

Edens Lost & Found

Los Angeles Action Guide



A Guide for Community Activists
Working to Build Sustainable Cities

Based on the PBS Special
Edens Lost & Found
www.edenslostandfound.org

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TABLE OF CONTENTS

WHAT’S A SUSTAINABLE CITY?3

FIRST, THE BAD NEWS.....3

Wasted Energy.....4

Wasted Water, Filthy Water.....4

Wasted Dollars.....4

THE GOOD NEWS5

Imagine This.....5

WHERE DO YOU FIT IN?7

INDIVIDUAL ACTION.....9

CONSUME WISELY15

CONSCIOUS CONSUMERS CHECKLIST16

COMMUNITY ACTION19

WHAT IS A COALITION?19

Key Questions.....20

SWOT Everything.....22

TAKING IT TO THE STREET24

HANDLING THE MEDIA25

GOOD COMPANY: ALLIES & RESOURCES30

National Organizations.....30

International Organizations.....31

Other resources.....32

LOS ANGELES AREA RESOURCES34

VOLUNTEER & NON-PROFIT ORGANIZATIONS.....34

GOVERNMENTAL AGENCIES.....50

ELECTED OFFICIALS53

City of Los Angeles.....53

State of California.....55

UNITED STATES CONGRESS65

What's a Sustainable City?

Sustainability is the new buzzword. Everybody's talking about it. But what does it really mean, especially on the scale of a city?

In 1987, the World Commission on Environment and Development, in its report to the United Nations, developed a definition of sustainability that has been widely adopted ...

“sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

You may wonder how the way in which you go about your daily tasks can affect the lives of those yet unborn or, if you know that your lifestyle is “unsustainable” you may feel there's nothing you can do about it or that what you *could* do involves too much sacrifice.

But every journey begins with a small step, and there are plenty of steps you can take right this minute. Every day, we make dozens of seemingly insignificant choices that either add to the toll we exert on the environment or relieve it slightly -- from what we eat, to the containers we use, to what we throw away, to how we behave with water and the wheels that get us around. This Action Guide, drawing on the lessons learned from *Edens Lost & Found*, is intended to help us take those first small steps ... and, hopefully, encourage us to take progressively larger steps in the journey toward sustainability.

First, the bad news

What is it about a city that is unsustainable? Well, it's the ultimate consumer of resources, the ultimate producer of air and water pollution, the ultimate contributor to climate change. Cities damage human health. They displace the natural environment, destroying plant and animal life. They steal resources from other regions, even other nations.

Take Los Angeles.

This is a vibrant city in a beautiful environment. But it was built with little understanding or appreciation for the power and function of nature and its cycles. The environmental damage wrought by the development of Los Angeles as an urban area takes a heavy toll on all of us. It endangers our health and safety and the well-being of future generations.

For example, in a natural system, rainfall is caught by trees or shrubs and released slowly into the ground. This cycle produces nutrients, fresh water and clean air. Even in a semi-arid landscape like ours, the ecosystem was once in balance, providing everything that native people, plants and animals needed for a sustainable life.

Yet in building our great city, we interfered with the natural cycles of energy and water by sealing the soil with thousands of acres of concrete and asphalt, doing much more damage than anyone would have imagined.

Wasted Energy

With well over 60% of the city's surface covered with pavement, very little of the sun's energy is absorbed by vegetation. Instead, it heats up the pavement, and thus the air, needlessly overtaxing air conditioners that must struggle against this excess heat at huge cost – huge in terms of dollars, huge in fuel and huge in pollution. Power plants as far away as Utah, New Mexico and Colorado pollute the pristine high desert environment to generate the electricity to run our air conditioners. Strip mining for coal to burn in those power plants destroys the landscape that is damaged again by the air pollution that our city sends far inland.

Wasted Water, Filthy Water

Vast quantities of water are imported from distant regions, while fresh water that would normally flow into Mexico is little more than a saline solution by the time we are finished using it to water our lawns and wash our cars. Yet the 15 inches of rain that falls on Los Angeles every year could, if captured, meet more than half of our city's annual needs. But because rainwater is handled as a problem rather than a resource, very little of it is saved and used to refresh our soil and replenish our groundwater.

Instead, this rainfall is channeled to our roadways where it picks up oil, pesticides, animal waste, grocery bags, Styrofoam and other trash and, now a toxic soup, rushes through our storm drain system directly out to our beaches, into the bay and on to cities and counties downstream. You know it. You see it on the sand and in the creeks and rivers after a heavy rain.

Wasted Dollars

In the last half-century, we spent billions of dollars on massive flood control projects that were made necessary largely by our wasteful attitude toward rainfall. Likewise, we've built ever-larger landfills at increasingly distant locations (vastly increasing the fuel needed to transport our wastes), largely because we fail to implement simple steps to reduce the amount of trash we generate.

By ignoring the integrated character of nature and its cycles, we consume unsustainable levels of energy and water to "meet our needs." We design our technologies and infrastructure as if there is no social, economic or environmental cost. We fail to recognize the human cost in terms of mental, physical, and emotional health. Yet there's hope.

The good news

While you can liken it to turning a massive ship on a dime, it *is* possible to change the way we manage our city. By retrofitting our environment to mimic rather than fight nature's cycles, we can regain efficiency, reduce waste, and recapture the energy and water we've been squandering for so long.

We can use our best engineering, architectural, and scientific minds to design our city to conserve resources, reduce consumption, mitigate and minimize environmental damage, and maximize human energy, health and connectivity.

We can connect with our highest selves, our families, neighbors, co-workers, and friends as we work together to reverse some of the current damaging trends. Funds presently spent fighting nature can be combined to redesign and retool, to invest in manufacturing, installing, servicing, monitoring and maintaining new, green integrated sustainable management systems for the city.

So, too, we can make changes in our own lifestyle. We can think more consciously about our consumption patterns: how we spend our money, how we use or misuse water, food and other resources, how we get around town, how we cool our home, our car, our office.

Ignorance of the law is no defense. So, too, ignorance of the laws of nature will not save us from the consequences of our unsustainable practices. Each of us has a huge impact on our environment, more than a single member of any other species. Whether that impact is positive or negative is up to us.

Imagine This

In 1997, Paul Hawken, businessman, environmentalist and author, addressed an audience of engineers, landscape architects, building architects and urban foresters who gathered in Los Angeles to begin the work of creating plans for a sustainable city. He finished his speech about "what it will take" with the following vision.

"Imagine a world where the resources are not scarce, but sufficient to all. Imagine a world where there are more jobs than people, a planet where forests are increasing, topsoil is being formed, wetlands are thriving, coral reefs are growing, fisheries are healthy and the atmosphere is not affected by our activities below.

"Imagine a city with tree-lined rivers, promenades and restaurants alongside, and bays that are as pure as oceans anywhere. Imagine a city that is so covered with trees, it looks like a forest from an airplane. Imagine, for a moment, a city that has become whisper-quiet. Hydrogen-powered hybrid-electric cars exhaust

only water vapor. Open space corridors have replaced unneeded freeways. Houses pay part of their mortgage costs by the energy they produce.

“Imagine a city where there are no active landfills. Imagine worldwide forest cover is increasing; atmospheric CO2 levels decreasing for the first time in 200 years; effluent water leaving factories cleaner than the water coming into them. Imagine industrialized countries reducing resource use by 80% while improving the quality of life; dams being dismantled; environmental regulations regarded (...) as unneeded, quaint and anachronistic; living standards doubling worldwide; and a vibrant business sector depending upon and promoting these developments.

“Is this the vision of a *utopia*? A Panglossian fantasy? In fact, the scenario is neither. The changes described could occur within as short a period as fifty years, as the product of economic and technological trends that you can implement and put in place.”

Seven years have passed, yes. But we have a marvelous forty-three ahead of us!

Where Do You Fit In?

Edens Los & Found is about learning to live lightly on the earth. For some of us, that may mean spending our spare time planting trees and tending our compost bin. For others, it will mean turning our energies to community activism, alerting others to the benefits of a sustainable city, forming coalitions and neighborhood groups to support policies that are environmentally beneficial.

Generally speaking, our political leaders strive to do the right thing and need our support and encouragement. They need an ever-widening ring of coalitions working to educate the world at large about how pleasurable and profitable a sustainable city can be for us and for those who will follow us.

In other words, this manual is about community -- establishing it, tapping into it, using it to nurture responsibility for our global environment.

The result of a single person's action can be monumental, and when individual acts are added up, they can truly change the world. For example, when we plant and care for trees, alone or together, we begin to build an internal place of peace, beauty, safety, joy, simplicity, caring, and satisfaction. The results encourage us to take on larger challenges.

Planting a tree is *a nice thing to do*. Yet it also separates gesture and sentiment from true commitment. It gently but ruthlessly extracts commitment from the mere gesture. Trees demand care -- our continued involvement, interest, and nurturing. Without it, they die. Planting has the ability to transform our own behavior and that of our culture.

As your perspective changes, you'll wonder how everyone else can be so blind to the natural environment. We are right in the middle of a beautiful ecosystem and we don't even see it.

The words **community** and **commons** are from the same root. Traditionally, the commons in England were used to graze cows -- common land, respected and maintained by all for the good of all. The "commons" are around us still -- the streets, parks, air, beaches, ocean, rivers, streams, and forests -- but for some reason we don't feel personally responsible for them. What happened?

