



SPU Solid Waste Advisory Committee (SWAC)

October 5, 2016 Meeting Notes
Seattle Municipal Tower, 700 Fifth Avenue
Room 4901
5:30 pm – 7:30 pm
Chair: Chris Toman
Vice-Chair: Ben Grace

Committee Members & CAC Staff	Present?	SPU Staff & Guests	Role
Quinn Apuzzo	P	Veronica Fincher	Waste Prevention Program Manager
David Della	N	Ken Snipes	Deputy Director for Solid Waste
Anna Dyer	N	ShaQuina Justice	Guest, Solid Waste Support
Ben Grace	Y	Collin Groark	Guest
Holly Griffith	Y	Jessie	Guest
Jamie Lee	Y	Tim Nickell	Guest
Heather Levy	N		
Emily Newcomer	N	CAC Staff	
Joseph Ringold	N	Sego Jackson	Solid Waste LOB Committee Liaison
Emily Rothenberg	N	Sheryl Shapiro	CAC Program Manager
Chris Toman	Y	Natasha Walker	CAC Program Coordinator

ACTION ITEMS:

- SWAC Chair, Chris Toman, asked committee members to share topics that have not received enough attention this year, or that members would like a future meeting on (he noted this could take place offline as well)
- Committee members requested a multi-family update. That is scheduled tentatively for February.

Follow-up to ACTION ITEMS from August meeting (updated from September meeting notes)

- **How will SPU inform customers of 2017 rate increases?**
Hans VanDusen, Interim Solid Waste Planning Director: SPU garbage rates will increase by 7.2% on 4/1/17. SPU will notify customers through bill insert newsletters and 'text box' notices on the bills, and electronic notice for e-billing customers, usually more than 1 bill cycle in Feb - April time period. This is true for households and apartments (with bills from SPU) and businesses (with bills from Recology/WM). SPU will provide additional context on specific rate changes and the primary drivers of the rate increases (increased taxes for clean city programs, expanded low income discount partition, and capital spending) through SPU website and FAQs. The website and FAQs will be referenced in the bill notifications.
- **How have tons changed for different sectors in 2016?**

Hans VanDusen, Interim Solid Waste Planning Director: SPU Quarterly Garbage Report provides updates on sector tons. The 2Q16 report is posted. The 3Q16 report should be posted in early November.

<http://www.seattle.gov/util/Documents/Reports/SolidWasteReports/index.htm>

The quarterly recycling and yard waste reports also provide some data by sector.

