

**Allied Waste Services of Lynnwood Recycling and Commodity
Revenue Sharing Plan for Snohomish County
January 1, 2012 – April 30, 2012 Part A (and)
May 1, 2012 – July 31, 2012 Part B**

This agreement between Snohomish County (“County”) and Allied Waste of Lynnwood (“AWS”) to implement the activities identified in this “Recycling and Commodity Revenue Sharing Plan for Snohomish County” (“Plan”) is with the expressed intent of increasing recycling in Snohomish 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 AWS 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. The Plan allows for AWS to earn a financial incentive, to be determined at the end of the period covered by this Plan in accordance with the company’s ability to achieve the performance standards stated in this Plan. The proposed budget presented in Attachment C earmarks funds to be potentially earned by AWS, but does not guarantee the company those financial rewards, unless AWS has actually incurred program expenditures as envisioned by this Plan, and the company has been able to meet the standards that demonstrate increased recycling in Snohomish County.

By using revenue sharing funds, both AWS and the County are able to pilot innovative approaches to increase recycling in Snohomish 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.

Key Measurements of Success

The diversity of revenue sharing activities included in this Agreement do not lend themselves to a single indicator of whether they have resulted in an increase to recycling. Under this Plan, AWS is eligible to be rewarded for success by meeting a variety of performance goals.

Success of some Plan elements may only be indirectly detected in long-term increases in recycling, such as data collection and reporting, quarterly updates and coordination meetings, education and outreach. For program expenditures, AWS’s potential reward is conditioned on its timely and complete performance of those Plan activities and calculated by reference to the

amount of its expenditures. However, the effect of revenue sharing activities can be linked to objective standards that indicate an increase in recycling, and so a portion of AWS's financial incentive under this Plan is tied to those benchmarks. For instance, an important indicator of success under this Plan would be whether voluntary subscriptions to food waste and yard waste collection have increased. Also, a key criterion for determining whether recycling and waste reduction are increasing is to measure whether the volume of material being diverted from disposal has gone up.

AWS is eligible for a financial reward for achieving tangible results in the factors listed below:

- For program expenditures that indirectly produce an increase in recycling, an amount equal to 5% of company expenditures.
- For increasing voluntary subscriptions by regulated residential customers for food waste and yard waste collection services, an amount equal to 1% of total revenues produced from marketing recyclable materials. To determine eligibility for this reward, AWS will calculate the percentage of regulated single-family customers that subscribe to yard waste each month for the period from September 2011 through May 2012 to determine the average monthly yard waste participation rate for the period. This average participation rate will be compared with the September 2010 through May 2011 average participation rate. If the rate has increased, AWS will be eligible for the reward.
- For increasing diversion of materials from disposal by regulated residential customers, an amount equal to 1% of the total revenues produced from marketing recyclable materials. To determine eligibility for this reward, AWS will calculate the diversion rate for regulated residential customers (single family and multifamily) during the period from September 2011 through May 2012, and compare this number with the diversion rate achieved in September 2010 – May 2011. Diversion rate means the weight of recycling, food and yard waste divided by the total weight of all material collected from regulated single family and multifamily customers. If the diversion rate has increased, AWS will be eligible for the reward.

TASK 1 – Reporting (Part A & B)

I. Data Reporting Requirements

AWS will provide accurate monthly recycling and disposal reports using the format required by the County on a timely basis. In addition, AWS will also submit monthly audit reports to the County on recycling activities at any Material Recovery Facilities utilized by AWS for processing collected recyclables. AWS will provide a summary of data gained from any waste sorts conducted of recyclables and organics, as well as processing facility residuals and commodity contaminants.

AWS will also track and report on the many public outreach events that it staffs and participates in throughout the County; this data will be reported to the County each quarter. AWS will provide the County with information on additional outreach efforts, including ad runs and number of fliers/notices mailed to customers in the Snohomish County UTC area.

AWS will also track and report on the status of implementing Plan activities, on budgeted and actual program expenditures, and on quarterly revenues being generated from marketing recyclable materials collected from residential, multi-family and commercial customers in Snohomish County on a form substantially similar to Attachment B. If there are significant variations from expenditures or revenues,

AWS will report to the County with recommendations for adjustments to the Plan activities to respond to those variances.