We moved out of villages and into cities. No longer did everyone know their neighbors and community. Cities granted anonymity and individuality but discouraged community.

By moving to cities, we gave up many of our responsibilities to governments and institutions. The larger cities grew, the less in touch we were; the less in touch we were, the more damage we did. But we lost the ability to discern the difference we made. We assumed we had no control over our environment and, therefore, no role to play in preserving or enhancing it.

Eighty percent of the U.S. population now lives in what we would call a city. Most of us who live in large cities have inherited large city problems: pollution, bad planning, too much concrete, not enough community life. This only adds to our conviction that there's nothing we can do to change our situation.

Yet the synergy of people working together can create the magic that produces sustainable communities. When those people are neighbors, the magic is only beginning. From tree planting and care to sharing fruit and rich compost and having monthly cookouts and block-club activities, as we begin to recycle our energy instead of being drained by strenuous work, we're revitalized. Instead of feeling alienated, we create family. Instead of feeling helpless, we find power. Instead of wondering why we're alive, we have purpose.

But where to start? What are we allowed to do? Don't you need a college degree to be able to do serious urban tree planting or to talk with conviction about sustainability? These are the questions this guide will answer. You'll understand how to start this work right from where you sit. You'll discover that it is a basis -- practically a prerequisite -- for mobilizing our society to take on the larger environmental challenges that face us.

Individual Action

Our lives are ever-changing. Perhaps years have passed since you first thought sustainable living should be higher on your list of priorities than it was, maybe you have been involved with an environmental organization, consumer group or political party all along, or maybe it was *Edens Lost and Found* that brought you to this place of action. Maybe you have more free time now, a desire to make a real difference for younger generations or have skills you want to offer. Whatever it was that brought you here, you are willing to take action...now.

So, what does that action look like?

There are several ways you can work toward sustainability – through changes in the way you live your own life and through organizing others to change the course of public policy. Maybe making changes in your own life is all you have the time or desire for. Fine. This section will help you “live like a native” by reducing the environmental toll you and your family exert on your habitat.

First, measure your environmental footprint at <http://www.redefiningprogress.org/footprint/>. Now, try out one, two or more of these actions and reduce your footprint

1. Skip a car trip each week

The average American drives over 250 miles each week. Replace a weekly 20 mile car trip by telecommuting, biking or combining errands and you'll reduce your annual emissions of the greenhouse gas carbon dioxide by nearly a thousand pounds! Can't pull off a 20 miler? Then skip what you can.

This may seem impossible in Los Angeles, a city where most people commute and everything is so spread out, but there are resources to help you find ways of cutting your car trips. If you are interested in carpooling or ride sharing, check out <http://www.erideshare.com/carpool.php?city=Los+Angeles>. This website allows you to post your desired carpool, with your origination city and destination city, or respond to a carpool already listed.

The bus lines in Los Angeles, referred to by most as Metro, can be accessed at <http://www.mta.net/>. On this website, you can plan your bus trip by inputting your origination city and destination city. The website searches these cities and tells you what buses you need to take and the time schedule for that day.

Another way to cut down on your weekly automobile traveling is to petition to your company to allow for flex hours, which enables employees to only work four days a week (four ten hour days). Some companies in the Los Angeles area are already utilizing this method with much success. Shifting work day hours is a similar way to cut down on

commuting time. By having employees start at seven or ten, instead of eight or nine, the time spent waiting in traffic is minimized.

2. Stop Junk Mail

For every 1,000 of us who succeed in halving our personal bulk mail, we save 170 trees, nearly 46,000 pounds of carbon dioxide, and 70,000 gallons of water each year.

Visit: www.junkbusters.com or write to: Mail Preference Service, PO Box 9008, Farmingdale, NY 11735-9008

3. Replace four standard light bulbs with energy-efficient compact fluorescent lights (CFLs)

Want \$100? Replace four standard bulbs with low-mercury CFLs, and you'll reduce your electricity bills by more than \$100 over the lives of those bulbs! More importantly, you'll prevent the emission of five thousand pounds of carbon dioxide. Feel like replacing more than four bulbs? Go for it! Also, install energy-efficient appliances when you upgrade.

These energy-efficient compact fluorescent lights can be purchased at Home Depot, Lowes, and the All American Home Center, to name a few places. Online, you can purchase these at BuyLighting.com <http://www.buylighting.com/energy-efficient-lightbulbs.htm>, Noli Control Systems

<http://www.nolico.com/saveenergy/?source=overture>, ABC Bulbs

http://www.abcbulbs.com/Energy_Bulbs.asp, or online at one of the stores listed above.

If you want to find out whether your favorite home store sells these lights, visit the Energy Star website, www.energystar.gov.

4. Move the thermostat 3°F

Heating and cooling represent the biggest chunk of our home energy consumption. Just by turning the thermostat down three degrees in the winter and up three degrees in the summer, you can prevent the emission of nearly 1,100 pounds of carbon dioxide annually. Feel like starting with a 1°F shift? Turn your thermostat as far as you can without feeling uncomfortable.

5. Apply lawn and garden pesticides with care

Americans directly apply 70 million pounds of pesticides to home lawns and gardens each year and, in so doing, may harm birds and other wildlife and pollute our precious water resources. Use pesticides and fertilizers carefully and sparingly in accordance with label instructions. Do not apply if rain is forecast and dispose of remainder at a hazardous waste collection event. Disposal locations for such contaminants can be found at the Los Angeles County Department of Public Works (LADPW) website at <http://www.ladpw.com/epd>.

The LADPW has a website and campaign dedicated to smart gardening, <http://www.ladpw.com/epd/sg/index.cfm>, which highlights key issues to sustainable lawn care. These include backyard composting and the use of worms, grass recycling, water-wise gardening, and fire-wise gardening – an important issue here in Southern California. There are workshops scheduled to help you learn more about smart gardening.

6. Think Native

Plant native wildflowers, shrubs, grasses and trees. They require less watering and attract birds and pollinators to your yard. Visit the LADPW website for Smart Gardening tips on planting native and drought resistant plants. Also, you can find out more about California native flora at the Theodore Payne Foundation. This is a private advocacy group that works for the preservation of California Native Flora. Visit them at <http://www.theodorepayne.org/>. The California Integrated Waste Management Board has information on the management of organic resources at <http://www.ciwmb.ca.gov/Organics/>. For more information on composting, visit the City of Los Angeles Bureau of Sanitation website, <http://www.lacitysan.org/bc.htm>.

7. H2Only

Water in the evening or early morning to avoid excessive evaporation. It is also better for your lawn. Several water conserving irrigation systems are available. Drip irrigation systems utilize the frequent, slow application of water to a very small area in the root zone of the plant. Water slowly drips through either porous plastic pipes or emitters located below the surface of the soil. This results in no loss of water to areas not requiring irrigation. Drip systems can reduce water use by 20-50%. These can be purchased at Home Depot.

Soil soakers consist of long plastic or canvas tubes perforated with tiny holes through which the water seeps as a fine mist. Soil soakers are connected to a garden hose and can be left in place on the surface of the planting bed or buried under the mulch. These can be purchased at Home Depot or at your favorite home and garden center.

Sprinkler systems consist of underground pipes which are attached to stationary sprinkler heads. The sprinkler heads must be properly adjusted so that impervious surfaces are not watered. The system can incorporate a rain sensor which will automatically turn off the system during periods of precipitation. Also, carefully chose sprinkler heads and rotate them to water only the grass and not the sidewalk.

Use a broom rather than a hose to clean up garden clippings. Deposit leaves and clippings in a compost pile or recycle them through the LADPW's grass recycling campaign, information available at <http://www.ladpw.com/epd/mdpgrass/index.cfm>. Divert rain spouts and garden hoses from paved surfaces onto grass to allow filtration through the soil. See the LADPW website for tips on when to water and how much, <http://www.ladpw.com/epd/sg/index.cfm>.

8. Install an efficient showerhead and low flow faucet aerators

Of all natural resources, water is the most essential. But available supply is diminishing rapidly as human populations swell and inefficiently drain precious aquifers. For every 1,000 of us who install faucet aerators and high-efficiency showerheads, we can save nearly 8 million gallons of water and prevent over 450,000 pounds of carbon dioxide emissions each year!

9. Take the Night Off

If your company's computers are on a network and cannot be shut down at night, at least turn off the monitors.

10. Get a Tune Up

When just 1% of car owners get a tune up, nearly one billion pounds of carbon dioxide are kept out of the atmosphere.

11. Recycle More

Americans currently only recycle about 10% of our waste. Start today.

It may seem strange that this would appear in an action guide for LA, where we see recycling containers on the curb beside the trash bins, but many people do not recycle all the materials accepted by their municipality. You can verify that you're recycling all you can at <http://www.lacsd.org/swaste/RecyclingResources/swcntax.asp>, which gives all contact information for each city in Los Angeles County. Petition to have more collected for recycling, e.g. some cities in LA County only collect plastic numbers 1 and 2, while others collect 1 through 4.

However, recycling can be and should be taken a step further. Be creative. Donate your old, used clothing to the Salvation Army or other charity. Turn in your old computers and electronics. To find the place closest to you or to learn when the next scheduled collection day is, visit <http://www.retechcomputers.com/1/computerdisposal3.html>. Smaller items may be recycled as well. Office Depot collects used printer ink cartridges in exchange for a free ream of paper, which contains 35% post-consumer waste. Be willing to take the time to discover various methods for recycling in your area.

