

# Altadena Coalition of Neighborhood Associations (ACONA)

Let's keep Altadena  
*"The best neighborhood in LA  
County"!*

September 25, 2018



# Agenda for Tonight's Meeting

## 7:00 PM – 8:30 PM

- **7:00 PM – 7:05 PM Quick introductions and welcome**
- **7:05 PM – 7:25 PM Update on the Altadena Library**
  - Terry Andruess, Altadena Library Board of Trustees
- **7:25 PM – 7:35 PM Parked Car Safety**
  - Capt. Vicki Stuckey, Altadena Sheriff's Station
- **7:35 PM – 7:45 PM Day One Walk to School Day**
  - Jazmine de la Torre, Healthy Communities Initiative
- **8:45PM – 8:05 PM Recycling and Zero Waste**
  - Jonathan Levy, Zero Waste Project Manager
- **8:05PM – 8:30 PM Open discussion Q&A**
- **8:30 PM Meeting end**

# Your ACONA Team

- Elliot Gold
- Nina Ehlig
- Melody Comfort
- Ellen Walton
- Holly Rundberg
- Carlotta Martin
- Sussy Nemer
- Captain Vicki Stuckey



# Update on the Altadena Library

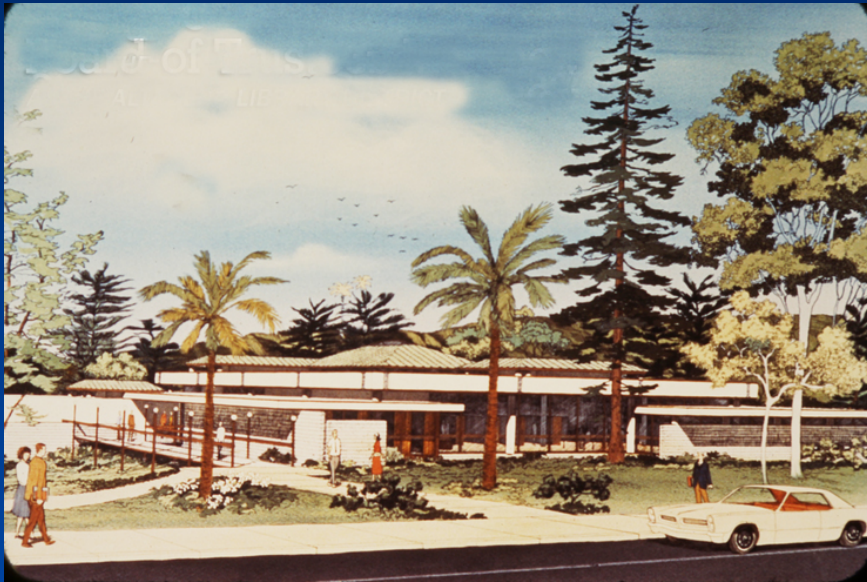
Terry Andrues

Trustee, Altadena Library District

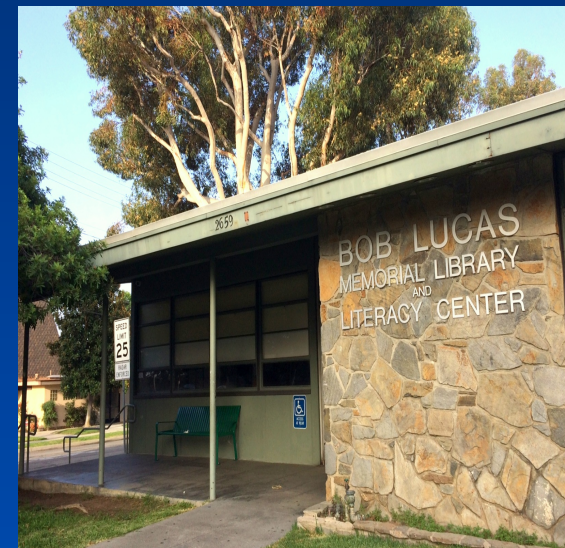
[tandrues@altadenalibrary.org](mailto:tandrues@altadenalibrary.org)



# The Altadena Library District: What Does the Future Hold?



Altadena Library Main  
Branch Building  
Designed by  
Architect Boyd Georgi  
in 1967



Bob Lucas  
Branch  
Building, 1967

# How Our Library Operates

## Funding, Spending, Support

- ❑ The Library has an annual budget of about \$3.5 million. It operates with a small surplus each year.
- ❑ The Altadena Library District receives most of its funding from Los Angeles County through property taxes.
- ❑ The Library employs about 35 people.
- ❑ Measure A, a 10-year measure passed in 2014, adds extra funding through a parcel tax to Altadena District homeowners.
- ❑ The library also generates revenue from some of its services such as passport processing, printing, programs and product sales.
- ❑ Also receives money from grants, FOL and the Altadena Library Foundation.



