

Keeping

Diversion High

Contamination Low

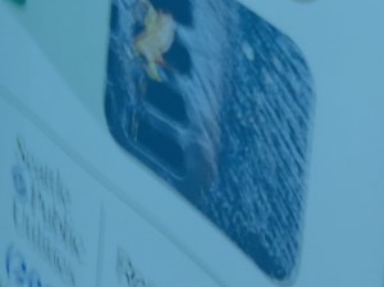
&

Stakeholders Happy

in Seattle

Solid Waste Community Advisory Meeting
May 3, 2017

Green Your
Business



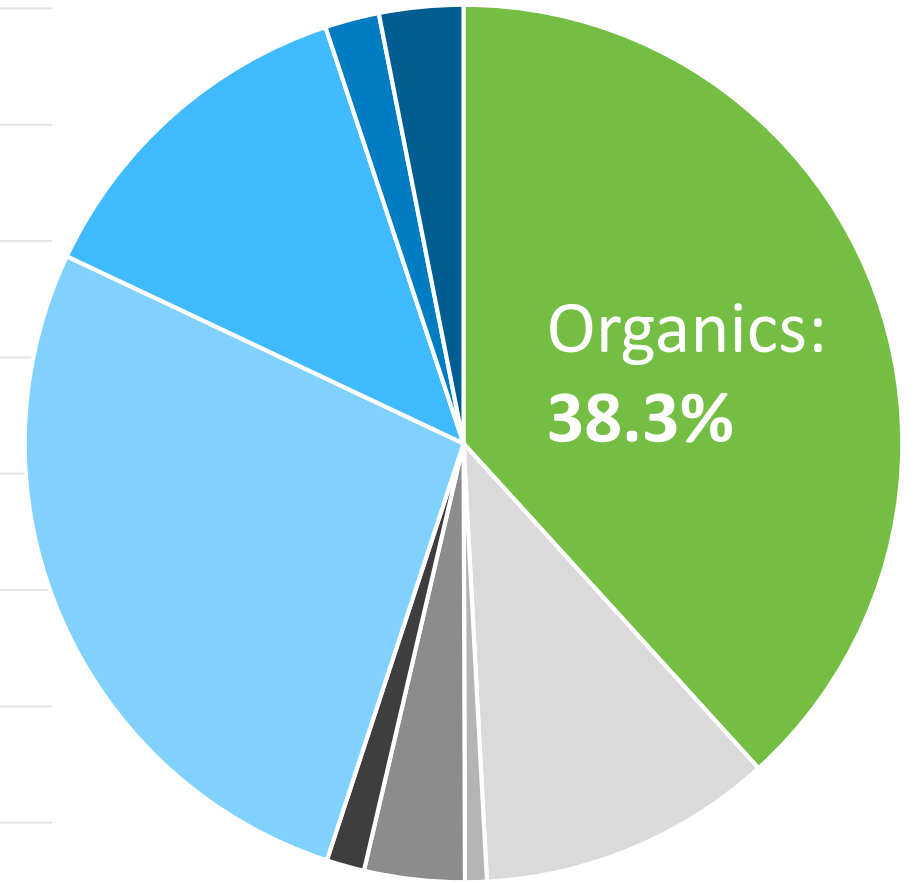
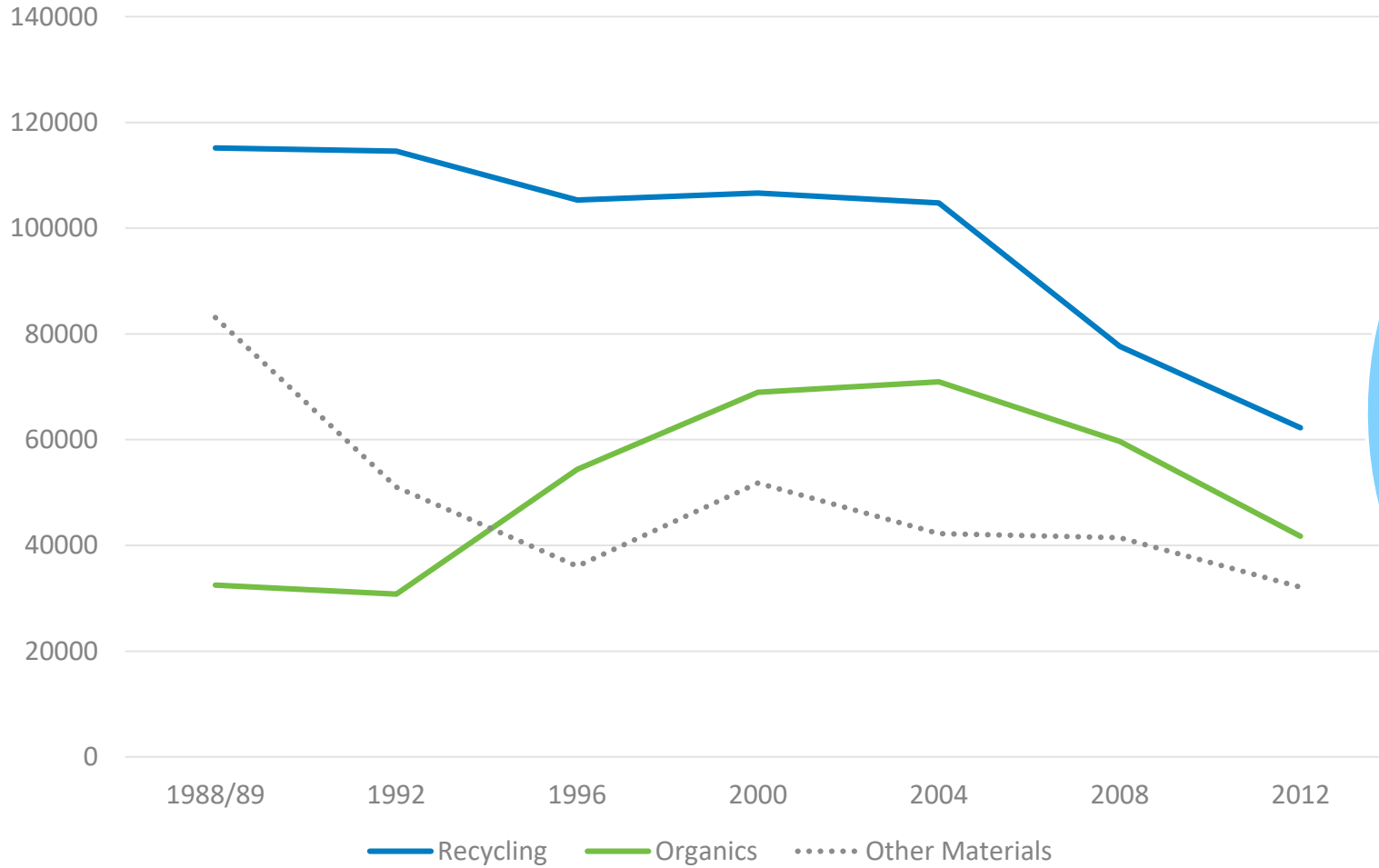
Seattle
Public
Utilities
(206) 322-8505
Resource
Center

