

**Attachment A:
2011-2012 Timeline for Waste Management Revenue Sharing Agreements**

Oct 17 2011	Report to WUTC from WM on 2010 -2011 Plan achievements
Oct 17 2011	Commodity value adjustments to WUTC from WM for Dec 1 – Aug 31 2012
Pending	Comments and recommendations to WUTC from Snohomish Co on 2010 - 2011 Plan
Pending	New Dec 1 – Aug 31 2012 Plan to WUTC from WM in two parts: Part A: Dec 1 2011 – May 31 2012 (6 month) Part B: Jun 1 2012 – Aug 31 2012 (3 month)
Pending	Snohomish Co certification of Dec 1 2011 – Aug 31 2012 Plan to WUTC
Dec 1 2011	Effective date for rates and Dec 1 2011 – Aug 31 2012 Plan
Jun 17 2012	Preliminary report from WM to Snohomish Co on achievements and costs during Part A of Dec 2011 - May 2012 Plan; propose adjustments to SC for Part B of plan if needed
Jun 17 2012	Proposal in two parts fm WM to Snohomish Co on 2012 – 2013 Plan Part A: Sep 1 2012 – May 31 2013 (9 months) Part B: Jun 1 2013 – Aug 31 2013 (3 months)
Jul 17 2012	Final report to WUTC from WM on expenditures and achievements for the period Dec 1 2011 – May 31 2012 (Part A)
Jul 17 2012	Comments and recommendation to WUTC from Snohomish Co for the period Dec 1 2011 – May 31 2012
Jul 17 2012	Commodity value adjustments to WUTC from WM for Aug 1 2012 – Jul 31 2013
Jul 17 2012	Plan to WUTC fm WM for Sep 1 2012 – Aug 31 2013 in two parts: 2012-2013 Plan Part A: Sep 1 2012 – May 31 2013 (9 months) 2012-2013 Plan Part B: Jun 1 2013 – Aug 31 2013 (3 months)
Jul 17 2012	Snohomish Co certification of 2012-2013 recycling plan, Parts A & B, to WUTC
Sep 1 2012	Effective date for rates and 2012-2013 Plan
Jun 17 2013	Preliminary report from WM to Snohomish Co on achievements and costs during: 2011–2012 Plan, Part B (Jun 2012 - Aug 2012) 2012-2013 Plan, Part A (Sep 2012 - May 2013) Propose adjustments to 2012-2013 Plan to SC for Part B if needed
Jun 17 2013	Proposal in two parts fm WM to Snohomish Co on 2013-2014 Plan 2013-2014 Plan Part A: Sep 1 2013 – May 31 2014 (9 months) 2013-2014 Plan Part B: Jun 1 2014 – Aug 31 2014 (3 months)
Jul 17 2013	Report to WUTC from WM 2011–2012 Plan, Part B (May 2012 - Jul 2012) 2012-2013 Plan, Part A (Aug 2012 - Apr 2013)
Jul 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)
Jul 17 2013	2013-2014 Plan documents and filings from SC & WM 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: December 2011-December 2012 King & Snohomish County Revenue Sharing Activities and Tasks

**King & Snohomish County Revenue Sharing Agreement December 1, 2011 through August 31, 2012 and
Extension Period September 1, 2012 through December 31, 2012
Budget, Outreach Deliverables & Timeline**

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)							\$328,155		
Task 1: Data Reporting									
I	Monthly Data Reporting	Monthly	Kerry K.	Were Reports delivered monthly?	Y	Labor			
II	CRC Reports	Monthly	Kerry K.	Were CRC Reports submitted monthly?	Y	Labor			
	Public Outreach Events	Monthly	Candy C.		Y				
III	Contamination Monitoring & Quarterly Data Reporting Requirements	Quarterly	Kerry K.	Were quarterly Cascadia audits completed? Estimated Date of Completion: 12/31/12	Y	\$112,000	\$113,000		
Task 2: Quarterly Updates and Coordination Meetings									
I	Quarterly Updates and Coordination Meetings	Jan 2012 April 2012 July 2012 Sep 2012	Mindy R.	12/8/11, 3/26/12, 6/7/12, 9/24/12	Y	Labor			
			Mindy R.	Was meeting information disseminated in advance of these meetings?	Y				
II	Miscellaneous Meetings		All	Were other meetings conducted? Individual task idea meetings.	Y	Labor			
	County Approval		All	Was County given 2 week review period prior to print and mail?	Y				
Task 3: Increase Proportion of Households Subscribing to Curbside Collection Services									
I	Self-Hauler Direct Mail Campaign	Q1	Robin Freedman	Design Date: Early January 2012 Delivery Date: Mid-late March HH #: Approximately 6,000 for both counties total. Resulting Sign Ups: Generated	Y	\$25,000	\$26,983		

