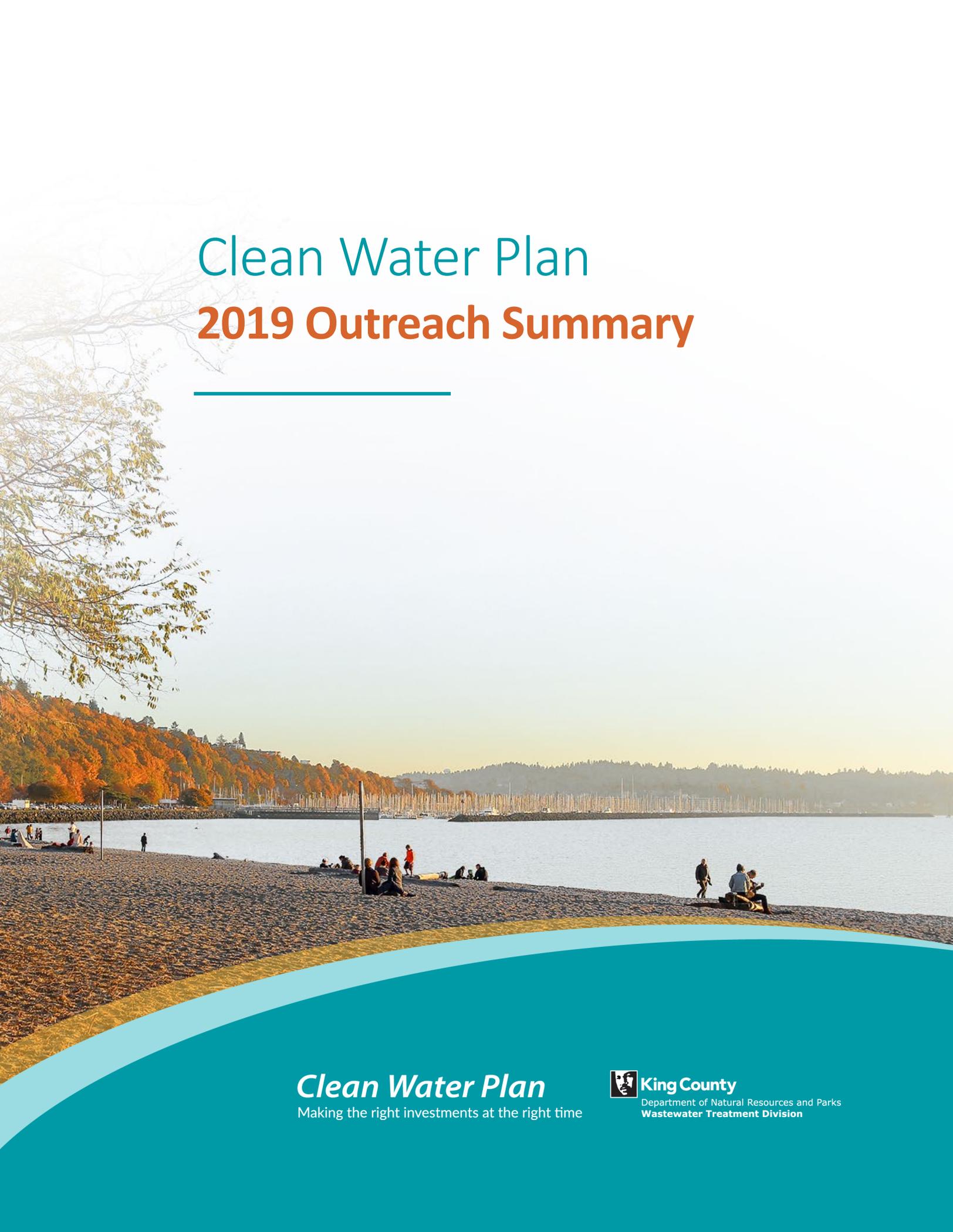


# Clean Water Plan

## 2019 Outreach Summary

---



**Clean Water Plan**  
Making the right investments at the right time

 **King County**  
Department of Natural Resources and Parks  
Wastewater Treatment Division

# Contents

---

Executive Summary..... 2

Appendix A: Clean Water Plan Workshop Meeting Summary, May 2019..... 11

Appendix B: Community Interviews Summary ..... 27

Appendix C: Fair and Festivals Summary ..... 40

Appendix D: Online Open House and Public Questionnaire Summary ..... 43

Appendix E: Advertising Summary..... 62

Appendix F: Employee Engagement Summary ..... 66

Appendix G: Youth Engagement Summary..... 73

Appendix H: Advisory Group Summary ..... 77

# Executive Summary

---

## Introduction

Over the next few decades our region will spend billions of dollars to protect water quality in our rivers, lakes and Puget Sound. The investments we make will benefit fish jobs, seafood, wildlife, and our ability to play on beaches for future generations.

King County is developing a comprehensive wastewater plan called the Clean Water Plan. The plan will address issues like aging wastewater pipes, pumps and treatment plants, stormwater pollution, climate impacts and changing regulations. This planning effort will help the County create a long-term strategy for wastewater treatment that brings the best outcomes for water quality and health and meets the needs of our ratepayers.

A key part of this Clean Water Plan is listening to communities on the best ways to make these investments. When we hear from people who are affected by these plans, we all benefit.

The Clean Water Plan needs to reflect the range of needs and priorities of the many people who live here – for example, those who pay utility bills, who fish in Puget Sound, and who enjoy our beautiful beaches. That is why King County began a community engagement effort in fall 2018. We asked community members to share what is important to them when thinking about the future of our communities, our health, and our environment. We want to hear from community members about the best ways to use and take care of our water for decades. This report provides a summary of what we heard from the public from fall 2018 to fall 2019. Community priorities will inform King County's Clean Water Plan efforts going forward.

## Engagement goals

King County's goals for community engagement efforts are to:

- Create a plan that reflects regional priorities.
- Engage long-term participants, new voices and those who are disproportionately impacted by water quality issues.
- Engage and amplify the voices of historically underrepresented populations including native peoples, communities of color, immigrant and refugee communities, limited English-speaking communities, low-income populations and people with disabilities.
- Hear and consider the voices, concerns, ideas and creativity of the public. Adjust engagement efforts to reflect this feedback. Wherever possible, incorporate public input into the outcomes of the Clean Water Plan.
- Develop and maintain positive relationships with community members.
- Build confidence in the public process, understanding and appreciation for key project decisions.

- Start a dialogue with community members about potential tradeoffs between priorities as the plan develops. Explore how these tradeoffs could affect utility investments so everyone can explore options.

## Methods

King County kicked off a public engagement process in fall 2018. This engagement effort included the tactics listed below.

### **Advertising campaign**

Together with its online open house and public engagement efforts, King County launched advertising (ads) across multiple platforms to reach diverse audiences. These ads, in multiple languages and multicultural media outlets, drove traffic and engagement to the online open house, a questionnaire, and the plan's web page on King County's website, and furthered brand awareness of the Clean Water Plan.

### **Advisory Group meetings**

The Clean Water Plan Advisory Group was formed in early 2019 to advise King County on the Clean Water Plan. The Advisory Group is made up of regional leaders representing business, environmental advocacy, public health, academia, the regulatory community, and equity and social justice advocates. The reason this group convenes is to advise the County on the planning process and on the best ways to engage and hear from key interests and constituencies. This group helps weigh Clean Water Plan trade-offs and options related to the planning process. The Advisory Group has met three times as of the writing of this report.

### **Clean Water Plan workshop**

At the workshop, 38 participants learned directly from King County staff and each other about the issues affecting water quality and the need for the Clean Water Plan. Participants gave input on their priorities and key trends affecting water quality.

### **Community interviews**

Project staff interviewed individuals from 24 organizations representing diverse communities and interests through 30- to 60-minute phone discussions. Participants learned about the planning effort and provided input on how to effectively inform, involve, and collaborate with communities.

### **Fairs and festivals**

King County set up a booth at seven events in the summer and fall of 2019 to meet communities in their own neighborhoods and collect feedback on their clean water

priorities. The events were in diverse communities and staffed by teams skilled at multicultural outreach who spoke multiple languages.

### **King County employee events**

Staff from the Department of Natural Resources and Parks (DNRP), with an emphasis on staff from the Wastewater Treatment Division (WTD), provided their input and feedback into the planning process through workshops, open houses, “lunch and learn” sessions, briefings, and internal communications efforts.

### **Online open house and public questionnaire**

From July 9 to November 1, 2019, King County hosted an online open house to share information about the Clean Water Plan. The online open house included a public questionnaire to collect input on community clean water priorities. The questionnaire was available in nine languages. This report includes information from 336 people’s responses to the questionnaire.

### **Youth engagement events**

King County collected a questionnaire from WTD college intern program applicants, conducted targeted outreach at high school career fairs, and held a workshop for DNRP high school and college interns to provide information and collect input on clean water priorities.

## **Key priorities**

Through all the outreach activities, we asked people to tell us their priorities for planning our region’s clean water future. Here is a summary of the priorities we heard, separated into values (what people care about), frequently-cited problems and suggested solutions. More detail on these can be found in the appendices of this report.

### **Avoid sewer system failures**

Values:

- Sewer system failures impact people’s ability to enjoy local bodies of water, which are important for our quality of life
- King County is responsible for managing the regional sewer system to protect public health and the environment

Frequently-cited problems:

- System failures and sewage spills from treatment plants and pipes have happened
- Aging infrastructure creates a risk of more frequent failures

Suggested solutions:

- Prioritize repair and upgrades for the aging sewer system to prevent sewage spills from treatment plants and pipes
- Prioritize resilience to system failures as a way to support the needs of the growing region

## Communicate with the public about the plan

### Values:

- It's important to invest in community engagement. The goal of this engagement should be to help people understand the Clean Water Plan so they can provide feedback and create a stronger Clean Water Plan
- Be transparent and help people participate in the Clean Water Plan process

### Frequently-cited problems:

- Past public processes have underrepresented certain populations

### Suggested solutions:

- Do early outreach to historically underrepresented communities
- Meaningfully engage youth and consider the impacts of water quality decisions on younger generations
- Target communications to the full range of multicultural communities (such as immigrant populations) and generations in the region, and understand how priorities may differ across those communities
- Engage with young leaders who may have a different perspective on sustainability and the right investments for water quality
- Review and replicate effective youth engagement efforts
- Provide the community with tools for conserving water and preventing pollution, such as rain gardens
- Educate people about ways they can protect the sewer system – for example, don't flush trash

## Ensure benefits and impacts are experienced equitably

### Values:

- We must address historical inequities related to water quality programs, policies, and projects
- The voices of people of color and other underrepresented communities should be valued in water quality decisions
- We must respect tribal treaty rights, safeguard access to traditional and cultural food sources, and ensure native people have the ability to subsistence hunt and fish

### Frequently-cited problems:

- Due to historical and systemic inequities, people of color, native people, low income people, people with disabilities, refugees, and immigrant communities do not experience the same quality of life as other residents, including exposure to pollution
- Without specific attention and focused efforts, communities will continue to suffer disproportionately from the impacts of environmental pollution and climate change

Suggested solutions:

- Honor and incorporate the relationship between native people and Puget Sound, rivers, and lakes
- Incorporate equity and social justice goals and address historical discrepancies in costs and benefits associated with pollution
- Focus plan improvements in areas where damages have been the greatest

## Increase collaboration between agencies and departments

Values:

- The Clean Water Plan should be a coordinated and collaborative effort
- A full range of partnerships and interagency/interjurisdictional collaboration is available and should be leveraged to address the region's complex water quality and ecosystem challenges

Frequently-cited problems:

- There is a risk that the Clean Water Plan would duplicate or be out of sync with existing efforts
- A mix of pollution sources and individual and institutional behaviors impact regional water quality and ecosystem health
- The challenges we face cannot be fully addressed without an integrated approach

Suggested solutions:

- Coordinate efforts across King County departments such as transportation, land use, and housing
- Consider the private sector as a potential partner for financing projects and implementing sustainable business practices related to water quality
- Integrate water quality considerations into the regulatory and permitting processes for land use development to address impacts of future growth
- Use an interagency approach to manage legacy contamination and improve efficiency
- Look for opportunities to collaborate on green infrastructure, affordable housing, and improving natural and built environments; and explore the use of ecosystem services, certifications (e.g., Salmon Safe Certification), and incentives

## Keep rates affordable in the context of the growing region

Values:

- The Clean Water Plan should consider how much people living in this region and the community overall will be able to afford to pay, in the context of other regional investment needs
- Focus on affordability of wastewater services across populations

Frequently-cited problems:

- The cost of living in King County continues to rise
- Residents who are unable to afford utility bills continue to be displaced outside of their homes and neighborhoods
- Investments will be funded in the context of a region with growing income disparity and an increasing cost of living
- There is growth in low- and high-income populations and a shrinking middle-income population

Suggested solutions:

- Sewer rates should be set with consideration for how much individuals and families can afford, and options should address the needs of lower-income populations
- Costs might be shared across departments and agencies
- The private sector could be a potential source for financial partnership

## Maintain an effective wastewater treatment workforce

Values:

- King County WTD staff are invested in successful future conditions of the wastewater treatment workforce in the region

Frequently-cited problems:

- The County faces increasing challenges in employee retention, increasing staff retirement, and succession planning
- Housing affordability in the region impacts wastewater treatment staff, as they may be unable to afford to live in the areas where they work

Suggested solutions:

- Pursue workplace equity and diversification
- Transfer knowledge via apprentice programs

## Prepare for and fight climate change

Values:

- The County needs to invest in actions to prepare for and fight climate change

Frequently-cited problems:

- Climate change will add pressure to ecosystems as habitats change, and there will be uncertainty in predicting outcomes due to future changes
- Sea-level rise could impact existing pipes and treatment facilities
- Wetter winters mean more water enters the sewer system
- Drier summers mean more water will be needed for irrigation
- Infrastructure needs to be updated to be able to adapt to climate change

Suggested solutions:

- The Clean Water Plan should be adaptable to the changing context of climate change
- Recover resources from wastewater, like biosolids, energy, and recycled water
- Encourage water conservation
- Consider energy use implications when making decisions

## Prioritize the best water quality outcomes for our investments

Values:

- Obtain the best overall water quality and ecosystem health for our Clean Water Plan investments
- Provide good stewardship of public dollars

Frequently-cited problems:

- Water quality investments can be costly and can vary substantially in their contribution to water quality improvements

Suggested solutions:

- Set priorities based on the most effective solutions for water quality
- Pursue new technologies and pollution control upgrades
- Emphasize policies, programs, and projects that provide multiple benefits to the Puget Sound region
- Consider sharing costs across departments and agencies
- Invest in resource recovery (biosolids, energy, and recycled water) and water conservation
- Prevent pollution at the source instead of treating water (both stormwater and wastewater) after it is polluted
- Study the cost and impact of different pollution removal efforts to determine the most effective investment of the public's money – for example, a study could explore the comparative cost and impact of meeting combined sewer overflow (CSO) control regulations and stormwater runoff pollution reduction
- Collect robust, meaningful data to better understand how to move forward and accurately measure water quality success

## Protect and restore our rivers, lakes, and Puget Sound

### Values:

- Water serves a key role for cultural, spiritual, recreational, ecological, and commercial needs
- Protect water for future generations and make it accessible to all

### Frequently-cited problems:

- Stormwater is a major pathway for contaminants to enter waterways
- Point-source pollution (pollution coming from a discrete source such as a pipe) needs to be reduced
- Address contamination that has remained in the environment from historic pollution, like in the Duwamish River

### Suggested Solutions:

- Address stormwater and wastewater pollution in the Clean Water Plan
- Increase stormwater management, in place of or in addition to reducing other sources of pollution
- Prevent pollution from being produced in the first place
- Consider advanced treatment processes that take more pollution out of the water than current treatment does
- Explore the role of agricultural runoff management to help reduce the amount of pollution that travels from farms to waterways

## Protect public health

### Values:

- Community members want to be able to swim and fish without the risk of getting sick
- Due to the spiritual nature of water, the region's waters should continue to be a source of healing and should contribute to positive health outcomes
- Being near water in people's daily lives contributes to their mental health and overall well-being

### Frequently-cited problems:

- Polluted water can make people sick and contaminate fish and shellfish that people eat
- Stormwater is a major pathway for many contaminants to enter waterways

### Suggested solutions:

- Prevent fish and shellfish contamination, and reduce peoples' exposure to bacteria and contaminants
- Keep beaches open and accessible for recreation and other purposes

## Support healthy habitats for fish and wildlife

### Values:

- A healthy ecosystem should include protecting and enhancing critical habitat
- Honor Native people's legal and cultural rights to fish
- The health of threatened species like orcas and salmon represent the health of our water bodies
- Addressing water quality is part of a larger picture of the interconnected land, trees, and humans in the region

### Frequently-cited problems:

- Orca and salmon face an even greater threat of extinction due to food and habitat challenges
- These species are also exposed to bacteria and contaminants of emerging concern
- Climate change will add further pressure and uncertainty to ecosystems

### Suggested solutions:

- Protection for habitat and species will involve more than water quality improvements
- Protect and enhance critical areas around Puget Sound and waterways, such as the Cedar River

## Next steps

As a next step, King County will start a strategic utility planning process. As part of this process, King County will look at WTD's infrastructure, policies, environment, and evaluate and rank different water quality investments for the future. The team will use information from public input, consult with the Advisory Group (see Appendix H), and develop a draft Clean Water Plan. Throughout this process, the County will continue to educate and communicate with the public to gather more input to create a Clean Water Plan that is informed by the priorities and needs of as many community members as possible.

# Appendix A: Clean Water Plan Workshop Meeting Summary, May 2019

---

## **Date/Time/Location**

Clean Water Plan Workshop

May 20, 2019: 12:30 – 4:30 pm

Tukwila Community Center

## **Purpose of the workshop**

On May 20 King County hosted a workshop to begin a conversation with the community about the Clean Water Plan. This was the first Clean Water Plan Workshop and an opportunity for King County to hear initial input on the best ways to make regional water quality investments. During the workshop community members shared what is important to them when thinking about the future of our communities, our health, our environment, and how we use and take care of our water for decades to come. The goals of this workshop were to:

- Provide people with background information on regional water quality conditions, the need for the Clean Water Plan, and community priorities.
- Ask people to share their priorities for water quality, public health and the environment.
- Ask people what key trends might affect water quality in the future.
- Create an opportunity for people to hear perspectives from other community members.
- Hear from people about the best way to engage their communities as we continue the conversation.

## **Advance notifications**

King County sought diverse perspectives at the workshop. The County used a variety of tools to notify the community about the workshop, including:

- Email invitations to 6,000+ individuals via GovDelivery.
- Follow-up emails and phone calls to approximately 200 individuals and organizations.
- Coordination with the following groups to share information about the workshop through their communications channels:
  - Local sewer agencies
  - Advisory Group members

- Individuals who participated in community interviews
- Community-based organizations.
- Social media posts, including Facebook and LinkedIn.

## Attendance

Thirty-eight community members attended the event:

- 10 individuals from environmental nonprofits
- 8 public sector representatives
- 5 environmental or engineering consultants
- 5 local sewer utility representatives
- 3 individuals from community-based organizations
- 3 individuals from native community-based organizations and tribal affiliations
- 2 educators
- 2 members of the public

## Format of the workshop

During the workshop, participants visited four topic stations around the room to learn about the following:

- Regional water quality
- Community priorities from initial outreach
- Clean Water Plan development process
- Key trends that shape our future.

The stations included group exercises, presentations, and opportunities to ask King County staff questions.

After visiting the stations, participants moved to small tables and discussed regional water quality, community priorities, and trends that shape our future. King County staff facilitated discussions at the tables and took notes.