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

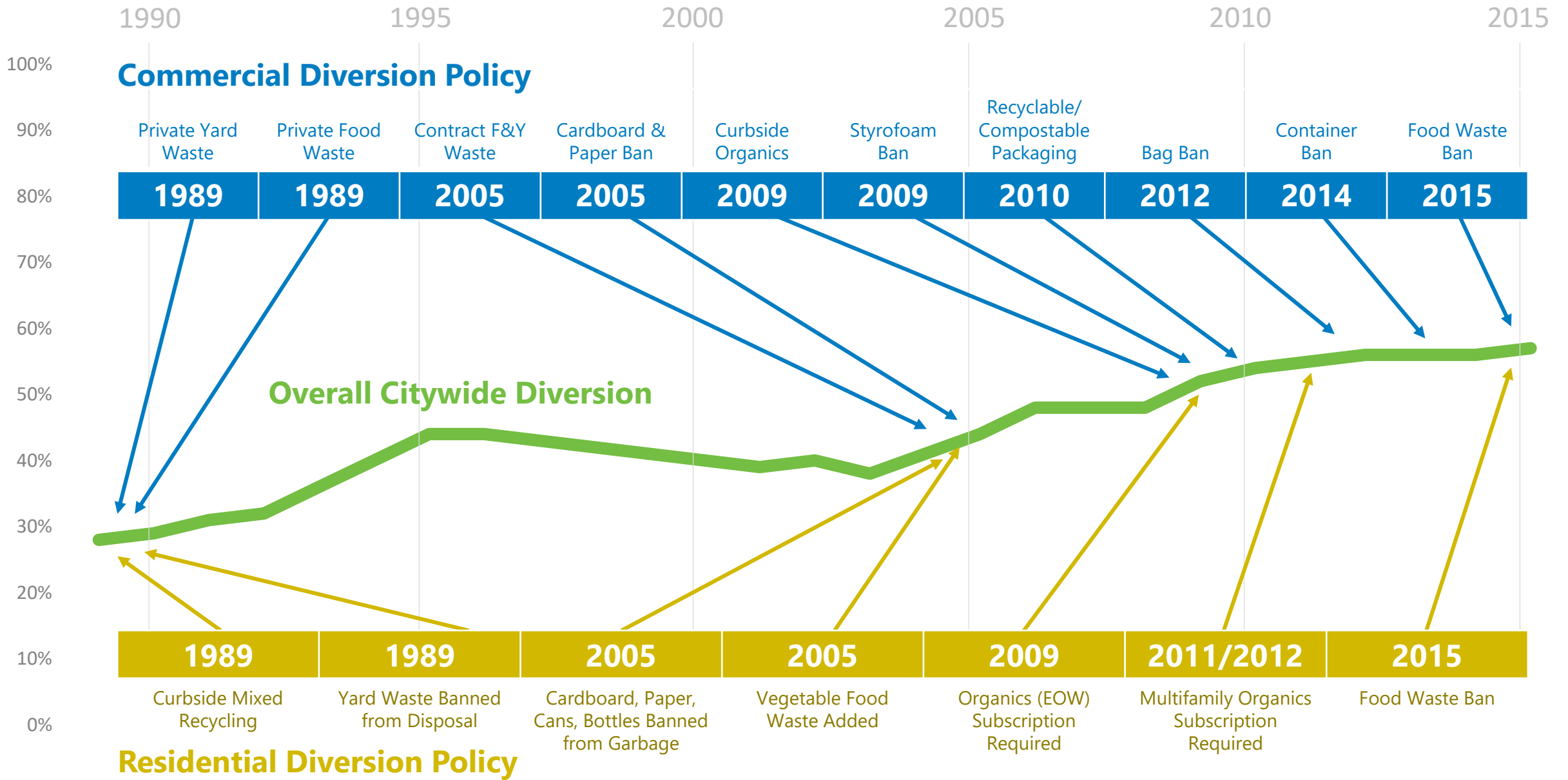
Seattle's Story...

Seattle Commercial Sector Waste Stream Composition Trends: 1988 - 2012



*Seattle Commercial Sector
2012 Waste Stream Composition*

...and the Path Ahead



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



Paper



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/reducewaste



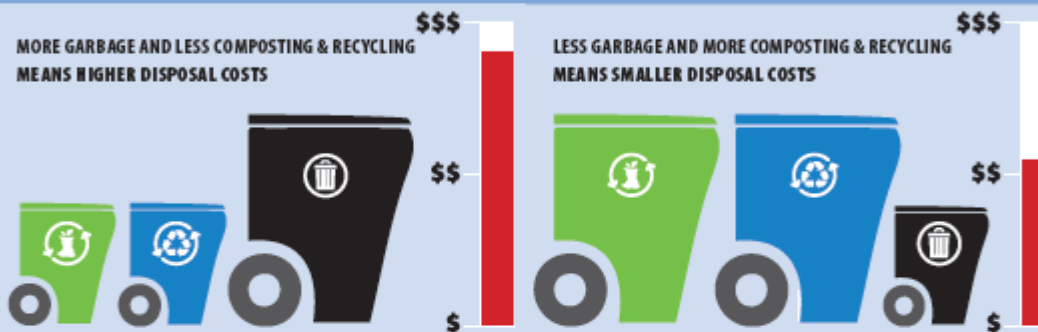
Recycling & Composting Tips



- **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"



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.
- Lock 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


RECOLOGY CLEANSCAPES
GARBAGE | RECYCLING | COMPOSTING
206-250-7500
Info@recologycleanscapes.com


WASTE MANAGEMENT
GARBAGE | RECYCLING | COMPOSTING
800-592-9995
recyclenw@wm.com


REPUBLIC
RECYCLING | COMPOSTING
206-332-7777
InfoSeattle@republicservices.com


CEDAR GROVE
RECYCLING | COMPOSTING
877-994-4466
help@cgcompost.com


SEADRUMAR
RECYCLING
206-467-7550
Info@seadrumarrecycling.com

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!

It's not garbage anymore.

We found food, recyclables or yard waste in your garbage.

Per Seattle Municipal Code 21.36.082/.083, food, recyclables and yard waste are not allowed in the garbage.

Warning \$50 fine

These items are not allowed in the garbage:

Paper Cardboard



Cans, Bottles, Jars, Cups Food & Yard Waste



Information on Seattle's food, recycling and yard waste requirements: www.seattle.gov/utl | 206-464-7165

Seattle Public Utilities



Why waste a good thing?



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 (21.36.083) Requires all businesses to separate paper, cardboard, glass bottles and jars, plastic and paper cups, plastic bottles and jars, aluminum and tin 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-soiled uncoated paper, such as paper napkins, 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 (21.36.086)
- Dine-in:** Restaurants and food service businesses that sell or provide food in one-time-use containers are required to use compostable items for dine-in service. Plastic or plastic-coated paper products may be used for dine-in service only if after use they are clean enough to be collected for recycling.
 - Take-out:** Packaging may be recyclable or compostable for take-out service. (Effective July 1, 2010).
 - 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 service and save money. Using only compostable service ware 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.

For interpretation services, please call 206-684-3000.
 如需語言翻譯服務，請撥電話號碼 206-684-3000。
 請撥 206-684-3000 查詢。
 如需協助，請撥電話號碼 206-684-3000。
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 Về dịch vụ phiên dịch xin gọi 206-684-3000.



