



SPU Solid Waste Advisory Committee (SWAC)

September 6, 2017 Meeting Notes
 Seattle Municipal Tower, 700 Fifth Avenue
 Room 4901
 5:30 pm – 7:30 pm
 Chair: Holly Griffith
 Vice-Chair: Quinn Apuzzo
 Secretary: Emily Newcomer

Committee Members	Present?	SPU Staff	Role
Quinn Apuzzo	Y	Susan Fife-Ferris	Division Director, SPU Solid Waste Planning and Program Management
Anna Dyer	Y	Sally Hulsman	Program Manager, Solid Waste Inspection & Compliance Division
Holly Griffith	Y	Sego Jackson	Solid Waste LOB Policy Liaison
Jamie Lee	N	Natasha Walker	CAC Program Coordinator
Heather Levy	Y	Sheryl Shapiro	CAC Program Manager
Emily Newcomer	N-ex	Veronica Fincher	Waste Prevention Program Manager
Chris Toman	Y	David Hare	Planning Strategic Advisor, Solid Waste Planning and Program Management
Colin Groark	N-ex	Mami Hara	SPU General Manager/CEO
James Subocz	Y	Guests	Role
Alan Garvey	Y	Emy Kane	Lonely Whale Foundation
Amelia Fujikawa	Y	Emma Riley	Lonely Whale Foundation
Adam Maurer	Y	Dune Ives	Lonely Whale Foundation
		Heather Trim	Zero Waste Washington
		Ha Na Park	C+C (Colehour & Cohen)

ACTION ITEMS:

- Sego challenged SWAC to be conscious and aware of straw use during this month, and we'll check in in October about what observations and insights SWAC members had in September.
- SWAC members are invited to the November 2, "Moving Towards Zero Waste" summit.
- James to email Susan and Sego about Master Recycler program for High School students, and they will share with Linda Jones.

1. Regular Business

SWAC Chair, Holly Griffith called the meeting to order at 5:37 PM

- Members and guests introduced themselves.
- SWAC Members approved the August meeting notes, pending one edit provided electronically by a SWAC member.
- Sheryl indicated emergency exits and bathrooms, and provided a brief safety overview. She reminded attendees to sign-in.

2. Strawless in Seattle

Dune Ives of the Lonely Whale Foundation joined SWAC for a presentation on their Strawless in Seattle campaign. The Lonely Whale Foundation is a nonprofit dedicated to “increasing awareness, inspiring empathy and action” for ocean health and marine wildlife. The Strawless in Seattle campaign challenges individuals and organizations to pledge to #stopsucking, i.e. stop using plastic / non-marine friendly straws for the month of September. It also encourages support of institutions who have taken the pledge, and encourages the use of social platforms to share the challenge.

Seattle was chosen as a pilot for this campaign, Dune explained, because of the existing environmental ethos in the City. They hope that the Seattle campaign will show a growing public concern for the plastics issue, become a template for what the Lonely Whale Foundation can accomplish elsewhere, and showcase a successful public-private partnership. The media response so far, she said, had been higher than anticipated, with interest internationally as well.

Dune explained that the organization chose to focus on plastic straws because the issue is solvable, and because they connect nearly every community on the planet. She said it has become a gateway for conversations about plastic pollution as a whole. The campaign began with the #stopsucking video, shared at Austin’s SXSW festival in 2017, and has expanded.

Other important points:

- Dune noted that an informal Advisory Committee had been consulted about accommodating medical needs for straws, particularly noting the differences in straw texture between biodegradable and marine-friendly straws that may impact some.
- Dune shared insights from the #stopsucking campaign hashtag, noting that in their preliminary analysis they had seen that individuals would challenge friends and family members, but would not challenge a brand.
- Dune spoke to some of the actions Starbucks has been taking to participate, including a giveaway of reusable straws the prior weekend, and testing of marine-degradable straws.
- Dune noted a number of outreach events that would be taking place in September. A list of those events can be found here: <https://www.strawlessocean.org/seattle-events>
- Dune shared examples of paper straws, and brought one of the marine-friendly straws being tested by Starbucks right now.

3. Going beyond translation: Transcreating SPU Solid Waste LOB Content;

Ha Na Park, Director of Multicultural Communication, Colehour + Cohen (C+C) & Veronica Fincher, Waste Prevention Program Manager provided an overview on SPU’s efforts to both translate and transcreate Solid Waste LOB outreach materials and content.