# Altadena Library Vital Statistics



Jan-July 2017 vs. 2018

- New cards issued
- Item check-outs
- Total visits
- Program attendance
- Literacy tutoring

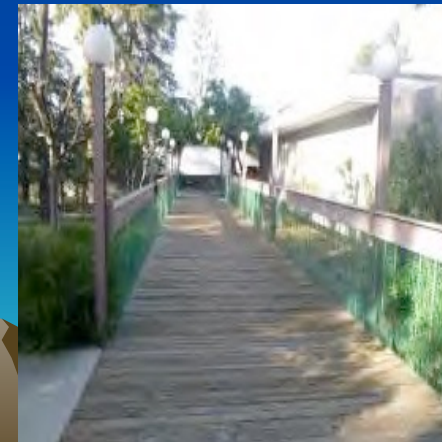


▪ Big 2 year jump in program attendance reflects basic trend at all libraries

# Both Branch Buildings Are Showing Their Age



Main Branch building,  
26,000 sq. ft.  
\$5.1 million in refurbishment needed

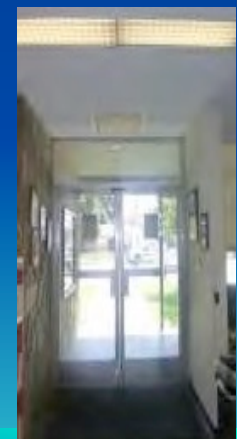
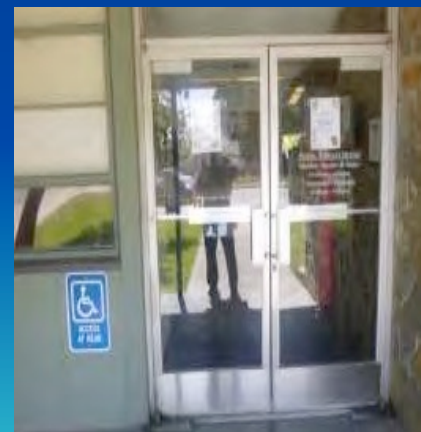




# Bob Lucas Branch



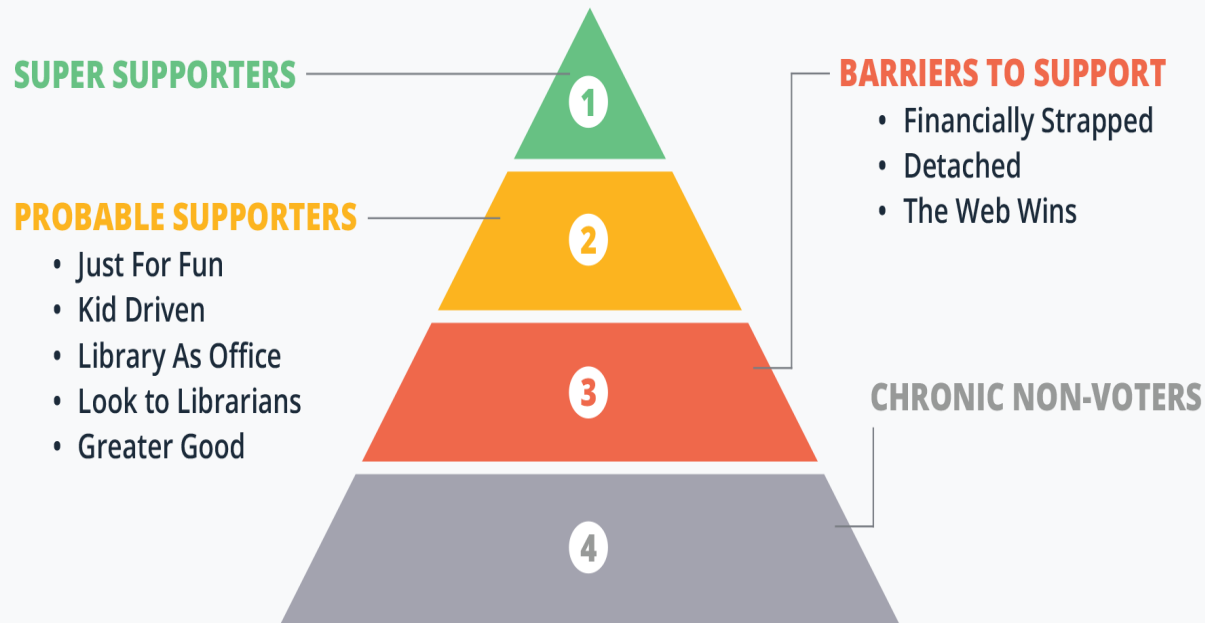
Built in 1967, 2000 Sq. ft.  
\$366K in refurbishment  
needed



