

1 (888) CLEAN LA
www.888CleanLA.com

Fall 2008 Newsletter

L.A. Dodgers 2008 Sponsorship

The County stormwater pollution prevention public education campaign once again partnered with the Los Angeles Dodgers to reach L.A. residents! The L.A. Dodgers attract a diverse fan base which allowed the County to effectively reach a large sector of the County's population. This year's sponsorship included a ribbon board ad that appeared in half of this season's home games that reminded people to "Put Litter In Its Place." In addition, Dodgers fans read the County's full-page pollution prevention ads in *Dodgers Magazine*, which was circulated monthly during the regular season. Finally, 30-second ads appeared during select games on the Dodgers' Spanish-language flagship station, KHJ 930 AM. ♦



The County's Ribbon Board Ad makes another appearance at Dodger Stadium.
(click photo to view larger)

The L.A. Times Goes to the Dogs

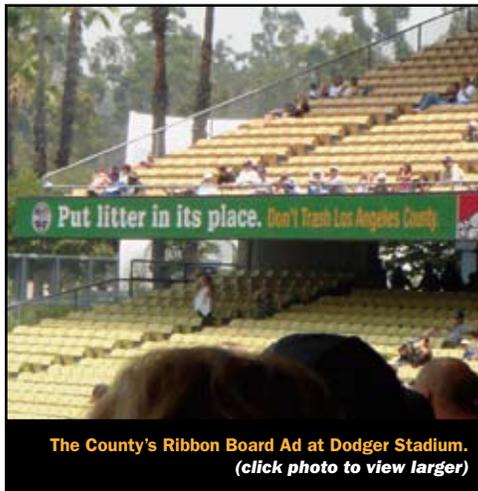
A variety of media coverage gave Los Angeles residents stormwater pollution prevention tips during the summer of 2008. The public education team used "Take your Dog to Work Day," on June 20, 2008, to garner media attention about the importance of picking up after their pets and the environmental effects of pet waste. The County's stormwater pollution prevention efforts were featured in the *Los Angeles Times* blog "L.A. Unleashed." The number of on-line users is more than 4.5 million readers!

The summer months' media outreach also focused on cigarette butt litter and its impact on the environment. The County's "Cigarette Butt Litter is Choking Los Angeles" press release encouraged residents to use an ashtray to properly dispose cigarette butts and to keep cigarette butts off the streets. A front page story on the topic ran in the *Whittier Daily News*, and these messages were also covered by the *Pasadena Cosmopolitan*, *Arcadia Weekly*, *Monrovia Weekly*, and *Sierra Madre Weekly*. The weekly papers have a combined readership of more than 400,000 people. ♦

Copermittee SPOTLIGHTS

The City of Covina is using the County's *Water Quality Regulations* brochure, which was modified to include the city's contact information. The brochure provides residents and contractors with information on water quality regulations in a clear, concise manner, in English and Spanish versions. The brochure is offered to residents and contractors when a permit application is submitted. Most homeowners are not aware of stormwater issues and don't understand how to properly handle and dispose of materials. This brochure saves staff time and serves as good reference material for applicants.

To request this brochure or other collateral materials such as dog mitts, tip cards, or pencils, please contact patricia.condon@ogilvypr.com.



The County's Ribbon Board Ad at Dodger Stadium.
(click photo to view larger)

New County Building Standards Bring LID Practices to LA County Communities

On October 8, 2008, the County of Los Angeles (County) Board of Supervisors approved a precedent setting suite of green building ordinances introducing new building standards that support water and energy conservation, diversion of waste from landfills, and a healthier environment. The new ordinances will apply to industrial, residential, and commercial developments within County unincorporated areas and go into effect on January 1, 2009.

In order to meet the stormwater provisions of the new ordinances, contractors will have to adopt new techniques for landscape design, known as Low Impact Development (LID). LID uses both natural and man-made features to control the flow of stormwater runoff from a property. The results should reduce the rate of water runoff, filtering of pollutants, and infiltration of water into the ground. Successful implementation of LID practices are instrumental in improving the quality of stormwater for later use, as well as stabilizing flow rates of stormwater runoff.

“The LID ordinances will require new developments to implement practices that

improve water quality and water conservation,” said Bruce Hamamoto, Senior Civil Engineer at the County of Los Angeles Department of Public Works (Public Works). “If stormwater doesn’t run off the property, then it doesn’t pollute the rivers and oceans.”

Examples of LID Best Management Practices (BMP’s) include:

- Pervious Pavement/Pavers: Asphalt or concrete structures that allow water to percolate for storage of rainwater during a storm.
- Dry Wells: Gravel or stone-filled pits that catch water from roof or pavement runoff.
- Rain Barrels and Cisterns: Containers of various sizes that store the water delivered through building runoff. Rain barrels are generally smaller structures that are placed above the ground. Cisterns, which tend to be larger, are often built underground, and possibly connected to the building’s plumbing or irrigation system.