				approximately 390 calls through the call center. Task Completed.					
II	Self Hauler Ad Campaign	Q1/Q2	Robin Freedman	Design Date: Early January 2012 Delivery Date: February HH #: N/A Results: See attached document for summary of results. Task Completed.	Y	\$15,000	\$16,113		
Task 4: Promotion of Recycling									
Ia	Targeted Outreach in Diverse Communities	Q2/Q3	Robin Freedman	Outreach Goal: Increase recycling participation/make instructions available/improve accessibility Design Date: May 15 Delivery Date: August 31 Tactics: focus groups/earned and paid outreach # of Impressions: 777,840 Media outlets: KUNS, KKMO, KDDS # of Spanish Speakers calling CSC? Numbers fluctuated between 150-300 calls during 8/12-10/12. NOTES: this will be in conjunction with work already in progress by King County Estimated Date of Completion: 12/31/12	Y	\$225,000	\$225,000		
Ib	Updated Bi-lingual Recycling Instructions	Q2/Q3	Robin Freedman	Distribution Method: Website Distribution Goal: Handed out at 3 events and spoke to hundreds of people in the community and collected 281 pledges in the Latino community. # of materials delivered: Spanish website pages now complete and posted. NOTES: this will be in conjunction with work already in progress by King County Estimated Date of Completion: 3/31/13	Y	Incl. in above			
				Did WM seek County input?	Y				

II	<p>Recycling Incentive Program</p> <p>Program TBD with County Input</p>	Q2/Q3	Candy Castellanos	<p>Outreach Goal: Pilot resi outreach program in 4 neighborhoods (4 King – 2N/2S) Design Date: May-June Delivery Date: August-Nov # of Awards Given: Three outreach methods being tested, with one control group. Pounds Per Household/month (Before & After): The pilot starts in mid-October and the final results will be available in January. Monthly status reports will be sent will month-over-month data for pounds/household for recycling. # of Impressions: The four UTC residential recycling route customers in this pilot project total 2,277. We are mailing to 3 of the 4 groups on 10/22, to a total of 1,700 customers. Task Completed.</p>	Y	\$28,600	\$30,667		
III	<p>Increasing Access & Usability of WM Website</p>	Q3	Robin Freedman	<p>Focus Group: 25-30 people will review website before changes to provide baseline and then two in-person rounds of focus groups will be held to review changes/updates – Independent Website Review conducted in June. First in-person groups held first week of August. Second round of in-person group to be held in late September. Content Review: Review will be done mid-way through campaign. Content Updates: Throughout campaign Focus Group Participants: 51 Focus Group Findings: see attached! Estimated Date of Completion: 12/31/12</p>	Y	\$113,000	\$113,000		

