

# **Snohomish County Revenue Share Agreement**



## **2010-2011 Detailed Public Outreach Plan**



**Allied Waste Services of Lynnwood**

## **Snohomish County Revenue Share Agreement 2010-2011 Detailed Public Outreach Draft**

---



### **Purpose:**

1. Increase recycling participation among Snohomish County Residents.
2. Harmonize recycled commodities throughout King and Snohomish County.
3. Educate the public to become better stewards of our environment.
4. Ease barriers caused by language issues.
5. Direct cultural beliefs that restrict good recycling.

### **Personnel:**

Allied Waste Services (AWS) created a new position, Recycling Program Manager. **Rebekah Anderson** starts Oct. 18<sup>th</sup> and will build the recycling program- from planning to education. Rebekah comes to us from Puget Sound Energy where she was corporate communication subject-matter expert on energy efficiency. Her job was to communicate behavioral change to all customers in PSE's service area. Her experience is a good fit for our state purpose (above).

**Lynnyetta Keller** will continue as our student intern from the University of Washington. She understands the purpose and methods and has worked closely with multi-family properties to create recycling success stories.

**Janet Prichard** is AWS's new Municipal Relationship Manager serving our cities and towns in Snohomish County.

**Don Frey** continues to provide leadership and continuity with the Revenue Share Agreement process.

**Methods:**

**Outreach efforts**

AWS will seek input from the County when creating or revising printed materials. Our shared goal is to use a common message throughout Snohomish County to increase recycling efforts.

1. **Direct Mail** - New envelope brochures were submitted to Snohomish County for approval in September 2010 and will be distributed upon approval (Figure 1).

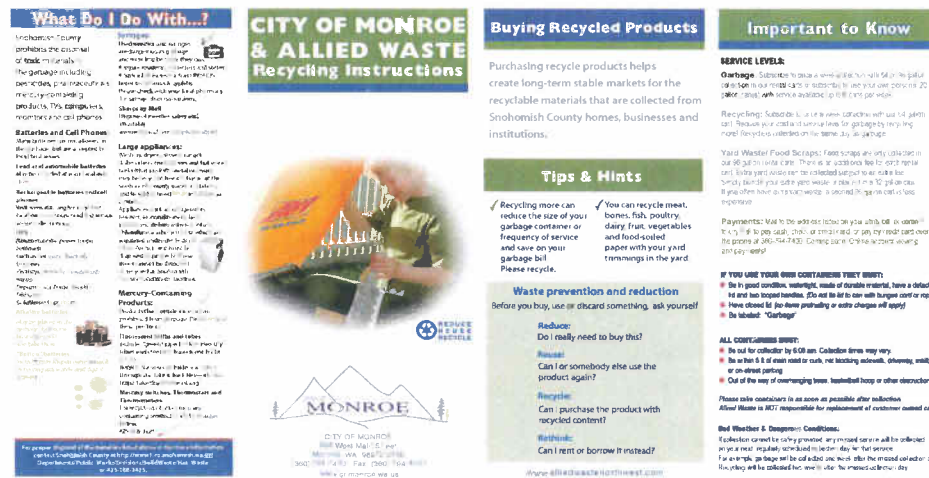


Figure 1

2. **Invoice Inserts** - AWS will research ways for our billing system to target a specific group of customers, with target messages. New envelope brochures were submitted to Snohomish County for approval in September 2010 and will be distributed upon approval (Figure 1).
3. **Media Outreach** – Paid and earned media will be prepared for Snohomish County newspapers and various organization web sites.
4. **Web Site Improvements** – A new Snohomish County website is available ([www.AlliedWasteSnoCo.com](http://www.AlliedWasteSnoCo.com)). The previous site ([www.alliedwatenorthwest.com](http://www.alliedwatenorthwest.com)) is still functional as we move forward with our plan to eventually eliminate the Rabanco reference material and migrate toward AWS. AWS will maintain up-to-date program information and instructions on its website.

The new design includes a paperless bill-paying option (Figure 2).

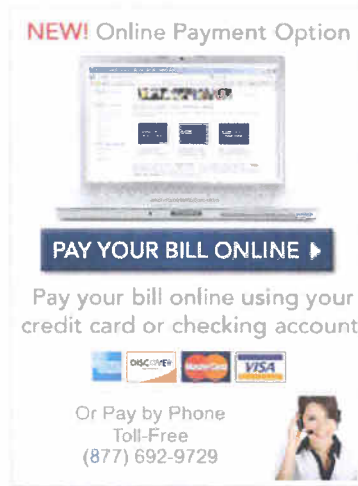


Figure 2

5. **Calendar/Brochure Mailings** - New educational brochures were approved by Snohomish County in September 2010. These brochures were approved and will be distributed to approximately 31,000 single family residents, multi-family complexes, and businesses in Fall 2010 (Figure 3).



Figure 3

6. **Multifamily Posters/Handouts** - New multi-family posters and handouts were submitted to Snohomish County for approval in August 2010 and will be distributed upon approval in 2010. These brochures will be distributed to multi-family complexes in the multi-family program. The multi-family is in English and Spanish (Figure 4 and 5).





