

1. Recycling Resources

Pat Kaufman, Consultant

Summary

This proposal would target the Seattle area festival season that begins in May of 2008. Vendors would be required to pay a waste & recycling deposit fee prior to the event. By measuring the number of beverage containers sold and the weight of beverage containers recovered, the program would be able to arrive at a beverage container recycling percentage rate. the proposal involves technical assistance, education, and promotion of UBC recycling. Recycling Resources would first work closely with the event producers for each festival and event to help them develop their plans for recycling, connect them with service providers for recycling collection, and provide technical assistance for the Vendor Deposit system. Recycling Resource will provide on site program promotion in the form of vendor education for the program and ongoing on site audits of the recycling collection program. There exists a strong possibility that Cleanscapes, an established event recycling service provider already providing services to the major festivals in the Seattle area would be available to partner on this effort. This proposal is a brainstormed idea that could evolve into many different projects and is open to further clarification.

Grant request:

Overall program development	\$5,000
Administrative support (\$500 x 10 events)	\$5,000
On site vendor education (\$1,000 x 10 events)	\$10,000
Quarterly and final reporting	\$5,000
Printing, postage, parking, and other expenses	<u>\$5,000</u>
Total	\$30,000

In-kind funding provided by event producers & vendors:

Event recycling infrastructure (bins & service for 10 events) est.	\$10,000
Vendor Deposits (\$100 x 20 vendors x 10 events – 50%) est.	<u>\$10,000</u>
Total	\$20,000

2. Cascadia Consulting Group, Live Nation, and Aramark

Summary

Katie

This proposal will be to assist the White River Amphitheatre, a Live Nation venue, in increasing their used beverage container (UBC) recycling during their July 2007 concert-when six of its eight scheduled concerts occur. The venue serves 10,000 – 12,000 people.

The Team proposes to test two different types of UBC recovery programs that combine incentives (in the form of free concert tickets) for volunteers and involvement from both volunteers and concert goers. The objective of this pilot project is to create a replicable program that concert venues throughout Washington State (and beyond) can use to successfully recover used beverage containers.

The results of this effort will include a comprehensive toolkit that provides facility managers with easy-to-use steps for setting up UBC recycling programs, a curriculum for training volunteers, and samples of the promotional materials, signage, and informational sheets distributed for the pilot.

Due to the tight timeline established by the grant submittal date and the concerts we wish to test our methodology on, commitment has been secured from all project partners instrumental to the success of the program. If awarded the opportunity, the UBC recycling pilot can immediately start at the July 1st concert as planned. For our UBC collection pilot, we propose to work closely with Aramark's group of volunteers as well as recruit others. Aramark and Live Nation will promote the volunteer recycling opportunity on the concert venue website. Ideally, the Muckleshoot Job Corps program will also assist in volunteer recruitment. In addition, King County Master Recycler Composter volunteers may be recruited for White River concerts. Through this UBC pilot we intend at the following outcomes: (1) we plan to achieve a 50% - 70% recovery rate of UBCs from both the pour and non-pour concert events; (2) we will establish recommended "predictors" such as the ideal number of recycling collection containers needed per person or volume of beverages served; and (3) the number of volunteers needed to staff pour versus non-pour events. Currently, the White River Amphitheatre has within its arena 100, 55-gallon garbage cans and 35 recycling collection containers. The recycling containers, however, are often too contaminated to count towards recycling and instead its contents are thrown into the garbage. In 2006, the Amphitheatre recycled none of its UBC waste.

Budget

Project Activity Responsible	In-Kind/Project Funded	Initiative Funding Needed
Provide 30 more recycling totes	\$1,200	
Pay for WM recycling service	\$92 per ton	
Ramp rental		\$1,000
Recruit Volunteers for 6 concerts on Live Nation website	\$750	
Provide coordination assistance for volunteer trainings	\$450	
Provide coordination assistance for volunteer trainings	\$600	
Coordination meetings		\$2,400
Develop volunteer trainings: outline what can and cannot be recycled, how to encourage guests to recycle, and how to fill out evaluation form		\$800
Purchase 120 volunteer T-shirts		\$1,200
Design, print, and laminate signage		\$3,000

