

**Allied Waste Kent-Meridian Disposal**  
**Commodity Revenue Sharing Enhancement Plan for King County**  
**October 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 (October 1, 2011 - July 31, 2012). Revenues retained will be used to fund expenditures as described in this document.

**1. Conversion to 96-Gallon Recycling Carts**

King County believes that conversion of the 34-gallon recycling containers currently in use by many Kent-Meridian customers to 96-gallon carts will have the greatest impact on increasing recycling.

- Goal: Procure up to 7,000 96-gal carts during this plan period
- Goal: Deploy up to 7,000 96-gal carts during plan period
- Implementation Plan
  - Kent-Meridian will provide implementation plan to County no later than November 28, 2011
  - Plan will include:
    - Final count of carts to be deployed
    - Description of where carts will be deployed
    - Timeline for deployment
    - Outreach Plan
    - Tracking Plan
    - Projected costs, including staffing costs, ad costs, and other costs
  - County will provide comments on plan within 7 days after receiving it.
- Summary Report
  - Kent-Meridian will provide a report summarizing outreach efforts, achievements, and costs.
  - Report must be received by May 15, 2012 to retain revenues realized prior to April 30, 2012.

**2. Outreach efforts.** King County values the importance of having Kent-Meridian staff and resources dedicated to educating the community about recycling.

- Implementation Plan
  - Kent-Meridian will provide outreach implementation plan to the County no later than October 31, 2011.
  - Plan will include:
    - Tactics used (e.g., advertising, brochures, community events)
    - Timeline
    - Projected costs, including staffing costs, ad costs and other costs
- Retained revenues may be used by Kent-Meridian to support outreach, community events, education, and advertising that promotes recycling and is consistent with the County's regional Recycle More campaign, including any or all of the following:

- Transit board advertising targeted to WUTC areas
  - Radio advertising on local stations
  - Community newspaper advertising that is coupled with column-ready articles promoting recycling more and/or increasing participation in residential organics collection
  - Television advertising using the existing TV spots produced in August 2011. Some editing will be necessary to remove partner logos that are no longer applicable.
  - Incentives that support advertising efforts.
  - Community events and fairs
  - Customer brochures and fliers.
- All outreach funded by retained revenues must be provided to King County for review and approval. The County must be allowed a 7-day review period for all materials, including review of revised drafts of materials that have been previously reviewed by the County, and materials that have been previously used prior to this agreement.
  - All final outreach materials will be provided to King County in electronic format.
  - Kent-Meridian will notify King County at least one month prior to the event of its intention to participate, the number of expected participants, and the type of materials and/or giveaways it intends to distribute at the event.

### **3. 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. The date of the presentation is to be coordinated between Allied Waste and the County. An initial draft or outline of the Power point presentation will be sent to King County no less than two weeks prior to the scheduled presentation.

### **4. Recycling Protocol**

- Kent-Meridian will work with the consultant selected during the August-September 2011 2-month revenue share extension to further its participation in a protocol for periodic sampling of recyclables collected by Allied Waste companies throughout King County, including cities served by Allied through city contracts. The purpose of the sampling is to provide statistically valid estimates about the composition of materials being placed in recycling carts, including non-recyclable or problematic materials. This information will be used by King County and suburban cities in program evaluation and development of educational materials.
- The sampling cycle will take place over the term of one year as per terms stated in the protocol.
- Kent-Meridian will select a consultant to perform the sampling and will pay for all costs associated with sampling and consolidating information and will provide information to King County in a mutually agreed-upon format and timetable.

## 5. Ongoing Data Collection

- Allied will provide monthly reporting of tonnages and customer counts for all areas served by Kent-Meridian, including contract cities. Reports are due within 30 days following the end of each month.
- Allied will provide an annual report for the Kent-Meridian area for the calendar year 2011 by February 15, 2012. The report will include:
  - End-of-year single family household service levels, by container size and frequency of collection, for solid waste, recycling and organics services. Information shall be disaggregated by jurisdiction and shall include contract cities.
  - A list of all multifamily complexes served by Kent-Meridian within its WUTC-regulated area, including addresses, and identifying which complexes participate in recycling programs.

## 6. Administration, Coordination, and Evaluation

- Evaluation of Plan Activities by King County
  - Kent-Meridian shall prepare separate budgets for the following periods:
    - Period A: October 1, 2011 - April 30, 2012; and
    - Period B: May 1, 2012 - July 31, 2012.
  - King County's evaluation of Period A activities will occur between May 1, 2012 and June 15, 2012.
  - King County will submit comments to WUTC by June 15, 2012 regarding Kent-Meridian's performance during the two-month Extension period of the 2010-2011 plan and Period A of this plan.
  - King County will defer comments on Period B of this Plan until June 2013.
- Deadlines: Any changes in deadlines and due dates in this plan or other documents resulting from this plan must be agreed to by the County beforehand.
- Quarterly Meetings
  - King County and Allied Waste will agree upon a quarterly meeting schedule no later than October 1, 2011.
  - Allied Waste will provide an agenda at least three days prior to each scheduled meeting.
  - Allied Waste will provide a written status report at least three days prior to each scheduled meeting, including a current summary of expenditures for all activities funded by this recycling plan.
  - King County and Allied Waste will evaluate recycling plan expenditures and commodity revenues to ensure alignment and will adjust recycling plan expenditures accordingly if warranted.