

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Approval of Amendment # 1 to the City's 2017 – 2027 Comprehensive Garbage, Recyclables, and Compostables Collection Contract with Recology CleanScapes Inc.		
DEPARTMENT:	Public Works		
PRESENTED BY:	Randy Witt, Public Works Director		
ACTION:	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input checked="" type="checkbox"/> Motion
	<input type="checkbox"/> Discussion	<input type="checkbox"/> Public Hearing	

PROBLEM/ISSUE STATEMENT:

In 2016, the City Council entered into a 10-year contract for the City's 2017 – 2027 Comprehensive Garbage, Recyclables, and Compostables Collection Services with Recology CleanScapes Inc. (Recology). The contract was adopted on May 2, 2016, and collection services under the new contract started on March 1, 2017.

In July of 2017, changes in market conditions started adversely affected recycling economics around the world, but especially in North America's west coast markets that relied on marketing most materials to Chinese and other Asian companies. In August 2018, Recology requested an adjustment to the contract rates to address these changes and to improve the quality and processing of recycling materials. Staff and Recology have negotiated an amendment to certain terms and conditions of the contract related to the changing market conditions for recyclables materials, including a rate adjustment. This proposed contract amendment was discussed at the March 18, 2019 City Council meeting.

The action before the Council tonight is approval of Amendment # 1 to the City's 2017 – 2027 Comprehensive Garbage, Recyclables, and Compostables Collection contract with Recology.

RESOURCE/FINANCIAL IMPACT:

This proposed amendment will increase single-family residential customers collection rates by \$1.35 per month and multifamily and commercial customers by \$2.10 per yard of garbage collected monthly. This rate increase will provide an estimated additional annual revenue of approximately \$572,000 for Recology to intensify their efforts to eliminate problematic materials from collection points through education and incentives, an increase in monitoring and rejection of unacceptable material at the curb, as well as support for material handling process changes. The City's administrative fee revenue on the recycling rate increase will generate approximately \$70,000 in additional City revenues, funding that could be used for City support of the proposed contractual and recycling program changes as well as other environmental services.

RECOMMENDATION

Staff recommends that Council authorize the City Manager to execute Amendment # 1 to the City's 2017 – 2027 Comprehensive Garbage, Recyclables, and Compostables Collection contract with Recology CleanScapes Inc.

Approved By: ____ City Manager ____ City Attorney

BACKGROUND

In 2016, the City Council entered into a 10-year contract for the City's 2017 – 2027 Comprehensive Garbage, Recyclables, and Compostables Collection Services with Recology CleanScapes Inc. (Recology). The contract was adopted on May 2, 2016, and collection services under the new contract started on March 1, 2017.

When the City competitively procured this collection contract, most collected recyclable paper fiber and plastic materials were marketed to large consumers in China. The markets at that time were based around the needs of China's consuming mills, which allowed higher contamination levels than were traditionally accepted by domestic end-users. Historically, Chinese mills permitted 10% or more contamination in imported bales of paper and plastics. In January 2018, the Chinese Government implemented regulations that mandated that its importing mills will only accept bales containing a contamination level of less than 0.5% impurities, and in May 2019, imports of recyclable material were halted. Other countries in Southeast Asia accept recycled materials in with contamination levels less than the 0.5% impurity level, however these markets involve greater shipping costs and pay lower prices.

The City's contract with Recology allows that in the event of unforeseen temporary market circumstances that preclude or prevent compliance with the rate structure, Recology may request a temporary adjustment or other relief. The unforeseen market conditions must persist for more than nine months, after which Recology and the City would need to engage in good faith negotiations to determine a mutually acceptable course of action.

In response to this issue, Recology originally proposed a significant increase to customer rates to make capital improvements to their Materials Recovery Facility (MRF) to allow it to handle a high level of incoming contamination and to produce higher quality outbound material for domestic and export end-users. This approach does not address the "root cause" of the contamination at the customer point of collection, creates a long-term expectation that operations at the MRF will sort and then dispose of the garbage (at a higher cost for both activities), and increases the work and cost required to produce quality outbound recyclable material. Further, it does not support the Council's environmental goals.

Given these concerns, the City counter-proposed an approach that has a larger emphasis on reducing contamination at the source with a principal goal to maintain an inbound contamination level from the customer of no greater than five percent (5%) by volume for collected recyclables and no greater than three percent (3%) by volume for collected compostables. Staff retained a consultant, Jeff Brown from Epicenter Services, to assist with contract amendment negotiations. The proposed amendment reflects the results of these negotiations.

Proposed Amendment #1 to the Recology contract (Attachment A) includes additional outreach, education and incentives that support reducing contamination from recycled materials at collection, increasing monitoring and rejection of unacceptable material at the curb, development of a contamination fee and, in extreme cases, removing recycling

cart/containers from customers unable or unwilling to use the system properly. It also provides rate funding for processing improvements at the MRF.

This proposed contract amendment was discussed at the March 18, 2019 City Council meeting. The staff report for this discussion can be found at the following link: <http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2019/staffreport031819-8b.pdf>.

DISCUSSION

At the March 18, 2019 Council meeting, staff presented an overview of the proposed amendment with a focus on the Plan to Reduce Contamination. As part of that discussion, there were two issues that the Council asked for clarification or additional information on. These two issues are further discussed below:

Inspection and Tagging of Contaminated Carts or Containers

Recology's full Draft Plan to Reduce Contamination in Customers' Recyclables and Compostables Containers is in Attachment B. The highlights of the inspection and tagging process for recyclables will generally follow the steps identified below. Clarification on tagging and collection of tagged carts/containers, and the application of the contamination fee are highlighted. Of particular note, carts/containers that are tagged will be collected as garbage.

