



Chair: Noel Miller

SPU Creeks, Drainage & Wastewater Advisory Committee (CDWAC)

September 10, 2014 Meeting Notes

Seattle Municipal Tower

Conference Room 5965

5:30 p.m. - 7:30 p.m.

Present: Jeremy Andrews, Cheryl Klinker, Noel Miller, Kendra Aguilar, Kaifu Lam, Fiona McCargo, Devin O'Reilly,

Absent: Marilyn Baylor, Suzie Burke, C'Ardiss Gardner Gleser, Schyler Hect

Staff: Sheryl Shapiro, Linda Rogers, Helge Felchert, Louise Kulzer, Julie Howell, Tracey Rowland

Guests:

5:30 PM Call to Order

1. Regular Business:

- Meeting notes approved for August; June's notes are still under review
- **Around the Table:**
 - 2 projects in Lake City are really coming along; project at beaver pond natural area across from Northgate winding down soon
 - Beersheva Park project: new pipe going in
 - Noel talked with Seattle Times editorial board regarding SBP, along with Ray Hoffman, and consultant and person from Mayor' office. Hour long; shows good work and good effort SPU wants to do with the SBP
 - New staff person hired as CAC Staff support; start date 9/24/14; will be shadowing Linda in October.

Monthly Topics:

2. No Trash Down to Toilet – Julie Howell, Louise Kulzer, SPU

- See PowerPoint and handouts
- Videos representing flushable issues:
SPU's recently produced 2-minute at: <https://www.youtube.com/watch?v=XskvFosHkc0>
- Spokane Study Sample (6:24 min) at:
<http://www.youtube.com/watch?v=SLTVqkXVvNk&feature=youtu.be>
- Background
 - Task process for CDWAC meeting presentation: background, input, how to be followed up
 - Questions: please focus on clarification
 - Problem to be address by this program: –trash that goes down the toilet does not break down
 - Costs due to ragging average 44% of total costs at some locations
 - 2/3 of city's wastewater is pumped
 - Potential solutions = installing different equipment or behavior change
 - SPU working on behavior changes

- Market Research
 - Market research to develop pilot outreach program
 - Nov 2013 sent out 10K surveys randomly; responses from 1641 = 17% response rate
 - Survey reflected public and private flushing behaviors
 - Jan 2014 conducted 3 focus groups to find out why flushed items down toilet
 - Product similarity
 - Sanitary issues
 - Packaging
 - Public restroom – no TP
 - If it flushes, it must be safe
 - What messages and styles would motivate change
 - Focus group video – where did SPU get focus group members? What are the demographics? In video, all participants looked white
 - Pilot basins – talked with crews; identified where most work orders were occurring
 - Small area in university area
 - Pump Station (PS) 9 near Pritchard Park – primarily residential along western shores of Lake Washington
 - Question and comment/observation: Do the Parks facilities at Pritchard Beach and Seward Park influence what is flushed? This is specifically related to different uses (saniwipes, wipes for sunscreen) at swimming areas. Wondering what % of the small business licenses around Pump Station 9 were daycares and salons (which seem like hot zones of specialized wipe use)? It seems like a large number from the perspective of someone who lives there (and went to some of those daycares).
 - Draft outreach materials
 - Business
 - Posters
 - Sticker
 - Fact sheet
 - Infographic
 - Residential
 - Mail-out poster
- Input on materials – business focus
 - Poster 1 – What can be flushed down the toilet -2
 - Poster 2 – Toilet paper only - 3
 - Do both posters make sense
 - #1 – identifies “no” items rather than toilet paper only
 - Everything else causes clogs – needs to go under the “no” column
 - #2 – people are expert at zoning out information
 - At a pass-by, message of toilet paper only get through
 - Put trash can at bottom next to the “no wipes” information
 - Recommended various graphics options
 - The paper towels resembled the toilet paper rolls just turned sideways.
 - With regard to the infographic of hair, not everyone has straight hair because it can imply a certain race.
 - These are intended for businesses/commercial, public restrooms
 - Stickers:

- #1 – Toilet Paper Only – 4
 - Likes includes facial tissue box
 - Indicates where items go
 - Make arrows more similar
 - Make paper towel reflect more like what one is used to seeing in a public restroom
 - #2 No Paper towels – 1
 - Make picture of paper towels
 - Could go on paper towel dispenser and in individual stalls
 - Change visual to paper towel in trash
 - #3 – No wipes of any kind
 - Put by diaper paper changing tables
 - Change image to reflect wipes into trash
- Business facts sheets
 - Tag line “It’s a straight flush” not referenced anywhere else
 - Recommend action change it to “Make it a straight flush”
- Residential focus – 2 sided mailer
 - Submit any additional comments to Sheryl by Thursday
 - Timeline:
 - Draft materials; get out this year; mailer out within next 4 weeks
 - Next Steps:
- Revise Materials
- Conduct Outreach
- Evaluate effectiveness to see how much is able to change work done at pump station to keep then running
- Input on maps in presentation
 - Improve maps by including: legend, N with an arrow, distance, labels that can be clearly seen from at least ten feet away, if not farther.
 - If there are two or more maps in any format (presentation or on paper), try to use the same distances for each so that one can compare the maps. Example: 1 inch would equal 1/4 mile. If the project areas are vastly different in terms of sizes then you would use appropriate distance markings instead of trying to make them both the same.

3. Utility Discount Program – Tracey Rowland, Program Manager, SPU

- See PowerPoint presentation
- Funded by SPU & SCL rate payers; administrated by HSD
- Identified Utility Discount benefits
- Discussed program eligibility
- Income guidelines:
 - <70% of state median
 - Qualified multi-family customers are eligible for rate credits (discounts)

Question: How many people they estimated that needed help with their bill? According to 2010 census data and it was about 70,000.

- UDP Program 2013 Baseline
 - Enrollment – 14,000 total active households
 - SPU enrollment – Water – 10,941
 - Sewer – 9817
 - Drainage – 9755
 - Solid Waste – 8934
- Discussed Mayor’s Initiative 2014
 - Goal – double 2013 active UDT enrollment from 14,000 to 28,000 households
 - Identified Interdepartmental Team to accomplish Initiative
 - Task – develop action plan to strengthen rate assistance and double UDP enrollment by 2018
- Interdepartmental Team
 - Prioritize efficiency and customer service
 - Assess current conditions
 - Identify and address barriers
 - Identify areas for reform, innovation and expansion
- Recruitment/Enrollment
 - Identify one point of entry to City UDP
 - Enhanced direct mail campaign
 - Partnership with Community Organizations to assist customers with program materials in native language
 - Use Race and Social Justice filter to evaluate policies, procedures and marketing outreach plans to more effectively engage with underserved households
- Customer Retention has been an issue; issues addressed to increase retention include:
 - Expand eligibility period for non-senior households to 2 years; senior household eligibility remains at 3 years
 - UDP moves with customer
 - Increased follow-up with households nearing end of eligibility period
 - Include UDP benefit amount on billing statements
 - Increased Call Center activity/referrals
- Process Improvement
 - Simplify application and documentation process
 - Reduce income documentation to 1 month
 - UDP moves with customer
 - New UAP3 database allows more efficient customer management
- 2014 Trends
 - As of Sept 1, 2014, total active enrollment has increased from 14,000 to 16,123 households since Jan 1, 2014 – in increase of over 15%
 - As of Aug 1, 2014:
 - Water increased to 12,283 12%
 - Sewer increased to 11,024 13%
 - Drainage increased to 10,955 12%
 - Solid Waste increased to 10,006 13%
 - Highest UDP enrollment in over a decade
- How will we meet the goal? Methods include:

- Currently on track to meet 2014 goal of 16,800
- Online application
- Streamlined, more efficient process
- Institutionalized use of the RSJ Equity filter to inform policy and marketing
- Community partnerships and engagement with customers within their communities and in their preferred language
- Recertification reminders and longer periods of eligibility
- Continued monitoring and development of improved processes
- Access to Mayor's report: <http://murray.seattle.gov/wp-content/uploads/2014/08/UPD-Report.pdf>

Additional Comments:

- Analysis revealed significant issues with underserved Immigrant & Refugees, Native Americans and African Americans.
- Expanding program is real racial equity issue
- Have to keep working on how to meet needs of all communities in an equitable way.
- Biggest barrier is language which also leads to other barriers
- Education is biggest need; also need to build relationships within community Work with community based organizations; work with people who can explain and help through processes in their native languages.

Questions:

- How do people signup?
- Can people bring physical application to neighbor centers?

