Keeping Diversion High & Contamination Low & Stakeholders Happy in Seattle

Solid Waste Community Advisory Meeting
May 3, 2017
Presentation Outline

- Seattle’s commercial diversion rates, policies, and partners
- SPU’s Green Business Program
- Program strategies
- Discussion: Selecting strategies to meet objectives:
  - Increasing the commercial recycling rate
  - Increasing compliance with various solid waste policies
  - Increasing service equity
Seattle’s Story…

*Seattle Commercial Sector Waste Stream Composition Trends: 1988 - 2012*

- **Organics:** 38.3%
- **Recycling**
- **Other Materials**

2012 Waste Stream Composition
...and the Path Ahead

### Commercial Diversion Policy

- **Private Yard Waste**
- **Private Food Waste**
- **Contract F&Y Waste**
- **Cardboard & Paper Ban**
- **Curbside Organics**
- **Styrofoam Ban**
- **Recyclable/Compostable Packaging Bag Ban**
- **Container Ban**
- **Food Waste Ban**

### Overall Citywide Diversion

- **1989**
- **1989**
- **2005**
- **2005**
- **2009**
- **2009**
- **2010**
- **2012**
- **2014**
- **2015**

### Residential Diversion Policy

- **1989**
- **1989**
- **2005**
- **2005**
- **2009**
- **2009**
- **2010**
- **2011/2012**
- **2015**

- **Curbside Mixed Recycling**
- **Yard Waste Banned from Disposal**
- **Cardboard, Paper, Cans, Bottles Banned from Garbage**
- **Vegetable Food Waste Added**
- **Organics (EOW) Subscription Required**
- **Multifamily Organics Subscription Required**
- **Food Waste Ban**
Business Recycling & Composting Requirements

The City of Seattle prohibits businesses from putting recyclables and compostables in the garbage.

**NOT ALLOWED IN GARBAGE**

- Paper
- Cardboard
- Food
- Cups
- Cans
- Jars
- Bottles
- Yard Waste

Recycle

Commercial Recycling Requirements Effective July 2014

Compost

Commercial Composting Requirements Effective January 2015

SMC 21.36.082

The presence of significant amounts of recyclables and/or compostables in commercial garbage is illegal ($50 fine).

Take steps to reduce waste and improve your recycling and compost programs.

For more information and to request free resources to improve your recycling and compost programs, contact the Seattle Public Utilities Green Business Program.

GreenBusiness@Seattle.Gov | 206-343-8505 | www.seattle.gov/util/greenyourbusiness/reducwaste

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Recycling & Composting Tips

- **Prevent Garbage**: Avoid using disposable items. Instead use reusable, recyclable and compostable items.
- **Compost & Recycle**: These two services are 30-50% cheaper than garbage service.

“...I throw out the same amount of material. I just put it in different bins and save money. @SeattleGreenBiz”

More garbage and less composting & recycling means higher disposal costs

Less garbage and more composting & recycling means smaller disposal costs

Recycling Tips

Workplace Recycling

- Clearly label collection bins. Use signs that show where items specific to your workplace go.
- Place all three collections bins (recycle, compost, and garbage) together in a central location.
- Place bins in the kitchen where they will be used, such as near prep stations and dishwashing stations.
- Use durable items to serve food.
- Ask suppliers about recyclable or compostable products and products that have less packaging.
- Contact your collection service provider to learn which items can be recycled or composted.
- Teach staff how to sort the specific items used in your kitchen.

Collection Service

- Reduce your garbage service if your container is not full. Don’t pay for empty space.
- Lift dumpsters or carts in high traffic areas to prevent illegal use of your containers.
- Recycling more can save you money. Contact a service provider to order service.
- Contact the service providers below for collection service.

Collection Service Providers

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republic</td>
<td>205-332-7777, <a href="mailto:info@seattlePuRec.com">info@seattlePuRec.com</a>, seattlePuRec.com</td>
</tr>
<tr>
<td>Trashmates</td>
<td>877-994-4060, <a href="mailto:info@trashmates.com">info@trashmates.com</a>, trashmates.com</td>
</tr>
<tr>
<td>Cedar Grove</td>
<td>206-467-7510, <a href="mailto:info@cedargrove.com">info@cedargrove.com</a>, cedar.grove.com</td>
</tr>
<tr>
<td>Seattle Enviro.</td>
<td>206-343-8505, <a href="mailto:info@seattleEnviro.com">info@seattleEnviro.com</a>, seattleEnviro.com</td>
</tr>
</tbody>
</table>

GreenBusiness@Seattle.Gov | 206-343-8505 | www.seattle.gov/util/greenyourbusiness
NOT ALLOWED IN GARBAGE

Paper
Cardboard
Food
Cups
Cans
Paper
Jars
Bottles
Yard Waste

Recycle
Compost

Items in Your Garbage Violate Recycling, Food and Yard Waste Requirements!
Food Service Requirements

RECYCLING: Seattle businesses are not allowed to put recyclable items in the garbage.

