

City of Lakewood

Company Background

The city of Lakewood is located in the southern Los Angeles County, 23 miles southeast of Los Angeles. The area of the city is about 9.5 square miles. The city's population is currently 83,486 people with 27,423 total households. Of those, 3,596 (13 percent) are complexes of five or more units. Lakewood has extensive knowledge and experience in undertaking a multifamily recycling program. The majority of Lakewood multifamily complexes do not have recycling programs and the grant funding they received went a long way in providing recycling programs for these complexes.



Goals

- Design a recycling program to capture 1 million beverage containers generated at 11 complexes;
- Provide a convenient and easy recycling program to the residents;
- Educate residents, property managers, and homeowner associations about recycling procedures; and
- Develop a consistent recycling campaign through door hangers, posters, guidelines, and stickers for bins.

Accomplishments

- Seven complexes ultimately participated in this program;
- Provided a convenient and easy recycling program to the residents;
- Educated resident, property managers, and homeowner associations about recycling procedures; and
- Developed a consistent recycling campaign through door hangers, posters, guidelines, and stickers for bins.

Challenges

The greatest challenge City of Lakewood faced was when they received the Stop Work Notice in effect from March 2009 to May 2010. The Stop Work Notice issued in March 2009 directed all grantees receiving funding from the California Beverage Container Recycling Fund to cease all work related to their grant projects. This was a result of the lack of improvement in California's fiscal crisis. When the grant was applied for and first awarded, 11 complexes were interested in participating in the grant program. When the grant was able to resume in May 2010, some of the complexes were no longer interested. In the end, only seven of the original eleven complexes were still interested.

Grant Type
Multi-Family

Year Awarded
2008

Funding
\$210,800 Grant Funds

Project Length
Three years

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Lessons Learned and Recommendations

- Establish effective communication among all stakeholders, from property managers to maintenance staff. Without constant communication, the probability of success falters.
- Coordinate with hauler to ensure complexes are in fact recycling post-implementation, to ensure on-going compliance.
- Discuss and implement necessary modifications to complex's level of service simultaneously with the delivery of the recycling containers to ensure immediate diversion results.
- Purchase and distribute recycling containers and educational material for early participants as soon as possible.
- Work with property managers to schedule recycling kick-off events that coincide with a previously scheduled complex event such as a holiday gathering.
- Work to establish direct communication exposure between the city and tenants rather than relying on property managers to educate their residents.