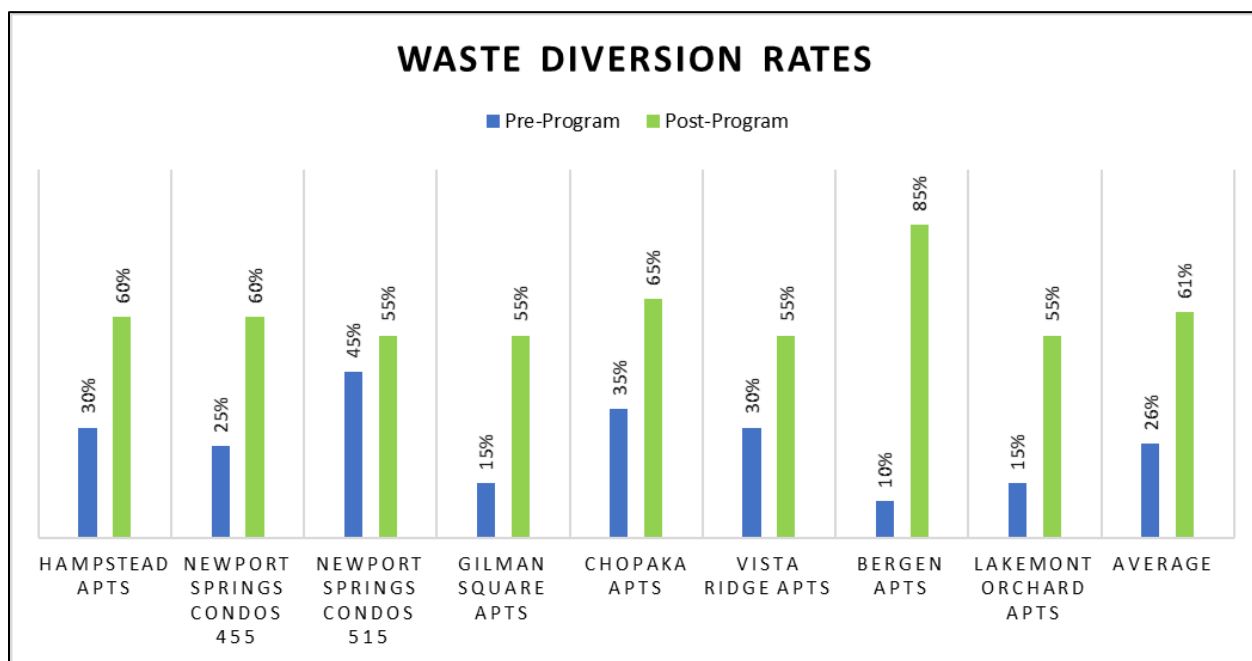
- 1) Recology will conduct visual recycling and compost audits for customers.
 1. A Recology audit team completes a visual audit of cart/container and determines if contamination by volume are above five percent (5%) in recycling.
 2. If contamination is present, a notification tag is placed on cart/container and Recology creates a contamination report using Go Canvas App with photos identifying specific contamination.
 3. Follow up communication with customer includes a phone call, letter and a site visit (see communication section below).
- 2) Customer Recyclable cart/container will be tagged and collected for the first two (2) times contamination is identified by auditing team with a yellow colored contamination tag. The cart/container will be collected as garbage at no additional cost to the customer.
- 3) On the third and every subsequent audit, the Customer will be tagged and rejected each time because an unacceptable level of contamination in the Recyclables is present with an orange colored contamination tag. The cart/container will be collected as garbage and a contamination fee applied.
- 4) Contamination fees will be applied on the third and every subsequent instance when contamination is found if a customer is unresponsive or has failed to implement and take advantage of educational resources and best management practices.
- 5) Recology may remove the customer's Recyclables and/or Compostables container if egregious contamination is on-going with no response from customer.

This approach is designed to improve customer awareness of the contamination in their cart/container and help them address the problem before assessing contamination fees or possibly removing their cart/container.