Public Works staff worked closely with a variety of stakeholders in crafting the LID ordinance including: the California Building Industry Association, which represents 650 home development companies in the State; and the nonprofit groups Heal the Bay, Natural Resources Defense Council, Los Angeles and San Gabriel Rivers Watershed Council, and Santa Monica Baykeeper.

“I think this is the most far-reaching set of environmental ordinances that the Board has ever passed and it’s not only a strong investment in environmental projects, but in green jobs too,” said president of Heal the Bay, Mark Gold, in a statement to the Daily News.

The first successful LID implementation occurred in 1990 at Prince George’s County in Maryland, where the first municipal LID manual was introduced in 1998. Since then, LID has been implemented by several municipalities, including: Portland, Oregon, San Diego County, U.S. Navy, and U.S. Department of Defense.

January NPDES PIPP Meeting

The next quarterly NPDES Copermittee Public Outreach meeting is scheduled on Wednesday, January 28, 2009, at County of Los Angeles, Department of Public Works Headquarters, 900 S. Fremont Avenue, Alhambra, CA 91803, Conference Room C. For more information, please contact Ms. Anna Ho at (626) 458-5966 or via email at aho@dpw.lacounty.gov

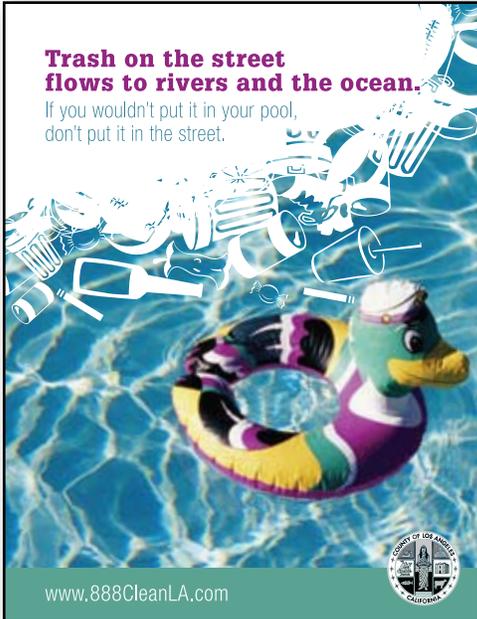
Important Note About Caltrans’ “Don’t Trash California!” Print Ads

Caltrans updated the “Don’t Trash California” logo! If you are planning to use “Don’t Trash California” print ads, please contact patricia.condon@ogilvypr.com. She will provide you with the updated print ads or the updated “Don’t Trash California” logo. It is very important that we use the new logos, so we appreciate your cooperation in checking with Patricia before using the “Don’t Trash California” ads or logo.

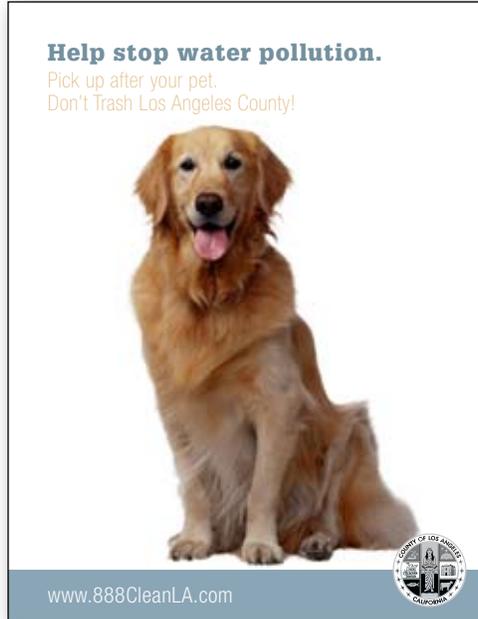


New Creative Material is Available Upon Request

The print ads created for the 2008 countywide media campaign and *Dodgers Magazine* are available for your use. These ads focus on cigarette butt litter, pet waste, pesticides and fertilizer, and general stormwater pollution prevention. If you would like to request these new ads, please contact patricia.condon@ogilvypr.com.