LADPW has more recycling tips on their website at <http://www.ladpw.com/epd/>. For information on how to recycle more within your office or business, visit the LADPW's Smart Business Recycling website, <http://www.ladpw.com/epd/brtap/recyclingsite/index.cfm>. The LADPW's grass recycling campaign can be accessed through <http://www.ladpw.com/epd/mdpgrass/index.cfm>. Industrial waste recycling information can be found on the LADPW's website at http://www.ladpw.com/epd/industrial_waste/index.cfm, or at the City of Los Angeles Bureau of Sanitation website, at <http://www.lacity.org/SAN/>. LADPW also has a used tire recycling program which can be accessed at <http://www.ladpw.com/epd/TireRecycling/index.cfm>. The Rubberized Asphalt Concrete Technology Center is an independent used tire collection center, which uses the tires as aggregate in asphalt. Visit them at <http://www.rubberizedasphalt.org/>. Used motor oil collection centers are available at <http://www.ciwmb.ca.gov/UsedOil/CrtCntrs.asp>.

12. Buy Used Vehicles

For each new car made, we create 27 tons of waste. If you have to buy a vehicle, consider purchasing a used one. Also remember to buy the most fuel-efficient vehicle in its class. Don't automatically choose a hybrid; they pose some serious battery-disposal

problems down the road. A better choice would be a small, light car that's not loaded down with air conditioning and power accessories. Learn to drive a stick shift; it can make a big difference.

13. Seek Non-Toxic Alternatives

Read labels and fine print; look for “natural” or “biodegradable” ingredients. Eco-friendly building materials, cleaning supplies, and cosmetics do exist. If you can not find eco-friendly products, try to find household products such as cleaners and furniture polish labeled “non-toxic.” Use small quantities and purchase only the amount you need. Make sure to properly use and store all toxic products, including cleaners, solvents, and paints. Take unwanted household hazardous materials and containers to a local collection program for disposal. The LADPW website has information on where to dispose of such materials at <http://www.ladpw.com/epd/>.

To find out where to purchase natural or biodegradable products that are eco-friendly, visit www.realgoods.com. Shop at local stores that sell such products and your local natural foods shops.

14. Think Organic, Think Local

Buy fresh, local produce and products as often as possible. Seek out and support local farmers' markets. Buy organic food. Farmers markets in Los Angeles are a daily occurrence throughout the year. To access information about farmers markets in LA, visit <http://www.farmersmarketla.com/>, which is the original farmers market in LA. Don't live near this market, find a farmers market near you at <http://www.farmernet.com/>. All the markets on this website are certified. Information regarding location, day of the week, and starting and ending times is provided. Whole Foods is an organic grocery store. Find one near you at <http://www.wholefoods.com/>.

15. Be Friendly in Your Outdoor Night Lighting.

The International Dark-Sky Association (IDA) is an organization designed to educate and bring public awareness to the topic of outdoor light pollution. It was incorporated in 1988. Its goals are to be effective in stopping the adverse environmental impact on dark skies by building awareness of the problem of light pollution and of the solutions, and to educate everyone about the value and effectiveness of quality nighttime lighting. To learn more about IDA and how you can prevent or reduce your nighttime light pollution, visit <http://www.darksky.org/index.html>. To purchase friendly and dark skies products, visit Friendly Sky Lighting at <http://www.elights.com/darksky.html> or Dark Skies Lighting Products at <http://www.darkskylighting.com/>.

16. Spreading the word to others.

Inspire two friends. There is an easy way for you to triple the positive impact you are making with any of these actions: convince two friends to join you in your effort and share your favorite sustainable living tips with them. Consider compiling environmental action tips from your favorite environmental organizations and email them in a monthly email to your friends and family.

17. Support candidates for public office who recognize the importance of sustainability.

Your vote counts. Use it to help ensure that those who hold public office recognize the importance of leaving a livable world for future generations. The California League of Conservation Voters, <http://www.ecovote.org/index.html>, profiles and scores all the candidates and their environmental and conservation policies on their website. If you want more information on the candidates in other areas, visit <http://www.vote-smart.org/>, which allows you to view all the policies of every candidate from anywhere in the country. For those of you who want to get involved but are not from California, the national site for the League of Conservation Voters is <http://www.lcv.org/>.

18. Contact your politicians about important environmental issues.

Check out the websites of your favorite environmental organizations (list provided at end of this action guide, or one of your favorites not included) for the important issues to contact your politicians about. Most “take action” sections of environmental organization websites provide an email or letter sample for you to send, the contact information for the politicians in your district or state, and a way for you to inform your friends on these issues. Don’t feel guilty for contacting these politicians about issues that are important to you. They’re elected by you and they want to know what is important to you.

19. Support the right initiatives and referenda.

No state gives more “power to the people” than California. But direct democracy has dangers as well as benefits. Many of the initiatives introduced on California ballots are funded by corporations and special interest groups who aren’t shy about using artfully crafted language to disguise the true nature of their measure. Before going to the polls, seek advice from environmental groups whose experts have winnowed and sifted each measure and discerned its true intent and likely effects.

20. Get Creative

Think of something you can do that’s not mentioned here. Let us know. Or simply do it yourself. Sustainable and environmental living can’t all be contained in one small action guide. Whatever you can do to reduce waste, reduce energy expenditures, reduce the time you spend in your car, and reduce your ecological footprint, helps.

Some small, simple ideas and actions you can take and build upon include:

- Print documents double-sided.
- Turn out lights when you leave a room. My mom always reminded me that turning off the lights saves electricity and money (something we all like to hear).
- Fix leaking faucets and toilets.
- Pick your favorite environmental organizations and join their email subscription lists. They will notify you when important bills or initiatives are coming up. Also, they have lots of wise tips for living greener.
- Visit EarthShare, http://www.earthshare.org/get_involved/earth_saving_tips.html, for earth saving tips, sorted by season or by topic. This season’s current tips list can be accessed at: http://www.earthshare.org/get_involved/tips/fall_2004.pdf.

Consume Wisely

You could say that being a conscientious consumer is part of individual action, and it is. But it's such an important and far-reaching part that it deserves lots more attention than we tend to give it, which is why we've devoted an entire section to it.

After all, living lightly and voting faithfully are only two parts of the equation. We also influence the world by what we buy – and we send a message to the corporations who have the power to change most of their more destructive practices.

You can create real change in the world simply by making informed choices about the things you buy. Find out more by visiting the websites of the Responsible Shopper, <http://www.responsibleshopper.org/>, and the Conscious Consumer, <http://www.newdream.org/consumer/index.shtml>.

A few quick and easy ways to get started:

- Buy consumables from “bulk bins.”
- Since 1/5 of our waste is from packaging, avoid buying overpackaged items, including food.
- Talk to shopkeepers who sell overpackaged items, encourage them to sell goods that are not overpackaged, and cite companies that consciously sell less packaged items.
- Don't just make good buying decisions. Speak up! Communicating with corporate America. Complain to companies that overpackage their goods. Tell them the good, the bad and the ugly. Companies should be thanked for environmentally responsible practices and chastised for irresponsible practices. Here is a sample letter:

To whom it may concern:

When I recently bought (name of product), I was disheartened to see how overpackaged it is. I write to urge your company to re-think how extraneously you package this product, since 1/5 of the waste in our landfills comes from packaging on products like yours. While I understand that some companies employ such overpackaging as a way to assure consumers that a product is tamper-resistant, others – and this may be the case here – overpackage their products from tradition, without considering what the effect such excess packaging has on the physical environment.

I am sure your company is a good corporate citizen and wants to avoid contributing to landfills. I urge you to re-think how you package (name of

product) and I look forward to seeing changes so that I can continue to support (name of manufacturer) with future purchases of (name of product).

I look forward to your personalized reply.

Yours sincerely,

Your name

Address

- Identifying environmentally responsible companies:
Visit Coop America, <http://www.coopamerica.org>, or The Green Guide at <http://www.thegreenguide.com/> to learn about environmentally responsible companies and products.
- Boycott companies that won't change their policies. Email your friends to get people involved and to increase public awareness. We've all received these email notices from friends and family alerting us to high gasoline prices, dioxide in plastics, etc. Email is an easy and powerful tool which can reach many people with minimal environmental impact. If you email ten friends and five of those friends email ten friends each, and half of those people email ten people each, and so on, before long you could have informed thousands.

Conscious Consumers Checklist

Here are a few quick tips to get you started. For specific products, visit the conscious consumer marketplace at <http://www.newdream.org/marketplace.html>.

- **Reduce, reuse, recycle:** The best way to start is to take care of what you already have! Avoid waste. Buy only what you need. Make things last. And don't let a little wear send you on a shopping spree.
- **Buy recycled products:** Recycling is great. But the recycling loop isn't complete until the materials collected at curbside and drop-off sites are remanufactured into new products and purchased by consumers. The fewer "virgin" resources that go into products, the better. For comprehensive info on where to recycle in your area, visit <http://www.earth911.org>.
- **For paper products:** Buy paper with the highest percentage of "post consumer waste" (PCW) and, when possible, paper that is "process chlorine free" (PCF). Major office supply stores now carry this paper – entirely because of consumers demanding that they do so.
- **Buy energy efficient products:** Whether it's a car or a computer, choose the most energy efficient model. For electrical appliances, look for the Energy Star logo.

