

MOTION

The City is home to a large and diverse immigrant population that contributes significantly to our communities, economy, and culture. In recent months, heightened federal immigration enforcement activity has created fear and uncertainty among many residents, particularly in neighborhoods with high immigrant populations. In order to ensure that all Angelenos are informed of their legal rights, it is critical that the City leverage its resources and visibility to provide clear, accessible “Know Your Rights” information to the public.

The Bureau of Sanitation (LASAN) operates a large fleet of trash collection vehicles that travel daily through every community in Los Angeles, reaching millions of residents and businesses each week. This fleet presents a unique opportunity for high-visibility public education and outreach. By displaying large “Know Your Rights” banners on the sides of trash trucks and affixing smaller informational stickers, LASAN can help disseminate vital information directly into neighborhoods where it is most needed.


To ensure cultural and linguistic accessibility, LASAN should collaborate with the Civil and Human Rights and Equity Department and the Community Investment for Families Department, which already maintains strong relationships with immigrant rights nonprofit organizations. Working together, these departments can engage trusted local partners such as the Salvadoran American Leadership and Educational Fund, the Coalition for Humane Immigrant Rights, and the Central American Resource Center, among others. This collaboration can help develop content that is accurate, legally sound, multilingual, and tailored to the needs of Los Angeles’ diverse immigrant communities.

I THEREFORE MOVE that the City Council INSTRUCT the Bureau of Sanitation, with the assistance from the Community Investment for Families Department, and in partnership with local nonprofit organizations such as the Salvadoran American Leadership and Educational Fund, the Coalition for Humane Immigrant Rights, the Central American Resource Center, and others, to promote the “Know Your Rights” public awareness campaign using LASAN’s trash truck fleet. The campaign should include:

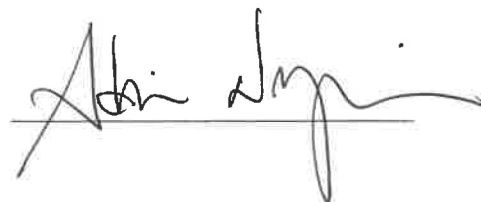
- Posters affixed to the sides of trash trucks with “Know Your Rights” messaging;
- Informational stickers placed in visible areas on trucks;
- Design and messaging developed in collaboration with community-based nonprofit partners to ensure cultural relevance and legal accuracy; and

I FURTHER MOVE that the City Council INSTRUCT the Bureau of Sanitation, with the assistance of the City Administrative Officer, to report on a three-month implementation program and associated cost..

PRESENTED BY:


MONICA RODRIGUEZ
Councilwoman, 7th District

SECONDED BY:



ORIGINAL


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