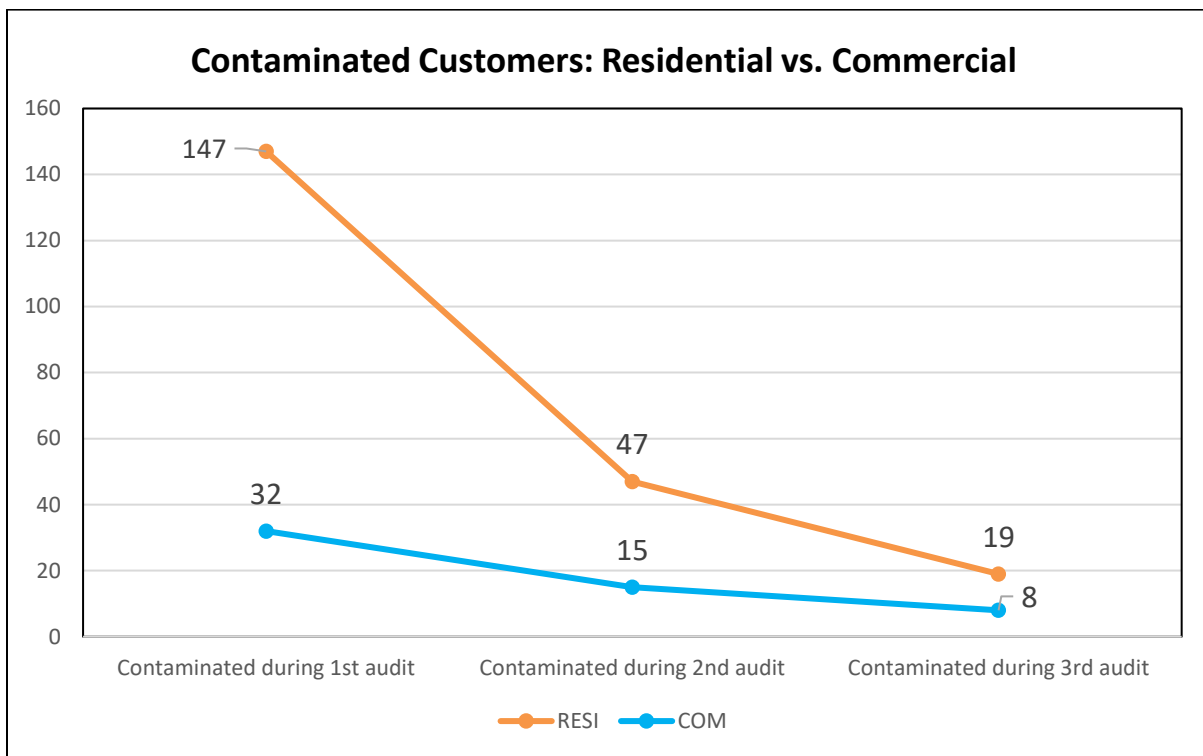
Change in Recycling Behavior with the Approaches in the Amendment

Recology has had success with the Waste Wise, Golden Dumpster Award, and the Inspection and Tagging Programs in reducing contamination in recycling in other communities. More detail can be found in Attachment C to this staff report, but a few highlights are discussed below.

The Waste Wise program has been implemented in 14 multi-family properties throughout cities served by Recology. 100% of participating properties experienced decreased levels of contamination and increased waste diversion. On average, diversion increased by 36% at participating properties. The chart below provides before and after information by property.



The Bothell Recycling Contamination Pilot Program involved Recology visually auditing 951 residential and commercial containers. Each customer that was found with high levels of contamination (5% or more) were called by Recology Outreach staff and notified of the contaminated items found in the recycling bin. Recology staff provided outreach to customers with high levels of contamination three times, calling the customer each time if contamination persisted throughout the audit period. Contamination dramatically improved as a result of the outreach Recology conducted as shown on the graph below.



Rate and Revenue Changes and Proposed Ordinance No. 858

As noted on March 18th, the proposed contract amendment will increase customer rates by \$1.35 per month per single-family residential customer, and \$2.25 per cubic yard of garbage collected each month from multifamily and commercial customers. These rates would become effective June 1, 2019.

In addition, a contamination fee of \$20.00 per cart for single-family residential customers and \$25.00 per cubic yard of container size (or per cart, for cart customers) for multifamily complex or commercial customers would be established. This fee would be assessed as described in the Plan to Reduce Contamination in Customers' Recyclables and Compostables Containers.

Combined, the change in the single-family residential and multifamily and commercial rates from the proposed amendment are estimated to generate additional annual revenue of approximately \$572,000 for Recology. The City will also receive an estimated additional \$70,000 through the administrative fee on the increase in contractor revenue related to this amendment.

The full amended rate schedule is included as Exhibit A to proposed Ordinance No. 858, which would amend SMC 3.01.500. Proposed Ordinance No. 858 will be discussed by Council tonight following this agenda item.

Staff Impacts

With an emphasis on education and outreach in developing and implementing the contamination reduction plan, staff will be involved in development, implementation support, monitoring and updating the plan. Supporting these activities may require contracting out some work activities or hiring part-time or extra help staff to ensure

program success. The additional administrative fee revenue generated through Amendment #1 could be used to fund City implementation efforts and on-going contract support.

Staff Recommendation

Staff recommends the proposed amendment as the most reasonable way to provide a sustainable increase in the quality of materials collected in Shoreline. Reducing contamination at the source is more cost-effective in the long term than attempting to process increasing levels of contamination. However, this will require a significant effort on the part of Recology to educate customers as well as monitor and enforce preparation requirements of recyclables. Additionally, the City will need to support Recology in education and outreach as well as maintaining enforcement standards. This approach is consistent with similar Recology contract amendments under consideration in other cities served by Recology.

COUNCIL GOAL ADDRESSED

This contract amendment addresses proposed 2019-2021 City Council Goal #2: *Continue to deliver highly-valued public services through management of the City's infrastructure and stewardship of the natural environment, Action Step #4 - Implement the 2019-2021 Priority Environmental Strategies by achieving citywide Salmon-Safe certification, developing a citywide plan based on the Station Subarea Climate Action Analysis recommendations, and exploring ways to increase rates of solid waste diversion through enhanced recycling and composting.* (Emphasis added to highlight recycling and composting).

