



Creeks, Drainage, and Wastewater Advisory Committee (CDWAC)

May 23, 2018 Meeting Notes

Seattle Municipal Tower, 700 Fifth Avenue

Room 4901

5:30 pm – 7:30 pm

Committee Members	Present?	SPU Staff & Guests	Role
Ben Billick	N	Sheryl Shapiro	CAC Program Manager
Christina Ciampa	N	Natasha Walker	CAC Program Coordinator
Colum Lang	N	Madeline Goddard	Drainage & Wastewater Deputy Director
Gary Olson	Y	Judi Gladstone	Division Director, Strategy and Governmental Affairs, DWW
Mariela White	N	Harper (Susan)	Senior Program Manager, Strategy & Government Affairs
Michael Williams	Y	Rich Gustav	Manager, Strategic Outreach and Communications
Maria McDaniel	Y		
Thy Pham	N	Guests	
Andrew Schiffer	Y	Lisa Mikesell	Guest

1. Regular Business

- Colum opened the meeting at 5:38 PM and reminded everyone to sign-in.
- Meeting notes from April were approved.
- Sheryl indicated emergency exits and exit procedures.

2. CAC Program Updates

- **Joint Field Trips with WSAC:** There is a joint CDWAC-WSAC field trip to the Cedar River Watershed and Education Center on Wednesday, June 13. We are working through carpool coordination; expect an email soon with more details.

3. Overview of SPU Stormwater Outreach & Education Programs; *Manager, Strategic Outreach & Communications, Rich Gustav*

Rich Gustav opened with a brief outline of his background at the Utility, beginning over 30 years ago. Rich touched on the history of the Drainage and Wastewater Education and Outreach (E&O) services before diving into a sampling of the E&O programs.

- A CAC Member that is involved in creek restoration work in North Seattle expressed challenges in trying to engage with local schools. They inquired about SPU’s partnership with and access to Seattle Public Schools. Staff explained that SPU has been working for a number of years to introduce stormwater into the science curriculum in schools. SPU has a formal partnership with Seattle Public Schools and Island Wood to create a collaborative curriculum called Community

Waters. By end of 2018, 4th grade teachers from about 70 schools will have been trained. Staff noted that if it's a subject of particular interest, they would be happy to come back and talk in more detail. Sheryl added a little about the evolution of working with Seattle Schools to integrate and align DWW messages with WA State science standards and school curricula.

- A CAC Member noted that the Committees often attend community events and are looking for opportunities to reach out with relevant information. They said the Puget Sound Starts Here (PSSH) pledge/Chinook book would be something they would be happy to promote.
- [Regarding Storm Drain Stenciling] A CAC Member asked if the stencil messages reflect what specific water bodies the drains lead to. Staff explained that there are stencil messages for "Drains to Puget Sound," "Drains to Stream," and "Drains to Lake." Drains that go to the wastewater treatment plant are not differentiated, as the message – to reduce pollutants going into the drain – remains the same. Staff added that while we use the stencils, we do not install the plaques, as they are attached with glue and known to fail.
- [Regarding Don't Drip and Drive] A CAC member asked for more information about legislation to support these efforts. Staff responded that the State is looking to more formally endorse the campaign and provide for more funding sources. **Staff will send more information on this.** CAC members were concerned that SPU might be exploring penalties related to automobile leaks. Staff explained that they were not looking at penalties, but that there has been talk about providing a financial incentive to help customers fix the issue. They noted the service equity consideration, since it tends to be older cars that are impacted. A CAC member noted that there may be an opportunity to check for oil leaks during emissions testing. Sheryl then shared some history of work one in the Longfellow Creek Watershed to tie salmon return and improving water quality with Fall tune-up/maintenance promotions at local auto repair shops. .
 - A CAC member suggested the Don't Drip & Drive campaign be brought to public high schools.
- [Regarding Pet Waste Dispensers] A CAC Member that is involved in creek restoration work in North Seattle shared that their group is conducting E-Coli testing in 20 locations across the creek. They asked if there would be an opportunity to install dispenser in locations showing high numbers. **Staff responded that if there are high dog walking traffic areas (not limited to parks!), to contact them and we'll put CAC members in touch with the Program Manager.** CAC members should consider if there is a community volunteer to care for the dispenser and notify SPU when it requires refilling.
- [Regarding Pet Waste Dispensers] A CAC Member shared that Georgetown, with a high dog to people ratio, could benefit from dispensers. **Staff said they would follow-up.**
- [Regarding Pet Waste Dispensers] A CAC member asked if SPU had considered incentivizing community volunteers or working with bus stop volunteers. They explained that their daughter would get bus tickets in exchange for maintaining bus trash cans – Adopt A Stop.
- CAC Members inquired about proper disposal of pet waste, such as soiled litter. Staff explained that SPU is currently examining options beyond disposal in trash cans, and that **we could bring back more information as that is explored.**
- [Regarding Trees for Seattle] CAC Members expressed interest in this topic and felt this was a particularly important time/opportunity to impact tree coverage going forward given Council's review of the tree ordinance. One CAC member shared that they "hoped SPU would be in favor of preserving our trees." Staff shared that Judi Gladstone is a member of a management team that is advising the Mayor and City Council on evolving tree policy. **Staff noted the City is also updating our Urban Forest Stewardship Plan, which could also provide an opportunity for input.**

