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Los Angeles Named Finalist for Municipal Excellence Award

Los Angeles, CA – The City of Los Angeles has been selected as one of 35 finalists for the National League of Cities (NLC) 2007 Awards for Municipal Excellence. The City's "Tackling Trash" program has been selected because of its innovative strategy to curbing litter by attacking the trash problem through a multi-pronged approach.

"Los Angeles has demonstrated the leadership, creativity and innovation that the Awards for Municipal Excellence promote," said Donald J. Borut, NLC's Executive Director.

The program is facilitated by the City's Watershed Protection Division and its approach focuses on implementing institutional controls, such as public education, street sweeping and enforcement, as well as installing structural trash control devices in the storm drain system. The ultimate objective of the program strives to reduce litter in order to clean communities and to keep trash out of the local waterways.

Since 2001, the City has been able to reach a 26% reduction in the amount of trash flowing to Los Angeles River and Ballona Creek.

"The program utilizes a comprehensive strategy to address an issue that plagues not only Los Angeles but many other cities across the nation," stated Cynthia M. Ruiz, Board of Public Works President, "and we are pleased to be among the finalists for the Awards."

Nominated programs, of which a total of 168 entries were received, are judged on: successful public-private partnerships ventures; productive citizen and community collaborations; effective management of municipal resources; innovative government policies; project implementation with tangible results; and/or the ability to replicate the project in other cities.

The winners of the 2007 Awards for Municipal Excellence will be announced at NLC's Congress of Cities and Exposition in New Orleans, La., November 13-17, 2007.

The City of Los Angeles, Stormwater Program is comprised of five model programs working in concert to improve the quality of life for Los Angeles residents, reduce the amount of pollution flowing through regional waterways and meet the ongoing requirements of the National Pollutant Discharge Elimination System (NPDES) Municipal Stormwater Permit. For more information about the City of Los Angeles Stormwater Program, please visit www.LAstormwater.org.

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For more information:
Awards Program and the NLC: www.nlc.org.
"Tackling Trash in Los Angeles" Program: www.LAstormwater.org