

Chair: Signe Gilson

Vice Chair: Julie Pond

Secretary: Laura Feinstein

In attendance: Signe Gilson, Chair; Laura Feinstein; Julie Pond; Rita Smith; Rob Stephenson

Absent: Dan Corum; Carl Pierce; Wendy Walker

Staff: Vicky Beaumont; Linda Rogers; Sheryl Shapiro; Christie Baumel, OSE

Guests: Brandon Ballard, Saint Gobain; Katie Kennedy, Cascadia Consulting; Katie Salinas, Waste Mgmt

5:10 pm Call to Order

Administration:

Chair Report:

- Sept 2011 minutes approved
- **Sept action items:**
 - Comp Plan – Pick Up The Pace To Zero Waste

Monthly Topics:

4. Solid Waste Comp Plan Outreach Briefing

Vicky Beaumont updated the SWAC on winding down the outreach period. Highlights included:

- Comment period was extended through Friday, Oct 8th; advisory to notify Vicky if a bit more time is needed to complete
 - Contracted consultant (18k) and SPU had previously developed a stakeholder outreach list, pointedly including groups that would help reach historically under represented, as well as environmental groups, industry contacts
 - List of 175 grew to 400 or more with commercial contacts
 - The consultant initiated the contacting with phone calls, followed up with emails. SPU staff and interns also made phone contacts using the consultant's prepared script; standard email message as follow-up to these contacts
 - Consultant focused on historically under-represented populations
 - Our outreach was leveraged by the community groups forwarding email, posting on web site, blog, list-serve, etc.
 - 15 organizations spread information from their initial contacts – very effective reaching thousands more
 - Comments received through consultant, and dedicated email
 - Online survey appeared to be method of choice with 587 respondents; appears demographic profile is OK for non-random survey
 - 5 community groups invited SPU to come talk about the Plan. SPU also met with another public agency and a panel of solid waste activists
- Contacting also included other city departments DPD, SDOT, and internal SPU Other presence
 - Newsletters
 - Curb waste and conserve

- SPU blog
- Green building home
- Office of Economic Development – blurb
- Mayor McGinn’s “The Reader”
- Intercept survey for transfer station customers
- Next steps
 - Review specific responses
 - Map responses geographically Analyze all feedback
- Requested reviewers
 - City Council staff
 - Internal SPU reviewers yet to respond
- Items of note
 - Media release didn’t yield any coverage
 - No dollars spend on advertising
 - Received email comments from over 14 groups
 - Expect more comments from 7 other groups, mainly industry
 - Focus of outreach was on MSW
 - For C&D – separate outreach effort; see report to come
- Q&A
 - See any trends from results?
 - Most responses from single family
 - Less than half in favor of EOW
 - All for commercial sector doing more
 - Commercial sector response focus on cost
 - Did questions come up from single family respondents?
 - Not prominent
 - Was there input from the calls?
 - Not able to take information as these were targeted follow-up calls
 - What effort was made for various languages?
 - Spanish only for transfer station intercept survey

5. Climate Action Plan – Discussion

Christie Baumel from Office of Sustainability & Environment (OSE) presented more particulars about SWAC’s technical advisory role, and what needs to be accomplished by when, how it might get done. Highlights included:

- Reviewed background and context, scope of work for discussion
 - Use known technology
 - Guide scenario of what carbon neutral city might look like
 - Question regarding waste prevention – was waste stuff avoidance considered?
 - Focus on transportation and buildings – source of greatest emissions
 - Discussion on areas which can be considered
- Questions and key areas of discussion included:
 - Example scenario in building – how to get to zero
 - What in Solid Waste Plan is pulled into CAP – important part
 - What are benefits to programs
 - Not all measured on same scale
 - Important to see solid waste in bigger picture
 - Important to citizens and businesses to get feet to fire on where we need to go
 - This is so much more than solid waste and recycling
 - Need an analysis of where we are still producing carbon and where we need to focus more efforts – areas much more complex
- End product – recommend a Solid Waste Chapter of Climate Action Plan
 - Highlight components of Solid Waste Comp Plan – why it is important
- Reviewed proposed Climate Plan approach
 - What are some existing plans; what do they include?

- Analytic realm is of concern
- Solid Waste Plan good resource to draw from; other longer term strategies could be drawn from these
- Another way to think of recommendation:
 - Recommend city research X, Y & Z, and make plan around this
 - Define X, Y & Z
- Conduct broad life cycle analysis
- Solid Waste experts –
 - SWAC offer further impacts
 - Use internal and external experts; SWAC review draft
 - Look at other plans

6. SWAC 2011 Work Plan Review – Discussion

Vicky Beaumont led the review of the 2011 work plan. The following were highlights:

- Item #10 - Reuse:
 - How SWAC could influence in a positive way
 - C&D – hold brainstorming session for possibilities to present for SPU to do
 - Review what SPU is doing; staff; what in the plan has real meaning?
 - Questions and comments included:
 - See reuse as more active part of existing strategies
 - Need to look at other fronts; what are they?
 - Possibly have Dick Lilly, Tom Gannon and/or Pat Kaufman attend SWAC meeting for update
 - Brainstorm strategies to consider in further reuse
 - How is the City using various reuse avenues?
 - Explore market development
- Item #14 – Organics Diversion
 - Won't have a metric to share until end of the year, more probability of January or February 2012
- Item #17 – Plastic Bag Ban
 - No action; in SW Comp Plan
- Item #18 – Processing Agreements
 - Check with Hans VanDusen
- Item #19 – Reports from the trenches
 - Inspection staff
 - Clean City Programs
- Item #20 – Ancillary collection fees
 - Request Hans VanDusen to update; extra fees in code not implemented
- Item #26 – Solid Waste WAC redo
 - Lack of funding has resulted in this currently on hold; when and if the effort is revived, SWAC will be asked to provide feedback to SPU staff on significant changes to the regs affecting Seattle
- Other topics:
 - Annual updates to customer guidelines: November review current educational materials for possible changes before potential revisions get too far down the line for the SWAC to have input.

7. Wrap Up

Recommendations

- Have Jeff Neuner update the SWAC on North Station RFP as applicable
- GHG – green house gases
 - Explore what items have most carbon emissions
- Reduce, Reuse, Recycle
 - Life cycle assessment of plan; possibly have Jenny Bagby and/or Jeff Morris speak to the SWAC on this topic

- SWAC to bring 2012 work plan ideas for November meeting

Action Items

- 2011 SWAC Work Plan item #16 update - micro and mini garbage cans available to commercial customers - Vicky
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Preliminary Agenda for Next Meeting – Nov 2nd, 2011, Room SMT 5965

- Approve Oct 2011 minutes
- SWAC work plan update – 2012 ideas
- SW Plan Outreach Results
- Waste Management educational materials review for recommended improvements/updates

7:00 PM - Meeting adjourned