# From Awareness to Funding: Voter Perceptions and Support of Public Libraries in 2018

Study by OCLC and ALA, sponsored by the Bill and Melinda Gates Foundation

## Library Support Segmentation Pyramid

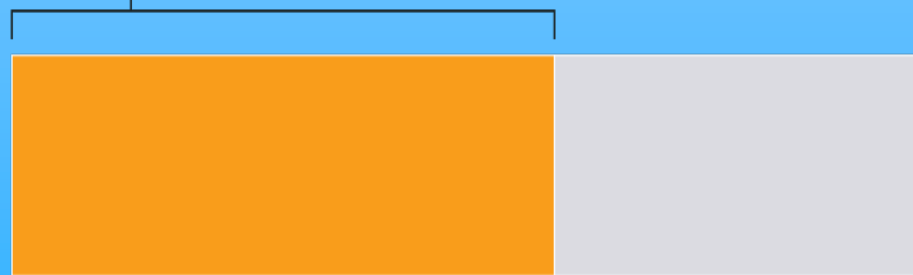




**59%**

of voters think most library funding comes from non-local sources

*(e.g., state, federal, donations, fines, and fees)*



In reality,

**86%**

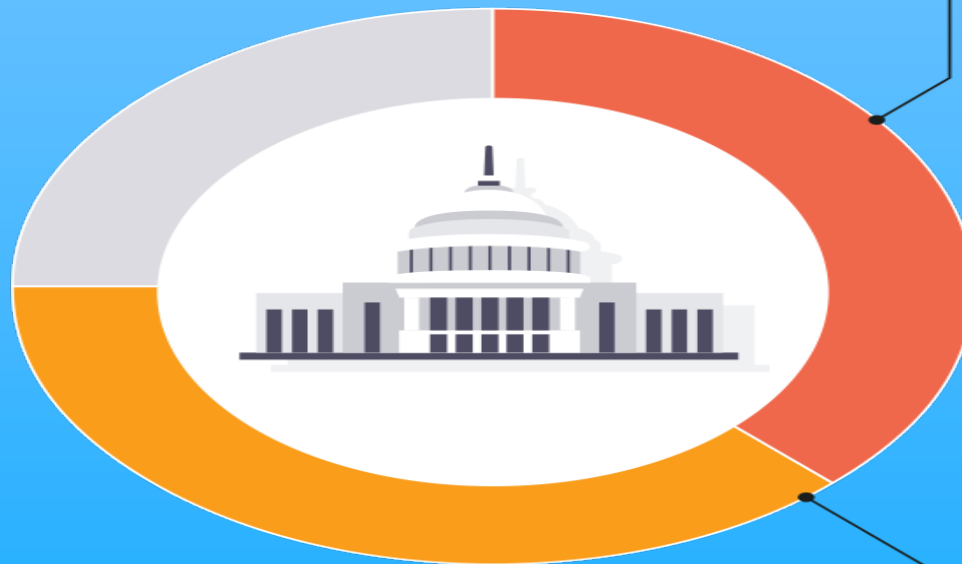
of funding comes from local sources (IMLS, 2015)



**76%** say the federal government should either...

increase funding for public libraries

**38%**



or keep it the same

**38%**

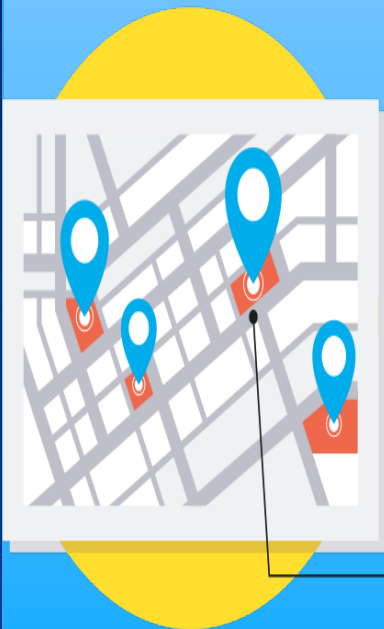


# Changes in Perception of Libraries between 2008 and 2018

- ❑ A majority of US voters still believe public libraries are essential to communities and a source of civic pride.
- ❑ Voters still highly value traditional library services such as free access to books and quiet areas, but also increasingly value the library as a community hub.
- ❑ There is a disconnect between the services libraries offer and public awareness and support for those services.
- ❑ Fewer voters are likely to support additional library funding, such as Measure A.



## Voters frequently visit libraries in person and online



**70%**

of voters have visited a public library in the last year, an average of

**8.6 visits**



**52%**

have visited the library's website in the last year, an average of

**7.6 visits**



# Historic Shift in Access to Information

## About 10 years ago:

- ❑ Google did about 365 billion searches
- ❑ 24% of the US population was using social media
- ❑ 11% of Americans were using Smartphones

## By 2017:

- ❑ Google did 2 trillion searches
- ❑ 81% of the US population was using social media
- ❑ 81% of Americans were using Smartphones

According to the Future Today Institute:

The next decade will bring continuing and unprecedented change, including a “new era of computing and connected devices which we will wear and will command using our voices, gestures and touch which will forever change how we experience the physical world.”



# Changing trends

## How Voters' View of Libraries is Changing

- ❑ More voters see libraries as a place to connect and learn
- ❑ More voters see the libraries as an asset for job searches/preparation and language improvement
- ❑ More voters believe book offerings are not as important
- ❑ There is a significant increase in those that believe that free internet service and access to computers at libraries is highly important
- ❑ Voters' perception of library service has slipped. Fewer voters believe their Library's staff is adequate





# Next Steps

- ❑ Public Awareness efforts--marketing, marketing, marketing (and listening).
- ❑ Give to the Library—FOL and Altadena Library Foundation.
- ❑ Accentuate the positive. Keep the “book” brand, but promote new services.
- ❑ Amplify library resources and impacts for school-age children. Create “users for life.”
- ❑ Cultivate super sponsors: ambassadors for the library who will spread the word.
- ❑ Recognize Libraries as hubs. The library already is recognized as a safe, welcoming place for the community.
- ❑ Talk about the library’s digital services to those who feel the “web wins.”
- ❑ Clarify misconceptions about funding sources—the library needs local support.



# Quotable

“It’s only those peoples that have an intuitive sense of what’s important and significant in their institutions, and know how to value them, that have a future before them...”

--*Leo Tolstoy*

“You never want a serious crisis to go to waste. It’s an opportunity to do the things you thought you could never do before.”

--*Rahm Emanuel, Mayor of Chicago*



**Thank You**



# Vehicle Crimes/ Parking Safety

Captain Vicki Stuckey  
Altadena Sheriff's Station



# Purchasing a Vehicle



# Vehicle Theft



## VEHICLE THEFT PREVENTION

What Consumers Should Know



\$6.4

**BILLION**

The estimated total value of vehicles stolen nationwide



Only **57%**

of vehicles reported as stolen are recovered



**72%**

of all motor vehicles reported stolen are passenger cars

In the United States, a motor vehicle is stolen every

**33 SECONDS**





# Vehicle Burglary

Theft from a Vehicle

# Don't Leave Valuables in Sight

Take them with you, or place  
in the truck.

Do not just place under a  
towel.





# Prevention



**TAKE IT. LOCK IT. KEEP IT.**

# Buyer Beware

If the price sounds too good to be true, then it probably isn't TRUE!

