



OUTREACH AND ENGAGEMENT

**Proposed Rate Adjustments to
Solid Resources Fee (SRF) and
Multi-Family Bulky Item Fee (MBIF)**



LOS ANGELES SANITATION AND ENVIRONMENT | LACITYSAN.ORG

In-Person Outreach

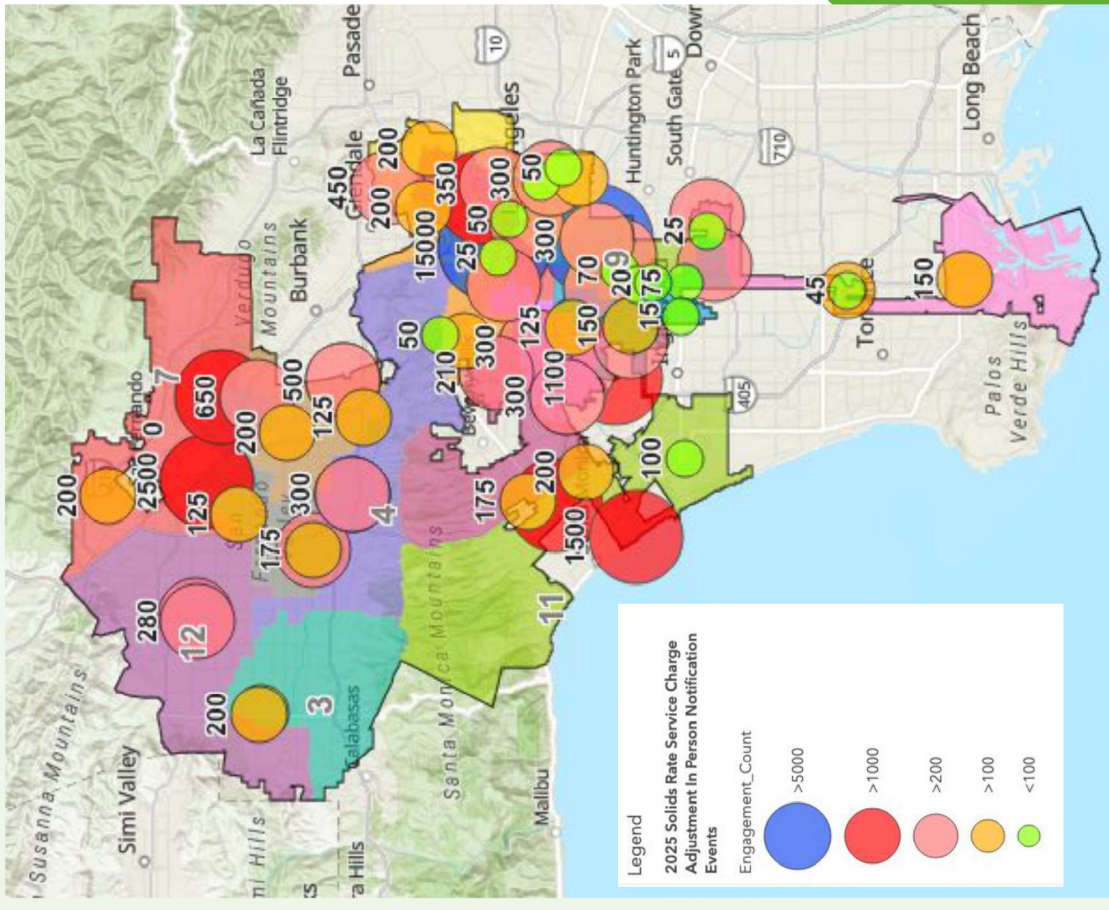


LASAN's conducted inclusive, multi-faceted outreach that touched every Council District in Los Angeles.

An estimated 138,850 “touches” over 73 events!

Click below to see the live map:

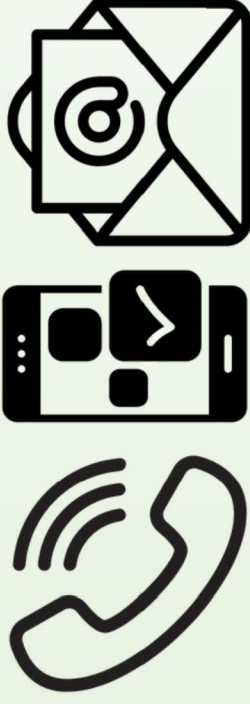
<https://arcg.is/O5SjC0>



Virtual Outreach



- Conducted two Community Webinars, with translations available in Spanish and Korean
- Comprehensive Toolkits shared with Council Districts, Neighborhood Councils, community-based and faith-based organizations, and more
- Email, phone, and virtual meetings with faith-based organizations, Crenshaw Chamber of Commerce, and more
- Drop-In articles shared with all Council District Communications Directors and many more community groups.