RESOURCE/FINANCIAL IMPACT

This proposed amendment will increase single-family residential customers collection rates by \$1.35 per month and multifamily and commercial customers by \$2.10 per yard of garbage collected monthly. This rate increase will provide an estimated additional annual revenue of approximately \$572,000 for Recology to intensify their efforts to eliminate problematic materials from collection points through education and incentives, an increase in monitoring and rejection of unacceptable material at the curb, as well as support for material handling process changes. The City's administrative fee revenue on the recycling rate increase will generate approximately \$70,000 in additional City revenues; funding that could be used for City support of the proposed contractual and recycling program changes as well as other environmental services.

RECOMMENDATION

Staff recommends that Council authorize the City Manager to execute Amendment # 1 to the City's 2017 – 2027 Comprehensive Garbage, Recyclables, and Compostables Collection contract with Recology CleanScapes Inc.

ATTACHMENTS

- Attachment A: Proposed Amendment #1 to the City's 2017 – 2027 Comprehensive Garbage, Recyclables, and Compostables Collection Contract with Recology CleanScapes Inc.
- Attachment B: Draft Plan to Reduce Contamination in Customers' Recyclables and Compostables Containers
- Attachment C: Waste Wise, Golden Dumpster Award and Inspection and Tagging Program Information

AMENDMENT #1
TO THE COMPREHENSIVE GARBAGE, RECYCLABLES AND COMPOSTABLES COLLECTION
CONTRACT
BETWEEN
CITY OF SHORELINE
AND
RECOLOGY CLEANSCAPES INC.

This AMENDMENT #1 is made and entered into this ____ day of ____, 2019 by and between the City of Shoreline, a Washington municipal corporation ("City"), and Recology CleanScapes Inc. a Washington corporation ("Contractor").

WHEREAS, the parties previously entered into a Comprehensive Garbage, Recyclables and Compostables Collection Contract dated May 25, 2016, Shoreline Receiving No. 8518 ("Contract"); and

WHEREAS, the international and domestic markets for the recyclables collected from residents and businesses by the Contractor have undergone significant adverse changes since the Contract was developed; and

WHEREAS, some materials are no longer feasibly recyclable, and the existing levels of contaminants in the collected recyclables and changes in market acceptance standards now require changes to the City's recycling collection programs; and

WHEREAS, the parties desire to amend certain terms and conditions of the Contract related to adjusting to changing market conditions for recyclables materials;

NOW THEREFORE, in consideration of the terms, conditions, and covenants contained herein, the parties agree as follows:

Section 1: Certain customer rates set forth on Attachment B of the Contract shall be adjusted to reflect the Contractor's increased cost of processing recyclable materials due to changes in the commodity market and the cost of re-educating customers as to new preparation requirements. The Collection Fee (i.e. non-Disposal Fee) component of all regular (i.e. monthly or weekly) container collection rates shall be increased by \$1.35 per month for single-family residential customers and increased by \$2.25 per cubic yard of garbage collected monthly for multifamily and commercial customers, effective June 1, 2019. This increase in the Collection Fee component of those rates shall be subject to the CPI adjustments set forth in Section 3.3.1 of the Contract effective January 1, 2020 and each January 1 thereafter. This special rate adjustment shall not apply to ancillary services, extra units, container rental, and other such fees.

Section 2: Certain sections of the Contract identified below are hereby amended to read as follows:

Contract Section 3.1.12 Requirement to Recycle and Compost, Maintaining Quality Assurance Through Monitoring is revised as follows:

The Contractor shall recycle all Source-separated Recyclables collected and compost all Source-separated Compostables collected, unless express prior written permission is provided by the City. The City's goal is to maintain an inbound contamination level of no greater than ~~ten~~ five percent (~~10~~5%) by volume for collected Recyclables and no greater than three percent (3%) by volume for collected Compostables. The Contractor shall use facilities that:

- Process materials to a high standard to maximize the recovery and recycling of all incoming marketable recyclable materials and all compostable materials;
- Are operated to minimize cross-contamination of materials that would result in otherwise Recyclable or Compostable materials being misdirected to a market or disposed where they would not be recovered;
- Are designed and operated to minimize the residual stream of otherwise Recyclable or Compostable materials destined for disposal; and
- Have sufficient pre-process screening staff, and equipment to ensure that otherwise recoverable materials do not cross-contaminate other separated Recyclable materials that are incompatible for the intended market consumer, rendering materials non-recyclable.
- Support maximum cost-effective recovery as a primary objective of the City's collection programs.

~~The City and Contractor agree that the Contractor is being fully compensated to recycle or compost materials to the highest level possible in keeping with specifications of market consumers. To this end, maximum cost-effective recovery is a primary objective of the City's collection programs.~~

~~Concurrently with the start of this Contract, the Contractor shall implement an on-route quality assurance program for Recyclables and Compostables consistent with industry best management practices for tagging, probationary periods, material rejection, and suspension of service. Attachment C contains flowcharts for current best management practices for route monitoring for both Single-family Residential and Commercial/Multifamily sectors.~~

The Contractor may refuse to collect either Recyclables or Compostables which include a visually obvious amount of contaminants. In that event, the Container's contents may not be collected and may instead be left in the Customer's Container with a prominently displayed notification tag (per Section 3.1.10) explaining the reason for rejection. If the Contractor identifies repeated contamination by a Customer despite Contractor's tagging and educational efforts, the Contractor may charge the Customer the Contamination Fee set forth in Attachment B, and/or remove the Customer's Recyclables and/or Compostables Container.