COMPOSTING: Seattle businesses are not allowed to put compostable items in the garbage.

PACKAGING: Seattle food service businesses must use compostable or recyclable food and beverage packaging.

Recyclables Not Allowed in Garbage: Seattle Municipal Code (21.36.082) requires all businesses to separate paper, cardboard, glass bottles and jars, plastic and paper cups, plastic bottles and jars, aluminum and steel cans, and yard waste from the garbage. These items are not allowed in the garbage (Effective July 1, 2014).

Food Not Allowed in Garbage: Seattle Municipal Code (21.36.082) requires all businesses to separate all food and food-contacted inorganic containers, such as paper racks, paper towels and pizza boxes, from the garbage. These items are not allowed in the garbage (Effective January 1, 2015).

Food Packaging Ordinance: Seattle Municipal Code (21.36.082) requires all businesses that sell or provide food in single use containers to use reusable or compostable items for dine-in service. Plastic or plastic-coated paper products may be used for dine-in service only if they are clean enough to be collected for recycling.

1. Take-out: Packaging may be recyclable or compostable for take-out service (Effective July 1, 2010).
2. Banned: Businesses are prohibited from using plastic foam (Styrofoam®) packaging (Effective January 1, 2009).

Keeping recyclable and compostable material out of the landfill reduces waste and pollution. By switching to recyclable or compostable packaging, businesses can reduce their garbage costs and save money. Using only compostable services gives businesses the advantage of an easy, one-step disposal process into a compostables collection bin.

Contact the Seattle Public Utilities Green Business Program for free assistance and resources for complying with these ordinances.
Bag Requirements

What the City of Seattle Law Requires:

Plastic carryout shopping bags
- BANNED
- Minimum charge of $0.05 (minimum charge applies)

Large paper bags
- FREE (optional)

Smaller paper bags
- Not applicable

Greens and Brown plastic bags (such as produce)
- BANNED

Clear plastic produce bulk food bags
- BANNED

Seattle Stores:
- May not provide customers with single-use plastic or compostable carryout (shopping) bags, or bags labeled "biodegradable," "degradable," "compostable" or similar.
- May not provide customers with plastic bags (such as produce bags) that are tinted green or brown.
- Stores can provide approved compostable bags, and they must be colored green or brown.
- May provide customers with any size recyclable paper or reusable carryout bags. Stores must charge a minimum paper bag fee of $0.05 for each paper bag (paper bags 68 cubic inches or larger).
- Paper bag charges must be shown on customer receipts. Sales tax applies. Stores keep the paper bag fee.
- The large paper bags for which customers are charged must contain at least 40 percent post-consumer recycled fiber, and the minimum recycled fiber content must be printed on the outside of the bag.
- Recycled fiber content and labeling is encouraged for all paper bag sizes.
- Stores may provide smaller paper bags free or charge customers for them.
- Plastic bags 2.25 mil or thicker are considered reusable bags. Stores may provide them free or charge the customer for them.

*Requirement is effective July 1, 2017

Exemptions from the Ban:
- Customers using state or federal food assistance program vouchers or benefits cards are exempt from the 5-cent large paper bag fee.
- Plastic bags used in stores for bulk items or to protect vegetables, meat, frozen foods, flowers and similar items are exempt. Plastic bags cannot be green or brown tinted. Approved compostable bags are permitted for these purposes.
- Plastic or approved compostable bags used for take-out orders of prepared food from restaurants are allowed.
- Plastic dry-cleaning, newspaper and door hanger bags are allowed but cannot be tinted green or brown.

Encouraged:
- Choose Reusable Bags
  - Single-use bags are wasteful. They also clog storm drains, litter our streets, polluting our waterways, contaminating compost, and creating more trash.

*Requirement is effective July 1, 2017

For more information: www.seattle.gov/plasticbagban
206-684-3000

For interpretation services please call 206-684-1000.

