



SPU Solid Waste Advisory Committee (SWAC)

December 7, 2016 Meeting Notes
 Seattle Municipal Tower, 700 Fifth Avenue
 Room 4901
 5:30 pm – 7:30 pm
Chair: Chris Toman
Vice-Chair: Ben Grace

Committee Members & CAC Staff	Present?	SPU Staff & Guests	Role
Quinn Apuzzo	Y	Ken Snipes	SPU Deputy Director, Solid Waste LOB
Anna Dyer	Y	Susan Fife-Ferris	Division Director, SPU Solid Waste Planning and Program Management
Ben Grace	N		
Holly Griffith	Y	Jennifer Leigh	Guest
Jamie Lee	N	Hoa Pantastico	Guest
Heather Levy	N		
Emily Newcomer	Y		
Emily Rothenberg	P	CAC Staff	
Chris Toman	N	Sheryl Shapiro	CAC Program Manager
Colin Groark	Y	Natasha Walker	CAC Program Coordinator

ACTION ITEMS:

- Committee members were encouraged to share their personal and professional resources to improve the impact of SWAC. Regular updates were encouraged and committee members were asked to send opportunities/events to Sheryl and Natasha to compile into a list.

Regular Business

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

- Meeting notes from November were approved.
- Sheryl indicated emergency exits, bathrooms, and noted that she would be following up with more details concerning emergency supplies and procedures at a future meeting.

1. Solid Waste Updates

Ken Snipes provided a few Solid Waste line of business updates.

- SPU has hired two new Division Directors: Susan Fife-Ferris (Solid Waste Planning and Program Management Division), and Ben Whitley (Operations Division). Ken said he will ask Ben to attend a future SWAC meeting so that members can meet him.
- North Transfer Station (NTS): Grand opening is 12/10/16 with Seattle’s Deputy Mayor of Operations, Kate Joncas.
 - **Committee member question:** Will there be a self-guided tour?

Veronica noted that she would be hoping to bring the program engagement materials to SWAC in Q1 2017. They are also coordinating a transcreation contract, and will plan to share some of that work with SWAC as well.

- **Committee member comment:** Really like the work using community liaisons. We're finding that's been successful in the neighborhood work that we do.
- **Committee member question:** Can you give an example of what transcreated materials means? An example of content?
 - **Answer:** Translation focuses on the words, transcreation on the concept. We want to come up with terminology that we can translate across all material, but also look at culturally relevant food, and pictures that represent the audience we're trying to reach. It's taking our standard materials as a starting point, but then looking at the graphic/text/etc. for cultural relevance. We are planning to do it for most of our Solid Waste materials over the next 5 years. It will be a big effort.
 - **Ken Snipes:** I can provide an example. Seattle Police Departments was working on a block watch program. They discovered that "Block watch" didn't translate to mean anything in Mandarin or Cantonese.

(IOPE) #5 Discussion:

- **Committee member question:** Are you doing any direct mail?
 - **Answer:** We hadn't thought of it but it can be effective for some communities.
- **Committee member question:** For low-income audiences, it would be good to work with food banks. If you can educate food banks about expiration dates and proper portion sizes. I see the waste in Seattle Housing Authority Multi-Family units, when food bank food is discarded. It's a good way to prevent waste and to get information to that audience.
 - **Answer:** Liz Fijkes is working on a commercial food waste prevention and recovery opportunities and I think that would be a good collaboration opportunity.

(IOPE) #6 Discussion:

- Veronica noted that SPU is working with CBOs (community based organizations) to expand on the baseline survey work. They will also do a post-engagement evaluation strategy through each of the CBOs.
- **Committee member comment:** I think your focus on using CBOs at every level is a great way to access those communities.
 - **Committee member comment:** I've been talking with Socorro about the outreach they're doing on new, transcreated Multi-family materials. They have developed a survey, with the survey giver being a native speaker. They are working with C+C on it, and they are offering \$40 gift cards. Will be interesting to see the outcomes.
- **Committee member question:** You keep mentioning millennials. Washington State Recycling Association had a great presentation this last year about communicating across generations. Is the focus on millennials because they absorb information differently?
 - **Answer:** It's based on the national and local data about who wastes the most food. They're also the biggest proportion of Seattle's population. I suspect it will probably be focusing across all communities, focusing on families and millennials. We have as a utility tried outreach to immigrants and refugees, but we haven't done outreach to this generation specifically

and it's challenging because there are not designated "community groups" for reaching this community. I think creativity will be important.

- **Guest Comment:** I do know that a lot of millennials get very defensive when you call them millennials. So, when you are doing outreach, you might turn off a few people when you use that phrase.
- **Guest question:** Have you gone through the Amazons, Googles, and the places millennials are working? Or through Reddit and wherever they get their news?
 - **Answer:** Only with Google so far. We got a lot of response from the table we did on Earth Day at Google last year.
- **Committee member question:** You should consider reaching out to Net Impact student groups and University groups. I'm sure their members would be interested in this.
 - **Committee member comment:** UW Net Impact Group from the Foster School of Business, and UW sustainability office has wonderful access to students across the board.
 - **Staff comment:** Evans has a grant program. SPU could reach out as part of their capstone project to get people to work on this outreach.

(IOPE) #8 Discussion:

- **Committee member question:** Had you ever thought about doing an audit of participant's food waste?
 - **Answer:** We can do studies where people measure their own food waste, and it's very effective in getting them to reduce their food waste. In terms of doing an audit ourselves, that's very expensive.