Keys – seller should have 2.

Safety First – Bring a friend with you, don't bring cash and meet at safe location.

Paperwork – Is it real?

Check the VIN before you buy.

([www.carfax.com](http://www.carfax.com) or [www.autocheck.com](http://www.autocheck.com) )

# **Day One Walk to School Day**

**Jazmine de la Torre, Healthy  
Communities Initiative**





# SAFE ROUTES

*to school*

Day One



# Day One

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Day One builds vibrant, healthy cities by advancing public health, empowering youth and igniting change.

- Live Loud- Advocacy & Leadership
- Live Long- Environmental Public Policy
- Live Love- Community Service



@day1do



# Safe Routes to School



Safe Routes to School programs seek to make it safe, convenient and fun for children to walk and bike to school.



# The Need for Safe Routes to School

## HEALTH

- In 1969 roughly half of all children walked or biked to school. Today, only about 15 percent walk or bike.
- There are more than three times as many overweight children today as there were 25 years ago.
- As much as 20 to 30% of morning rush hour traffic can be parents driving children to schools.

## SAFETY

- People walking are more than twice as likely to be struck by a vehicle in locations without sidewalks
- A safety analysis by the California Department of Transportation estimated that the safety benefit of SRTS was up to a 49 percent decrease in the childhood bicycle and pedestrian collision rates.



# Added Benefits

Studies have shown that increased physical activity for children:

- Increases concentration
- Improves mood and ability to be alert
- Improves memory and learning
- Enhances creativity





# Building Support

It's important to involve diverse stakeholders to create and implement your local Safe Routes to School Program including:

- Parents and children
- School staff and PTAs
- Government staff (the road authority, law enforcement and health professionals)
- Elected officials
- Neighbors and businesses
- Non-profit organizations



# Walk to School Day El Monte



# The 5 E's

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The most successful Safe Routes to School Programs focus on all 5 E's through the creation of a Safe Routes to School Transportation Program that includes:

- Education
- Encouragement
- Enforcement
- Engineering
- Evaluation

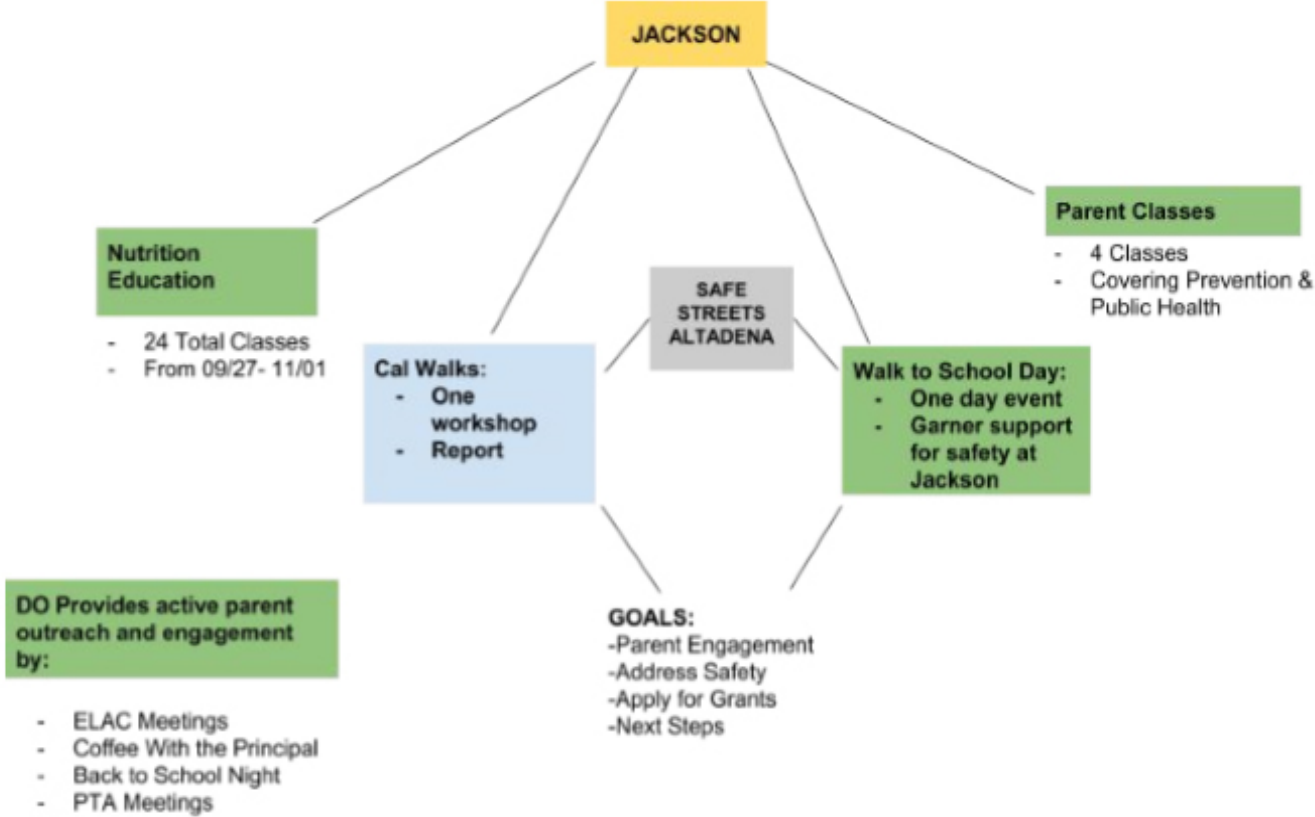


# Basic Steps to starting

1. Bring together the right people
2. Hold a kick-off meeting
3. Gather information and identify issues
4. Identify solutions
5. Make a plan
6. Get the plan and people moving
7. Evaluate, adjust and keep going
8. Contact your Regional Active Routes to School Coordinator to see how they can help.
9. Many communities find celebrating [Walk to School Day](#) or [Bike to School Day](#) is a great way to build enthusiasm and bring visibility to safety concerns or other barriers.



