

**Allied Waste SeaTac Disposal
Recycling and Commodity Revenue Sharing Enhancement Plan for King County
January 1, 2012 – July 31, 2012**

This agreement between King County (“County”) and Allied Waste Services - SeaTac Disposal (AWS) to implement the activities identified in this Recycling and Commodity Revenue Sharing Plan for King County (“Plan”) is with the expressed intent of increasing recycling in King County. “Recycling,” as defined in RCW 70.95.030, means “transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration.” Funding used by AWS to implement this Plan will be from revenues from the sales of the commodities retained by AWS in accordance with the revenue sharing provision in RCW 81.77.185.

This Plan covers the time period of January 1, 2012, to July 31, 2012, at which time it terminates. This 7-month plan is to be implemented in two parts, Part A (January 1, 2012-April 30, 2012) and Part B (May 1, 2012-July 31, 2012), in order to allow sufficient time to evaluate the past plan effectiveness before new plans must be submitted to the WUTC for certification; therefore creating a 3-month lag in the evaluation period. Please refer to the attached “Timeline for SeaTac Disposal Revenue Sharing Agreements” (Attachment A) for a proposed schedule of key submittal dates. Attachment B includes revenue share activities and tasks including budget, outreach deliverables and timelines.

The benefits to the County and to our collective customers are significant. These programs are made possible by the revenue sharing program. The activities identified in this agreement are not requirements or costs that are built into AWS’s WUTC tariff rates. The proposed budget presented in Attachment C projects revenues and estimates expenses for the activities identified in this Plan.

By using revenue sharing funds, both AWS and the County are able to pilot innovative approaches to increase recycling in King County. Throughout the course of the Plan subject to this agreement, AWS and the County reserve the right to modify activities or approaches described in this Plan in order to accommodate unexpected opportunities for increasing recycling, respond to data collected, and to refine activities.

Task 1: Data Collection and Evaluation (Part A & B)

- Provide monthly reporting of tonnages, customer counts, and commodity values to the County.
- Annual Reporting: AWS will provide King County with an annual report by May 15, 2012, which gives an assessment of the status of current recycling, yard waste and garbage collection services.
- AW will provide a report summarizing the number of 96-gallon carts distributed during the four-month time period of this agreement, and a summary of the number and size of carts in use throughout the service area.
- AW will provide a report summarizing the number of yard waste food scraps subscriptions during the four-month period ending April 30, 2012, and a summary of the number and size of carts currently in use throughout the service area.

Deliverables Part A: Monthly reporting, annual report by May 15, 2012, cart distribution report and YW subscription report by May 15, 2012.

Deliverables Part B: Monthly reporting, annual report by May 17, 2013, cart distribution report and YW subscription report by May 17, 2013.

Task 2: Internal Communication and Coordination with King County

AWS has designated Lynnyetta Keller as its Recycling Coordinator responsible for coordinating program activities funded by this agreement with the County. AWS and the County will meet quarterly to discuss the progress of the program. These meetings will be held in January, April, and July 2012). Materials to be presented by AWS will be provided electronically to the County three days prior to meetings. In addition, AWS will also participate in other regional meetings sponsored by King County to discuss strategies for increasing recycling.

Deliverable: Three quarterly meetings with materials provided electronically three days ahead of the meeting.

Task 3: Conversion to 96-Gallon Recycle Carts (Part A & B)

AWS agrees to transition 700 WUTC customers from 34-gallon carts to 96-gallon carts no later than July 30, 2012. Carts will include educational decals describing what items are recyclable and other promotional materials, including advice to customers on how to reduce municipal solid waste disposal. AWS will track the diversion rates from routes with over 25 conversions in them and report them to the County on a quarterly basis.

By January 17th, 2012, AWS agrees to provide the County with a plan and timetable for providing 96-gallon recycle carts to all single family customers in the SeaTac Disposal WUTC-regulated service area that currently have smaller capacity containers.

Cart Conversion Communication Tactics

- Send a letter to the residents two weeks prior to their cart exchange date informing them that we will be exchanging their recycling container for a 96 Gallon recycling container.
- One week prior to the cart exchange an all call message will be sent out to the residents reminding them of the cart exchange.

Deliverable: Cart change implementation plan and timeline by January 17, 2012.

Task 4: External Communication, Outreach & Education (Part A & B)

Print and Online Advertising – During the year (2012), AWS will conduct public outreach through advertising in print and online newspapers. These publications include but are not limited to the Tukwila Reporter, Auburn Reporter, and the Renton Reporter. The County will be provided with an ad placement schedule (DRAFT, subject to change) no later than *Tuesday, January 17, 2012* for the year. King County will provide feedback and/or approval no later than January 24, 2012. If the County does not approve the advertisements by February 1, 2012, then AW will have an additional two weeks to deliver and get County approval on advertisements. New ads will be developed and presented to the County for review no later than *Tuesday, January 17, 2012*, with the option of subsequent design development and review for other ads throughout the year.