Throughout the workshop, participants could visit a storytelling booth. The purpose of this booth was to hear directly from individuals about their relationship to water and their vision for the future, in a one-on-one interview format. Staff recorded quotes from participants. A photographer also took portrait photos of some participants. King County may use quotes and photos from the storytelling booth in future project materials.



*Water quality activity from the workshop*

## Regional water quality and community priorities

The first part of the workshop was dedicated to guiding people through the first two topic stations: regional water quality and community priorities.

### Regional water quality station

King County presented about regional water quality improvements in the last 40 years. Staff then asked participants to identify the pathways pollutants take to enter Puget Sound, rivers, and lakes.

### Community priorities station

King County shared what we have heard so far about community priorities from interviews and public opinion research. Staff then asked participants to share information about their relationship with water in a group exercise, by viewing photos.

Materials provided at the stations are available on the project's webpage in the [public engagement library](#).



*People reviewing water-related images for an activity*

### Participant feedback

After visiting these stations, participants moved to small tables to discuss the following questions:

1. What's working well in our region for protecting our water? What's lacking?
2. What priorities are most important to consider when planning our water quality future?
3. Which of these are most important to you, and why?

Presented below are key highlights from table discussions on these questions, organized into major themes that emerged during those discussions. Priorities are listed alphabetically and do not represent relative importance. These highlights may represent many voices, or the opinions of a single participant. They are not meant to imply consensus or a shared viewpoint among participants.

### Affordability

Participants encouraged King County to consider the following suggestions:

- Make affordability a key consideration in the Clean Water Plan.
- Consider the impact of water quality investments on customer rates in an area with an increasing cost of living.

- Consider equity-based funding options and alternatives for low-income populations.

## Community engagement

People encouraged King County to consider the following suggestions:

- Build on the region's strong connection to Puget Sound, rivers, and lakes to create momentum for water quality improvements and keep pollutants out. Participants credited the work of nonprofits and media coverage in elevating community awareness and engagement.
- Raise awareness about what individuals can do to improve water quality. For example, one participant recalled a recent education campaign that helped to reduce sales and use of products containing microbeads.
- Invest in early and sustained community engagement to create buy-in and provide feedback to create a stronger Clean Water Plan.
- Create a shared vision and communications materials on water quality. This shared vision and materials should resonate across multicultural communities and generations in the region.
- The County has a limited opportunity to make an impression on the public about clean water. Use positive messaging around trends and opportunities to build momentum.
- Use clear and easy to understand communications about water quality. Water-sector language can be heavy on jargon. Community members do not always understand the full picture nor their role in protecting water quality.
- Address the failure of past regional outreach efforts that did not include certain populations. This led to historic underrepresentation in public processes.
- Create targeted communications to historically underrepresented communities, such as immigrant populations, that may not have information on how to access water for recreation or fishing.

## Effective water quality policy

Participants discussed the important role that policy at the federal, state, and local level can play in reducing pollution and achieving water quality improvements. Participants encouraged King County to consider the following suggestions:

- Consider how a higher monetary value of water could increase water conservation and reduce pollution.
- Use rules governing development and redevelopment as an opportunity to improve water quality.
- Review current regulations. Determine whether they will help us achieve the level of water quality that satisfies community expectations.
- Review the process for designing and building wastewater and stormwater infrastructure. Look for efficiencies to make improvements to aging infrastructure faster.

## Equity and social justice

Participants emphasized that equity and social justice should be central to the Clean Water Plan process and outcomes.

Participants encouraged King County to consider the following suggestions:

- Use a transparent and participatory engagement approach. Conduct early outreach in historically underrepresented communities.
- Help address historical inequities. Concentrate Clean Water Plan improvements, particularly early investments from the plan, in areas where damages have been the greatest. Coordinate these investments with existing housing, parks, and other planning efforts.
- Honor and incorporate the relationship between First Peoples and Puget Sound, rivers, and lakes by doing the following:
  - Honor tribal treaty rights.
  - Safeguard access to traditional and cultural food sources, natural habitats and sacred spaces.
  - Ensure the ability for American Indian and Alaskan Natives to subsistence hunt and fish.
  - Learn from tribes and native communities about how natural systems function and we can improve them. Incorporate these findings into the Clean Water Plan.



*Workshop participant holding Seattle maritime image*

## Habitat and species protection

People emphasized the importance of protecting species and critical habitats, noting that threatened species like orcas and salmon are strong indicators of aquatic health. Participants encouraged King County to consider the following suggestions:

- Advanced wastewater treatment.
- Protecting and planting more trees.
- Habitat protection in critical areas such as Puget Sound and the Cedar River.
- Reducing toxic pollution.

## Interagency approach

People emphasized the importance of collaboration and coordination between King County and other agencies and governmental entities, and provided the following suggestions:

- Prioritize an integrated, interagency approach to manage legacy contamination and impacts of future growth and development.

- Better integrate water quality considerations into the regulatory and permitting processes for land use development.
- Coordinate efforts across departments at King County. Collaborate with transportation, land use, and housing sectors.
- Use the most cost-effective solutions for water quality. Consider sharing costs across departments or agencies. Look for opportunities to collaborate on green infrastructure, affordable housing, and improving the natural and built environments.
- Consider the private sector as a potential partner for financing projects and implementing sustainable business practices related to water quality.
- Maintain and build on existing partnerships with non-profit organizations.

### Multi-benefit approach

People recognized that for the Clean Water Plan to be successful, it needs to achieve multiple benefits, and communicate those multiple benefits to the community. Participants encouraged King County to consider the following suggestions:

- Choose activities and projects that provide many benefits for the community in addition to water quality. An example might be projects that improve water quality and provide job opportunities.
- Avoid misrepresentation and mistrust by not overpromising project benefits. Ensure that communities will see many benefits before making promises.
- Incorporate multiple benefits into the plan that provide flexibility and the ability to adapt to a changing and uncertain future.

### Pollution prevention at the source

Participants emphasized the importance and cost-effective nature of preventing pollution at the source in addition to treating water after it is polluted. Some participants considered treating water after it is polluted costly and insufficient to protect water quality.

Participants encouraged King County to consider the following suggestions:

- Explore options for preventing pollution at the source, such as product stewardship, to help improve water quality in the region. Participants acknowledged the complicated nature of preventing the root cause of pollution.
- Discuss the role of agricultural runoff. Participants acknowledged that agricultural regulation may require expensive equipment and can be onerous for farmers to comply.



*Small table discussion at the workshop*

## Public health protection

Participants emphasized the important role of water quality in protecting public health. Participants spoke of the impact that pollutants can have on public health, from shellfish contamination to exposure to chemicals of emerging concern.

Participants encouraged King County to consider the following suggestions:

- Play an important local role in safeguarding public health given uncertainty at the federal level on protective measures.
- Work regionally to address contamination in drinking water and protect the community from lead in schools.
- Evaluate the effectiveness of Superfund site cleanup efforts. Work federally and regionally to address legacy contamination and contamination of fish and shellfish.

## Resource recovery

Participants encouraged King County to consider the following suggestions:

- Approach water management holistically. Prioritize resource recovery and water conservation as key principles in the Clean Water plan.
- Support and expand programs that recycle water, biosolids, and energy. This could reduce nutrient pollution and help conserve water and energy.
- Consider reusing the clean water that leaves the Brightwater Treatment Plant rather than piping it directly to Puget Sound.

## Robust data

Participants encouraged King County to consider the following suggestions:

- Collect robust, meaningful data to better understand how to move forward and accurately measure water quality success. Participants warned that past processes have lacked data to make informed decisions resulting in a loss of opportunity to make the most effective decisions.
- Collect data on willingness to pay, to conduct cost-benefit analyses, measure pollutant reduction, and set performance targets.



*Workshop participants*

## Stormwater management

Participants acknowledged that stormwater is a pathway for many of the contaminants entering the region's rivers, lakes, and streams. Participants stressed the importance of managing stormwater and expressed support for the Clean Water Plan addressing both stormwater and wastewater. They also expressed frustration that there has not been more progress on stormwater even though we have understood its impact for many years. Some participants expressed interest in increased stormwater regulation in place of or in addition to regulations targeted toward point-source pollution. Other participants cautioned the use of regulation as a blunt water quality management tool. Participants encouraged King County to consider the following suggestions:

- Work to break down silos between agencies who manage stormwater and wastewater.
- Explore other management tools, such as ecosystem services, certifications, and incentives.
- Conduct a study on cost and impact of different pollution removal efforts to determine the most effective investment of the public's money. For example, the study could explore the cost and impact of combined sewer overflow (CSO) control and stormwater runoff pollution reduction.

## Understanding and engaging youth

Participants encouraged King County to consider the following suggestions:

- Meaningfully engage youth in the Clean Water Plan and to consider the impacts of water quality decisions on younger generations.
- Engage with young leaders who may have a different perspective on sustainability and the right investments for water quality.
- Build on youth willingness and readiness to adopt behavior change to encourage broader communities to do their part in protecting Puget Sound, rivers, and lakes.
- Invest in ongoing, positive, and creative educational programs for youth.
- Review and replicate effective youth engagement efforts, such as the campaign to create lifetime transit riders by providing ORCA cards to all Seattle Public School students.
- Consider implementing youth programs, such as the Lake City Little Brook Youth Corps and the Unleash the Brilliance program, to engage youth, provide work opportunities, and create a stream of knowledge at a young age.

## Water quality improvement

People discussed the importance of continuing regional efforts to improve water quality. Participants encouraged King County to consider the following suggestions:

- Consider the transfer of development rights to preserve environmentally sensitive land (such as the cleanup of Green Lake) to have a positive impact on regional water quality
- Consider advanced treatment and its impact on regional water quality.
- Exceed current treatment standards for wastewater.

## Trends that shape our future

During the second part of the workshop, participants visited two additional topic stations: Why the Clean Water Plan and Clean Water Plan Drivers.

### Why the Clean Water Plan

King County staff presented on why and how King County is developing the Clean Water Plan. Participants participated in a team activity to learn more about the process and timeline for creating the plan.

### Clean Water Plan drivers

County staff reviewed trends that are important drivers for the Clean Water Plan. A trend is an ongoing or anticipated local, regional, and/or national general direction that is developing or changing. Staff explained that King County is studying these trends and their implications to imagine different future conditions we may see and experience in the coming decades.



*Kicking off the small table discussion sessions during the workshop*

Materials provided at the stations are available on the project's webpage in the [public engagement library](#).

### Participant feedback

After visiting the stations, participants returned to small tables to discuss the following questions:

1. Of the trends, which are the most important to you and why?
2. What implication do these trends have for water quality and other regional priorities?
3. Given that this region will be making substantial investments, what are the opportunities you would like to see considered for inclusion in the Plan?

Presented below are key highlights from table discussions on these questions. Highlights may represent multiple voices or the opinions of a single participant and are not meant to imply consensus or a shared viewpoint among participants.

## Aging infrastructure

### Background

The region's wastewater facilities (pipes, pumps, and treatment plants) are aging. Some of these facilities are approaching the end of their useful life.

## Feedback

Participants discussed aging infrastructure and the need to:

- Replace aging facilities and build more facilities to accommodate anticipated population growth.
- Maintain and upgrade existing infrastructure because it is a critical factor to water quality.

## Climate change

### Background

Scientists predict that climate change will bring sea level rise, more intense rainfall events in the winter, and higher temperatures to the region.

### Feedback

Participants discussed climate change and its impact on:

- The increase in the frequency of storms resulting in a higher volume of stormwater carrying pollution to Puget Sound, rivers, and lakes.
- Increased temperature due to climate change that may also result in decreased pH and oxygen levels which would have a negative impact on animals and habitats.

Given these threats, participants encouraged King County to:

- Plan proactively. Consider the long-term investments our region needs.
- Make a plan that is resilient and flexible to the uncertainty of climate change and its impacts on water quality.
- Consider expanding recycled water and energy programs to reduce water and energy use.
- Offset energy use for new facilities by installing or investing in renewable power alternatives.

## Environmental regulations

### Background

The trend of declining numbers of Puget Sound southern resident orca indicate that this population is at risk of extinction in the future. A decline in salmon populations, particularly from urban rivers, and decreases in aquatic habitat in urban and urbanizing areas is expected to continue in the future. State and federal water pollution control regulations are expected to become stricter in the decades ahead, and there may be new requirements to do the following:

- Remove nutrients, like nitrogen, from wastewater that can lead to low dissolved oxygen in the water that is harmful to fish, as well as toxic algae blooms.
- Remove chemicals of emerging concern, like medicines and cleaning products, from wastewater.
- Increase stormwater treatment.

## Feedback

People discussed the role of regulations in improving water quality. Some participants supported increased regulations, while others raised concerns about the financial burden that new regulations and technologies could bring to ratepayers.

## Population Growth

### Background

The central Puget Sound region is projected to add 1.7 million residents and 1.2 million jobs by 2050. Much of this growth will occur in King County.

### Feedback

While population growth creates additional complexity and challenges, participants also emphasized the opportunities that come with a larger community. Participants discussed the need to do the following:

- Proactively address the large population growth the region is expecting in a way that preserves quality of life and water quality.
- Defend a strong growth management plan to reduce sprawl and encourage dense development.
- Maintain open space and variety in density. For example, allow increased density in areas such as Seattle's downtown core.
- Encourage land use development that does not add to or reduces hard surface areas (like concrete and pavement) and stormwater runoff.

## Rising cost of doing business and availability of funding

### Background

The cost of living and of doing business continues to increase in the region. Financing water quality improvements is increasingly expensive. There are not many federal grants or much loan funding available for wastewater facilities, and the County expects limited availability into the future. Additionally, affordable housing is one of the region's most pressing issues particularly for lower-income individuals and families, who have been historically underrepresented in public processes, and are disproportionately made up of people of color and indigenous communities.

### Feedback

Participants discussed the rising cost of doing business and the decreasing availability of funding. They highlighted the following:



*Group discussion sessions during the workshop*

- The impact of this trend on rates as well as equity and social justice.
- The responsibility of the region to maintain and upgrade infrastructure given the decrease in federal funding.
- The need to consider how legislative changes to stormwater management or growth and development may provide additional income streams for King County.
- The need to fund utilities and remove silos.
- The role private business might play in improving water quality and covering the cost of doing business. Participants highlighted a highway off-ramp that Microsoft helped to fund as an example of collaboration between business and government.

## Technology and innovation

### Background

There are ongoing improvements in wastewater treatment and water pollution control technologies. But installing and operating technology is expensive, and there is uncertainty about the future costs to install and operate these new technologies.

### Feedback

Participants encouraged King County to do the following:

- Remain open to innovation and new technologies.
- Continue to lead on bold innovation. Examples of innovation included: Shoreline Salmon Safe Certification, Ballard stormwater improvements.
- Work to create understanding of both the positive and negative impacts of technology before implementing new programs.
- Consider additional green infrastructure solutions and the expansion of such projects beyond the urban landscape.
- Consider blue carbon strategies and how these may help pay for water quality improvements.

## Water quality conditions

### Background

The region has made significant water quality accomplishments. Fifty years ago, millions of gallons of raw sewage flowed daily into Lake Washington. Today, it's one of the cleanest urban lakes in the world.

- There is more work to do:
  - Water temperature is getting warmer, which is worse for fish.
  - Water does not always meet state standards for certain criteria, including bacteria and dissolved oxygen.
  - Historically contaminated sediments persist in the region's waters.
  - Emerging contaminants are being detected, but their impacts are not fully understood.
- Due to historic and systemic inequities, historically underrepresented communities do not experience the same quality of life as white residents, this includes exposure to pollution.

## Feedback

Participants discussed these issues:

- The implications of water quality on a wide variety of regional concerns, including tribes, treaty rights, habitats, and species.
- Connection between environmental indicators. For example, the impact declining salmon populations have on tribal fishing, livelihood, and culture.
- The need for restoration efforts to consider the impact of development and construction on habitats and species.

## Let's continue the conversation

The workshop closed with a thank you to all participants and a request for feedback on the format, timing, and content of the workshop. King County explained that this first workshop was the start of the conversation with the community, with the intention of keeping the conversation going throughout the planning process.

King County staff explained that there are many ways to stay involved, including the following:

- Visit the project webpage [kingcounty.gov/cleanwaterplan](http://kingcounty.gov/cleanwaterplan).
- Ask questions or providing feedback by sending an email to [cleanwaterplan@kingcounty.gov](mailto:cleanwaterplan@kingcounty.gov).
- Participate in an upcoming Online Open House.
- Invite King County to attend your next community meeting.
- [Sign up](#) to receive regular email updates about the project.
- Participate in future events.

***Alternative Formats Available: 206-477-5371 | TTY relay: 711***

## Attachment A: Audio Interview excerpts, Focused Engagement Storytelling Station

“I’m originally from Indiana but I moved here in beginning of high school; I now consider the Seattle area home, I can’t picture living anywhere else. The hills, the mountains; I’d never seen mountains like this before. Also, the water, which is why I’ve found myself in the water world, salt water, fresh water, how prevalent it is everywhere and the beauty of it. We lived near Lake Sammamish and so we spent a lot of time out on the water...we had lakes in Indiana but not on the same scale. I see a future, one where our water is clean and our urban environments and built environment is cohesively interacting with the water. The way in which our environment is transitioning, water is going to become a huge problem both in flooding, soil erosion and overtaking our communities and causing displacements. So building natural infrastructure, using vegetation to merge these two environments so they’re working cohesively, I think it will provide the water quality, ecosystem benefits, and also protect our communities that will get inundated with water if we’re not careful.” –Stephen Fry, Seattle 2030 District

“My culture and heritage has everything to do with the water, our food, our spirituality, our medicine comes from the water. One of my favorite activities with relationship to the water is the tribal canoe journey. I have participated in 6 tribal canoe journeys, which is one huge ceremony in Washington. It’s a tradition that’s been carried out, it has many stories such as paddling in the canoe with your team members. There’s a saying that if you go on the tribal canoe journey, you will have a ‘canoe journey moment,’ meaning you’ll have some sort of personal or individual transformation because the whole journey is spiritual. A lot of people on the journey are healing or grieving, and their tears will go in the water. It ranges, whatever state of being you are. It’s one huge ceremony, and the 29 tribes in Washington all participate once a year, and this year is the paddle to Lummi. Last year was the paddle to Puyallup; it’s a lot of work.” --Pamela Stearns, WTD

“I think one of my first come to Jesus moments, a revelation, was seeing the Olympics on a really clear day in the spring and seeing the white-capped mountains across the Sound and it was just awe-inspiring. I think how close, how palpable the water is for everything in Puget Sound, how it’s related to the food; everything from the beer (it’s the water), to the shellfish to shipping, how it’s tied into every aspect of the economy, spirituality of the place, the indigenous people...as an ecologist who works specifically around community engagement, those kinds of ecosystem features are so important to making conversation a reality, because you need a hook. You need to say this is why this is important, regardless of your ethnicity, socioeconomic status, where you come from, that connection to the water is always there. This region is blessed with really palpable and strong source for inspiration for conservation for the environment; that’s pretty unique. I think our future would look like community-stewarded green stormwater infrastructure that doubles, triples, quadruples as parks, trails, habitat and kind of inspiration for communities. I want to see community stewardship that is facilitated so governments can facilitate community engagement in their own neighborhoods; tightening feedback loops between neighborhoods, who lives there, the nature that is there, who takes care of it and how they’re supported in doing so. That’s the trade off, as opposed to massive investment in gray infrastructure, community investment in maintaining beautiful bioswales, rain gardens and stormwater infrastructure so that our future looks like a more distributed management of our open space and green

infrastructure. I would emphasize the importance of the County investing in redressing historic imbalance and engagement; that's not just asking people to show up to things like this, but actually going into neighborhoods, and investing in economic outcomes for those neighborhoods, that's why I link to job training here. If you want engagement, you can build job training, connect that early, youth and professional development so that ends up producing a workforce that is as diverse as the region. I would emphasize thinking of the long game and how you diversify the workforce and how that also feeds back to broader community engagement and clean water." –Sean Watts, community engagement consultant