(IOPE) #10 Discussion:

- **Committee member question:** What would be an outcome of the program you'd want to communicate back?
 - **Answer:** The results of the survey / evaluation methodology. Was it effective and what would we change in the future?
 - **Committee member comment:** I think an interesting personal story about how someone was affected by it, I think that would be a great opportunity for earned media.

Service Project or Program Development (SPPD)

(SPPD) #2 Discussion:

- **Committee member question:** I want to address time of travel. People do big shopping trips at once, and aren't aware of how quickly some items expire. Might be good to have materials that emphasize how quickly some products expire.
 - **Answer:** For bulk shoppers, we could aim incentives for items that expire more quickly.
- **SPU Staff:** Is there some way to work with stores to provide an incentive?
 - **Answer:** We have thought about working with grocery stores, but we hadn't thought about that aspect of it.
- **SPU Staff:** Have you thought about some kind of idea-sharing location? Like a blog or Pinterest? A way to share ideas? There might be an opportunity to engage millennials
 - **CAC Member comment:** Instagram? You could incentivize "likes"
 - **Guest comment:** One of the things I've seen with the millennials is that they get together and prep food for the week and do meal planning. Drive some of those communities. Teaching the millennials those skills will reduce the food waste

- **CAC Member comment:** It will allow families to learn too.
- **CAC Member comment:** Working with local bloggers as media partners.

(SPPD) #3 Discussion:

- **CAC Member comment:** Grocery stores would be negatively impacted if people buy less food.

(SPPD) #5 Discussion:

- **CAC Member comment:** Media Marketing is your best way for targeting millennials.
- **CAC Member question:** Is tracking (requesting) demographic information ever a deterrent for participation?
 - **Answer:** I've been doing it since 2004 and usually it is not an issue. It's always voluntary and some percentage choose not to disclose.

(SPPD) #6 Discussion:

- **CAC Member comment:** I like the idea of doing the longer-term check-points.
- **CAC Member comment:** At Thanksgiving, I had a lot of family over and the original draft of these documents were brought out multiple times. It is very interesting.

3. SWAC 2017 Planning

SWAC Secretary Holly Griffith lead the exercise. She provided SWAC members with a handout of potential topics for the 2017 workplan, and asked members to rank their top three. Sheryl reminded CAC members to focus their interests on SPU programs and policies, and to bring it in a bit. Attendees were broken into two groups:

Group 1: A-G. Emily R, Colin, Quinn, Guest: Jennifer

Group 2: H-N. Holly, Anna, Emily N, Guest: Hoa

- Committee members felt it would be good to separate the topics into updates versus presentations.
- **Committee member question:** What additional level of engagement around the topics will we have? We're ranking them, but what does that mean? Do we get to talk about them more?
 - **Answer:** Ranking them prioritizes them for 2017.
- **Committee member question:** At our next meeting, will we give it a final look or dive deeper?
 - **Answer:** One thought is to have this list, and then have a multi-column grid, to indicate where we want updates vs in depth discussion.
- **Committee member question:** As a Committee, to improve our impact, what resource sharing do we have as a community to expand that outreach? I think we have opportunities professionally or personally we could share to improve the impact. I think sharing those regularly, to become a standard part of our updates, to increase the cadence of that.
 - **Answer:** Please send opportunities to Sheryl and Natasha, and we can compile the lists before the meeting.

Discussion: The groups reconvened to review the priority topics they discussed

Group 1

- **Guest:** Getting an overall view of the existing SW Plan and understanding where efforts are best spent
- **Committee member:** Commercial Outreach. Having reps from major companies (Amazon, Google, etc.) and talk about waste efforts. Would be good to talk to someone in charge of Cascadia's Green Biz program. Biggest requests/challenges? Each CAC doing a 1-2 biz audit in our neighborhoods; making ourselves more available for grassroots connections with the community. Could choose various sectors and discuss biggest waste challenges and opportunities, issues with pickup, customer participation.
- **Guest:** Amazon and Google are good at measuring things; we could partner with them to learn how they do those measurements. Amazon knows a lot about packaging weight which they may/may not share. Year over year trend for packaging.
- **Committee member:** General interest in metrics/measurement and ways to track change.
- **Committee member:** Large domestic waste. In Philadelphia, they used to have a day where they would collect. A local way for lower income / those without cars to discard this waste. Access options. Bring someone in who works on this?

Group 2:

- **Committee member:** Large domestic waste/illegal dumping/homeless encampments. Great to continue to have updates. Needle pilot and other pilots the City is trying to do.
- **Committee member:** 2. B. III. Seattle demographics and its impact on SPU. Very important.
- **Committee member:** 1. G. Construction and demolition. City's plans for bans, and market development. Tough nut to crack. (Multiple CAC members were interested in this)

Identified overlaps between the group:

- Illegal dumping/homeless encampments and status of pilots
- Waste metrics (per Susan, may not talk through fully in 2017, but will likely be later)
- Electronics
- Frequent updates on Love Food, Stop Waste

4. SWAC 2017 Elections

Paper ballots were handed out and collected. The following 2017 Officers were elected:

- ❖ SWAC Chair: Holly Griffith
- ❖ SWAC Vice-Chair: Quinn Apuzzo
- ❖ SWAC Secretary: Emily Newcomer

5. Around the table

- Sheryl asked Committee members if they had intentions of attending the January 4th SWAC meeting. Most attendees shook their head yes.
- **Committee member comment:** Are there any plans to repeat the CAC Orientation and include solid waste?
 - **Answer:** Yes, across the Committees.

Adjourned 7:35PM