



Creeks, Drainage, and Wastewater Advisory Committee (CDWAC)

April 18, 2018 Meeting Notes

Seattle Municipal Tower, 700 Fifth Avenue

Room 4901

5:30 pm – 7:30 pm

Committee Members	Present?	SPU Staff & Guests	Role
Ben Billick	Y	Sheryl Shapiro	CAC Program Manager
Christina Ciampa	N	Natasha Walker	CAC Program Coordinator
Colum Lang	Y	Madeline Goddard	Drainage & Wastewater Deputy Director
Gary Olson	P	Rachel Garrett	SPU Wastewater Education and Outreach Program Manager
Mariela White	N	Kelsey Whittaker	SPU Project Manager, Ship Canal Water Quality Project
Michael Williams	Y		
Maria McDaniel	Y	Guests	
Thy Pham	N	Lisa Mikesell	Guest
Andrew Schiffer	Y	Tristan Fields	Guest

1. Regular Business

- Colum opened the meeting at 5:34 PM and reminded everyone to sign-in.
- Meeting notes from March were approved.
- Sheryl indicated emergency exits and exit procedures

2. CAC Program Updates

- **May CDWAC Meeting Schedule:** A doodle poll was distributed last week to determine if CDWAC would still like to meet in May, since the All-CAC meeting conflicts with our normal meeting date. **Natasha will send a reminder on 4/19 to complete the survey.**
- **All-CAC Meeting:** We have confirmed General Manager/CEO, Mami Hara, as a speaker on the May 16 All-CAC Meeting. Stay tuned for further details on the final agenda.
- **Joint Field Trips with WSAC:** We are coordinating a June field trip to the Cedar River Watershed and Education Center. The results so far show a preference for Wednesday, June 13, but the final date will be announced shortly.
- **Membership:** CDWAC is currently at 9 members and is chartered for 12 members. Sheryl is conducting on-going recruitment. **Natasha will print SPU business cards for new members.**

3. Wastewater Outreach & Education Program

SPU Wastewater Education and Outreach Program Manager, Rachel Garrett, provided an update on FOG (fats, oils, and grease)-related audience research work. Rachel shared the findings from the survey and presented outreach campaign theme boards for feedback.

- **Staff question:** Do we know if folks who responded [to the survey] have experienced sewage backups?
 - **Staff response:** We did not collect that information, but that could be good to know.
- **CAC Member:** Were respondents single family residents, or multi-family? Because some apartments in some neighborhoods have regular sewer backups that could skew the data, and in those areas you may want to target property managers.
 - **Staff response:** We did ask about housing type, and income brackets, etc. Maybe we could parse out multi-family and single-family in our results. **We have a full report and can share it. Rachel will send a map with specific locations.**
- **CAC Member:** Did you survey any neighborhoods that *do not* have FOG issues?
 - **Staff response:** For this research, we did not have a control group. As we develop a pilot outreach campaign, we will have a control group where we are not doing any intervention. We mostly wanted to speak to people who are having issues.

Members and guests rotated around the room in 3 groups, answering the following questions for the 3 theme boards. Colors indicate the sticky notes associated with each question.

[Yellow] Which images or words do you think are most likely to motivate behavior change?

[Orange] Which images or words do you think are least likely to motivate behavior change?

[Blue] Are there any words or images think could be combined/used together as part of a theme?

[Pink] Are there any words or images you think are offensive or should definitely not be used?

The following is a compilation of the sticky notes collected by Rachel and organized after the meeting. Members received the below notes electronically to confirm their sentiments were captured and accurately conveyed.

Board 1:

- **Theme title,** “Used Cooking Oil and Grease Clog Pipes”, is effective. Eliminate the word “used” before “cooking oil”.
- **Call to Action,** “Dispose properly so this doesn't happen”, not effective.
- **Images:**
 - Overall, clear imagery.
 - Keep images simple and literal.
 - “Road closed” image confusing and not effective.
 - Like the frying pan pouring grease from Theme 3; could would work well on Theme 1.
 - Confused about what is in the sink picture. Recommend that whatever food is in the sink be culturally relevant, when materials are transcreated.
 - Improve the visual connection between the pipe and the cross-section of the clogged pipe.
 - Show clogged pipes relative to the home, rather than public pipes, since residents were most concerned about preventing sewer backups and expensive plumbing costs.
 - “Road closed” sign is confusing and not effective. Showing an overflowing sewer vs a “road closed” sign would be better. Make the connection to sewer backups and environmental impacts.

Board 2:

- **Theme title**, “We Share Seattle”: sticky note indicates this may play well with 18-34 year old demographic group given their interest in the environment/collective (however perhaps not as a title?)
- **Call to Action**, “Keep our pipes (City’s arteries) healthy”: Sticky notes indicate mixed opinions. Suggestions include:
 - Change “healthy” to “clean”
 - Reword call to action to “You can help keep pipes clean”
 - Arteries might not be the most effective word
 - If using a phrase like this, combine with actual pictures of pipes with buildup in them.
- **Images:**
 - 6 of 8 meeting attendees did not think the image (Seattle with pipes representing circulatory system) was effective to motivate behavior change. Comments on stickies include:
 - Too metaphorical
 - Too hard to understand by some
 - How is the heart/pump involved?
 - Metaphor/analogy could be confusing; people could have a hard time making the connection between the body and the pipes. May need to show a body to be more literal. Heart as wastewater treatment plant is also confusing – people will miss this connection.