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SPU Commercial Education, Engagement, & Enforcement

**Education**
- Direct Mail
- Advertising
- Tabling at Events
- BIA Partnerships

**Engagement**
- Green Business Program
- SPU Staff Visits (Pat, Veronica, Sheryl)
- Other Contractors (Events, Ethnic Business Outreach)

**Enforcement**
- Solid Waste Inspection Team
- Food Service Business Inspections
Our Green Business Program
Background

Targeted for specific programs and policies

15,000+ businesses served since 2006

20 year history

Focused on outcomes—resources conserved, service equity

Outreach, engagement, and technical assistance

Integrated service delivery across City departments

$400,000-$500,000 annual program budget

$100,000-$125,000 for SW
Objectives

Engage businesses
Provide information and technical assistance to conserve resources and prevent pollution

Build awareness
of environment and business benefits of conservation and City services, programs, and requirements

Deliver service equity
Expand reach to businesses of all sizes and sectors, including small, ethnically-owned businesses
Water

Conserve water through technical assistance, installation of new equipment, seminars, research, and water metering
Stormwater

Prevent stormwater pollution through the Spill Kit Incentive Program and training onsite BMPs
Wastewater

Prevent wastewater and FOG pollution through promoting BMPs; reduce blockages and risk to wastewater system
Energy

Conserve energy through onsite technical assistance and referrals to contractors and rebate programs
Solid Waste
Increase waste prevention, recycling, composting, and compliance with ordinances; achieve 70% diversion by 2022
Solid Waste Objectives

Increase recycling rate
Provide information and technical assistance to divert more material from the landfill

Increase compliance
With various solid waste policies

Increase service equity
Expand reach to businesses of all sizes and sectors, including small, ethnically-owned businesses
Green Business Program Tasks

- Assist businesses via phone or email
- Assist businesses onsite
- Market the service and LOBs
- Plan, manage, and report
Successful strategies
Education and Marketing Strategies
Maximize our partnerships

• Prime: Cascadia Consulting Group (WBE)

• WMBEs
  • Alma Villegas Consulting (MBE)
  • Bridge Latino (form. Esparza+) (MBE)
  • Dynamic Language (MBE)
  • Eco-Logica (MBE)
  • John Easley (MBE)
  • O’Brien & Company (WBE)
  • Senait Tilahum (MBE)
  • Social Marketing Services (WBE)
  • Zebra Print and Copy (MBE)

• Non-profits
  • ECOSS
  • Seattle 2030 District
  • Seattle Good Business Network

• Other partners
  • Colehour + Cohen
  • Roger Van Gelder
Attend lots of **events**!

Reached 4,000 attendees at events across the City:

- Seattle Foodservice Business Resource Fair
- Fremont Chamber of Commerce Sustainability
- Northwest Foodservice Show
- Go Green Conference
- Fremont Neighborhood Expo
- Schnitzer West Earth Day Event
- Women's Business Center Panel
- America Recycles Day
- Seattle Chamber Tradeshow
- Food Services of America Show
Use ethnic and social media to expand our reach
Host ongoing stakeholder meetings
Build industry awareness and momentum
Translate and transcreate engagement tools

Keep container screens clean

- Clean container screen regularly.
  Use a scraper to clean off solids from your alley grease storage container and put them in the trash.

- Filter and remove solids.
  Filter used cooking oil to remove solids before carrying it out and dumping it in your grease container.

- Keep the lid closed.
  Make sure to keep the alley grease container lid closed to prevent rainwater collection or garbage contamination.

Don’t quá đầy thùng

Dầu Trần có thể gây tấn thất cho cơ sở kinh doanh của quý vị và gây ra các hậu hại.

Các thông điệp của chương trình sẽ được cho thấy tại các cơ sở kinh doanh khác trong ngày. Sự đồng cảm kỹ thuật sẽ điều chỉnh một kế hoạch để giải quyết những vấn đề về những mùa và hậu hài cho đường rơi.

Giữ tấm lợp của quý vị luôn sạch sẽ.

Sử dụng dao nạo làm sạch các chất rắn trong thùng chứa dầu mỡ trong ngày và bì chúng vào thùng rác.

Lọc và loại bỏ các chất rắn.

Lọc dầu và dầu qua đường để loại bỏ các chất rắn trên dầu về.

Thùng dầu của quý vị có quá đầy không?

Hãy gọi cho nhà cung cấp của quý vị.

保持网格盖板清洁。

用刮刀将油箱盖上的油污刮掉，把刮下来的废料扔到垃圾箱里。

过滤并清除掉杂质。

将炒菜后的废油过滤，在把油带出去倒入油箱之

不要把油箱装得太满

油脂溢出，不仅损失金钱，也会造成损害。

油箱是我们与街坊的其他商家公用之物，请正确处理使用油箱，防止废水污染和小巷受损。

only箱太满吗？

给您的提供商打电话。
Use CBSM

1. **CLARIFY** the desired outcome
2. **TARGET** desired behaviors and relevant audiences
3. **IDENTIFY** barriers and benefits to target behavior
4. **DEVELOP** a behavior change program with validated strategies
5. **DEFINE** how you will measure and evaluate program impact
6. **LAUNCH** the behavior change program and evaluate effectiveness of strategies
7. **EVALUATE & REFINE**
Coordinate messaging across sectors: single-family, multifamily, and commercial
Recognize businesses to keep them engaged and excited to do more
Expand recognition beyond Seattle!
EnviroStars Member Counties

