

LA SANITATION AND ENVIRONMENT SEWER SERVICE CHARGE RATE ADJUSTMENT

PUBLIC INFORMATION & EDUCATION AWARD



Goals & Objectives

- Inform millions of Angelenos about the proposed Sewer Service Charge (SSC) rate adjustment through a comprehensive and large-scale outreach and engagement effort
- Communicate the necessity of the proposed adjustment with clear, consistent messaging
- Provide community partners such as Council Offices, CBO's, and civic & faith - based organizations with materials and opportunities to help spread the message in their communities
- Educate the community about resources available to those experiencing financial hardship
- Gain the community's trust by conducting multi-pronged outreach to meet them where they live
- Build consensus for the proposed SSC adjustment and, ultimately, get the adjustment approved

Results

In total, LASAN's outreach touched approximately **2 million Angelenos**, with countless others receiving information through distribution by community partners!

The Los Angeles City Council approved the new Sewer Service Charge rates on **September 10, 2024**, making way for LASAN to dedicate **3 billion dollars over the next five years** to crucial capital improvement projects to ensure the reliability of the City's wastewater infrastructure

