



Goals Identified in Early Outreach Meetings

Community Organizations

- Zero waste is the major guiding principle. Everything stems from here.
- Focus on protecting the environment. Everything else such as protecting neighborhoods, eliminating greenhouse gases, creating green jobs should follow.
- Zero waste is not truly achievable, but is a goal to aim for.
- Los Angeles' Zero Waste Plan will create more jobs. These jobs will encourage people to work in the waste shed in which they live.
- Zero waste is not in the vocabulary of Chinatown residents. They value cleanliness and prioritize family and home. They see managing trash and recyclables as their government's responsibility.
- Communities will be clean. Rich, poor, or in between, people highly value the quality of life of their neighborhoods.
- Los Angeles will be a zero waste city and have waste-to-energy projects, but we will make sure that equity – environmental justice – is maintained so that the wealthy and poor communities share the burdens and the benefits.
- Equity is of utmost importance. Los Angeles should be a city where diversity is valued; that it is not a city of "haves" and "have nots".
- SWIRP plans will be developed from the regional (individual waste shed) perspective.
- Develop green jobs and hire young people. Create pride in the community.
- Value resources; conserve water; educate people to conserve natural resources and recycle more.
- Good management of solid resources will produce opportunities for cost reduction, safer neighborhoods, and good health.
- Integrated planning will take into account all environmental and sustainability issues. All City sustainable and environmental issues should be integrated and not separated from each other. This includes City projects and programs.
- People will recycle and become green as a way of improving the world for their children.
- Twenty years from now, Los Angeles will have blue skies, more public transportation, and less traffic.
- All recyclable products will be recycled.
- Companies will become green and act as role models for their employees.
- Corporate buildings will recycle.
- Los Angeles will combine education and enforcement to get people to do their part to recycle, reduce waste, stop scavenging, and keep neighborhoods and waterways clean.
- Waste reduction will start with manufacturers. They will produce products that don't have to be replaced so frequently. Upgrades – rather than replacement – will be easier.
- Manufacturers will design, manufacture and sell environmentally-friendly products.
- Landfills will take only inert materials. Convenience materials should be recyclable and reusable.
- We will reduce our dependence upon landfills.
- Poorly handled trash affects future generations. Value children's health and future.
- Los Angeles will be a more sustainable city and recycling will be extended to multi-family housing and the commercial sector.
- Recreational areas will not be converted to industrial use areas.

- Solid resources decisions will prioritize fairness and equity.
- Good plans will be backed up with strong enforcement.
- Recycling will be maximized and the amount of refuse that goes to alternative technology will be minimized, unless that technology is environmentally safe.
- People will be educated about the impacts of excessive trash and encouraged to compost. Los Angeles will seek new uses of byproducts to reduce and offset collection costs.
- Commercial recycling will be mandated.
- Los Angeles will encourage the establishment of small, local processing centers and will convert 80 to 90% of trash into energy or reuse.
- All yard trimmings will be processed and reused locally.
- Everything from processing to end uses will be managed locally as much as possible.
- Power generation will come from waste products that have no alternative uses.
- Clean-burning incinerators will be used for waste-to-energy systems.
- Packaging will be reduced at the source.
- Government services will be paperless.
- Businesses and homes and homes will be paperless too.
- All landfills will harness methane for energy.
- Residents will take for granted (automatically think) that very few materials belong in the black bins.
- Cities and county agencies will work together to make implementation of good ideas easy and sensible.
- Housing will be affordable.
- Los Angeles will have good, effective drug programs and alcohol programs.
- Trash will be reduced to minimal amounts. Inerts will be shipped out of the urban area by rail.
- Certain areas of the city that have had more than their fair share of trash-or recycling-rated facilities will not be sites for future solids handling facilities. Sun Valley, Granada Hills, and the Lancer site were mentioned specifically; but there are more communities that feel this way.
- We need to invest in future technologies, even if they are expensive today.
- We will revamp our current trash collection mentality and get away from the landfill mentality.

Environmental Organizations

- Protect the environment and individual health. All SWIRP guiding principles stem from here.
- Los Angeles will be a leader in sustainability.
- We will look at the total picture regarding waste and pollution, and not be short-sighted. We will not take one problem – like waste – and convert it into another problem – like air pollution.
- Remove the politics of trash and focus on “leave the earth better than how you found it by conserving natural resources.”
- SWIRP will reduce waste and address the toxic stream source.
- The 20 year plan will focus on the big picture, not just costs.
- Solutions will integrate big picture issues such as reducing the need for air conditioning, pumping water, etc.
- Markets will be created for materials that cannot currently be recycled.
- Waste will be managed locally.
- Jobs will be created locally.
- Fewer trucks with trash or recyclables will be on Los Angeles’ streets.
- There will be more green jobs and more emphasis on sustainability.
- For every job at a landfill, you could create 75 new jobs at a Resource Recovery Park.
- Resource Recovery Parks will be the #1 priority.
- SWIRP will focus on waste reduction; not just recycling or alternative technology.
- Garbage will be treated as an economic concept. It is made up of resources with value to create energy or reused in other ways.

