



**Water System Advisory Committee (WSAC)
January 10, 2018 Meeting Notes
Seattle Municipal Tower, 700 Fifth Avenue
Room 4901
5:30 pm – 7:30 pm**

Committee Members	Present?	SPU Staff & Guests	Role
Joel Carsley	Y	Sheryl Shapiro	CAC Program Manager
Steven Cole	Y	Natasha Walker	CAC Program Coordinator
Paul Reed	Y	Kathy Curry	Water LOB Liaison
Rodney Schauf	Y	Joan Kersnar	Drinking Water Planning Manager
Teresa Stern	P		
Michael Godfried	Y	Guests	
Kat Dej-Panah	N-ex		
Wendy Walker	Y		
Ky Lewis	On Leave		

Action Items

- ✓ Natasha to send out email with 2013 WSP Link

1. Regular Business

- WSAC Chair Rodney Schauf opened the meeting at 5:36 PM and reminded folks to sign-in.
- Committee Members, SPU staff, and guests introduced themselves.
- Meeting notes from November were approved. Meeting notes from December will be reviewed in February along with the January meeting notes.
- Sheryl indicated emergency exits, exit procedures, and bathrooms.

2. CAC Program Updates

Membership & Ongoing Recruitment

Sheryl provided an update on membership.

Melissa Levo has been hired as a Seattle Public Utilities employee on the Water Resource Conservation team and as a result will no longer be serving on WSAC. Melissa sent her thanks to the Committee. Ky Lewis is officially on a leave from WSAC for Q1 due a graduate class conflict. Sheryl is actively recruiting, and welcomes recommendations.

- **CAC Member:** NextDoor has neighborhood websites. Would we like WSAC Members to share testimonials / experiences on their NextDoor accounts, and if anyone is interested in joining they could contact us directly?

- **Sheryl:** SPU has a NextDoor account, and we are also working on a recruitment flyer which we will bring to the CACs for input on. I hesitate to do a full broadcast. But it could be a good tool to neighborhoods where we don't have representation.
- **CAC Member:** What is your target size for this group?
 - We are chartered for 12, and currently have 9 members on WSAC (this does not include Melissa).

Nomination Process for 2018 WSAC Officers

2017 Chair Rodney Schauf has graciously offered to chair the first meeting of 2018 while we move forward with officer elections. Sheryl described the nomination and election process:

1. Members may self-nominate, or nominate others. Nominations for CDWAC will be sent to Sheryl and nominations for WSAC will be sent to Kathy Curry. **Nominations are due January 17.**
2. The CAC Liaison will contact those who have been nominated and confirm their interest.
3. Nominees will write a brief statement and it will be shared electronically. Electronic ballots will be available as well. Sheryl encouraged individuals interested in serving as a chair to talk to current officers or staff about roles and expectations.

Sheryl asked Wendy Walker to share her experience previously serving on and chairing the Solid Waste Advisory Committee, and specifically the relationship between the three positions. Current Chair Rodney Schauf said he felt the chair position was a relatively easy role, and offers an opportunity to help manage and prioritize the limited time available for WSAC members to provide valuable input at each meeting.

February WSAC meeting date

Kathy revisited the potential reschedule of the February meeting date. The majority of members were able to make the normal meeting time, so the decision was made to keep the meeting on Wed., Feb. 14.

3. Water Supply Update - Part 1: Winter Flood Management.

Due to staff illness, this topic was postponed to the February meeting.

4. 2019 Water System Plan & Public Outreach.

Kathy Curry opened up the presentation by reviewing the Water System Plan (WSP) overview [see document]. She noted that while it is called the 2019 WSP, the plan will be completed in 2018. The public review draft of the plan is targeted to release in March 2018. Copies of the 2013 WSP were distributed to review during the meeting. **We will send out a link to the online copy of the 2013 Water System Plan.**

Drinking Water Planning Manager Joan Kersnar noted that the WSP will capture a “snapshot in time” of the some of the projects that are currently underway and continuing to evolve. Joan described previous WSP updates and the different public involvement approaches taken by SPU. Joan noted previous issues with low turnout and minimal public feedback despite efforts to promote the outreach event(s). She said that while SPU revised the format of the public meetings in 2013 to be more interactive, the turnout was still lower than they had hoped. Current WSAC members at the time participated in the facilitation of the 2013 event(s), but did not submit formal comments on the WSP.

Kathy Curry drew attention to the document, “Developing a Public Outreach Strategy for the 2019 Water System Plan (WSP).” Members spent time reviewing the questions and discussing the various questions posed in the document around each outreach strategy proposed.