The Contractor shall develop and implement a plan to reduce contamination in Customers' Recyclables and Compostables Containers no later than April 1, 2019. If the Contractor chooses to charge Contamination Fees, such fees shall not be charged prior to the parties' mutual agreement on the plan as provided below. The

Contractor's program shall include, at a minimum, the following elements in addition to the promotion and education activities performance under Section 3.3.5:

1. Enhanced communication, education and outreach to Customers;
2. A recycling incentive program, to be called "Golden Cart and Dumpster Award Program" or similar. The program will run on an annual basis, beginning on January 1, 2020. Under it, the Contractor shall award a total of \$25,000 each year, subject to annual inflation adjustment in accordance with Section 4.3.1, distributed or credited to Customers whom the Contractor determines have demonstrated strong compliance with recycling and contamination standards. The awards may take the form of credits or discounts to the Customer's bill;
3. Involvement and attendance with at least two additional City-sponsored events per year, as directed by the City, with the purpose of promoting good recycling practices;
4. Quarterly "Where Does It Go Workshops" at its Shoreline retail location to provide instruction for interested residents and businesses on the proper ways to recycle material;
5. A "Waste Wise" program to educate Multifamily Customers, which entails door-to-door Customer education in Multifamily complexes for the purpose of educating residents and property managers on the importance reducing contamination;
6. Enhanced youth and under-represented communities education outreach programs;
7. Contractor-established contamination thresholds for when materials may be tagged and collected, tagged and rejected, assessed contamination fees, when Carts may be removed for non-compliance, and the steps required for Customers to regain their Carts; and
8. Contractor-established methods for evaluating Customer compliance with recycling and contamination standards, which shall involve a minimum of twice-yearly reviews of contamination in Customer Containers;
9. Visual inspections of aggregate truck contents from City routes ("pad inspections"). The Contractor shall conduct a pad inspections once a month from different routes and provide the City prior notice of the time and place of the pad inspections and allow the City to observe those inspections, and shall provide the results of the each pad inspection to the City;
10. Participation in regional and State programs to coordinate recycling market development and educational efforts.

The Contractor shall submit a draft contamination plan to the City no later than November 1st each year for the City's consideration. The City and Contractor shall then mutually agree upon a final plan for the following year. The plan emphasis and contamination thresholds may change from time to time to reflect progress and changing market conditions. The Contractor and City shall support each other in implementation of the plan.

The Contractor shall provide such information as the City may request regarding aggregate contamination data that is collected and maintained by the Contractor on a monthly basis. However, notwithstanding the foregoing or any other provision of this Agreement, the Contractor shall not provide any information to City regarding the contents of any individual Customer's Container.

Contract Section 4.3.4 Other Modifications is revised as follows:

Except as otherwise expressly provided for by this Contract, Contractor shall not adjust or modify rates due to employee wage increases, changes in Compostables processing fees other than directed by the City subject to 4.3.3, Garbage collection service level shifts, or other changes affecting the collection system.

In the event that unforeseen temporary market circumstances prevents or precludes compliance with the recycling requirements of Section 3.1.12, the Contractor may request a temporary rate adjustment or other relief from the requirements of that Section 3.1.12. If the City determines that an adjustment is appropriate, the City and Contractor shall negotiate in good faith the amount and mechanism of any commodity value rate adjustment, with any adjustments to occur in conjunction with overall annual rate adjustments. In connection with this review, the City and Contractor may also consider whether it is desirable to change the list of Recyclable materials in Attachment D.

The City may request any and all documentation and data reasonably necessary to evaluate such request by the Contractor, and may retain, at its own expense, an independent third party to audit and review such documentation ~~and such request~~. If such third party is retained, the City shall take reasonable steps, consistent with State law, to protect the confidential or proprietary nature of any data or information supplied by the Contractor

~~If an unforeseen market circumstance persists more than nine (9) months, the Parties agree to engage in good faith negotiations to determine a mutually acceptable course of action, including but not limited to eliminating the materials from the list of Recyclables, changing Customer preparation requirements, modifying Contractor rates, or any other mutually agreeable solution.~~

~~The City shall review the Contractor's request within one hundred twenty (120) days of receipt. Upon the City's review of the Contractor's request, the City shall approve or deny the request, at its sole discretion.~~

Contract Section 3.3.4.1 Monthly Reports, is amended to add the following bullet:

- A summary of contamination reduction efforts during the previous month, including, but not limited to, the number of problem tags issued by category of problem, the number of Containers refused collection due to contamination, the number of Customer Containers removed from a Customer's premises, the number of Customer Containers returned to a

Customer’s premises, the number of Containers by collection sector inspected for contamination, the results of any truck load sorts conducting during the previous month, the name and address of customers receiving Golden Cart and Dumpster Awards, and other activities conducted under the Contractor’s contamination reduction plan.

Contract Attachment B, Contractor Rates, is amended as set forth in Section 1 of this Amendment, and to add the following fee:

<u>Contamination Fee, per contamination plan.</u>	<u>\$20.00 per cart for Single-family Residence Customers</u>
	<u>\$25.00 per cubic yard of Container size (or per cart, for cart Customers) for Multifamily Complex or Commercial Customers</u>

Contract Attachment C, On-route Contamination Monitoring, is deleted in its entirety.

Contract Attachment D, Recyclables List, is revised as follows:

Delete the following table row: “Plastic Bags and Films”.

In witness whereof, the parties hereto have executed this Amendment to the May, 2016 Comprehensive Garbage, Recyclables and Compostables Contract as of the day and year first written above.