"As a child, we were brought down to the water all the time, because our elders told us that water was important. When we got older, they shared with us that one of the fights that we would be fighting for, for mother earth would be over water and land. They said we fought over the fishing rights for you, and we took you as far as we could take you because we don't understand the western ways of living. So they said we are going to make you go to the public schools, so you can learn those ways and get knowledge because the next fight that's coming is going to be an even harder fight, and it will be water and land that we are fighting over. So we need you to carry, and get that knowledge, so you can be knowledgeable to fight the next fight that's coming for our people, and the future for our next 7 generations that are coming. We want them to be able to eat the foods, carry the culture and traditions on, know who they are and not forget in their hearts who they are. We want them to go to these schools to learn, to understand because that's what they want of us. We're allowing that so you can help the tribal government later on, of what they're going to need. Today I'm an elder of the tribe and I see all of our ways being lost. So, all those things that our ancestors talked about, they told me I would see, I am seeing today and when I see those things, it hurts my heart because I wonder how my ancestors knew all these things before they left. And so for me, this is important because I want my great-grandchildren, I want my children to know who they are, I want them to have their cultures and traditions in their hearts and not forget why our ancestors fought hard, and respect mother earth, because mother earth gives us everything and we would have nothing without all of it." –Susan Starr, Muckleshoot Tribe

"I'm originally from California, I came here because my father was in the military, so my husband and I moved up here. I always grew up coming to the Pacific Northwest to visit him, so I fell in love with nature at a really young age. Particularly at Crescent Lake, we would go fishing out there and that's when I knew I had a love for the Pacific Northwest. The first time I saw Crescent Lake it was magical. It was just pure beauty, there were no boats. It was like 5:30 in the morning so there was this cloud hanging pretty low and I had caught my first fish. So that's when I felt really connected to the land. Clean water is important because it's what keeps everything alive. It's life and we need to protect it so that future generations can benefit from it as well. What I'm really hoping to learn is to take some information and share it with a lot of youth within the Tukwila school district." –Niesha Fort, city of Tukwila

"I work on Puget Sound recovery with a wild and woolly cast of characters; I'm interested in integrated approaches across water, economic development, public health, this one water concept is very appealing. I have lived in this region for 25 years; I love living here because of a combination of raw nature and an interesting city connected to a wild part of the world. I kayak, hike, ski, camp, the

outdoors and the kitchen are my grounding influences. If we play our cards right, our future could be very positive, but I think we need to develop positive relationships with some of the larger employers who are bringing thousands of people here and to help finance the investments in keeping water quality good. The affordable housing issue is sort of an existential threat to water quality because it's going to push a lot of people out of the city; at the same time I think we need to make our more urbanizing environments better integrated, both affordable but also biophilic places because people need green regardless of where they live. It's like yin and yang, if we don't get urban development right, it will be very hard to save outlying places, and make them suitable for clean water and protecting clean water. So there are a lot of challenges and opportunities ahead and we have to make sure that we make the right ask. I appreciate King County because of your excellent thinking and government." –Heidi Seigelbaum, Washington Stormwater Center

# Appendix B: Community Interviews Summary

---

## Overview

The King County Clean Water Plan development process will be supported by a regional, community-based public outreach and engagement effort. This outreach launched in 2019 and will continue across the area for several years. During this time, the project's Regional Engagement team will engage in dialogue with the community, leading with race, equity, and social justice, and seeking to equitably involve groups and individuals with diverse experiences, opinions and priorities.

To help achieve this, the team conducted community interviews in early 2019. Feedback and common themes from these interviews will inform the Regional Engagement Plan at large, provide a foundation from which to tailor engagement and messaging as we move forward, and provide important information about community priorities to the Planning Team.

Information about the Clean Water Plan is available at: [www.kingcounty.gov/cleanwaterplan](http://www.kingcounty.gov/cleanwaterplan).

## Community interview goals

- Introduce the planning effort and emphasize the need for community input to help prioritize future investments.
- Identify potential interested parties and the ways they want to participate.
- Better understand how to effectively inform, involve, and collaborate with communities that don't typically participate in County outreach activities.
- Test our project key messaging, strategy, and tactics, and revise it so it resonates with the community. Explain why we think these community members should care about participating in this process and how they would benefit from it.
- Understand specific barriers to participation—including racial, linguistic, socio-economic, and geographic—and power dynamics among diverse communities in King County.
- Identify community values, needs, priorities, and concerns that will help develop scenarios.

## Approach

The Clean Water Plan Regional Engagement team includes King County Wastewater Treatment Division (WTD), Ross Strategic, Stepherson & Associates Communications (S&A), Environmental Coalition of South Seattle (ECOSS), and Resource Media.

Team members contacted potential interview participants through an introductory email. Prior to each interview, the project team members also provided information to participants about the planning process (fact sheet and link to webpage) and a copy of the questions we would ask.

Interviews were conducted over the phone or in person and ranged from 30 to 60 minutes in length.

## Interview participants

The Regional Engagement Team sought diverse organizations that represent many different communities and issues across the WTD service area. The team reached out to 33 organizations in the Puget Sound region and WTD service area that included public agencies, economic development groups, community-based organizations, nonprofits, and environmental advocacy organizations.

Twenty-four organizations participated in the first round of interviews. Participants (listed below) represented a significant number of equity and social justice-focused organizations as well as youth development organizations, high school students, public agencies, Native people, and environmental organizations and members of coalitions.

- Asian Counseling and Referral Services (ACRS)
- Award-winning writer and visual artist
- Chinese Information and Service Center (CISC)
- Craft3
- Disability Rights Washington
- Economic Alliance of Snohomish County
- Indigenous Resistance Alliance
- InterIm CDA
- King County WTD High School Career Fair Participants
- Mazaska Talks
- OneAmerica
- Port of Seattle
- Puget Sound Partnership
- Puget Sound Sage
- Seattle 2030 District
- Seattle Indian Health Board
- Seattle Youth Climate Action Network
- Solid Ground
- The Russell Family Foundation
- Tlingit & Haida Washington Youth
- Tribal Resistance
- White Center CDA
- YMCA Earth Services Corps

## Key findings

Participants were generally eager to talk to our team about what they do and who they serve, as well as discuss the Clean Water Plan, critical issues around climate change, and how we can connect to their existing programs and initiatives.

The organizations are focusing on a number of key issues and topics currently and in the coming years, including affordable housing, climate change and justice, youth engagement, displacement in King and Snohomish Counties and transportation.

Reflecting on the key issues within the Clean Water Plan, participants named climate change and justice, equitable distribution of benefits and impacts, and public health protections as the most important.

Participants also noted topics such as small business support, water rights and proper stewardship on tribal lands, storm readiness, and intergovernmental collaboration as important to address in the Clean Water Plan.

Participants emphasized that a successful Clean Water Plan would be measured by accessible and equitable outreach, engagement with tribal communities, protecting public health, and ensuring water quality.

Almost all participants were interested in learning more about our outreach and planning efforts and look forward to identifying specific ways we can serve and engage their communities.

## Interview questions

See the appendix for the full set of interview questions and script.

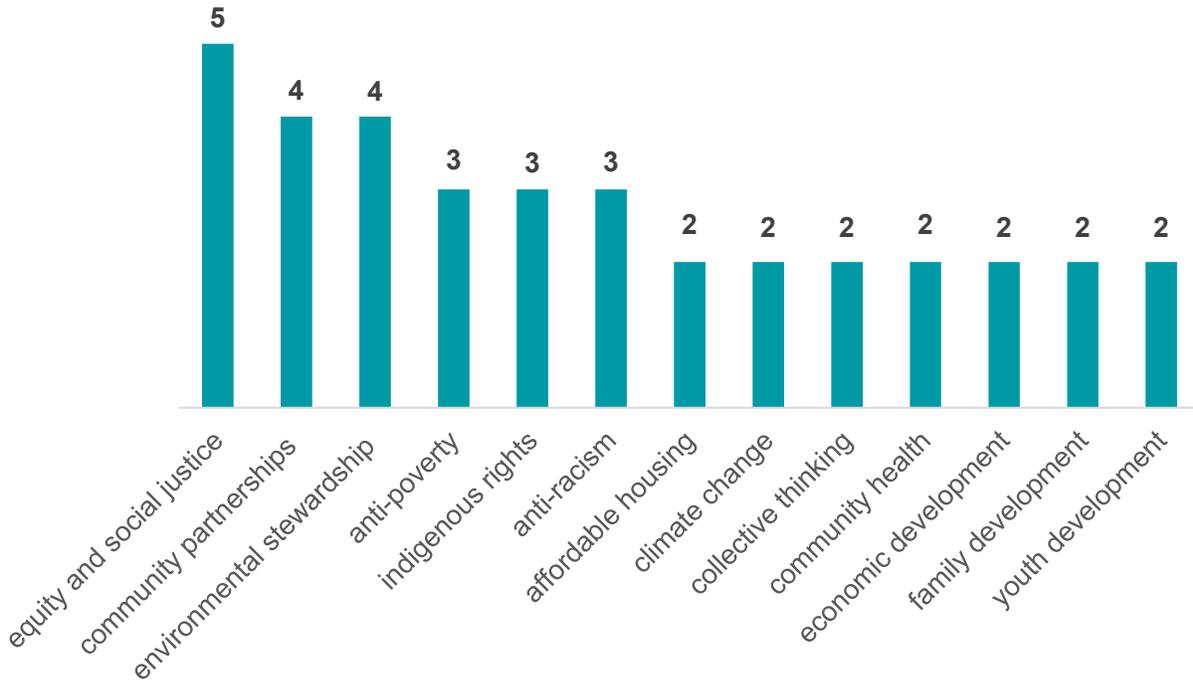
## Summary of feedback

### Question 1: getting to know you

**What are the most important principles or priorities that guide your organization's work and decision making?**

Participants listed about 30 different principles or priorities. The most common are noted in the chart below. Other principles and priorities mentioned included accessibility, effective use of resources, spirituality, sustainability, clean water, and transparency.

**Figure 1. Organizations' top principles and priorities**

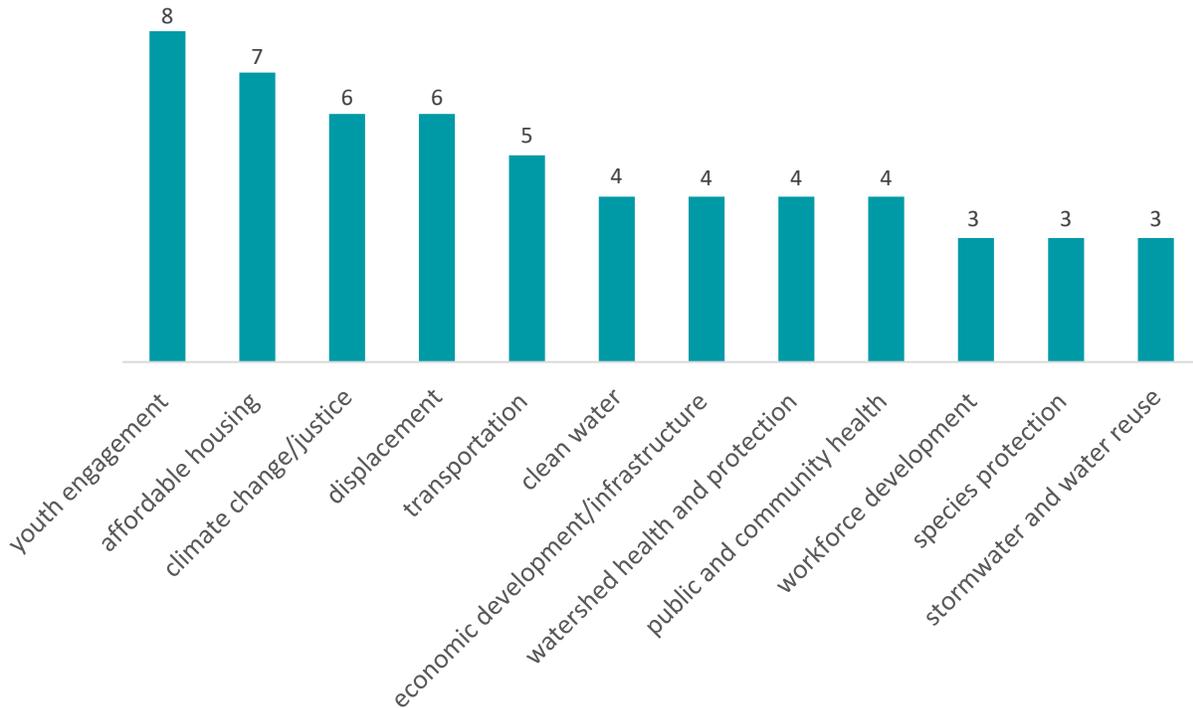


**What are the most important issues your organization and community will focus on in the next few years?**

Participants listed about 33 different issue areas or specific topics they are addressing in the coming years. The most common issues are noted in the chart below.

Youth engagement issues included engagement specifically with Native and indigenous youth and their communities. Transportation issues included large-scale infrastructure investment as well as investment in mass transit and improvement in accessibility and para-transit services. Public and community health included public health governance, community health programs, and focus on behavioral health, as well as improving health services and outcomes for Native people. Species protections focused largely on orca whales and salmon.

**Figure 2. Top issues**



**Other topics:** Other important topics mentioned included fishing, refugee and immigrant rights, corporate divestment in tar sands, indigenous arts and culture, public safety, civic engagement, family basic needs, and living wages.

**What are some notable opportunities or challenges you see for your organization in the coming years?**

In general, many respondents see opportunities in future advocacy, advancing community efforts, and more public attention to equity issues. Challenges mentioned by participants varied quite a bit, however, ranging from lack of resources to large corporate accountability.

**Opportunities**

- Building movements that advance community efforts
- Creating job pipeline and youth leadership platform
- Direct youth advocacy
- Equity on open space
- Further expanding our reach and making sure other organizations are connected to students
- Green movement
- Increased capacity to conduct advocacy
- Increased funding opportunities
- More funding to get out into the community for cultural festivals
- Stormwater credit program

- The public is finally paying more attention to equity and allowing more participation by people of color
- Upcoming 2020 election and census

## Challenges

- Limited human resources
- Lack of physical office space
- Current U.S. administration: changes to rules and access to benefits
- Different immigrants carry different values, making it hard to collectively organize
- Reaching non-English speakers who may not have internet
- Displacement and homelessness
- Mobility and access to youth programs
- Gentrification
- Wells Fargo financial relationship with tribes
- People’s reluctance to pay for improvements where the problems exist
- Amazon accountability
- Maintaining competitiveness for future Boeing airplane

## Question 2: familiarity with the County

**How have you or your organization interacted with the County in the past? Or if no interaction, in what context have you heard of it?**

- Most participants have interacted with King County before or have an awareness of WTD. Approximately two participants indicated that they don’t know much about the County.
- Many participants noted other county programs, projects, or divisions that they’ve worked with in the past or with which they are currently working. Some examples include: King County Public Health, Housing Office, Elections Office, Behavioral Health, and Housing Authority.
- The most common ways that participants interact with King County are through grant programs and through participation in panels, advisory groups, speaking events, or participatory budgeting processes.
- Two participants coordinate with King County on a government-to-government level.
- Among these responses, the commonly repeated term was “partnership” or “relationship.” Some people indicated they have a “strong relationship,” “long relationship” and “long history working successfully together.” “Partner” and “partnerships” were words used several times (approximately six times).

**Is there anything you think the County could do that would better serve your community?**

We saw three themes arise from participant answers: 1) Make it easier to work with the county on projects and grants; 2) Maintain or build relationships among the county, community, and other agencies; and 3) Make sure engagement and outreach are coordinated through community-based organizations (CBOs) using culturally appropriate tools and compensation. Further details are outlined in the chart on Page 10.

We also heard that it is very important to maintain working relationships with tribes and regional organizations serving Native people throughout the regional engagement and technical planning process.

Key Themes	Tactics
<b>Make it easier to work with King County</b>	Be transparent and fair on projects and contracts.
	Simplify bureaucratic systems so community organizations can more easily access information.
	Establish easier grant reporting requirements.
	Establish policies that benefit refugees, immigrants, and low-income populations.
<b>Build or maintain relationships with community</b>	Coordinate and communicate engagement activities among various County agencies.
	Better serve Snohomish and the region by having some bi-regional meetings in Snohomish County.
	Maintain community connections and relationships when there is personnel turnover within the County.
	Develop more relationships between community organizations and King County so it's easier to see how decisions are made.
<b>Engagement and outreach: Collaborate with community-based organizations and be culturally relevant</b>	Collaborate with local community-based organizations (CBOs) for effective community engagement and outreach and reach out to communities earlier in the process.
	Make sure requests to underrepresented communities for input are made with respect for their labor and time.
	Be more open to meeting teens where they are during the week, including at existing school programs and use easy-to-engage tools like surveys.
	When conducting language translation, use intermediaries such as CBOs, and attend community meetings to introduce the project. Develop culturally relevant, in-language materials.
	Provide incentives for participation.
	Hire people who represent specific communities and specifically hire those who grew up there.

Other ideas, outside of WTD's likely scope, included:

- Lower rent
- Provide scholarship funds for kids in kindergarten through 12th grade
- Improve paratransit access and engage the people who use it to see how well it's working

### Question 3: how we can effectively work with you during planning?

**What is the best way to share information with your community? In what ways have you communicated to your community thus far? Do you have any examples of good or bad engagement that you've experienced? Why?**

Suggested ways to share information included:

- Environmental groups in Snohomish County
- For business community, show successful case studies
- Email, social media, and newsletters
- Newsletter services for schools and PTAs
- Word of mouth
- Slack app
- Flyers in libraries
- Community-based organizations
- One-on-one interactions and in-person outreach
- Youth organizations focused on environmental justice

An example of good outreach included relating the problem to how it affects Puget Sound, our businesses, health, or people. When describing the Clean Water Plan, show what the old system looked like and how planning and changes over time have helped solve problems. Also, demonstrate how youth contributions can lead to change.

Other examples of good outreach included:

- Allow time to build authentic relationships.
- Talk to Green Teams at high schools or speak to other clubs.
- Provide guest speakers to schools.
- Field trips for young people to treatment plants.
- Share how the Clean Water Plan is part of job readiness.
- Use social media.
- Provide food.
- Tour of treatment plants.
- Email – let young people know if their ideas were used or not and, if ideas would not work, explain why or call them directly.
- Offer job shadows.
- Do a short two-minute music video that explains the plan.
- Interpretive dance to explain plan.
- Some students have worked with younger students on programs that teach students how to survive high school – model that.
- Develop youth ambassadors.
- Offer community service programs (e.g., restoration).

We received several examples of what is viewed as bad engagement, including:

- Not using native languages
- Providing translations after English materials
- Not compensating people for their time
- Not promoting activities or information enough
- Not providing the appropriate staff member to a cultural or community event
- Not including all information in final reports
- Not doing any outreach at all, or too late

**Are there any programs or events we should coordinate with?**

Interview participants recommended several organizations and individuals, including environmental organizations, community-based organizations, and academic interests.