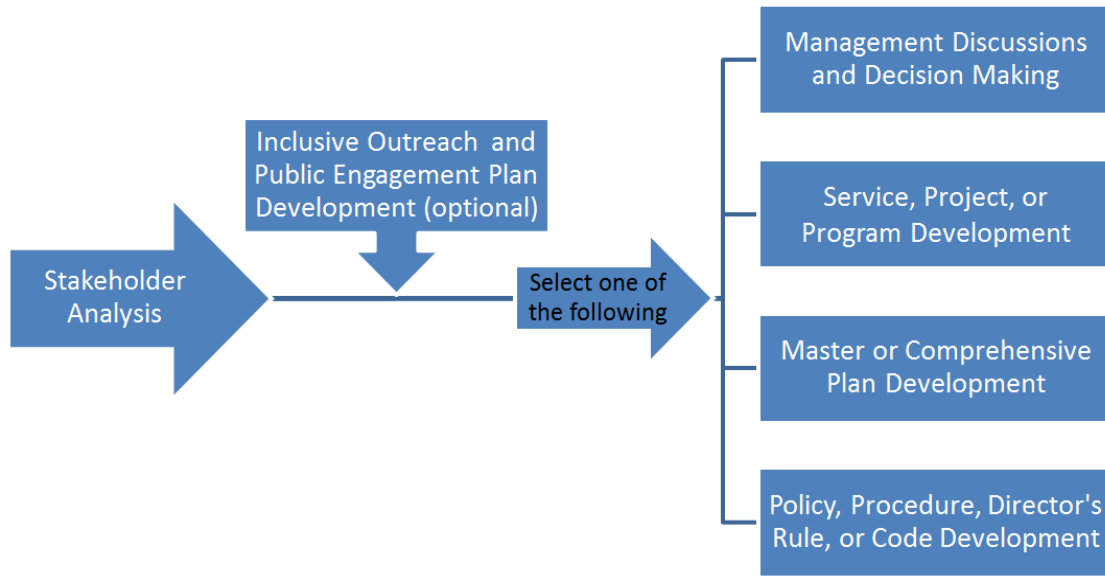
Regular Business

SWAC Vice-Chair, Ben Grace called the meeting to order at 5:37 PM

- Meeting notes from September were approved.
 - Natasha will be revising some of the Action Items from August and will resend.
- Sheryl reviewed then SWAC roster.
- Sheryl indicated emergency exits, bathrooms, and noted that she would be following up with more details concerning emergency supplies and procedures at a future meeting.
 - **Committee member question:** On the safety stuff, is that part of a City initiative as a whole?
 - **Answer:** When we've had quarterly meetings in the Drainage and Wastewater division, a minute has been provided for safety but that's not necessarily across all levels of SPU. Since the CAC meetings are afterhours, I have checked on emergency supplies and kits on the meeting floors
 - **Committee member question:** If there was a fire, would we have to go all the way down?
 - **Answer:** No, only 5 floors down. We will be covering that topic in more detail in the future. Especially in a large event, it can be chaotic. This is not to alarm people, but it's good to know who to go to. We are thinking about it, and we are being prepared.

1. Applying Equity Tools to the "Love Food, Stop Waste" Program

Veronica Fincher, Waste Prevention Program Manager, began with a brief introduction to the Love Food, Stop Waste program. The last update to SWAC members on the program had been at the pilot project stage. Veronica explained that SPU is now developing a long-term program, and is currently working with the Equity Toolkit worksheets, part of the planning and decision-making process to ensure equitable outcomes on the project. Veronica then dived into the SPU Equity Planning Toolkit process:



Veronica provided a brief history on the Pilot program, which was originally funded by a grant from the Department of Ecology to do baseline research on behavior. She reviewed the goals of the program, prompted by research which showed that:

- 40% of food in the U.S. goes uneaten. Households are responsible for almost half of that, throwing away 20% of the food we buy.
 - An average family of 4 throws away \$1500 worth of food a year.
 - 25% of freshwater and 5% of energy used in the U.S. is wasted on food that is never eaten. Wasted food is responsible for about 8% of global greenhouse gas emissions.
 - The use of all those wasted resources increases the cost of food, hurting low-income households the most. Wasted food uses up scarce freshwater resources in places where people are struggling with droughts, and it damages the climate we all live in.
- **Committee member question:** Regarding 40% of food wasted: do we know what categories that falls under? Fruits and vegetables that people don't eat in time?
 - **Answer:** The largest category of food waste is fruits and vegetables. The 40% number only includes grocery stores, restaurants, households, and some distribution warehouse processes. It doesn't include farm waste, and fruit and vegetables could be a larger portion of that also.

Veronica explained that the pilot taught them they need a lot of different tools and materials to pick from for outreach. She discussed the differences between the pilot's primary audiences versus the long-term program. Based on the baseline research, the program focused on these highest waste generators:

2015 Pilot

2016-17 Campaign

Millennials	Millennials
African American Households	African American Households
Families with Teens	Families with Children
Immigrant & Refugee Households (via EJSE collaboration)	Immigrant & Refugee Households (pending POEL guidance)
High-Income	General Population

** She noted that Households that speak English tend to waste more, but they were focusing on Immigrant and Refugee Households to leverage work being done in these communities already*

** She noted that they are not specifically focusing on income, but planning to reach all income levels through different outreach tools.*

Veronica said that they are currently wrapping up the Stakeholder Analysis portion of the Toolkit. She reviewed the tentative outreach timeline between now and late 2017 used for the Equity Toolkit, noting that they are currently starting a contracting process for transcreation services (in order to provide more culturally relevant content, not just word-for-word translation). She then briefly introduced the next two phases of the Equity Toolkit:

Part 2: Inclusive Outreach and Public Engagement Plan. Exploring how to best engage communities in your project development.

