

Attachment B: 2024/25 WM-King County Revenue Sharing Activities and Tasks

WM-King County Revenue Sharing Agreement January 1, 2024 through December 31, 2025 Outreach Deliverables & Timeline **Mid-Plan November 15 Update**

<u>Task</u>	<u>Deliverable</u>	<u>Due Date</u>	<u>Detailed Update</u>
Task 1.1: Increasing capture of recyclable materials			
Mobile Application	2024-25		Mobile App – WM Cartwise Through October 2024, we’ve had 290,988 material searches in King County. The most common searched for items are styrofoam, mattresses, and fluorescent tubes. The application has 40,118 total installs. Increase of nearly 10,000 after last promotion effort. One promotion campaign has taken place, second campaign planned for 2025.
Annual Reporting	2024-25		Continued reporting improvements.
Recycling Guide	2025		Produce and mail in-depth recycling guidebook. Will take place in 2025 in May/June. The last mailing was in 2023, and mailer is bi-annual.
Task 1.2: Coordinated efforts for contamination reduction in recycling & organics – Regional recycling workgroup			
Regional Recycling/ Composting workgroups	2024-25		Continued participation in Recycle Right Communications Consortium and Organics Contamination reduction workgroup. Recycle Right promotion to reduce contamination took place in 2024. Will have second campaign around batteries or other topics for 2025.
Website updates	2024-25		New RSA website! Will post updates as final reports become available. Website programs have been presented to King County Recycling Taskforce, and other cities within county.
Task 1.3: Increased multicultural engagement			
Multicultural events	2024-25		WM will provide education at 6 cultural event days, coordinating with King County on events. 2024 Events - <ul style="list-style-type: none"> - White Center Greenbridge/Seola Garden event - Rainer vista health fair - Delridge Farmers Market (White Center) Planning to attend these in 2025, and also looking for additional options!
Grassroots community education efforts	2024-25		Latina textiles project with FB Groups, and local community organizations has concluded. Future opportunities for partnering with other local community organizations, or Facilitadora’s will occur in 2025.
Task 1.4: JMK (material recovery facility) video and contamination reduction efforts			
JMK Video / MRF Tours	2024-25		Recycling sorting facility tour and script has been updated to engage residents and incorporate new equipment. Providing updated tours to residents, both virtually and in person.
Task 1.5: Recycling contamination reduction			
Cart Tagging	2024-25		Utilizing WM Smart truck data to tag routes with higher contamination.

Customer education letter	2024-25	Pilot using WM Smart truck, to send customized education letters to residents. Will begin in Q1 2025.
Task 1.6: Food waste reduction and capture		
Testing subscription strategies	2024	Conducting multifamily study on overcoming barriers to increasing compost users.
Milk dispenser pilot and technical assistance	2024-25	WM is continuing work with King County schools (in coordination with KCGS) to pilot milk dispenser implementation and reducing the use of milk cartons. Worked with one school to replace single-use cutlery with durable metal cutlery, provided outreach to 28 schools regarding waste reduction support.
Task 1.7: Behavior Study		
Audience dependent outreach strategies study	2024-25	Outline completed, planned for Q1 2025. Research to determine ideal outreach methodologies to different audiences, including: multicultural, low income, ADA compliance, multigenerational, and rural.
Task 2.1: Multifamily Best Management Basics		
BMB Implementation	2024-25	Best management basics outreach is taking place.
Task 2.2: Evaluating resident recycling convenience (pre-post) changes		
Surveys	2024-25	Will survey properties before/after outreach is completed, to help determine effectiveness of changes.
Task 2.3: BMB next steps study		
Next steps study	2024-25	Research project underway to evaluate next steps after BMB's are completed.
Task 2.4: Textiles collection		
Textiles	2024-25	Pilot to collect textiles from multifamily properties. Currently working with property managers to begin collection.
Task 3: Analysis and strategy for moving tasks into base rates		
Analysis for moving tasks to base rates	2024-25	Will work with internal team to identify potential topics to incorporate into tariff base rates.