FOOD SERVICE BUSINESSES

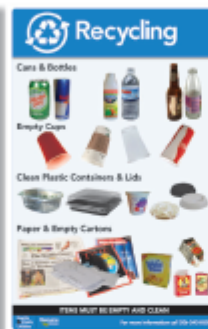


Free Resources



Order FREE posters and bin labels or create your own custom posters at www.seattle.gov/util/ForBusinesses/SolidWaste/FoodYardBusinesses/Commercial/WastePosterOrderForm.

Restaurant Dining Area (Set of Three)



Restaurant Kitchen Collection (Multiple languages available)



Collection Bin Labels



Collection Service Providers

RECOLOGY
CLEANSCAPES
WASTE SERVICES
GARBAGE | RECYCLING | COMPOSTING
206-250-7500
info@recologycleanscapes.com

WM
WASTE MANAGEMENT
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CEDAR GROVE
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RECYCLING | COMPOSTING
877-994-4466
help@cgcompost.com

SEADRUNAR
SEADRUNAR
RECYCLING
206-467-7550
info@seadrunarrecycling.com

Vendor Information

Contact the Seattle Public Utilities Green Business Program for more packaging, bins, and service information.

Packaging

Contacts for suppliers and manufacturers of compostable and recyclable packaging.



Collection Bins

Contacts for suppliers and manufacturers of interior collection bins.



Collection Services

Contacts for service providers for compostables and recyclables collection.





Bag Requirements



What the City of Seattle Law Requires:

Plastic Carryout Shopping Bags  BANNED	Large Paper Shopping Bags  5¢ (Minimum charge required.)	Smaller Paper Bags  FREE (Charge optional.)	Green and Brown Plastic Bags* (such as produce)  BANNED <small>*Requirement is effective July 1, 2017</small>	Clear Plastic Produce/Bulk Food Bags  ALLOWED
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Seattle Stores:

- May not provide customers with single-use plastic or compostable carryout (shopping) bags, or bags labeled "biodegradable," "degradable," "decomposable" 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 5 cents for large 1/8 barrel paper bags (paper bags 882 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 & ADDITIONAL DETAILS



Exemptions & Information

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-cleaner, newspaper and door-hanger bags are allowed but cannot be tinted green or brown.*

Bags Still Allowed



Encouraged:

Choose Reusable Bags

- Single-use bags are wasteful. They also often end up blocking storm drains, littering our streets, polluting our waterways, contaminating compost, and creating more trash.



*Requirement is effective July 1, 2017



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통역 서비스를 원하시면 206-684-3000 번으로 전화해 주십시오.
Wixii adeegyada turjubaanka fadlan wac 206-684-3000.
Para servicios de traducción, por favor llame al 206-684-3000.
Para sa serbisyo ng tagapagpaliwanag, tumawag sa 206-684-3000.
Muốn yêu cầu dịch vụ thông dịch xin gọi số 206-684-3000.



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

Focused on outcomes—
resources conserved,
service equity

Targeted for specific
programs and policies

Outreach, engagement,
and technical assistance

15,000+ businesses
served since 2006

Integrated service delivery
across City departments

20 year history

\$400,000-\$500,000
annual program
budget
\$100,000-\$125,000
for SW

Background





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

Objectives



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

A large pile of organic waste, including apples, lemons, and leafy greens, is shown in a dark container. The waste is piled high and appears to be a mix of different types of food scraps. The background is dark, making the colors of the waste stand out.

Solid Waste

Increase waste prevention, recycling, composting, and compliance with ordinances; achieve 70% diversion by 2022



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

Solid Waste Objectives

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

Home / TIN TỨC / TIN CỘNG ĐỒNG / Lễ ra mắt Hiệp Hội Thương Gia Người Da Màu – ECCC

Lễ ra mắt Hiệp Hội Thương Gia Người Da Màu – ECCC

Posted by: nvngaynay January 28, 2016 in TIN CỘNG ĐỒNG, TIN TỨC
Comments Off on Lễ ra mắt Hiệp Hội Thương Gia Người Da Màu – ECCC



Cô Hương Vũ (người thứ tư từ trái) và Bà Elizabeth Warman (đứng giữa) cùng các thành viên Thương Gia Người Việt Seattle và Vùng Phụ Cận

Vào tối thứ Tư ngày 27/01/2016, Hiệp Hội Thương Gia Người Da Màu (Ethnic Chamber of Commerce – ECCC) tổ chức tiệc ra mắt ở Toà Thị Chính Thành Phố Seattle với sự tham dự của họ khách. Hội Thương Gia Người Việt Seattle và Vùng Phụ Cận là một trong bốn sáng lập viên của Hiệp Hội Thương Gia này.

Seattle Việt Times Office: 206-276-4107 - Thứ Sáu ngày 16 tháng 11 năm 2012 - Issue 386 25

HAI NGÀY ĐỐI BỔN CẦU CỨ ĐỂ TIẾT KIỆM CHO CÁC DOANH NGHIỆP RAINIER VALLEY 250,000 GALLON VÀ \$5,000 HÀNG NĂM

Ngành Tiện ích Công Cộng Seattle giúp các doanh nghiệp nhỏ do các dân tộc thiểu số làm chủ bảo quản nguồn tài nguyên, tiết kiệm tiền

(Ngày 15/11/2012) Seattle - Hôm đđ các doanh nghiệp tại Seattle nay, 51 doanh nghiệp tại Rainier Valley thuộc Seattle sẽ bắt đầu tiết kiệm hơn 250,000 gallon nước và một tiền \$5,000 chi phí nước mỗi năm nhờ những bốn cầu và các "Xanh hơn" hay "Xanh nhỏ" trên bầu đất. Nhân viên chương trình Resource Venture đã tiến hành kiểm tra King Plaza vào đầu năm nay và phát hiện thấy khoản tiết kiệm tiền và nguồn chương trình Resource Venture sẽ giới thiệu những cải tiến rác và tái chế, dự kiến tiết kiệm cho tòa nhà đến \$12,000 hàng năm, cũng như cung cấp các bộ lọc cửa nhanh cho mỗi doanh nghiệp nhằm ngăn chặn

YouTube

El compostaje ahorra dinero

0:18 / 1:18

Managing your Waste_Spanish

El Mundo, 10 de mayo del 2012 3A

Apoya a negocios ecológicos en tu vecindario

Get On The Map!
¡Lo lograré! Participando en el nuevo programa de conservación de agua y compostaje, ahorre 25% de mis facturas de servicios públicos.

Exequiel Soltero, CEO, Maya's Restaurant
Sirviendo la comunidad de Rainier Beach desde 1979

Seattle Public Utilities | Resource Venture

Encuentra un negocio de Get on the map en tu vecindario:
www.facebook.com/ResourceVenture

Figurar como tu negocio puede participar, visita nuestra página de Facebook.
¿Necesitas más ayuda?
Contactanos para una consulta GRATIS y empieza a ahorrar hoy:
(206) 343-8505 o info@resourceventure.org

Host ongoing stakeholder meetings

Build industry awareness and momentum



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。

油箱是我们与巷子里的其他商家共用之物。请正确处理油和油脂，防止雨水污染和小巷受损。

ĐỪNG ĐỔ QUÁ ĐẦY THÙNG



Dầu tràn có thể gây tổn thất cho cơ sở kinh doanh của quý vị và gây ra các hư hại.