The Los Angeles Department of Water and Power (LADWP) has a Residential rebates and program section accessible on their website, http://www.ladwp.com/ladwp/areaHomeIndex.jsp?contentId=LADWP_REBATE_S_SCID. The LADWP's Consumer Rebate Program (CRP) to promote energy-efficient products provides cash rebates to make purchasing energy-efficient products easy and affordable for their residential customers. Cash rebates are given for energy efficient appliances and lighting. Purchase of a high efficiency washing machine can earn a rebate of \$100 to \$150.

Energy Star products can be purchased at Lowe's, Home Depot, Radio Shack, Best Buy, Circuit City, and Sears. If you want to find out what other stores carry the energy efficient, Energy Star products, visit <http://www.energystar.gov/>.

- **Buy local:** This supports your local economy and reduces energy consumption required by the global transport of goods. Farmers' markets are especially wonderful resources. More info on farmers markets can be found on the Union of Concerned Scientists Green Tips website, <http://www.ucsusa.org/publication.cfm?publicationID=439>
- **Avoid excessive packaging:** A large percentage of our municipal solid waste stream is the result of unnecessary packaging. When given a choice, select the product that is sensibly packaged, not over-packaged. Whenever possible, reuse or recycle packaging.
- **Avoid polyvinyl chloride, or "PVC":** Often labeled as "Number 3" plastic, PVC is a leading source of dioxin (a potent toxin) in the environment. The Greenpeace website has more information on PVC and dioxin, go to <http://www.greenpeaceusa.org/media/factsheets/poisonplastic.htm>.
- **Look for green labels:** Whenever possible, look for labels that let you know the product is certified as environmentally friendly. But be careful - don't blindly accept a product that calls itself "green" and doesn't offer any substantiation. To get smart on what labels mean, visit Consumers Union's Eco-labels website, <http://www.eco-labels.org>.
- **Coffee Drinkers:** For store bought coffee, look for fair trade, "organic" and "shade grown." In coffee shops, refuse coffee cup sleeves, save one in your car or office or don't use one at all. Even better, bring your own mug for a refill. Starbucks offers a \$0.10 discount to customers who bring in their own mugs.
- **Use cloth grocery bags:** If you must use bags from the grocery stores, recycle the paper bags with your weekly recycling, and return the plastic bags to the stores. Albertsons, Ralphs, and Vons all have plastic bag recycling boxes in front of their stores.
- **A few additional tips:**

- Look for the Green Seal or Scientific Certification Systems labels, or other labels offered by respected environmental organizations.
- For wood products, look for FSC certified labels.
- For seafood, look for MSC certified [<http://eng.msc.org/labels>.]

For sustainable living tips in Los Angeles, see Los Angeles Department of Water and Power website on Green LA,

http://www.ladwp.com/library/statichtml/homepage_greenla.html.

Want more? Explore a host of free green tips from the Union of Concerned Scientists:

<http://www.ucsusa.org/publication.cfm?publicationID=440>.

Community Action

Individual action is admirable and is all that most of us will have the time or energy for. But if you have the time, energy and – most important – the commitment, it's time to take it to the streets, to become a sustainability activist in your community.

Think globally, act locally. We hear those words so frequently it is easy to ignore them. However, we must not. For in those few words we are reminded that we are part of the whole and what impacts our very world affects others for generations to come. At the same time we are urged to make changes as individuals and in our own communities. If you feel like you are all dressed up and ready to go, and wanting to work with others but not sure what to do or how to do it, this Action Guide can help you work in a coalition with others. The key word here is “action.”

First things first. You must take a hard look at where you are, where you want to go, and what resources are required to take you there. Once you have that information it will probably be pretty clear which route is right for you.

What is a coalition?

Coalitions are alliances of individuals and/or organizations that want to work together to affect change or protect the status quo on the issue(s) that unites them.

Coalitions formed as a direct result of *Edens Lost & Found* may have one common word – sustainability – that

- Is the common thread among the coalitions; and
- Is the only thing coalition members necessarily agree on.

Small or large, formal or informal, permanent or ad hoc, the great thing about coalitions is that they have many faces. Environmentalists, businesses, municipalities, educators, sportsmen, all have a vested interest in sustainability. Broad-based coalitions work. Be creative. Have fun. Help change the world.

A coalition is a great organizing tool. It gives individuals and organizations something to rally around, provides an identity and sense of place and longevity and continuity. We all know that once we are a part of an organization we look at our opportunities and responsibilities from an entirely different perspective.

Every one of us has been part of some team at some time. The first thing we learned is that we don't have to do everything ourselves. By working together we can benefit from the skills of others.

Together we can educate, raise awareness, network, and affect change more rapidly. As your coalition starts to take form, help it evolve into what works best for you.

Now that you are all fired up and ready to give sustainability the priority it deserves, you may be inclined to just jump right in. Enthusiasm, dedication and the will to make a difference will take you a long way – just not all of the way.

There are good reasons to slow down a bit and make sure you know what you want to do and how you want to do it.

There are some steps that are important to everyone in coalition building, no matter what your starting point. If you are just starting out, these tools will provide a framework for forming your coalition. If you have been around a while, the tools will help you to reassess where you are and hopefully provide some insight and guidance on how you can expand your reach and enhance your impact.

Take a look around – see who is out there and what they are doing. Then ask yourself whether it is best for you to join an existing coalition or to start a new one. If you like what one group is doing, join them. If no one meets your needs or goals – form your own. In Los Angeles, there are ample opportunities for joining a coalition. You can access some of the websites at http://www.scced.org/scced/sust_orgs/polcyorg.html.

The following questions will help you make key decisions, such as how to form your own coalition, what your goals and desired accomplishments should be, and whether or not to join another coalition.

Key Questions

What do you want to accomplish?

- Is your issue already being addressed?
- Which organizations, agencies, localities are building sustainability programs?
- Do you see a “gap?” For example, has no one organized dentists, churches, parents or other natural affinity groups who could bring something to the table?

What kind of coalition would you like to form or join?

There are no wrong answers here, but certainly there are lots of options.

- An informal neighborhood group
- A community-wide coalition made up of folks with very different or very similar skill sets -- focused on
 - Broad-based sustainability
 - One or two issues
- State, Regional, National, International
- Person-to-person vs. web-based

What part of sustainability do you want to work on?

- What are your key interests?

- Where would you like to make your impact?
- Be specific.
- Write it out. Focus. Focus. Focus.

Your town: what's good, what's bad?

If you want to focus on local sustainability issues, you'll need to do an "audit" to find out what needs fixing in your community.

For example, in 1998, Sustainable Seattle (<http://www.sustainableseattle.org/default.htm>), a volunteer citizen's network committed to improving its region's long-term health, brought together community members to define and assess what it called "Indicators of Sustainable Community." Go to <http://www.sustainableseattle.org/Publications/1998IndicatorsRpt.pdf> to view their report and the checklist this coalition used to assess Seattle's sustainability.

Sustainable Seattle looked at such things as public transportation options, air and water quality, stormwater runoff, pollution, urban sprawl, and availability of locally raised produce.

For a more general community sustainability assessment tool, visit the Global Ecovillage Network's website, <http://gen.ecovillage.org/activities/csa/English/>.

Your evaluation should include physical, social and even spiritual factors.

Physical factors include:

- Sense of place – community location & scale, restoration & preservation of nature;
- Food availability – production & distribution;
- Physical infrastructure, buildings & transportation – materials, methods, designs;
- Consumption patterns & solid waste management;
- Water – sources, quality & use patterns;
- Waste water & water pollution management;
- Energy sources & uses.

Social factors:

- Openness, trust;
- Communications – the flow of ideas & information;
- Networking outreach & services – resource exchange, internal & external;
- Social sustainability – diversity & tolerance, decision-making, conflict resolution;
- Education;
- Health care;
- Sustainable economics – healthy local economy.

Spiritual factors:

- Cultural sustainability;

- Arts & leisure;
- Spiritual sustainability;
- Community glue;
- Community resilience;
- A holographic, circulatory world view;
- Peace and global consciousness.

If you're a veteran activist, much of this will be old hat to you, but it doesn't hurt to step back and review where you are and how you can include sustainability in your existing efforts. You may need to redirect resources or tweak your operation.

- **Newsletter:** Do you already have a newsletter or website? You could add a sustainability feature.
- **Events:** If you're already participating in community events, offer to share your table with another sustainability group.
- **Legislative rankings:** Already putting out a scorecard ranking your legislators? Now is a good time to add a sustainability rating.

SWOT Everything

You've heard of SWOT –

Strengths
Weaknesses
Opportunities
Threats

Doing a SWOT analysis now will save you time down the road and may prevent you from making a wrong move. SWOT everything – issues, ideas, individuals, organizations. A thorough SWOT analysis will increase your chances of success and most likely leverage your resources. The end result is a list of potential tactics from which you can draw.

Consider possible scenarios. From brainstorming to role-playing there are valuable lessons to be learned through this exercise.

- Think about what happens if you miss your deadlines.
- What if bad weather threatens or cancels your premiere event?
- What is Plan B if the volunteers who promised to show up do not?

Identify your targets.

- Remember, not all targets are created equal. Some are primary and some are secondary.
- A secondary target may simply be a conduit to your primary target.

- Figure out what each target can do for you or to you.
- Be creative.