**Are there strengths within your community or organization our team can leverage to make this a successful engagement process?**

- Relationships within communities and cross-coordination efforts
- Translation/interpretation/transcreation help
- Interpretation equipment
- Articles in organizations' newspapers
- Arrange opportunities to speak to students
- Existing funder listserv
- Access to tribes and indigenous communities
- Serve as a conduit to the private industry

**Are there any barriers, cultural or otherwise, that your community has in engaging with public projects?**

- Language
- Accessibility issues, particularly for elderly people (recommend always using microphone and a hearing loop system)
- Interpretation equipment does not work perfectly
- Transportation access
- Daytime meetings are a barrier. Time and location of public events should be flexible.
- Federally recognized versus unrecognized tribes
- Public information can be too technical (co-creation of materials was suggested)
- People work non-typical shifts
- People do not have background of civic engagement and lack understanding of the process
- Financial and socio-economic barriers to participation
- Racial segregation
- Institutional racism
- Bureaucracy
- Lack of compensation for people's time

- Engagement and participation take time and resources to reach all populations
- Capacity for CBOs to engage

### Question 4: engagement partnerships

#### **Would your organization be interested in learning more about engagement partnership opportunities?**

About half of the participants responded with a strong “yes.” The remaining participants were somewhat interested but need further details or understanding of what is expected.

### Question 5: a plan that works for you

#### **Does this plan development interest your community? Why or why not? What drives you to participate?**

Most participants replied that the plan does interest them, their organization, or the people with whom they work. Some mentioned the plan is of interest, specifically in terms of:

- Utility charges, bills, and ensuring inclusion of low-income community voices
- Building codes, zoning policies, construction
- Grantees focused on water and the communities that live around it
- The plan directly impacts their clients’ daily lives
- Future generations and their safety

Regarding what drives people to participate, a repeated response was that our outreach efforts need to convey, in an easy-to-understand way, how the Clean Water Plan affects people directly, so that people know how it may impact their cost of living, quality of life and future in the Puget Sound region. Other key recommendations include:

- Some people may be afraid to ask questions or participate in larger venues. Smaller listening sessions or visioning discussions are helpful.
- Reach out to youth and teens through existing high school programs.
- Implement multi-use opportunities for land that King County owns, or community ownership programs.
- Consider multiple benefit land use strategies, such as the development of international markets.
- Create jobs, apprenticeship and employment opportunities while considering labor agreements, especially for immigrant/refugee communities and those who are multilingual.

#### **How can this plan development process help you and your community or tie into your work?**

Several participants emphasized this plan ties into their work or holds relevance because clean water is connected to daily lives, community health, and that protection of water is key. The region’s future related to climate change, sea level rise, and flooding of low-lying communities was relevant to one person.

A handful of participants responded that the plan development relates to their work because they help bridge knowledge, engage communities, and connect nonprofits on programs or projects like this one. Lastly, one participant reflected that when tribes can engage in the process early on, they're able to steer things in a better and healthier way for all participants.

**What communications resources (or other resources) would help you be more successful in your mission and reaching your community members?**

The most common response was that transparency in County decisions and simple public information are needed. Things that are helpful include:

- Public-friendly executive summaries
- Culturally appropriate education materials
- Non-digital engagement tactics
- Properly translated and simplified materials; no technical jargon
- Newspaper and radio (have a lot of impact)
- Physical face-to-face connections to empower community to raise our voices

Two others reflected on the need to ensure outreach is authentic and incorporates the Equity and Social Justice Initiative into plan development. One person suggested that we should bring in the Snoqualmie and Muckleshoot tribes to ensure their voices are heard. Lastly, one participant reflected that more funding and partnerships are always needed.

**Some issues we are considering in this Plan are:**

- Aging pipes and treatment plants
- More people in the region creating more wastewater
- The changing climate
- Potential new requirements
- Recovering resources from wastewater (like energy and recycled water)
- How to finance water quality improvements
- Protecting public health
- Ensuring benefits and impacts are distributed equitably

**What issues are we missing?**

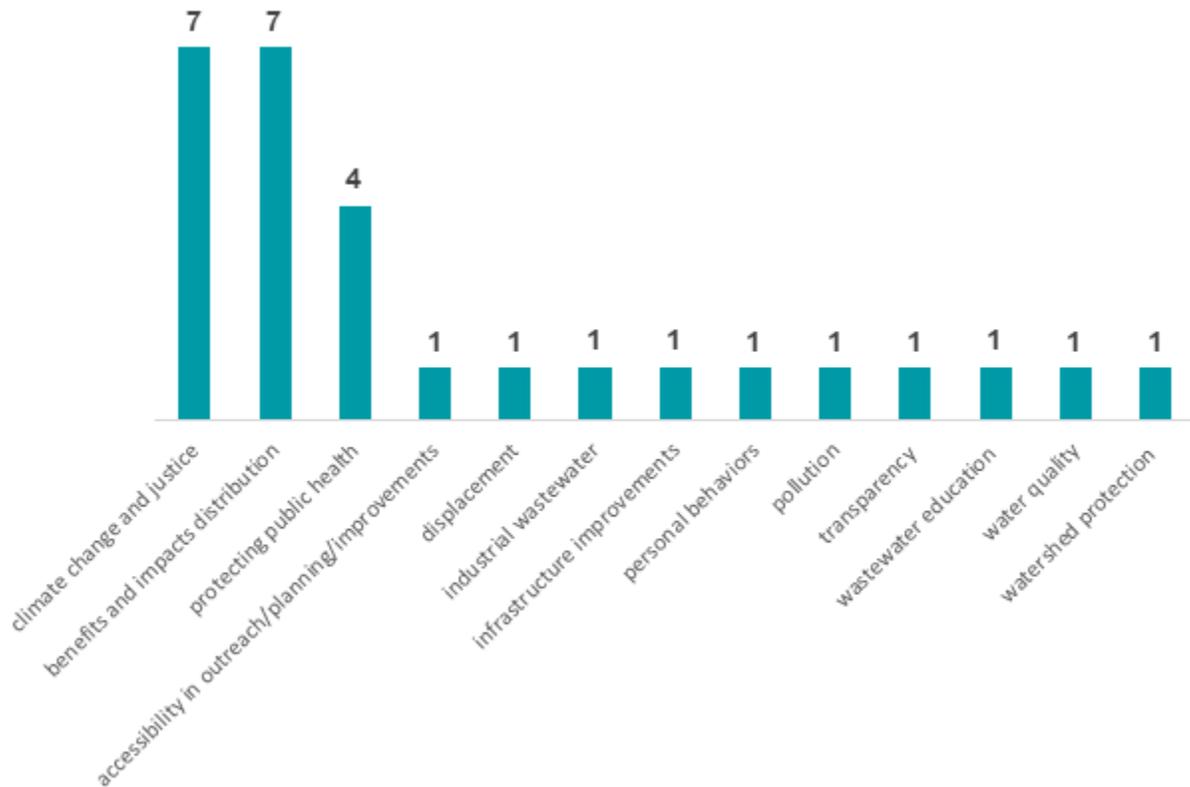
Participants said consideration of:

- Small businesses along the Snohomish/King County border
- Recycled water and water efficiency
- How water gets into groundwater and pollutes water sources
- Protecting natural environments and ecosystems given the rapid growth
- Green economy and jobs that pay well in water industry
- Engagement with tribes because they have water rights
- How to empower community to participate in clean water solutions/how each person can be part of the solution

### Which of these issues are most important to you?

Effectively addressing climate change and the surrounding issues of climate justice, equitable distribution of benefits and impacts, and public health protections were the top issues for participants. Participants also spoke in detail about improvements in government, business and residential practices that can improve environmental health.

**Figure 3. Key issues for the Clean Water Plan**



**Knowing that the plan will define what the County will do over the next few decades, what priorities should we consider when planning our water quality future? What's most important to you? What does a successful plan look like to you?**

Participants provided about 18 long-term priorities or markers of a successful plan. The four most common priorities were:

- Accessible and equitable outreach
- Engagement with tribal communities
- Increased public health protections
- Improved water quality

Most frequently, participants emphasized the importance of an accessible and equitable outreach and planning process. This includes multilingual outreach, convenient meeting locations, and compensation for participation.

The second-most frequent priorities or markers of success were reducing climate impacts, better public education, equitable distribution of benefits and impacts, exceeding environmental regulations, species protections, and a sustainable planning process.

The third-most frequently mentioned were affordability, government collaboration, developing a plan with measurable outcomes, addressing the most critical needs, proactive system maintenance, transparency, improvements in water scarcity, and proactive youth engagement.

**Are you interested in being involved or staying up to date on the Clean Water Plan and the process to develop the Plan? If yes, in what capacity? If no, why not?**

Nearly all participants indicated they are interested in staying involved. A few said they'd like to learn more about what that could look like and what the commitment is. A few indicated they'd like to learn and share best practices for reaching diverse audiences, help bridge the communication gap with communities, and bring in other people to get engaged. Two individuals indicated they'd possibly be interested in a more formal role, such as participation in an advisory group.

**Next steps**

The Regional Engagement Team will be conducting additional community conversations and research to continually inform the planning process through 2020. Information from these early interviews, particularly that relating to priorities and key issues, will be presented to the technical Planning Team to inform next phases in Clean Water Plan development.

***Alternative Formats Available: 206-477-5371 | TTY relay: 711***

# Appendix C: Fair and Festivals Summary

---

## Overview

Participating in community events is an effective way to meet people in their own neighborhoods. The regional engagement team hosted a Clean Water Plan booth at seven events this summer and fall in diverse communities to begin the conversation about the Clean Water Plan and collect feedback on community priorities. Following is a summary report of events that happened in the summer and fall of 2019.

All of these events were staffed by at least two Clean Water Plan staff members (outreach consultants and/or King County staff). In addition, in-language support staff members were also present at the events as needed.

## Goals of the tabling events

- Meet the community in their neighborhood and introduce and build awareness of the Clean Water Plan.
- Collect people's clean water priorities and feedback on the Clean Water Plan.
- Provide an opportunity for people to share their clean water ideas, plans, and interests.
- Initiate and continue clean water conversation with interested attendees.
- Understand people's concerns about clean water, health, and environment in general.
- Inform people on ways to get involved.

## Fairs and festival attended

- Seafair Indian Days Powwow (July 20)
- Umoja Fest (August 3)
- Movies at Marymoor Park (August 7)
- Cine en el Parque (August 10)
- Duwamish River Festival (August 17)
- King County Fire District 20 Health and Safety Fair (August 24)
- UW Sustainability Fair (October 16)

## Engagement

During these seven community events, we engaged over 400 individuals from broad spectrum of cultures, age groups, levels of educational attainment, and geographies. During these events, participants were first introduced to the Clean Water Plan. If they showed interest in the plan, they were asked to provide their clean water priorities. Those who were interested to learn more and get updated about the plan were encouraged to provide their email or phone number.

### Method and materials used during engagement

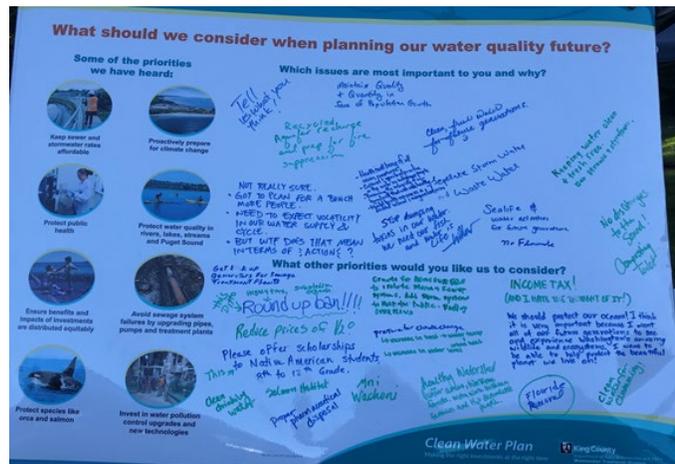
- Verbal introduction of The Clean Water Plan
- Fact sheets (English and translated)
- Questionnaire (English and translated, available at the event in print or online via iPad)
- Gov Delivery sign-up
- Two display boards (one The Clean Water Plan timeline and one present and past quality of our water bodies.
- “What are your clean water priorities” dry-erase board (shown below).

## Participant feedback

Presented below are key highlights participants emphasized on clean water priorities during tabling fairs and festivals.

### Source control/water quality

- Ban or highly tax certain products like straws, Styrofoam, and chemicals.
- Separate stormwater and wastewater.
- Proper pharmaceutical disposal.
- Industrial pre-treatment.



Priorities written by attendees on dry-erase board at Seafair Indian Days Powwow

### Equity and social justice

- Offer scholarships to Native Americans students (8th to 12<sup>th</sup> grade) to become engineers and scientists.
- Reach out to communities that have been historically left out of planning processes.

## Public health

- Clean drinking water.
- Clean water for clamming.

## Infrastructure/asset management

- Aquifer recharging, which is a way to replenish water in an aquifer.
- Upgrade broken systems.
- Get backup generator for sewage treatment plants.

## Education/communication

- Need to educate through middle school.
- Sea life and wildlife for future generation.
- Clean and fresh water for future generations.

# Appendix D: Online Open House and Public Questionnaire Summary

Feedback summary: July 9 – November 1, 2019

## Overview

In July 2019, King County launched an online open house and public questionnaire to begin the conversation about clean water and collect feedback on community priorities. The online open house and questionnaire opened July 9, 2019. While the questionnaire closed November 1, 2019, the online open house remains open to continue to provide information.

### Online open house

The online open house was hosted at [cleanwaterplan.infocommunity.org](http://cleanwaterplan.infocommunity.org). The platform provided a mobile-friendly, easy-to-use online experience that informed users about the need and purpose of the Clean Water Plan, engaged them as meaningful participants in our decision-making process, and helped articulate key community priorities.

### Online open house goals

- Introduce the Clean Water Plan to the greater public.
- Solicit input about community priorities that will inform the Clean Water Plan.
- Build long-term interest in the Clean Water Plan and County efforts to keep our waters clean.
- Identify top community priorities that will be conveyed to technical planners developing the Clean Water Plan.
- Gauge the level of community interest in the plan and how effective this open house is as an outreach tool.
- The online open house hosted the public questionnaire in 10 different languages and was fully translated into Spanish. Page topics included an overview of the Clean Water Plan, background



*Online open houses improve access for those who cannot attend a “traditional” in-person event.*

on regional water quality, key trends King County is considering as we plan for the future, and information on how we'll continue to engage the community throughout the process.

- The open house drew 3,184 users (visitors) and 7,725 pageviews. The top traffic sources were Facebook ads (75%), direct URL entry (13%), and GovDelivery (7%).

## Online open house promotion

Starting on July 9, the online open house was promoted through multiple channels:

- King County email subscriber lists comprising 6,000+ recipients
- Emails to community members who have previously engaged through a workshop, advisory group, or community interview
- Project website
- Social media posting (King County WTD and DNRP)
- Print, radio, online and social media ads (Facebook).



*The online open house and questionnaire were promoted via multiple print, radio and online sources to maximize reach.*

Additionally, the online open house and questionnaire were shared with jurisdictional partners throughout the region, including Alderwood Water District, City of Auburn, City of Bothell, City of Kent, City of Tukwila, King County Immigrant & Refugee Commission, Northshore Water District, and Woodinville Water District. A number of these partners shared the Clean Water Plan information through their existing communications channels, such as newsletters and websites.

## Public questionnaire

As described above, the first phase of outreach seeks to understand community priorities around clean water. These priorities will inform King County's strategic utility planning process. As part of this first round of outreach, we've used a public-facing questionnaire to ask some preliminary questions and collect community input about clean water.

The County made this questionnaire available both through the online open house and in print (for use at fairs, festivals, and other community events). The questionnaire was translated into 10 of the most common languages used in King County, other than English: Spanish, Chinese (traditional and simplified), Arabic, Vietnamese, Korean, Russian, Ukrainian, Amharic, and Somali.

In total, 336 people completed print or online questionnaires. Thirty-seven were completed in languages other than English (primarily Chinese, Spanish and Vietnamese).

Questionnaire results are summarized in the following pages and were also shared with King County’s planning and technical teams in fall 2019. This community input will define a direction and course of action as King County works to make the right investments at the right time.

Sixty-five percent of questionnaire participants identified as White/Caucasian (King County average is 65%). About a quarter of participants identified as Asian or Pacific Islander (King County average is 15%). About 16% of participants selected more than one racial or ethnic identity in the survey (King County average is 4%).

Most learned about the online open house through social media and a slight majority of participants were between the ages of 25 and 34. Almost 80% of participants were members of the public, while about 20% were employees of the King County Department of Natural Resources and Parks.

**The questionnaire represents community input to inform the Clean Water Plan development process. It is not considered a scientific, statistically significant survey.**

## Key takeaways

- Most questionnaire participants enjoy water, lakes, and streams by looking at or being beside water, through their appreciation of wildlife, or by riding our regional ferries
- People think the following is **working well** in our region: water is clean for swimming and playing in, sewage systems treat waste before entering our waters, and contaminated sediment cleanup projects are improving our communities
- People think the following **need to improve** in our region: protections for wildlife and species, like orca and salmon; stormwater management systems that treat pollutants; and safety of fish and shellfish for consumption
- The **community priorities** most commonly cited by questionnaire participants were:
  - Protect water quality in rivers, lakes, streams, and Puget Sound
  - Avoid sewage system failures by upgrading aging pipes, pumps, and treatment plants
  - Proactively prepare for climate change
- People suggested a range of **other key trends** King County should look at while developing the Clean Water Plan. These include tactics to treat stormwater runoff, growth management and



The online public questionnaire, shown here in Vietnamese

land use policies, and incentives and methods for water reuse/recycling and other green building technologies. Participants emphasized the need for investment in fighting climate change.