Veronica began with an overview of Seattle demographics, noting that the need for this service is driven by the fact that 22% of the population age 5 and over speak another language, and 18% were born in another Country. She explained that translation has limitations; both inaccuracies and lack of relevance with the communities that speak that language. SPU wants to ensure that the Solid Waste program content is useful, and the content is relevant and effective for the audiences they are aiming to reach.

Ha Na Park from C+C gave an overview of “transcreation,” and distinguishing it from translation. She shared her own experiences, walked Committee members through examples where messages were lost in translation, and showed an example Recycling video which incorporated cultural relevancy and had a 54% recall rate.

- Translation: Providing a linguistic-equivalent
- Transcreation: Considering context as you translate, considering cultural references in both words and visuals

Veronica then joined Ha Na to review the kind of Solid Waste program content they would be examining as a part of this effort, including disposal, prevention, food packaging and bag requirements. She reviewed the process for selecting communities and explained that they would not be doing a 1:1 reproduction of all materials, but rather would be examining what each priority community wants and needs. She reviewed the transcreation process, and used an example waste prevention / food storage handout to show that through the transcreation process they may decide:

- To replace images with more relevant food examples; or
- To provide an alternative format for the materials, such as video; or
- That the community may not relate to that particular solid waste issue, and may be interested in another message

She explained that the end result may not be transcreated content for all communities, because it may not be relevant, or because some programs may be geographically-focused. However, they do hope to develop a transcreation glossary at the end of this, which will offer tested terminology for future marketing materials. She said she imagines this will be a learning opportunity, and hopes that it will solidify a process for transcreation going forward.

She also shared the timeline for transcreating SPU's solid waste content. Chinese will be completed by end of Q1 2018; Spanish by end of 2018; Vietnamese by end of 2019; Somali by end of 2020; and Korean by end of 2021.

- **CAC Member:** First, I'm very excited about all of this. Bummed to hear timeline and scope, because I'm so excited to use these materials with the communities I work with. Is there a plan to better translate some of the current materials?
 - **Response** Yes, we recognize there is challenges with the current materials, and we are going to be looking at better ways to address that.
- **CAC Member:** Your example about PED XING was really funny. Committee member shared his experience with an immigrant friend who thought the silhouette of George Washington on I-90 signage was a mushroom; Goes to show how much context matter.
- **Guest:** As we think about the strawless work and going beyond communities we're not currently working in, it would be great to figure out the level of content that translates well. We're in 30 countries, and that's because there are natural leaders championing. Wondering if we can find those leaders here. Is that a possibility to find those leaders through SPU / City of Seattle?
- **Guest:** Do you have plans to work with other Cities in King County?
 - **Response** Not currently on transcreation. It's challenging because KC has its own materials.
 - **Susan:** I used to work for a suburban City and we worked with Seattle to beg, borrow and steal stuff. I would anticipate that the bigger cities will be interested, as they see this stuff rolling out, and that we would be happy to share those materials. But they have budget constraints and it's up to them to adopt it. As you can see, it takes a lot of budget to not only do the work but to print it and to put it on a website. And some cities

may be focusing on other communities / languages more heavily. But just the idea of transcreation is pretty new. Waste Expo presentation in New Orleans. A lot of people had never heard of transcreation; it was neat to introduce that idea. The more we can find a unifying message, the better off everyone will be.