Conduct 6 Trainings, one before each of the 6 concerts	\$6,200
Incentives for the volunteers include all access passes Live Nation	\$4,200
Create evaluation form for volunteers to complete	\$800
Volunteers educate concert guests about in which container to put their beverage containers	Volunteers \$16,200
Evaluate whether the use of volunteers increased recycling at venue including gathering visual waste characterization	\$5,000
Data entry of evaluation forms	\$600
Write up evaluation report	\$1,500
Develop toolkit	\$1,500
Developing a presentation and sharing findings at September board meeting	\$1,000
Total:	\$23,400
	\$25,000

3. Spokane Regional Solid Waste System (System)

Ann Murphy

To test the increased collection of recyclables by using an incentive as compared to not using an incentive at events in Spokane County. The incentive for event organizers in Spokane is to have easy-to-use collection containers and a collection system to model.

The System operates three Recycling Centers at two Transfer Stations and the Waste to Energy facility. The System does not have an operations arm to implement public event recycling.

New legislation in Washington State requires that vendors who sell beverages in bottles and cans at official gatherings will be responsible for providing recycling of single use beverage containers. Event organizers can help coordinate. The bill is silent on who will implement and pay for these programs, and there is no enforcement mechanism. The System desires to be ready to provide assistance for events, and will develop partnerships with beverage vendors.

Pilot: The System is sponsoring a pilot program for usage of the Clear Stream containers at the 2007 Hoopfest -- large three-on-three basketball tournament that takes over the streets of downtown Spokane during the last weekend of June. An amazing amount of sport drink and water is consumed -- all resulting in UBCs. Hoopfest has in the past provided some opportunities for recycling, but with poor results -- mostly due to insufficient number and poorly identifiable containers. System staff has worked with Hoopfest staff to increase the recycling effort for the 2007 event:

- A recycling logo for the event was created -- "Hoopfest Recycles. It's a slam dunk!"
- Pilot area to test usage of Clear Stream containers at each of 25+ individual courts. Containers with clear signage will be placed next to each garbage container. The volunteer garbage crews will monitor the recycling bags at the same time they monitor the garbage receptacles. Full bags of UBCs will be moved to a central collection area.
- Individual turn-in of containers. Event participants will receive information in their team bags regarding the turn-in program. The flyer will encourage them to recycle. Four recycling centers have been identified by Hoopfest and will be clearly marked on the large Hoopfest map and the team flyer. These sites will require volunteers for quality control of what is being turned in. CH2MHill sponsored the printing of the flyers.
- Signage encouraging recycling and site locations will be placed at each of the vendors selling beverages.
- There are no direct incentives (ie coupons, etc) at this event. It is hoped that the incentive will be more visible containers and will serve as a baseline for 2008.

2. Budget:

Project Activity/Item	Initiative Funding
60 additional Clear Stream Containers plus supply of bags	3,000
Cargo trailer with interior rack system to transport containers to event site	10,000
Carts for distributing containers around event site & to move full bags	1,000

to central site	
Part time employee to promote program to events, provide transport of containers to site, provide assistance and guidance for setting up event recycling program. Based on \$10 for 1 year	15,000
Incentives – prizes for drawing, coupons	5,000
Total	34,000

System would provide

- Supervision of part time employee
- Print material for educational and program operation purposes
- Advertising

Project Work Plan

- June, 2007 – Purchase additional containers, hire staff, and purchase trailer/carts
- July - October, 2007 – Provide containers and planning/modeling assistance to 4 events in Spokane County.
- November, 2007 – Compile/analyze data
- February, 2008 – Establish additional partnerships and events for 2008. Determine events to test incentives for individuals.
- April – August, 2008 – Provide containers and assistance to events in Spokane County
- September, 2008 – Final report

4. Northtown Mall –Spokane

Leslie Warnick

We are a 1,046,000 square foot shopping center with over 175 retail stores, restaurants and one 12 screen movie theater. We have over 12 million customers visit NorthTown Mall each year. NorthTown Mall is the largest shopping center along the I-90 corridor between Seattle and Minneapolis.

We currently have 33 Pepsi vending machines throughout the mall. We sell an average of 150,000 beverages a year through these vending machines. There is no program in place to capture these used beverage containers. The only recycling that is currently being done at NorthTown Mall is cardboard.