King
Snohomish
Jefferson
Kitsap
Pierce
Skagit
Spokane
Whatcom
Direct Engagement Strategies
Recruit and train connected community members.
Highlight the business case for green action and focus on their needs.
Recycling = Economical

- Reduce Waste
- Right-size Service Levels
- Increase Diversion Rate
Use technology **to target businesses and streamline data collection and reporting**
Be responsive and proactive

**Responsive engagement**
Referrals from SPU inspectors, mailers, hotline calls

**Proactive engagement**
Targeted for diversion potential, compliance, and equity

Assist businesses onsite

Follow up: service, bins, education

70% recycling by 2022
Target small businesses in neighborhoods we haven’t reached
Use GIS mapping & tablet data entry
Help businesses **right-size** their services

- Observe and discuss; **what** material could be diverted to recycling and compost?
- Select container **sizes** that support diversion, lower costs, and are realistic

**What can YOU save this year?**

<table>
<thead>
<tr>
<th>Container</th>
<th>Diversion</th>
<th>ANNUALLY</th>
<th>ANNUALLY</th>
<th>ANNUALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td>96 gal. garbage bin</td>
<td>64 gal. garbage bin + 32 gal. composting bin + 32 gal. recycling bin</td>
<td>=</td>
<td>=</td>
<td>=</td>
</tr>
<tr>
<td>2 yard garbage bin</td>
<td>1 yard garbage bin + 96 gal. composting bin + 96 gal. recycling bin</td>
<td>=</td>
<td>=</td>
<td>=</td>
</tr>
<tr>
<td>4 yard garbage bin</td>
<td>2 yard garbage bin + 96 gal. composting bin + 96 gal. recycling bin</td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>
Help with on-site bin placement and custom graphics
...more customized examples
Provide free resources and materials
Offer in-language training for staff and customers.
Record and report engagement
<table>
<thead>
<tr>
<th>Service</th>
<th>Recycling Service</th>
<th>Compost Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account</td>
<td>Recycling Account</td>
<td>Compost Account</td>
</tr>
<tr>
<td>-Who pays the recycling bill?</td>
<td>-None--</td>
<td>-None--</td>
</tr>
<tr>
<td>-Date Added/Expanded Recycling Service</td>
<td>-5/2/2017</td>
<td>-5/2/2017</td>
</tr>
<tr>
<td>-Recycling Service Recommendation</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td></td>
<td>-Start service (REQUIRED)</td>
<td>-Start service (REQUIRED)</td>
</tr>
<tr>
<td></td>
<td>-Change service</td>
<td>-Change service</td>
</tr>
<tr>
<td></td>
<td>-No changes needed</td>
<td>-No changes needed</td>
</tr>
<tr>
<td>-RECOMMENDED # of Containers</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-RECOMMENDED Bin Size (Yards)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-RECOMMENDED Pickup Frequency per Week</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-RECOMMENDED Rate/Month</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-FINAL # of Containers</td>
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<td>-</td>
</tr>
<tr>
<td>-FINAL Bin Size (Yards)</td>
<td>-</td>
<td>-</td>
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<tr>
<td>-FINAL Pickup Frequency per Week</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-FINAL Rate/Month</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-FINAL Service Provider</td>
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<td>--None--</td>
</tr>
<tr>
<td>-OBSEERVED # of Containers</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>-OBSEERVED Bin Size (Yards)</td>
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<tr>
<td>-OBSEERVED Rate/Month</td>
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<td>-</td>
</tr>
<tr>
<td>-OBSEERVED Service Provider</td>
<td>--None--</td>
<td>--None--</td>
</tr>
</tbody>
</table>
Prioritizing strategies

- Target large generators
- Help businesses right-size services
- Calculate cost savings and business case
- Help with onsite bin placement
- Provide free bin signage

- Target new foodservice businesses
- Host ongoing stakeholder meetings
- Attend lots of events!
- Coordinate messaging across all sectors

- Target neighborhoods for door-to-door small biz outreach
- Maximize our partnerships
- Recruit and train connected community members
- Use ethnic and social media
- Translate and transcreate engagement tools
- Recognize businesses
- Offer onsite, in-language staff training
Questions?
Prioritizing strategies

Increase recycling rate
Provide information and technical assistance to divert more material from the landfill

Increase compliance
With various solid waste policies

Increase service equity
Expand reach to businesses of all sizes and sectors, including small, ethnically-owned businesses