



SPU Solid Waste Advisory Committee (SWAC)

March 2, 2022 Meeting Notes
Webex
5:30 pm – 7:30 pm

*Chair: Joel Dashnaw
Co-Chair: Brie Kuhn*

Committee Members	Present?	SPU Staff /Guest	Role
Danny Barksdale	Yes	Jemini Davis	SPU - Solid Waste Administrative Support
Joel Dashnaw	Yes	Jeff Fowler	SPU – Solid Waste LOB Deputy Director
Rina Fa’amoe-Cross	Yes	Sego Jackson	SPU – Solid Waste LOB Policy Liaison
Celine Fujikawa	Yes	Pat Kaufman	SPU – Commercial Recycling Manager
Brie Kuhn	Yes	Katie Lynd	SPU – SWAC Program Coordinator
Nico Onoda-McGuire	Yes	Quinn Apuzzo	Former SWAC Member
Alessandra Pistoia	Yes	Heather Trim	Guest – Zero Waste WA
Hannah Scholes	Yes	Diana Wadley	Guest – Department of Ecology
Adrian Tan	Yes		
Ming-Ming Tung Edelman	Yes		
Dirk Wassink	Yes		

1. Welcome & Introductions

- SWAC Chair, Joel Dashnaw, called the meeting to order at 5:30 PM
- Members and guests introduced themselves. Prompted by the SWAC chair, they each shared their name, affiliation, and music or book that helps them get through the winter.
- February meeting minutes were approved by SWAC members in attendance

2. Comments on SWLOB Updates for SWAC

Updates were presented by Jeff Fowler

- **A SWAC member asked**, “What’s the current status of the Strategic Waste Prevention Plan?”
- **A SPU member responded**, “It is a multiyear project, and we will be sure to keep SWAC updated throughout the process. Veronica Fincher of SPU also plans to give an update at a future SWAC meeting”.
- **A SWAC member asked**, “What prompted the work around Nihonmachi Alley?”
- **A SPU member responded**, “This work was completed through our partnership with SDOT. It is part of the CAP program to both beautify the alley as well as make it functional”.

3. Legislative Update

Sego Jackson gave an overview on the status of the current legislative session & bills.

- **A SWAC member asked**, “What is the length of the long legislative session?”
- **A meeting guest responded**, “100 days”

- **A SWAC member asked,** “Can you summarize the function of the WA Center for Sustainable Food Management?”
- **A meeting guest responded,** “One of their main functions will be to setup food ordinances which will ensure edible food is available to those who need it.

4. Farewell to Segó

SWAC members shared their fond memories and sentiments with Segó Jackson as this will be his last SWAC meeting.

- Segó will be retiring and his last scheduled day to work is March 11. He will provide an email address for those who are interested to contact him in the future. Email address should be available in May.

5. Ask Evelyn Promotion

Pat Kaufman provided an overview of SPU’s “Ask Evelyn Live” series.

- **A SWAC member asked,** So, at the end of the day, are all 32 of the items selected for Recycle Madness ones that can be recycled, but just not through curbside?”
- **A SPU member responded,** “Yes, all the items are recyclable.”
- **A SWAC member asked,** “Who is the primary audience for Ask Evelyn?”
- **A SPU member responded,** “It has been adults for the most part. SPU’s Social Media Manager would be able to provide a more accurate breakdown of the demographics we have reached.”

6. Update on Public Comment Period for the Comp Plan

Katie Lynd shared a presentation on preparing for Public Comment and how to get engaged.

- **Community Engagement To-Date**
 - 2018-2019: Applied a Racial Equity Toolkit (RET) to the planning process with EJSE staff
 - Engaged with Community Connection Partners
 - Additionally consulted:
 - SPU’s Solid Waste Advisory Committee (SWAC)
 - Industry stakeholders representing waste haulers & processors
 - Partner government agencies
 - Environmental organizations
 - SPU incorporated suggestions and ideas into current draft update
- **Stakeholder Input Overall**
 - Continue to invest in education
 - Prioritize upstream efforts to address root causes of waste, especially producer responsibility
 - Continue to lead on equity and racial justice in customer engagement and service delivery
 - Be consistent and collaborative
- **Outreach Strategy**
- **Traditional announcements**
 - Strong social and virtual campaign

- Digital and online media ads
- Toolkits for amplification
- Partners and stakeholders
- **Public Comment Tools and Tactics**
 - SPU website & comment form
 - DJC and SEPA announcement
 - SPU press release
 - SPU At Your Service online blog & print newsletter
 - Background materials available in print or online
- **Public Comment Form Update**
 - Providing in-language support via Language Line
 - Open comments sections similar to Haz Waste and State Plan public comment periods
 - Gather respondent demographics
 - Gauge effectiveness of outreach methods
- **What outreach tools are available to me?**
 - Toolkit with key messages, ready to post ads, social media content, and blog prompts
 - Press Release
 - One-pager
 - FAQ
 - Executive Summary
- **How to participate as SWAC Member?**
 - Record a short video (less than ~1min)
 - Who you are and who you represent (SWAC and/or Org)
 - What you like in the plan
 - Encourage others to comment
 - Quote for Blog Post
 - Comment on the plan!
 - Send in a letter from your organization or you individually
 - Fill out the public comment form (open ended)
- **Public Comment Period – Timeline**
 - Briefed new Mayor’s Office (early February)
 - Gain approval from SPU leadership to proceed (late February)
 - Met with Department of Neighborhoods (late Feb)
 - Generated content for public comment period (Feb)
 - Content is now in review internally
 - If you are interested in reviewing and providing feedback by March 11, please let me know and I will send you the link!
 - Prepare Plan draft for posting (March)
 - Review and revise public comment materials (March)
 - Open Public Comment
 - Earliest: March 28
 - More Likely: April 4

- **A SWAC member asked,** “How many languages will the update be available in to be translated?”
- **A SPU member responded,** “We have translation services available from Language line in the top tier languages.”
- Katie will send out a cheat sheet to SWAC members with all the details needed to either post on the blog or make a video to increase participation in the Public Comment Period

7. Around the Table

- The Refugee Arts Initiative has found a new building in Lake City and is willing to host an in-person meeting, if SWAC is interested.
- SPU’s SWAC support position closed on 2/22. Interviews are scheduled for mid-March
- The UN has a treaty focusing on how to deal with plastics:
<https://www.reuters.com/business/environment/biggest-green-deal-since-paris-un-agrees-plastic-treaty-roadmap-2022-03-02/n>
- Recycler Coordinator Meeting is taking place on April 28. This meeting occurs on a semi-annual basis. Please contact Diana Wadley with any questions
- SPU is encouraging music venues in Seattle to adopt a reusable cup program. R-Cup is leading the efforts. Pat Kaufman is available to present to SWAC at a future meeting on this topic.

8. SWAC Chat

- Café-style Conversations were setup via WebEx breakout rooms. Attendees had the option to transition between different breakout rooms to have more in-depth conversations on solid waste matters.

Adjourned 7:30 p.m.