



SPU Solid Waste Advisory Committee (SWAC)

March 1, 2017 Meeting Notes

North Transfer Station

5:30 pm – 7:30 pm

Chair: Holly Griffith

Vice-Chair: Quin Apuzzo

Committee Members	Present?	SPU Staff & Guests	Role
Quinn Apuzzo	Y	Sego Jackson	Solid Waste LOB Liaison
Anna Dyer	Y	Sheryl Shapiro	CAC Program Manager
Holly Griffith	Y	Jeff Neuner	Solid Waste Facilities and Landfill Closure Program Manager
Jamie Lee	N	Susan Fife-Ferris	Division Director SPU Solid Waste Planning and Program Management
Heather Levy	Y	Veronica Fincher	Waste Prevention Program Manager
Emily Newcomer	Y	Kelsey Neal	Waste Prevention Intern
Chris Toman	Y		
Colin Groark	Y	Guests	
		David Ruggiero	
		Amelia Fujikawa	
		James Subocz	

1. 5:00 – 6:30PM SPU North Transfer Station Tour

Jeff Neuner, Solid Waste Facilities and Landfill Closure Program Manager, led a tour of the North Transfer Station

2. 6:30-7:30 Love Food, Stop Waste: Food Waste Prevention Program/Outreach Materials Review:

Veronica Fincher, Waste Prevention Program Manager, and Kelsey Neal, Waste Prevention Intern

- New outreach/event materials were on display and the Committee walked through them, tried them out and provided feedback
- These pilot materials will be tested out in the field by SPU staff at select events/Farmers Markets during the spring and summer; final materials should be ready by end of year
- Audiences for the food waste prevention program are: families with children, millennials, African-American community
- Veronica and team are partnering with Seattle Tilth on outreach opportunities
- Feedback on the materials and booth included:
 - Very interactive. The large display of the refrigerator with educational “tidbits” was well-received.
 - Suggest incorporating more educational tidbits on proper storage or best practices.

- Several Committee members suggested using numbers on the refrigerator display (with corresponding key) rather than having everything listed on the sign/board itself and having a corresponding key with the best practices
- The fake food looked real and was fun to play with.
- The booth was “adorable.” Would stop and spend time there with kids. The educational “tidbits’ in the circles keep adult engaged while kid is using Velcro food.
- The three sections looked disjointed. Suggestion to create one large 3-panel display that addresses the three key messages of food waste prevention might. For example, "Shop with Plan", "Store so it Stays" and "Compost when Done."
- Lead with the messages: Plan, Shop, Eat, Compost
- At the shopping activity station, several Committee members recommended having a shopping list as part of the public educational materials.
- Grocery area: Helpful to call out in sheet or numbered; expand answer sheet
- Price of item important to include
- Egg/water; celery/strawberry Have placard or info to explain what to do if staff is too busy for the things that are not Velcro-d
- “Why does egg float? Have answer inside.
- Note: identify Freezer with a visual such as snowflake or ice cream container; Location of freezer-? Show visually cold, colder, coolest?
- Provide humidity info
- Have instructions for self-serve @ booth: what am I supposed to do
- Where is entry point for booth? - need guidance
- Visually it is 90% storage- what about meal planning? Have a visual representation of meal plan, shopping list; offer pads as giveaways
- There was a lot of discussion and edit suggestions on the food cycle design. Too many to count. Some notable ones were:
 - Too confusing and more synonymous with recycling.
 - Don't use the color blue.
 - Perhaps just have one header rather than two that address both sides of the cycle
 - Review pictures being used; see if there are better, more representative images, tailored to different communities
 - The overall message confused some--was it a cycle or a system? What point was the design trying to get across
 - Use (different?) graphic for compost scraps

Commentary/feedback on the trivia game included:

- The look of that material was different from everything else. Looked more corporate rather cartoonish and fun like the rest of the materials
- Perhaps it was the pictures being used
- One comment was made questioning the intent/relevance of the climate change question

- Another comment was made about the use of true/false statements and how when phrased in a certain way, as they were on this game, it always leads the respondents to the correct answer.
- Photos too “serious”- didn’t want to engage
- Repeat messages from trivia and booth to reinforce

Additional comments:

- One member shared experience with outdoor displays and mentioned that Velcro does not do well in summer sun- explore other ways to attach- he can help.
- Tips on proper freezing would be very helpful.
- Mention looking at expiration dates on items- how to read
- Check with Children’s Museum, Top Ten Toys to see about other food items that would be from different cultures

3. Solid Waste Updates & Legislative Updates

SPU Solid Waste Planning and Program Management Division Director, Susan Fife-Ferris, and Solid Waste LOB Liaison, Sejo Jackson, provided a few Solid Waste line of business and legislative updates.

- Long-haul contract amendment voted on and approved on Monday, April 3 by City Council. \$8 million savings between 4/2017 and 3/2024 in exchange for pushing a 2019 opt out opportunity to 2024.
- The RFP for solid waste, recyclables, and compostables collection will be released within a few months. This is for new collection contracts starting 4/1/2019.
- SPU has been part of an Emergency Operations Center, City-Wide Homelessness Response Activation helping manage the clean-up of unsanctioned homeless encampment trash and litter debris fields throughout the City. This is a 16-week effort, that will most likely continue in one form or another after the end of the initially identified period. Susan is happy to give a more detailed presentation and update to SWAC at future meetings.
- Member question: who funds this work?
 - Answer: The tax on the Solid Waste Fee goes to the General Fund; clean city activities, which the homeless encampment activities fall within, are funded from the General Fund.
- There are currently 400 homeless encampments in the City; 6 sanctioned encampments.
 - An encampment can consist of one tent or multiple tents. So long as someone is residing in the location, it is considered an encampment.