



## Creeks, Drainage & Wastewater Advisory Committee (CDWAC)

March 20, 2019 Meeting Notes

Seattle Municipal Tower, 700 Fifth Avenue

Room 4901

5:30 pm – 7:30 pm

| CDWAC Members            | Present? | SPU Staff & Guests     | Role   |
|--------------------------|----------|------------------------|--|
| Colum Lang               | Y        | Natasha Walker         | CAC Program Coordinator                                    |
| Gary Olson               | Y        | Shery Shapiro          | CAC Program Manager  |
| Mariela White            | Y        | Susan Harper           | Drainage & Wastewater Education & Outreach Program Manager |
| Michael Williams         | N        |                        |  |
| Maria McDaniel           | Y        | <b>Guests</b>          |  |
| Thy Pham                 | Y        | Jane Lamensdorf-Bucher | Guest  |
| Andrew Schiffer          | N        | Jason Devaney          | Guest  |
| Isabel Carrera Zamanillo | Y        | Julia Glassy           | Guest  |

### 1. Regular Business

- CDWAC Co-Chairs, Colum Lang opened the meeting at 5:36 PM.
- See “Around the Table” regarding meeting notes from the February meeting
- Sheryl Shapiro indicated emergency exits and exit procedures.

### 2. CAC Program Updates

- Upcoming meeting schedule
  - All-CAC Meeting on April 24 to include a Part II of Risk & Resiliency, as well as exploring how Claims are processed through the City
- DWW Updates
  - DWW Deputy Director, Andrew Lee, was unable to attend
  - Sheryl and Natasha will be working on a process to glean LOB updates in the future to provide on behalf of the LOB.

### 3. Impromptu Networking

CDWAC members gathered in pairs for an impromptu networking exercise. They were asked during each round (two rounds) to “describe a time when you felt particularly engaged in an environmental campaign.”

### 4. Fall Leaf Raking Pilot

Drainage & Wastewater Education & Outreach Program Manager, Susan Harper, provided a presentation on the Fall Leaf Raking Pilot. Harper started with an overview of the Drainage &

Wastewater LOB Outreach and Education team, which focuses on identifying customer values and engaging with customers in a way that is authentic.

Harper asked members to share their personal experiences with leaves and/or flooding. She then discussed the impact of fall leaves on SPU DWW surface water crews, before reviewing the policies and programs in place to track these issues and to address excess leaves, including 10 free additional bag pick-ups for leaves in the month of November.

Harper presented an overview of the findings from the 2018 Fall Leaf Raking Pilot. The goal of the project was to answer the question, “What can outreach do to augment the “Take Winter by Storm” messaging and to reduce flooding from leaf drainage issues?” Harper introduced her methodology, *community-based social marketing*, which focuses on understanding and removing barriers for behavior change. Harper reviewed the City-wide drainage “hot spot” maps, which were used to select the pilot areas of Queen Anne and Columbia City. She then covered the timeline of the pilot, economist analysis of solid waste pick-ups following the pilot, and results of the follow-up survey.

- **A guest** asked if there is a way to tell if people who didn’t rake didn’t want to respond the survey. They explained that the messaging might make them feel bad about their actions, and deter them from responding. Staff responded that since it is a self-reporting survey, it would not capture those individuals. A CAC member added that they agreed that we get a lot of conflicting messaging regarding leaf raking, so it might be wise to collaborate with others in the spirit of meaningful education. A discussion ensued about the impact of leaves left on lawns, and it was agreed that the public could use some more information on this.
- **A CAC Member** asked if SPU correlated the results of the survey with demographics, to better understand age, education, race, etc. which could help explain behavior. Staff responded that demographic questions were asked in the survey, and that the large majority of respondents were white (do we know if any respondents declined to answer?). This may have been influenced by the fact that they targeted homeowners (rather than multifamily properties?) in the pilot neighborhoods for the survey. Another CAC member asked if it would be possible to collect demographic data from the customers that extra bags are picked up from.

