

Seattle Composting Requirement Customer Outreach

Seattle City Council
Seattle Public Utilities & Neighborhoods Committee

March 10, 2015



Outreach Highlights for 4Q 2014

- Curb-waste Newsletter mailer to 300,000 households and apartment condo units
- Notice on all bills and bill envelopes (SPU, Waste Management and Recology)

4Q 2014, con't

- @ Your Service bill insert newsletter in all SPU bills

Seattle Public Utilities November - December 2014 **@ Your SERVICE**

Information about your water, drainage, wastewater and solid waste utility services.

Compost Food It's Not Garbage Anymore! New Requirements Start January 1

Every year, Seattle spends more than \$13 million dollars to send its trash to a landfill in eastern Oregon. More than one-third of that material is made up of table scraps, coffee grounds, banana peels, chicken bones, and other food waste.

It's not garbage anymore! Starting January 1, 2015, the City of Seattle will no longer allow food and compostable paper, including food-soiled cardboard, paper napkins and paper towels, in the garbage. After July 1, 2015 fines will be issued to businesses and residents whose garbage containers contain too much food or recyclables.

Today, more than 300,000 single-family, multi-family and commercial establishments participate in Seattle's food and yard waste program – diverting nearly 400,000 tons of food from the landfill through curbside food collection since 2005.

Call **206-684-3000** or go to www.seattle.gov/util/foodwaste to learn more and receive tips and advice on how to get started composting today.

Holiday Household Hazardous Waste

There is usually some assembly required during the holiday season, and that sometimes involves batteries, CFL light bulbs and other household hazardous waste.

- Fluorescent bulbs and tubes, Ni-Cad and Lithium rechargeable and other batteries can be disposed of free of charge at Seattle's household hazardous waste stations.
- Incandescent light bulbs, regular Christmas lights and alkaline batteries, such as AA, AAA, C, and D can be disposed of in your curbside garbage.

For more information on where to dispose of household hazardous waste, including station locations and hours, visit www.HazWasteHelp.org or call **206-296-4692**.

Holiday Collection Schedule

If your regular collection day falls on or after Thanksgiving (Thursday, November 27), Christmas (Thursday, December 25), or New Year's Day (Thursday, January 1) your collection is one day later that week. To look up your collection day or report a missed collection, visit www.seattle.gov/util or call **206-684-3000**.

Snow/Ice Collections

During snowy or icy weather, go to www.seattle.gov/util or check your local news to see if there are any delays in your collection. Follow us on social media and be the first to know about impacts to your service: www.AtYourService.seattle.gov
www.twitter.com/SeattleSPU
www.facebook.com/SeattlePublicUtilities

Compost Your Holiday Greens

Seattle residents may compost trees and greens free of charge between December 26 and January 11, 2015.

At the South Transfer Station

Trees should not exceed eight feet in length and must be free of decoration so they can be turned into compost for local parks and gardens. Trunks should not exceed four inches in diameter. The station will accept up to three trees per vehicle for free.

The South Transfer Station is located at 130 South Kenyon Street. For more information call **206-684-8400** or visit www.seattle.gov/util/Dump.

At the Curb

Food and yard waste subscribers can put trees and greens out on their regular collection day. Cut trees into sections, six feet long or shorter, with branches trimmed to less than four feet to fit into the collection trucks. Bundle each section with sisal string or twine (not plastic). Decorated, flocked and plastic trees are not recyclable, and will be charged as extra garbage.

At Apartments

Check with your manager. Multi-family buildings can put out one tree next to each food and yard waste cart per collection day at no extra charge.

4Q 2014, con't

- Apartment/condo letter to all owners/managers with resources and assistance offers
- Significant 'earned' media success, with over 40 local and national media stories
- Presentations to multi-family properties managers and residents, and business and community groups

4Q 2014, con't

- Green Business Program site visits to businesses, providing assessments, and waste audits and other assistance to customers of all types and sizes
- Television commercials

4Q 2014, con't

- Multiple business mailings in multiple languages with resources and assistance and translated materials

Seattle Public Utilities

Requisitos para el reciclaje y compostaje comercial

Español Spanish

La Ciudad de Seattle prohíbe a las empresas desechar materiales reciclables y compostables en la basura.

NO SE PERMITE EN LA BASURA

Papel 	Cartón 	Alimentos 
Vasos 	Latas 	Papel 
Frascos 	Botellas 	Residuos de jardín 

Recycle **Composte**

REQUISITOS PARA RECICLAJE COMERCIAL A PARTIR DE JULIO DE 2014 REQUISITOS PARA COMPOSTAJE COMERCIAL A PARTIR DE ENERO DE 2015

SMC 21.36.082 La presencia de cantidades considerables de materiales reciclables en la basura comercial tiene una multa de \$50. Tome medidas para reducir la basura y mejorar su programa de reciclaje.

Para obtener mayor información y solicitar recursos gratuitos para mejorar su programa de reciclaje, póngase en contacto con el Programa Green Business de Seattle Public Utilities.