Các thùng dầu mỡ của chúng ta được chia sẻ với các cơ sở kinh doanh khác trong ngõ. Sử dụng các kỹ thuật thải bỏ dầu mỡ thích hợp để giúp ngăn ngừa ô nhiễm nước mưa và hư hại cho đường ngõ.

KEEP CONTAINER SCREENS CLEAN



YES



NO

您的油箱 太满吗？

给您的提供商打电话

Thùng dầu của quý vị có quá đầy không?

Hãy gọi cho nhà cung cấp của quý vị:

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 grecontainer.

Keep the lid closed.

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

Giữ tấm lọc của quý vị luôn sạch sẽ.

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

Lọc và loại bỏ các chất rắn.

Lọc dầu ăn đã qua sử dụng để loại bỏ các chất rắn trước khi mang dầu ra và đổ vào thùng chứa của quý vị.

Đừng đổ tràn thùng.

Đừng đổ tràn thùng khi mang dầu đến thùng chứa. Chỉ đổ nửa thùng để ngăn tràn dầu.

Translate and transcreate engagement tools

Use CBSM



EASY TIPS FOR COLLECTING FOOD SCRAPS



You don't need a special container to collect kitchen food scraps

- ✓ Consider using a container you may already have at home, such as a plastic ice cream container, or
- ✓ Purchase an inexpensive juice pitcher or other lidded container from a thrift store.



It's not necessary to line your washable container, but using a paper bag, paper towel or compostable bag can make clean up easier.

Remember, do not use plastic bags for your food waste.
Plastic can NOT be composted.



If you're worried about odors or fruit flies:

- ✓ Put a lid on your container
- ✓ Empty your container often
- ✓ Wash your container after emptying it
- ✓ Store food scraps in the freezer or refrigerator until collection day

FOOD WASTE IS NOT ALLOWED IN THE GARBAGE.

For more tips, visit: www.seattle.gov/util/foodwaste or call (206) 684-3000.

Seattle Public Utilities

700 5th Avenue, Suite 4900
PO Box 34018
Seattle, WA 98124-4018

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For interpretation services please call 206-684-3000.
如需口譯服務，請撥電話號碼206-684-3000。
통역 서비스를 원하시면 206-684-3000으로 전화하세요.
Wixli turjubaan afka ah ku saabsan, Fadlan la soo xariir taleefoonka: 206-684-3000.
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Para sa serbisyo ng tagapagpaliwanag, tumawag sa 206-684-3000.
Về dịch vụ phiên dịch xin gọi 206-684-3000.

COMPOST SO LIFE GOES ON.



Food waste is not allowed in the garbage.

www.seattle.gov/util

Food waste is not allowed in the garbage.

Please put all food waste and compostable paper (food-soiled napkins, paper towels, pizza boxes) in your "Food & Yard Waste" cart.

No se permiten desechos de comida en la basura.

Coloque todos los desechos de comida y los artículos de papel o cartón manchados de comida (como servilletas, toallas de papel y cajas de pizza) en su bote de desechos de comida y jardín.

垃圾中不允许有食物残渣。请将所有食物残渣和可降解纸类（有食物污渍的餐巾、纸巾、披萨盒）放到您的餐厨和庭院垃圾车中。

Không được phép cho rác thực phẩm vào thùng rác. Vui lòng cho tất cả rác thải thực phẩm và giấy có thể phân hủy (khăn ăn dính thức ăn, khăn giấy, hộp bánh pizza) trong thùng rác thực phẩm và rác vườn.

Compostado haraaga ah ha'uu ridin weelka qashinka.

Fadlan ku rid dhamaan cuntada haraaga iyo waqadaha falgalka ah (Cuntada xuuxanta heshida wadarta, afitirinka, bakaska biitaha) weelka xabuuka daarada iyo cuntada haraaga ah lagu rid.

음식 쓰레기는 쓰레기통 배출해서는 안 됩니다. 모든 음식 쓰레기 및 퇴비로 활용할 수 있는 종이(식용 오일 냇킨, 종이 타월, 피자 박스)는 귀하의 음식 및 실외 쓰레기 카트에 분류해 버려주세요.

Ang mga patapong pagkain ay hindi inilagay sa basurahan. Mangyaring ilagay and lahat ng patapong pagkain at papel na maikolompost (tulad ng gamit na napkin, mga dawayang papel, at kahon ng pizza) sa karkon ng "Food & Yard Waste."

垃圾中不允许有厨餘。請將所有厨餘和可降解紙張（有食物污渍的餐巾、纸巾、披萨盒）放到您的餐厨和庭院垃圾车中。

Tips and Programs for Seattle Residents

Spring 2016

Seattle Public Utilities



Curb Waste & Conserve

COMPOST SO LIFE GOES ON.

In 2015, Seattle residents living in apartments, condos and houses put 89,000 tons of food and yard waste into their green Food & Yard Waste cart instead of the garbage. These food scraps, paper towels, pizza boxes, bones and eggshells were made into compost and returned to nourish the soil of local parks and gardens. Why waste a good thing?



ARE YOU A PROPERTY MANAGER?

Free resources are available to help apartments and condos comply with the food waste and recycling requirements.

\$100 Apartments/Condos (with 5 or more units): You can qualify for a one-time \$100 utility bill credit, training and educational materials.

Sign up and learn more at: www.seattle.gov/util/apartmentfoodwaste or call (206) 684-8717.

The information in this newsletter can be made available on request to accommodate people with disabilities and those who need language translation assistance. Call Seattle Public Utilities at (206) 684-3000. TDD telephone number is (206) 233-7241. Please recycle this newsletter or pass it on to a friend. Printed on recycled paper made out of 100% post-consumer waste.

Coordinate messaging across sectors: single-family, multifamily, and commercial

Recognize businesses to keep them engaged and excited to do more



Get on the Map

The City of Seattle Recognizes

For Outstanding Achievements
In Resource Conservation



Seattle Public Utilities | Resource Venture



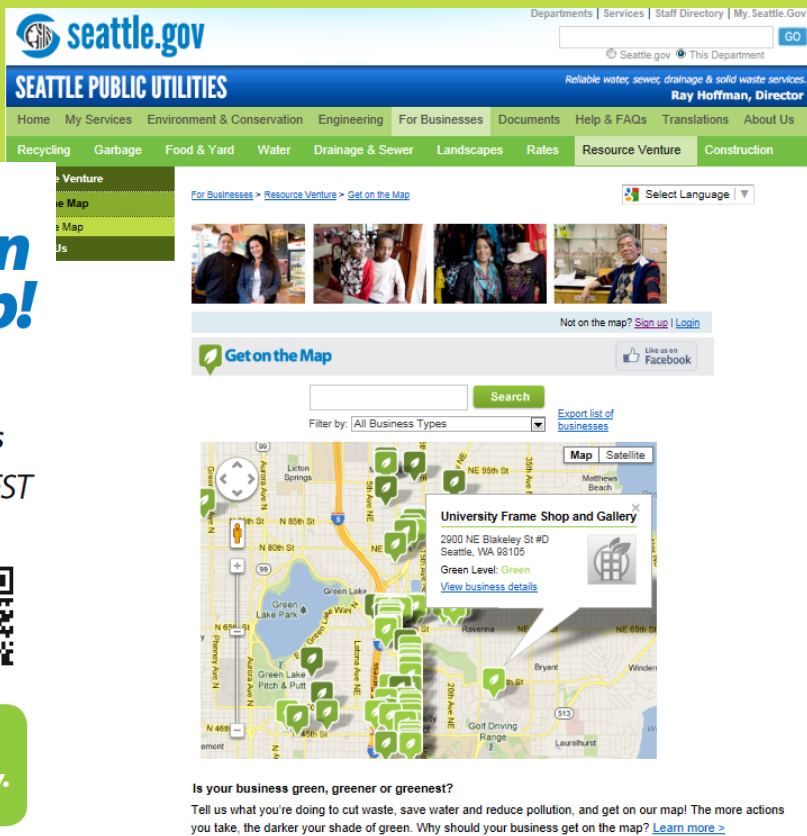
We're on the Map!