# JACKSON WALK TO SCHOOL DAY



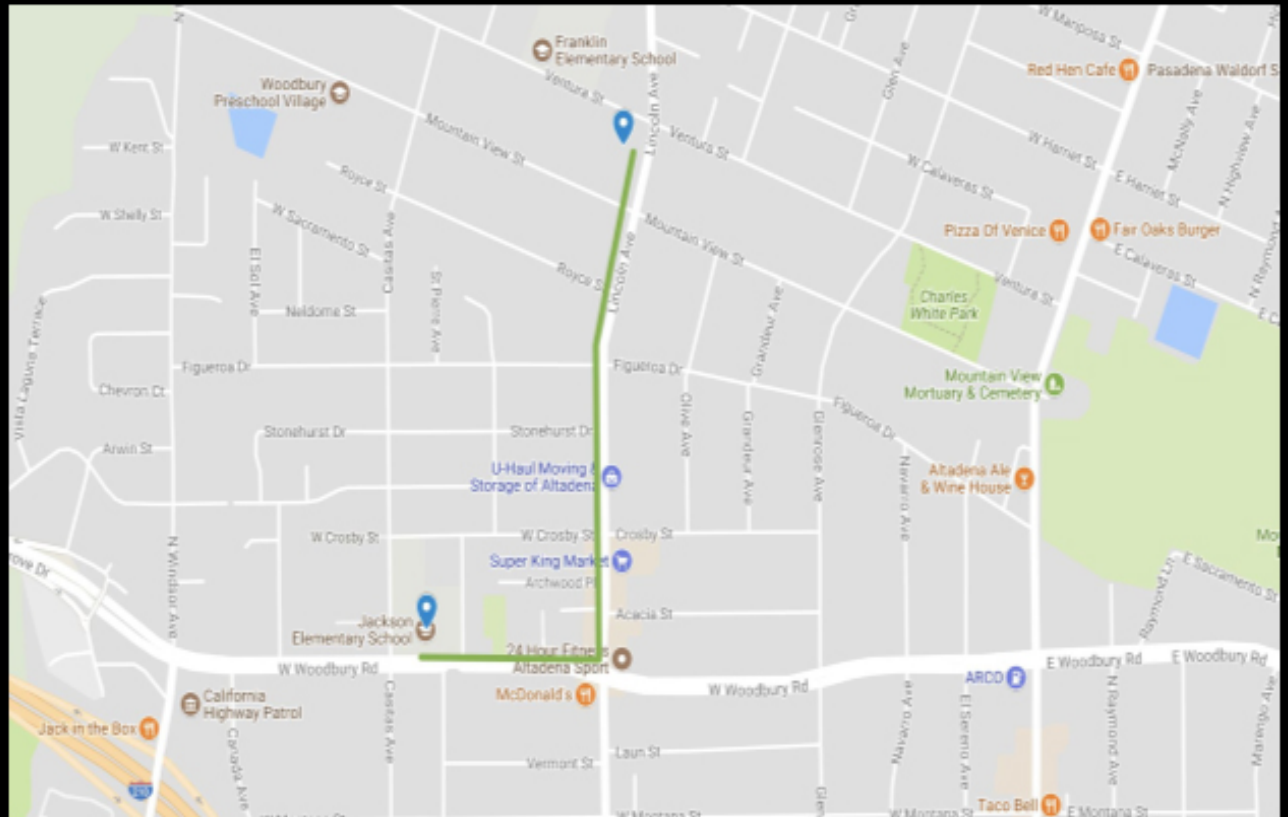
# JACKSON WALK TO SCHOOL DAY

# JACKSON WALK TO SCHOOL DAY

- Date: October 9th
- Meeting Location: 7th Day Adventist
- Time: 7:00am -7:50am
- Sheriff will be there to support.

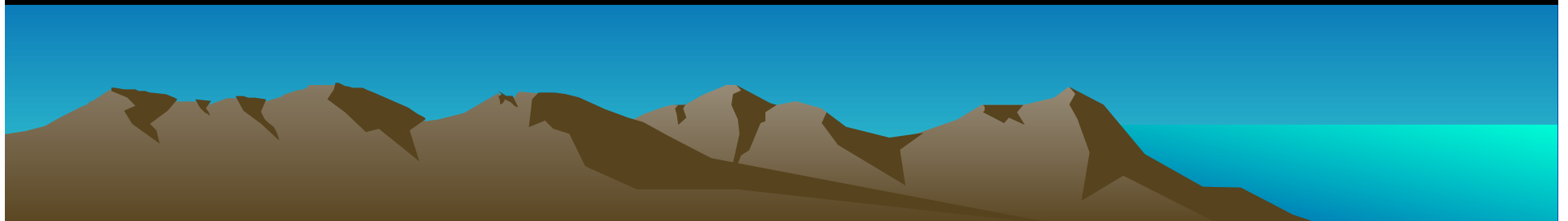


# ROUTE



## DRAFT WALK TO SCHOOL DAY ACTION PLAN

|               |   |  |
|---------------|---|--|
| 6:20am        | Day One staff arrives at designated location.   |  |
| 6:40 am       | Set up and signage is completed   |  |
| 6:45am        | Families arrive to sign in and gather for morning stretches.                                |  |
| 7:00am        | Principal Arrives   |  |
| 7:05am        | Walking School Bus gets formed with walking leaders.  |  |
| 7:10am        | Walking School Bus departs.   |  |
| 7:00am        | Volunteers arrive at site to set up programming.  |  |
| 7:25am        | Walking School Bus Arrives  |  |
| 7:25am-7:50am | Welcome Event & Speakers: Principal, Highway Patrol, Altadena Safe Streets, Parent Speaker. |  |