(SPU is part of the interdepartmental Core Team overseeing OSE development of the new Forest Management Plan)

- A CAC member inquired about responsibility in instances where a tree that was planted by the City in the right of way is infiltrating side sewers. The member noted that they are helping a neighbor explore how to repair a line in this situation. They explained that in addition, there is a compromised panel in the road in front of this side sewer line. They wondered if the City may consider replacing the connection to the main line in conjunction with the replacement of the panel. **Staff said the panel repair would be an SDOT question, but they would try to find out an answer.** Regarding the repair to the side sewer line, they said the responsibility typically lies with the homeowner.
- Another CAC member added that this responsibility to maintain the sidewalk and side sewer is why they are not willing to add trees to the front of their property. They also noted that trees can impact line of sight and block watch considerations.
- Another member shared that insurance is available to cover side sewers and waterline breaks for about \$120 per year, covering up to \$5,000 per year.
- **Staff noted that they heard a lot of interest in the side sewer program and will plan to bring that topic back to the Committee when it is ready.**
- A CAC member asked about disseminating E&O program materials at farmers markets. Staff noted that we attend some, and that Seattle Tilth Alliance is often present with SPU messages generally related to gardening, composting and food waste. Members expressed interest in sharing the materials with their networks. **Staff asked CAC members to review the list of Programs and let us know which they would like educational materials for.**

Introduction to Education & Outreach Assessment Project; Senior Program Manager, Stormwater Education & Outreach Programs, Harper (Susan)

Harper (Susan) shared a brief overview of SPU's involvement in Stormwater Outreach for Regional Municipalities (STORM), a coalition of 83 Western Washington cities and counties that have worked together since 2007 to achieve our NPDES Stormwater permit obligations. She described the Puget Sound Starts Here (PSSH) campaign, and the PSSH pledge to Protect Our Waterways. Members who committed to taking the pledge received either a Chinook Book or pamphlet with a code for the Chinook book app. **We will send a link to the pledge so members can share with their networks.**

Harper then shared about the rationale and proposed framework for the upcoming assessment of the E&O programs. Harper shared the project objectives, proposed assessment questions, potential tools being used in the assessment and project milestones as they relate to potential CDWAC opportunities for input. Members were asked to share their thoughts on the assessment, starting with the question: "What stands out to you as being important in the assessment?"

- A guest asked about how SPU is measuring success for E&O programs where a metric, such as gallons of water managed, is not possible. She used the drain stenciling example, noting that it would be difficult to measure the changes in behavior and inquired if E&O programs with easier metrics might be weighted more favorably? Staff explained that this is a challenge, and that they look for indicators of success to determine if a program is having an impact, and if it is a good investment of utility resources.
 - A CAC member shared that the drain stencils was one of their first introductions to drainage in Seattle, and that they had a hard time believing these drains would go

directly to the Puget Sound without treatment. They suggested measuring awareness and impact of the drain stencil campaign by surveying, and asking “have you seen this stamp anywhere? Do you know what it means?”

