



## SPU Solid Waste Advisory Committee (SWAC)

September 3, 2014 Meeting Notes  
Seattle Municipal Tower, 700 Fifth Avenue  
Room 5965  
5:30 p.m.-7:30 p.m.

*Co-Chairs: Wendy Walker & Heather Levy*

*Secretary: Chris Toman*

**Present:** Heather Levy, Wendy Walker, Katie Kennedy, Dan Corum, David Della; Joseph Ringold, Chris Toman

**By Phone:** Erika Melroy

**Absent:** Stephanie Schwenger

**Guests:** Rodney Proctor; Marcia Crowell; Mendy Doke, KC LHWMP

**Staff:** Dick Lilly, Tim Croll, Linda Rogers, Sheryl Shapiro, Tracey Rowland

5:37 pm Call to Order

### 1. Regular Business –Heather Levy, Co-Chair

- Meeting notes approved – August 5, 2014
- Report on outstanding items from August – none
- Chair report – none

### 2. Utility Discount Program For Low income Customers (UDP) – Tracey Rowland, Program Manager

- 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)
- 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>

Questions:

- What is annual cost to rate payers’ percentage to the rate payers. Less than 1% of bill

- Are we able to track the demography of the new customers signing up? Are we reaching those we want? This kind of detailed tracking is planned. One significant advantage of working with the Human Services Department on the Utility Discount Program is that they offer an array of services for low income households and have the ability to track demographic data, including language, race and ethnicity closely.
- Are there benchmarks that indicate we are meeting the goals set by the Mayor's initiative? Yes, there are metrics established for each component of the program, including recent policy and procedure updates discussed during the presentation. The long-range plan implementation teams will also establish metrics for policy and procedure improvements not yet implemented. Ongoing evaluation, monitoring and reporting on all components are required as part of this initiative.

### 3. Update on food waste disposal ban – Tim Croll, Solid Waste Director

- Ordinance to council; to be heard Tuesday, Sept 9th; SWAC can testify at public section at front end of meeting at 2 PM
- Heather will be at public comment section of meeting
- Can people write letter – send to [sally.bagshaw@seattle.gov](mailto:sally.bagshaw@seattle.gov)
- Review letter to council regarding support of food waste disposal ban, and provide feedback to Chris Toman.
  - Noon deadline tomorrow (9/4); assume silent consent affirms agreement; Chris will finalize letter.
  - Send letters to Council Member Bagshaw; Bruce Harrell and Kshama Sawant

**Action Item:** Dick will send signature file to Chris in the morning.

### 4. Product Stewardship - Mendy Doke, King County LWMP

- Focused on paint stewardship over this last year
- E-cycle celebrated 5<sup>th</sup> anniversary – has kept lots of electronics out of landfills; provides some business opportunities for workers
- CFLs and fluorescent light recycling (called LightCycle WA) will start first of year
- American Coating Association – came up with some language in upcoming bill that allows some curbside pickup. Waste Management played a role in this.
- Passed out of House Environment Committee this year
- Stakeholders had meeting in May; waiting to see if language changes will be made to the bill; success will be dependent on November elections; stewardship not presently high on priority list, particularly in Senate.
- Trying to get other local agencies throughout the state to weigh in on matter; letters are written in support of paint legislation
- Asking if SWAC supportive of paint stewardship, would like that support made known by writing letter of support
- Timeframe: by November; want to send strong message to legislature that there is strong support on paint stewardship
- Sponsors of bill are Senator Marilyn Chase, Shoreline; Rep. Roger Goodman
- Erica testified at hearing; was very helpful

- When have new bill numbers, send follow-up reiteration of support for legislation
- May see expansion of E-cycle brought forward by Ecology to include TV connected devices and computer peripherals.
- Rechargeable battery stewardship bill – industry came together in June; bill may be run in CA and Connecticut only this year.

