



Committee Members	Present?	SPU Staff /Guest	Role
Danny Barksdale	Y	Quinn Apuzzo	SPU – SWAC Program Coordinator
Rina Fa’amoe-Cross	Y	Stephanie Schwenger	SPU – Solid and Hazardous Waste Lead Planner
Brie Kuhn	Y	Jeff Fowler	SPU – Solid Waste Deputy Director
Hannah Scholes	Y	Diana Wadley	Guest – Department of Ecology
Adrian Tan	Y	Heather Trim	Guest – Zero Waste Washington
Ming-Ming Tung Edelman	N		
Michael Johnson	Y		
Chelsey Evans	Y		
John Martin	Y		
Erin Gagnon	Y		
Wendy Weiker	Y		
Steven Walls	N		
Yongkang (YK) Zhou	Y		

1. Welcome & Introductions

- SWAC Chair Brie called the meeting to order at 5:37pm.
- Members and guests introduced themselves. Prompted by the SWAC Chair, they shared their name, affiliation, and an influential person in their lives.
- January meeting minutes were approved by SWAC members in attendance.

2. Comments on Solid Waste Line of Business (SWLOB) Updates for SWAC

Updates were provided to the committee in writing in advance of the meeting and Jeff Fowler was present to answer SWAC’s questions.

- **A SWAC Member asked:** How can SWAC help promote the 2022 Comprehensive Plan Update social media campaign?
- **A SPU Staff Member replied:** Please follow and engage with SPU’s social media accounts: [Instagram](#), [Twitter](#), [Facebook](#).
- **A SWAC Member asked:** I’m interested in learning more about self-haul customers at the Transfer Stations. Are there any residents who do not have access to curbside services?
- **A SPU Staff Member replied:** All residential customers should have access to curbside services. Residents are required to have a minimum level of service.

3. 2022 Comprehensive Plan Update

Stephanie Schwenger provided an update on the 2022 Plan Update adoption process. Staff will be briefing the Transportation/SPU Committee at the February 21 meeting and anticipate that Council will move to adopt the Plan Update at the March 7 meeting.

4. Waste Prevention Strategic Planning

Veronica Fincher and Sophia Ahn presented an update on the Waste Prevention Strategic Planning process and requested SWAC's feedback on the Draft Stakeholder Engagement and Customer Research element.

- The planning effort includes overarching approaches intended to increase equity in both the process and outcome:
 - Less focus on “low-hanging” fruit (shorter-term strategies can be exclusionary). Focus on engaging with those who may experience the greatest barriers to participation.
 - Prioritize engaging communities that are often left out of planning processes.
 - Engage those with the *potential* to participate, not just those who are already participating.
- The engagement plan for residential customers includes a city-wide online survey as well as targeted in-person engagement based on equity, waste generation, and benefit prioritization criteria.
- The Engagement Plan seeks to better understand:
 - Best language to communicate about “waste prevention”
 - Current waste prevention behaviors and resources
 - Gaps and opportunities to increase waste prevention
 - Motivators and barriers for participation
 - What success looks like and how it could be measured
- **A SWAC Member asked:** Summer can be a difficult time for community engagement due to school breaks, travel, etc. Was there any thought about this or consideration for moving the timeline back to accommodate?
- **A SPU Staff Member replied:** We're currently planning to conduct engagement activities through October. But this is a good point, and we will make a note to consider it in the development of the final timeline.
- **A SWAC Member commented:** I thought that this was well thought through and appreciate your meticulous approach and transparency. I'm curious if the research team has thought about children and young adults? It seems like a lot of this work has to do with behavior change and learning about waste prevention. I'm curious if the research community, or behavioral scientists, have anything to offer in terms of engagement? I find that it's one thing to understand what people say, and another to understand what they actually do. How do you move closer to the point where they make a decision and take action? I think we all want to reuse and prevent waste. But then we find ourselves in situations where our actions don't align with our intentions.

- **A SWAC Member commented:** I met with the research team consultants to discuss student and youth engagement last year. We were considering a video engagement project but faced challenges around permissions and creating a way for students to submit. We're still generating ideas and I look forward to working more with the team this year. I appreciate that the research team was approaching this work as an opportunity to learn, not pushing a predetermined agenda.
- **A SWAC Member asked:** I'm curious if you have any questions that you are certain you want to ask community? Or is the intention that this be more open-ended? Is the outreach process tailored to each community/neighborhood? Or is there a standardized approach?
- **A SPU Staff Member replied:** We anticipate the outreach approach will vary depending on sector, topic, group, neighborhood, etc. We'll be taking an iterative approach and trying to reflect what works best for each community. Once the meta-analysis is complete, we will be using this to help inform the stakeholder questions.
- **A SWAC Member asked:** I second the comments made earlier about the gap between what people *say* vs what they *do*. I agree with the need to come up with a common understanding of how we are going to talk about these topics. The idea of circular economy is not even something that the average person understands. What is the plan for getting alignment with different communities on language?
- **A SPU Staff Member replied:** This will likely be embedded in the various listening sessions, interviews, and focus groups. We will be trying to get a sense of where people are starting from, while also grounding them in what we mean by "prevention" vs "recycling" vs "composting". We will be asking questions like, "What do these words/concepts mean to you? What language do you use? What are examples of these types of things?"
- **A SWAC Member commented:** It may be helpful to try to identify and connect with influential community members within these sectors, communities, groups, etc.
- **A SWAC Member commented:** I think a big part of the current problem is that people living in apartments are missing from the conversation.
- **A SWAC Member commented:** I agree. There is a different dynamic facing multifamily property dwellers than single-family residential customers.
- **A SWAC Member commented:** I've been thinking about the role of developers in this type of work.
- **A SWAC Member commented:** What about tourists? There may be an opportunity to establish new behaviors with visitors or others who are new to the area.
- **A SWAC Member commented:** There used to be an interactive sorting game on SPU's website that was really great. It's no longer there but it was a great tool for engaging youth. In general, I think gamifying educational messages, creating contests, etc. around these topics is a good strategy for engaging folks who are new to the city, youth, etc.

5. Breakout Groups

SWAC members adjourned to small breakout groups for further discussion and reflection on the Waste Prevention Strategic Planning process.

6. Around the Table

- **A SWAC Member shared:** [The Chinatown International District will be hosting a Lunar New Year Celebration](#) on February 4, 2023.
- **A SWAC Member shared:** King County has published the [Re+ Plan](#), which outlines the County's approach for achieving its zero waste of resources goal.
- **A SPU Staff Member shared:**
 - In lieu of the regularly scheduled March meeting, SWAC will be attending a field trip of the North Transfer Station next month.
 - The application period for the [Master Composter/Sustainability Steward Program](#) is now open! Applications are due by Friday, February 17, 2023.
 - The [2023 Food Equity Fund General Grant](#) is now accepting applications. Community-based organizations are encouraged to apply by Wednesday, March 15, 2023.
- **A Guest from the Dept. of Ecology commented:** Ecology does not have a seat on SWAC and participates as a guest at meetings. As the statewide regulatory agency, Ecology reviewed the draft 2022 Plan Update and submitted comments to SPU, one of which was related to Seattle's policy approach to plastics recycling. Ecology requests that their comments be shared with SWAC again.
- **A SWAC Member shared:** Applications for the [PreCycle Innovation Challenge](#), which seeks to advance an entrepreneurial circular economy in Washington, are due Monday, March 13.

7. SWAC Chat

- Café-style conversation with the group. SWAC Members were asked to respond to the questions: How did you get started in your current position and role? What inspired you to pursue the role you are in today?

Adjourned 7:33.