

**Allied Waste Services of Bellevue  
Commodity Revenue Sharing Enhancement Plan for King County  
January 1, 2012 – April 30, 2012 Part A (and)  
May 1, 2012 – July 31, 2012 Part B**

Per RCW 81.77.185, Rabanco Ltd., aka Allied Waste of Bellevue, is setting forth this plan to increase recyclable materials and decrease garbage and other materials that would otherwise be disposed of in a landfill. By way of this plan, Allied Waste of Bellevue (AWS) seeks to continue retaining 50% of the commodity value revenues generated through effective recycling practices for calendar year 2012 Part A & B (January 1, 2012 through July 31, 2012). The intent of this 7-month plan, developed in partnership with the King County Solid Waste Division, is to increase the amounts and types of materials recycled at single-family homes and multi-family dwellings in the Allied Waste of Bellevue service area defined in Tariff No. 11, Rabanco LTD and Rabanco Recycling, Inc., Certificate G-12. Per the definition in RCW 70.95.030, “recycling” means “transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration.”

This Plan covers the time period of January 1, 2012, to July 31, 2012, at which time it terminates. This 7-month plan is to be implemented in two parts, Part A (January 1, 2012–April 30, 2012) and Part B (May 1, 2012–July 31, 2012), in order to allow sufficient time to evaluate the past plan effectiveness before new plans must be submitted to the WUTC for certification; therefore creating a 3-month lag in the evaluation period. Please refer to the attached “Timeline for AWS Revenue Sharing Agreements” (Attachment A) for a proposed schedule of key submittal dates. Attachment B includes revenue share activities and tasks including budget, outreach deliverables and timelines.

The benefits to the County and to our collective customers are significant. These programs are made possible by the revenue sharing program. The activities identified in this agreement are not requirements or costs that are built into AWS’s WUTC tariff rates. The proposed budget presented in Attachment C projects revenues and estimates expenses for the activities identified in this Plan.

By using revenue sharing funds, both AWS and the County are able to pilot innovative approaches to increase recycling in King County. Throughout the course of the Plan subject to this agreement, AWS and the County reserve the right to modify activities or approaches described in this Plan in order to accommodate unexpected opportunities for increasing recycling, respond to data collected, and to refine activities.

**TASK 1 – Data Reporting (Part A & B)**

**Data Collection and Evaluation**

- **Monthly Reporting.** Allied Waste Services (AWS) will provide monthly reporting of tonnages and customer counts to the County.

**Annual Reporting & Interpretation.** In an annual report, *due to the County on or before Tuesday, May 17, 2012*, AWS will provide a summary of the number of yard waste and food scrap subscriptions during the 7-month period ending July 31, 2012, and a summary of the number and size of carts currently in use throughout the service area.

**Deliverable: Monthly reporting and annual report by May 17, 2012.**

- **Recycling Evaluation.** AWS will work with a consultant (Cascadia) to sample 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.

## **TASK 2 – Quarterly Updates and Coordination Meetings (Part A & B)**

### **Internal Communication**

- **Quarterly Meetings:** Allied Waste and King County will meet quarterly to discuss the progress of the program. These meetings will be scheduled on the 1st Friday of every first month of each quarter (6 January, 6 April, and 6 July). At the quarterly meetings, AWS will provide a summary of revenues and expenditures. If revenues are significantly greater than projected, AWS may propose Plan expansions to expend revenues up to the 50% cap. If expenditures are exceeding revenues, AWS may propose reductions in Plan expenditures. All changes to the Plan must be approved by both AWS and King County.
- **Regional Meetings:** AWS will participate in regional meetings sponsored by King County to discuss strategies for increasing recycling.
- **Staffing:** AWS has designated its Community Relations 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 (harmonization).
- **Scheduling:** Outlook reminders will be sent to everyone and all updates to the agreement will be modified and sent out to everyone on the team 3 days prior to the quarterly meetings.