As part of the program, we will place recycling receptacles near each garbage can in the common area of the mall. We will also utilize a corridor on the second level near the food court for the incentive testing portion of the program. The corridor is over 800 square feet (see picture below). In this corridor, we will place two Reverse Vending Machines, one for recycling plastic bottles and one for recycling aluminum cans. We will also place a couple of Pepsi vending machines and tables with chairs for people to sit and read or relax. We will use this space to place informational brochures, provided by Spokane Regional Solid Waste System and Spokane Recycling, to educate consumers on the importance of recycling.

On the blank wall in the corridor (the wall is 62' long and 14' wide), we will paint a mural that shows the progression of what happens when a Pepsi bottle is recycled. It will start with a customer purchasing a Pepsi from a vending machine and then after drinking the Pepsi, the customer will use one of the Reverse Vending Machines to recycle the plastic bottle. Then we will show the bottle being picked up by the recycler and the sequence of steps it will go through until it becomes a new product. To come up with the wall design, we could have a design contest and award the winner a mall gift card.

1. We would be able to test different types of incentives against each other in the same setting to evaluate which incentives are the most motivating and which incentives are the most cost effective. We could do this by providing two Reverse Vending Systems and periodically changing the incentive in the system. Some of the incentive items could be merchant coupons, free merchandise, money, free Pepsi products or an enter to win contest with the prize being a mall gift card or an item of high perceived value such as an Ipod.

We will be able to test the amount of containers that are recycled using the receptacles near the garbage cans versus the amount of containers that are recycled using the Reverse Vending Machines.

We will utilize bursts on the 33 Pepsi vending machines we have located throughout the mall to alert customers about the Reverse Vending Machines and where they are located. We will also provide this information in our monthly email blast that is sent to over 30,000 people in Spokane as well as on our website.

Our long term goal is to reduce waste by 20% by recycling as many of the products listed above as possible. The collection of beverage containers consumed by shoppers with the additional opportunity for store tenants to recycle beverage containers will contribute to that goal.

Project Work Plan - Timeline

- 2007 July (or as soon as grant awarded) – order Recycling Receptacles and Reverse Vending Systems
August – put containers in place and advertise usage
September – conduct contest for mural design and create the education area.
August to December – monitor results
- 2008 January to August – monitor results
September – prepare final report

Budget:

65 Recycling Receptacles (\$963 each – price includes shipping, handling and tax) = \$62,595
--- Will purchase from Forms+Surfaces – model # SLUNI-36RBD - these receptacles must coordinate with existing mall “décor”
Reverse Vending System – Cans = \$10,000
Reverse Vending System - Plastic = \$11,500
Painting Mural on Wall - \$5,000
Incentive Money - \$10,000
Total - \$99,095

We plan on working with our local Pepsi Bottler for securing free product and give-aways for the incentive portion of our program as well as with the Education Coordinator for Spokane Regional Solid Waste System.

5- City of Bellingham

Lisa Friend

The City of Bellingham enjoys one of the longest-running curbside recycling programs in Washington State. Despite the program's successful history, recycling weight percentages for the source-separated three-bin program have hovered at 31% for the past several years.

To boost Bellingham's program by six percent or more, the Project Team will use a Social Marketing approach to test three incentives against each other and against a control group. After determining which incentive(s) most effectively boosts Bellingham curbside recycling weights, the Project Team will share program experience with the beverage incentive program stakeholders and, as appropriate, other curbside recycling programs in Washington State.

The Project Team will be led by RE Sources, an award-winning non-profit recycling education organization based in Bellingham. Partners include Sanitary Service Co., the largest recycling collector in Whatcom County, and Applied Research Northwest, a well-known social research organization.

A variety of potential incentives will be evaluated by the Social Networking Groups, including incentives that are:

- **Moral**, which motivate a person to behave in a particular way when she / he has been taught to believe that it is the "right" or "proper" or "admirable" thing to do,
- **Normative**, which motivate a person to behave in a particular way because everyone else is doing so,
- **Remunerative**, which motivate a person to behave in a particular way if it has been made known to him / her that doing so will result in savings or some other form of material reward she/ she would not otherwise receive.