IV	Promotion of Recycling at Key Community Events	Q2/Q3	Candy Castellanos	Development of Activity/Presentation: May Educational Materials Developed: May List of events attended: See below.	Y	\$15,000	\$82,397		
		3/1/11	Candy Castellanos	Participation Report: <ol style="list-style-type: none"> 1. Stanwood Spring Spectacular – 4/7/2012 2. Newcastle Healthy Kids Day – 4/28/2012 3. Snoqualmie Tribe Earth Day Celebration – 4/22/2012 4. Newcastle Goes Green – 4/21/2012 5. Federal Way Recyclepalooza & Green Family Fest – 4/28/2012 6. Tukwila Backyard Wildlife Festival - 5/12/2012 7. Snoqualmie Community BBQ – 5/12/2012 8. Bothell Sustainamania – 5/19/2012 9. Arlington EcoFest – 6/1/2012 10. Burien Wild Strawberry Festival - 6/16-17/2012 11. Auburn Kids Day – 6/22/2012 12. Tukwila Touch-a-Truck – 6/23/2012 13. Kirkland Farmers Market – 6/27/2012 14. Marysville Strawberry Festival- 6/15/2012 15. Federal Way Farmers Market – 6/30/2012 16. Woodinville Farmers Market – 6/30/2012 17. Bothell 4th of July – 7/4/2012 18. Woodinville 4th of July – 7/4/2012 19. Federal Way 4th of July – 7/4/2012 20. Snoqualmie 4th of July – 7/4/2012 21. Maple Valley 4th of July – 7/4/2012 22. Kirkland 4th of July – 7/4/2012 23. Mukilteo Farmers Market – 7/11/2012 24. Arlington Street Fair – 7/14/2012 25. Redmond Derby Days & EcoFest – 7/13-14/2012 26. Sultan Summer Shindig - 7/14/2012 27. Pacific Days - 7/14-15/2012 28. Mill Creek Festival - 7/14/2012 29. Kirkland Uncorked - 7/20-22/2012 30. Sammamish Farmers Market – 7/25/2012 31. Enumclaw Street Fair – 7/20/2012 32. Arlington Farmers Market – 7/21/2012 33. Algona Days – 7/21/2012 34. Gold Bar Gold Dust Days – 7/28/2012 35. Maple Valley Kids Festival - 7/28/2012 	Y				

36. Lake Stevens Aqua Fest - 7/28/2012
37. Tour de Terrace - 7/28/2012
38. Kirkland Car Show – 7/29/2012
39. Hispanic SeaFair – 7/29/2012
40. Burien Farmers Market – 8/2/2012
41. Renton River Days – 7/21/2012
42. Bothell Farmers Market – 7/27/2012
43. MLT Nat'l Night Out - 8/7/2012
44. Auburn Nat'l Night Out - 8/7/2012
45. Mukilteo Nat'l Night Out - 8/7/2012
46. Tukwila BBQ – 8/10/2012
47. Tukwila Kids Festival – 8/11/2012
48. Darrington Summer Meltdown – 8/11/2012
49. Auburn Good ol' Days – 8/11/2012
50. Kirkland Summerfest – 8/11/2012
51. Maple Valley Farmers Market – 8/18/2012
52. Sammamish Days – 8/18/2012
53. Snoqualmie Railroad Days – 8/18-19/2012
54. Burien Pie Joust – 8/18/2012
55. Bothell Riverfest – 8/26/2012
56. Auburn Farmers Market – 8/26/2012
57. Evergreen State Fair – 8/26/2012
58. Sustainable Sammamish - 8/29/2012
59. Mukilteo Farmers Market - 8/29/2012
60. Mountlake Terrace Farmers Market - 8/31/2012
61. Edmonds Farmers Market – 9/1/2012
62. Newcastle Days - 9/8/2012
63. Fiestas Patrias – 9/15/2012
64. Tukwila Heritage & Culture Celebration 9/29/2012

Survey Development: May
 Deployment Date: June-July
 Survey Results: 810 customer surveys completed.
 Through these events, WM reached approximately 17,000 people in the community.
 Task Completed.

V	Harmonization with other Area Curbside Recycling Programs	7/31/12	Candy Castellanos	<p>Report submitted: August 31, 2012 Report design by Level 29 Discrepancies:</p> <p>PLASTICS: plant pots, lids (all sizes), clamshell take-out containers, cups, bags, film, 5- gallon buckets, deli/bakery/produce trays and clamshell containers</p> <p>METAL: lids (all sizes), non-toxic aerosol cans (empty), aluminum trays, aluminum foil, small metal appliances (e.g. toasters, microwave ovens, etc.)</p> <p>PAPER: shredded paper (bagged)</p> <p>Recommendations: Coordinate with Counties to review matrix and outline next steps, including region-wide forum on Harmonization with municipal stakeholders; participate in WA DOE NW Recycling Comingled Improvement Project; facilitate session at 2013 WSRA conference; Task Completed.</p>	Y	\$3,000	\$4,820		
VI	Targeted Commodities/ Paper Campaign	Q3	Robin Freedman	<p>Outreach Goal: increase recycling/develop mixed media campaign/create campaign that will drive education Design Date: May Delivery Date: August 31 # of Impressions: 1 million impressions, 30 pledges thus far(9/12-11/12) and pledges continue to be collected. Estimated Date of Completion: 12/31/12</p>	Y	\$185,000	\$185,000		