Identify your allies.

- Think broadly. You probably have many more than you know.
- Make a Wish List of the allies you would hope to assemble.
- Know you will find allies in the most unusual places.
- Encourage those who share your views to speak up directly – this strategy is far more impactful than consolidating all of these people under one umbrella.

Decide what resources you need to achieve your objectives and goals.

- Look at everything you'll need, including time, funding, volunteers and expertise.
- Determine access to technology and equipment.
- Seek out in-kind contributions.
- Identify the networks you will need.

Devise your tactics.

- Tactics put the action in your strategy.
- Identify your audiences. Don't spend all your time preaching to the converted, but rather convince the undecided. However, don't waste too much time on people who will never agree with you, unless you have a very good reason to believe they may actually change their mind soon.
- Identify the hot buttons for your audience. What is of value to them (votes, credibility, respect, money, labor, employment or support)?
- Use the tactics best suited for your situation or your audience. Do you need to use tactics of persuasion, of negotiation, tactics that challenge or support the status quo, or confrontational tactics? A caveat about tactics of confrontation: nine times out of ten, a personal meeting with your target yields far better results than picketing against them. In fact, confrontations can backfire. Remember to maintain cordial relationships.
- Whenever possible, use personal connections.
- Are your tactics in tune with other things that are happening?
- Do you have the resources to support your tactics?
- Does your group feel comfortable with the chosen tactics?

Create a timetable.

- Be specific.
- In addition to start and end dates for every item on the list, clearly identify those items that are set in stone or contingent on other action or outside activities.
- Indicate who is responsible for what and by when. This amount of detail will likely increase your chances of successfully meeting your deadlines.

Taking It to the Street

Remember, message and delivery go hand-in-hand.

The message:

- Know your issue.
- Keep it simple.
- Get specific. Focus on issues that impact many people – with sustainability that certainly will not be a problem!
- Use language that is clear and concise.
- Go easy on the rhetoric, abbreviations and technical terms.
- Make a personal connection by telling a personal story.
- Make people want to listen to you!

The delivery:

- Get to the point: communicate what you want clearly and directly. Don't waste anyone's time by going off on tangents.
- Don't be intimidated by the powers that be.
- Remember that you are a resource for first-hand information. You provide value.
- Show you have support. Elected and appointed officials understand that the individuals and organizations that share your position represent voters for them.
- Show personal experience with the issue – yet another opportunity!
- Every communication you have – by phone, or in person, or in writing – should have one basic message: there is an important problem in your community and you are asking someone to take action to solve that problem.
- Stick with the truth – don't get creative or exaggerate. If you don't know something, say so. You can follow up later as needed.
- Tell your story in writing... and in pictures. Easy to understand charts and graphics are also valuable, as are materials developed by other credible groups.
- Develop a one-page fact sheet that describes both the problem you want solved and what specific actions you want taken.
- Distribute your materials wherever you go, even if the people you came to visit were not available.
- Don't forget that officials and their staffs can come to you. They can obtain media coverage for such visits and/or put a photo of the visits in their newsletters. Visits will not only help them better understand the problems you are up against but could solidify support.
- Follow-up. Do what you said you were going to do.
- Don't forget to say thank you.
- Watch to see if what you asked for actually got done.
- Don't burn bridges. It is easy to become very emotional over issues that are important to you, but don't destroy a possible relationship over one issue. There will be other issues, and other times where you will want someone's support.

Handling the Media

There's nothing mysterious about the press. Reporters and editors are busy, even harried. Chances are they don't know too much about the topic and probably don't have time to learn, so don't try to tell them more than they want to hear. Don't try to convert reporters – they're not supposed to be advocates.

16 Easy Ways to Get the Word Out

1. Every chance you get, bill yourself as a supporter of sustainability.
2. Call a Speak-Out Line. Many local newspapers have call-in phone lines where you can leave a message or state an opinion without identifying yourself on a designated answering machine. The messages are then printed in a subsequent edition of the newspaper.
3. Write a Letter to the Editor.
4. Write an op-ed on sustainability, gathering factual information from any number of available sources.
5. Be a caller on talk radio.
6. Be a guest on talk radio.
7. Take a photo of an event promoting sustainability and submit it to the local newspaper, properly identified.
8. Get involved with your local cable station – get your own show or be a guest on someone else's show.
9. Put the local press on your email listserv or mailing list, to receive updates, notices, and the like.
10. Make a practice of sending out announcements to the local press.
11. Make yourself an expert on, and media resource for, sustainability issues, or recruit someone else to do so.
12. Call a reporter and introduce yourself – ask if she/he will meet for coffee and use the opportunity to give an overview of local sustainability issues and activities you or others are involved in, and their importance to our communities.
13. Visit local newspaper editorial boards – prepare your message and take it to the editors (make sure you know your stuff – these folk can be tough-minded)!
14. Go places reporters go. Reporters cover community events such as service club luncheons, charity fundraisers, candidate debates, and so forth.
15. Stockpile illustrative stories about sustainability to share with the media as appropriate.
16. Post an item about the sustainability issues that most concern you to a listserv or website devoted to sustainability topics.

Cultivate Relationships With Reporters

It can be tricky figuring out what your relationship is with reporters. You're not their client and they're not yours. Believe it or not, making you happy is not their primary objective.

Though it may sound idealistic, reporters work for their readers. Their job, along with their editors, is to decide what stories to cover and to then select the aspects of those stories that are most interesting and relevant to their readers. Those who've been at it for

any amount of time tend to be pretty good at what they do, so whatever you do, don't try to instruct them in how to do their job. You may have acquired some expertise in sustainability, but like it or not, each publication or broadcaster has the final word on how to handle your issue.

Equally important, don't assume that reporters or their employers must be either "with" you or "against" you. Experienced reporters hear all sides of major issues all the time. It's not up to them to decide who's right, only to present the views of responsible advocates and dig up whatever facts are relevant to telling the story in a fair and truthful manner.

Don't be discouraged if you don't get a good reception. Every newsroom is understaffed and, no matter how good a job you do, someday you won't get to first base.

The best long-term strategy?

Get in the habit of producing a news release or newsletter (or both) on a regular basis and send it or them to your local papers and broadcast stations, preferably to the reporter who covers environmental and urban planning issues. Over time, this will establish you as a local "authority" on sustainability and before you know it, reporters will be calling you. Believe it. It works.

To maintain your standing as an authority, be ready to provide sober, responsible answers to whatever you're asked, even if the question seems stupid or self-evident. Frequently, reporters are simply looking for a quote. If you can provide a pithy, succinct answer, you'll likely find your name in print or see yourself on the evening news.

If at all possible, don't bad-mouth the opposition. You can, and should, point out holes in their argument, flaws in their logic or errors of fact. You can even make truthful statements about an opposing group's funding sources if they're relevant. But don't make denigrating personal comments about your opponents, even if they routinely describe you as a blight on the face of the earth. Reporters respect professional, civilized behavior and will be more likely to keep you on their active list if you're pleasant, factual and available.

Some more pointers:

- First question to ask a reporter: Are you on deadline? If the answer is yes, get off the phone! Say you'll call back the next day.
- Be prepared. Acquaint yourself with the reporter's work before you call, know her or his "beat" -- the stories the reporter regularly covers.
- Write your story or event down on paper. Reporters almost always ask for information on paper. Write a background memo or press release before you pick up the phone and fax or email the memo or release the minute you hang up.
- Create a fact sheet about your effort, activity or group working towards sustainability with specifics: define sustainability, your goals or mission, plus a media contact with phone number and address information. Well-done materials will boost your credibility in a reporter's mind.

- Start from square one – don't assume a reporter knows anything about sustainability!
- Avoid sustainability "speak." Phrases like "buying green," "green building developments," or "urban sprawl," may be all Greek to a reporter who is hearing about sustainability and its goals for the first time.
- Think "Sound byte." A reporter is more likely to listen to what you have to say if you present yourself clearly, concisely and quickly. Remember, she or he has a story quota and a deadline to meet by the day's end.
- Don't be discouraged by a new or green reporter. Take advantage of the opportunity. Reporters are often transient types, who arrive in a new community with no knowledge of their surroundings. Use the opportunity to present yourself as an established member of the community and create a relationship. It's likely to pay off later when they are looking for a quote or a story idea.
- Thank journalists, via snail mail, email or a phone call, when they report on sustainability issues. Politely correct them when you believe they reported erroneously.
- Don't get discouraged easily.

Writing an Effective Press Release

Use letterhead of some sort, even if you create it on your computer. At the top right, include the name and phone number to contact for more information (CONTACT: Jane Doe, 555-1234). Be sure to list a number that will be answered by a live person, even if it includes both work and home numbers.

At the top left, indicate a release date – FOR RELEASE: IMMEDIATELY – The release date becomes especially important if the press release contains advance information or quotes for an event that hasn't happened yet. In such cases, be more specific (FOR RELEASE: 11:00 am, Wednesday, October 3, 2005).

A headline should grab a reporter's attention. Think about why some newspaper headlines make you want to read further, and then write the headline you'd like to see in the paper.

The lead, or opening paragraph or two, should answer the archetypal Five W's journalistic questions: WHO, WHAT, WHERE, WHEN, WHY (and sometimes HOW), although not necessarily in that order.

Work your way down from there, anticipating what reporters might want to know: cover the most important facts first and follow with details. Make the verbs active and the subject concrete.