Module A. Required Public Outreach Announcements & Education.

- ✓ What do WSAC members think should be emphasized in outreach efforts? Is there an aspect of the water system that is new or interesting to you that you think your neighbors and colleagues would like to know too?
- ✓ Where should SPU focus outreach efforts (e.g. SPU/Seattle website, flyer/mailer, social media, blogs (W. Seattle blog, etc.), Nextdoor, announcements in other language venues, etc.)?
- ✓ Would WSAC members like to review and provide input on outreach content and efforts?
 - **CAC Member:** [In the 2013 report] I saw the pie chart that broke down water usage. I thought that was interesting. Any kind of image that gives information that drives other questions provides a hook. It's clickbait.
 - **Staff:** It's interesting that you said that, because we asked WSAC in 2007 what elements to include in the 2013 plan and they recommended that pie chart. The information in that pie chart is from the 1990s, and it was an expensive research study. I'm not sure we could update it.
 - **CAC Member:** I'm thinking about the history you've had trying to attract people to these meetings. What can we learn from that to create engagement? Is another channel needed? Is there an aspect of water that is more of interest to people? The Flint, Michigan crisis created a lot of press coverage, and opportunities for conversation. It seems to me that other mediums to have this conversation might be needed.
 - **CAC Member:** I think there's a whole new interest in the water system, based on conversations around the Strategic Business Plan in the Customer Review Panel. Questions around cost, maintenance and seismic reliability. Conversations around the growth factor in the City. There's a general concern about the age of the City's infrastructure, reliability and overall safety, such as covering reservoirs so they're less susceptible to terrorism. I think there's a lot more interest in the last couple years. If we look around the Country and the droughts and water issues affecting us Nationally – I suspect that more people will be interested in knowing about the water system.
 - **CAC Member:** Before we talk about who and how you communicate, we should talk about the message on 'why should the customer care about this plan'. They should care because the quality of the water, because this is what they are paying for. If we're only educating about the water system before they comment on a giant document, you're not going to get much input. We need to continue to educate along the way.
 - **CAC Member:** I'm looking at the 2013 WSP online. Page 1-6 (Part 1, Chapter 1) talks about "Policies to Guide SPU's Water System Activities". This seems like a high level "why should you care". Is there a way to focus outreach by saying here's how these elements roll up and support these policy statements? Is there a way to summarize this, or use this as an outline to address the why the customer should care?
 - **CAC Member:** Water is boring as a topic, but it keeps us alive. We need to make water more "hot," sellable, marketable. Do we ever have contests or engagements or challenges for people to talk about the importance of water, and why we do what we do with water? We need to go into neighborhoods and make it more visible. We've got to let them know we've got one of the best water systems in America.
 - **CAC Member:** Do you have an example of a public comment that would be useful? If 100 people showed up, and 5 people contributed meaningful feedback on the plan, what would those comments look like?
 - **Staff:** There's not a list of things that we're seeking input on (that's one of the challenges). And the plan is so broad and covers so much, that it's difficult to target a request for input.

