

WASTE WISE



Helping Shoreline Recycle Right

In partnership with the City of Shoreline, Recology King County's Waste Wise Program helps apartment residents waste less and recycle right. Waste Wise provides FREE tools and resources to make recycling easy and convenient for residents, communicates the value of recycling to a diverse population with engaging content, and provides a cost-saving opportunity for property managers.

BENEFITS

- Free recycling totes for each unit
- Potential to reduce recycling contamination and avoid fees
- Minimal time commitment for property managers
- Properties may be recognized as a sustainability leader in the Shoreline community, and receive extra recycling totes and reusable coffee thermoses, if participation levels reach 40%



FREE RESOURCES & TOOLS FROM RECOLOGY

- In-person waste consultations
- Property-specific report identifying top recycling contaminants
- Free recycling signs and posters for common areas
- Virtual assistance to improve container placement, size and accompanying signage
- Four property-specific educational videos and a virtual pledge to recycle right
- Reusable recycling totes for each unit



TIMELINE & REQUIREMENTS

SETUP

- Recycling totes and educational posters will be provided to the property manager.
- Recology King County will conduct a visual waste assessment and share a report that identifies specific contamination issues.
- The property must complete in-person (maintaining the advised six feet of social distance) or virtual technical assistance. The property manager will allow access to the property's common areas, or provide photos of those areas, enabling Recology to provide recommendations.
- Signage must be placed in identified areas to encourage proper recycling.

IMPLEMENTATION

- Property managers will designate a location for tenants to pick up recycling totes and flyers.
- Each tenant will be provided with a flyer and a QR code to view four 30-35 second videos and sign an electronic pledge.

MEASURING SUCCESS

- One month after recycling totes are handed out, Recology will conduct a visual waste assessment and share a report detailing the results of the outreach program.



On the left, a photo prior to the program showing plastic contamination.

On the right, a photo showing no contamination after tenants received training.