II. Contamination Monitoring & Quarterly Data Reporting Requirements

AWS will continue to use public education to minimize the amount of non-recyclable contaminants received at its processing facility(ies) and will monitor contamination of outgoing commodities (such as glass and plastic in paper) to increase the proportion of incoming material that is successfully recycled.

AWS will hire a consultant to conduct recycle truck sorts. The scope of this project will be proposed to County staff no later than December 15, 2011 and will commence during the Plan A time frame. Truck sort results will be provided to the County in writing.

III. Summary Report

Results of activities related to this agreement, as well as changes in collected recycling amounts, customer counts, etc. will be provided to the County in a draft summary report by April 30, 2012 (Part A) and by July 31, 2012 (Part B).

TASK 2 – Quarterly Updates and Coordination Meetings (Part A)

AWS will meet with County staff during the first month of each quarter to report on implementation steps undertaken as per this agreement; lessons learned and proposed next steps. Memorandums, reports, promotional materials and other requirements described in this Plan will be provided a minimum of 3 working days in advance of these meetings in electronic form. During these meetings, AWS and County staff will also discuss concepts, plans and implementation mechanisms designed, in the long-term, to significantly affect the nature and/or quantity of recyclables and wastes collected in Snohomish County.

The County shall be given at least a two-week advance review before materials are distributed and electronic and hard copies of all publications shall be provided to the County after printing.

A mutually agreed upon outreach and media plan will be developed by AWS. The plan will describe the outreach or media communication tactic, budget and timeline. The plan will be finalized and submitted to the County by December 15, 2011, in electronic form.

AWS will participate in local and/or regional meetings recommended by Snohomish County to discuss strategies for increasing recycling.

TASK 2 Continued (Part B)

No change in task language from above except the following:

AWS and SCSWD staff will discuss the development of a plan for 2012-2013 during its quarterly meetings with the following deadlines in mind:

- AWS will submit the August 1, 2012 – July 31, 2013 draft plan by **May 17, 2012**.
- The Plan for 2012-2013 must be submitted to the WUTC by **June 17, 2012**.
- AWS will provide SCSWD with an annual summary report by **July 31, 2012**, which gives an assessment of the status of current recycling, yard waste and garbage collection services (including a report summarizing the number of yard waste food scraps subscriptions during the three-month period ending July 31, 2012)

**TASK 3 – Increase Proportion of Households Subscribing to Curbside Collection Services
(Part A & B)**

AWS will promote and market curbside collection services to non-subscribing households to increase the number of households subscribing to curbside garbage, recycling and yard and food waste collection services. This marketing effort will include direct mail and may include additional marketing channels as mutually agreed upon by AWS and the County. Materials used in this effort and results will be provided to the County.

TASK 4 – Promotion of Recycling (Part A)

AWS will promote its Snohomish County recycling programs using a variety of public outreach efforts, which may include: customer incentive programs, public education collateral and/or marketing campaigns, labeling of containers and carts, direct mail and/or web marketing.

Specific activities planned for the term of this Agreement include:

I. Outreach and Media Plan 2012 – Due to the County for review by Thursday, December 15, 2011. This plan will include information about the following efforts:

- Annual Mailer
- Print and Online Advertising
- TV, Radio and Online Advertising (bilingual)
- Website Updates
- Community Events and/or Sponsorships
- Other outreach activities described in this document

II. School Recycling Education and Outreach

AWS will provide Touch-a-truck & Recycle Rosie events for schools and/or organizations located in UTC areas or in cities that service UTC area residents. AWS will select schools / organizations (Boys & Girls Club) to conduct waste and recycling audits to be used as an educational experience to increase recycling awareness and participation. A list of proposed schools will be included in the outreach plan.

AWS will assist with proper signage and curriculum at the selected schools/organizations and will review the materials in advance with the County. The programs will encourage youth to seek opportunities for increased recycling and food scrap collection at their schools, single-family and multifamily homes. The program will seek to educate youth on the environmental impact of recycling from a local and global perspective while also structuring messages that reinforce the value of recycling from multi-cultural perspectives.

III. Target Increased Recycling in Diverse Communities

AWS will make available recycling instructions in a multi-lingual format and will promote the availability of multi-lingual information to the appropriate communities including via a multi-faceted media campaign (TV, Radio, and Online). This media campaign will be harmonized with a King County campaign to help achieve regional awareness, participation and consistency of messaging.