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

4Q 2014, con't

- Electronic media outreach through SPU blogs, Twitter, Facebook, electronic newsletters and updated web content and resources



4Q 2014, con't

- Ethnic and broad based media advertising including print, radio and online platforms

AMATA I A IANUARI 1
Ona le toe lafoa'ia toega-o-taumafa



(206) 684-3000
www.seattle.gov/util

Seattle
Public
Utilities
Saunia Pulega o Taulaga Seattle

0 toega-o-mea'ai. E le'o toe ta'ua o ni lapisi!

Outreach Highlights 1H2015

- Jan/Feb – Bill inserts newsletter and reminder on bills and envelopes
- February - Annual service information mailings in February to all residential and commercial customers

1H2015, con't

- March – Business reminder mailer
- April – Curb waste newsletter to all residents
- June – Another round of customers mailers on the food waste requirements
- June – Significant paid and earned media planned for June and July

1H2015, con't

- Ongoing presentations to multi-family properties managers and residents, and business and community groups
- Ongoing business events including Go Green, Chamber Tradeshow, Seattle Food Show, and BOMA membership meetings.

Assistance in 2015

- Free posters, flyers, decals, and kitchen countertop containers for apartments/condos

2015 Apartment/Condominium Resource Guide

Compost Food & Recycle

It's Not Garbage Anymore!

Free Resources to Help Your Residents

Order the free materials listed below to help your residents sort correctly and comply with the **new 2015 food waste requirements**. Leave a voicemail at 206-684-8717 to request an order form, or order online: www.seattle.gov/util/recyclingeducation.

Flyers and posters are available in many languages. Download, view online, or order DVDs showing where recyclables go.

Choose from the following:

- POSTERS** (11" x 17")
 - ▶ Food and Yard Waste
 - ▶ Recycling
 - ▶ Garbage
 - ▶ Food Waste Collection Announcement
- FLYERS**
 - ▶ Where Does it Go?
 - ▶ Food & Yard Waste
 - ▶ Fats, Oil and Grease
 - ▶ Electronics, Fluorescent Bulbs & Mattresses
 - ▶ What to Do with Hazardous Waste
 - ▶ Free Resources
- RECYCLING DVD**
- CONTAINER LABELS**
- INFORMATION ON HAZARDOUS WASTE**
 - ▶ 206-296-4692
 - ▶ www.HazWasteHelp.org

Friends of Recycling & Composting (FORC)

Receive a one-time \$100 credit on your property's utility bill (5 or more units only) by signing up to participate in this program. Managers, residents, or facility staff qualify. FORCs educate residents, monitor collection containers and promote recycling and food and yard waste collection. Sign up at www.seattle.gov/util/apartmentfoodwaste or by calling 206-684-7665.

Free trainings and kitchen containers are available. Use the yellow order card or leave a message at 206-684-8717 to request assistance or a FORC information packet.

Help Residents Sort Correctly

Recycling containers and food waste carts that contain garbage may not be collected. Garbage containers that contain food and recyclables may be fined. To help prevent collection delays or extra costs, display or distribute copies of the enclosed flyer to your residents. Free technical assistance and educational presentations are available on a limited basis. Leave a message at 206-684-8717.

Compostable Bags

Plastic bags are not allowed in food and yard waste. Durable containers, uncoated paper, and approved compostable bags are convenient ways to store and carry food scraps to your building's food & yard waste carts. Now available at local stores.

To Order Free Education Materials:

- ▶ Mail the enclosed order form, OR
- ▶ Go to www.seattle.gov/util/recyclingeducation, OR
- ▶ Call 206-684-8717 to leave a message asking for a yellow order form.

Service Requests

For service changes or assistance, visit www.seattle.gov/util or call 206-684-7665.

www.seattle.gov/util | 206-684-7665 | TTY: 206-233-7241

Assistance in 2015, con't

- Free posters, decals, and containers for businesses
- Free bins and translated materials to ethnic business and community groups
- Onsite assistance available to businesses and apartments

Assistance in 2015, con't

- Direct recruiting and onsite assistance to large businesses, large apartments, ethnic groceries and restaurants and ethnic community groups and centers
- Green Business Program staff site visits to businesses, providing assessments, and waste audits.

Assistance in 2015, con't

- Friend of Recycling & Composting trainings for apt/condo property managers, and on-site resident trainings.
- Onsite compostable bag dispenser options for large apartments and condos

Outcomes 1Q15

- 96% respondents to January online survey were aware of new requirements.
- 174 tags and letters for apartments and businesses inspected in January and February.

Outcomes 1Q15, con't

- Small commercial composting accounts grew from 865 in November 2014 to 1,531 in January 2015 – a 77% gain

Outcomes 1Q15, con't

Single family warning tags

	Jan 1-14	Jan 15-31	Feb 1-14	Feb 15-28
Tags	2,043	1,076	1,120	1,048
% HHs	0.7%	0.4%	0.4%	0.4%

Questions?