Proud to be a
Seattle business that's
GREEN • GREENER • GREENEST



free green solutions for businesses

**Reduce Waste. Save Water.
Prevent Pollution. Save Energy.**



seattle.gov

SEATTLE PUBLIC UTILITIES

Home My Services Environment & Conservation Engineering For Businesses Documents Help & FAQs Translations About Us

Recycling Garbage Food & Yard Water Drainage & Sewer Landscapes Rates Resource Venture Construction

For Businesses • Resource Venture • Get on the Map

Get on the Map

University Frame Shop and Gallery
2900 NE Blakeley St #D
Seattle, WA 98105
Green Level: Green
[View business details](#)

Is your business green, greener or greenest?
Tell us what you're doing to cut waste, save water and reduce pollution, and get on our map! The more actions you take, the darker your shade of green. Why should your business get on the map? [Learn more >](#)

Expand recognition beyond Seattle!



**Get on the
MAP**

Seattle
Public
Utilities

Seattle
City Light

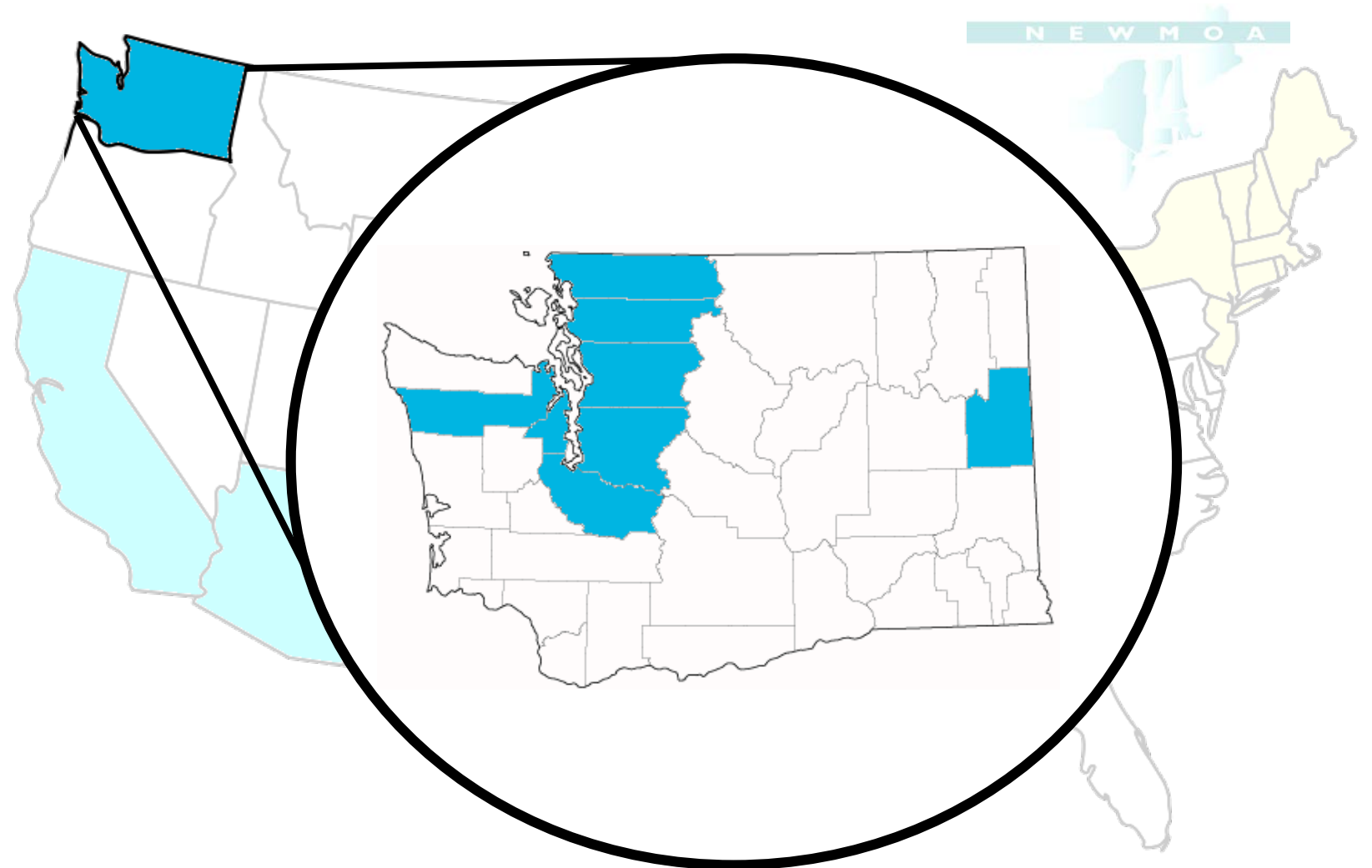


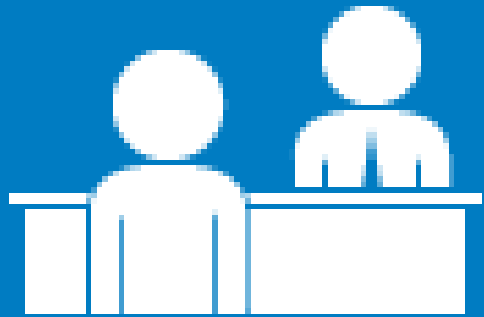
EnviroStars

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



ECO * SUSTAINABILITY * WOMEN * CASHMERE * SILK

Recycling = Economical

**Reduce
Waste**

**Right-size
Service
Levels**

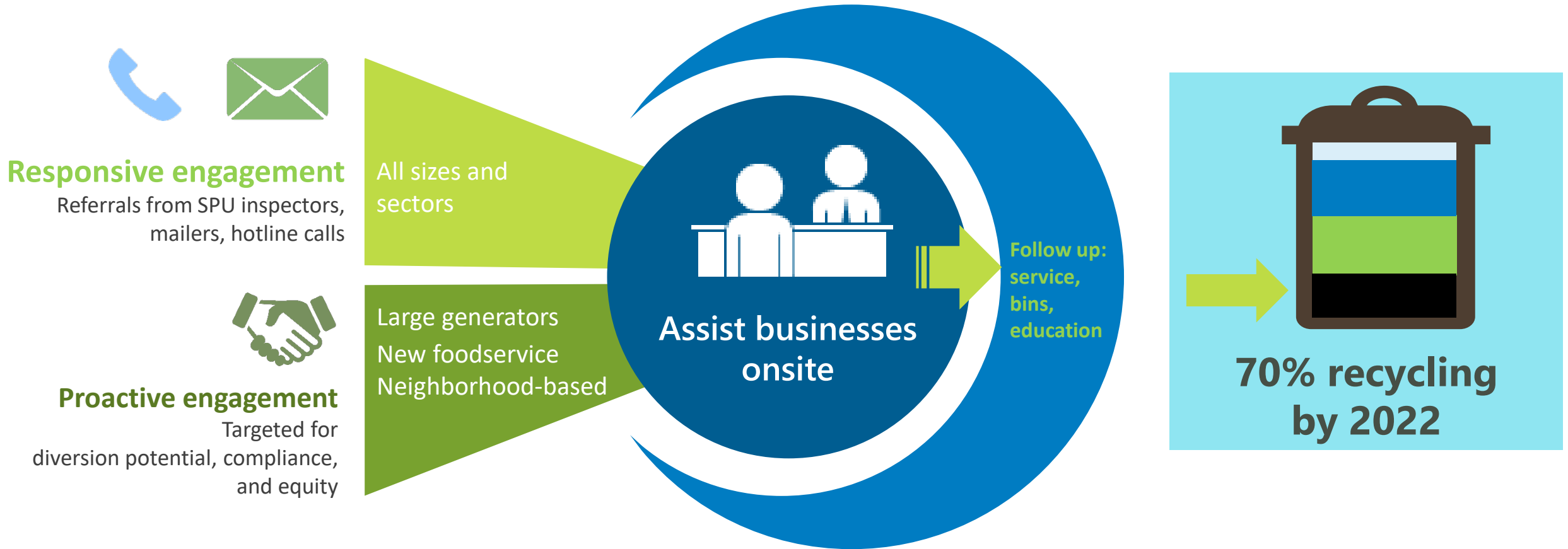
**Increase
Diversion
Rate**



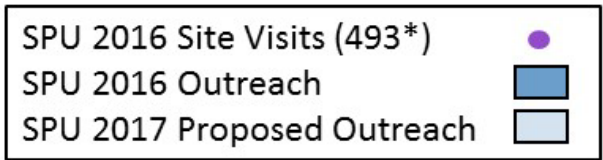
Use technology to target businesses and streamline data collection and reporting



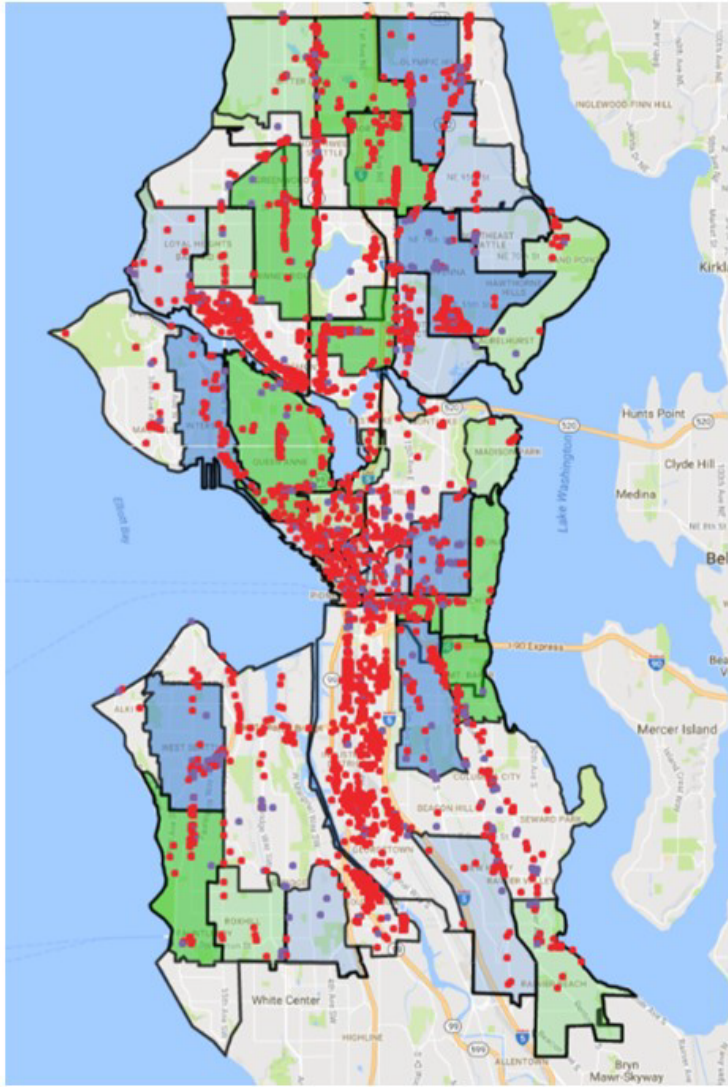
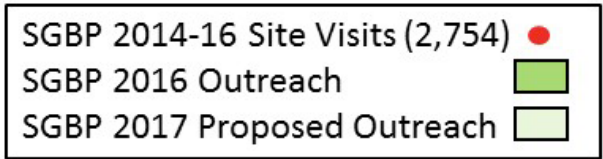
Be responsive and proactive



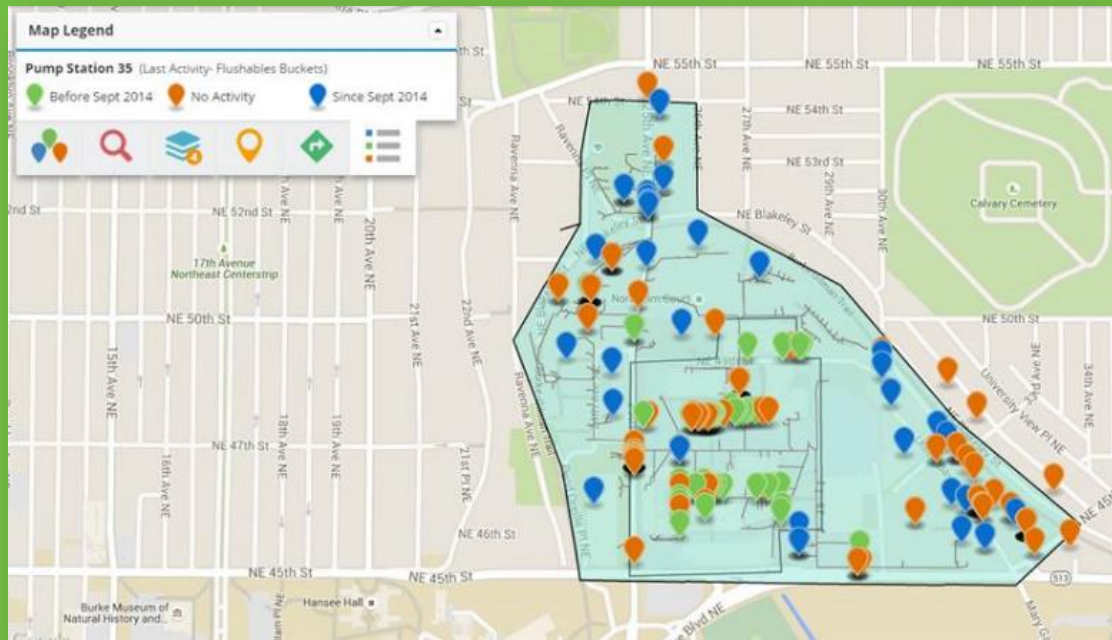
2017 Seattle Green Business Program Outreach Planning



*These site visits include all Seattle Public Utilities Solid Waste team and other contracted parties (Tilth Alliance and ECOSS).