AWS will continue its Spanish language recycling campaign using traditional media outlets such as radio, transit, and display advertisements to target increased recycling among Hispanic communities. It will also begin development of a more multi-cultural approach to help increase recycling which will include

Hispanic and Russian cultures. AWS will establish 1-3 sources in Snohomish County to provide feedback on educational materials and outreach tactics.

AWS will seek input from the County when creating or revising multi-lingual materials, and will discuss with the County which languages to target. AWS will submit a plan to the County with a proposed distribution method and outreach goal by February 1, 2012.

IV. Increasing Access and Usability of AWS Website

AWS will work to develop a new website to include user-friendly navigation and easy access of recycling information. It is anticipated that the website will launch in 2012. The website will be updated to provide current public information, education and recycling assistance. The goal will be to make the site easier to navigate and to find information; to increase accessibility for non-English speakers; and to ensure content is reflective of consumer needs and current diversion priorities.

The following topics will be highlighted and promoted on the AWS website:

1. Sign ups for curbside garbage, recycling and yard waste service.
2. Promotion of increased recycling with the goal of reducing the size of the garbage can.
3. Reusing and reducing as tactics for waste prevention and reduction.
4. Promote information about hard to handle (sharps, bulky items, appliances, batteries, etc.) and hazardous materials (CFLs, Electronics, medications, etc.).

V. Promote Recycling at Key Community Events

AWS will work with the County to identify major community events, such as fairs and festivals, which present an opportunity to provide recycling education and outreach to the general public. These events will be selected as events which WUTC residential customers are likely to attend. In preparation for the 2012 events, AWS will:

- Develop a training package for staff that will do the education at these events. The package will be presented to the County for review. Staff will be encouraged to get out from behind the table and engage the attendees, answering their questions and discussing new food scrap recycling opportunities.
- Develop an engaging, educational and attention-grabbing activity or presentation for use at recycling educational tables/booths.
- Identify a suite of educational materials that will be distributed to festival-goers.
- Consider distributing useful, environmentally friendly giveaways.
- Submit a proposal as part of its outreach and media plan (Due December 15, 2011) of all community events, fairs and festivals that AWS will participate in during 2012.

By April 30, 2012, AWS will submit a summary of 2012 community event activities to date and any key lessons learned. This summary will be updated in the July 31 report to cover additional activities in subsequent months.

VI. Harmonization with Other Area Curbside Recycling Programs

AWS will engage in discussions with the County on how to harmonize collected materials between AWS areas and other areas in the King/Seattle/Snohomish area with the goal of having the same materials collected (and successfully recycled) across Snohomish County.

AWS will submit a memo, by April 30, 2012, identifying discrepancies in materials accepted between AWS's Snohomish County and King County UTC and City-customers, Waste Management WUTC customers in Snohomish County, and City of Seattle programs and will recommend which of these

materials could be collected for recycling in Snohomish County and which materials it would advise against.

VII. Advertising

The goal is to increase yard waste signup, food scrap recycling and recycling in general in Snohomish County UTC areas.

During Plan A, AWS will conduct public outreach through advertising channels including television, radio, print news and online to reach Snohomish County UTC customers. The County will be provided with an ad placement schedule in the outreach and media plan submitted by December 15, 2011.

- A. **Television, Radio and Online Ads** – AWS participated in a media campaign in 2011, which assisted with an increase in yard waste and food recycling subscriptions. This campaign was conducted in English and in Spanish. AWS proposes a continuation of the campaign with a more regional focus to include targeted efforts to reach Snohomish County UTC customers. The details of this plan including an estimated deadline for design development and review of ads will be provided in the outreach and media plan submitted by December 15, 2011.
- B. **Print and Online Ads** – AWS ‘Self Hauler’ and ‘Yard Waste’ ads in print and online will be placed in Snohomish County newspapers to help reach UTC customers. A proposed ad placement schedule and cost will be outlined in the outreach and media plan submitted to the County by December 15, 2011.

TASK 4 Continued (Part B)

Supplement to PART A – III. Target Increased Recycling in Diverse Communities:

Hispanic & Russian Outreach: AWS multilingual staff will work closely with County staff to continue developing enhanced Hispanic and Russian outreach, which will incorporate feedback from these communities. AWS will establish 1-3 sources in Snohomish County to provide feedback on educational materials and outreach tactics.

