

Chair: Signe Gilson

Vice Chair: David Ruggiero

Secretary: Laura Feinstein

In attendance: Signe Gilson, Chair; Laura Feinstein; Carl Pierce; David Ruggiero; Rita Smith

Absent: Todd Johnson; George Kukahiko

Staff: Vicky Beaumont; Linda Rogers; David Marshall

Guests: Julie Pond, Wendy Walker;

5:05 pm Call to Order

Administration:

Chair Report:

- October 2010 minutes approved
- Two guests joined the SWAC: Julie Pond, Wendy Walker
- **October action items:**
 - None

Monthly Topics:

4. Report From the Trenches, Call Center – Briefing & Discussion

David Marshall, Customer Response Call Center Supervisor, briefed the SWAC on Call Center volumes, and responded to questions from the SWAC members

- Performance objective: 80% of calls are handled within 60 seconds; performance measure met for at least the last 3 months
- 40-47 agents per day on phone handling in excess of 2000 calls per day. For the last 3 months:
 - 2469 daily average for September
 - 2200 daily average for October
 - 2400 daily average for November (to date)
- Call Center handles all utility issue calls for both City Light and Seattle Public Utilities
- Agents are identified as “focus groups” which handle a variety of issues over lines of business from the customer base, which consists of over 200,000 accounts. These focus groups have training in specific areas, rotate over a 2-year period, to build capacity across the Call Center
- Many of the calls can be tracked for statistical purposes:
 - Number of calls
 - Specific areas or categories, such as recycle, account issues (open/close), etc.
- Call Center is front line contact for changes
- Questions responded to included:
 - Can data be pulled for specific issues, such as food waste program
 - Are the agents providing education, unsolicited, to customers
 - “First call resolution” is goal;
 - May respond to a question on cost by “you can reduce costs by.....”. Result is a good response with less push back

- Correspondence team who responds to emails, other correspondence referred to them
- Explore incentives for expansion of private C&D recycling capacity
- Additional performance factors which are tracked include
 - Missed calls
 - Specific complaint types – noise at night
 - #1 complaint – mini-can – opening is difficult
- When have multiple calls about an issue, how are these handled
 - There is more lag time than those issues with regular stats and hard data
 - When issue raises to awareness, manager takes it to the right people
- How many accounts are managed by the Call Center?
 - Including Seattle City Light, over 200,000
- Expect next major issue to be Every-Other-Week (EOW) pickup – David is on pilot committee; expect there to be challenges, including
 - Expect concept to be extremely difficult to convince customers of, but is doable
 - Will have some negative impact on some demographic areas
 - EOW will not raise rates, but neither will it lower them
 - Within 6-12 months, will become business as usual before EOW implementation
- Agents would prefer absolute answers on solid waste – can't happen as there are not true yes/no responses due to many components to issues

5. 2010 Work Plan – Review & Discussion

Vicky Beaumont presented the Revised 2010 Work Plan as of November 8th. This identified the completed tasks, as well as highlighting those items not completed.

- Completed tasks were notable due to complexity and volume
- Tasks not completed were discussed; some carried over to 2011; others recognized as not currently feasible due to lack of resources

6. 2011 Work Plan Draft – Review & Discussion

Vicky Beaumont presented a draft list of 2011 Work Plan items for discussion. Some of these are carry-overs from 2010, others from the draft work plans from Solid Waste work group where SWAC input may be desired. Items and discussion were:

- EOW – briefed status of recommendations submitted;
 - Missing piece is the look back to SWAC
 - Pilot committee launched end of October or first of November; Vicky conveyed communicated requests from the SWAC to the program manager
 - Vicky will follow-up with pilot committee to visit the SWAC for an update before implementation of pilot program
- Restart field trips for 2011 education opportunities
- More modeling review 1st qtr of 2011. Falls within scope of comp plan
- Cost module = cost and benefits model for SWAC to review
- How SWAC can assist in promoting reduce/reuse goals
 - Work with Dick Lilly on more definition of SWAC role within community and among businesses to:
 - Respond to issues, reactionary, urgent/timely
 - What want to be generated
 - How coordinate efforts within community
 - Does SWAC do outreach to Neighborhood Councils?
- Yellow Pages – more discussion once issue is more fleshed out

7. North Transfer Station Rebuild – Briefing

David Ruggiero briefed SWAC on large meeting held 3 weeks ago; included architects, stakeholders, and SPU staff.

- 8 concepts were presented; much more detail of internal traffic flow and facilities for each.

- 2nd meeting Monday, 11/22 to reduce preferred concepts to 5. This will be subjected to detailed cost and functionality analysis.

8. South Transfer Station Rebuild – Briefing

Carl Pierce briefed SWAC on the South Transfer station stakeholder progress and the ground breaking ceremony to be held November 22nd.

- The South Transfer Station stakeholders discussed in October the building's refined logo's design graphics. This logo will appear on the south and north side of the building. The building facility logo will not have the City's standard City of Seattle logo, but will retain the name "South Transfer Station" only.
- The South Transfer Station ground infrastructure clearing has progressed to 100%, and ready for construction of the facility. Mortenson Construction will start the initial building construction in December.
- Carol dePelecyn, the artist responsible for the building's art and design for the south Transfer Station, has plans to incorporate large parts of the closed South Park Bridge into the Building's art as a memorial of the closed bridge.

9. December Meeting

SWAC voted to not hold December meeting – no urgent matters to discuss/review.

10. Wrap Up

Recommendations

- No new recommendations from this meeting

Action Items

- Vicky will prepare and send out updated draft of the 2011 SWAC Work Plan
- Vicky will check with EOW pilot and request they come to SWAC before project implementation

Preliminary Agenda for Next Meeting – January 19, 2011, Room SMT 4096

- Approved November, 2010 minutes
- Review curbside elections
- January officer elections

6:47 PM - Meeting adjourned