## Public questionnaire results

### Q1: What is the ZIP code for where you live? (Write-in.)

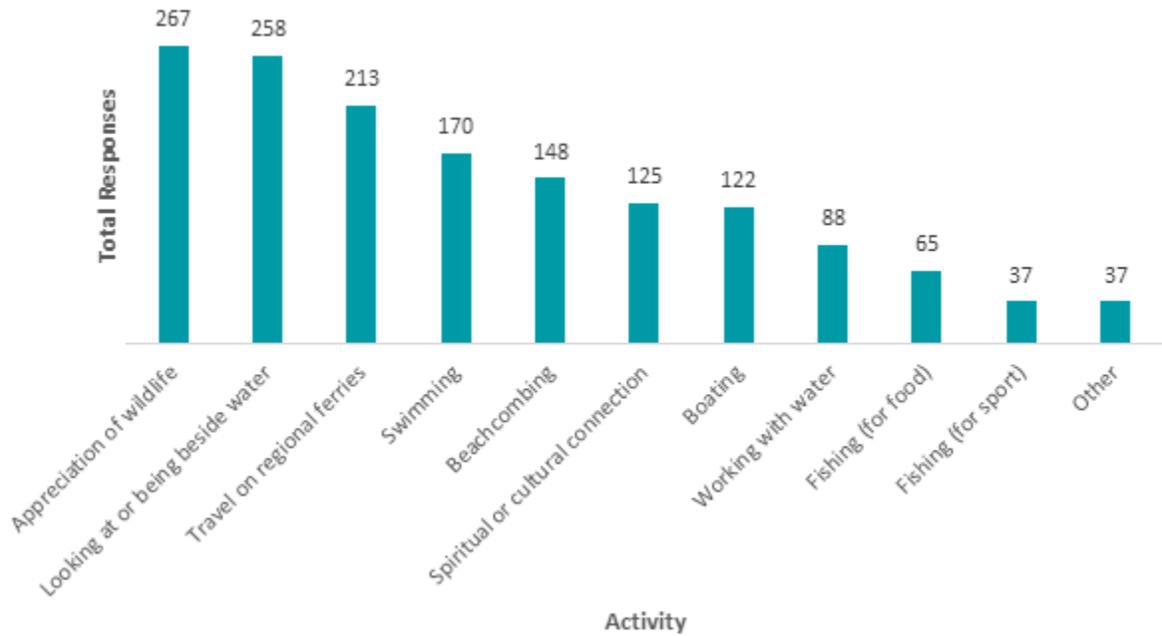
Questionnaire participants provided 96 different ZIP codes, including 65 of 84 ZIP codes within King County. One-third of participants live exclusively within the western subarea of WTD’s service area. Some ZIP codes fell within two possible subareas. Not all participants provided a ZIP code. The top ZIP codes are identified below. **The questionnaire represents community input to inform the Clean Water Plan development process. It is not considered a scientific, statistically significant survey.**

ZIP Code	Total Participants	Percentage of Total Participants
98103	18	6%
98105	18	6%
98118	15	5%
98115	13	4%
98133	10	3%
Other	149	59%
No response	22	7%
<b>Total</b>	<b>314</b>	<b>100%</b>

Subarea	Total Participants	Percentage of Total Participants
North	42	13%
South	71	23%
East	34	11%
West	127	40%
Other	31	10%
No response	9	3%
<b>Total</b>	<b>314</b>	<b>100%</b>



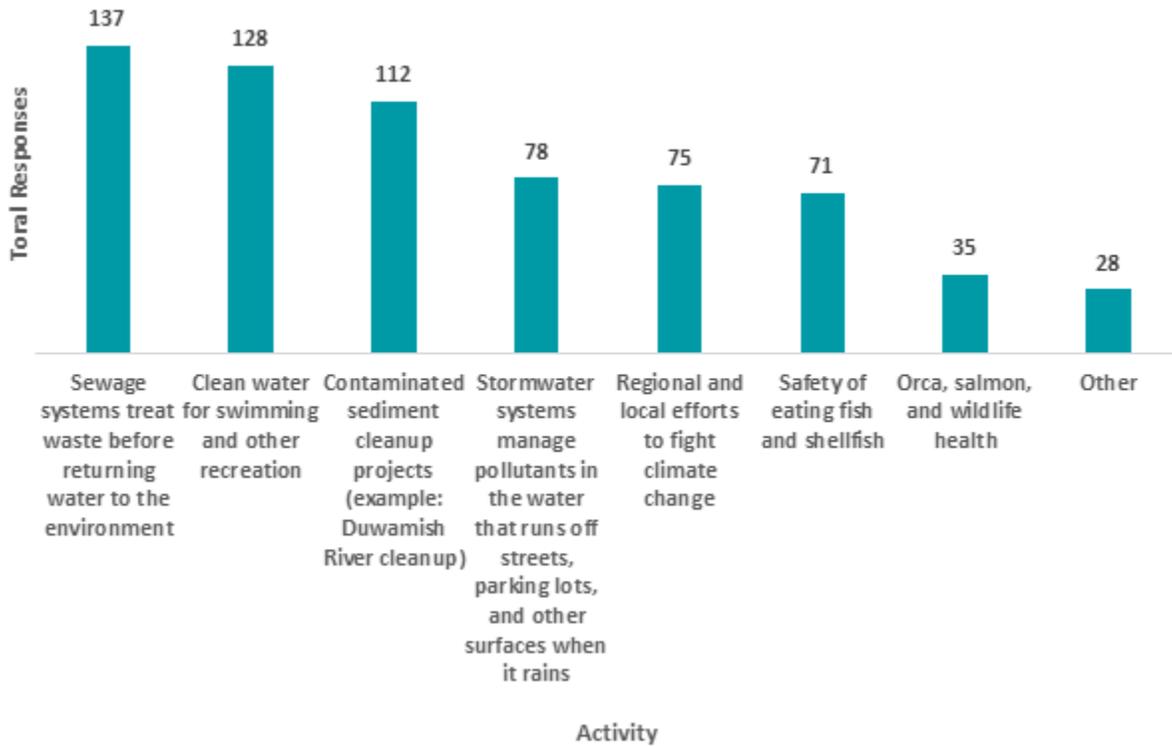
Q2: How do you enjoy Puget Sound and the rivers, lakes, and streams in our region? Select all that apply. (Multiple choice.)



- Total responses: 328. Participants could select more than one answer.
- Other responses included gardening activities, diving, wetlands exploring and water sport competition.

*Note: The questionnaire represents community input to inform the Clean Water Plan development process. It is not considered a scientific, statistically significant survey.*

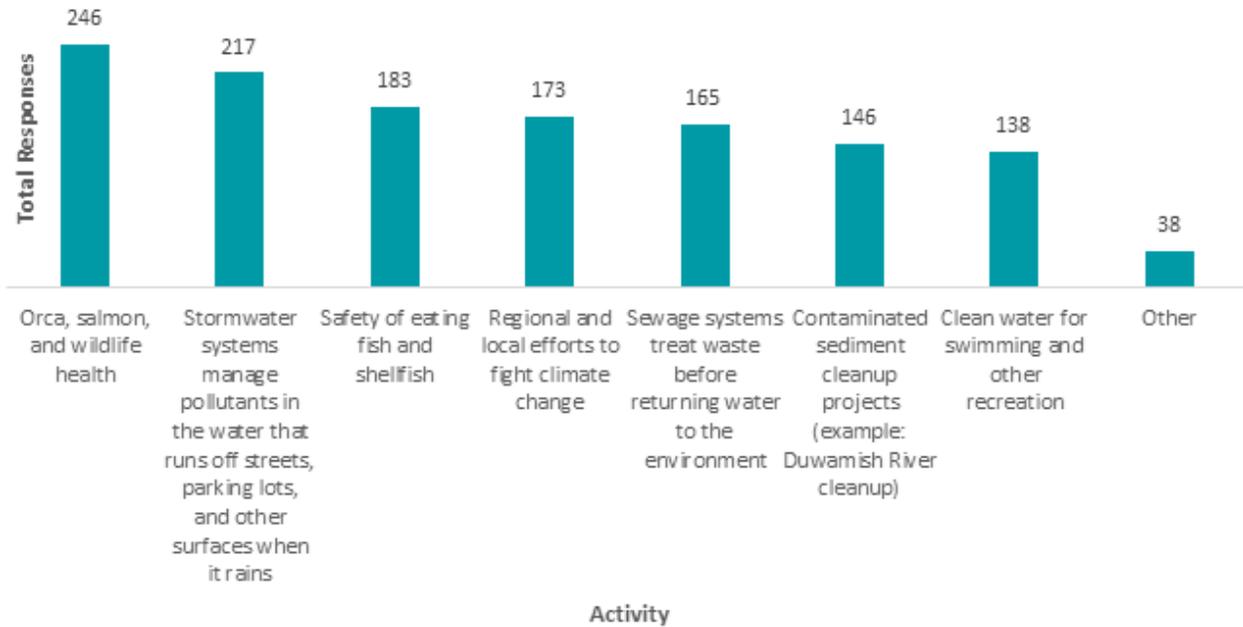
Q3: In your opinion, what’s working well for Puget Sound and our rivers, lakes, and streams? Select all that apply. (Multiple choice with write-in box for “Other.”)



- Total responses: 286. Participants could select more than one answer.
- Other responses included Loop BioSolids and the RainWise project. Several of the other responses articulated that none of these efforts are working well.

*Note: The questionnaire represents community input to inform the Clean Water Plan development process. It is not considered a scientific, statistically significant survey.*

Q4: In your opinion, what needs to improve for Puget Sound and our rivers, lakes, and streams? Select all that apply. (Multiple choice with write-in box for “Other.”)



- Total responses: 327. Participants could select more than one answer.
- Other responses included suggestions to look at boating and fishing restrictions, remove swamp ponds, stop using concrete, and remove homeless encampments that are near water bodies and water sources.

*Note: The questionnaire represents community input to inform the Clean Water Plan development process. It is not considered a scientific, statistically significant survey.*

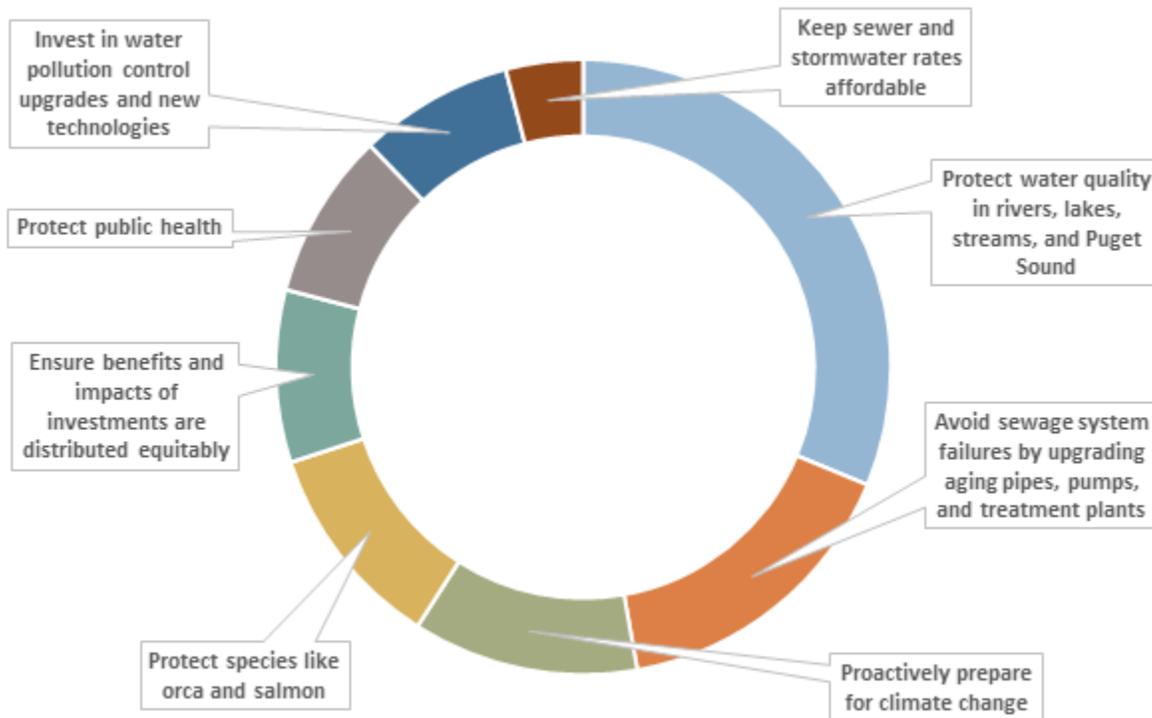
Q5: Are there other topics or trends you’d like us to consider in our planning, and why are they important? (Write-in box.)

Ninety-two survey participants responded to this question with 113 ideas, some of which fit into existing topics or trends under review with the Clean Water Plan project team. Topics are summarized below, listed by the frequency with which they were raised.

- Stormwater runoff (and incentives)
- Investments in wastewater infrastructure
- Growth management and land use
- Reducing different pollutants (new contaminants, microplastics, yard chemicals, pharmaceuticals)
- Water reuse/recycling, and other green building technologies
- Reducing overflows

- Different funding sources (i.e., taxes, private-public partnerships)
- Ways to protect wildlife, habitat restoration, and biodiversity
- Impacts to underrepresented communities
- Government accountability for investments
- Reducing costs to users
- Investments in climate change mitigation
- Water conservation
- Maintaining good drinking water

Q6: King County will consider the region’s priorities throughout the process to develop the Clean Water Plan. Some of the priorities we have heard through initial conversations are listed below. Which one of these is most important to you? (Multiple choice, select one.)



- Total responses: 320

*Note: The questionnaire represents community input to inform the Clean Water Plan development process. It is not considered a scientific, statistically significant survey.*

### Q7: Why is this priority most important to you? (Write-in box.)

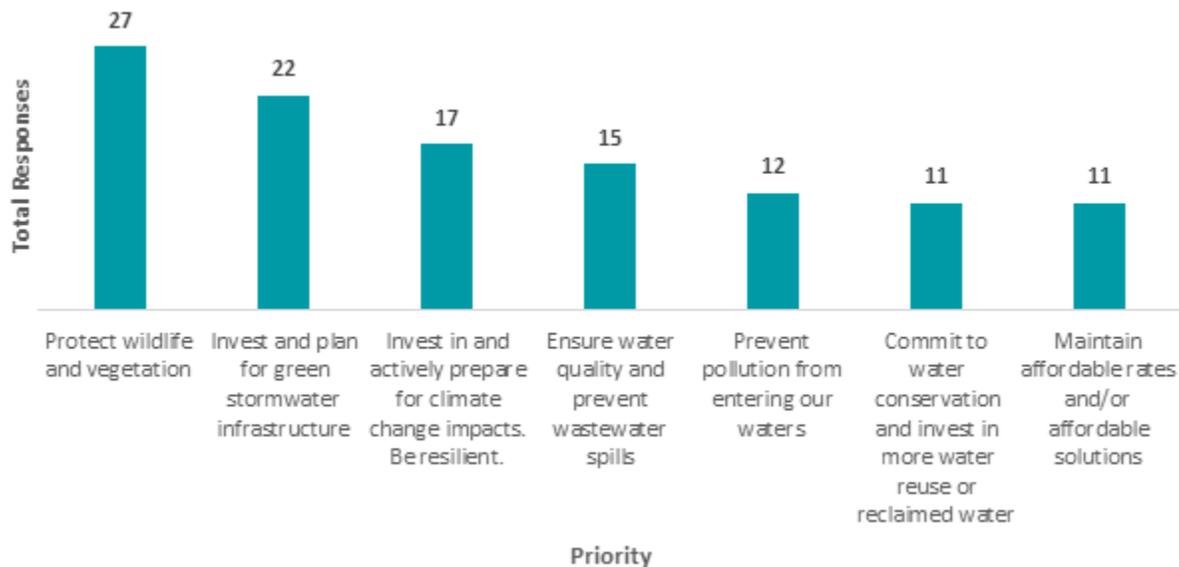
Two hundred ninety-five people provided feedback on this question. The most common themes were:

- Protecting water quality and investing in infrastructure is the basis for all other priorities or issues.
- Protecting species, particularly orca and salmon, is a fundamental part of ecological health and water quality. Their extinction would be irreversible.
- Addressing climate change is the basis for addressing other priorities or key issues.
- Protecting water quality and avoiding sewage system failures are central to the mission of King County WTD.
- Lower income and marginalized communities are most severely impacted by water quality and service issues.
- All these priorities intersect and are therefore equally important and cannot be solved alone.

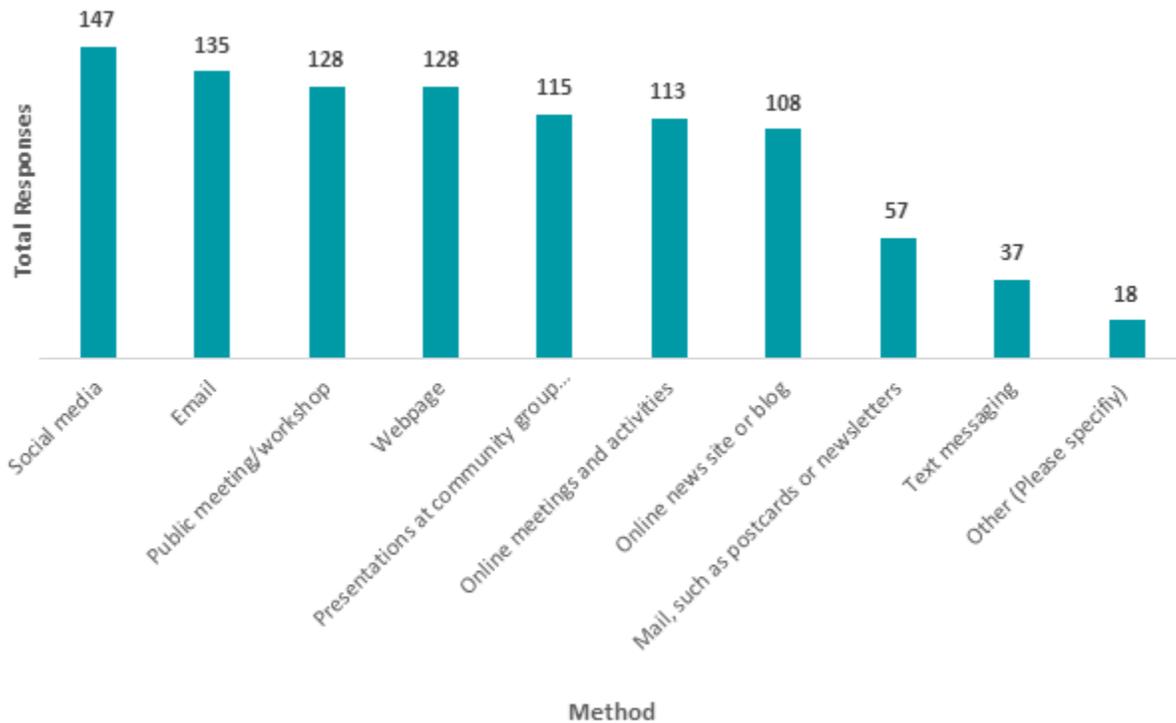
### Q8: What other priorities would you like us to consider as decisions are made about regional water quality investments? (Write-in box.)

One hundred seventy-two people responded to this question. Many mentioned priorities that were also identified in previous questions. The seven most frequent responses are included in the chart below.

Other priorities, less frequently mentioned, were: updating infrastructure, environmental education, increasing rates as needed to make improvements, native fishing rights, be innovative, equitable distribution of benefits or impacts (for example, the “polluter pays” principle), and interagency partnerships or coordination.



Q9: What are the best ways to continue the clean water conversation with you moving forward? Select all that apply. (Multiple choice, select all that apply.)



- Total respondents: 319. People could select more than one method.
- Other ideas included television and radio advertisements, community festivals, and college and university campus outreach, as well as partnerships with community-based organizations.

Q10: Do you have suggestions for our team on community events, programs, or organizations to which we should reach out? (Write-in box).