Supplement to PART A - VII. Advertising:

AWS will place ads in Snohomish County newspapers and online to notify WUTC customers of an incentive to recycle more. The ad will include information about how residents can benefit from recycling more and will advise how the first 100 households to call to subscribe to service will receive a Free In-house Recycle Container and educational materials. After the first 100 households, any customers who call about the incentive will receive educational materials. AWS will provide a report by July 31, 2012, summarizing the number of customers who called about the incentive. This information will help AWS determine if incentive-based programs encourage residents to recycle more.

TASK 5 – Promotion of Food and Yard Waste (Part A & B)

AWS will continue to take the lead and work cooperatively with SCSWD to promote food and yard waste service to all AWS single-family customers. AWS will utilize advertising, brochures or other public education mechanisms, such as direct mail, to provide information to all residential customers regarding food waste and yard waste programs. AWS will report results of its efforts in the previous agreement and will discuss next steps with the County.

AWS will coordinate annually with its composting vendor(s) to:

- Confirm materials that can be received and properly composted at the facility;
- Determine key contaminants and what might be done to minimize these contaminants;
- Determine new materials that might be added to the program; and
- Discuss any other operational matters beneficial to customers, the County, and the environment.

Results of discussions will be summarized in a memorandum to the County prior to the Q1 (January) meeting.

AWS will consider potential partnerships with its composting vendor(s) and SCSWD to promote and incentivize single-family customers in Snohomish County to a) subscribe to curbside yard and waste collection service, b) increase the amount of food scraps and food soiled paper they collect, c) decrease common contaminants found in yard and food waste carts, d) increase the use of and market for program-derived compost.

This incentive may consist of discounted or free food scrap pails, compostable bags, compost and/or gardening supplies. If a partnership is viable during the period of this agreement, this program may proceed, or may become a recommendation for inclusion in the next revenue sharing plan.

TASK 6 – Promotion of Multifamily Recycling (Part A & B)

Apartments and condo recycling continues to present unique recycling challenges that require labor intensive education and outreach methods. Multifamily residents are motivated to recycle, but require assistance with addressing potential hurdles such as:

- Limited space to store recyclables in residences
- Overflowing communal dumpsters/bins for recyclables
- Dumpsters/bins located too far from residences

I. Promotion and On-Site Recycling Assistance

AWS will continue to work to increase multi-family recycling by:

- Implementing a multi-family, multi-cultural educational campaign for the multi-family sector including but not limited to providing brochures, flyers, decals, information packets, and posters. All educational materials will be available on-line. There will not be one campaign that will be used uniformly because the demographics of each multi-family complex are different. The educational campaign will be on-going due to high turnover rates in multi-family complexes. Each complex will be evaluated periodically for effectiveness of education and outreach.
- Implementing in Snohomish County step-by-step activities tested and proven in King County to expand collection to multi-family complexes currently not using recycling service, including use of intern and/or outreach staff to:
 - Contact multifamily management by mail to inform them of recycling programs
 - Meet property managers to further explain the program and evaluate the complex
 - After the initial visit, develop a report on the complex and recommend placement of containers and educational outreach
 - Follow up with a call to property management to explain recommendations and confirm who their point of contact will be

- Provide appropriate materials to property managers who implement recycling collection

Allied Waste will report its multifamily education and marketing initiatives to the County and will seek input from the County when creating or revising related materials.

II. Washington State Recycling Association (WSRA) Work-Group

An AWS representative will take part in the WSRA-facilitated work-group focused on developing multifamily diversion best practices. AWS and the County will discuss what findings are applicable for integration in AWS's multifamily outreach efforts in Snohomish County during 2012 quarterly coordination meetings.

TASK 7: Continued Cooperation and Contingencies (Part A & B)

In addition to the provisions of the Plan and the Addendums, the County and AWS agree to continue to look for means of diverting material away from landfill disposal and increasing recycling from residential customers AWS services through its curbside collection programs. The County and AWS further agree to negotiate in good faith enhancements to the recycling services being provided by AWS and modifications to Plan activities that respond to information gathered or conditions created during the Plan period.

AWS will report on its efforts described in this agreement and proposed activities for the next agreement to the Snohomish County Solid Waste Advisory Committee at a regularly scheduled SWAC meeting, unless the SWAC's agenda does not accommodate a presentation.

