



Chair: Signe Gilson

Vice Chair: Julie Pond

Secretary: Laura Feinstein

In attendance: Signe Gilson, Chair; Dan Corum, Laura Feinstein; Carl Pierce; Julie Pond, David Ruggiero; Rita Smith, Rob Stephenson

Absent:

Staff: Vicky Beaumont; Linda Rogers, Dick Lilly, Carl Woestwin, Veronica Fincher, Rich Gustav

Guests:

5:05 pm Call to Order

Administration:

Chair Report:

- Welcome to SWAC's new members: Dan Corum, Julie Pond, and Rob Stephenson. The 4th new member will start with the March meeting.
- January 2011 minutes approved
- **January action items:**
 - Vick Beaumont advised the 2011 projections for tonnage disposed are not yet available
 - SWAC Work plan revisions pending Chair's input
 - Member interest and contributions matrix – most members contributed

Monthly Topics:

4. Every Other Week (EOW) Pilot Design – Briefing & Discussion

Carl Woestwin briefed the SWAC on the background, next steps, and key issues of the EOW pilot:

- Background
 - Council directed SPU to complete pilot in 2011/12 Budget Legislation
 - Collection contracts include terms for citywide service in April 2013, with notice due out by June 2012
 - Citywide implementation contract savings are projected to be approximately \$6M/year, but represent only a minimal discount on the average solid waste bill
 - Majority of customers have opposed the change in prior surveys; the home organics survey resulted in 51% respondents not being in favor of EWO; this will be a tough sell.
- Pilot Objectives
 - Measure potential customer subscription changes to allow SPU to set appropriate citywide rates if pursued
 - Estimate potential for diversion and waste prevention impacts
 - Understand customer and community barriers, concerns, and opportunities to mitigate impacts
 - Test customer outreach, data systems and operational elements
- Pilot Design
 - Field implementation July 2 to Dec 31, 2011

- Up to 800 customers targeted on up to four routes; the routes are in the process of being selected; objective is to reflect demographics of City of Seattle
- Race and Social Justice Equity filter supports the design, route selection, outreach, and evaluation through public outreach and community engagement efforts
- Pilot Customer Rates and Stipends
 - Pilot customers to receive new bills, rates, and can size choices
 - SPU to test two sets of rates: One structured to maintain 'steepness' in can rates (and customer cost of increasing their can size to maintain service volume); and one structure with 'flatter' rates
 - Cost recovery a major issue; we know the cost, but not revenues, which are based on can size
 - Stipend covers worst case bill impact (ex: if you double your can size to maintain service volume) and rewards customers for participation and inconvenience
 - Customer on steeper rates will receive \$100 stipend and customer on flatter rates will receive \$50
 - Stipend could be provided at beginning (acknowledge inconvenience to his isolated group); or at the end (to minimize any potential influence on bill choices); or both
- Next Steps and Major Milestones
 - Mayor senior staff briefing February 8
 - Council Member Obrien briefing, including RSJ effects February 10
 - Legislation for pilot rats transmitted to council Late February
- Key Issues
 - **Provide customer stipend at beginning, end or both.** Conflicting interests of: a) minimize perceived impact on participant bill choices, vs b) provide some reward to these pilot 'victims' up front
 - **Route selections**
- Recommendations from SWAC
 - Allow customer to change can size within a month of Pilot start without charge
 - Have garbage pickup same day as organics; would result in some days no trucks on streets at all
 - Those customers with micro-cans who have to get 2 cans should not be penalized
 - Have neighborhood meetings pre-pilot, and after
 - Question raised on how SPU will measure increased contamination in recycle and yard waste. Response was that SPU may get some interns to actually look at the bins throughout the pilot areas throughout the pilot project.
 - SWAC requested to review the pilot prior to implementation; will review further at March meeting

5. Product Stewardship – Briefing and Discussion

Dick Lilly presented a list of 2011 proposed state legislation which is of interest to the Solid Waste Utility. These included:

- SB 5110 – Carpet product stewardship
 - Dick distributed a draft letter of support for SWAC to review, and submit edits. This needs to be completed ASAP.
 - Hearing taking place Feb 2nd relating to this topic with the State Environment, water and Energy Committee
 - Looks favorable; industry in favor of issue; most deal with toxic materials
- SB 5234 and HP 1370 – Secure Medicine Return
 - This has been of concern and action for 4 years, with the last 3 years taking serious action
 - Bill has lots of support from law enforcement
 - Goal is to prevent diversion in market
- SB 5632 and HB 1496 – Disposal of Residential Medical Sharps Waste
 - Bill initiated by Waste Management
 - Emphasis is that sharps are a health hazard

- Goal – to have pharmacy or mail back options for sharps users (such as diabetics)
- Dick will request letters of support/opinion on other items as they come up

6. Community Grants – Briefing and Discussion

Veronica Fincher briefed the SWAC on how the community grant funds have been used/distributed.

- 2008 and 2009 - \$100K was available and was used throughout the communities
- 2010 – amount available was reduced to \$20K; 11 grants were issued and focused on schools for composting programs
- 2011 - \$100K was re-established; will continue to focus on school grants, both public and private.
 - School breakdown is 75% public, 25% private
 - 71% of private schools do not have a composting program
 - 41% of public schools do not have a composting program
 - Grants may be comprised of money or supplies to help develop recycle and compost services
 - Bins for school lunch rooms
 - Worm bins
 - Education programs
 - 2011 and 2012, will concentrate on grants to schools
 - 2013 and beyond, return to making grants to communities
 - Future focus will be based on interests at the time

7. Yellow Pages and Junk Mail – Briefing and Discussion

Dick Lilly and Veronica Fincher briefed the SWAC on the current status of the Yellow Pages issue in Seattle.

- May be impacted by HB 1751; if State requires this, may be a moot issue for Seattle
- Seattle continuing to work on issue until State HB action is determined
- Request For Proposal (RFP) was put out; have hired Catalog Choice for this project
- Contract allows for opt-in for white pages, depending on what happens at the State level
- Seattle is going to establish and operate a yellow-pages opt-out registry for the companies who deliver 3 major yellow-pages publications throughout the City
- Need enforcement capacity
 - If more than half of 1% opt-outs are delivered, Seattle will levy a fine of \$125 for each occurrence
 - State fine is much steeper - \$500 per event
 - Move cost of recycle to producer
- Have issued letter of intent to Catalog Choice
 - Consumers will have options to use web site, phone, or email options for making opt choices
 - Focusing on underserved communities
 - Establishing reporting requirements
 - Contract is in progress; expect to finalize within the next two weeks
 - Expect to launch by July 1st
 - Includes junk mail – waste prevention

8. 2011 Officer Elections

Elections were held for the positions of Chair, Vice-Chair, and Secretary. Results were:

- **Chair** – Signe Gilson was re-elected
- **Vice-Chair** – Julie Pond was elected
- **Secretary** – Laura Feinstein was re-elected

9. Annual Committees Meeting –Discussion

Vicky Beaumont asked the SWAC for ideas on what they would like to see at this meeting, which is tentatively scheduled for April 6th from 3-5. Suggestions included:

- Recruitment and retention of committee members
- Request Ray Hoffman be at meeting and speak to the CAC attendees
- How SWAC/CACs can be influential/persuasive, alternatives to being so
- What are the expectations for member outreach, communicating back to their “communities”? What are some effective means?
- Political perspective/s on our issues
- Council Member Obrien at meeting
- What are the other committees’ issues?
- “Stories” from each committee – something they worked on and how it went, what they learned – “successful” or not.
- How can we better interact with other CAC’s Is this even an option?

10. Wrap Up

Recommendations

- See #4 re EOW pilot.

Action Items

- Julie – draft letter regarding micro-cans for small businesses, distribute to SWAC members for comments
- Product stewardship - carpet legislation support – finalize after clarifying intent of last sentence in the draft.
- Contact Carl Woestwin to return to the March meeting for follow-up information on EWO

Preliminary Agenda for Next Meeting – March 2nd 2011, Room SMT 5965

- Approve February 2011 minutes
- Every-other-Week – Carl Woestwin
- Multi Family organics universal service
- Commercial cans – making smaller ones available (discuss Julie’s proposed letter)

6:55 PM - Meeting adjourned