**Action:** Dick to let SWAC know when product stewardship bills will have legislative hearings, other actions

KC Listserve sends out updates weekly on legislation – Dick will send all email addresses for SWAC members to person who manages the Listserve so members will individually get notifications.

**5. NW Product Stewardship Council** –Heather Levy on behalf of Stephanie Schwenger

- Review draft position statement from policies of Washington members
- Audience is intended for groups like SWAC
- Looking for a general reaction
- Reduce to key themes, rather than repeating some items in each area
- Intent of document is to communicate to various communities what the Council is really trying to do

**6. Compostable Food Packaging Ordinance** – Dick Lilly, Policy Advisor

- Was bag color issue going to be an issue
- Checked with Cedar Grove; they can live with it
- Easier to work ordinance as a package for prevention of contamination
- Over next 3 months, will develop director's rule which will describe the exemptions; folks will be able to review and comment on this.
- Ordinance will be re-introduced in Q1 2015
- Cost will not be an automatic exemption
- Cost will be an educational piece to the public
- Many compostable packaging items are less costly than the original packaging and experience shows that cost of compostable options drops over time
- Documentation is handed out that has figures on it on how to save money by increasing composting and decreasing garbage
- With some types of products, businesses have choice of compostable or recyclable
- Exemptions may include deli trays; dome covers for chicken; bakery goods coming out in plastic

Questions:

- Does cost outreach include a cost tradeoff for the customers? SPU and Cedar Grove use the cost tradeoff from switching to compost and reducing garbage as a sales point.
- Are coffee cups going to be an exemption? Still will be recyclable.
- What are we doing for education on this? General outreach program will be presented at later meeting.

**ACTION:** Spend more time at a future meeting to discuss additional information on packaging

## 7. **Drinking Tap Water Campaign** – Sheryl Shapiro

- Next meeting at WSAC meeting on 9/17
- All are welcome to attend
- Katie and Heather – working on water bottle industry; working on presentation. Will present to SWAC if interested; if have white papers, documentaries, etc., we should see, please send to Katie and Heather
- Chris and Kyle from Water – working on position problem statement; frame issue; put together outline

## 8. **Hazardous Waste Plan** – Dick Lilly, Policy Advisor

- Dept of Ecology Solid & Hazardous Waste Plan (Beyond Waste) Update – 1<sup>st</sup> draft
- Easy document to read
- As looking at the document, Ecology is meaningfully and consciously making shift in definition toward what they are calling “Materials Management”
- Do you expect Seattle to follow suit? SPU already moving in that direction.
- SPU will have a corporate response to the draft plan compiled by Vicky Beaumont.
- Deadline for submitting comments is 9/17

**Action:** SWAC members are to read the report on-line and make comments – Dan will make comments on Organics section

In a practical matter – each should go online and comment in those areas each are familiar with; future iterations can have opportunity for SWAC to comment as a group

## 9. **Discussion Items**– Discussion by All. Poll on field trips:

- Cedar Grove; 3
- Watershed; 1
- Erica offered her new MRF recycling facility; 4
- Cascade MRF in Woodinville; 3
- South Transfer Station; 3
- Wastewater treatment plant 4
- Watershed and Wastewater treatment plant may be good for cross committee participation
  - Timeframe: Mid-October

## 10. **Around the Table:**

- Plastic caps on bottles – message is still cap goes in the garbage
- Sheryl shared flyer on salmon – “It’s Salmon Seeson Again” at the watersheds, with dates and locations of events/activities

## 11. **Wrap-Up**

- **Action items:**
  - Dick to let SWAC know when legislative issues arise
  - Future meeting - spend more time to discuss additional information on compostable food packaging
  - SWAC members to read Dept of Ecology’s Solid Waste & Hazardous Waste Plan draft on-line and make comments – Dan will make comments on Organics section

**13. Preliminary agenda for next meeting:**

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**Next meeting is October 1, 2014 from 5:30 pm to 7:30 pm**

7:30 PM - Meeting adjourned