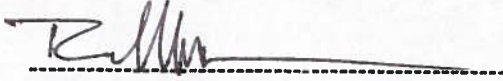
County Reporting to the WUTC

The County has determined that the elements of this Plan comport with its Solid Waste Management Plan, and the statutory requirements of RCW 81.77.185. It therefore will provide a certification of this Plan and a recommendation to the WUTC that AWS retain 50% of the revenues generated from marketing recyclable materials during the period covered by this Plan to be used in performing the activities identified herein.

Furthermore, if all program components specified in this Plan are achieved, and if the County is satisfied that AWS has achieved the performance goals stated in this Plan, the County agrees to provide a written recommendation to the WUTC that AWS should retain a financial award calculated in accordance with the standards stated in this Plan, for the January 1, 2012 – July 31, 2012 period. Revenues retained by AWS during this period that exceed the expenditures stated in this plan will be returned to rate payers in the commodity adjustment effective on August 1, 2012, unless a 2012-2013 Plan approved by WUTC and the County specifies that the funds be carried forward.

Allied Waste Authorized Representative

Date



12/21/11

Jeff Borgida
General Manager, Allied Waste Services of Lynnwood
on behalf of Jeff Borgida
SNOHOMISH COUNTY CERTIFICATION

With this acknowledgement, Snohomish County hereby certifies this Recycling Plan is consistent with the County's Comprehensive Solid Waste Management Plan and the County understands of RCW 81.77.185.

Snohomish County Authorized Representative

Date



12/20/11

Matt Zybas
Director, Snohomish County Solid Waste Division

ATTACHMENT A
2012 Timeline for AWS Revenue Sharing Agreements (Part A & B)

DUE	DESCRIPTION OF TASK
Nov 17 2011	Report to WUTC from AWS on 2010 -2011 Plan achievements
Nov 17 2011	Commodity value adjustments to WUTC from AWS for Jan 1 – Jul 31 2012
Pending	Comments and recommendations to WUTC from Snohomish Co on 2010 - 2011 Plan
Pending	New Jan 1 – Jul 31 2012 Plan to WUTC from AWS in two parts: Part A: Jan 1 2011 – Apr 30 2012 (4 month) Part B: May 1 2012 – Jul 31 2012 (3 month)
Pending	Snohomish Co certification of Jan 1 2011 – Jul 31 2012 Plan to WUTC
Jan 1 2011	Effective date for rates and Jan 1 2011 – Jul 31 2012 Plan
May 17 2012	Preliminary report from AWS to Snohomish Co on achievements and costs during Part A of Jan 2011 - Apr 2012 Plan; propose adjustments to SC for Part B of plan if needed
May 17 2012	Proposal in two parts fm AWS to Snohomish 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 2011 – Apr 30 2012 (Part A)
Jun 17 2012	Comments and recommendation to WUTC from Snohomish Co for the period Jan 1 2011 – 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	Snohomish Co certification of 2012-2013 recycling plan, Parts A & B, to WUTC
Aug 1 2012	Effective date for rates and 2012-2013 Plan
May 17 2013	Preliminary report from AWS to Snohomish 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 SC for Part B if needed
May 17 2013	Proposal in two parts fm AWS to Snohomish 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)
May 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 SC: 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 SC & 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
Snohomish County Revenue Sharing Agreement January 1, 2012 through 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: Data Reporting									
I	Monthly Data Reporting	Monthly	Debbie Gutierrez	Were reports delivered monthly?					
	MRF Reports	Monthly	Debbie G.	Were MRF Reports submitted monthly?					
	Public Outreach Events	Monthly	Anne Laughlin	Were Public Outreach events reported monthly?					
II	Contamination Monitoring & Quarterly Data Reporting Requirements	Quarterly	Alex Brenner	Were quarterly audits completed?					
Task 2: Quarterly Updates and Coordination Meetings									
	Quarterly Updates and Coordination Meetings	Jan 2012 April 2012 July 2012	Anne Laughlin	Did AWS and the County meet at these times?					
	Miscellaneous Meetings		Anne Laughlin	Was meeting information disseminated in advance of these meetings?					
	County Approval		Anne Laughlin	Were other meetings conducted?					
			Anne Laughlin	Was County given 2 week review period prior to print and mail?					
Task 3: Increase Proportion of Households Subscribing to Curbside Collection Services									
	TBD: mailers, postcards, etc (Direct Mail Campaign)	TBD	Anne Laughlin	Design Date: Delivery Date: HH #: Resulting Sign Ups:					
	% Increase in Participation								
I	Elementary	TBD	Anne Laughlin /	Design Date:					