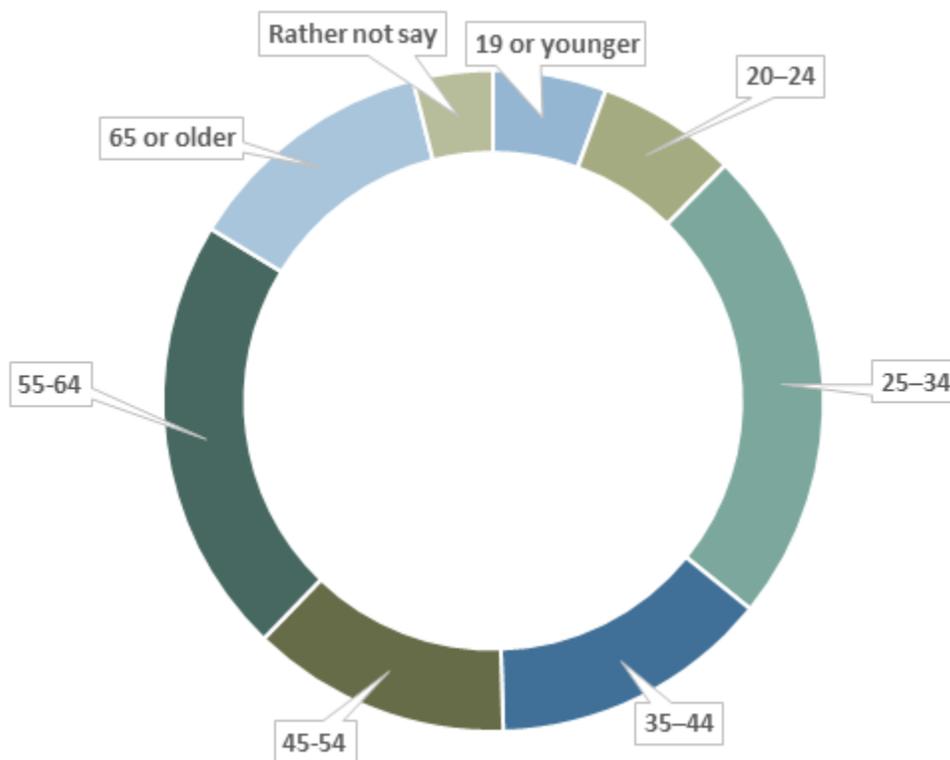
Ninety-seven participants replied to this question. Sample recommendations are listed below:

- El Centro de la Raza
- Africatown
- Asian Counseling and Referral Services
- Gay City
- Long Live the Kings
- Orca Conservancy
- Presentations at local libraries
- Community councils and neighborhood associations
- Farmers markets
- Elementary and secondary school programs
- Sightline

- National Night Out block parties
- Faith communities
- Local ethnic businesses
- Puget Soundkeeper Alliance
- Chief Seattle Club
- County fairs
- Highline School District
- Service clubs

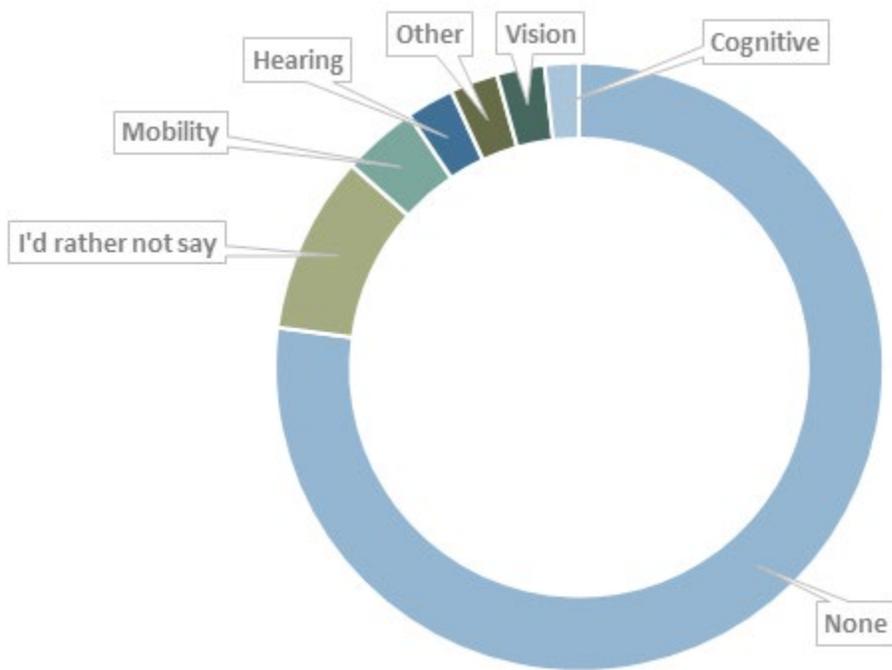
## Q 11: Demographics

Q 11a: What is your age? (Multiple choice, select one.)



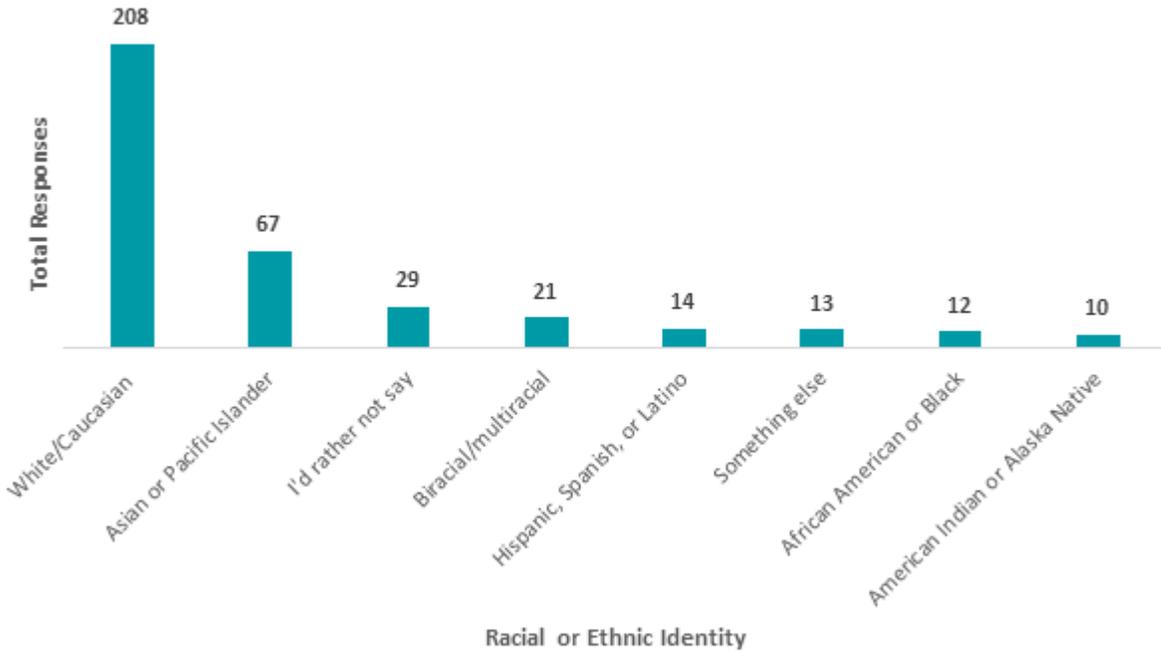
- Total responses: 307

Q 11b: Do you have a disability? (Multiple choice, select all that apply. Write-in box provided for "Other.")



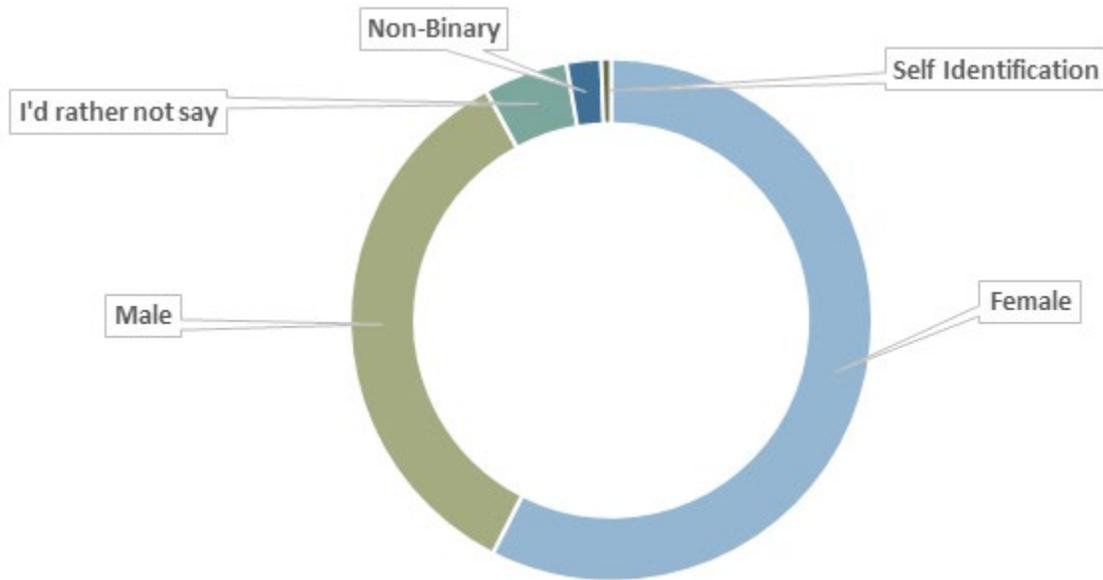
- Total responses: 275. People could select more than one disability.

Q 11c: Do you consider yourself to be...(Multiple choice, select all that apply.)



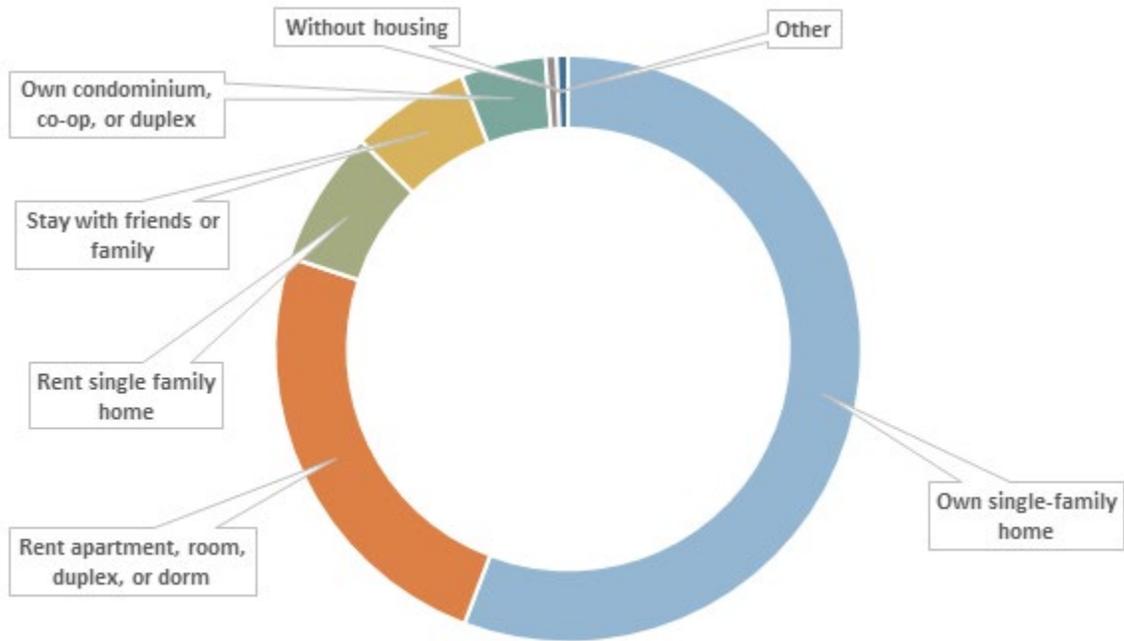
- Total responses: 322. People could select more than one racial or ethnic identity.

Q 11d: What gender do you identify as? (Multiple choice, select one. Write-in box provided for "Optional self-identification.")



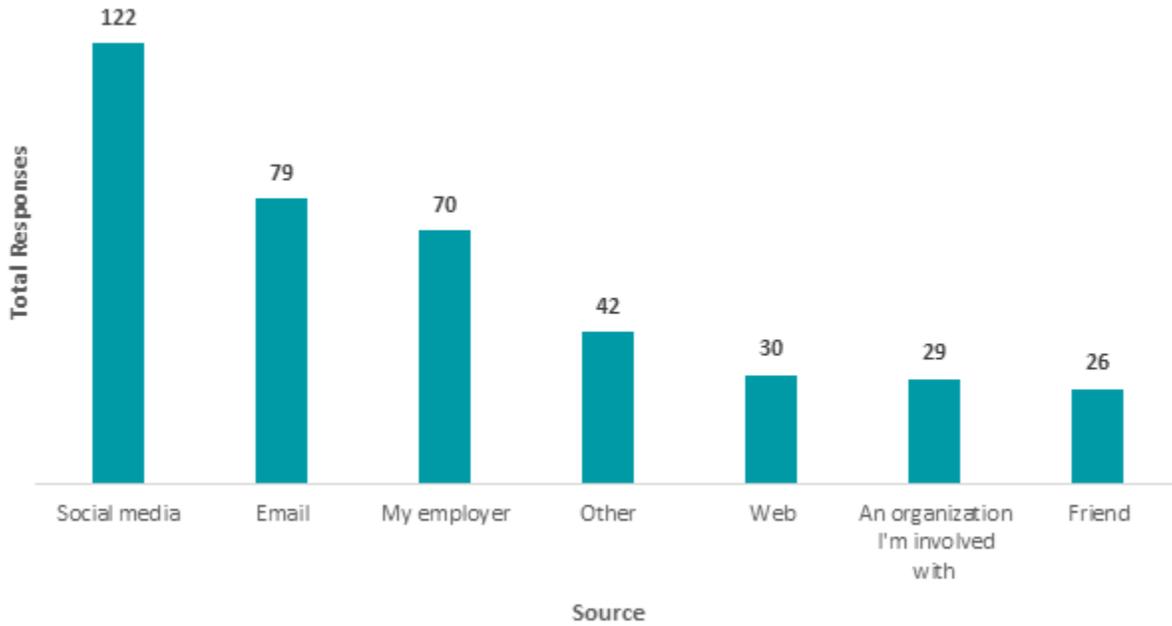
- Total responses: 327

Q 11e: What is your current housing situation? (Multiple choice, select one. Write-in box provided for "Other.")



- Total responses: 321

Q 11f: How did you learn about the Clean Water Plan? (Multiple choice, select all that apply. Write-in box provided for "Other.")



- Total responses: 336. People could select multiple answers.

Q 11g: Are you a King County Department of Natural Resources and Parks employee? (Two choices, select one.)



- Total responses: 267

### Q 11h: Is there anything else you'd like to tell us?

- Several people used this opportunity to share words of encouragement and thank the project for the opportunity to weigh in. Several participants also shared suggestions for engagement moving forward, such as:
  - Attend farmers markets
  - Promote water education (why it's important, what we can all do)
  - Provide clear messaging about how the wastewater system works and why this plan is needed
  - Host evening events (vs. daytime)
  - Publicize events online and with local groups
  - Get schoolkids involved
  - Plan events that are engaging and located on bodies of water (e.g., Gas Works Park)
  - Provide meaningful public engagement (beyond a survey)
  - Limit mailers and paper materials for outreach
- As in answers to previous questions, some participants provided suggestions that King County should focus on in the decades to come:
  - Prevent wastewater discharges
  - Prioritize green stormwater infrastructure
  - Focus efforts on climate change
  - Implement green roofs on bus shelters and homes
  - Enforce a plastics ban
  - Decommission old septic pipes
  - Avoid increasing taxes
  - Enforce corporate responsibility for pollution
  - Don't build asphalt plants next to waterways
  - Equity of benefits is very important

## Online open house web activity report

URL: [cleanwaterplan.infocommunity.org](https://cleanwaterplan.infocommunity.org)

Users | 3,184

*Total number of individual IP addresses that visited the online open house at least once.*

Sessions | 3,595

*The number of individual visits to online open house from all users.*

Total Pageviews | 7,725

*The total number of times all pages within the online open house were viewed, inclusive of English, Spanish, and those languages used for the questionnaire.*

Unique Pageviews | 4,617

*This number aggregates multiple visits to a page within a single browsing session. Example: If a user viewed the Key Trends page five times within one browsing session, the total number of unique views of*

that page would be one. If a user viewed the online open house on a Thursday and then came back to view again on a Friday, those visits are counted as multiple browsing sessions.

Pages Visited Per Session | 2.15

The average number of pages a user visited during a session.

Session Duration | 01:42 minute

The average time a user spent viewing the online open house during a session.

Device Use | Mobile (70%), Desktop (24%), Tablet (6%)

#### Top 10 Visited Online Open House Pages

Page	Total Pageviews	Percentage (~)
Give Feedback (English)	3,671	48%
Homepage	1,071	13%
Give Feedback (Vietnamese)	538	7%
Give Feedback (Simplified Chinese)	261	3%
Clean Water Plan	203	3%
Get Involved	191	2%
Give Feedback (Spanish)	154	2%
Regional Water Quality	152	2%
Key Trends	127	1%
Give Feedback (Traditional Chinese)	102	1%

#### Top 10 Traffic Sources to Online Open House

Source	Visitors (Users)	Percentage (~)
Facebook (Paid)	2,422	75%
Direct URL Entry	389	13%
GovDelivery	223	7%
Facebook	33	1%
QR Code Generator	19	<1 %
King County.gov	18	<1 %
South Seattle Emerald	18	<1 %
Linked In	11	<1 %
Chinese Post	9	<1 %

Source	Visitors (Users)	Percentage (~)
King County Employee News	9	<1 %

#### Top Viewership of Online Open House by City

City	Visitors (Users)	Percentage (~)
Seattle	1,509	47%
Bellevue	84	3%
Kent	82	3%
Renton	76	2%
Federal Way	69	2%
Everett	56	2%
Kirkland	50	1%
Redmond	35	1%
Auburn	32	1%
Cascade-Fairwood	29	1%

## Clean Water Plan project website, web activity report

URL: [www.kingcounty.gov/cleanwaterplan](http://www.kingcounty.gov/cleanwaterplan)

Sessions | 382

*The number of individual visits to project website from all users.*

Total Pageviews | 724

*The total number of times all pages within the project website were viewed, inclusive of English and Spanish.*

Unique Pageviews | 519

*This number aggregates multiple visits to a page within a single browsing session. Example: If a user viewed the page five times within one browsing session, the total number of unique views of that page would be one. If a user viewed the website on a Thursday and then came back to view again on a Friday, those visits are counted as multiple browsing sessions.*

Pages Visited Per Session | 2.14

*The average number of pages a user visited during a session.*

Session Duration | 01:83 minute

*The average time a user spent viewing the project website during a session.*

# Appendix E: Advertising Summary

## Overview

The digital media and advertising content surrounding the Clean Water Plan was designed to augment and support public engagement and communications efforts. These ad buys were meant to bridge the gap with audiences that may have been difficult to reach efficiently otherwise. The ads were promoted on platforms that reached audiences through a variety of targeting and engagement tools and techniques.

## Goals

In summary, the goals for this digital media and advertising effort were to:

- Raise broad public awareness of the Clean Water Plan.
- Build awareness that the public is being asked to help shape the plan through feedback and communicate why the public should care and be involved.
- Augment public engagement efforts by using an online megaphone and engagement tool for audiences aligned with the public engagement
- Serve as a vehicle for core visual identity and messaging visibility through both of these campaigns

The key performance indicators for these ad campaigns will be:

- An increase of public engagement via online forum participation (Online Open House)
- Increase in traffic and time spent on the County's Clean Water Plan page
- Greater diversity of representation in the target audiences (demographics of followers)

## Audience

The goal of purchasing multimedia advertising was to support broad community engagement with the following target audiences:

- King County area voters and ratepayers
  - Individuals interested in community improvement and civically-minded (i.e. places of worship, school, parks, etc.)
  - Those who are lower-income
- People in King County historically underrepresented in public engagement processes, from the following communities:
  - Spanish-speaking
  - Vietnamese-speaking
  - Chinese-speaking

- Somali American community
- Asian American community
- African American community

## Creative

The concept for this advertising campaign was “How do you see clean water?” with the idea that different people have different perceptions, needs, solutions and priorities when it comes to clean water. The advertising creative was designed to hit upon a first-person and personal portrayal of all the ways that clean water touches and benefits the lives of diverse people and experiences throughout King County. The creative development for this digital content and advertising incorporated the visual identity created for the Clean Water Plan, as well as a suite of representative, high-quality visuals. At the outset, criteria were set for which visuals should be used:

- Representative of people of color and Native communities in the engagement process
- Photos of neighborhoods and bodies of water that have improved due to water cleanup
- Depictions of clean water and all the benefits they provide to communities, including waterfront parks, recreation opportunities, fishing, etc.



## Channels

The following channels were chosen for the following reasons:

- Facebook: Strong ability to target, segment and compare audiences, ability to adjust audience targeting based on best conversion rates and ad-spend efficiency
- KUOW (radio): Reached a large number of civically-minded members of the community for brand recognition, as well as community advocates
- Multicultural print, online and radio outlets Seattle Medium, International Examiner, Runta News, Seattle Chinese Post, Ngoi Viet, El Rey, La Gran D, South Seattle Emerald, Muckleshoot Messenger: Demonstrated partnership with local multicultural media outlets, as well as ability to achieve awareness of the Clean Water Plan among harder-to-reach communities

## Outcomes

The regional engagement goals that are most relevant to the advertising effort are:

- Engage long-term participants, new voices and those who are disproportionately impacted by water quality issues
- Engage and amplify the voices of historically underrepresented populations including native peoples, communities of color, immigrant and refugee communities, limited English-speaking communities, low-income populations and people with disabilities.
- Build confidence in the public process, understanding and appreciation of key project decisions.