**Deliverable: Three quarterly meetings with materials provided at least three days ahead of the meetings.**

## **TASK 3 – Promotion of Recycling (Part A & B)**

**GOAL:** To enhance recycling knowledge, participation and increase recycling levels in single-and multi-family households in the UTC areas. The following efforts will be implemented in 2012 to accomplish this GOAL.

Allied expects to achieve an increase in the percentage of WUTC-area single family garbage customers who subscribe to yard waste collection. If an increase is not achieved in Part A of the plan, AWS will employ other outreach tactics in Part B, which will be outlined in the outreach plan (subject to modification as new opportunities arise).

**I. Outreach and Media Plan 2012 –** Due to the County for review by December 15, 2011. This plan will include information about the following efforts:

- Annual Mailers
- Print and Online Advertising
- TV, Radio and Online Advertising
- Community Events and/or Sponsorships
- Website Updates

**Deliverable: Allied will provide an outreach plan to the County by December 15, 2011.**

**A. Annual Mailer** – During the first month of this agreement, AWS will provide 2012 information booklets regarding garbage, recycling, and organics services in the WUTC areas to all single- and multi-family households. This represents a mailing to approximately 11,000 households *to be completed prior to January 1, 2012.*

- The booklets will include clear information about the commodities that can be diverted from the garbage solid-waste stream.
- The information will be mailed in hard copy form as well as available online. AWS will provide the County with a 2-week advance review of the materials before they are sent to print.
- The County will receive a hard copy and a PDF version of the booklet within one week of printing.

**Deliverable: Review, production and delivery of annual mailer to UTC households covered by this agreement.**

**B. Yard and Food Waste Mailer to single-family households** – AWS will mail a postcard to WUTC customers without Yard & Food Waste Collection to be completed no later than March 31, 2012. The postcard will include information about Yard & Food Waste and how residents can subscribe to Yard & Food Waste Collection. The postcard will be incentive based offering the first 100 households to call and subscribe to service with a Free Kitchen Pale, Compost Bags, and educational material. After the first 100 households any customers who call to add service will receive free compost bags and educational material. AWS will provide a report by May 15, 2012 summarizing the number of yard and food waste subscriptions prior to the mailing and the number of yard and food waste subscriptions after the mailing of the postcard.

**C. Print and Online Advertising** – During Part A & B of this Plan, AWS will conduct public outreach through advertising in print and online newspapers. These publications include but are not limited to the Bellevue Reporter, Bellevue Patch.com, and the Bothell-Kenmore Reporter. The County will be provided with an ad placement schedule (DRAFT, subject to change) included in the outreach and media plan due by December 15, 2011. New content for Part A & B includes the following tactics to address new recycling rules at transfer stations:

- Prior to and during the King County implementation of the new recycling rules (no recycling at the transfer stations), AWS will utilize print and online ads to help send the message to the following community sectors:
  - 1) Self-haulers
  - 2) People with an estate or rental property transition
  - 3) Residents with curbside recycling and are moving or recycling bulky items
- This outreach tactic may include a special collection event.

**Deliverable: Ad development, review and placement.**

**D. Television, Radio and Online Advertising** – AWS developed and ran ‘Self Hauler’ and ‘Yard Waste’ ads in 2011. The company also developed outreach materials through a partnership with King County in 2011 which included radio, television and online advertising. The company will incorporate these materials in its 2012 advertising with some modifications and new additions. New ads will be developed and presented to the County for review in Q1, with the option of subsequent design development and review for other ads throughout the year. The GOAL of advertising is consistent with the GOAL outlined in the Outreach & Education section of this document.

- AWS is researching and intends to develop TV, radio, and online advertisements for a new advertising campaign in 2012, to be approved by King County prior to launching. AWS will work with King County prior to launch to determine frequency of ads and promotional materials.
- This information will be included in the overall communication plan which is due to King County by January 6, 2012.

**Deliverable:** AWS will provide an outreach and media plan by December 15, 2011 (completed).

**E. Community Events and/or Sponsorships** – Kenmore Arts Festival. The goal is to increase awareness of recycling by promoting the repurposing of materials in one of the largest community events in the Bellevue UTC area. Allied sponsors a recycling award to promote recycling in the community.