- Objective: Identify primary audiences and potential disparate impacts related to planning, design, and implementation of community outreach and engagement-related activities.
- Purpose: Help design outreach activities to achieve more equitable access and participation of the community and customers.

Part 3: Service, Project, or Program Development: Looking at your project as a whole

- Objective: Identify potential disparate impacts related to planning, design, and implementation of SPU services, projects, and programs.
- Purpose: Help design the project to achieve more equitable access, participation, and benefits for the community and customers.

Veronica then jumped into the results of the Stakeholder Analysis. She explained that the purpose of the worksheet was to try to understand where the best opportunities exist, and to determine if there are other priority audiences to focus on in the next few years. She explained that the goal is not to narrow down and choose stakeholders, but rather to understand the power dynamics between stakeholders in your project. She walked SWAC members through the original brainstorm, and asked SWAC members to question the analysis, provide changes/additions, or consider if staff should be rethinking portions of the analysis. She encouraged committee members to focus on the power dynamics, and clarifying the roles each stakeholder will have in the project. She asked committee members, “Do you think we have those power dynamics set up correctly, or should we be pushing ourselves further?”

General Comments/Questions

- **Committee member question:** Just so I understand this, what decisions are we making? (regarding “shared decision making”).
 - **Answer:** For the program, it’s about how best to engage with stakeholders in the decision making process.
 - **Committee member question:** So the decision is to teach people to throw away food? So they would collaborate on different methods, or different approaches to use?
 - **Answer:** In the pilot, they did engage in the approach/methods because they had to do a pledge and report back to us so we could use that information to inform the program. We weren’t intending to do that kind of thing this year, but we could.
- **Committee member question:** Why are the racial/ethnic groups just “inform”, while the community groups are “shared decision-making”?
 - **Answer:** The community groups listed are the folks that will have paid partnerships to provide input. They will help implement within communities.
 - **Committee member question:** Presumably those community groups are geared towards supporting racial/ethnic communities, such as El Centro de la Raza.
 - **Answer:** Yes. Collaborating in the sense that they might just provide input, but those who are helping implement will help design the program.
- **Committee member question:** Will there be a feedback loop to the people you engage?
 - **Answer:** That is answered in another question on this form. We will have some kind of tracking system for input to see how input was used. Hoping this will help create ownership and buy-in within communities as well.

SWAC Feedback on the Stakeholder Analysis FWP Document

C. Community Based & Non Profit Organizations, and Neighborhood Groups

Veronica noted that it may be hard to gather specific stakeholders under immigrant/refugee group, because we don’t have the audiences yet.

- **Committee member:** I would consider Greater Duwamish for Immigrant populations.
- **Committee member:** I was thinking Delridge as well, because of immigrants.
- **Committee member:** I was looking for Got Green and hadn’t thought of them under millennials. That’s great.
- **Committee member:** Had thought of Feeding 5000
- **Committee member question:** For families, have you thought of going to community centers and libraries?
 - **Answer:** Throughout the process, even if it doesn’t feel like it’s in a particular group, let us know if you think of something.
- **Committee member:** Do you have community councils somewhere? Some neighborhoods have strong community councils.
 - **Answer:** I don’t believe we do.