# Resources

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[Safe Routes to School Guide](#)

[How to Plan a Walk to School Day Event](#)

[Walk and Bike to School Day](#)

[Safe Routes to School Toolkit](#)



# ZERO WASTE GUY PRESENTS: AN OVERVIEW OF RECYCLING AND ZERO WASTE

Sharing Tips & Tricks for Living a Zero Waste  
Life

Jonathan Levy – [jonathan@zerowasteguy.com](mailto:jonathan@zerowasteguy.com)  
[@zerowasteguy](https://zerowasteguy.com)



# Overview

- Overview and Logistics of Recycling
- Legislation and Policy that Impacts Recycling
- Introduce Zero Waste Concepts



# Zero Waste Guy



zerowasteguy  
Rock 'n' Roll Los Angeles Half Mar...

642 likes

1w

zerowasteguy This morning I ran the @runrocknroll LA half marathon as a #bagmonster to create awareness for plastic pollution. Please encourage your California friends to vote NO on 65 and YES on 67. If you want more details send me a message! Tag your California friends! #RnRLA #BanTheBag #zerowaste #sustainability #nomeatathlete #vegansofig #healthebay #surfrider #goingzerowaste #plasticfree

view all 88 comments

atavlian 🙌 ×

freerangemaya WOW! Work well done! ×

nellee\_\_ Great job! Amazing costume! 🙌 ×

zerowasteguy @robjgreenfield thanks for the follow! ×

♡ Add a comment...

⋯

## Zero Waste Project Manager at Go2Zero Strategies

- Waste Reduction Strategies
- Education, Outreach and Technical Assistance
- Resource Management Plans
- Contract Compliance and Implementation

Our typical clients are:

- Waste Haulers
- Public Agencies
- Businesses and Organizations



# Hierarchy of Priorities

Redesign  
Refuse  
Rethink  
Repair  
Repurpose  
Rebuild  
Refurbish  
Refinish  
Resell

## Reduce, Reuse, Recycle!

Reduce



Reuse



Recycle



Disposal



*A simple question:*

Do you  
recycle?



What happens  
when you recycle  
something?





# Recycling

- “Dirty” Materials Recovery Facility (MRF)
- Materials Recovery Facility (MRF)
- Recycle Center
- Landfill



# Recycling – Types of Collection

- Single-stream
- Commingled processing
- Trash / recycling mixed processing



# Challenges of Recycling

Can you think of any?



# Challenges of Recycling

- Limitations of each facility
- Manual processing and varying degrees of automation
- Human Capital
- Contamination
  - What is considered contamination
- Market Conditions



# Green Sword

©17 PLASTICS NEWS WINDY

Uhhh...  
How long  
you think  
you'll keep  
that edge  
sharp?



China NATIONAL SWORD 2017

# Plastic Recycling Is Broken. Here's How to Fix It.

In 2016, China imported two-thirds of the world's plastic waste. So when China stopped buying the world's discarded plastics, it threw markets into turmoil. But it also created opportunity.

Plastic waste imports, millions of metric tons, 2016

Politics & Policy

## China's Costly Ban on Foreign Trash

Recycled imports help manufacturers and the environment. What's not to like?

