

**Allied Waste Services of Bellevue  
Commodity Revenue Sharing Enhancement Plan for King County Calendar Year 2011**

Per RCW 81.77.185, Rabanco Ltd., aka Allied Waste of Bellevue, is setting forth this plan to increase recyclable materials and decrease garbage and other materials that would otherwise be disposed of in a landfill. By way of this plan, Allied Waste of Bellevue seeks to continue retaining 50% of the commodity value revenues generated through effective recycling practices for calendar year 2011 (January 1, 2011 through December 31, 2011 inclusive). The intent of this plan, developed in partnership with the King County Solid Waste Division, is to significantly impact the amounts and types of materials recycled at single-family homes and multi-family dwellings in the Allied Waste of Bellevue service area defined in Tariff No. 11, Rabanco LTD and Rabanco Recycling, Inc., Certificate G-12.

**Data Collection and Evaluation**

Continue to provide monthly reporting of tonnages, customer counts and commodity values.

1. Provide data collection and evaluation of current garbage customers who increase service to include recycling, and those that convert from multiple containers to single-stream recycling.
2. By October 15, 2011, Allied will provide King County with a report summarizing the number of yard waste / food scrap subscriptions during the one-year period ending August 31, 2011, and a summary of the number and size of carts currently in use throughout the service area.

**Outreach efforts**

To enhance recycling in all service areas, Allied Waste will conduct the following outreach efforts:

1. *Quarterly meetings.* King County is continuing the implementation of a regional recycling campaign. The primary goals of the campaign are to increase the recycling participation among single-family households, and to increase the amount of materials recycled by participating households. King County and Allied Waste will meet quarterly to discuss the progress of the program, review data compiled in the previous quarter, and continue to implement and plan the programs to increase the recycling in King County. These meetings will be scheduled in the first month of each quarter (January, April, July and October). Allied will participate in regional meetings sponsored by King County to discuss strategies for increasing recycling. Allied Waste has designated its Municipal Services Manager to coordinate with the King County Recycling Campaign Manager to ensure that educational messages and data collection efforts suit the needs of both programs.
2. *Information packets to WUTC customers.* Allied Waste will provide 2011 information packets regarding garbage, recycling, and organics services in the WUTC areas. These packets will include clear information about the commodities that can be diverted from the garbage solid-waste stream. Hard copies will be sent to all existing customers and to new-account households. Allied Waste will use graphics provided by and approved by King County in the creation of this material. The County shall be given at least a two week advance review before materials are distributed, and hard copies of all publications shall be provided to the County after printing. The annual mailing will be sent no later than December 15, 2011, with first review of the piece to take place in the April meeting. Allied Waste will also provide all forms of educational material electronically upon request.
3. *Invoice inserts:* To be sent in February, March and April with message promoting sustainability that been pre-approved by King County.  
Goal: Invoice inserts will be provided to 20,164 customers by April 30, 2011.

4. *Invoice messages:* Monthly invoice messages will be included to all areas served by this agreement to promote recycling, and organics collection. These messages will be approved by King County prior to distribution and sent to King County for review no later than the first of the month prior to the month message will be added. The same message will run for three consecutive months to reach full customer base.  
Goal: Monthly invoice messages will be included in billing invoices and delivered to 20,164 customers by April 1, 2011, contingent upon space availability (we will continue message requests / placements throughout the year).
5. *Outreach to self haulers:* solicit curbside garbage and recycling signup (ads in Issaquah, Snoqualmie, Redmond, Kirkland, Kenmore Reporter newspapers in early spring).  
Goal: Allied Waste will achieve a 2% increase in garbage or recycling customers by August 31, 2011. If the increase is not achieved Allied Waste will employ additional tactics, such as direct mailing information to self haulers, to solicit the garbage service signups in East King County.
6. *Outreach at community events/fairs:* These festivals include (but are not limited to) Bellevue Arts Festival, Lake Forest Park-Earth Smart Fair, Mercer Island Leap for Green, Sustainable Sammamish. Allied Waste will give advance notice to King County of community events in order to improve coordination of promotion efforts.  
Goal: Allied Waste will distribute recycling guidelines and solicit new yard waste and garbage customers at these events. They will distribute 1,500 recycling guidelines and obtain 30 account upgrades through outreach at these events.
7. *Evaluation:* Tracking of the response rate to these outreach efforts will be subsequently take place in the two months after outreach is conducted.
8. *Web based public education:* Allied Waste Services will work with King County to update and improve current public education and recycling assistance information on web site [www.alliedwastenorthwest.com](http://www.alliedwastenorthwest.com), including:
  - Virtual tour of Material Recovery Facility
  - What goes in the Recycling cart for residential, multi-family, and commercial customers
  - What goes in the Yard Waste cart for residential and multi-family customers
  - What goes in the Garbage cart for residential, multi-family, and commercial customers
  - Cart selection information to reduce cost
  - Downloadable program brochures, flyers, and posters
9. *Further development of programs for food scrap collection:* Allied Waste Services will continue to use public education, invoice inserts, invoice messages to all AW customers to encourage Food Waste in the yard waste collection. Three sample food scrap collection bags and education brochures will be mailed with every cart delivered to new organics customers, with samples available to existing customers through web-based requests.
10. *Multi-family Recycling Education Program:* Allied Waste Services will employ at least one outreach intern to focus on the multi-family recycling efforts in King County by:
  - Coordinating with King County on efforts to encourage recycling
  - Selecting multi-family customers that are not recycling
  - Surveying property with local managers to assess facility constraints
  - Educating property managers on savings with increased recycling
  - Providing special assistance to facilitate acceptance (signage)
  - Ensuring that customers obtain adequate and appropriate containers for recycling