- One of the ads will be incentive based offering the first 100 households to call and subscribe to organics collection service with a Free Kitchen Pail, Compost Bags, and educational material. After the first 100 households any customers who call to add service will receive free compost bags and

educational material. AWS will provide a report by May 15, 2012 summarizing the number of yard and food waste subscriptions prior to the advertisement and the number of yard and food waste subscriptions after the advertisement.

Deliverable:

- Placement schedule by January 17, 2012, review and placement of advertising.
- A report on resulting garbage, recycling and yard waste account signups.

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Dennis Manes
General Manager
SeaTac Disposal
Allied Waste Services

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Kevin Kiernan
Solid Waste Division Director
King County

Dated 12/21/11

Dated 12-21-11

**Attachment A:
2011-2012 Timeline for Allied Waste Services Revenue Sharing Agreements**

Nov 16 2011	Report to WUTC from AWS on 2010 -2011 Plan achievements
Nov 16 2011	Commodity value adjustments to WUTC from AWS for Jan 1 – Jul 31 2012
Pending	Comments and recommendations to WUTC from King Co on 2011 Plan
Pending	New Jan 1 – Jul 31 2012 Plan to WUTC from AWS in two parts: Part A: Jan 1 2012 – Apr 30 2012 (4 month) Part B: May 1 2012 – Jul 31 2012 (3 month)
Pending	King Co certification of Jan 1 – Jul 31 2012 Plan to WUTC
Jan 1 2012	Effective date for rates and Jan 1 – Jul 31 2012 Plan
Jan 3 2012	King County Receive Deliverables for 1 st Quarterly Meeting
Jan 6 2012	1 st Quarterly Meeting
Jan 17 2012	SeaTac Cart Conversion Plan and Print/Online Ads Due
April 6 2012	2 nd Quarterly Meeting
May 15 2012	Preliminary report from AWS to King Co on achievements and costs incurred during Part A of Jan – April 2012 Plan; propose adjustments to KC for Part B of plan if needed
May 17 2012	Proposal in two parts fm AWS to King Co on 2012 – 2013 Plan Part A: Aug 1 2012 – Apr 30 2013 (9 months) Part B: May 1 2013 – Jul 31 2013 (3 months)
Jun 17 2012	Final report to WUTC from AWS on expenditures and achievements for the period Jan 1 – Apr 30 2012 (Part A)
Jun 17 2012	Comments and recommendation to WUTC fm King Co for the period Jan 1 – Apr 30 2012
Jun 17 2012	Commodity value adjustments to WUTC from AWS for Aug 1 2012 – Jul 31 2013
Jun 17 2012	Plan to WUTC fm AWS for Aug 1 2012 – Jul 31 2013 in two parts: 2012-2013 Plan Part A: Aug 1 2012 – Apr 30 2013 (9 months) 2012-2013 Plan Part B: May 1 2013 – Jul 31 2013 (3 months)
Jun 17 2012	King Co certification of 2012-2013 recycling plan, Parts A & B, to WUTC
July 6 2012	3 rd Quarterly Meeting
Aug 1 2012	Effective date for rates and 2012-2013 Plan
May 17 2013	Preliminary report from AWS to King Co on achievements and costs during: 2011–2012 Plan, Part B (May 2012 - Jul 2012) 2012-2013 Plan, Part A (Aug 2012 - Apr 2013) Propose adjustments to 2012-2013 Plan to KC for Part B if needed
May 17 2013	Proposal in two parts fm AWS to King Co on 2013-2014 Plan 2013-2014 Plan Part A: Aug 1 2013 – Apr 30 2014 (9 months) 2013-2014 Plan Part B: May 1 2014 – Jul 31 2014 (3 months)
Jun 17 2013	Report to WUTC from AWS

	2011–2012 Plan, Part B (May 2012 - Jul 2012) 2012-2013 Plan, Part A (Aug 2012 - Apr 2013)
Jun 17 2013	Comments and recommendations to WUTC from KC: 2011–2012 Plan, Part B (May 2012 - Jul 2012) 2012-2013 Plan, Part A (Aug 2012 - Apr 2013)
Jun 17 2013	2013-2014 Plan documents and filings from KC & AWS in 2 parts: Part A: Aug 1 2013 – Apr 30 2014 (9 months) Part B: May 1 2014 – July 31 2014 (3 months)

ATTACHMENT B
Allied Waste SeaTac Disposal
Recycling and Commodity Revenue Sharing Enhancement Plan for King County
January 1, 2012 – July 31, 2012

Budget, Outreach Deliverables & Timeline (Part A & B)