	Recycling Education and Outreach		Irina Gurevich	Delivery Date: # of Schools Touched: Resulting Increase in subscription, tonnage, quality of materials at schools?				
II	Targeted Outreach in Diverse Communities	TBD	Anne Laughlin / Irina Gurevich	Outreach Goal: Design Date: Delivery Date: # of Impressions: Media outlets: # of Spanish Speakers calling CSC?				
	Updated Bi-lingual Recycling Instructions	2/1/12	Anne Laughlin	Distribution Method: Distribution Goal: # of visits: # of materials delivered: Hits to AWS website: Did AWS seek County input?				
III	Recycling Incentive Program* Program TBD with County Input	TBD	Irina Gurevich Anne Laughlin	Outreach Goal: Design Date: Delivery Date: # of Awards Given: Pounds Per Household/month (Before & After): # of Impressions: Content Review: Content Updates: Findings:				
IV	Increasing Access & Usability of AWS Website*	TBD	Anne Laughlin	Development of Activity/Presentation: Educational Materials Developed: List of events attended:				
V	Promotion of Recycling at Key Community Events*	3/1/11	Anne Laughlin	Participation Report: What Events? At least 10.				
Task 4: Harmonization of Recycling Programs								
VI	Harmonization with other Area Curbside Recycling Programs*	7/31/12	Anne Laughlin	Report submitted: Discrepancies: Recommendations:				
VII	Targeted Commodities*	TBD	Anne Laughlin					

Task 5: Promotion of Food and Yard Waste						
I	Food Collection Promotion & Incentive Program	TBD	Anne Laughlin	Outreach Goal: Design Date: Delivery Date: HH #: Resulting Sign Ups:		
II	Food Scrap Collection PR/Marketing Campaign	TBD	Anne Laughlin	Outreach Goal: Design Date: Delivery Date: Media Outlets: # of Impressions: Resulting Sign Ups:		
Task 6: Promotion of Multifamily Recycling						
I	On-Site Recycling Assistance	TBD	Anne Laughlin/ Irina Gurevich	Identification of properties (Diversion levels, interest, Recycling Champion)		
			Anne Laughlin/ Irina Gurevich	Outreach Specialist (multifamily) # of sites visited: Recycling Participation Increase:		
II	WSRA Work Group	TBD	Anne Laughlin	TBD		
Task 7: Promotion of Away from Home and Commercial Recycling						
I	On-Going Education and Outreach Assistance	TBD	Anne Laughlin	# of site visits: # of new recycling accounts: Quarterly Report Delivered?		
	Successful Plan Completion	TBD	Anne Laughlin	Written Recommendation provided?		
Total Snohomish County Expenses						

**AW of Lynnwood
2012 Snohomish County Revenue Share Agreement**

Revenue Retained - January 2012 through July 2012

Single-Family Value (Estimated)	\$	50% Retained	\$	50% Passed Back	Total
		155,375		155,375	310,750
Multi-Family Value (Estimated)	\$	23,474	\$	23,474	46,947
Total Revenue Retained	\$	178,848	\$	178,848	357,697

Program Costs - January 2012 through July 2012

	Fully Loaded Hourly Rate	Estimated Staff Hours
Staffing Costs		
Municipal Relationship Manager (12.5%)	15,986	
Community Relations Manager (33%)	34,965	
Data Collection & Evaluation	7,500	150
Outreach Efforts	18,750	375
Website Development	2,500	50
Outreach Material Costs		
New Commodities Brochure and Printed Materials	15,000	
Media Outreach & Advertising	70,000	
School Recycling Education and Outreach	2,500	
Community Events/Fairs Sponsorship	10,000	
Contamination Monitoring	15,000	
Customer Mailings	18,480	
Invoice messages		
	Customers 16,800	# of Mailings 1
		Rate / Unit \$1.10

Program Expenditures

\$ 159,730

Return on Expenditures	\$	7,987	5%
Performance bonus for increased YW/Food Waste subscriptions	\$	3,577	1%
Performance bonus for % increase in waste diversion	\$	3,577	1%
	\$	15,140	

Total Budget

\$ 174,870 49%

Revenues Returned to the Customer

\$ 182,826 51%

Total Incentives Retained

\$ 15,140 4%