- **Background:** The Arts of Kenmore is a nonprofit organization 501(c)3 that manages an annual art competition. The competition draws participation from King County mostly, as well as throughout Puget Sound. In 2011, Allied Waste contributed \$500 for an award titled “The Art of Recycling.” In its sponsorship, \$150 paid for a judge, \$50 helped with ribbons and \$300 constituted the actual award to an artist who recycled catalogues and other paper materials in a collage about ‘growing the garden.’ Allied Waste helped present the award, attended the awards reception, interviewed the winning artist, drafted and submitted an article with photos to the Kenmore Reporter which was published (see attached article). For a minimal sponsorship, Allied Waste highlighted recycling in the community with a wide reach, large impact.
- **Proposed Sponsorship:** Allied Waste will sponsor The Arts of Kenmore Art Show in 2012 with another \$500 contribution. In order to qualify for the award, the artwork must include at least 70% recycled materials. Preference will be given to artwork that is informative about recycling, that offers some educational value to the audience about recycling. Allied Waste will attend the awards presentation and will help present the award. Allied Waste will interview award winner and/or Kenmore Art Show management / members of the community and develop and submit an article to the media for publication along with photos.

**Deliverable:** Paid sponsorship, education table with trained staff at the event to answer questions about recycling from the public. AWS will pitch to local media about the winner of the contest.

**F. Website Updates** – AWS will develop a website to include user-friendly navigation and easy access to recycling information. The current website will continue to be updated to provide current public information, education and recycling assistance until the new website gets launched. The revised website will highlight and promote the following topics:

- Increasing sign-ups for garbage, recycling and organics collection services
- Promoting increased recycling, including options for saving money by reducing garbage container capacity
- Reuse and waste reduction
- Proper handling and recycling/disposal options for hard-to-handle materials, such as sharps, bulky items, appliances, batteries, fluorescent bulbs and lamps, electronics, and medications.

**Deliverable:** AWS will provide a timetable for the revised web site to be operational and available to the public.

**TASK 4 – Continued (Part A)**

**Spanish Outreach Plan**– Allied Waste will provide feedback to King County on their Hispanic Community Outreach Plan and incorporate mutually agreed upon aspects of the County plan in its own multi-lingual outreach in UTC areas.

**Deliverable:** Provide feedback to the County on its Hispanic outreach plan and incorporate aspects of the plan in its outreach efforts where appropriate.

Allied Waste hereby agrees to meet the above conditions and timelines. King County believes that 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 be allowed to retain 50% of actual commodity values received during the period of this agreement (January 1, 2012 – July 31, 2012).

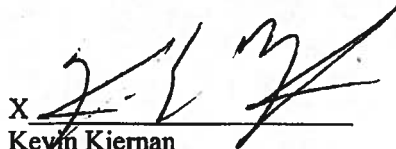
Extension of the revenue sharing program beyond July 31, 2012 will require WUTC approval based in part upon the results of this year's program and the submittal by Allied Waste of another plan certified by King County. Allied Waste must submit a new draft plan to King County no later than May 17, 2012 in order for certification to be considered. The final draft plan must be submitted to the WUTC no later than June 17, 2012.

X 

Jeff Borgida  
General Manager  
Rabanco Ltd/Eastside Disposal  
Allied Waste Services