- **Committee member:** Do King County or Seattle libraries do summer programs? Good for reaching out to parents.
- **Committee member:** Another non-profit I think about Puget Sound SAGE. They do a lot of Climate Justice stuff.
- **Committee member:** Some of the low-income housing providers. Seattle Housing Authority, Plymouth.
- **Committee member:** Farmers Markets, to reach millennials.
- **Committee member:** Pike Place Market, Downtown Seattle Association, Capitol Hill Chamber of Commerce
- **Committee member:** Centerstone, in the Central District. Capitol Hill Housing (goes under Housing Programs).
- **Committee member:** HDC – Housing Development Consortium.

D. For-Profit Businesses and Commercial Customers

SPU has a separate commercial waste prevention and recovery program. There is a connection between the residential and commercial program, Veronica explained, because many of the commercial customers interviewed in a research study last year said they respond to what the customers want from them, so won't make changes unless the customers want it. As a result, she explained that some of this programs' work will be encouraging residents to become advocates for waste prevention. She also noted that some of the programs' work will involve exploring ways to create educational materials for businesses that will result in shared decision making.

- **Committee member:** Under "Immigrant / Refugee", look at smaller grocery stores, especially in S / SE Seattle.
- **Committee member:** Add Amazon Prime Now, which also delivers food.
- **Committee member:** Amazon Treasure Truck.
- **Committee member:** What about the neighborhood chambers or business organizations? There's the greater Seattle Chamber of Commerce. All the BIAs. There's the U-district chamber partnership. Ballard and Fremont have strong chambers as well.
- **Committee member question:** What is being expected or asked of the larger organizations?
 - **Answer:** Some organizations will participate. For example, in the pilot we tabled in the Google cafeteria on Earth Day. Several Google staff signed the pledge at the tabling event and we had a high response rate from them in the SurveyMonkey that followed the pledge.
- **Committee member question:** Is there a timeline?
 - **Answer:** We want to start engagement as soon as materials are developed, hopefully in the next few months. Then will need to develop the timeline for each of the audiences. The expectation is that we'll probably be able to continue the program beyond 2017, and will need to prioritize and see where each partner will fall on the timeline.
- **Committee member question:** There's obviously millennials at many of the top, large companies. Is that because you're focusing on millennials?

- **Answer:** Yes, we are focusing on those companies because of our focus on millennials.
- **Committee member:** Add Facebook; they're growing locally.
- **Committee member:** Add Starbucks.
- **Committee member:** Uber
- **Committee member:** Pinterest is opening up here. And Expedia is moving over. And Zillow, and Redfin.
- **Committee member:** In addition to Stadiums, maybe add concert venues.
- **Committee member:** Catering companies, in general. Urban Feast. Bon Appétit. Wedding catering companies.
- **Committee member:** Big Food Events happening around the city. For example, there is a big one every year in SLU.

E. Local, Elected Officials

Veronica explained that local elected officials were chosen as a stakeholder group not only because they hold decision making-power around budget, but because if they live in food deserts, they may become advocates for this program.

- **Committee member:** Would State Reps be worth including? Support from the State that you could allocate to the City?
- **Committee member:** When you say food deserts, I think Councilmember Herboldt and Delridge.

F. Other SPU Divisions, Work Units, or Employee Teams

- **Committee member question:** Is there anything that can happen around Earth Day? Seems like a good time to get the message out there.
 - **Answer:** If you haven't heard, we're doing a collaboration around American Recycling Day on Nov 15. We have scheduled grocery store outreach in every Council District. This will include our programs' messaging, as well as general compost/recycling messaging. We could do something similar around Earth Day, focused more on prevention.
 - **Committee member:** I know SPU provides support for neighborhood cleaning projects around Earth Day.
- **Committee member question:** Do we still have contracts around Safeco field with the sports events? Or at Husky games?
 - **Answer:** Veronica said she will look into.
- **Committee member:** This is not a suggestion, but rather an affirmation. I like the partnership with Socorro, particularly with the new residential material. I like the idea of not just focusing on what is compost, but focusing on reducing waste.