4. Solid Waste LOB Updates

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

- **Quarterly Tonnage Report:** Susan provided some anecdotal thoughts on the results of Q2 tonnage reports. Highlights included residential contamination rate increases, increases in organics, and an increase in self-haul garbage.
 - **CAC Feedback:** The contamination metric, on the bottom in the notes, should be highlighted better.
 - **CAC Member:** (Regarding homeless encampment cleanup impacts to self-haul metrics) Is that accounted for in the commercial numbers?
 - **Response:** I don't know, but I'm concerned it's going to impact our recycling rate so we need to tease it out.
 - **CAC Member:** When we toured the North Transfer Station, they said it was very underutilized?
 - **Response:** Yes, but we've been doing a big promotional push to encourage self-haulers to come back to the station, and it seems to be working.
 - **CAC Member:** Where are we at, percentage-wise, relative to our recycling targets?
 - **Response:** The recycling rate from 2016 is reflected on the back page via the Annual tonnage numbers included in those charts.
 - **CAC Member:** I like the graphs, and I like the last one "Normalized by household." Is there a way to look at commercial or self-haul in the same way? Economic, trips to haul, etc.
 - **Response:** I'll talk to data folks and see if we can get an apples to apples comparison.
- **Curbside Collection RFP.** There was one pre-proposal conference and a number of opportunities for vendors to submit questions. The proposal deadline was extended to September 27. Questions about the RFP can be directed to Lisa Hill in SPU Contracting.
- **Contract for Organics Processing Services.** Signed with Cedar Grove Everett, and it became effective on Sept 1. 30% of our material collected will be hauled to Everett. 70% to Lenz Compost in Stanwood. This contract will be in place for the next couple of years.
 - **CAC Member:** I've heard about legal issues related to smell with Cedar Grove. Was there a question of whether they would be able to continue operating in Everett?
 - **Response:** Most of what you're hearing is about Cedar Grove Maple Valley. King County tracks this closely, because they have the Cedar Landfill which is next door to Cedar Grove Maple Valley.
 - **CAC Member:** I thought it was Everett.
 - **Response:** Cedar Grove Maple Valley has been the facility in the news recently.

- **“Moving Towards Zero Waste” Workshop / Symposium:** Has been scheduled for Thursday, November 2. This regional workshop will provide a forum to talk about metrics, such as the question, “Is weight-based the best way to measure success?” The event is invite-only, with attendees from up and down the West Coast. SWAC members will be invited.
- **North Transfer Station Education Center / Re-Use:** Due to the lead staff being on leave due to an injury, the re-use center opening was delayed. The project has been taken on by another staff member, with hopes to have it open by end of year.
- **Waste Management Intern Blog Post:** Susan shared a West Seattle blog article, written by a WM Intern, about his experience with recycling and composting.
- **Strawless in Seattle.** Sego provided a quick update on SPU’s involvement in the Strawless in September campaign, noting that the Lonely Whale Foundation and Seattle Public Utilities were unfamiliar with each other’s work until about one month ago. Since that time, they have worked together to hone each other’s messaging. Sego said that they had been hosted by SWAC Member, Quinn Apuzzo, at the Recology MRF, and that it was great for them to see how a facility operates. Sego encouraged SWAC to participate in the strawless month and become “straw conscious.” If officers decide it’s worthy, it will be discussed in October.
- **September 25: Plastics Summit, hosted by Zero Waste Washington.** At least 3 SWAC members are confirmed, with assistance from the CAC Program.

5. Solid Waste Comprehensive Plan Update; Sheryl Shapiro, CAC Program

To start the topic off, Sego Jackson collected the answers to the two electronically distributed email questions on the 2008 Solid Waste Comprehensive Plan. Prizes, in the form of reusable straws, were given out. The correct answers were:

1. Resolution 3990: Zero Waste Resolution
2. A second large influence on the Seattle’s: the Recession

Dave Hare, Planning Strategic Advisor, Solid Waste Planning and Program Management covered the history of the Solid Waste Comprehensive Plan, reviewed the elements of the plan as it stands now, discussed the amendment process for the plan, and opened a dialogue about SWAC’s role going forward. Dave explained that the plan requires an update every 5 years, dictated by State law. When this law was first passed, the City elected to create their own plan in 1988, separate from King County. The timeline since then is as follows:

- 1988: Initial plan
- 1998: Update
- 2011: Revision, with almost a complete rewrite. This took about 2 years before it was signed off by the Department of Ecology, so the plan is considered the 2013 plan.

SPU initiated the update in 2016, with a review of SPU’s Solid Waste Division goals. Dave said they are currently hiring a consultant to help with outreach on the plan, as well as to implement the Equity toolkit. The idea, he explained, is to not just solicit input on the plan but to get out in the community

and talk about what is being accomplished and what the future holds for Solid Waste in Seattle. SPU will be updating (i.e. amending) the plan, rather than revising it. A revision indicates a more major change. Some potential updates include:

- An updated Recycling Potential Assessment (RPA).
- Updated metrics to redefine recycling success

Dave described SWAC involvement:

- February / March 2018: Will have a study session; go over the plan amendments. What would be helpful: before February, if you have an idea of what you'd like addressed. Will help us develop initial draft.
 - TBD: Return with stakeholder input and final draft. Same process as used for annual recycling rate report. Once SWAC approves final amendment, we'll present to City Council. They'll adopt SWAC's approved version. Then file with DOE.
- **CAC Member:** You mentioned coming back to SWAC in February?
 - **Response:** That's what I'm expecting. We are hiring a consultant right now, and hope that will happen by November. It will take a few months to go through the plan with the consultant.
 - **CAC Member:** What is the goal for when SPU would like to finalize the plan?
 - **Response:** We're thinking the whole process will take 18 months. So, final draft (2018 Solid Waste Comprehensive Plan Amendment) would be approved by City Council around end of 2018 / early 2019.
 - **Susan:** The goal is to have a final adopted plan from the Department of Ecology by the end of 2019, early 2020.
 - **CAC Member:** How does this process align with what King County is doing?
 - **Response:** Since we do our own independent plan, this is separate from King County
 - **Susan:** King County will refer to our plan, but they are separate. King County represents all the other 36 cities, except one other County for planning purposes.
 - **CAC Member:** Can you talk about the scope of the amendment? How much would you tackle in this process?
 - **Response:** We'll have a better answer once we start planning process. This is a heads up that we're getting ready to work on the plan.
 - **Susan:** Basically, when we're updating, we want to make sure facilities are accurately described, what tonnages are, the RPA is accurate – which might change some of the programs we're focusing on. You're looking at existing conditions, and you might evaluate your goals. Then we describe how we're going to get to those goals. The Mayor's Office and City Council make final decisions on whether to keep goals, etc.

6. Community Insights

SWAC Vice-Chair, Quinn Apuzzo, opened the conversation. She explained that we are re-phrasing what was previously referred to as "SWAC's Commitment to Public Engagement" to "SWAC Community Insights." She spoke to how SPU has been sharing events they are hosting for SWAC members to

observe at, but that SWAC members should be wearing their SWAC hats to some degree in their daily lives. She encouraged members to bring back those observations and share them at SWAC meetings. Holly and Quinn began by sharing recent solid waste experiences they have had, as examples.

7. Around the Table

- **A committee member shared:** 9/7 Recology is having an opening reception for their Artist in Residence. The gallery is located next to Zeitgeist Coffee in Pioneer Square, and will have limited viewing hours, or viewing by appointment. The gallery will be up for one week.
- **A committee member shared:** That they were excited about the Strawless campaign. Their biggest takeaway, they said, will be to share this information with the green team in their school, and see if they can get a strawless campaign. They will also try to initiate it in their office.
- **A committee member shared:** Seattle Housing Authority (SHA) has a lot of multifamily buildings and given that many of the residents don't have cars, they have had issues with discarded bulky items on property. They shared about the SHA pilot project, Donation Day. Goodwill will show up on site. If Goodwill does not accept the item, the SHA Solid Waste team will pick up later that day. They said the first day was a huge success, with residents excited, and they are hoping Goodwill will find it to be a good partnership.
- **A committee member shared:** If you're not already a member of neighborhood buy-nothing page, join via Facebook. These are hyper-local gifting communities. A great way to prevent waste.
- **A committee member shared** that they had disassembled the contents of their personal recycling bin, because it was full the day before. Along with their son, they sorted the recyclables, crushing cans and packing down cardboard. They noted about 10% contamination, and that it was an educational experience for their son.
- **A committee member brought in and shared** the new Monster Hydro drink, a non-recyclable bottle. They noted that Monster Beverage Company is also the owner of Hansen Soda.
 - A dialogue ensued about manufacturer/producer responsibility versus the responsibility of those who stock non-recyclable items. It was shared that patrons of large grocery chains often ask questions about recyclability of products. Committee members discussed if there was a way to more easily determine this information, perhaps with scannable barcodes.
 - Susan Fife-Ferris shared her experience bringing this bottle to a panel discussion on Extended Producer Responsibility.
- **Committee member question:** High school students are required to do service hours for graduation. Are there any services that tie into recycling?
 - **Susan:** They could become a master recycler. Requires a number of hours. Would need to be signed off by King County.
- Sego gave a quick shoutout to Quinn Apuzzo, who led a tour for the Lonely Whales Foundation and provided additional reusable straws as prizes for the SWAC Solid Waste Plan questions. Those straws are sold at Recology's retail stores.

Adjourned 7:30PM