Target **small businesses** in neighborhoods we haven't reached



7% Complete

Outdoor Waste Area

Go look in the back alley at the business's waste containers and a

Does the business have recycling service?

- Implemented (has service)
- Pending
- Need
- Limited potential
- Doesn't apply

Does the business have composting service?

- Implemented (has service)
- Pending
- Need
- Limited potential
- Doesn't apply

Are the business's waste and recycling bins properly stored?

- Yes
- No

Who pays the waste bill(s)?

- Business Owner
- Property Manager
- Not Sure
- Shares with neighboring
- Mixed use residential
- Business pays some; res

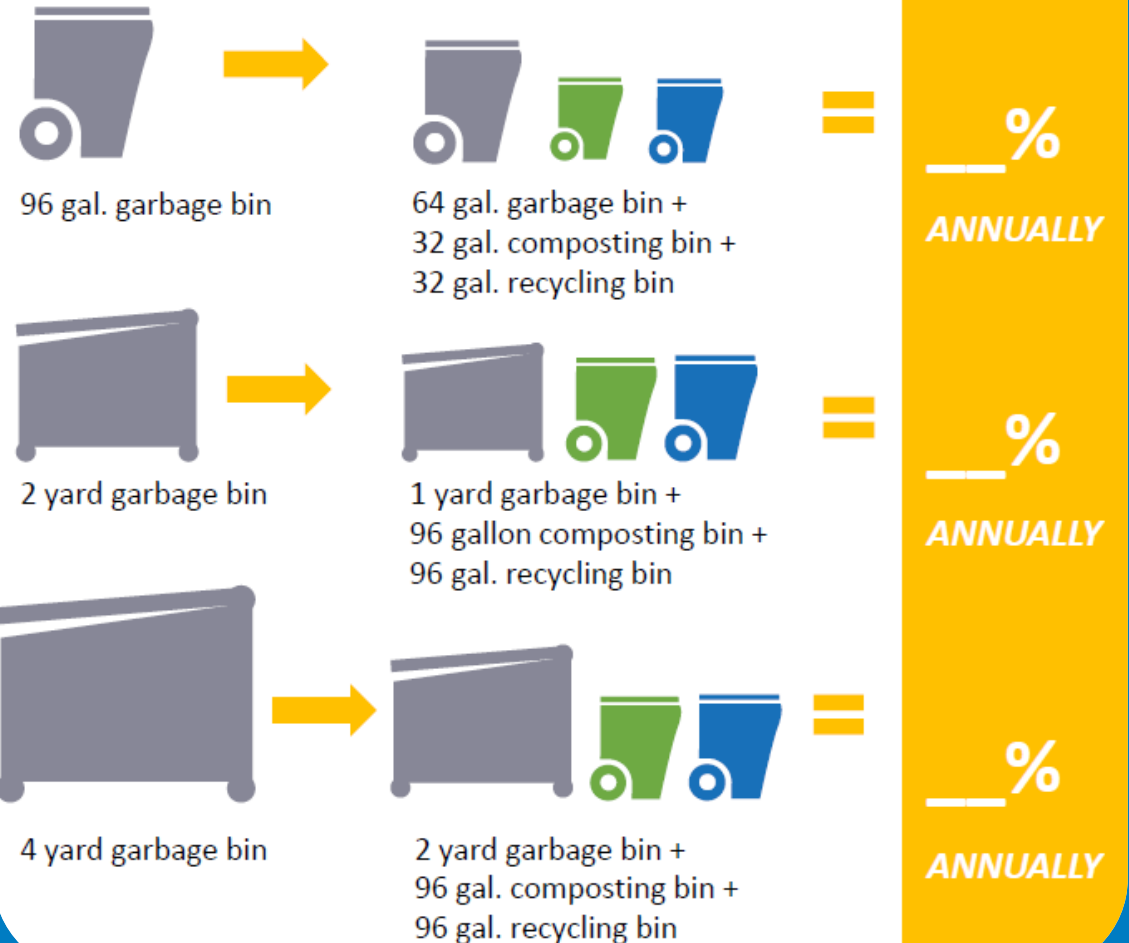
Use GIS mapping & tablet data entry

Help businesses **right-size** their services

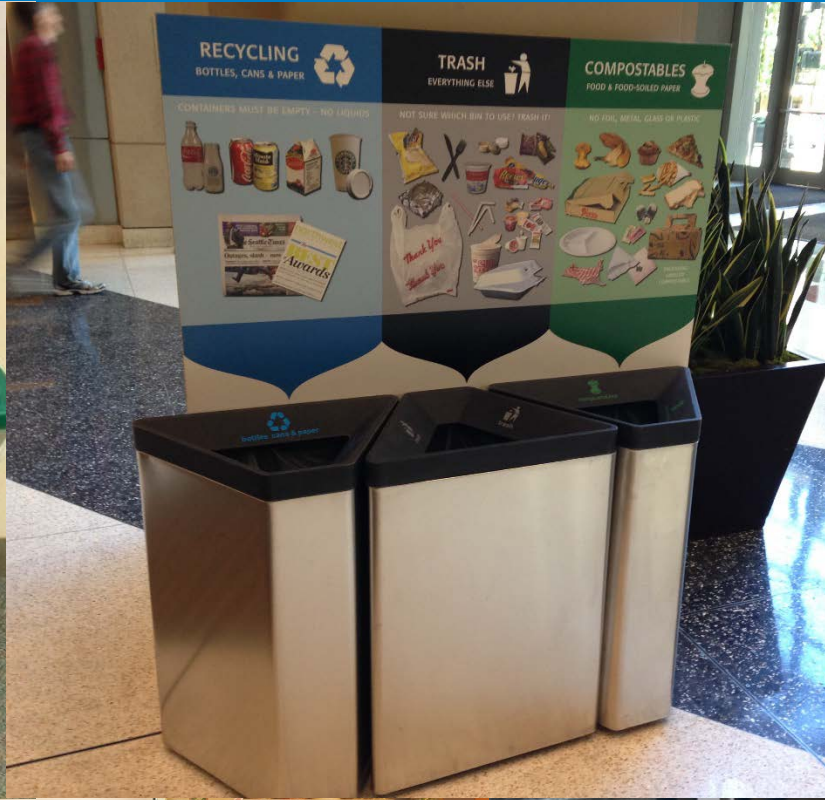
- Observe and discuss; what material could be diverted to recycling and compost?
- Select container sizes that support diversion, lower costs, and are realistic



What can YOU save this year?



Help with on-site bin placement and custom graphics



...more customized examples

SEATTLE MARINERS

Striving For Zero Waste

CELEBRATING COMMUNITARIANISM

Food

Food Soiled Paper

Approved Compostable Packaging

NO Plastic. NO Metal. NO Glass.

Plastic Bottles

Food+ Compostables

Garbage

Food+ Compostables

NO Plastic. NO Metal. NO Glass.

Garbage

Seattle Children's HOSPITAL + RESEARCH + FOUNDATION Sustainability

Recycling

Bottles, Containers and Lids (Plastic and Aluminum)

Paper Products (Wider than 3")

Cardboard

Bagged Plastic Bags

NO GARBAGE. NO COMPOSTABLES. ALL ITEMS MUST BE EMPTY OF FOOD AND LIQUID.