11. *Update messaging and Recycle Cart Decals to reflect new commodities accepted at MRF.* The following descriptions will be added to our educational outreach materials including our web sites for the WUTC areas by February 1, 2011:

*Three inch and larger container Lids (Remove from container and rinse), Clean Paper and Plastic cups (Remove lids, clean, rinse, & no straws), Plastic plant pots (empty & rinse), All plastic containers (empty and rinse, remove lids, NO HAZARDOUS WASTE containers – like pesticides or motor oil, NO Plastic packaging).*


New cart decals rolled-out In 2011 will be updated to reflect new commodities accepted at MRF.

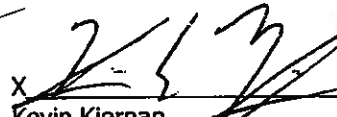
### **Sustainability**

1. *CNG trucks.* Allied Waste Services will continue in the effort to reduce the carbon footprint by investing in the addition of alternate fuel vehicles. Sixteen CNG trucks will be added to the Bellevue fleet by June 2011 and the trucks will carry clean-air messaging. The total number of CNG trucks at Allied Waste Bellevue will be 44 by the end of 2011.
2. *Material Recovery Facility (MRF) improvements.* Already the largest and most advanced MRF west of the Mississippi, additional 2010 investments in a new front end screen and rollers screens at Allied's MRF in South Seattle provides increased recyclable separation process by screening aluminum cans. In 2011, Allied will begin using a glass-washing system that will provide a new resale market for that commodity. The MRF continues to maintain a very low residual rate of 3% -5%. AW will report to King County on any new MRF enhancements by July 1, 2011.
3. *Harmonization of programs.* It is important to promote consistency and Allied Waste Services will continue to examine our materials collected in Puget Sound areas to ensure that WUTC and contract cities receive similar updated recycle commodity information. Harmonization will always work in concert with our Material Recovery Facility enhancements. As additional investments are made additional commodities will become recyclable

Allied Waste hereby agrees to meet the above conditions and timelines. King County believes that implementation of this recycling plan will increase the amount of materials recycled by Allied Waste customers, and hereby certifies that the provisions of this plan are consistent with the King County Comprehensive Solid Waste Management Plan. Therefore, King County recommends to the WUTC that Allied Waste be allowed to retain 50% of actual commodity values received during the period of this agreement (January 1, 2011 – December 31, 2011).

Extension of the revenue sharing program beyond December 31, 2011 will require WUTC approval based in part upon the results of this year's program and the submittal by Allied Waste of another plan certified by King County. Allied Waste must submit a new draft plan to King County no later than October 15, 2011 in order for certification to be considered.

X   
Jeff Borgida  
General Manager  
Rabanco Ltd/Eastside Disposal  
Allied Waste Services

X   
Kevin Kiernan  
Solid Waste Division Director  
King County

Dated 12/8/10

Dated 12-08-10

**APPENDIX A:  
ALLIED WASTE SERVICES OF BELLEVUE 2011 REVENUE SHARING AGREEMENT BUDGET**

**Revenue Retained**

	50% Retained	50% Passed Back	Total
Single-Family Value (Estimated)	\$ 158,635	\$ 158,635	\$ 317,270
Multi-Family Value (Estimated)	\$ 15,547	\$ 15,547	\$ 31,094
<b>Total Revenue Retained</b>	<b>\$ 174,182</b>	<b>\$ 174,182</b>	<b>\$ 348,364</b>

**Program Costs**

<b>Data Collection &amp; Evaluation</b>		Fully Loaded Hourly Rate	Estimated Staff Hours
Staffing Costs (see plan for detail)	\$ 10,000	\$ 50.00	200
<b>Outreach Efforts</b>			
Staffing Costs (see plan for detail)	\$ 75,000	\$ 50.00	1,500
Advertising - Self Hauler Outreach	\$ 20,000		
Food Scrap Educational Brochures	\$ 8,000		
Educational Cart Decals	\$ 7,000		
2011 Information Packets	\$ 10,000		
Community Events/Fairs Sponsorship	\$ 17,000		
Invoice Inserts	\$ 2,018	Customers 6,725	# of Inserts 3 Rate / Unit \$0.10
<b>Sustainability</b>			
MRF Enhancements to Improve Glass	\$ 20,000		
Cost of Enhanced Brochures for Mailing	\$ 4,033	Customers 20,164	# of Mailings 1 Rate / Unit \$0.20
<b>TOTAL</b>	<b>\$ 173,050</b>		