G. Other City Departments

- **Committee member:** The Youth Commission.

H. King County, State or Other Public Agencies

- **Committee member:** Tribes.
- **Committee member:** Cedar Grove Compost just got contacted by NRDC last week to advise on some programs. Not just composting, but Susan Tomen is interested in the prevention side as well. Not sure where it should go, but should be included.

I. Others

- **Committee member:** Small farmers, CSAs.
- **Committee member:** Urban Land Institute. They may have connections.

3. How will you provide opportunities for stakeholders to become knowledgeable and consider service equity issues in their roles as collaborators or shared-decision makers?

- **Committee member question:** Do you evaluate the partnerships at the end, for equity considerations? If it's at the end, maybe you can reflect on whether it was a good partnership or not. I think it would be good if there was a measurement for their consideration of service equity issues.

4. Does one stakeholder group carry more influence than another in regards to your service, project or program? If so, please explain why.

- **Committee member question:** When you're talking to the groups that you're "informing", you need to set expectations, specifically that there are other groups that have more influence on decision making.
- **Committee member question:** Where would the University fall in that?
 - **Answer:** Depends on the University, but generally in the for-profit/business category.
 - **Committee member question:** For the millennials, I'm not sure how active they are in nonprofit. But they are very active in their universities. So it might depend on the audience. It will vary.
 - **Committee member:** Yes, it's going to vary population to population and group to group.

5. How will you ensure under-represented stakeholders have more equitable participation and influence in your outreach and engagement efforts?

- **Committee member question:** You're working the Department of Neighborhoods, and they are the experts, in many cases, in how to reach those groups. Are you going to hire a firm?
 - **Answer:** Yes, for the transcreation piece. Community partners to help develop and implement the project will be hired as we narrow down the audience.

Veronica noted that each of these tools in the Service Equity toolkit results in a memo, which identifies actionable tasks. Veronica then posed the question, “Do u think we’re on track in terms of achieving equity in the program? Or other general thoughts?”

- **Committee member:** I think you are on the right track. This is a comprehensive set of questions you are asking yourself.
- **Committee member question:** Can we go back to the timeline? So the overall goal with the communication/engagement in 2017 is to teach them to not waste food products?
 - **Answer:** Yes, and to provide them tools.
- **Committee member question:** Can you explain what kind of direct communication / engagement you’ll have in Q4 2016?
 - **Answer:** We just did a presentation to community partners, Public Outreach and Engagement Liaisons (POELs) and CBOs (Community-Based Organizations). We will have some direct engagement with grocery stores, etc. just to start some level of engagement now.
- **Committee member question:** When will you decide which ethnic groups to reach out to?
 - **Answer:** We are tapping into community partnerships to get community input on that. If that doesn’t give us what we need this year, we’ll go into next year.
- **Committee member question:** Who are the CBOs?
 - **Answer:** Asian Counseling and Referral Service (ACRS), Chinese Information and Service Center (CISC), Environmental Coalition of South Seattle (ECOSS), and El Centro de la Raza
- **Committee member:** I think traditional media is important to reach folks outside of the millennial group. Don’t know how much budget you’ve allocated for traditional media, but I think it’s important. That’s how you’re going to reach the hardest to reach populations.
 - **Committee member:** But with digital media, you can target a specific demographic with IP targeting or geo-fencing. It’s a lot cheaper and you are specifically targeting your intended audience.
 - **Committee member:** But there are some folks who don’t have computers, or access to them.
 - **Committee member:** But with print media, you spend \$300 and boom, it’s gone after that one day of print
- **Committee member:** I can help you get a booth at Amazon farmers market on Thursdays.