TRADER JOE'S



PLEASE NOTE

PEPSI® CUPS ARE RECYCLABLE

The cup you are using is recyclable in the City of Seattle, and when empty should be placed in the appropriate recycling bin here in the store, or at home. Please dispose of your cup properly, and help contribute positively to the community and the environment.

recycle



Provide free resources and materials



@Work
An all-in-one poster for non-foodservice businesses
11x17



FOH-Compost
A compost poster for the front-of-house customer dining area in a restaurant.
7x11



- Cuisine options:**
- Burger
 - Seafood
 - Bakery
 - Deli/Sandwich
 - Mexican
 - BBQ
 - Asian
 - Pizza

FOH-Recycling
A recycling poster for the front-of-house customer dining area in a restaurant.
7x11



FOH-Garbage
A garbage poster for the front-of-house customer dining area in a restaurant.
7x11



BOH-
An all-in-one poster for the back-of-house kitchen collection area in a restaurant, with a special focus on food prep materials.
8.5x13



- Language options:**
- Amharic
 - Cambodian
 - Chinese (Traditional)
 - Japanese
 - Korean
 - Laotian
 - Oromo
 - Russian
 - Somali
 - Spanish
 - Tagalog
 - Thai
 - Tigrinya
 - Vietnamese

Stickers
Set of 3" x 11" Decals: Composting, Recycling, and Garbage
3" x 11" rectangular decals for collection bins in customer areas



Set of 4" Round Decals: Food+ Compostables, Recycling, and Garbage
4" round decals for collection bins in customer areas



Set of Durables Decals: One 4" Round and One 3" x 11"
For foodservice businesses with a bin for durables collection in customer dining area





Offer in-language training for staff and customers



Record and report engagement

Home Accounts Contacts Activities Dashboards Documents Reports MapAnything SPU Business Outreach Green Business Program Outreach +

Search Accounts [Go!] Advanced Search...

Create New... Shortcut Unresolved Items Recent Items Tom Bihn Inc Email Follow-up Clean Street Collective Burger Boss Morning Glory Chai Seattle Aquarium Society Seattle Super Slices Beach Bakery Verve Bowls Mark Chen Custom Links Mass Update Tasks Recycle Bin

Calendar Event Training follow-up 1 7 31 < Back to List: Custom Object Definitions

Event Detail Edit Delete Create Follow-Up Task Create Follow-Up Event Add to Outlook

▼ Calendar Details

Subject	Training follow-up	Start	2/10/2017 9:00 AM	Check Availability
Name	Ben Jones	End	2/10/2017 10:00 AM	
Phone	(206) 652-4123	Type	Email	
Email		Account Manager	Christine Duffy	
Related To	Tom Bihn Inc	Event Record Type	Green Business Program	Change
LOB	Waste	Assigned To	Cascadia GBP User	
Description	<p>Hi Ben,</p> <p>Thanks for reaching out -- great to connect with your staff yesterday!</p> <p>I talked with Tom briefly about Seadranner this morning. I do think you should keep at least one tote for all the recycling material generated by staff. (Just so you don't have to go back and educate folks about keeping gla</p> <p>You are eligible for two 96-gallon recycling totes picked up every other week with your garbage service. You just have to let WM know you want them.</p> <p>You can keep one tote in the three-bin area (where we presented, like you have now) and then just swap out for the other recycling tote.</p> <p>Let me know if I can add additional clarity. My colleague, Michael, is going to swing by today to grab our wifi brick that we left behind. Tom mentioned it is located on his "desk".</p> <p>Christine</p> <p>Green Business Team Seattle Public Utilities Green Business Program</p>			

Green Business Program Outreach [New Green Business Program Outreach](#)

Action	Green Business Program Outreach Subject	Account Manager	Action Date
Edit Del	Email Follow-up	Christine Duffy	8/5/2016
Edit Del	Hotline Email	Christine Duffy	7/15/2016
Edit Del	Mailed Posters and Stickers	Olga Kachook	1/23/2015
Edit Del	Site Visit	Christine Duffy	7/21/2016

SPU Business Outreach [New SPU Business Outreach](#)

No records to display

MF Service Delivery Forms [New MF Service Delivery Form](#)

No records to display

RECYCLING SERVICE (outdoors bins)Recycling Account #

Who pays the recycling bill? --None-- ▼

Date Added/Expanded Recycling Service [5/2/2017]

Recycling Service Recommendation

Available	Chosen
Start service (REQUIRED)	
Change service	
No changes needed	

OB SERVED # of Containers OB SERVED Bin Size (Yards) OB SERVED Pickup Frequency per Week OB SERVED Rate/Month

OB SERVED Service Provider --None-- ▼

RECOMMENDED # of Containers RECOMMENDED Bin Size (Yards) RECOMMENDED Pickup Frequency per Week RECOMMENDED Rate/Month FINAL # of Containers FINAL Bin Size (Yards) FINAL Pickup Frequency per Week FINAL Rate/Month

FINAL Service Provider --None-- ▼

COMPOST SERVICE (outdoor bins)Compost Account #

who pays the compost bill? --None-- ▼

Date Added/Expanded Compost Service [5/2/2017]

Compost Service Recommendations

Available	Chosen
Start service (REQUIRED)	
Change service	
No changes needed	

OB SERVED # of Containers OB SERVED Bin Size (Yards) OB SERVED Pickup Frequency per Week OB SERVED Rate/Month

OB SERVED Service Provider --None-- ▼

RECOMMENDED # of Containers RECOMMENDED Bin Size (Yards) RECOMMENDED Pickup Frequency per Week RECOMMENDED Rate/Month FINAL # of Containers FINAL Bin Size (Yards) FINAL Pickup Frequency per Week FINAL Rate/Month

FINAL Service Provider --None-- ▼

PLASTIC BAGS

Plastic Carryout Bags

Green Tinted Bags

Required Changes

BIN DELIVERY

How many 55m jims requested?

Available: 1 recycling, 2 recycling, 3 recycling

Chosen:

How many 68m bins requested?

Available: 1 recycling, 2 recycling, 3 recycling

Chosen:

Date bins delivered: [5/2/2017]

Total stickers delivered:

Total posters delivered:

ETHNICITY OF BUSINESS OWNER(S)

Ethnicity of Business Owner(s)

Available: Chinese, Ethiopian, Hispanic/Latino

Chosen:

PREFERRED LANGUAGE(S)

Owner: Preferred SPOKEN Language(s)

Available: Amharic, Arabic, Cambodian

Chosen:

Owner: Preferred WRITTEN Language(s)

Available: Amharic, Arabic, Cambodian

Chosen:

Employee: Preferred SPOKEN Language(s)

Available: Amharic, Arabic, Cambodian

Chosen:

Employee: Preferred WRITTEN Language(s)

Available: Amharic, Arabic, Cambodian

Chosen:

Follow up!





- 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

Prioritizing strategies

An aerial photograph of a city skyline, likely Chicago, viewed from a high angle. The city is densely packed with skyscrapers and buildings, situated along a large body of water. A prominent green banner is overlaid across the top portion of the image, containing the word "Questions?".

Questions?



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

Prioritizing strategies

Thank you!

Pat Kaufman

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Stephanie@cascadiaconsulting.com

Access our free file sharing site at www.mediafire.com/foodpluscompostables