- More recycling will allow us to use less virgin materials and save natural resources.
- People will buy “recycled”.
- SWIRP will consider the 2% solution for achieving 70 % and higher diversion rates. Big “magic bullets” are not the solution. Pursue achievable and incremental wins. Small decentralized solutions will avoid some of the community impacts and environmental justice issues that work against successfully moving recycling rates upward.
- Los Angeles will establish a bureaucracy that supports local solutions. This may involve establishing a non-profit structure to support emerging micro-businesses.
- The Mayor’s Carbon Plan will help guide SWIRP goals and guiding principles. Find common ground.
- We will develop the concept of “sufficiency.” People will recapture their autonomy.
- The responsibility for waste management will shift from focusing on consumers to everyone involved, including the product producers, distributors, the jurisdiction and consumers.
- We will look at the total life-cycle of products – cradle to cradle.
- People will feel personal responsibility for their actions. They will realize they are part of the earth’s environment and feel guilty when they do not do the right thing.
- Los Angeles will be litter-free; will have more green space; will have smart planning and development that includes energy efficiency, environmentally responsible waste management, and water-wise use.
- Los Angeles will have much better public transportation that is used by more people.
- Recyclable products will be reused/recycled/composted before they are used for energy.

Business Organizations

- The restaurant industry will be green in 10 years.
- Food packaging will be safe, environmentally responsible, and cost effective.
- We will provide more education about what can be recycled.
- Cities and counties will pool public education dollars to do more, high-level advertising campaigns together.
- Los Angeles will have less graffiti.
- We will pursue alternative energy at lower costs. We will place solar panels on government buildings. City and government will be a model for the public by utilizing more alternative energy sources.
- We will design for the environment.
- Building owners will provide recycling and renewable energy options for tenants.
- The City’s Climate Change Action Plan will reduce greenhouse gases by 35% by 2030.
- Cost-effective and convenient food waste composting will be available.
- Sunshine Canyon Landfill will continue to be used until it fills because it is the cheapest and best option available to Los Angeles. At the same time, develop options to deal with the closure of a filled Sunshine Canyon, such as alternative technology facilities.

Private Hauler and Recyclers

- We will have a holistic approach: preservation of resources, reduction of pollution, saving the environment, being cost effective.
- Zero waste is not the answer. Remember, the most important thing to the homeowner and business is that they don’t want stuff sitting at the curb.
- Los Angeles will recognize and support the efforts of the private sector, ensuring future capacity by expanding MRFs and transfer stations to include both new materials and increased volume.
- The City will drive the infrastructure by streamlining siting, permitting, and providing incentives for organics and food waste recyclers.
- The aesthetics of a green city will include trees, open spaces, parks, and an open and welcoming approach to green building and sustainable design.

- Trusting and believing comes from action. People will see the results from their feedback.
- We will create local jobs that support and promote a cleaner and more sustainable environment.
- Green jobs will be created in accounting and design (measuring greenhouse gases, measuring carbon credits, designing non-polluting facilities).
- MRF First. All collected solids will be MRF'd before they go to a landfill or conversion technology facility.
- Conversion technology will be pursued with vigor.
- We will explore methods to share cost savings or revenue with neighborhoods that host facilities or show superior diversion.
- We will have more drop off centers to service residents.
- Regional collaborations will be pursued.
- Recycling will be mandatory for both residential and commercial.
- Recycling will not be mandatory.
- We will have a visible, meaningful recognition program for companies that aggressively recycle. To reach zero waste, all recycling initiatives will be mandatory.
- Local governments will follow their own policies. Even though the California Integrated Waste Management Board holds local governments responsible for meeting AB939, these requirements were only recently implemented by state facilities. This did not send the appropriate message.
- We will have a conversion technology strategy as developed by RENEW LA.
- We will develop a responsible climate action plan, including moving away from large centralized facilities to more decentralized waste shed-based infrastructure.
- Los Angeles development standards will go beyond what we have now for MRFs and transfer stations. The new ecological footprint will have to be quieter, cleaner, more physically attractive and buffered from neighborhoods. The City will have to pay more to meet these standards.
- We will develop a blue ribbon advisory group to advise City leadership on SWIRP.
- We will create trade incentives to encourage manufacturing in urban areas subject to industrial closed-loop economy standards. Low emissions and water recirculation will cost more.
- Organics generated in Los Angeles will be utilized by composting and electricity.
- We will focus on the value of recycling as it pertains to the reduction of greenhouse gases.
- Waste haulers and recyclers will be part of the solution.
- Recycling programs and facilities will promote environmental protection and benefit the economy.
- We will support conversion technology, but not at the expense of recycling.

Government Partners

- We will have a regional approach and will form partnerships between cities to achieve zero waste.
- We will achieve zero waste by 2020.
- Cities will take care of their own solid waste problems without negatively impacting other communities.
- We will have the political will to create a different paradigm.
- The proven simple technologies used in Europe that offer fully assembled turnkey systems will be pursued with vigor.
- Front-end separation of wastes will be maximized so that what is left can be handled with alternative technology that produces clean energy and reduces greenhouse gas emissions.
- Conversion technology is the answer to the region's problems.