



xi. Communication Program

Communication Program: The Enrollee shall communicate on a regular basis with the public on the development, implementation, and performance of its SSMP. The communication system shall provide the public the opportunity to provide input to the Enrollee as the program is developed and implemented. The Enrollee shall also create a plan of communication with systems that are tributary and/or satellite to the Enrollee’s sanitary sewer system.

The City implements comprehensive and extensive community outreach which includes mass mailing of pamphlets, newsletters, and surveys; handing out materials at community events; presentations to neighborhood councils and other community organizations; advisories and press releases; websites; and toll-free help lines. Outreach events are held for the general public, commercial and industrial entities, trade associations, professional organizations, and students, to familiarize them with the Fats, Oils, and Grease (FOG) Control Program, root control program, and other programs within the SSMP.

Outreach events include community fairs, the Bureau of Sanitation Maintenance Yard Open Houses, and school visits. Electronic versions of the outreach materials are also made available on CDs and DVDs and can be found on the website.

City staff periodically reviews and provides timely updates and enhancements to the lasewers.org website. Regulatory compliance reports such as implementation plans and periodic progress reports to the RWQCB are also posted on the site. Annual questionnaires are sent out on selected programs to seek public input, gauge the effectiveness of the programs, and make changes as appropriate.

The following are examples of the community outreach activities within the City’s SSMP:

FOG Control Program

The FOG Control Program outreach is geared towards food service establishments (FSEs), non-profit groups that have large food preparation services, and residents. The City staff participate in conferences and expositions and conduct annual workshops to communicate Program requirements and obtain feedback from the general public, (FSEs), and regulatory agencies.

Private Lateral Sewer Maintenance and Root Control Outreach

This outreach is focused in the areas of City designated as “root hot spots where a large number of SSOs occur due to blockages caused by roots. Properties in the “root hot spot” areas were sent pamphlets which contained information regarding causes of root growth in private laterals, prevention methods and proper operation and maintenance for private laterals. Customers can use a telephone helpline and an e-mail address to contact City staff for further assistance. A website also provides additional information and useful tips.

Capital Improvement Projects (CIPs)

Capital Improvement Projects (CIPs) are listed on lasewers.org and are advertised in the community through updates from City Staff, on billboards throughout the community. Phone numbers are posted on project signs that customers can call either for more information on a project or to report dust or noise coming from the project site, as well as project start and end dates. Outreach is also conducted by meeting with local businesses and community. These activities ensure that the communities are informed about projects in their neighborhoods.

Satellite Agencies

The City provides wastewater conveyance and treatment services to 29 satellite communities under contractual agreements but does not fund, operate or have control over the sanitary sewer systems of these communities. Currently the City has sewer service contract with the following satellite agencies:

1. County of Los Angeles on behalf of the Aneta Zone of the consolidated Sewer Maintenance District
2. Army Reserve Center
3. Army Reserve Training
4. Barrington Post Office
5. Beverly Hills, City of
6. Burbank, City of
7. California National Guard (Federal Avenue Armory)
8. County Sanitation District #4 (West Hollywood)
9. County Sanitation District #5 (Inglewood)
10. County Sanitation District #9 (Terminal Island)
11. County Sanitation District #16 (Alhambra, Pasadena, South Pasadena, Alhambra 55)
12. County Sanitation District #27 (Sunset Mesa)
13. Crescenta Valley Water District
14. Culver City, City of
15. El Segundo, City of
16. General Services Administration, Federal Office Building
17. Glendale, City of
18. Karl Holton Detention Camp
19. La Cañada Flintridge, City of
20. Las Virgenes Municipal Water District
21. County of Los Angeles on behalf of the Marina Del Rey Sewer Maintenance District
22. Port of Long Beach
23. San Fernando
24. Santa Monica
25. Triunfo County Sanitation District
26. Universal Studios Inc.
27. County of Los Angeles, Veterans Memorial Park
28. Veterans Administration, Department of Veterans Affairs
29. West Los Angeles Community College

As part of its communication program, the City holds meetings with satellite agencies regularly on the City's and the agencies' progress in the development and implementation of their SSMPs.