QUOTES – Try to include a succinct sentence or two that sums up the essence of the release and attribute it to a key person involved in your effort, your coalition or your group. Well-written quotes often jump right off the press release and onto the newspaper!

The last paragraph of every press release essentially should be the same, a "boilerplate." It answers the questions that never change, regardless of what you're writing about. These are questions about sustainability and your effort to promote it: what sustainability is, and its primary issues, when your activity, your coalition or your group formed, and how many people are involved in your effort.

Double-space each page. Type "More" at the bottom of the first page, if yours is a two-page release. Type "-30-" or "####" at the bottom of the last page to indicate the reader has come to the end.

Keep the release reasonably short – two pages is about right.

Example:

Citizens For a Sustainable Santa Somewhere
PRESS RELEASE

Activists Call Landfill Expansion a Bad Idea

FOR RELEASE: Immediate

CONTACT: Your Name, 312-999-9999, youremail@whatever.com

Councilman Bob Blowhard's proposal to expand the Santa Somewhere landfill is environmentally dangerous and does nothing to improve the community's long-term sustainability, environmental activists said.

"Blowhard's idea belongs in the shredder," said Eva Evermore, chair of Citizens For a Sustainable Santa Somewhere. "He means well, I'm sure, but this is not the way to handle the solid waste issues our community faces."

Evermore said that a better solution would be to establish new programs to educate and encourage citizens to reduce, reuse and recycle household materials, to encourage mulching and composting of yard wastes and to adjust water rates to reward conservation.

"By taking positive measures that reward environmental stewardship, we can not only reduce the solid waste our community produces but also reduce energy consumption and reduce pollution," Evermore said.

Etc., etc.

Citizens For a Sustainable Santa Somewhere is a not-for-profit grass roots advocacy group established in 2004 to encourage the adoption of public and private policies that enhance the long-term sustainability of the mid-coast region.

Other Communication Vehicles

There are a variety of other media you can use to communicate your activities and mission:

- Place a small notice about your activity in an organizational bulletin or newsletter.
- Flyers in places of business can grab a customers' attention.
- Consider creating a Web site. Newspapers in some cities host websites for community groups and community efforts, and provide training.
- Submit a public service announcement (PSA) to a local radio station. Many stations broadcast PSAs as a free service in their listening area. PSAs are notices about special events in the community and are meant to promote not-for-profit groups and activities. Contact radio stations to learn more.

Good Company: Allies & Resources

Whether you're building a coalition or working individually, you'll want to search out and team up with organizations that are already supporting sustainability.

National Organizations

- The Sierra Club and the League of Conservation Voters, among other national groups, rate and endorse federal candidates. Visit <http://www.sierraclub.org/politics/> and <http://www.lcv.org/scorecard/scorecardmain.cfm> for details.
- The federal government's Smart Communities Network website at <http://www.sustainable.doe.gov/> has a variety of tips and information about sustainability.
- The Center for Livable Communities, <http://www.lgc.org/center/index.html>, is a national initiative of the Local Government Commissions (LGC). LGC is a nonprofit, nonpartisan, membership organization of elected officials, city and county staff, and other interested individuals throughout California and other states that helps local governments identify and implement solutions to today's problems.
- Coop America, <http://www.coopamerica.org/>, is a national nonprofit organization founded in 1982 that promotes sustainability by providing economic strategies, organizing powerful and practical tools for individuals and businesses interested in addressing social and environmental problems. Go to <http://www.coopamerica.org/individual/marketplace/IMBSTT01.HTM> to read "Ten Things You Should Buy to Stop Waste and Save Money" and <http://www.coopamerica.org/individual/marketplace/IMBSTT03.HTM> to read the article "Save Money, Time and Resources When You Shop."
- The Center for a New American Dream, <http://www.newdream.org/>, helps people consume responsibly to protect the environment, enhance quality of life and promote social justice. It has a resource-rich, "take action," Web site.
- Northwest East Institute, <http://www.nwei.org/>, offers programs that emphasize individual responsibility, the importance of a supportive community, and the dual need to walk lightly on and to take action for the earth. Programs focus on readings and discussion groups that can be easily initiated by anyone.
- Redefining Progress (RP), <http://www.rprogress.org/>, works with a broad array of partners to shift the economy and public policy towards sustainability.

- Rocky Mountain Institute, <http://www.rmi.org>, is an entrepreneurial nonprofit organization that fosters the efficient and restorative use of natural, human and other capital to make the world more secure, just, and life sustaining.
- Simple Living Network, <http://www.simpleliving.net/>, is a network of individuals who pursue a more sustainable, simple lifestyle (a.k.a. "voluntary simplicity"). Its website offers tools, examples, and contacts for those interested in a more modest, conscious and restorative lifestyle.
- Smart Growth Online, <http://www.smartgrowth.org/default.asp>, is a project of the Smart Growth Network (SGN), which was formed in 1996 by the U.S. Environmental Protection Agency. SGN is a network of environmental groups, historic preservation organizations, professional organizations, developers, real estate interests, and local and state government entities that work to encourage development that serves the economy, community and the environment. Smart Growth Online offers information about best practices in development, land use and creating more livable cities.
- Sustainability Institute, <http://sustainer.org/>, is a think/do tank dedicated to sustainable resource use, sustainable economics, and sustainable community.
- Union of Concerned Scientists, <http://www.ucsusa.org/index.cfm>, is an independent nonprofit alliance of concerned citizens and scientists striving to build a cleaner, healthier environment and a safer world.
- The work of the Worldwatch Institute, <http://worldwatch.org/>, revolves around how to achieve the transition to an environmentally sustainable and socially just society.
- The Biodiversity Project, <http://www.biodiverse.org>, which is a primarily Great Lakes based organization, has valuable publications, links, and communication resources. The publications on this site deal with several important environmental issues, such as biodiversity, habitat conservation, sprawl, sustainability, and communicating with persons of faith and religion. Some of the publications include: Ethics for a Small Planet – Communications Handbook on the Ethical and Theological Reasons for Protecting Biodiversity, Communities for People and Nature, and Building Partnerships with Faith Communities. Visit the Biodiversity Project to learn more about biodiversity and sustainable living on our small planet.

International Organizations

Take action on an international scale by educating yourself about, and supporting, one or more of the many organizations that promote sustainability on a global scale. Here are a mere handful, and each has links to other worldwide efforts.

- A World Institute for a Sustainable Humanity (A W.I.S.H.), <http://awish.net/>, is an international nonprofit organization working to provide models and support for life sustaining activities that integrate solutions to poverty and the environment while fostering self-reliance. Visit its website to learn of its local projects across the globe.
- Basel Action Network, <http://www.ban.org/>, is an international network of activists based in Seattle that seek to prevent the globalization of the toxic chemical crisis.
- Global Living Project, <http://www.globallivingproject.org/>, is an educational and research-oriented non-profit organization working on a myriad of global problems resulting from overpopulation and over-consumption. GLP conducts an ongoing and multi-faceted investigation into how humanity can live equitably and sustainably within the means of nature.
- International Institute for Sustainable Development, <http://www.iisd.org/>, advances policy recommendations on international trade and investment, economic policy, climate change, measurement and indicators, and natural resource management to make development sustainable.
- Natural Step, <http://www.naturalstep.org/>, is an international advisory and research organization working with global resource users to create solutions, models and tools designed to accelerate worldwide sustainability.

Other resources

- The National Environmental Directory, at <http://www.environmentaldirectory.net/default.htm>, is an invaluable web-based directory of 13,000 environmental and sustainability organizations. Another environmental directory, <http://www.webdirectory.com>, provides links sorted by environmental topic.
- A local environmental directory of importance is the Los Angeles County Department of Public Works website at <http://www.ladpw.com/epd/>. Here you can access sites for federal, state, and local government agencies, environmental associations, environmental education, recycling, materials reuse, hazardous households waste, air quality, storm water quality, industrial waste, and smart gardening.
- Environmental Justice is the movement for equal environmental quality for people of minority races and low income. The research and advocacy surrounding this involves the placement of toxic waste sites and industrial polluters near minority and low income areas, while depriving these areas of parks and recreational open

spaces. To learn more about Environment Justice in Los Angeles, visit http://www.lacity.org/EAD/EADWeb-AboutEAD/environmental_justice.htm. From here you can access information on national, international, legal sites, and research links. The National Environmental Justice Resource Center is at <http://www.umich.edu/~snre492>. The Liberty Hill Foundation provides grants to grassroots organizations working in environmental justice. They supply the tools and resources to educate and organize people for social and environmental change, <http://www.libertyhill.org>. For more information on environmental justice campaigns in Los Angeles, visit <http://www.libertyhill.org/donor/environment.html>.

