



Creeks, Drainage, and Wastewater Advisory Committee (CDWAC)

Rescheduled MEETING & FIELD TRIP

September 26, 2018

St. Luke's Episcopal Church

5:30 pm – 8:30 pm

CDWAC Members	Present?	SPU Staff & Guests	Role
Ben Billick	N	Sheryl Shapiro	CAC Program Manager
Colum Lang	N	Natasha Walker	CAC Program Coordinator
Gary Olson	N	John Holmes	Drainage & Wastewater Deputy Director, Interim
Mariela White	N	Tom Gannon	RainWise Program Manager
Michael Williams	N	Dave LaClergue	DWW Focus Area and Planning
Maria McDaniel	Y		
Thy Pham	Y	Guests	
Andrew Schiffer	Y	Christina Heinlein	Guest
Lisa Mikesell	Y	Nico Onoda-McGuire	Guest
		Roseann Barnhill	Guest
WSAC Members	Present?	Britt Olson	Guest
Steven Cole	Y	Isabel Carrera Zamanillo	Guest
Teresa Stern	Y	Theresa Britschgi	Guest

5:45-7:15 Tour of Ballard RainWise Installations and stormwater infrastructure

Tom Gannon, RainWise Program Manager, lead a tour of the rain garden and cistern installations at St. Luke's Church. This was followed by a tour of an example of a natural drainage system project in Ballard and previewing an in-consideration RainWise installation at Philadelphia Church.

7:25-8:25 CDWAC Meeting & RainWise Presentation

Gannon provided a presentation on the history, current challenges and opportunities of Seattle's RainWise Program. The following are questions received during the presentation:

- **A guest** suggested that RainWise focus less on the environmental benefits, and more on the customer benefits and experience. They also suggested to make the language more common on RainWise materials.
- **A guest** asked when the cost of the rain garden pays off; such as average number of years? They thought the financial gain could be a good incentive to include on the Website. A guest also suggested that the RainWise program include metrics on contractors, similar to Yelp, to help customers select contractors.
- **A CAC Member** suggested there be complementary outreach to Latinx community landscapers. They suggested dual outreach to customers and contractors, so they see the connection

between them and their neighbors. They said this could help with community building, and general distrust around government. **A guest** added that Casa Latina and Centro De La Raza train landscape contractors and work with their customers as well. They felt El Centro would be happy to have a program (like RainWise) that they could connect with. They help with staff, technology and language barriers.

- **A guest** shared that RainWise connect with interns and volunteers from colleges/universities that can support landscape engineers or help facilitate workshops with community.
- **A guest** suggested that RainWise connect with Seattle Public Schools elementary schools to develop a stormwater science kit. They said they could provide an introduction to the SPS environmental education lead. Staff responded that RainWise has developed a Memorandum of Understanding with SPS to get installations for their big roofs. RainWise has identified every SPS that could qualify for RainWise that doesn't have a current install or a landmark status. RainWise is on the cusp of a few more installations.

Members broke into small groups to provide feedback on program challenges and opportunities. The following is a list of suggestions, many of which were recorded by members and guests on 3x5 index cards and collected by RainWise staff.

- Conduct outreach in Seattle & surrounding cities to Latino organizations/media to reach contractors and customers. People in the Latino community can help build trust with SPU since the RainWise program may benefit landscape businesses in their community
- Staffing Support (dual language preferred)
- Use of social media
- Language translation services
- Assistance with rebate paperwork for those who need it
- Identify a pool of lenders willing to lend money for loans
- Hire someone to work with contractors to process paperwork
- Hire culturally appropriate ambassadors or organizers to recruit customers
- Streamline rebate paperwork
- Provide a business incubator for people trained through Dirt Corps
- Build partnerships with local colleges
- To increase customer demand, create a webpage and matching postcard that shows the average return on investment and when the money will come back to them.
- Provide a feature on the website with data & statistics about each successful contractor so customers can see how many installs per year, average time to completion, average cost, etc.
- Partner with organizations that provide business training and consulting (many of them work with Latinx community)
- Partner with community organizations that train contractors, but also work with customers such as Casa Latina and El Centro de la Raza
- Facilitate lengthy paperwork processes
- Summer camps with kids and families to receive education / training
- Do workshops in areas with more diverse populations; be sure to have language/culturally competent facilitators. University and college students can volunteer and intern (connect with guest, Isabel Carrera Zamanillo, for more on this).
- Fund training programs that are much more in-depth than just the current contractor training. More about how to do a rain garden, not just the technical specs for the rebate. Plant choices, methods, etc.

- Dive into removing language barriers and age divides. In what ways can awareness on RainWise be extended/inclusive of young people? (For outreach, increase trust, provide internships).
- It sounds like there's a lot of surface level miscommunication or apprehension from customers; make Program communication more common-based with simple and direct goals being the forefront of your messaging and streamlined to minimize work for the customers.
- Survey customers and see where improvements need to be made
- For Customers:
 - Make science kit on the topic and feature it in Seattle Public Schools in basin areas (e.g. like Salmon Cycle kit). At Seattle Schools, talk to Mary Margaret Welch
 - Financial barriers (tax issue) – connect more/promote Stewardship Partners
 - Customer coaching if they want to do it themselves
 - Roofing maintenance
 - Tax offset through City
 - Creative design ideas
 - The benefits in a city with a lot of rain
- For Contractors:
 - Washington State Opportunity Scholarship will soon have a tech degree pathway. If SPU can host some of the students (in aligned fields) in observerships or apprenticeships, you will influence their future practices
 - Feature all promo materials in Spanish
 - Involve engineering or horticulture undergrads in Capstone projects that feature this topic. It will influence the future (theirs and ours).
 - Mentorship program
 - If a contractor is not available, who else could customers call? Provide that link.
 - Learning a new skill set for future
 - Acquire more of the right people
 - Understanding legal issues

8:25-8:35 CAC Program Updates

Upcoming CDWAC meeting schedule

- October 17: Drainage & Wastewater Orientation. This meeting will provide foundational knowledge for both existing and new members on the Drainage & Wastewater LOB.
- October 24: All-CAC Meeting. This Joint Committees meeting will focus on SPU Risk Assessment and Resiliency.
- November meeting: CDWAC's November meeting was rescheduled to Tuesday, November 13.

July Meeting follow-up: Sheryl noted that she would be following up via email on the Equity discussions from the July CDWAC meeting.

Community Insights, Around the Table

Time was not available.

Adjourned 8:33 PM