2. Bag Ordinance Update

Sego Jackson reviewed updates since the September SWAC meeting on the bag ban ordinance. He provided a debrief of his presentation to the Civil Rights, Utilities, Economic Development, and Arts Committee on 9/23/16. Important elements noted included:

- ✓ Councilmember Herbold asked, “Does the required minimum 5c fee for large paper bags adequately cover cost of retailers?” Sego said the answer for large retailers was yes, but for small retailers it was not adequate. She suggested this might explain their reluctance to

comply. What's interesting to note, however, is that the fee is a minimum amount, which means small retailers could charge more if they wanted.

- ✓ Council Central staff proposed an amendment to the ordinance, which passed. This amendment requires SPU to report to the Council annually for the next five years on:
 - A. The waste and litter reduction benefits of the City's bag ban program
 - a. **Committee member question:** How do you quantify that?
 - b. **Answer:** For litter you have to figure out a baseline of how many bags are being littered or some other way of assessing, which is very hard to do.
 - B. Strategies to increase bag ban compliance in all stores.
 - C. The effectiveness of this ordinance in reducing the number of non-compostable bags contaminating the waste stream. Segó noted that this assumes SPU can establish a baseline for this.
 - a. **Committee member question:** Wouldn't this be hard to determine, now that bag has been banned?
 - D. Strategies to address the impacts of loose plastic bags on curbside recycling.
 - E. The evaluation shall be presented in a report to the City Council that recommends any changes in the bag ban program, pass-through charges, or other provisions that are needed to improve program effectiveness. Segó noted that this allows opportunity to continually revise the program.
 - F. The report should be submitted annually to City Council from 2017 to 2021 no later than July 1 of each year. Based on these reports, the Council may take further action to achieve City waste-reduction goals.

Segó noted that SWAC's letter in support of the bag ban ordinance went to City Council on 10/3/2016, where the Council voted 7:0 in support of the ordinance. The opportunity for education on produce bags was highlighted by Councilmember O'Brien.

Segó then reviewed some of the recent bag ban media attention. He spoke to some of the challenges in managing misinformation across media channels. Some of those included:

- "Seattle: You're composting wrong," a headline that implied Seattle is not composting well, an inaccurate statement.
- The implication that all produce bags would need to be compostable moving forward, which is not part of the ordinance.
- The statement that the plastic produce bags mess up the City's composting machines, "which are costly to fix," also an incorrect statement.
- Repeats of misinformation when stories were picked up on other media channels.

That said, Segó said a number of regional media accurately reported on the issue, including Seattle Times and The Stranger. King 5, My Ballard Blog, Seattle Blog, and Wenatchee World also included articles on the topic. Segó said he was in the process of spreading the news among his network as well, include through the Sustainable Packaging Coalitions, BPI (Biodegradable Products Institute), Biocycle Magazine, and press releases distributed at the Food Service of America Tradeshow. He

noted that many packaging distributors were already well aware of the ordinance, and many compostable bag sellers were obviously excited about it. Segó said he was happy to hear the distribution systems feel ready for the change.

Committee members provided a round of applause for Segó and SPU's efforts on this issue.

3. 9/28 All-CAC Meeting Debrief

Chair Chris Toman recapped the 9/28 All-CAC meeting. The following comments were received from the committee:

- **Guest:** It was good to hear where she's coming from in her commitment to Solid Waste. Also good to hear about her work in stormwater management.
- **Committee member:** She definitely has a focus on stormwater management.
- **Committee member:** I feel like she gets the multi-family issue.
- **Committee member:** We asked her about Solid Waste, and she touched on some of the multi-family issues. I thought that was a good sign.
- **Committee member:** She would like to reduce waste overall, which is interesting.
Committee member: She also mentioned the idea of incentives; incentivizing customers to reduce waste.
- **Committee member:** She was very comfortable not knowing Solid Waste, and speaking with SWAC to learn more. If she doesn't know much about Solid Waste, it's good to know she plans to continue the current Solid Waste goals.
- **Committee member:** She seemed very kind and down to earth. Great to see her walking around, introducing herself, taking time to talk to folks. Not just sitting with staff and talking to them.
- **Committee member:** It was great to hear how much importance she puts on the CACs.
- **Committee member:** There was a good turnout at this All-CAC meeting.