CITY OF SHORELINE

RECOLOGY CLEANSCAPES INC.

By_____

By_____

Its _____

Its _____

ATTEST:

By_____

APPROVED AS TO FORM:

By_____

Attachment B**Recology's Draft Plan to Reduce Contamination in Customers' Recyclables and Compostables Containers**

The goal of this plan is to reduce the contamination in customers' Recyclables and Compostables Containers to a level of no greater than five percent (5%) by volume of collected Recyclables and no greater than three percent (3%) by volume of collected Compostables. The draft plan below is in addition to the promotion and education activities in the current contract.

1. Prior to Program Implementation

- Communication
 - i. Notification Letters sent to all customers providing an overview of the problems with contamination in recycling and upcoming changes to reduce contamination in recycling at the customers cart or container, new Enhanced Outreach and Education program, contamination fees, recyclables material list changes and additional educational resources.
 - Highlight plastic bags and films are no longer accepted as recyclable material.
 - ii. Designated webpage for customers to learn more about Recology's new outreach efforts & incentive program, recyclables material list changes, proper recycling tips and free educational resources Recology can provide.
 - iii. Develop notification tags for direct communication with customers to be used when contamination surpasses the no greater than 5% by volume of collected Recyclables and no greater than 3% by volume of collected Compostables threshold.
 - Notification tags will highlight top ten (10) most common contaminants identified in the City of Shoreline and will explain the reason for rejection. Notification tags will be drafted and approved by the City. A draft notification tag is shown at the end of this plan.
- Education
 - i. Presentation to Shoreline Chamber of Commerce members to raise awareness of new Enhanced Outreach and Education program. Highlight best management practices commercial customers can implement and resources to educate staff.
 - ii. Presentation to Shoreline residents and multi-family property owners/managers at The Recology Store to raise awareness of new Enhanced Outreach and Education Program. Highlight best

management practices individuals can implement at home or in apartment complexes.

2. Program Implementation

- Contamination Reduction at Customer's Cart or Container
 - i. Recology will conduct visual recycling & compost audits for customers in the City of Shoreline. This process includes:
 - Recology audit team completes a visual audit of cart/container.
 - Recology determines if contamination by volume are above five percent (5%) in recycling or above three percent (3%) in compost.
 - If contamination is present, Recology to leave notification tag on cart/container.
 - If contamination is present, Recology to create contamination report using Go Canvas App with photos identifying specific contamination.
 - Further communication with customer will include, phone call, letter and site visit (see communication section below).
 - ii. Customer Recyclable cart/container will be tagged and collected for the first two (2) times contamination is identified by auditing team with a yellow colored contamination tag. The cart/container will be collected as garbage at no additional cost to the customer.
 - iii. On the third and every subsequent audit, the Customer will be tagged and rejected each time an unacceptable level of contamination in the Recyclables is present with an orange colored contamination tag. The cart/container will be collected as garbage and a contamination fee applied.
 - iv. Contamination fees will be applied on the third and every subsequent instance when contamination is found if a customer is unresponsive, or failed to implement and take advantage of educational resources and best management practices.
 - Recology may remove the customer's Recyclables and/or Compostables container if egregious contamination is on-going with no response from customer.
 - v. Recology's method for evaluating customer compliance with recycling and contamination standards, shall involve a minimum of twice-yearly reviews in Customer Containers. Customer Containers with unacceptable contamination levels will be subject to reinspection at a more frequent interval.
- Communication
 - i. Recology will mail the Go Canvas contamination report and letter to every customer that has unacceptable contamination levels for the first three instances of contamination. Letters will offer educational

resources to correct contamination. Letters will escalate in the following order:

- First time: Notification letter
 - Second Time: Warning letter
 - Third time: Final Warning letter – contamination fee is applied. Customer is also warned that a contamination fee will be applied to customer invoice for every subsequent instance of contamination, identified through an onsite audit.
- ii. Recology will call every customer that has unacceptable contamination levels for the first three instances of contamination. Calls will bring attention to the non-recyclable material in the recycling or compost cart/container identified in the audit and offer education resources.
- Education
 - i. Involvement and attendance with at least two additional City-sponsored events per year, as directed by the City, with the purpose of promoting good recycling practices.
 - ii. Participation in regional and State programs to coordinate recycling market development and educational efforts.
 - Washington State Recycling Association
 - Washington Refuse & Recycling Association
 - Metropolitan Solid Waste Management Advisory Committee
 - Solid Waste Advisory Committee
 - iii. Quarterly “Where Does It Go Workshops” at Recology’s Shoreline retail location hosted by a Waste Zero Specialist to provide instruction for interested residents and businesses on proper ways to recycle material.
 - Promotion of “Where Does It Go Workshops” on Facebook, Recology’s Beyond Waste Bulletin, City newsletter when applicable and invoice messages when applicable.
 - iv. A “Waste Wise” Program to educate Multifamily Customers, which entails:
 - An in-person waste consultation by a Waste Zero team member
 - Resources for common service issues
 - EcoSafe compostable bag dispenser (includes case of 1,300 compostable bags)
 - Master lock and key to secure the compostable bag dispenser
 - Door-to-door outreach to tenants
 - Reusable recycling totes and compost containers for each unit

