

**Allied Waste Kent-Meridian Disposal
Commodity Revenue Sharing Enhancement Plan for King County
August 1, 2011 - July 31, 2012**

As authorized by RCW 81.77.185, Kent Meridian Disposal is seeking approval from the Washington Utilities and Transportation Commission (WUTC) to retain 50% of the commodity value revenues for the 2011 - 2012 plan year (August 1, 2011 - July 31, 2012). Please note that the revenue from the 2011 Revenue Sharing program will be used to fund the following initiatives.

Partnership with the County on a Regional Recycling Campaign

King County is continuing the implementation of a regional recycling campaign. South King County and The Kent-Meridian area has comparatively lower recycling rates and is a focus of the 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 (July, October, January, April.) Allied will participate in regional meetings sponsored by King County to discuss strategies for increasing recycling. Allied Waste has designated its Customer Service 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.

Data Collection and Evaluation

- Continue to provide monthly reporting of tonnages, customer counts, and commodity values.
- 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.
- By May 15, 2012, Allied will provide King County with a report summarizing the number of 96gallon carts distributed during the one-year period ending April 30, 2012, and a summary of the number and size of carts currently in use throughout the service area.
- By May 15, 2012, Allied will provide King County with a report summarizing the number of yard waste food scraps Subscriptions during the one-year period ending April 30, 2012, and "a summary of the number and size of carts currently in use throughout the service area.
- Allied Waste will provide 2012 information packets regarding garbage, recycling and organics services in WUTC areas to include clear information of the commodities that can be kept out of the garbage solid waste stream to all customers. Hard copies will be sent to all existing customers and to new accounts as they are signed up. Allied Waste will utilize 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 July meeting. Allied Waste will also provide all forms of educational material electronically upon request.
- **Annual Reporting:** Allied Waste Services will provide King County with an annual report by February 15, 2012, which gives an assessment of the status of current recycling, yard waste and garbage collection services.

Conversion to 96': Gallon Recycle Carts

Allied Waste of Kent agrees to transition two additional routes in the SE King County areas to 96gallon carts along with promotional material including instructions on how to reduce your municipal solid waste production. Allied Waste believes this will be a transition of 500 34 gallon-carts to 96-gallon. We will track the diversion rates on these routes specifically and report them to you on a monthly basis. Allied Waste will provide 96-gallon carts to 500 SE King County residents by June 30, 2012.

By March 1, 2012, Allied Waste of Kent agrees to provide King County with a plan and timetable for providing 96-gallon recycle carts to all single family customers in the Kent-Meridian WUTC-regulated service area that currently have smaller capacity containers. King County anticipates that implementation of this conversion plan will be a major and necessary element in a 2011 - 2012 revenue sharing agreement.

Outreach efforts -

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

1. **Invoice inserts** : To be sent in February, March and April with message promoting recycling that has been pre-approved by King County
Invoice messages: Monthly Invoice messages will be included to promote recycling and organics collection to all areas served by this agreement. 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 the message will be added. The same message will run for three consecutive months to reach the full customer base.
2. **Outreach to self haulers**: to solicit curbside garbage and recycling signup a Reporter "Go Green" ad will run in fall and in spring.
3. **Media outreach**: Allied will participate in an ad campaign to focus on increasing recycling and organic recycling throughout King County. The media campaign will promote yard waste and organics recycling, Allied Waste will continue its campaign to increase recycling, organic recycling and yard waste service accounts throughout King County in 2012. Allied will also place a ¼ page color ad in the Kent Reporter in early fall 2011 to help increase yard waste sign-up in addition to its efforts and sponsorship of the Partnership.
4. **Outreach at community events/fairs**: These festivals include (but are not limited to) the three-day summer festivals of Kent Cornucopia Days, Covington Cornucopia Days and Auburn Good 'Ol Days. Allied Waste will notify King County of community events in order to improve coordination of promotion efforts.
5. **Recycling Challenge**:
 - Pre-implementation: Allied Waste will implement a Neighborhood Challenge with an incentive-based program. Two weeks prior to roll-out, Allied Waste will send a mail piece to one collection route and do a follow up phone call to announce the change, why they will receive a larger recycling cart and why it is good to increase the recycling rate. Allied Waste will tell residents on the route that they are going to learn more about what goes in the cart and we will provide them the educational materials with tips to get started. We will encourage yard waste signup with an incentive – we will offer a free kitchen scrap container and a bag sample if they sign up within the first month of the program. We will show them cost savings from being able to reduce the size of their garbage can by recycling more with a garbage can calculator.
 - During the implementation: As an incentive-based program, during the roll-out week, we will send a mailer and do a follow up call to remind residents on the route that this is happening and to tell them what they should do. We will offer an incentive in the form of a bag sample, recycling tips (approved by the County 2 weeks prior to implementation), and a certificate of recognition for the challenge. We will remind them of the option to take the challenge – they will pledge to lose a certain percentage of garbage weight using the new big recycling cart and by signing up for yard waste service and they will get a free food scrap container and bag sample to get started.
 - Post implementation: The week after the cart is delivered, Allied Waste will call the residents to let them know they can recycle more with their new cart(s). We will remind them of the incentive to signup for yard waste services and discuss food scrap containers. We will show them cost savings for going to smaller garbage carts and increasing their recycling with our garbage can calculator and we will thank them for recycling.

7. **Evaluation:** Tracking of the response rate to these outreach efforts will be subsequently take place in the two months after outreach is conducted. The goals for these outreach tactics are:

Invoice inserts: Invoice inserts will be provided to 25,000 customers by April 30, 2012.

Invoice messages: Monthly invoice messages will be included in billing invoices and delivered to 25,000 customers by February 1, 2012.

Outreach to self haulers: Allied Waste will achieve an increase in garbage customers in 3 months after the ad are placed. 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 sign-ups in South King County and Kent Meridian areas.

Outreach at community events and fairs: Allied Waste will distribute recycling guidelines and solicit new yard waste, recycling and garbage customers at these events. They will distribute recycling guidelines and obtain account upgrades through outreach conducted at these events.

Neighborhood Challenge (see above)

8. Annual SWAC Presentation: Allied Waste Services will deliver an annual 20-minute presentation to the SWAC that provides information about our revenue share agreement progress, tactics and results up to the time of the meeting.

Capital Investments

CNG Trucks

Allied Waste Services will continue in the effort to reduce the carbon footprint by investing in the addition of alternate fuel vehicles. We are working to add more CNG trucks will be added to the Kent Meridian fleet by April 2012.

MRF enhancements

The investment in a front end screen at the MRF at 3rd and Lander provides an additional step in maintaining a thorough recyclable separation process by screening aluminum cans. The MRF maintains a very low residual rate of less than 5%.

Cart Conversion

Allied Waste Services will convert up to 500 accounts to 96 gallon recycling carts. We will target specific routes.

Further development of programs for food scrap collection

Sample food scrap collection bags and brochures will be included with every cart delivered to new* organics customers, with samples available to existing customers through web-based requests. Allied Waste hereby agrees to meet the above conditions and timelines. King County believes that the 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 is allowed to retain 50% of actual commodity values received during the period of this agreement (August 1, 2011 - July 31, 2012).

Extension of the revenue sharing program beyond July 31, 2012, 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 draft plan to King County no later than May 15, 2012 in order for certification to be considered.

** New yard waste customers are defined as those customers who have not received yard waste services from AWS for a minimum of one calendar year prior to the start date of the new yard waste service. These customers will receive a free food waste bin and the accompanying educational literature for proper food waste recycling and odor / pest control.*