The effectiveness of each of these advertising channels may be judged quantitatively or qualitatively. Following are some conclusions that can be made after looking at the quantitative metrics, which provide the sheer numbers of people reached and engaged through the advertising efforts. A full report of these quantitative metrics will be examined to determine the best value, efficiency and effectiveness of the advertising.

#### **Quantitative outcomes:**

- Given that the online open house's number one traffic source was paid social media (accounting for 75% of the traffic), we can assume that the social media promotions were effective in driving online open house traffic and engagement, and the number of sessions would not have been as high if promotions had not taken place, particularly social media ads.
- And, given that the most-visited in-language "give feedback" pages matched the languages that were used in the advertising, we can assume that the in-language advertising was effective in driving participation resulting in the completion of 37 in-language surveys and 1,055 total visits of in-language "give feedback" pages in Vietnamese, Spanish and Chinese (traditional and simplified).
- The audience that visited the site in the highest numbers from the Facebook ads was "lower income" (1,415), indicating the effectiveness of this channel in engaging those who are "disproportionately impacted by water quality issues."

#### **Qualitative outcomes:**

- **Facebook:** While the online open house tracked traffic hits and questionnaire completion by the public, this engagement activity reflects a relatively high level of effort in comparison to how the majority of advertising recipients engaged with the Clean Water Plan: consumption of content and overall awareness (see reach and impression metrics in advertising report). The advertising plan's goal of furthering broad public awareness is a building block to instilling confidence in the public process and engaging historically underrepresented populations in the Clean Water Plan process in the future.
- **KUOW Radio:** The ability to track audiences' behavior from radio to online activity is difficult since listeners may hear a URL read over the air, and then see a Facebook ad; that accumulation of exposure contributes to an end behavior. Aside from the 350,000+ people reached through the KUOW spot, WTD staff noted anecdotally that several colleagues had mentioned hearing the Clean Water Plan radio spot, and noted that hearing it made their work seem much more actualized and formalized, knowing that this message was reaching such a broad public audience.

- **Multicultural media:** The advertising plan made intentional decisions to spread advertising dollars across several multicultural outlets reaching historically underrepresented populations. While this may not have resulted in reaching higher numbers of people, it did ensure a more thorough and inclusive reach to communities including African American, African immigrant, Asian American, limited-English Chinese readers, Spanish-speaking Latinos, the Muckleshoot community and individuals living in South Seattle.
- **Multicultural media:** The advertising plan's investments in ad buys with local multicultural outlets achieves goals in addition to audience engagement and completed surveys. By investing County dollars into these local, community-based outlets, the County demonstrates support for the value of these news outlets within these communities, builds relationships with publishers and editors and raises their awareness of the Clean Water Plan and WTD's issues and services.

# Appendix F: Employee Engagement Summary

---

## Overview

Employee engagement with the Clean Water Plan is an important element of the overall regional engagement strategy. The Clean Water Plan project team values input from staff and wants to ensure their voices are actively solicited and heard throughout the planning process.

In 2019, the Clean Water Plan team invited staff from the Department of Natural Resources and Park (DNRP) – with an emphasis on Wastewater Treatment Division (WTD) – to reflect on and share their thoughts on the following:

- Priorities for the planning process to consider when planning our water quality future
- What’s working well now when it comes to water quality, and where improvements may be needed
- Current trends future trends the plan should consider

## Goals of Employee Engagement

- Ensure that staff have opportunities to learn about the planning process
- Offer a variety of ways for staff to have their voices heard and provide input into the Clean Water Plan

## Methods

To make it as easy as possible for staff to participate, the Clean Water Plan project team used a variety of engagement methods. Electronic communications included countywide, department, and division emails and blog posts, the Clean Water Plan website, online open house and questionnaire. About 80 DNRP staff are serving as Clean Water Plan subject matter experts to share their expertise and critical thinking on specific topics at various milestones in the planning process. The project team hosted or attended the following briefings and events:

- WTD Lunch and Learn (August 2018)
- WTD Capital Finance Staff Meeting (March 2019)
- West Point Treatment Plant Supervisors Meeting (May 2019)
- Staff Subject Matter Expert Workshops (June 2019)
- King County Forestry Program Staff Meeting (June 2019)
- WTD Capacity Charge Work Group Meeting (June 2019)

- Brightwater Treatment Plant Safety/Maintenance Staff Meeting (July 2019)
- Brightwater Treatment Plant Operations Staff Meeting (July 2019)
- Planning/GIS Work Group Meeting (July 2019)
- Employee Open House (July 2019)
- King County Green Building Team Meeting (August 2019)
- Local Hazardous Waste Management Program Business Team Meeting (August 2019)
- WTD Equity and Social Justice Committee Meeting (August 2019)
- WTD East Satellite Construction Staff Meeting (September 2019)
- WTD South Construction Staff Meeting (September 2019)
- WTD Operator-in-Training Program (September 2019)
- Staff Subject Matter Expert Meeting (various dates)
- WTD Environmental and Community Services Section Staff Retreat (October 2019)
- Internal communications: WTD-wide emails inviting participation in lunch and learn, open house, online open house and questionnaire (August 2018-July 2019) and King County Employee News article (July 2019)

Clean Water Plan engagement staff designed each discussion to meet the needs and desires of the specific work group, and focused on areas of interest for the meetings' participants. Meetings with additional staff groups continue to be scheduled; the intent is for staff to be engaged at various milestones throughout the planning process.

## Key takeaways

This section summarizes the major key themes and comments. It does not include every comment. Some themes and comments were mentioned in several meetings, others in only one meeting.

Major themes that arose in the discussions include:

- Asset management
- Climate change
- Education/Communication
- Equity and social justice
- Financial/funding and affordability
- Future of wastewater system/role of Wastewater Treatment Division
- Importance of clean water/water quality
- Interagency and regional cooperation
- Product stewardship
- Resource recovery
- Stormwater management
- Workforce needs

## Asset management

Staff said they feel strongly about maintaining the assets that we have. Specific suggestions included fighting corrosion, exercising valves, and meeting permits.

Staff said resources need to be directed to asset management. In other parts of the country, neglected assets have caused major disasters, and we do not want that to happen here. Maintaining the system is important for resiliency and being able to accommodate population growth.

## Climate change

Staff commented on climate change and its relation to the region's water quality future. They said it is important to prepare for climate change. They noted that sea-level rise is a factor in pipe corrosion, and reducing inflow of saltwater into the collection system along the waterfront is a priority. Bigger winter storms will affect the sizing and siting of facilities. Climate change could lead to summer water shortages and an increase in demand for recycled water. These changes may call for a regional approach to water needs. Several people suggested the Clean Water Plan find connections and coordinate messaging with the County's Strategic Climate Action Plan and proactively plan for green energy trends.

## Education/communication

Staff members mentioned that education and communication are key to the development of the Clean Water Plan and water quality protection in general.

WTD should share information with ratepayers on how funds are being used and King County's role in water quality. They suggested there would be more support for rates if people understood what rates accomplish.

Several staff members suggested using education to prevent pollutants like pharmaceuticals and chemicals of emerging concern from getting into the wastewater system. Preventing them from entering the system may be more cost effective than investments in treatment technologies to remove them. Other staff suggested teaching people what to flush down the toilet, throw in the trash, proper disposal of hazardous materials, and the impact each person has on our region's water quality.

Staff suggested using sewer bill inserts and educational campaigns and developing curriculum on wastewater treatment and water quality that could be adopted by school districts in King County. Others suggested new communication channels like social media and flash mobs. These means of communication can result in both positive and negative impacts and it will be important for WTD to be nimble in this area.

## Equity and social justice

The topic of equity and social justice was raised as a priority in several staff venues. In addition, WTD's Equity and Social Justice Committee was specifically asked to provide input on how to leverage equity and social justice (ESJ) in the Clean Water Plan.

Staff members suggested WTD has a number of opportunities to advance racial equity in its decisions about the future, including:

- Affordable and equitable utility rate and funding structures
- Requirements in contracts with other companies
- Taking community issues like gentrification and impacts to small businesses into consideration
- Ensuring equitable distribution of benefits and the costs of the regional wastewater system

Staff noted that people of color (POC) have been historically underrepresented and unheard when it comes to water quality decisions. They suggested looking beyond institutional ways to protect water quality and seek out POC-led think tanks and science groups that are wrestling with these problems.

Several staff noted positive actions underway in WTD to advance racial equity, such as a pilot project for funding ESJ improvements on smaller projects and new ESJ credits as part of the Sustainability Scorecard.

### Financial/funding and affordability

Staff said maintaining affordability while facing future challenges is a priority. They also recognized the difficulty in funding all of WTD's commitments and future needs while maintaining affordable rates. Funding is needed to maintain aging infrastructure, build new facilities to meet population growth, and make improvements that comply with new regulations. And yet affordability and impacts to renters and homeowners are important considerations. They said it is important to ensure long-term stable rates and serve as fiscal stewards. Some staff suggested that investments in water quality be used to achieve many goals, such as climate change impacts, tree cover in low canopy areas, etc.

### Future of wastewater system/role of Wastewater Treatment Division

Many comments related to the future of the wastewater system and the role of WTD. Staff asked about the scope of the Clean Water Plan and how issues outside the plan will be addressed.

Many staff recognized that more stringent regulations are on the horizon. Requirements for higher levels of treatment could require new technologies, lead to upgrading or constructing new regional treatment plants, and result in new business practices. Staff asked whether the regional system would become more decentralized to meet these requirements. Several staff members brought up the treatment challenges associated with pharmaceuticals, microplastics, and chemicals of emerging concern. Some staff suggested composting toilets may reduce flows and loadings needs at the treatment plants.

There were questions and comments about the role of WTD related to stormwater management, climate change, protection of salmon and orcas, and overall regional water quality. Some staff suggested focusing on wastewater treatment issues only, while others suggested looking more broadly at all the issues that affect the wastewater system, such as housing, roads, and bridges. Staff discussed the Combined Sewer Overflow Control program, including the potential for changes to the program or the Federal Consent Decree. One staff member shared a vision for the West Point Treatment Plant to no

longer be a combined sewer system by 2060. Another person asked about the drain fields on Vashon Island (Beulah Park and Cove). Staff suggested looking for options with multiple benefits, such as expanding the use of green stormwater infrastructure, increasing human connection with nature, and increasing green space. One staff person suggested using cutting-edge technologies and having an innovative spirit. Staff suggested purchasing lands to help restore wetlands and tide flats, building floating wetlands at outfall sites, and considering a role for WTD in providing public bathrooms in Pioneer Square.

Several staff members brought up septic systems and how to consider them in the Clean Water Plan. Some advocated for more regulations for septic systems as well as more conversions to the sewer system. They noted that septic systems can negatively impact water quality if they are not maintained.

Some staff suggested phasing-in facilities instead of building new facilities to meet projections that are 50 years out. They noted costs a lot and is more difficult to operate equipment like pumps that are designed to handle larger wastewater flows in the future. Phasing could save energy costs and have better treatment outcomes.

### Importance of clean water/water quality

Several staff members talked about the importance of water quality in the region. Some staff mentioned that clean water is essential for protecting wildlife and species. Others noted the healing and therapeutic role that the water bodies in the Puget Sound region offer and the importance to maintain public access to beaches. People provided comments on how the water bodies in our region provide food and recreation.

There was recognition that clean water cannot be taken for granted; several staff members shared stories of travels to other places where they experienced trash flowing freely in rivers, lakes, and oceans. The stories reminded others of the role water quality plays in public health and safety. One staff member suggested that development be limited in areas of environmental importance as a way to help overall water quality.

There were also comments about the water quality benefits associated with green stormwater infrastructure and upstream product stewardship. One person suggested the planning process look at the relative impact of stormwater and wastewater to water quality. Additional comments on these topics are included in the Future of the Wastewater System, Product Stewardship, and Stormwater Management themes.

### Interagency and regional cooperation

In several meetings, staff mentioned using interagency and regional cooperation to make progress in water quality improvements, stormwater management, and expanding use of reclaimed water. Several staff members mentioned the need to break down silos and maximize resources. It was noted that silos exist within the County as well as among jurisdictions. Some staff members mentioned increasing coordination between existing countywide planning efforts, including the Clean Water Plan, Stormwater Strategic Plan, Strategic Climate Action Plan, Local Hazardous Waste Management Plan, and

Clean Water/Healthy Habitat Plan. Others suggested looking at problems and solutions through a watershed and ecosystem lens.

## Product stewardship

Several staff commented about controlling the products that enter the wastewater stream or affect water quality in general. Some staff mentioned the possibility of banning specific products that impact water quality and forests and food sources through the application of biosolids. Staff discussed plastics, microplastics, wipes, cosmetics, bath products, yard care products, straws, pharmaceuticals, and other chemicals of emerging concern. One person suggested looking at materials used in the treatment process, such as polymer, and replacing materials that are petroleum-based with plant-based materials.

## Resource recovery

Some staff suggested resource recovery be the focus of the regional wastewater system. Some recommended optimizing investments made in recycled water and noted that regional cooperation is needed to increase the production and use of recycled water. One person suggested building a dedicated recycled water pipe from Brightwater instead of the converted pipe in use now. Staff suggested prioritizing renewable energy, exploring private partnerships for sewer heat recovery, and using sustainable technology that requires less water and energy. Several staff members said it is time to produce Class A biosolids and compost products.

## Stormwater management

Several staff members mentioned the connection between stormwater management and the future of the regional wastewater system. One said that stormwater is the responsibility of the state and not WTD; others noted that WTD treats the largest amount of stormwater in the region. Several staff members mentioned the need for regional cooperation when it comes to stormwater management, as there is no single organization in charge. Others expressed support for prioritizing and expanding the use of green stormwater infrastructure. There was support for more programs like Rainwise. Some staff suggested examining the relative impact of stormwater and wastewater to water. Some staff suggested replacing combined sewers with separated sewers.

## Workforce needs

Staff members brought up the need for succession planning, recruitment, training, and retention, with a goal of seamless transition to be poised for the future. Employees asked for equity, diversity, and inclusion in staffing. One person suggested collaborating with other cities and counties to support and fund joint efforts to develop local talent to meet current and future staffing needs. Another suggested implementing staggered hiring to prevent “brain drains” in the future.

Staff said WTD needs skilled trades people, apprenticeship programs, and more robust marketing on opportunities in maintenance and construction work. People recognized that it takes time to develop competencies and experience. Having plans in place to transfer knowledge and provide staff exposure to

different experiences are key elements in ensuring staff can confidently and appropriately respond to emergency situations. Staff suggested a program for staff to go into schools and share what they do, so that young people know the kinds of careers that are available.

There was recognition of the Operator-in-Training (OIT) program and the positive results the program has brought. Some staff suggested developing other programs like the OIT program, such as a Mechanic-in-Training program.

Staff noted the cost and availability of housing close to work sites is a priority concern. In addition, employees mentioned traffic and the time it takes for staff to get to offsite facilities. These issues particularly affect staff recruitment and retention at the West Point Treatment Plant.

# Appendix G: Youth Engagement Summary

---

## Clean water plan youth engagement objectives

Youth engagement with the Clean Water Plan is an important element of the overall regional engagement effort in the process to develop the plan. The Clean Water Plan seeks to set a direction for regional water quality investments for the next several decades. Having youth in the region who will be contributing to these investments over the life of the plan provide input is important. The Clean Water Plan project team values input from youth and wants to ensure their voices are actively solicited and heard throughout the planning process. Objectives of the Clean Water Plan youth engagement are as follows:

- Offer a variety of ways for youth to learn about the Clean Water Plan, have their voices heard, and provide input throughout the planning process
- Create opportunities for youth to participate in finding/developing/strengthening their voice in public processes that directly affect them into the future
- Provide opportunities for youth to learn about and explore careers in clean water

## Methods

The Clean Water Plan's youth engagement activities through August 2019 focused on engaging the youth involved in the Department of Natural Resources and Park's (DNRP) summer intern program, with an emphasis on the Wastewater Treatment Division's (WTD) high school and college intern programs. Specific engagement methods included:

- Questionnaire associated with WTD College Intern Applications (March 2019)
- WTD High School Career Fairs (March and May 2019)
- DNRP High School and College Intern Clean Water Plan Workshop (July 2019)

One hundred twenty-three college intern applicants completed a questionnaire called "What does your clean water future look like?" It asked questions about why Puget Sound's water bodies are important to the intern applicants, what's important for the future of these water bodies, what challenges the Clean Water Plan should prioritize, and asked for feedback on the best ways to continue the conversation with respondents. The results of the questionnaire are provided as Attachment A.

The WTD High School Career Fairs provided high school students with the opportunity to learn about careers in water quality and share information on WTD's high school intern program. Clean Water Plan project staff met with three groups of students at each career fair to share information about planning

and community relations careers. Project team members also asked the students' thoughts on their relationship with the waters in our region, why they are important to them, and their thoughts on the best ways to communicate with and engage youth in the Clean Water Plan.

The DNRP intern workshop provided participants the opportunity to learn about the Clean Water Plan, share what's important to them about the water bodies in the Puget Sound region, discuss ways to communicate with and engage youth, and provide input on the issues to consider in the planning process. There were about 30 participants in the workshop, and 27 filled out evaluations. The workshop agenda, comments recorded on flip charts during group discussions, and a summary of the evaluation forms are provided as Attachment B.

## Key takeaways

The themes that arose during the youth engagement activities follow:

- Affordability
- Climate change preparation
- Conservation
- Education
- Equity and social justice
- Importance of clean water/water quality
- Industrialization/urbanization
- Treatment-related

A summary of key takeaways under each theme is provided in the following sections. More details are available in the attachments.

### Affordability

In several of the activities, there was discussion on rents being too high and that the region is expensive. One participant suggested that water be safe enough and inexpensive at the same time—there needs to be a balance between safety and cost.

### Climate change preparation

Climate change came up in several discussions. Several participants mentioned the importance of being prepared for climate change and said the planning process needs to plan for droughts and groundwater contamination. Others noted that restoration plans need to change so that they can exist within the context of climate change. There were suggestions to plan infrastructure on how the region as a whole will change.

## Conservation

The concept of conservation was raised in several discussions. In particular, there were suggestions to conserve drinking water and not allow drinking water to be used for irrigation purposes.

## Education

The importance of educating people in the region about water quality issues was mentioned in several of the activities. Specific suggestions are as follows:

- Raise awareness of what the future of our water systems looks like if we don't make changes to take better care of it; explain all options and impacts
- Educate the public about new issues such as climate change and future sustainability to promote protection of these resources
- Make environmental classes in schools mandatory
- Provide water quality curriculum to schools

## Equity and social justice

There were several takeaways from discussions related to equity and social justice. Several participants said it is a priority to take care of vulnerable populations. Others expressed a desire to see systemic issues addressed and to help resolve the homelessness issue. Some suggested that WTD could play a role in providing people in homeless encampments with information on how to survive natural disasters. Others suggested there be a focus on lower income communities. Support was expressed for preserving and respecting tribal and treaty rights, and to look at the impact of climate change and water conditions on their communities in decision-making processes.

## Importance of clean water/water quality

Participants in the youth engagement activities care a great deal about water quality and several noted that having access to water bodies is important for spiritual, cultural, healing and therapeutic reasons. Some participants tied the health of water bodies to the quality of health of people in the area; if the water is not clean, people get sick. Others expressed the importance of clean water for animals and orcas. Several participants mentioned their relationship with the water bodies in Puget Sound focus around fishing, shellfish harvesting, recreation and commercial activities. There were several comments about the cultural importance of water to Native peoples. Others mentioned that water is the most valuable resource for all of humanity. There was also a comment that more money is needed for the Lower Duwamish cleanup.