By Adam Minter

June 5, 2018, 2:00 PM PDT

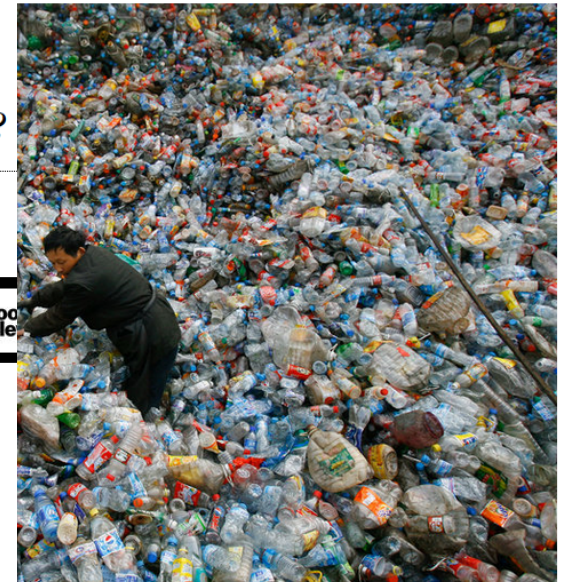


ENVIRONMENT

## China Has Refused To Recycle The West's Plastics. What Now?

June 28, 2018 · 4:02 PM ET

SARA KILEY WATSON



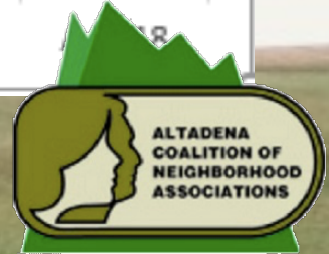
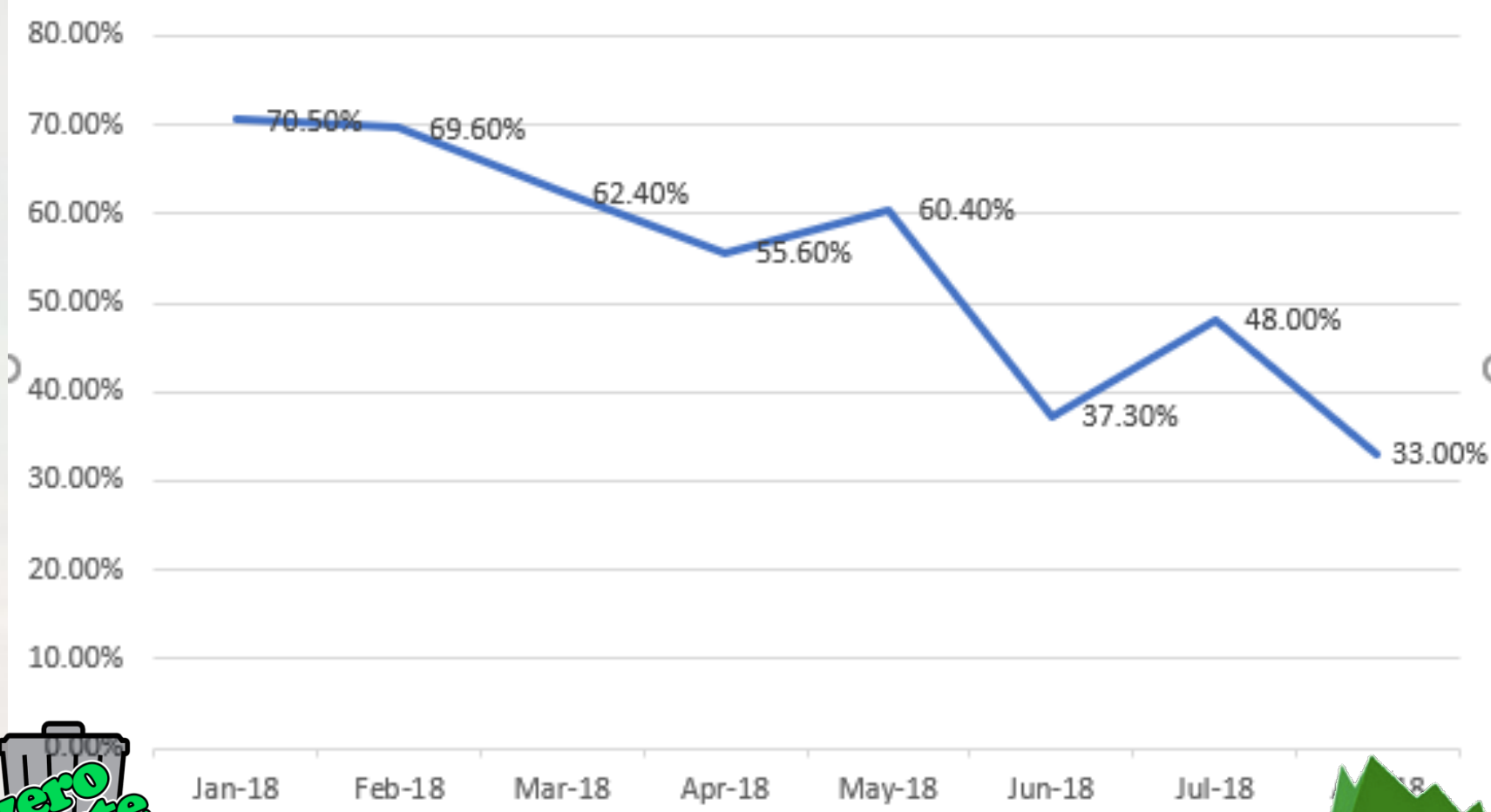
China.

LIVE ON BLOOMBERG  
Watch Live TV >  
Listen to Live Radio >

and countries, including the U.S., have been steered to China instead of recycling it on their own.

Some 100 million metric tons — about 45 percent — of the world's plastics set for