Media and Social Media



Media Outlet Campaigns:

- La Opinión
 - Facebook & Instagram (756/160k followers)
 - TikTok (1.2k followers)
- Korean Daily Insider
 - Instagram (14k followers - 4 posts)
 - TikTok (17.5k followers - 4 posts)
- Los Angeles Sentinel
 - Published articles (150k readership - 3 articles)
- All of the above reposted to LASAN
 - Instagram (14.7k followers)
- Drop-In articles shared with all Council District Communications Directors and many more community groups



More Resources



- Two dedicated rates websites:

lacitysan.org/srfrates2025 and lacitysan.org/mbifrates2025

Both with Prop 218 Notices, Fact Sheets, FAQs, Webinar recordings, presentation, and Q&A, and more - all available in Spanish and Korean, with several key documents available in additional languages

- 24/7 Customer Care call center with hundreds of call answered and dedicated email address to answer community questions

- Two short videos posted to website and social media in English, Spanish and Korean



Tracking Our Efforts



A regularly updated Master Tracker helped LASAN quantify our outreach to ensure coverage and equity.

<https://docs.google.com/spreadsheets/d/1DTubkQioZZnGLMG5jivIRKh7HKF-w9Wa3nk5sOr05Ek/edit?usp=sharing>

CD 10	Queen Anne MITP	350	4526 W Pico Blvd, CA 90019	8/1/2025
CD 8	Mt. Carmel MITP	20	830 W 70th St	8/1/2025
CD 9	StreetScape Community Run & Block Party	300	MLK Blvd & Central Avenue	08/02/2025
CD 2	NoHo Summer Nights -Rolling Stones Tribute	500	11455 Magnolia Blvd	08/02/2025
CD 12	LAPD Devonshire Division NNO	500	18300 Lemarsh St	8/5/2025
CD14	LAPD Northeast Division NNO	450	2322 Merton Ave, Los Angeles 90041	8/5/2025
CD 6	Sun Valley Neighborhood Council National Night Out: CD-6	650	8133 Vineland Ave, Los Angeles, CA 91352	8/5/2025
CD 8	LAPD Southeast Division NNO	300	145 W 108th St	8/5/2025
CD 3	Lamark Rec Center 5k	200	21816 Lanark St, Canoga Park, CA 91304	8/7/2025
CD 8	Van Ness RAP Community Pool Party	150	5720 2nd Ave, Los Angeles, CA 90043	8/8/2025
CD 8	Nike Juneteenth Run/Walk	250	5730 S Crenshaw Blvd	6/19/2025
CD 10	Juneteenth Leimert Park	4,000	4395 Leimert Blvd	6/19/2025
CD3	Lanark RAP Community Pool Party	200	21817 Strathern St, Canoga Park, CA 91304	6/20/2025
CD 11	LASAN West LA Open House	2,250	2027 Stoner Ave, Los Angeles, CA 90025	6/21/2025
CD 9	Juneteenth Celebration	1,000	South Park Recreation Center, 345 E 51st Street	06/22 and 06/23/2025
CD 6	Sepulveda RAP Community Pool Party	125	8737 Kester Ave., Panorama City, CA 91402	6/26/2025
CD 12	Northridge RAP Community Pool Party	280	10058 Reseda Blvd, Northridge, CA 91324	6/27/2025
CD 4	Van Nuys- Sherman Oak RAP Community Pool Party	450	14201 Huston St., Van Nuys, CA 91423	7/10/2025
CD 13	Lotus Festival	15,000	751 Echo Park Ave, Los Angeles, CA 90026	7/12/2025

CD 14	Highland Park RAP Community Pool Party	200	6150 Piedmont Ave., Los Angeles, CA 90042	7/17/2025
CD 1	Glassell Park RAP Community Pool Party	200	3704 Verdugo Rd., Los Angeles, CA 90065	7/18/2025
CD 14	Roosevelt Pool RAP Community Pool Party	500	456 S. Mathews St., Los Angeles, CA 90033	7/24/2025
CD 7	Hansen Dam Movie Nights	2,500	11798 Foothill Blvd., Lake View Terrace, CA 91342	7/25/2025
CD 13	Hollywood Pool RAP Community Pool Party	150	1122 Cole Ave., Los Angeles, CA 90038	7/25/2025
CD 10	West Side Park Park MITP	300	3085 Clyde Ave	7/25/2025
CD4	Sherman Oaks NC: Movies in the Park	300	14201 Huston St, Sherman Oaks, CA 91423	7/26/2025
CD 4	Pan Pacific RAP Community Pool Party	210	141 S. Gardner St. Los Angeles, CA 90036	7/31/2025
CD 10	EG Roberts RAP Community Pool Party	300	4526 W Pico Blvd, Los Angeles, CA 90019	8/1/2025
CD 8	St Andrews MITP	15	8701 St. Andrews Pl, 90047	8/1/2025

- **73** In-Person community events
- **Over 135,000** In-Person “touches”
- **19** Media outlet posts (social and mainstream news)
- **1.6 Million** Media audience reached
- **Over 1.5 Million** Prop 218 Notices mailed
 - 929,000 Solid Rate Fee ratepayers
 - 662,000 Multi-Family Bulky Item Fee ratepayers