Task	Deliverable	Due Date	Responsibility Of	Tracking	Compliant Y/N	Expenditures		Revenues	
						Budget	Actual	Budget	Actual
Labor Costs for implementing tasks in this agreement (not allocated to tasks below)									
Task 1: Internal Communication and Coordination with King County									
	Monthly Data Reporting	Monthly	Debbie Gutierrez	Were reports delivered monthly?					
	MRF Reports	Monthly	Debbie G.	Were MRF Reports submitted monthly?					
	Contamination Monitoring & Quarterly Data Reporting Requirements	Quarterly	Alex Brenner	Were quarterly audits completed?					
	Annual Report- Part A	May 15 2012	Lynnyetta Keller	Was the report delivered to the County on time?					
	Annual Report- Part B	May 17 2013	Lynnyetta Keller	Was the report delivered to the County on time?					
Task 2: Data Collection and Evaluation									
	Quarterly Updates and Coordination Meetings	Jan 6 2012 April 6 2012 July 6 2012	Lynnyetta Keller	Did AWS and the County meet at these times?					
	Miscellaneous Meetings		Lynnyetta Keller	Was meeting information given to the County at least 3 days in advance of these meetings? Were other meetings conducted?					
Task 3: Conversion to 96-Gallon Recycling Carts									
	Letters	Two weeks prior to cart exchange date	Lynnyetta Keller	Design Date: Delivery Date: HH #: County approval date:					

All Call	One week Prior to the cart exchange date	Lynnyetta Keller	Design Date: Delivery Date: HH #: County approval date						
Cart Conversion Plan and Timeline	Jan 17 2012	Lynnyetta Keller	Did AWS confirm two weeks prior to cart delivery for each month of carts delivered of the areas where the carts will be delivered? Was the plan delivered the County on time?						
Cart Delivery	TBD	Lynnyetta Keller/Bill Stansberry	County approval date: Was the carts exchanged in the designated areas? Delivery Date: HH #:						
County Approval			Was the County given at least a 2 week review period prior to print and mail?						
Task 4: External Communication, Outreach and Education									
Food Collection Promotion & Incentive Program (<i>Free Kitchen Pail, Compost Bags, and Education Material</i>)	TBD	Lynnyetta Keller	Outreach Goal: Design Date: Delivery Date: HH #: Resulting Sign Ups: County approval date:						
Food Scrap Collection PR/Marketing Campaign	TBD	Lynnyetta Keller/ Anne Laughlin	Outreach Goal: Design Date: Delivery Date: Media Outlets: # of Impressions: County approval date: Resulting Sign Ups:						
Outreach Plan	Jan 17 2012	Lynnyetta Keller	Was the outreach plan delivered on time?						
Self-Hauler PR/Marketing Campaign	TBD	Lynnyetta Keller/ Anne Laughlin	Outreach Goal: Design Date: Delivery Date: Media Outlets:						

**ATTACHMENT C:
SEATAC DISPOSAL 2012 REVENUE SHARING AGREEMENT BUDGET**

Revenue Retained - January 2012 through July 2012				
	50% Retained	50% Passed Back		Total
Single-Family Value (Estimated)	\$ 52,695	\$ 52,695	\$	105,390
Multi-Family Value (Estimated)	\$ 2,399	\$ 2,399	\$	4,798
Total Revenue Retained	\$ 55,094	\$ 55,094	\$	\$ 110,188

Program Costs - January 2012 through July 2012					
	Fully Loaded Hourly Rate	Estimated Staff Hours	Customers	# of Mailings	Rate / Unit
Staffing Costs					
Partnership with County on Regional Recycling Campaign	\$ 3,800	76			
Data Collection & Evaluation	\$ 7,500	150			
Conversion to 96-Gallon Recycle Carts	\$ 2,000	40			
Conversion to 96-Gallon Recycle Carts - Summary Report	\$ 800	16			
Conversion to 96-Gallon Recycle Carts - Ongoing Tracking	\$ 2,000	40			
Outreach Staffing Costs	\$ 750	15			
Material Costs					
Conversion Plan - All Call	\$ 250		1,000	1	\$0.25
Conversion Plan - Mailer	\$ 1,000		1,000	1	\$1.00
Kitchen Pales- Yard Waste Flyer	\$ 100		100		\$1.00

Media Outreach					
Print/Online Advertising	\$ 12,000				
Kitchen Pales	\$ 485		4.85	100	
96-Gallon Carts	\$ -				
Cart Delivery	\$ 10,000		10.00	1,000	
Cart Decals	\$ 8,000		8.00	1,000	
Program Expenditures	\$ 48,585				
Return on Expenditures	\$ 2,434				5%
Performance bonus for increased YW/Food Waste subscriptions	\$ 1,102				1%
Performance bonus for % increase in waste diversion	\$ 1,102				1%
	\$ 4,638				
Total Budget	\$ 53,323				48%
Revenues Returned to the Customer	\$ 56,865				52%
Total Incentives Retained	\$ 4,638				4%