VII	Elementary Recycling Education and Outreach	Q1/Q2	Candy Castellanos	Design Date: June-July Delivery Date: 8/31/2012 # of Schools Touched: n/a (2013 RSA) Resulting Increase in subscription, tonnage, quality of materials at schools? n/a (2013 RSA) NOTES: this is a research/development phase, with implementation in the 2012/2013 year (Fall) Assembly and workshop scripts complete; assembly set and prop design/build at 90%; teacher and student worksheets complete; rehearsal scheduled; schools selected and booked. Estimated Date of Completion: 1/31/12	Y	\$200,000	\$199,999			
	Carryover from 2011 Video campaign	N/A	N/A	N/A	N/A		\$35,584			
Task 5: Promotion of Food and Yard Waste										
I	Food Collection Promotion & Incentive Program	Q2	Candy Castellanos	Outreach Goal: Mailing to all WUTC WM resi customers. SNOHOMISH: Design Date: May Delivery Date: August mailing seed packets and compost coupons; providing extra seeds for community event hand-outs HH #: Mailed to 86,600 resi customers 9/19 Resulting Sign Ups: Pulling sign-up report 10/31, 11/30 and 12/31. <i>*Cedar Grove reported high volume of calls for bulk compost orders, using RSA coupon.</i> NOTES: Sensitivity to compost issues in SnoCo	Y	\$67,500	\$120,583			

				<p>KING: Mailing to all WUTC with incentive to sign up for recycling (free recycling tote for first 500) and compost (free compost pail for first 500) HH# 21,910 71 = REC+FYW (no MSW) 78 = MSW+FYW (no recycle) 21,761=MSW+REC (no compost) Resulting Sign-ups: Mailing 10/25; 2012 sign-ups will be reported 12/28. Estimated Completion date: March 2013</p>					
II	Food Scrap Collection PR/Marketing Campaign	Q1/Q2	Robin Freedman	<p>Outreach Goal: increase collection/educate Design Date: May 15 Delivery Date: August 31 Media Outlets: Everett Herald, Edmonds Beacon, Monroe Monitor, Redmond Reporter, Issaquah/Sammamish Reporter, Kirkland Reporter # of Impressions: 936,933 Pledges Collected: 255 Resulting Sign Ups: As of 10/4/12 Derby Days-Redmond on 7/14 – gathered nearly 200 pledges (1.3% of attendees) Mukilteo Farmers Market on 8/15 – 68 pledges collected (3.4% of attendees) Fred Meyer Everett on Aug 25 - BBQ event – 41 pledges collected (two hour event) Estimated Date of Completion: 12/31/12</p>	Y	\$140,000	\$140,000		

Task 6: Promotion of Multifamily Recycling										
I	On-Site Recycling Assistance	Q2	Candy Castellanos	Identification of properties (Diversion levels, interest, Recycling Champion): See Work Plan Matrix for details. Program development: May Program launch: August-September Task Completed.	Y	\$40,100	\$40,000			
				Outreach Specialist (multifamily): Cascadia to lead/staff, ECOSS to provide support staff. # of sites visited: 58	Y					
II	WM Multifamily Program Research	Q2/Q3	Candy Castellanos	Internal research to identify successful MF programs and outreach strategies. Report Roll-out: August; Task Completed.	Y	\$2,000	\$1,805			
III	International Best Practices Research	Q2/Q3	Candy Castellanos	Contract with consultant to conduct research, interviews and generate report. Report Roll-out: August-September Estimated Date of Completion: 1/31/13	Y	\$71,000	\$71,000			
IV	WSRA Work Group	Q1-Q3	Candy Castellanos	Participate in WAMRS committee, literature review and survey sub-committee RSA Summary Report: August Task Completed.	Y	\$12,000	\$11,870			
Task 7: Promotion of Away from Home and Public Space Recycling										
	Promotion of Away from Home and Public Space Recycling	Q3	Candy Castellanos	Business District Targeted: TBD Project changed to proposals with Counties for Big Belly and the PepsiCo Dream machine (if available) Roll-out: TBD Estimated Date of Completion: 12/31/12	Y	\$157,900	\$103,505			
Task 8: Continued Cooperation and Contingencies									\$11,000	
	Reporting to SWAC			June 13, 2012 – Snohomish June 15, 2012 - King	Y	Labor				
Total RSA Expenditures								\$1,860,490		