General Print Ad (click image to view larger)



Pet Waste Print Ad (click image to view larger)



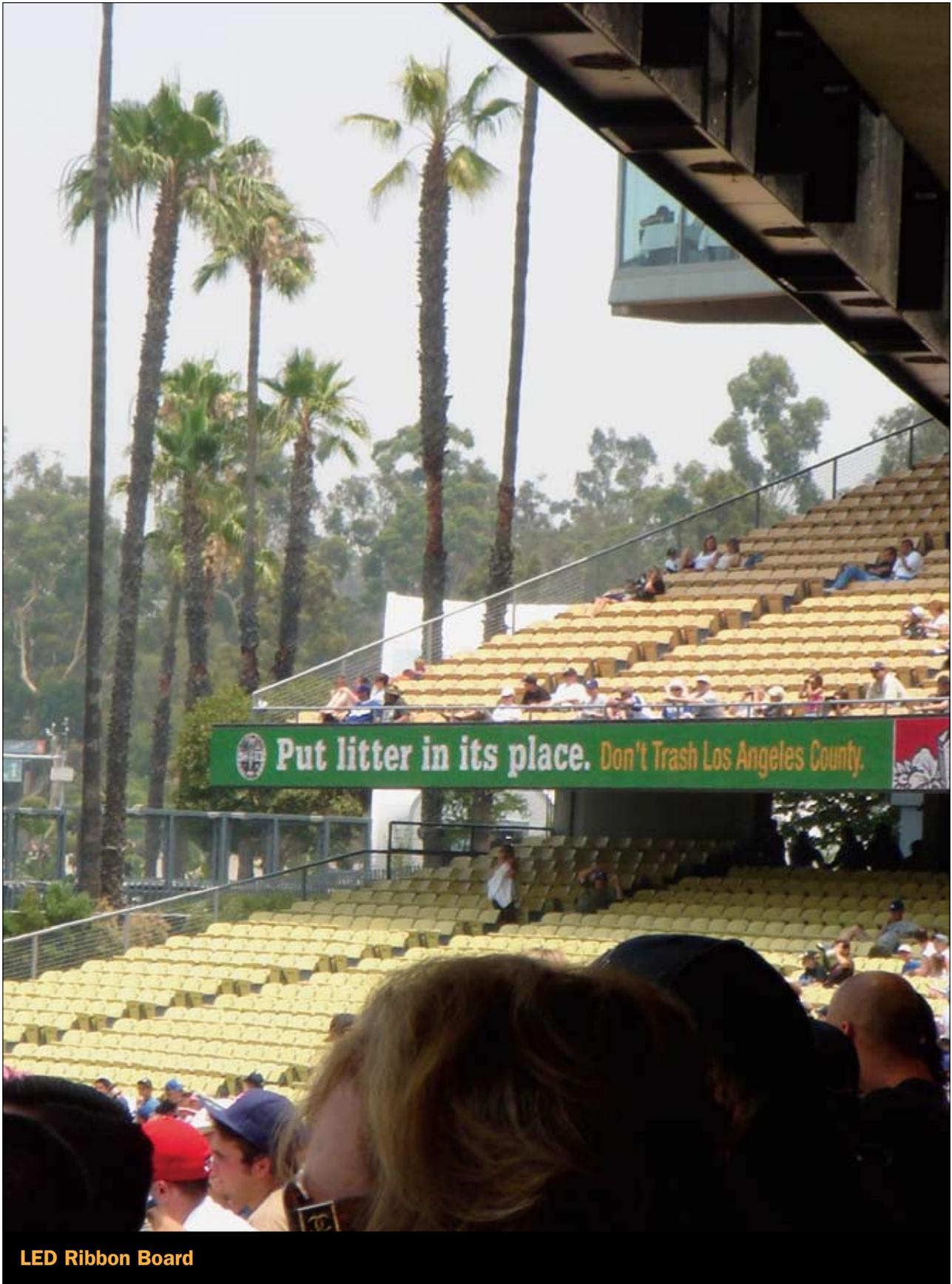
Cigarettes Print Ad (click image to view larger)



Pesticides 728 x 90 Pixel Web Banner - English Language Version (click image to view)



Pesticides 728 x 90 Pixel Web Banner - English Language Version (click image to view)



LED Ribbon Board

RETURN TO STORY



LED Ribbon Board

RETURN TO STORY

Trash on the street flows to rivers and the ocean.

If you wouldn't put it in your pool,
don't put it in the street.



www.888CleanLA.com



General Print Ad

RETURN TO STORY

Half-a-million butts... tossed in L.A. every month.

Litter ends up in gutters that flow to the ocean.



www.888CleanLA.com

Proud Sponsor of the Los Angeles Dodgers



Cigarettes Print Ad

RETURN TO STORY

Help stop water pollution.

Pick up after your pet.
Don't Trash Los Angeles County!



www.888CleanLA.com

Pet Waste Print Ad

RETURN TO STORY



Pesticides and fertilizer pollute the ocean.

Remember to use pesticides and fertilizer sparingly!



www.888CleanLA.com

Message brought to you by the County of Los Angeles

Pesticides 728 x 90 Pixel Web Banner – English Language Version

[RETURN TO STORY](#)