- Educational posters available in different languages to engage with residents
- v. Enhanced youth and under-represented communities, education outreach programs.
 - Quarterly check ins with school and organization administrators or contacts to offer educational resources and summary information regarding specific site contamination issues.
 - a. Shoreline Public Schools - Resource Conservation Coordinator
 - b. Private schools - individual contacts
 - c. King County Housing Authority - Resource Conservation Specialist
- Incentives
 - i. A recycling incentive program, to be called “Golden Cart and Dumpster Award Program” or similar. The program will run on an annual basis, beginning on January 1, 2020. Under this program Recology will award a total of \$25,000 each year to customers who have demonstrated strong compliance with recycling and contamination standards. Customers who have been audited and had no instance of contamination will be eligible. The awards may take the form of credits or discounts to the customer’s bill. The amount of the award program will be increased with inflation.
 - ii. Contractor shall track all customers that demonstrated strong compliance with recycling and contamination standards. Randomized customer selection process for credits or discounts. Process to be determined at a later date to meet January 1, 2020 deadline.

3. Monitoring and Reporting Changes in Recycle Materials Contamination Levels

- Visual inspections of aggregate truck contents from City routes (a “pad inspection” where recycle material from a truck is emptied on a pad and an assessment of the contaminations is made). These will occur once a month targeting different routes.
- Monthly reporting regarding contamination reduction efforts and aggregate contamination data that is collected and maintained by Recology. (Recology will not provide any information to City regarding the contents of any individual Customer’s Container).

4. Proposed Schedule

- April 2019
 - i. City approval of plan to reduce contamination in customers’ recyclables and compostables carts/containers

- ii. City approval of customer letter to notify about new Enhanced Outreach and Education Efforts
 - iii. City approval of program notification and warning letters and notification tags
- May 2019
 - i. Presentation to the Shoreline Chamber of Commerce
 - ii. Customer letter mailed to notify about new Enhanced Outreach and Education Efforts
- June 2019
 - i. Visual audits to reduce contamination in customers' recyclables and compostable carts/containers begin
 - ii. First "pad inspection" conducted
 - iii. First monthly reporting regarding contamination reduction efforts and aggregate contamination data
- July 2019
 - i. "Where Does It Go Workshop" hosted at the Recology Store in Shoreline

Example of a Notification Tag - City of Shoreline notification tags will be developed in partnership with the City

Oops!

Your materials do not meet collection requirements. Prohibited materials (garbage and compostables) will impact recyclability.

We found the following prohibited item(s) in your recycling bin:

☐

Loose plastic bags (please bag your bags)

☐

Styrofoam™

☐

Liquids

☐

Yard waste

☐

Food waste

☐

Textiles / Clothing

☐

Latex gloves

☐

Electronics, small appliances

☐

Wax cardboard

☐

Paper towels

☐

Other: _____

Please remove the items identified above from your recycling bin to ensure consistent and on-time collection. Visit recology.com/store for drop off options for some of the items above.

Thank you for doing your part to keep materials **empty, clean and dry**, and recycling right in the Burien community!

Questions about what goes where?

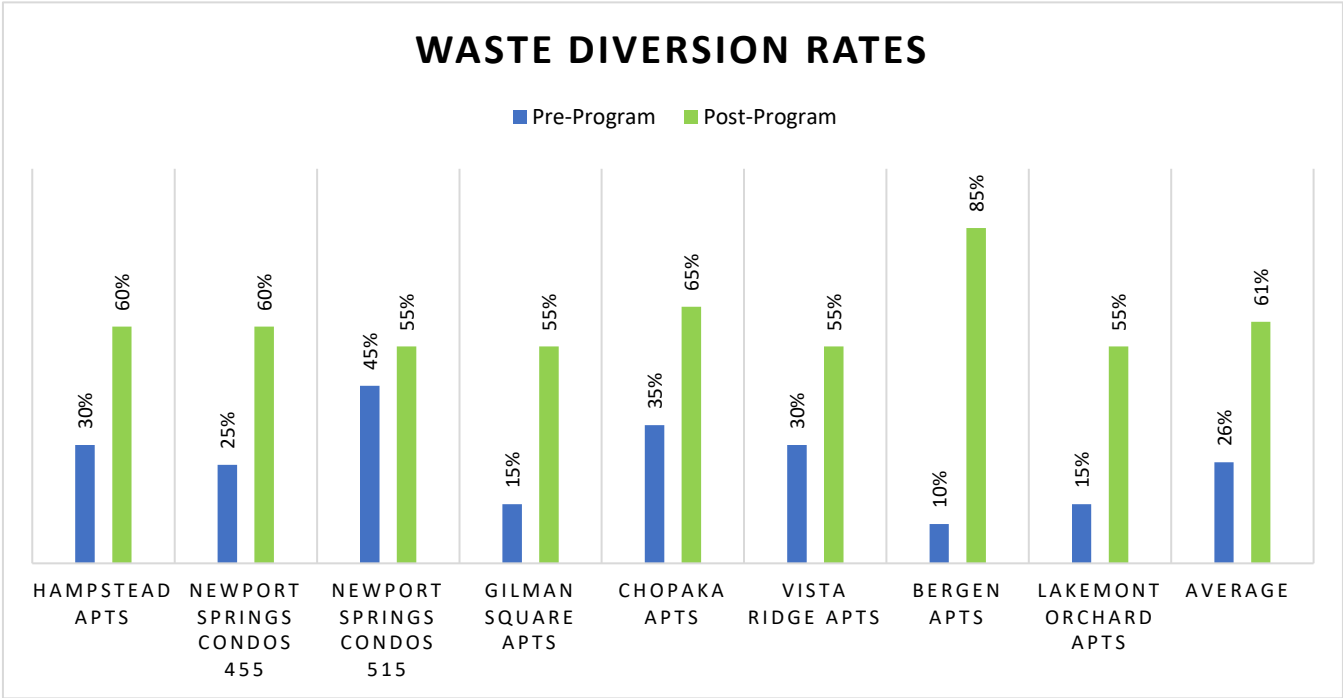
recology.com/burien
206.767.3322

Attachment C

Waste Wise Program:

Waste Wise is a behavior change program designed to educate residents at multi-family properties. This is a “high-touch” program entailing a baseline waste audit, door-to-door outreach, free educational resources and a post program audit. A recycling expert will conduct door-to-door outreach where residents will receive a reusable recycling tote, kitchen compost bin, and flyers to help residents know what items to place in which bin. Residents will also have the opportunity to interact directly with our recycling expert and utilize web based learning resources.

Waste Wise has been implemented in 14 properties throughout cities served by Recology. 100% of participating properties experienced decreased levels of contamination and increased waste diversion. On average, diversion increased by 36% at participating properties. Highlights from the program include Bergen Apartments in Issaquah, where waste diversion levels improved by 75%. At Bergen Apartments, Recology Staff were able to meet in-person with 58% of residents and door-to-door outreach was conducted in both English and Spanish. In addition, translated flyers were provided in the languages most commonly spoken on-site.



Golden Dumpster Award Program:

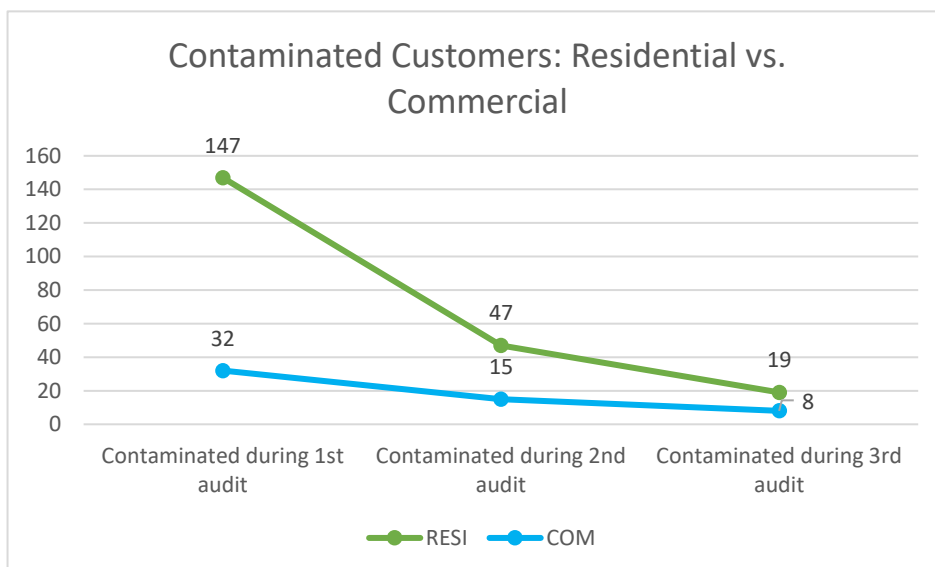
The Golden Dumpster Award program recognizes businesses that have made significant achievements in the areas of resource conservation and recycling best practices. In communities where this program has been established, businesses appreciate being recognized as sustainability leaders and share their experience with other businesses to encourage grassroots adoption of recycling and resource conservation BMPs.



Businesses learn from success stories and implement innovative programs to help with waste reduction, education and recycling right. One example, property management company CBRE, implemented Styrofoam recycling at a downtown Seattle property. This property now has successfully diverted thousands of gallons of Styrofoam from the landfill, regularly filling up several 4-yard containers each month. Another property management company utilizes newsletters to continue tenant education for their commercial building on recycling right.

Bothell Recycling Contamination Program Pilot

For this pilot program, Recology visually audited 951 residential and commercial containers. Each customer that was found with high levels of contamination (5% or more) were called by Recology Outreach staff and notified of the contaminated items found in the recycling bin. Recology staff provided outreach to customers with high levels of contamination three times, calling the customer each time if contamination persisted throughout the audit period. Contamination dramatically improved as a result of the outreach Recology conducted. During the first visual audit, 147 residential customer carts were found to exceed the contamination threshold. Out of those 147 residential customers only 19 remained contaminated on the third subsequent visit, a 78% reduction of contaminated customer carts. For commercial customers, a 75% reduction in contaminated



customers was seen due to the outreach via phone calls.

Kirkland's Organics Contamination Program

Although not serviced by Recology, the City of Kirkland implemented an organics contamination reduction program in December of 2017. A key component of this program was leaving detailed tags on customers carts that notified customers about the specific type of contamination found. Data from the first year of the program indicated that cart tagging as a behavior change tactic was effective: the repeat rate of placing a tag on a cart a 2nd time was only 13.4%, meaning out of 708 carts tagged due to excessive contamination, only 95 tags were left the second time the cart was audited. Over time fewer contamination tags were required as residential behavior was changed and instances of contamination decreased. It was found that refusal of service was an effective tactic that helped facilitate communication with unresponsive customers, allowing for education and ultimately behavior change.