanent HHW collection facility. Since the new Environmental Collection Center opened, there has been a marked increase in requests for ESB to provide HHW recycling and disposal presentations at upcoming neighborhood and community meetings.

After ESB deployed its communication outreach after the inaugural collection in March, there was a 267% increase in number of car loads collected in April.

**HOW CAN PROGRAM BE REPLICATED**

The “low cost/no cost” communication strategy that ESB developed for promoting the new L.A. County Environmental Collection Center project can be replicated in other communities. Key elements include:

- Research and identify potential outreach partners (agencies and organizations whose programs benefit from safe and proper disposal of HHW
- Establish a communication/outreach committee responsible for strategic development of a communication plan
- Capitalize on each partner’s existing education and outreach infrastructure
- Research and apply for grant funds
ENHANCING COMMUNICATION

ESB plans to continue to explore and develop “no cost/low cost” options for enhancing its communication efforts to promote use of the new Collection Center, educate Long Beach residents about the importance of safe and responsible HHW management, and encourage the use of safer alternative household products. Possible communication enhancements include:

- placement of articles in Long Beach neighborhood and homeowner association newsletters
- window decals for retailers in different Long Beach business corridors
- online ads (Facebook and Twitter)
- work with L.A. County and EDCO partners to establish a Facebook page for the new Collection Center
- work with L.A. County and EDCO partners to develop “exit reminder” flyers designed to remind residents about the environmental benefits of safe disposal and how to save money using safer alternative household products
- partner with other Long Beach Departments for cross promotion opportunities (e.g. Long Beach's NPDES/Clean Water Campaign and outreach infrastructure)
- meet with staff of ten cities in Collection Center’s targeted service area to explore cross promotion and joint outreach opportunities

Targeted service area for HHW Environmental Collection Center

<table>
<thead>
<tr>
<th>City</th>
<th>HHW-R</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carson</td>
<td>24,883 H 1 HHW-R</td>
</tr>
<tr>
<td>L.A. County Unincorporated Area (Rancho Dominguez)</td>
<td>9,400 H 0 HHW-R</td>
</tr>
<tr>
<td>Lakewood</td>
<td>9,708 H 0 HHW-R</td>
</tr>
<tr>
<td>Hawaiian Gardens</td>
<td>3,570 H 0 HHW-R</td>
</tr>
<tr>
<td>Compton</td>
<td>23,424 H 1 HHW-R</td>
</tr>
<tr>
<td>Paramount</td>
<td>14,662 H 1 HHW-R</td>
</tr>
<tr>
<td>Bellflower</td>
<td>9,660 H 1 HHW-R</td>
</tr>
<tr>
<td>Norwalk</td>
<td>27,689 H 0 HHW-R</td>
</tr>
<tr>
<td>Artesia</td>
<td>4,588 H 0 HHW-R</td>
</tr>
<tr>
<td>Cerritos</td>
<td>15,513 H 0 HHW-R</td>
</tr>
</tbody>
</table>

H = Households
HHW-R = Annual Household Hazardous Waste Round Up
= Environmental Collection Center
EDCO Recycling and Transfer, Signal Hill

Pacific Ocean