Los Angeles Area Resources

Volunteer & Non-Profit Organizations

30-Minute Beach Cleanup

Justin Rudd
5209 The Toledo #1
Long Beach, CA 90803
(562) 439-3316
www.beachcleanup.org

Algalita Marine Research Foundation

Marieta Francis
148 Marina Drive
Long Beach, CA 90803
(562) 598-4889
www.algalita.org

Aquarium of the Pacific

John McCord, Education Manager
100 Aquarium Way
Long Beach, CA 90802
(562) 951-1603
www.aquariumofthepacific.org

Alliance for Survival - Los Angeles

Jerry Rubin, Director
2035 4th St., Ste. 103C
Santa Monica, CA 90405
(310) 399-1000
www.scced.org/scced/sust_orgs/polcyorg.html

Alliance for Survival - Orange County

Marion Pack, Executive Director
200 N. Main St., Suite M-2
Santa Ana, CA 92701
(714) 547-6282
www.scced.org/scced/sust_orgs/polcyorg.html

American Oceans Campaign

6030 Wilshire Blvd Suite 400
Los Angeles CA 90036
(323) 936-8242
(323) 936-2320
<http://www.americoceans.org/>

American Lung Association

Wilshire Blvd. Suite 300
Los Angeles, CA 90036
(323) 935-5864
www.lalung.org

American Rivers

6 School Street, Suite 200
Fairfax, CA 94930-1650
(415) 482-8150
(415) 482-8151
<http://www.amrivers.org>

Americans for A Safe Future

Jennifer Richardson
409 Santa Monica Boulevard, 2nd Floor
Santa Monica, CA 90401
(310) 395-2388
www.envirolink.org/resource.html?itemid=745&catid=5

Amigos de Bolsa Chica, The Bolsa Foundation

Alexia Swanepoel
16531 Bolsa Chica Street, Suite 312
Huntington Beach, CA 92649
(714) 840-1575
www.amigosdebolsachica.org

Arroyo Seco Foundation

Tim Brick
539 Erast Villa Street # 2
Pasadena, CA 91101
(626) 584-9902
www.arroyoseco.org

Association of Community Organizations for Reform Now (ACORN)

3655 South Grand Ave Suite 250
Los Angeles, CA 90007
(213) 747-4211
(213) 747-4221 (fax)
<http://www.acorn.org/>

Ballona Lagoon Marine Preserve

P.O. Box 9244
Marina Del Ray, CA 90295
(310) 306-6744

www.coastal.ca.gov/publiced/directory/resdirectory/b_orgs/ballonlagoon.html
www.blmp.org

Bat Rescue

The Wildlife Center's
Bat Rescue
P.O. Box 1030
Poway CA 92074
(858) 679-0211
<http://www.batrescue.org/>

Bolsa Chica Land Trust

Evan Henry, President
5200 Warner Avenue # 108
Huntington Beach, CA 92649
(714) 960-9939
www.blosachicalandtrust.org

Cabrillo Marine Aquarium

Randi Abrams-Gonzalez
3270 Stephen White Drive
San Pedro, CA 90731
(310) 548-7562
www.cabrilloaq.org

California Compost Quality Council

19375 Lake City Road
Nevada City, CA 95959
(530) 265-4560
www.ccqc.org

California Conservation Corps

11401 South Bloomfield, Box 9
Norwalk, CA 90650
(562) 651-5502
www.ccc.ca.gov

California Council for Wildlife Rehabilitators

P.O. Box 434
Santa Rosa, CA 95402
415-541-5090
<http://www.ccwr.org/>

California Deer Association Organization

820 Park Row, PMB 671

Salinas, CA 93901-2406
1-(888)-499-DEER (3337)
<http://www.caldeer.com/org.htm>

California Environmental Rights Alliance

P.O. Box 116
El Segundo, CA 90245-0116
(310) 536-8237
(309) 420-4212 (fax)
<http://www.envirorights.org/>

California League of Conservation Voters

Susan Smartt, Executive Director
10780 Santa Monica Blvd
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(310) 441-4162
www.ecovote.org

California Native Plant Society

Steve Hartman
6223 Lubago Avenue
Los Angeles, CA 91367
(818) 881-3706
www.cnps.org

California Public Interest Research Corp

Ed Maschke, Executive Director
11965 Venice Blvd., Suite 408
Los Angeles, CA 90066
(310) 397-3404
www.pirg.org/calpirg

Californians Against Waste Foundation

Johnnie Carlson
926 J Street, Suite 606
Sacramento, CA 95814
(916) 443-5422
www.cawrecycle.org

Center for Environmental Education

7016 Dume Drive
Malibu, CA 90265
(310) 589-0506

California Wildlife Center

P.O. Box 2022
Malibu, CA 90265
Emergency Phone: 310-458-WILD (310-458-9453)
(818) 222-2658
Fax: (818) 222-2685
<http://www.californiawildlifecenter.org/WhatisNew/wnindex.htm>

Children's Nature Institute

Lizette Castano, Director
1440 Harvard Street
Santa Monica, CA 90404
(310) 998-1151
www.childrensnatureinstitute.org

Clean Air Now

3438 Merrimac Road
Los Angeles, CA 90049
(310) 472-8633
www.pirg.org/enviro/cleanair/fact.htm

Coalition for Clean Air

523 W. 6th Street
10th Floor
Los Angeles, CA 90014
(213) 630-1192
www.coalitionforcleanair.org

Common Ground Garden Program

5610 Pacific Blvd, Suite 203
Huntington Park, CA 90255
(323) 838-4532
www.celosangeles.ucdavis.edu/garden

Communities for a Better Environment

605 W. Olympic Blvd, Suite 850
Los Angeles, CA 90015
(213) 486-5114
www.cbecal.org

Community Forest Advisory Committee

C/O Board of Public Works
600 S. Spring Stree
Los Angeles, CA 90013
(213) 485-5675
www.ci.la.ca.us/BOSS/streettree/StreetTreePolicies.htm

Concerned Citizens of South Central Los Angeles

Melodie Dove, Environmental Organizer
4707 S. Central Avenue
Los Angeles, CA 90011
(213) 846-2500
www.ccscla.org

Defenders of Wildlife

CA Program Office
926 J Street, Suite 522
Sacramento, CA 95814
(916) 313-5800
(916) 313-5812 (fax)
<http://www.defenders.org/>

Defenders of Wildlife

Marine Program
P.O. Box 959
Moss Landing, CA 95039
(831) 726-9010
(831) 726-9020 (fax)
<http://www.defenders.org/>

Earth Communications Office

12100 Wilshire Blvd, # 1950
Los Angeles, CA 90011
www.oneearth.org

Earth Resource Foundation

Stephanie Barger
230 E. 17th Street #208
Costa Mesa, CA 92627
(949) 645-5163
www.earthresource.org

Earth Service, Inc.

1011 Swathmore, Suite 4
Pacific Palisades, CA 90272
(310) 230-2203

Earth Share of California

Belinda M. Teitel
1821 Wilshire Blvd., Ste. 540
Santa Monica, CA 90403
(310) 264-7766
www.earthshareca.org

Eco-Home Network

4344 Russell Avenue
Los Angeles, CA 90027
(323) 662-5207
www.ecohome.org

Eco Village

3551 White House Place
Los Angeles, CA 90004
(213) 738-1254
www.ic.org/laev

Education Communications

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www.ecoprojects.org

Environment Now

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Santa Monica, CA 90403
(310) 829-5568
www.environmentnow.org

Environmental Defense Fund

3250 Wilshire Blvd., Suite 1400
Los Angeles, CA 90010
(213) 386-5501
www.environmentaldefense.org

Environmental Media Association

10780 Santa Monica, Blvd #210
Los Angeles, CA 90025
(310) 446-6244
www.ema-online.org

Environmental Ministries

7528 Garden Grove Avenue
Reseda, CA 91335
(818) 344-7870
<http://hometown.aol.com/petereco/index.html>

Expo Neighbors Association

4123 Exposition Blvd
Los Angeles, CA 90016
(213) 731-0323

Friends of Ballona Wetlands

Wendy Rains, Executive Director
7740 W. Manchester Ave. Suite 205
Playa del Ray, CA 90293
(310) 306-5994
www.ballonafriends.org

Friends of LA River

570 W. Avenue 26 #250
Los Angeles, CA 90065
(323) 223-0528
www.folar.org

Global Cities

2962 Filmore Street
San Francisco, CA 94123
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www.globalcities.org

Global Green USA

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www.globalgreen.org

Green Party of California

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P.O. Box 5631
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(310) 314-7336
www.cagreens.org

Greenpeace

3767 Overland Ave., Ste. 114
Los Angeles, CA 90034
(310) 287-2210
www.greenpeaceusa.org

Green Team Center for Environmental Studies

1744 Pearl Street
Santa Monica, CA 90405

(310) 458-8716
www.smc.edu/ces

Heal the Bay

Mark Gold, Executive Director
3220 Nebraska Avenue
Santa Monica, CA 90404
(310) 453-0395
www.healthebay.org

Hollywood Beautification Team

P.O. Box 931090
Hollywood, CA 90093
(323) 962-2143
www.hbteam.org

Huntington Botanical Gardens

Steven Koblik, President
1151 Oxford Road
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www.huntington.org

International Council for Environment Initiatives

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www.iclei.org/us

LA Shares

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(213) 485-1097
www.lashares.org

Labor/Community Strategy Center

3780 Wilshire Blvd., Suite 1200
Los Angeles, CA 90010
(213) 387-2800
www.thestrategycenter.org

League of Women Voters/Environmental Action Committee

Mary Johnson, President
2411 Cameron Avenue

Covina, CA 91724
(818) 332-6124
www.lwv.org
www.scced.org/scced/sust_orgs/poleyorg.html

Liberty Hill Foundation

2121 Cloverfield Boulevard, Suite 113
Santa Monica, CA 90404
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(310) 453-7806 (fax)
<http://www.libertyhill.org/>