RECYCLE	NO
These kinds of things go in the recycling cart.	These kinds of things do <b>NOT</b> go in the recycling cart.
<p><b>Plastic:</b>  <i>Empty and rinse; no lids</i>            Milk, water, juice &amp; pop bottles            Yogurt, dairy &amp; margarine tubs            Shampoo &amp; conditioner bottles            Bathroom, kitchen &amp; window cleaner bottles            Detergent &amp; fabric softener bottles            Pill bottles (non prescription)            Plastic cups</p> <p><b>Aluminum &amp; tin can:</b>  <i>Empty and rinse out food residue</i>            Labels OK            Beverage cans            Canned food cans            Clean aluminum foil or foil trays            Empty aerosol spray cans</p> <p><b>Scrap metal:</b>  <i>Limit 2 ft. x 2 ft. x 2 ft., 35 lbs.</i></p> <p><b>Cardboard:</b>  <i>Flatten (less than 3 ft. x 3 ft.)</i></p> <p><b>Mixed paper &amp; newspaper:</b>  <i>Keep it loose - don't bundle, bag or tie</i>            Newspaper &amp; advertising inserts            Advertising mail &amp; envelopes            Shredded paper (bagged in paper bags)            Paperback books            Paper cups            Cereal &amp; dry food boxes (remove liner)            Magazines, catalogs &amp; phone books            Non-foil wrapping paper            Frozen food boxes            Juice boxes            Milk, soy milk &amp; broth cartons</p> <p><b>Glass jars &amp; bottles</b>  <i>Empty and rinse out food residue</i>            Labels OK</p>	<p><b>Plastic:</b>            NO Take-out containers            NO Styrofoam or packing peanuts            NO Plastic caps or lids            NO Empty motor oil or anti-freeze containers            NO Plastic bakery or meat trays            NO Plastic plates or utensils            NO Prescription vials            NO Grocery, ziploc or frozen food bags            NO Stretch wrap            NO Candy wrappers or chip bags</p> <p><b>Paper:</b>            NO Food-soiled food boxes            NO Disposable diapers            NO Ribbons or foil wrapping paper            NO Food-soiled, wax or plastic-coated cardboard            NO Paper towels, plates or napkins            NO Facial tissue, dirty or soiled paper            NO Hardback books*  <small>* - remove covers &amp; binding (put in garbage) - pages are recyclable</small></p> <p><b>Glass:</b>            NO Mirrors or window glass            NO Ceramics or dishes            NO Broken glass            NO Light bulbs</p> <p><b>Metal:</b>            NO Sharp or greasy metal            NO Metal caps or lids            NO Clothes hangers            NO Caps, rings or lids            NO Paint cans</p> <p><b>Miscellaneous</b>            NO CDs or CD cases            NO Household batteries            NO Medical needles, syringes or "sharps"            NO Toxic containers or materials            NO Electronics            NO Furniture            NO Tires            NO Appliances            NO Food scraps            NO Clothing, textiles or shoes</p>
<p>Snohomish County 09-2010            Service Instructions for Residents</p>	 <p><b>ALLIED WASTE SERVICES</b>            (425) 778-6508</p>

Figure 8

- Seek input from County to develop messaging related to green house gas reduction.

Food scraps are a leading cause of methane gas production in the landfill. Though methane is now captured and returned to the County as electricity, there is a valid argument to compost food scraps at the local Cedar Grove facility. New city collection contracts include food scraps collection with yard waste.

AWS will target education efforts to increase the recycling of all metals (small metals), paper and carpet. Curbside recycling of carpet is not currently practical. Collaboration with manufacturers Stewardship is the next step.

- AWS will add to its current program to leverage our sponsorships to increase waste prevention, recycling and composting. Currently, our outreach efforts have included:
  - Lake Stevens Aquafest
  - Snohomish Community Days
  - Monroe Movies Under the Moon
  - Sultan Foundation Day

## Multi-family Recycling Education Program

- Implement a multi-family educational campaign for each multi-family complex currently without recycling including, but not limited to providing them with brochures, flyers, decals, information packets, and posters. Some materials will be available in languages other than English. All educational materials will be available on-line for property managers and tenants. Tailored campaigns for each culturally specific complex will continue. The educational campaign will be on-going due to the high turnover rates in multi-family complexes. Each complex will be evaluated periodically on effectiveness.
- Expand collection to multi-family complexes currently not using recycling service, including use of intern and/or outreach staff to implement our *Six Steps to Recycling Success*:
  1. Contact multi-family management through the mail or by phone informing them of the recycling program.
  2. Meet each property manager to further explain the program and evaluate the complex.
  3. After the initial visit, develop a report on the complex and recommend placement of containers and educational outreach.
  4. Follow up with a call to property management informing them of recommendations and who their contact is for recycling.
  5. Providing appropriate materials to property managers who implement recycling collection.
  6. Schedule follow-up visits with the property managers periodically to evaluate the success, if any, of the recycling program and make any necessary changes to the provided educational material if needed.

For a 200 resident multi-family dwelling, Lynnyetta Keller worked with property managers to move from 100 percent garbage to 50 percent garbage by following the *Six Steps of Recycling Success*.

- Explore additional innovative and incentive-based programs and, if determined as feasible, implement a small-scale pilot.

AWS will report its multi-family education and marketing initiatives to the County and will seek input from the County when creating or revising related materials.

## Organics Collection

AWS will continue to take the lead and work cooperatively with Snohomish County to promote the food scrap composting service to all AWS single-family customers. AWS will utilize bill inserts, brochures or other public education mechanisms, including direct mail, to provide information to all residential customers regarding food waste and yard waste programs.

- Postcards will be distributed to existing garbage customers that are not signed up for yard waste services in effort to increase yard waste participation.



- Our new brochures will have information on yard waste including food waste description with environmental reasons and cost reductions to garbage customers.
- AWS will implement promotion of the food waste service throughout Snohomish County.

AWS has coordinated with Cedar Grove Compost 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.
- Discuss any other operational matters beneficial to customers, the County, and the environment.