Budget Estimate

Project Activity	Responsible Partner	In-Kind or Project Funded	Initiative Funding Needed
Determine Neighborhoods / Baseline studies	SSC	\$3,333	\$250
General route design and driver coordination	SSC		\$1,200
Truck time (10 min / day x 3 trucks x 100 days)	SSC	\$3,334	
Review existing research	ARN		\$640
Social Networking Group meetings	ARN / RE Sources		\$2,725
Informational materials			
Development / Production / Distribution	RE Sources		\$14,480
Launch Campaigns	RE Sources		\$3,050
Secure / develop incentives (900 residences)	RE Sources		\$3,730
2007 Meeting (travel time included)	ARN / RE Sources		\$1,850
Monitor program success	RE Sources		\$4,920
Distribute Incentives	RE Sources		\$3,805
Refine program, as necessary	ARN / RE Sources		\$1,970
Measure change (mid-project / end of project)	ARN / SSC	\$3,333	\$2,370
Design, implement and analyze survey of est. 200 residents per neighborhood	ARN		\$20,500
Create and share report on program successes	RE Sources / SSC		\$4,235
2008 Meeting (travel time included)	ARN / RE Sources		\$1,850
TOTAL		\$10,000	\$67,575

6. TOMRA

Peter Arquette

TOMRA North America (TOMRA) is proposing to test two incentive-based recycling programs in the state of Washington.

Project (A) - ARC

The Tomra Automated Recycling Center (ARC) accepts a wide range of rigid packaging, plastic grocery bags, and fiber. It has a dynamic user interface that offers the ability to test a variety of incentive programs. For the purpose of this pilot the machine will be configured to accept containers made from aluminum, glass, PET, HDPE, PP, fiber, and plastic grocery bags. The machine sorts and compacts as containers are accepted producing high value material fractions. Tomra is proposing to pilot this concept using one ARC.

Project (B) – ARK

The Tomra Automated Recycling Kiosk is a beverage container based system. The Kiosk is comprised of separate reverse vending machines. The Kiosk will be configured to accept aluminum, PET, and glass. This center will be smaller in size and has a lower technology cost. Tomra is proposing to pilot this concept using two ARKs.

Both projects will utilize various types of incentive programs. Options under consideration include sweepstakes giveaways, coupons, and entry tickets to grand prize drawings. Private sector partners will be enlisted to help design the marketing and incentive programs as well as contribute to the incentive program.

A recycling hauler will be contracted to collect and transport the collected material to market. Tomra will market all collected materials. Material revenue will be used to help fund both projects.

The project will last for a minimum of eight months and can begin in January of 2008.

We anticipate using flyers, pamphlets and print advertising to get the word out about the project.

Project Budget - ARC

Project Activity	Responsible Partner	In Kind/ Funded	Initiative Funded	Purpose of Funding
Project Supervision	Tomra	In-Kind \$60,000	\$0	
Site Preparation Power\Concrete Pad	Tomra	\$0	\$50,000	Material & Constructions
Delivery and Installation	Tomra	\$0	\$20,000	Freight & Labor
Provide Machine	Tomra	\$20,000		
Site Operation\ Maintenance	Tomra	\$0	\$20,000	Relocate Tech Or 3 rd Party
Identify Private Sector Partners	Tomra	In-Kind	\$0	
Locate Sites	Tomra\Partners	In-Kind	\$0	

Develop Marketing Plan	Tomra\Partners	In-Kind \$5,000	\$0	
Publicity Materials	Tomra\Partners	\$0	\$10,000	Design, Printing Placement
Return Incentives	Private sector Partners	In-Kind \$12,000	\$0	
Data Collection\Reporting	All Partners	In-Kind	\$0	

Total 97,000 100,000

Project Budget – Recycling Kiosk

Project Activity	Responsible Partner	In Kind/ Funded	Initiative Funded	Purpose of Funding
Project Supervision	Tomra	In-Kind \$60,000	\$0	
Site Preparation Bring Power to Sites	Tomra	\$0	\$30,000	Material & Constructions
Delivery and Installation	Tomra	\$0	\$10,000	Freight & Labor
Provide Machine	Tomra	\$20,000	\$0	
Site Operation\ Maintenance	Tomra	\$0	\$50,000	Relocate Tech Or 3 rd Party
Identify Private Sector Partners	Tomra	In-Kind	\$0	
Locate Sites	Tomra\Partners	In-Kind	\$0	
Develop Marketing Plan	Tomra\Partners	In-Kind \$5,000	\$0	
Publicity Materials	Tomra\Partners	\$0	\$10,000	Design, Printing Placement
Return Incentives	Private sector Partners	In-Kind \$20,000	\$0	
Data Collection\Reporting	All Partners	In-Kind	\$0	

*All budget numbers are based on synergies of running both pilots simultaneously.

Total 100,000