# Recovery Rate



**Solution = Zero Waste**





# Zero Waste

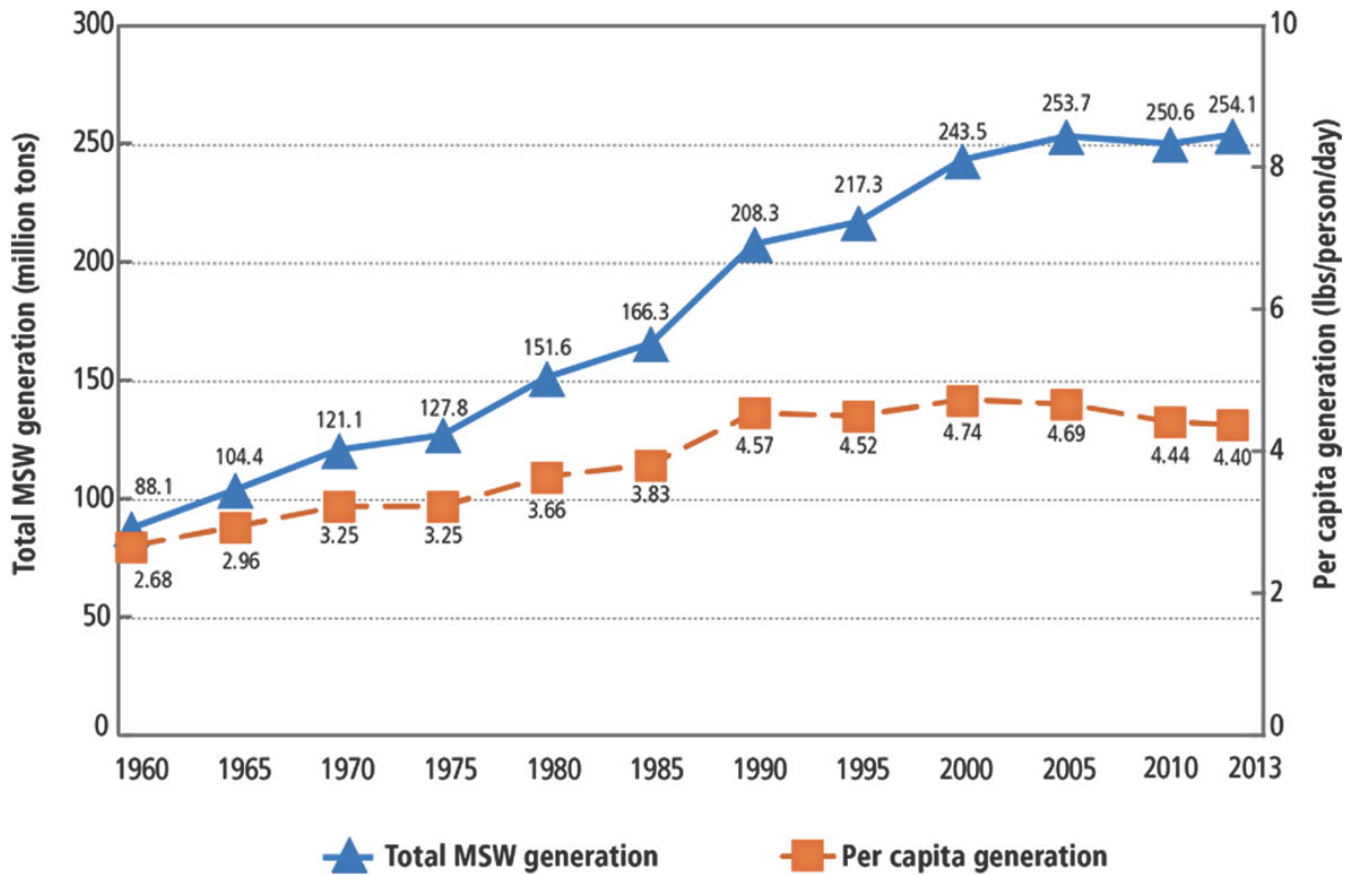
“Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use.”



No Bury  
No Burn  
No Toxic Discharge



# According to the EPA...



MSW Generation Rates, 1960-2013



# Indirect Waste



# ***Triple Bottom Line: People – Planet - Profit***



***Legislation that  
impacts  
businesses and  
multi-family  
dwellings***

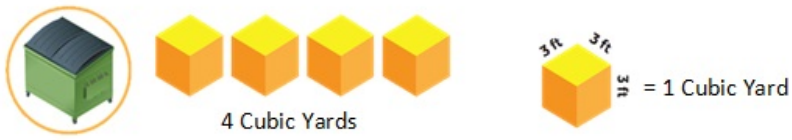




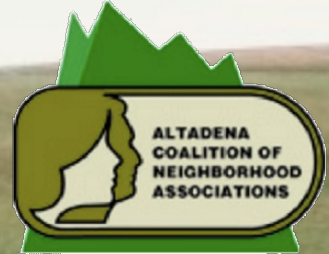
Welcome to the Smart Business Recycling Program Website. This site provides recycling resources for businesses, multi-family properties and schools located in the [Los Angeles County Unincorporated Areas](#) looking to establish or expand on existing recycling practices. This site is also the home of the County's Food Donation and Recovery Outreach Program (Food DROP).

**Mandatory Business Recycling AB 341 & AB 1826**

Effective July 1, 2012, the State's **Mandatory Commercial Recycling law (AB 341)** established mandatory commercial recycling and a Statewide goal to source reduce, recycle or compost no less than 75% of the solid waste generated by 2020 and annually thereafter. AB 341 requires all businesses that generate 4 cubic yards or more of solid waste per week and multi-family properties with 5 units or more to arrange for recycling services.



Effective April 1, 2016, the State's **Mandatory Organic Waste Recycling law (AB 1826)** will phase in requirements for businesses and multi-family residences that generate specified amounts of organic waste to arrange for recycling services for that waste.



**SB  
1383**

**Short-Lived  
Climate Pollutant  
Reduction Strategy**

March 2017

California Environmental Protection Agency  
**Air Resources Board**

The cover features a collage of images: a snow-capped mountain peak, a herd of cows in a green field, a field of golden wheat, a factory with smokestacks, a blue waste management truck, a large industrial silo, and a desert landscape with a Joshua tree. The collage is shaped like the state of California.





# Why should you care?



5% of Earth's population consumes 1/3 of her resources



Email me to learn  
more or for a copy  
of the presentation

*Jonathan Levy*

*jonathan@zerowasteguy.com*

[zerowasteguy.com](http://zerowasteguy.com)

 [@zerowasteguy](https://www.instagram.com/zerowasteguy)





Learn how to properly dispose and what waste belongs in what container

# WHAT GOES IN MY CONTAINER?



WHAT GOES IN MY BLUE CONTAINER?



WHAT GOES IN MY BLACK CONTAINER?



WHAT GOES IN MY GREEN CONTAINER?



WHAT GOES IN MY BROWN CONTAINER?

**DO NOT PLACE IN CONTAINER(S):**

Automotive Parts, Batteries, Construction Debris, Cleaning Products, Electronics, Flammable Material, Compact

SCROLL TO TOP

SCROLL TO BOTTOM



<https://athensservices.com/in-the-news/recycling/>



• QUESTIONS?



**Please be sure you  
signed in**

(if we already have your email  
address, we just need your name)



# Schedule for remaining ACONA Meetings 2018

- Nov 27th



Thank you!  
Questions?