- A CAC member requested that CDWAC be engaged between the point where the logic model is created and finalized. They thought it was a great tool and felt that a run through with the Committee would produce the most valuable input. Staff said they could return with a select few of the E&O programs, and members said that would be fine
- A CAC member suggested that the assessment question list include an equity question. They felt that “who does it serve” should be expanded to “who are we trying to reach, and are we reaching them in culturally appropriate ways?”
 - Another CAC member brought up that there is also an economic component to equity; that some audiences may not be able to afford to care about the E&O programs. Staff noted that they are hoping to partner with SPU’s Community Partnerships Program (now called Community Connections) within SPU to conduct outreach in these communities to better understand what values certain audiences hold, and work to align them with SPU goals to find a behavior change campaign that is relevant.
- [Regarding the DWW E&O program handout; section on audience and message focus] A CAC member was interested in why certain messages were targeted to immigrants and refugees but not to other groups (example: learning about Seattle’s infrastructure). Another member noted later that understanding Seattle’s infrastructure could help all audiences respond more positively to other messages, such as F.O.G. (Fats, Oils, and Grease) campaigns.
- A CAC member who had participated in the 2016/2017 SPU Strategic Business Plan outreach encouraged SPU staff to consider not just benchmarking against other Cities/Utilities, but to consider looking at the successes and failures of outreach with other groups within the Utility.
- A CAC member inquired about our methods for distributing surveys related to E&O programs. They noted issues of access, privacy protection and sharing personal information, and concerns about available time. They noted that they work with seniors, who may not have access to computers but are impacted by Utility programs. Staff said that as they conduct the assessment, they will explore how we are conducting surveys.

4. All-CAC 5/16 Meeting Reflections

Sheryl invited CAC members to provide their reflections on the All-CAC meeting. One member noted they felt the meeting was a “very illustrated way of understanding SPU/City branches and how everything that is happening is connected.” Since time was not available for additional comments, members are encouraged to send their feedback via email.

5. Community Insights, Around the Table

Drainage and Wastewater Deputy Director Madeline Goddard addressed recent press regarding the announced increase in price of the Ship Canal Water Quality Project. Madeline shared about the cost reconciliation process and changes to the project design. She noted that audit numbers are available for review, and invited CAC member comment.

- A CAC member shared that when they hear reports of project cost increases before construction has even begun, they wonder what considerations were for estimating project cost, and the risks that were considered. Staff responded that as design progresses, staff have a better understanding of what we’re building, and that outside expertise is often consulted. We are working to ensure we’re learning lessons from other City projects as well.

- A CAC member inquired about Federal funding availability for this project. Staff explained that we do not have federal funding sources for this project, however, the project qualified for a Clean Water loan and we are planning to apply for a loan. Members felt that letting the public know that we are even applying for external, supplemental funding would ease some of their concern.
- A guest recalled a comment at the All-CAC meeting about rising construction costs. They asked if this was a factor in the project cost increase. Staff responded that it was, with nearly double escalation. They added that increasing the size of the tunnel also impacted the cost of the project. SPU did this because we are seeing increases to the frequency and size of storms, and modeling showed that a larger tunnel would help address the long term.
- A CAC member suggested that SPU consider hosting a class on “How to lower your Utility bill.” They said they felt it would be well attended and offer an opportunity to provide some educational materials as well. It could contain practical advice, such as appliance upgrades (and links to financial incentives/rebates to do so), information on grey water systems, etc. Other members expressed concern over the cost of their recent Utility bills, one noting that they even called customer service for an explanation. A CAC member suggested SPU partner with King County for a “Did you know?” workshop, and that it is important that the public see the Utility making an effort to reduce bill costs.

Adjourned 7:32 PM