Harper then reviewed design ideas for Phase II of the leaf raking pilot and collected feedback from CAC members regarding reworking key messaging, or possible collaboration/coordination and partnership opportunities.

- **A CAC Member** asked what role SPU plays in leaf raking on Parks property. Staff responded that Seattle Parks manages their own leaves on Parks property.
- **A guest** asked about SDOT street sweeping. Staff responded that street sweeping is a partnership between SPU and SDOT for water quality purposes.
- **A CAC Member** asked for a clearer definition of the problem related to leaves. For example, is SPU seeing a few inches of flooding, or are there infrastructure and private home impacts? Staff responded that there is flooding of streets, and flooding can increase the risk of combined sewer overflows. SPU is currently examining the severity of these impacts. A CAC Member

responded that this information is helpful for refining messaging; raking leaves might help but clearing storm drains may be most important.

- **A CAC Member** suggested focusing on neighborhoods where clogged storm drains have been reported.
- **A CAC Member** suggested coordinating with Boy Scouts to offer a badge for leaf raking.
- **A CAC Member** suggested partnering with environmental activist groups who work with communities of color. They might be able to provide culturally relevant and appropriate messaging and insight as to who might be the best promoters of this program. For example, Front and Centered coalition or EPOC (Environmental Professionals of Color). The CAC Member said they would forward the information.
- A discussion ensued around the cost of leaf bags being a barrier. Suggestions were made to include bag giveaways in the next pilot.

Harper distributed Chinook Book cards and books. Harper to send a survey in the next month regarding if Chinook books are good incentives.

## 5. 2019 CDWAC Work Plan Topics

The latest CDWAC work plan was reviewed. The following comments were given by members:

- **A CAC Member** noted that another member, not present, may have wanted more than briefing on Item #18 SPU Apprenticeship Program (discussion and input)
- **A CAC Member** said this was the first time they had seen Item #6 Seismic Study. Staff responded that it was originally a joint meeting topic with the Water System Advisory Committee but wanted to do some follow-up with this committee.
- **A CAC Member** asked how many of these topics the Committee might address in 2019. Staff responded that it depended on availability of staff and timing of the topic. They discussed the pros/cons of multiple, short briefings, and suggested a better format may be to provide broader DWW LOB updates on this type of topic at each meeting.
- **A CAC Member** expressed interest in collecting prioritization of topics from members

## 5. Community Insights, Around the Table

- Staff revisited the Community Asset Mapping exercise from February and shared next steps relative to upcoming meeting topics.
- The February meeting notes were reviewed; they will be sent out for electronic approval.
- Staff reviewed the results of the CDWAC meeting feedback survey. Sheryl responded to a question about how the results will be used, including possibly overlaying CAC connections with current SPU projects, programs, maintenance calls, etc. to see where there are opportunities to strengthen connections or address gaps. A CAC Member asked if there was a parallel process taking place in SPU. Staff responded that this is one of the long-term goals of the new Community Affairs Division Director, but that with 1400 employees and 7 branches it would be a complex process.

- **A CAC Member** shared that RainWise will be at Rainier Beach Urban Farm on April 7 and United Church of Christ on Prospect St. (Capitol Hill) on April 13.
- **A CAC Member** shared about two upcoming events with Thornton Creek Alliance:
  - March 21 meeting on the upcoming revision of the City’s Tree Ordinance
  - “Influence of the Confluence” at Meadowbrook Pond on June 9. Family-friendly event with band and food trucks. Other watershed groups in the City have been invited.
- **A CAC Member** shared that this last week her children at the elementary school couldn’t play outside because of needles on the playground. They discussed needles being a hazard for those raking leaves in public spaces. They wanted to better understand if safety around needles is a part of SPU’s thinking and planning, explaining that the issue is bigger than individual institutions having a process and there could be benefit from some coordination.

**Adjourned 7:34 PM**