*on behalf of Jeff Borgida*

Dated 12/21/11

X 

Kevin Kiernan  
Solid Waste Division Director  
King County

Dated 12-21-11

**ATTACHMENT A**  
**2012 Timeline for AWS Revenue Sharing Agreements (Part A & B)**

<b>DUE</b>	<b>DESCRIPTION OF TASK</b>
Nov 17 2011	Report to WUTC from AWS on 2010 – 2011 Plan achievements
Nov 17 2011	Commodity value adjustments to WUTC from AWS for Jan 1 – Jul 31 2012
Pending	Comments and recommendations to WUTC from King Co on 2010 – 2011 Plan
Pending	New Jan 1 – Jul 31 2012 Plan to WUTC from AWS in two parts: <b>Part A: Jan 1 2011 – Apr 30 2012 (4 month)</b> <b>Part B: May 1 2012 – Jul 31 2012 (3 month)</b>
Pending	King Co certification of Jan 1 2011 – Jul 31 2012 Plan to WUTC
Jan 1 2011	Effective date for rates and Jan 1 2011 – Jul 31 2012 Plan
May 17 2012	Preliminary report from AWS to King Co on achievements and costs during Part A of Jan 2011 – Apr 2012 Plan; propose adjustments to SC for Part B of plan if needed
May 17 2012	Proposal in two parts fm AWS to King Co on 2012 – 2013 Plan <b>Part A: Aug 1 2012 – Apr 30 2013 (9 months)</b> <b>Part B: May 1 2013 – Jul 31 2013 (3 months)</b>
Jun 17 2012	Final report to WUTC from AWS on expenditures and achievements for the period Jan 1 2011 – Apr 30 2012 (Part A)
Jun 17 2012	Comments and recommendation to WUTC from King Co for the period Jan 1 2011 – Apr 30 2012
Jun 17 2012	Commodity value adjustments to WUTC from AWS for Aug 1 2012 – Jul 31 2013
Jun 17 2012	Plan to WUTC fm AWS for Aug 1 2012 – Jul 31 2013 in two parts: 2012–2013 Plan Part A: Aug 1 2012 – Apr 30 2013 (9 months) 2012–2013 Plan Part B: May 1 2013 – Jul 31 2013 (3 months)
Jun 17 2012	King Co certification of 2012-2013 recycling plan, Parts A & B, to WUTC
Aug 1 2012	Effective date for rates and 2012-2013 Plan
May 17 2013	Preliminary report from AWS to King Co on achievements and costs during: 2011–2012 Plan, Part B (May 2012 – Jul 2012) 2012–2013 Plan, Part A (Aug 2012– Apr 2013) Propose adjustments to 2012–2013 Plan to SC for Part B if needed
May 17 2013	Proposal in two parts fm AWS to King Co on 2013-2014 Plan 2013–2014 Plan Part A: Aug 1 2013 – Apr 30 2014 (9 months) 2013–2014 Plan Part B: May 1 2014 – Jul 31 2014 (3 months)
May 17 2013	Report to WUTC from AWS 2011–2012 Plan, Part B (May 2012 – Jul 2012) 2012–2013 Plan, Part A (Aug 2012 – Apr 2013)
Jun 17 2013	Comments and recommendations to WUTC from KC: 2011–2012 Plan, Part B (May 2012 – Jul 2012) 2012–2013 Plan, Part A (Aug 2012 – Apr 2013)
Jun 17 2013	2013-2014 Plan documents and filings from KC & AWS in 2 parts: <b>Part A: Aug 1 2013 – Apr 30 2014 (9 months)</b> <b>Part B: May 1 2014 – July 31 2014 (3 months)</b>

**ATTACHMENT B**  
**King County Revenue Sharing Agreement January 1, 2012 through July 31, 2012**  
**Budget, Outreach Deliverables & Timeline (Part A & B)**