4. Director's Updates – Helge Ferchert, SPU

- Presentation by Julie Howell will demonstrate set up for future formats and discussions for presentations

5. CDWAC Stationery Logo – All

- Active discussion on final choices for CDWAC Logo
- Reviewed choices and voted on preferences
 - Recommend putting logo together and submitting for City review process for approval

6. Review:

- Action Items and Announcements:
 - WSAC – Tap Water Campaign meeting next Wednesday, September 17, 5:30-7:30
 - This topic will discuss and address equity issues
 - Julie's task process (framework) Helge would like feedback on format used tonight in Julie's presentation : re task process (framework)
 - Sheryl will send out Doodle poll regarding field trip options
 - Julie will respond to parking lot questions
- Preliminary agenda for **Oct 15** meeting:
 - Possibly Delridge CSO – more information on project
 - SBP – realignment and what's happening (if new information is available)

Meeting adjourned: 7:40 pm

**PARKING LOT ISSUES FROM KEEPING TRASH OUT OF THE TOILET
PRESENTATION TO CDWAC 9/10/2014
FOLLOW UP**

These issues were listed on our Parking Lot list at the end of the presentation:

1. Racial composition of focus groups
2. Survey results – what do the different n numbers for different questions signify?
3. Label maps (for future presentation?)
4. Does Rainier Beach High School go to the Pump Station 9 basin?
5. Do the parks facilities (Pritchard Beach and Seward Park) influence what gets flushed?

Here is the follow up information that we have.

1. Demographics including racial composition of focus groups and survey respondents:

SURVEY

Printed survey mailed to 10,000 randomly selected Seattle households. Responses collected via mail and by online option.

Gender	
Male	37%
Female	63%
Household Income	
Less than \$10,000	4%
\$10,000 to \$14,999	4%
\$15,000 to \$24,999	6%
\$25,000 to \$34,999	9%
\$35,000 to \$49,999	11%
\$50,000 to \$74,999	18%
\$75,000 to \$99,999	13%
\$100,000 to \$149,999	17%
\$150,000 to \$199,999	9%
\$200,000 or more	10%

Age	
18-34	17%
35-54	32%
55-64	21%
65 and older	30%
Highest Degree of School Completed	
Less than HS diploma or GED	2%
High school diploma or GED	7%
Some college or technical school or AA degree	19%
Four year college degree	32%
Post graduate work or degree	41%

Hispanic, Latino, or Spanish Speaking Origin?	
Yes	3%
No	97%
Race	
Black/African American	3%
White/Caucasian	85%
American Indian or Alaskan Native	1%
Asian	9%
Native Hawaiian or Pacific Islander	1%
Other	2%

Immigrate to US?	
Yes, immigrated to US	10%
No	90%
Languages Spoken in Home	
English	96%
Spanish	1%
Russian	<1%
Vietnamese	<1%
Chinese, Mandarin, Cantonese	1%
African Languages	<1%
Other	2%

FOCUS GROUPS

3 Focus Groups Conducted in January 2014: 1 Group Males, 1 Group Females, 1 Group Janitors

24 Total Participants, 13 Female and 11 Male

Age	
?	4 %
18-24	4 %
25-34	25 %
35-44	13 %
45-54	25 %
55-64	4 %
65 and older	25 %

Income	
Blank	17 %
Less than \$35,000	8 %
\$35,000 to \$49,999	13 %
\$50,000 to \$74,999	17 %
\$75,000 to \$99,999	25 %
\$100,000 to \$149,999	4 %
\$150,000 to \$199,999	8 %
\$200,000 or more	8 %

Race	
Black/African American	8 %
Mixed Race	4 %
White/Caucasian	88 %

Racial demographics for City, Survey, and Focus Groups:

Race	City 2010 Census	Survey	Focus Groups
White/Caucasian	69.5 %	85 %	88 %
Black/African American	7.9 %	3 %	8 %
American Indian & Alaska Native	0.8 %	1 %	
Asian	13.8 %	9 %	
Native Hawaiian & Other Pac. Islander	0.4 %	1 %	
Other race	2.4 %	2 %	
Two or more races	5.1 %		4 %
Hispanic or Latino ethnicity (of any race)	6.6%	3 %	

We selected focus group members from survey respondents who reported that they flush wipes, facial tissue, or paper towels down the toilet as we wanted to work with people who had those behaviors. Our focus group members did represent a range of ages and incomes. Yet the racial representation was not as diverse as our city. This is a lesson learned for me in managing a focus group effort. We will strive to achieve better racial representation in any future focus group work we do.

2. What do the n numbers mean in the survey results?

As suspected, the n numbers refer to the number of people who answered a particular question, as not all respondents answered all questions.

3. Label maps for future presentation.

Point noted.

4. Does Rainier Beach High School go to the Pump Station 9 Basin?

While Rainier Beach High School at 8815 Seward Park Ave S is very close to Wastewater Pump Station 9 at 8400 55th Ave S, wastewater from the high school does not go to Pump Station 9.

5. Do the Parks facilities at Pritchard Beach and Seward Park influence what is flushed?

The Parks facilities at Pritchard Beach and Seward Park are in the Pump Station 9 wastewater basin. We are working with Parks to determine those local impacts and make sure that we provide appropriate signage for those facilities.