Board 3:

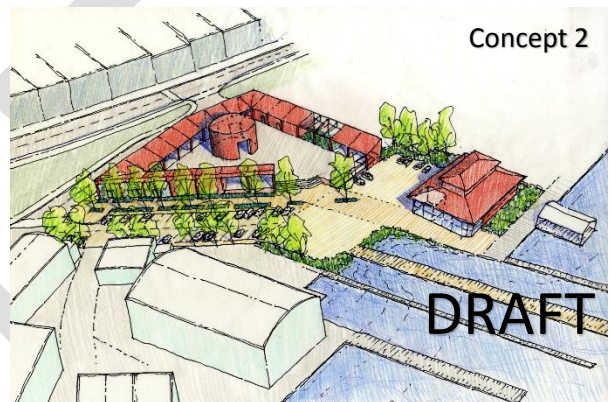
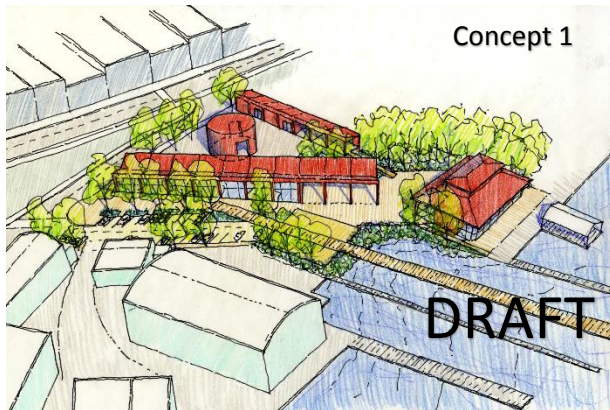
- **Theme title**, “No One Wants Their Sewage Back”: sticky notes indicate this is effective to motivate behavior change.
- **Call to Action**, “When we all do the right thing, pipes flow smoothly”: two sticky notes indicate this is an effective call to action.
- **Images:**
 - In-person comment on pipes: looks like super Mario. Theme 1 is super simple pipe, easy to follow where Theme 3 is a confusing pipe. Sticky note comment: “more realistic depiction of the plumbing”.
 - Two sticky notes indicate the sewer overflow image may be offensive/should not be used, however no accompanying comments to explain reasoning.
 - Sticky note comment: prefer artery metaphor to traffic jam metaphor.

4. Combined Sewer Overflow(CSO) Program: Ballard Site Master Plan

Ship Canal Water Quality Project (SCWQP) Project Manager, Kelsey Whittaker, provided a brief overview of the SCWQP, design approach evolution, and discussed the opportunity for public interface at the pump station site, with hopes of making it integrate well with the local neighborhood. SPU is embarking on a planning process to integrate the design of the Ship Canal Tunnel Effluent Pump Station, Ballard Operations Building, and surrounding rights-of-way. By engaging various groups at SPU and in the community, SPU seeks to design a site that both works for SPU and provides community benefit.

- **CAC Member:** The whole thing is basically a pipe cistern with a pump at the end to transport [the water] to the treatment plant. Is there not room to build a wastewater treatment plant? I live in Georgetown, where they are building a wet weather treatment plant, so I’m just wondering why they are not building that.

- **Staff response:** A large constraint in this area is space. SPU also does not deal with wastewater treatment. As SPU looks at how to deal with stormwater, the big focus is storage, so we are looking for solutions to provide storage until we can send it to the treatment plant.
- **CAC Member:** How many gallons is this tunnel going to be able to hold?
 - **Staff response:** 29 million. **Added electronically:** SPU (somewhat recently) changed the diameter of the tunnel from 14' (15 million gallon) to 18.8' (29 million gallons). So, not all the materials online have caught up yet. The 60 million gallons is the estimated volume per year of total combined sewer overflow that will be kept out of nearby water bodies because of this project.



Committee members broke into groups of 2-3 to discuss the two initial design concepts being considered for the Ballard site. They were asked to provide written feedback on the two designs, using the following questions as their guide:

- ✓ What shared uses are possible for the Ballard site?
- ✓ Pros and Cons of each option?
- ✓ Strategies for public engagement

Members responses were recorded on the concept sheets and will be compiled into a single document for staff to review. Madeline thanked Committee members for their feedback, noting that their input is always extremely valuable and has an impact on projects, programs and processes.

5. Community Insights, Around the Table

- **A CAC Member** shared about a Duwamish Alive event taking place at Georgetown Gateway Park North, Georgetown's only access to the river. Improvements to that access spot are in review, and drawings will be available to review. 10AM-2PM on Saturday. The Committee member will share information via email.
- **A CAC Member** shared about the Arboretum workshop this Saturday.
- **A Staff member** shared about a number of events coming up. The following list was shared electronically after the meeting:
 - **Wildlife in the City events** this week through Saturday: Wildlife in the City Week <http://seattlewildlifeweek.org>

- **The Amazon Arbor Day event** is the first of many student-focused activities scheduled to take place at The Spheres. SPU will have a Food Waste Prevention interactive booth. Friday, April 27, 10:00 a.m. – 2 p.m. Amazon, 2121 7th Ave, Seattle, WA 98121
- **2nd Annual African American Males Weekend at Camp Orkila.** We're collaborating with 100 Black Parents, with deep commitment and support from Chukundi Salisbury and Jeron Gates. (see attached info and registration) Date: May 18-20, 2018. Who's invited: anyone who identifies as an African-American male. Transportation to/from camp available from Mt Zion Baptist Church in Seattle and the Matt Griffin Y in SeaTac. Financial assistance is easy to access via online registration.

Adjourned 7:32 PM

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