Committee member comments on the SBP portion of the All-CAC meeting:

- **Committee member:** It was dry.
- **Committee member:** No big surprises. Stuff we've had conversations about in the past.
- **Committee member:** I did like the videos. I can't believe folks didn't know what to do with their pizza box.

Sheryl shared with Committee members the inclusion of the All-CAC meeting summary in the City's Mayor's weekly report, which also included an invite to the Mayor to come to a future CAC meeting.

4. SWAC Work Plan Update

Chris opened up the conversation on the Q4 2016 SWAC workplan review. At the beginning of year, SWAC members identified topics they wanted more information and focus on during the 2016 calendar year. They also noted guests they would want to present. Chris said SWAC has stuck fairly close to the original workplan. The exception have been some new issues, including homeless encampments and additional presentations on multi-family and the food packaging ordinance. Chris

asked committee members to share topics that have not received enough attention this year, or that members would like a future meeting on (he noted this could take place offline as well).

Committee members provided the following:

- **Committee member:** We had a lot of conversations on FOG at the start of the year, but haven't returned to the topic.
 - **Chris:** We are hoping to return to that topic before the end of the year.
- **Committee member:** Heather is going to present on some of the packaging research she has been doing, potentially next month.
- **Committee member:** Are we planning another Multi-family update?
 - **Chris:** I don't think we've done another big presentation. An update on that and the progress would be good. Segó; How soon would you prefer something like this?
 - **Answer:** Maybe December, if that's possible. (note: Segó later checked with Socorro and February would be good timing.)
- **Committee member:** How about a presentation on the changing demographics in the City?
 - **Answer:** I was going to sit down with Officers at our next meeting and discuss a logical series of presentations/discussions inter-related to that topic. In addition to the changing demographics, Segó noted that SWAC members could explore:
 - What are the measurements we should be using? Social benefit vs Greenhouse gases reduction versus other benefits? And how do you measure waste prevention that is happening? I know Ken is very interested and I think Mami will be interested as well.
 - **Committee member:** The average median income in Seattle rose by \$10k in one year. I would be interested to hear more about the impacts of that.
 - **Committee member:** Yeah, or the "Manhattanization" of the Denny triangle.

5. Around the table

- Urban Sustainability Funders Network, funding for Upstream, is convening 5 key cities and 5 observer cities. Segó said he is a participant in that process as an observer city. "Beyond the ban" – beyond plastics or other bans, what can cities do to deal with proliferation of plastics? The event is taking place in Rhode Island.
- On Saturday, October 8th from 9AM – 6PM at Miller Community Center, 330 19th Ave E, Seattle, Zero Landfill Seattle is hosting an event with Seattle ReCreative for re-purposed materials and to provide reuse education opportunities.
- Ken Snipes, Pat Kauffman and Segó toured multi-material BC producer responsibility system for packaging and printed paper. This included touring a container recycling facility, like one of our MRFs, and a plastic recycling facility, that are part of the system. This is the most extensive producer responsibility for packaging in North America. Segó said it would be interesting to sometime discuss the overall program.
 - Segó recently met with QRS from Baltimore and visited Recology, Waste Management, Pioneer, and Republic to talk to the benefits of plastic recovery facility in the

NorthWest. The resounding answer seemed to be “yes.” MRFs were interested in a local facility for further processing plastics so they could be marketed domestically.

- The American Chemistry’s Council WRAP program establishes and promotes retail take-back of plastic bags, over wraps and other film plastics. Sege is part of a team looking to bring the program to Washington, and ACC has included this in their 2017 budget. A meeting is upcoming with Department of Ecology, retailers and others.
- Sheryl reviewed the SWAC roster, and encouraged committee members to actively participate in SWAC recruitment.

Adjourned 7:25PM