- **Staff:** A lot of our work is dictated by regulatory requirements, so unlike other Programs where the public can change a lot of the components, there's not a lot that can be changed. Things that could be influenced are on the margins.
 - **Staff:** Input that could possibly influence the plan could be saying "do more" or "do less" of something. But even that would be difficult because we'd have to then bring that to our wholesale customers as well.
 - **CAC Member:** So you have these public meetings that take heavy staff resources. Instead of having a technical meeting, you could have a very brief, high-level presentation and then have more of a coffee/talk after. The other idea is to take the conversation to a more casual venue, like a coffee shop. I think sometimes the model of government is to hold a meeting in the evening and hope people show, but unless it's urgent or affecting them right now, you don't get turnout. Since you don't have to do it (hold a meeting), I would suggest you try something different.
 - **Staff:** That's what we did in 2013. Had a casual chat after a presentation.
 - **CAC Member:** Breweries tap the quality of their water for their beer. If you want people showing up, you could consider holding them in a more relevant venue.
 - **Staff:** Another thing is that the SBP process was just completed and I'm sensitive to fatigue with customers and following on the heels of that work. We're not going to revisit the issues in the SBP, and I'm sensitive to that coming up.
 - **CAC Member:** If input received is not going to have impact on the plan itself, should the goal of the outreach be completely separate from the plan itself? Is it just ongoing education?
 - **Staff:** I agree, and it's something that we shouldn't just be doing ever 10 years.
 - **CAC Member:** I think you make a good comment that folks are not going to be able to provide comments that substantively change plan, so we should step back and develop a broader media strategy. While you do want to give opportunity for people to comment on the plan, how can these efforts support your greater outreach goals?
 - **CAC Member:** Wasn't there just a whole campaign to get people to drink their tap water? As a customer I was like, where did that go? If we're touting that we're the best water system in North American and we have this safety record, why don't we encourage people to drink it?
 - **CAC Member:** This also ties into waste reduction. We don't need plastic water bottles. We could emphasize that message as well.
 - **CAC Member:** I've seen a few brochures on drinking tap water.
 - **Staff:** There was a little something on it in the Drinking Water Quality Report on the topic. They had an infographic on tap vs bottled water. We will also be mentioning the WSP in the 2018 Drinking Water Quality Report and that could again be emphasized.
- ✓ How do we let people know about the WSP? How are we going to reach communities who may not be as engaged with communities or smart phones?
- **CAC Member:** Isn't the most thorough contact means through the monthly billing? Could you piggy back through the billing communication? Also, we should drive people to an online source. More and more, people are being provided with online channels to provide comments, and they're doing it.
 - **CAC Member:** Going back to NextDoor. While I'm not active, my wife is and she shares events with me.
 - **CAC Member:** But we also need to reach customers who don't use social media.
 - **CAC Member:** One challenge is with the monthly billing is multi-family; they aren't necessarily seeing the water bill because their landlord is receiving it.
 - **Staff:** Yes, however, the Drinking Water Quality report goes to all addresses.

- **CAC Member:** Do you get discounts on King County Metro advertising?
 - **CAC Member:** Yes, it would go well with the current poetry on the buses topic, which is water.
- **CAC Member:** Hasn't the City of Seattle done some polling on how people receive their information and their news? And it varies widely by demographic and age? Seems there should be resources within the City that have used scientific methods to evaluate the effectiveness of outreach to certain audiences.
- **CAC Member:** I keep coming back to the educational piece. It should be about the individual components, and they should be engaging. For example: how much water is used per person.
- **CAC Member:** How many people visit the Cedar River Watershed each year?
 - **Staff:** It's a lot.
 - **CAC Member:** That's an indication that there is interest.
- **CAC Program Manager:** March is World Water Week. Chief Sealth International High School hosts a number of events that week, and invites SPU to attend.
 - **CAC Member:** I like the idea of tying into an event at a High School. Finding a relevant venue and tying into them, is important. The venue starts to shape message.
- **Staff:** Is there interest in SPU Communications coming back and getting more input?
 - **CAC Member:** Yes, only if they need additional input.

Module B. Required Public City Council Meeting.

- ✓ Would WSAC like to send representative(s) to attend this meeting?
- ✓ Would WSAC like to provide a comment letter on the WSP? Establish sub-working group?
- **When asked whether WSAC members would be interested in sending a representation to the Public City Council Meeting and/or providing a comment letter on the WSP, members expressed interest and support.**
- **CAC Member:** Based on my experience with SPU's Customer Review Panel, I can't help but believe that WSAC's participation could have some influence on City Council and what is important to do. I would be in support of giving comment to the City Council, along with a letter.
 - **Staff:** While WSAC does not need to be working on the letter now, when the draft WSP comes out you should begin thinking about the content of the letter, with the September City Council meeting in mind.
 - **CAC Member:** So we could send a letter under the name of the Committee?
 - **Staff:** Yes. And it doesn't need to be a formal secretary that writes it, but someone could volunteer to be the lead on the effort.
 - **Staff:** And there is guidance in the charter on how to initiate that process.

Module C. Optional Public Meeting.

- ✓ Do WSAC members think the public meeting is a good fit for the 2019 WSP?
- ✓ How do WSAC members think the meeting should be structured?
- ✓ What do WSAC members think SPU should do to attract attendance?
- ✓ Would WSAC like to host this meeting during their regular March 14 or April 11 meeting times?
- **CAC Member:** I wouldn't see the value and effort of a standalone public meeting unless its tied to something where the people present are already interested in water. I think the time would be better spent on the general outreach.
- **Staff:** Besides World Water Week, do you know of other such standing meetings?
 - **Staff:** There are likely other events related to World Water Week.