Task	Deliverable	Due Date	Responsibility Of	Tracking		Compliant Y/N	Expenditures		Revenues	
				Budget	Actual		Budget	Actual	Budget	Actual
<b>Task 1: Data Reporting</b>										
	Monthly Reporting	Monthly	Debbie Gutierrez	Were reports delivered monthly?						
	Annual Reporting & Interpretation	May 2012	Alex Brenner	Was there a summary of yard waste and food scrap subscriptions?						
	MRF Reports	Monthly	Debbie G.	Were MRF Reports submitted monthly?						
	Public Outreach Events	Monthly	Anne Laughlin	Were Public Outreach events reported monthly?						
	Contamination Monitoring & Quarterly Data Reporting Requirements	Quarterly	Alex Brenner	Were quarterly audits completed?						
<b>Task 2: Quarterly Updates and Coordination Meetings</b>										
	Quarterly Updates and Coordination Meetings	Jan 2012 April 2012 July 2012	Anne Laughlin	Did AWS and the County meet at these times?						
	Quarterly Meetings		Anne Laughlin	Was meeting information disseminated in advance of these meetings?						
	Miscellaneous Meetings		Anne Laughlin	Were other meetings conducted?						
	County Approval		Anne Laughlin	Was County given 2 week review period prior to print and mail?						
<b>Task 3: Promotion of Recycling</b>										
I.	Outreach and Media Plan 2012	Dec 2011	Anne Laughlin / Irina Gurevich	Was Outreach Plan delivered by December 15, 2011?						

<b>A.</b>	TBD: mailers, postcards, etc (Direct Mail Campaign)	TBD	Anne Laughlin	Design Date: Delivery Date: HH #: Resulting Sign Ups: Did AWS seek County input?				
<b>B.</b>	% Increase in Participation		Anne Laughlin					
<b>C.</b>	Print and Online Advertising	TBD	Anne Laughlin / Irina Gurevich	Outreach Goal: Design Date: Delivery Date: # of Impressions: Media outlets:				
<b>D.</b>	Television, Radio and Online Advertising	TBD	Anne Laughlin / Irina Gurevich	Outreach Goal: Design Date: Delivery Date: # of Impressions: Media outlets: Did AWS seek County input?				
<b>E.</b>	Community Events and/or Sponsorships	TBD	Anne Laughlin / Irina Gurevich	Outreach Goal: Design Date: Delivery Date: # of Impressions: Media outlets:				
<b>F.</b>	Increasing Access & Usability of AWS Website*	TBD	Anne Laughlin	Content Review: Content Updates: Findings: Participation Report: What Events? At least 10.				
<b>Task 4: Harmonization of Recycling Programs</b>								
	Spanish Outreach Plan	7/31/12	Anne Laughlin	Report submitted: Discrepancies: Recommendations:				

Labor Costs for implementing tasks in this agreement (not allocated to tasks below)

Total King County Expenses



**ATTACHMENT C:  
ALLIED WASTE OF BELLEVUE 2012 REVENUE SHARING AGREEMENT BUDGET**

**Revenue Retained - January 2012 through July 2012**

	50% Retained	50% Passed Back	Total
Single-Family Value (Estimated)	\$ 114,287	\$ 114,287	\$ 228,574
Multi-Family Value (Estimated)	\$ 6,604	\$ 6,604	\$ 13,208
<b>Total Revenue Retained</b>	<b>\$ 120,891</b>	<b>\$ 120,891</b>	<b>\$ 241,782</b>

**Program Costs - January 2012 through July 2012**

	Fully Loaded Hourly Rate	Estimated Staff Hours	Customers	# of Mailings	Rate / Unit
<b>Staffing Costs</b>					
Partnership with County on Regional Recycling Campaign*	\$ 8,400	50.00		1	\$1.10
Data Collection & Evaluation	\$ 8,750	50.00			
Outreach Efforts**	\$ 12,500	50.00			
<b>Outreach Material Costs</b>					
New Commodities Brochure	\$ 10,000				
Media Outreach	\$ 55,000				
Community Events/Fairs Sponsorship	\$ 1,000				
Customer Mailings	\$ 12,870		11,700		
Invoice messages	\$				
<b>TOTAL</b>	<b>\$ 108,520</b>				

Return on Expenditures	\$ 5,426	5%
Performance bonus for increased YW/Food Waste subscriptions	\$ 2,418	1%
Performance bonus for % increase in waste diversion	\$ 2,418	1%
<b>Total Budget</b>	<b>\$ 118,782</b>	<b>49%</b>

Revenues Returned to the Customer	\$ 123,001	51%
Total Incentives Retained	\$ 10,262	4%

December 21, 2011