## Industrialization/urbanization

Some of the youth participants identified increasing industrialization and urbanization as important trends to consider in the Clean Water Plan. Concern was expressed around the weakening of environmental regulations at the same time. Another concern mentioned is gentrification. In regards to

development, there were suggestions for developing in a way that works with the environment and mimics natural ecosystems. People also mentioned regulating building near water bodies.

## Treatment-related

There were several comments on wastewater, water and stormwater treatment. Some participants said it is a priority to make sure that wastewater and drinking water are meeting all safety levels. Others suggested that filters be developed to take out excess chemicals, hormones and prescription drugs within the waste stream. Some felt that there needs to be more stormwater treatment facilities in the region. There were also comments about addressing and taking care of water quality impacts from agriculture. Others suggested programs to manage waste from homeless encampments. Several said increasing the use of recycled water is important.

## Ways to engage youth in the Clean Water Plan

In all of the youth engagement activities to date, King County devoted time to hear suggestions on how to continually engage youth in the Clean Water Plan. The main themes that emerged from these discussions follow:

- Outreach to schools, including green teams and school clubs. Several students said it is helpful to have speakers come to the schools and to work with school counselors to help inform students of Clean Water Plan opportunities.
- Outreach to youth groups. Some participants provided specific names of youth groups for the Clean Water Plan project team to follow up with. Others suggested going directly to where youth hang out, like recreation centers and libraries. Some suggested providing youth direct experiences, such as tours of facilities, nature walks and restoration opportunities.
- Social media. Participants mentioned they gain information through various social media, such as TED talks, Snapchat, and YouTube videos.
- Show how the plan impacts youth and how youth can influence the plan. There were several comments about the importance of informing and showing youth that their voices matter. Let youth know how their ideas are being used or why they won't work; it's important to close the loop with youth and show how their contributions lead to change.

# Appendix H: Advisory Group Summary

---

## Overview and purpose

King County is developing a Clean Water Plan to ensure the right water quality investments are made at the right time for our region and has chartered the Clean Water Plan Advisory Group (Advisory Group) to provide strategic advice on the planning process. Specifically, the Advisory Group has been brought together to:

- Advise King County on the planning process to identify the most effective water quality investments the region can make.
- Advise King County on the ways to best engage and hear from key interests and constituencies throughout the region, including historically underrepresented groups.
- Provide insights and information related to the pressures, issues and trends impacting constituencies and businesses throughout the region.
- Assist King County in understanding high-level implications, trade-offs and opportunities associated with the planning process.

The Advisory Group was organized in early 2019 and at time of writing this overview the advisory group has met three times: May 13, July 24, and October 9. The Advisory Group meets quarterly with one additional meeting scheduled for 2019: December 16. DNRP intends to use the Advisory Group's input, along with input obtained through broader outreach throughout the region, to develop the plan.

## Meeting 1: May 13th, 2019

The first meeting of the Clean Water Plan Advisory Group took place on May 13, 2019 at the County's King Street Center offices. Meeting 1 objectives were to:

- Create a comfortable space for engaged discussions among all Advisory Group members.
- Facilitate a discussion for Advisory Group members to get to know each other.
- Familiarize Advisory Group members with the Clean Water Plan process and obtain their feedback.

An important objective of this first meeting was to create an opportunity for Advisory Group members to better get to know each other. To do so, Advisory Group members were asked to share their perspectives on the regional water quality interests that the Clean Water Plan needs to address. Advisory Group member observations included the following.

- To effectively address the water quality needs and interests of the region, the plan will need to take a long-term view and be oriented around a "One Water" perspective (referring to a planning concept that considers the entire water cycle).

- It is important to consider the role of retrofitting existing infrastructure and current land uses, as well as influencing the way new development takes place.
- Maintaining awareness and a focus on the important link between water quality and public health.
- The plan has an opportunity to draw on and influence research and technology innovation, given its scope and link to substantial water quality investments.
- King County has been a leader in addressing water quality challenges so this creates a strong foundation for it to move ahead with this plan – this context sets up the opportunity for the County to be a model for other governments that face similar challenges.
- The importance of centering the planning process on historically underrepresented populations with the intent to recognize and correct for historic harms that have led to an unequal distribution of benefits and services.
- Undertaking the planning process in a manner that creates opportunity for all communities and interests in the County to be part of the solution – recognize and draw on the positive intent that each Advisory Group member and their related communities bring to the table.
- Seek opportunities to produce multiple benefits from the investments the County will be making – this will require understanding community priorities and applying them to the investment decisions the County will make.
- Business as usual (that is, building the plan consistent with current water quality program and investment practice) will not be enough to address the Region’s water quality challenges and ambitious water quality goals. The County will need to adopt a collaborative planning approach that integrates well with other parties and initiatives, while looking at broad, holistic solutions.
- It is important to recognize that, although clean water may be available, some members of the community may not have access to it – access to clean water needs to be a key consideration for the plan.
- Population growth, in contrast to land use, appears to be a major driver of new clean water investment needs. The planning process will need to explore a variety of trends and drivers to best understand how this affects water quality and needed investments.

The final part of the meeting focused on an opportunity for Advisory Group members to ask questions and share perspectives about the planning and engagement processes. Key paraphrased highlights from these questions and discussions follow below.

- What is the time scale for the plan?
  - The time scale for the planning process will be 40 years, reflecting the need to take a long-term view given the scale and lifespan of the clean water investments that can be anticipated emerging from the plan.
- What role will adaptive management play in the plan?
  - The plan will use an “adaptive management approach” to create decision points and evaluation along the way (called “triggers and mileposts”). These will help create planning scenarios and lead the County through how to create a strategic response under certain conditions. The County will monitor these triggers and mileposts to understand needs and opportunities for adapting plan strategies.
- What role will the King County Council have in adopting the plan?

- The County Executive has been a driver for undertaking this planning process, and the King County Council will ultimately need to approve the plan and authorize the budget for it.
- Will equity and social justice be a foundational element the plan; and will climate change also have a primary role in the plan?
  - Equity and social justice, consistent with the King County Equity and Social Justice Strategic Plan, will be incorporated into scenario framing to ensure the plan centers on distributional equity and related considerations. Other plans, such as the Climate Action Agenda, also will be incorporated into the scenario framing process.
- Can we explore where failures have occurred over the past 40 years?
  - The planning process can provide an opportunity to explore where and how we have failed over the last 40 years – the plan is an opportunity to learn from the past
- How will existing jurisdictional boundaries and responsibilities (e.g., stormwater) be factored into this planning effort?
  - When considering how best to deliver water quality benefits, existing jurisdictional responsibilities and boundaries will not be barriers to exploring opportunities.
- How funding will be considered in the plan?
  - Funding is within the scope of this planning effort, with, in particular, Phase 2 of the planning process developing an implementation plan and related funding requirements.
- How many scenarios will the County be considering, and what will be the nature of them?
  - DNRP anticipates there will be between four and six future scenarios considered during the planning process and that some common elements will likely exist across these scenarios.

Other comments:

- An important consideration for the plan will be the role of transformative technology and the ability of King County to influence the technology marketplace given how large these investments could potentially be.
- Concern was raised that DNRP had not made a sufficiently compelling case of the relevance of the plan to certain highly impacted communities – this deficiency can be anticipated to hinder regional engagement efforts to reach historically underrepresented communities.
- It was suggested that engagement with public and private land managers (e.g., transportation departments, land developers, large landowners) will be important given their role in managing various sources of water quality pressures.

## Meeting #2: July 24th, 2019

The second meeting of the Clean Water Plan Advisory Group took place on July 24, 2019 at the County’s King Street Center offices. Meeting 2 objectives were to:

- Review and obtain input on community Clean Water Plan priorities and important trends with potentially large potential to impact regional water quality and its management.

- Get advice on how King County can best increase understanding and set the stage for effective problem solving across the community, so that we can tackle our region’s water quality management together.

In advance of the meeting, Advisory Group members received a briefing document that summarized early regional priorities and initial findings on significant trends that will be used to inform the Clean Water Plan process.

This meeting summary provides non-attributed highlights from the presentations and discussions at the meeting. The summary also includes perspectives from Advisory Group members who missed the meeting but provided input as part of follow-up calls conducted by Clean Water Plan process support staff.

The Clean Water Plan will use regional priorities to better understand the tradeoffs of the investment pathways formulated to address future water quality management needs. At the time of the July 24th meeting, seven emerging regional priorities had been identified from both King County’s foundational principles and regional outreach activities for Advisory Group review. Advisory Group members provided feedback on the way the priorities could be improved.

### Protect our waterways, lakes, and Puget Sound – the recreational, cultural, and commercial uses of our waters are vital to the quality of life in our region

- Advisory Group discussed the need to strike an effective balance between protection and restoration to protect waterways, lakes, and Puget Sound. The discussion showed an interest in a phased approach, focusing first on prevention, to avoid additional environmental damage. Advisory Group members noted that while the County has done relatively well in the prevention of additional negative impacts, important parts of Puget Sound do not have active or effective stormwater management or regulation programs. This condition, and many other individual impacts (e.g., septic tanks), result in ongoing damage to the region’s water quality. Advisory Group members said that it would be helpful for the County to explain what “protect” means for their staff, technical assistance programs, and the development and implementation of non-regulatory tools.
- Discussions indicated that it would be helpful to amend the priority to read, “Protect and Restore our Waterways, Lakes, and Puget Sound.”

### Support a healthy ecosystem – protect and enhance critical habitat and species

- Advisory Group members said that this priority could be strengthened with a better explanation of what ecosystem health indicators will be used to measure the protection and restoration of critical habitats and species.
- Advisory Group members discussed the importance of acknowledging and understanding the history of indigenous peoples on this land and their relationship to the natural environment as a key step in understanding what elements make up a healthy ecosystem. It was noted that the indigenous peoples buried in this land are now a part of the trees and the air, and Advisory

Group members signaled that addressing water quality is only one part of a larger picture which includes the land, the trees and the people in the region.

### Further equity and social justice – help address historical inequities related to water quality programs, policies, and projects

- Advisory Group members indicated broad support for this priority but stressed that priorities of this type often fall short when moving from intent to execution, and require meaningful, ongoing engagement with communities to be successful.
- Discussions indicated that treaty rights with tribes, currently listed under this priority, should be included under a more appropriate priority, given the legal nature of treaty rights with tribes.
- Advisory Group members expressed an interest in the County developing a more refined understanding of how community priorities vary across a wide variety of demographics (e.g., age, gender, politics) to better understand community sentiment and support for clean water.
- Advisory Group members are willing to provide additional support to the County to more effectively engage underrepresented communities.

### Leverage integrated, collaborative, and interagency approaches – enlist a full range of partners to address the complex water quality and ecosystem challenges the region faces

- Advisory Group members expressed support for the inclusion of this priority and the idea that successful water quality management requires layered engagement across a complex web of jurisdictions.
- Given the impactful nature of nuisance flooding on communities, it should be given greater emphasis as an important issue to address in an integrated approach.

### Target greatest water quality benefit – direct resources to the most productive water quality (and overall community) investments that support affordability of services

- Advisory Group members expressed concern at the inclusion of affordability as part of this priority, as investments in water quality benefits may place pressure on affordability goals. Members recommended that affordability be recategorized under a different priority or included as a standalone priority.
- Advisory Group members signaled a desire to see a greater emphasis placed on the benefits that ecosystem health can provide to people.

## Prevent pollution at the source – favor approaches that avoid polluting water resources

- Throughout the meeting, Advisory Group members expressed support for prioritizing pollution prevention at the source as an important supplement or alternative to treating pollution at the “end of the pipe.”
- Advisory Group members emphasized the importance of effective stormwater management as a key element in preventing pollution.

## Robust community engagement –early and sustained community engagement to create buy-in and ensure public input to create a stronger Clean Water Plan

- Advisory Group members expressed interest in further refining the above priorities through tailored engagement with historically underrepresented groups to ensure priorities reflect a full range of community interests.
- There is interest in adding more details in the community priorities and members recommended that the County work to understand how unique priorities may emerge for different demographics such as indigenous communities, low-income communities, immigrant and refugee populations and communities of color.

## Trends: advisory group feedback

Significant trends can be highly impactful to regional water quality, water resource or ecosystem management efforts, or King County Wastewater Treatment Division (WTD) operations specifically and act as the basis for creating a range of possible futures that the Clean Water Plan will consider. The significant trends lie on a continuum from relatively less uncertain to relatively more uncertain with respect to the magnitude or timing of their impacts. In advance of the July 24 meeting, The County provided the Advisory Group the following list of initial significant trends:

- Aging infrastructure
- Population increase and land use
- Integrated approaches
- Regulatory requirements
- Ecosystem health/pressures
- Climate change
- Public support
- Stormwater quality and management

At the meeting, Advisory Group members discussed how to refine these trends and add on new ones for the County to consider, and explored water quality management challenges that emerge related to the significant trends and how they influence one another. The group provided insights on addressing those challenges to make space for healthy debate related to different views of our water quality future.

## Trends: Refining and Adding

Advisory Group members signaled supported including the eight trends initially being considered in the Clean Water Planning process. Of the trends listed, Advisory Group members signaled to see trends about natural resources to include indicators of water quality beyond habitats, and noted that the existing list may overemphasize infrastructure while downplaying other important regional trends. In addition to these refinements, Advisory Group members identified the following trends as impactful future conditions for consideration in the process as well:

- Cost of living
- Displacement
- Job growth (specifically green jobs)
- Future of other utilities (e.g., gas, drinking water, power)
- Ocean acidification

## Addressing emerging regional challenges

Given these significant trends and how they influence each other, Advisory Group members identified and discussed some of the challenges that emerge for regional water quality management overall and King County's role specifically. Advisory Group members also provided their insights for engaging with the region in a deliberative conversation to address challenges, produce new insights and possibilities, and make space for healthy debate with different views for our water quality future. A summary of the discussion is included below.

- Advisory Group members discussed the complex challenge of climate change and its potentially significant impact on other trends. Advisory Group members noted that climate change has the potential to increase population growth as climate refugees resettle in the region and may stress capacity of other utilities such as power. Advisory Group members signaled an interest in the County further exploring how climate change trends impact other trends, to better understand how climate change may introduce new water quality pressures, such as supply quantity, and influence potential solutions.
- Advisory Group members discussed the challenge that the projected population increase poses to the region's environmental and ecological carrying capacity. Concern was expressed related to the ability of land use technology, and other changes to manage for the impacts.
- Advisory Group members signaled a desire to address challenges and identify solutions across the water cycle and to continue to break down silos across wastewater, drinking water, and stormwater. Advisory Group members expressed a desire to see the organizations working on regional drinking water supply to be engaged in the regional water quality discussion in instances where there are direct relationships between water quality and drinking water source waters and operations.
- Advisory Group members discussed the challenge that King County faces in maintaining public trust and support when large investment of public funds to decrease discharges may not result in the most impactful water quality benefits. In response, Advisory Group members expressed a

desire to see more robust communications efforts to educate the community on how different investments impact water quality and ecosystem health.

- Advisory Group members discussed the complex political landscape that exists in the region, including urban and rural differences. Advisory Group members emphasized that successful collaboration would acknowledge and navigate these differences. Discussions included the recommendation that any action taken on the County's part should look to engage people using language and imagery that will resonate with their community to demonstrate that all communities are welcome and important in the effort.
- During the discussions, Advisory Group members signaled a desire for the County to explore how technology may provide an opportunity to change how water systems are managed and monitored. Advisory Group members also highlighted that given long-term planning cycles of utilities and the uncertainty of technological breakthroughs, technological advancements are often difficult to plan for and incorporate but expressed a desire to see the County explore how to apply these new technologies.
- Advisory Group discussions highlighted the potential to coordinate with densification and growth activities to ensure that new construction, industrial and redeveloped areas are developed broadly and holistically with stormwater management and other pollution prevention strategies incorporated at the beginning of project planning. Advisory Group members recommended that the group further explore a discussion of how growth at transit hubs and locations increasing in density can be managed differently at a policy level to result in better coordination with water quality goals.
- Advisory Group members were interested in exploring how coordinated planning and funding may open the door to greater water quality improvements. However, discussions noted that regional cooperation may impact local authorities' ability to act independently. The balance between regional cooperation and local autonomy will require careful consideration to identify the right path forward.

Advisory Group members were interested in exploring a more coordinated and comprehensive approach to stormwater management. Advisory Group members were concerned with the current fragmentation of stormwater management jurisdictions, and discussions focused on the need for more regional coordination and collaboration of stormwater management. Advisory Group members signaled that recently-issued stormwater permits and allowances provide a basis for enhanced watershed planning that allows local governments to work more closely across jurisdictions.

## Meeting #3: October 9th, 2019

The third meeting of the Clean Water Plan Advisory Group took place on October 9th, 2019 at the Impact HUB in Pioneer Square. Meeting 3 objectives were to:

- Share King County thinking and receive Advisory Group input on some of the decisions that will shape future investment strategies
- Hear from the Advisory Group about how the County can systematically evaluate potential water quality investments, including considerations of Community and King County Priorities in the evaluation.

In advance of the meeting, Advisory Group members received a briefing document that summarized the types of decisions that will need to be made through the Clean Water plan process and provided additional background information on the context for decisions, such as an outline of a forthcoming existing conditions report, stormwater runoff estimates in King County, and the US Water Alliance’s Three Pillars of Water Equity guidance document.

At time of this publication, a meeting summary for this discussion had not yet been finalized.

## Advisory group next steps

The Advisory Group has been scheduled to meet once more in 2019, on December 16th. The County intends to schedule quarterly meetings in 2020 as well. During these meetings, the Advisory Group will continue to provide their insights and expertise as King County develops the Clean Water Plan.

### Advisory Group Roster (as of 10/9/19)

First	Last	Organizational Affiliation	Title
Patricia	Akiyama*	Master Builders Association of King and Snohomish Counties	External Relations Manager
Monty	Anderson	King County Labor Council/Building Trades	Building Trades Board Member
Heather	Bartlett	Washington State Dept of Ecology	Water Quality Program Manager
Josh	Brown	Puget Sound Regional Council	Executive Director
Caia	Caldwell**	Master Builders Association of King and Snohomish Counties	External Relations Manager
Jeff	Clarke	MWPAAC - Alderwood Water and Wastewater District	General Manager
Adrian	Dominguez	Urban Indian Health Institute	Scientific Director
Dave	Gering	Manufacturing Industrial Council (MIC)	Executive Director
Jessie	Israel	The Nature Conservancy	Puget Sound Director
Jay	Manning	Puget Sound Partnership	Board Chair
David	Mendoza**	Front and Centered	
Bud	Nicola	University of Washington	Affiliate Professor
Ben	Packard	Earthlab, University of Washington	Executive Director
Mindy	Roberts	Washington Environmental Council	Puget Sound Director

<b>First</b>	<b>Last</b>	<b>Organizational Affiliation</b>	<b>Title</b>
<b>Aiko</b>	Schaefer*1	Front and Centered	Executive Director
<b>Anne</b>	Udaloy	League of Women Voters	Board Member
<b>Leslie</b>	Webster	MWPAAC - Seattle Public Utilities	Drainage and Wastewater System Planning Program Manager
<b>Wade</b>	Wheeler	Boeing	Environment, Health, and Safety Senior Leader
<b>Ken</b>	Workman	Duwamish Tribe	Former Council Member

---

\* No longer on the Advisory Group as of October 9, 2019

\*\* New member of the Advisory Group as of October 9, 2019