- **CAC Member:** You could tie into something like SCCA Seafair. Places where people are thinking about water. You could even go down to Wild Waves and you might have more interest.
- **CAC Member:** This summer, SPU set up displays and staff at Farmer’s Markets to educate on rain gardens. I go to a farmer’s market almost every week, and people were coming to talk and learn. That could be a good model.
- **CAC Member:** There’s also Earth Day April 21, and Duwamish Alive. Places where people are thinking about conservation. You could publicize the whole thing around one topic, such as climate change resiliency.
- **CAC Member:** I think National Infrastructure Week is in the spring. It hasn’t been well publicized in the past, but there has been a coalition looking to promote it better.
- **CAC Member:** Have we done advertisements on local media, such as TV and radio?
 - **Staff:** We did not have media at the public meetings in the past.
- **CAC Member:** You know what might be a silly/good/fun idea: there are so many eating events, where restaurants provide samples. SPU could have a table with water samples.
 - **Staff:** The sip of Seattle!
- **CAC:** Have you ever heard of the Civic Cocktails, through Seattle City Club? If you could do something along those lines, and let a lot of people know about that – at the end of work. Have it be a fun presentation.
 - **Staff:** Maria, a new CDWAC member, is directly involved in those events.
- **CAC Member:** The other thing is I don’t know if March is a good time to have a meeting. It may be too soon after the rollout of the draft document.
- **Staff:** So, what I’m hearing is if there’s another event where water is a related topic, rather than a standalone meeting in March, that would be preferred?
 - **Staff:** I’m hearing a no to a standalone meeting, but if there is an interest in a plan overview to WSAC, another idea is to have the WSAC meeting open to the public, in say April (no WSAC input on this idea was heard).

5. Draft 2018 WSAC Workplan

Kathy Curry reviewed the revised 2018 workplan topics list. Kathy noted that the agendas this year are quite full, and encouraged Committee members to do their best to review documents sent out in advance of the meeting to ensure they are well prepared to provide input in the limited time available at meetings.

- ✓ If members have interest in the blue topics, please let Kathy know so that they do not get removed from the potential topics list.
- **CAC Member:** The new billing portal system—what’s the timing on that topic? (All-CAC Topic)
 - **Staff:** We don’t know. Do you have interest in hearing about that topic?
 - **CAC Member:** I would think we all would. It does seem like a relevant All-CAC meeting topic.
- **CAC Member:** I would be interested in the water shortage contingency plan. I know our system is different than California.
 - **Staff:** As part of the WSP, a lot of things are evaluated and updated, including the water shortage contingency plan, with updates reflecting lessons learned from the 2015 drought.

- **CAC Member:** There was a question about the Sockeye Broodstock Weirs. Committee members sounded curious about the topic, but recognize that we may have too many topics already to address in one calendar year.
 - **CAC Member:** Why does SPU manage the sockeye broodstock?
 - **Staff:** We have agreements related to the water system operating on the Cedar River.

6. Community Insights, Around the Table

- **CAC Member:** On the Water Service Area map, I had never noticed the “Potential New Customers” in the legend before. What does that mean?
 - **Staff:** These potential customers are located within SPU’s Service Area Boundaries that may want SPU to supply water to them in the future.
- **CAC Member:** One of the topics under the All-CAC was regarding interactions with the Customer Review Panel (CRP). As part of the adoption of the plan, the City has put forth a resolution to have the CRP continue with quarterly meetings. The CRPs first meeting was January 3, 2018. One of the topics was, “how do we get the CACs together and tap into the CAC resources and input as part of the customer review process?” So, our conversations here with WSAC will be brought forward to the CRP.
- **Staff:** CAC Members were invited to join in the celebration of the fourth annual Martin Luther King Jr. Unity Day on January 11 at 7 p.m. (doors open at 5:30) at Seattle First Baptist Church, 1111 Harvard Avenue. The keynote speaker will be Ilyasah Shabazz, Malcolm X’s daughter. She is also an author, community organizer, social activist, and motivational speaker.
- **CAC Member:** If there is ever interest in SPU hosting a food event, Pike Place Market Foundation hosts two of those events: March 28, and a sunset supper in Fall.
- **Staff:** Thought the idea to piggyback with breweries is a smart idea. Consider tapping into the Brewery Watershed Alliance.
- **CAC Member:** The CDWAC-WSAC happy hours have never happened. How should we proceed?
 - **Sheryl:** See if there is interest again.
 - **CAC Member:** I will leave them on the calendar, and bring it up again in February.
- **Sheryl:** I will send another email about Officer Nominations.

Adjourned 7:31 PM