Livable Places

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www.livableplaces.org

Los Angeles Conservancy

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www.laconservancy.org

Los Angeles Conservation Corps

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Los Angeles, CA 90015
(213) 747-1872
www.lacorps.org

Los Angeles County Bicycle Coalition

Katie Lund, Executive Director
634 S. Spring, Suite 821
Los Angeles, CA 90014
(213) 629-2142
www.labikecoalition.org

Los Angeles County Outdoor Science School

Los Angeles County Office of Education
9300 Imperial Highway
Downey, CA 90242-2890
(562) 922-6334
(562) 401-5405 (fax)

<http://www.outdoorscienceschool.org/index.html>

Madres del Este de Los Angeles Santa Isabel

924 South Matt Street

Los Angeles, CA 90023

(323) 269-9898

www.clnet.sscnet.ucla.edu/community/intercambios/melasi

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28754 Mulholland Highway

Agoura Hills, CA 91301-2821

(818) 889-6238

www.coastal.ca.gov/publiced/directory/resdirectory/m_orgs/malibucreekdocents.html

Malibu Foundation for Environmental Education

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Los Angeles, CA 90035

(310) 652-4324

www.malibufoundation.org

Mono Lake Committee

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Playa del Ray, CA 90293

(310) 316-0041

www.monolake.org

Mountains Restoration Trust

Carolin Atchison

3815 Old Topanga Canyon Road

Calabasas, CA 91302

(818) 591-1701

www.mountainstrust.org

National Audubon Society

6042 Monte Vista St.

Los Angeles, CA 90042

(323) 254-0252

www.audubon.org

National Audubon Society-California Chapter

4700 North Griffin Avenue

Los Angeles, CA 90031

(323) 221-2255
www.audubon.org/states/ca

Jill Shirley, Outreach Director
Audubon California, Putah Creek Road
Winters, CA 95694
(530) 795.0550

National Resources Defense Council

Joel Richards, Sr. Attorney
6310 San Vicente Blvd., Suite 250
Los Angeles, CA 90048
(323) 934-6900
www.nrdc.org

National Resources Defense Council

1314 Second Street
Santa Monica, CA 90401
(310) 434-2300
www.nrdc.org

National Urban & Community Forestry Advisory Council

P.O. Box 1003
Surgarloaf, CA 92386-1003
(909) 585-9268
www.treelink.org/nucfac

National Urban & Community Forestry Advisory Council

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www.fs.fed.us

National Wildlife Federation

Western Natural Resource Center
3500 5th Avenue, Suite 101
San Diego, CA 92103
(619) 296-8353
(619) 296-8355
<http://www.nwf.org/>

The Nature Conservancy

Los Angeles Office
523 West Sixth Street

Suite 1216
Los Angeles, CA 90014
(213) 327-0104
(213) 327-0161 (fax)
<http://nature.org/wherewework/northamerica/states/california/contact/>

North East Trees

4701 Olsen Street
Los Angeles, CA 90041
(323) 255-4863
www.northeasttrees.org

Palos Verdes Peninsula Land Conservancy

916 Silver Spur Road, Suite 108
Rolling Hills Estates, CA 90274
(310) 541-7613
www.pvplc.org

People for Parks

10951 W. Pico Blvd., 3rd Floor
Los Angeles, CA 90064
(310) 474-4248

Physicians for Social Responsibility

1316 Third Street Promenade, Suite B1
Santa Monica, CA 90401
(310) 458-2694
www.psr.org

Population Coalition

Mary Hempel, Executive Director
1476 North Indian Hill Blvd.
Claremont, CA 91711
(909) 625-5717
www.popco.org

Rainforest Action Network - Los Angeles Field Office

Tamar Hurwitz
1431 Ocean Avenue., Ste 500
Santa Monica, CA 90401
(310) 487-2068
www.ran.org

REBRAC

4175 Fairmount Blvd
Yorba Linda, CA 92886

(800) 662-2322
www.bayrebrac.org

Rhapsody in Green

135 N. Mission Road
Studio City, CA 91604
(323) 654-5821
www.geocities.com/RainForest/6316

Santa Monica Bay Keeper

Tracy J. Egoscue, Executive Director
P.O. Box 10096
Marina del Rey, CA 90295
(310) 305-9645
www.smbaykeeper.org

Santa Monica Bay Restoration Project

Marianne Yamaguchi
320 W. Fourth Street, Suite 200
Los Angeles, CA 90013
(213) 576-6645
www.santamonicabay.org

Save the Whales

P.O. Box 2397
Venice, CA 90291
(831) 899-9957
www.savethewhales.org

Sierra Club

Tony Catenacci
3435 Wilshire Blvd., #660
Los Angeles, CA 90010
(213) 387-6528
www.sierraclub.org

Southern California Council on Environment & Development

Kathleen Gildred, Director
626 Santa Monica Blvd. #253
Santa Monica, CA 90401-2538
(310) 281-8534
www.scced.org

Strategic Actions for a Just Economy (SAJE)

152 W. 32nd Street
Los Angeles, CA 90007

(213) 745-9961
(213) 745-9969 (fax)
<http://www.saje.net>

Surfrider Foundation

Christopher J. Evans, Executive Director
P.O. Box 3825
Manhattan Beach, CA 90266
(310) 535-3116
www.surfrider.org

The Trust for Public Land

Mary Menees
3250 Wilshire Blvd., Suite 2003
Los Angeles, CA 90010
(213) 380-4233
www.tpl.org

Theodore Payne Foundation

10459 Tuxford Street
Sun Valley, CA 91352
(818) 768-1802
www.theodorepayne.org

TreePeople

Andy Lipkis, President
12601 Mulholland Drive
Beverly Hills, CA 90210
(818) 753-4600
www.treepeople.org

ULI Los Angeles

Susan Kamel, Executive Director
444 S. Flower Street, 34th Floor
Los Angeles, CA 90071
(213) 236-4882
www.uli-la.org

University of California, Los Angeles Environmental Coalition

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308 Westwood Plaza, 300 Kerckhoff Hall
Los Angeles, CA 90024
(310) 206-4438
www.scced.org/scced/sust_orgs/poleyorg.html

Venice Action Committee

804 Main Street
Venice, CA 90291-3218
(310) 399-6690
www.venice.net

Wetlands Action Network

Marcia Hanscom, Executive Director
P.O. Box 1145
Malibu, CA 90265
(310) 456-5612
www.coastal.ca.gov/publiced/directory/resdirectory/w_orgs/wetlandsactionnetwork.html

Wildlife Associates

P.O. Box 3098
Half Moon Bay, CA 94019
1-800-244-WILD
<http://www.wildlifeassociates.org/>

The Wildlife Society

5410 Grosvenor Lane
Suite 200
Bethesda, MD 20814-2144
(301) 897-9770
(301) 530-2471
<http://www.tws.org/socal/>
<http://www.wildlife.org/>

Wildlife Waystation

14831 Tujunga Canyon Road
Los Angeles, CA 91342
(818) 899-5201
www.wildlifewaystation.org

World Wildlife Fund in the United States (WWF)

World Wildlife Fund
1250 24th Street, NW
Washington, DC 20037
(202) 293-4800
<http://www.worldwildlife.org/>

Zero Population Growth, Inc. - Southern CA Office

Susan Peterson
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Los Angeles, CA 90402
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www.populationconnection.org

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California Department of Fish and Game

DFG Headquarters

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Sacramento, California 95814

(916) 445-0411

(916) 653-1856 (fax)

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(562) 342-7139 (fax)

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California Dept of Parks and Recreation, Point Mugu

Cara E. O'Brien, State Park Interpreter

9000 W. Pacific Coast Highway

Malibu, CA 90265

(805) 488-1827

www.parks.ca.gov/default.asp?page_id=630

Los Angeles and San Gabriel Rivers Watershed Conservancy

111 N. Hope Street, Suite 627
Los Angeles, CA 90012
(213) 367-4111
www.rmc.ca.gov

Los Angeles County Department of Public Works

Melinda Barrett, Head of Environmental Affairs
900 S. Fremont Avenue 9th Floor
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(626) 458-5975
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Los Angeles City Bureau of Sanitation, Watershed Protection Division

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Los Angeles, CA 90065
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Los Angeles County Department of Public Works, Environmental Defense

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Los Angeles Zoo

533 Zoo Drive
Los Angeles, CA 90027
(323) 644-4224
www.lazoo.org

Southern California Coastal Water Research Project

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7171 Fenwick Lane
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(714) 894-2222
www.sccwrp.org

Riverside County Park & Recreation Dept

3900 Main St
Riverside, CA 92522
(909) 826-2000
www.ci.riverside.ca.us/park_rec

San Bernardino County Regional Parks

777 E Rialto Avenue
San Bernardino, CA 92415-0763
(909) 387-2757
www.co.san-bernardino.ca.us/parks

Santa Monica Mountains Conservancy

Dash Stolarz, Pub Affairs & Media Inquiries
570 W. Avenue 26
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www.smmc.ca.gov

Elected Officials

City of Los Angeles

Hon. James Hahn, Mayor

200 N. Spring St., Room 303
Los Angeles, CA 90012
(213) 978-0600
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Ed Reyes, City Councilman

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Wendy Greuel, City Councilwoman

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California State Senate

Senator Sam Aanestad

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California State Senate

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California State Senate

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California State Senate

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California State Senate

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