

## **Memorandum of Understanding for 2023-24 King County Re+ City Grant Funds**

This Memorandum of Understanding (MOU) is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2023, by and between the City of Bothell (“Bothell”), the City of Bellevue (“Bellevue”), the City of Kirkland (“Kirkland”), and the City of Redmond (“Redmond”), all municipal corporations of the State of Washington, and collectively referred to in this MOU as “the Parties.”

### **A. Background and Recitals**

1. In 2022, King County (the “County”) launched the Re+ initiative to reinvent the region’s waste system to keep materials in use longer and reduce greenhouse gas emissions. The cities of Bothell, Bellevue, Kirkland, and Redmond signed onto the Re+ Pledge affirming support and collaboration towards the shared vision that Re+ represents.
2. The County developed the Re+ City Grant Program to support Cities’ efforts to invest in, develop, and deliver projects that help create a more circular economy, where waste is minimized, materials are kept in use longer, and natural systems are regenerated. Cities that operate under the Solid Waste Comprehensive Management Plan that have signed the Re+ Pledge were eligible to apply for this competitive funding.
3. The cities of Bothell, Bellevue, Kirkland, and Redmond applied for and were awarded Re+ Grant funding in the total amount of up to \$84,000.00 (the “Grant”) as described in the agreement between Bothell and the County attached as Exhibit A and incorporated herein (“Grant Agreement”) to accelerate the growth of the Eastside Bring Your Own Cup (BYOC) program to support the Re+ mission to reduce single-use items and reuse everything that can be reused.
4. The objective of the Eastside BYOC program is to reduce single-use plastic, paper, and compostables waste by increasing consumer participation in the existing BYOC program, increasing partner coffee shop participation, and promoting sustainable practices across Bothell, Bellevue, Kirkland, and Redmond communities.

### **B. Agreement**

Bothell, Bellevue, Kirkland, and Redmond agree as follows:

1. The recitals set forth above are adopted and incorporated into this MOU.
2. Purpose. The purpose of this MOU is to set forth the Parties’ understanding regarding their respective responsibilities and intent to collaborate on the Eastside BYOC program, as described above and in the attached Exhibit B, Scope of Work and Budget, incorporated herein by this reference.
3. Grant Administration. The Parties agree that Bothell will be responsible to manage the Grant including quarterly reporting, quarterly reimbursement requests to King County, consultant hiring, consultant contract management, and other administration activities as described in the Grant Agreement.

4. Grant compliance. The Parties agree to comply with the terms and conditions of the Grant Agreement.
5. Responsibilities. Each of the Parties shall provide general project support including:
  - a. Attending monthly joint meetings between the Parties regarding implementation of the Grant scope of work;
  - b. Assistance with consultant review and final selection by providing a representative to serve on the selection panel;
  - c. Review of all new and updated campaign materials; and
  - d. Other tasks as needed and agreed upon by the Parties in conformance with the Grant Agreement.
6. Outreach Responsibilities. The Parties shall provide business and event outreach within their respective cities.
7. Grant allocation. The Parties shall divide the grant marketing budget based on population and divide the remainder equally as follows:

City	Population*	% of Population	Marketing Budget Based on Population	Remaining Budget Evenly Split	Total Budget	Percent of Total Budget
Bellevue	154,600	41%	\$28,587.28	\$3,500.00	\$32,087.28	38%
Kirkland	96,920	26%	\$17,921.60	\$3,500.00	\$21,421.60	26%
Redmond	77,490	20%	\$14,328.77	\$3,500.00	\$17,828.77	21%
Bothell	49,550	13%	\$9,162.35	\$3,500.00	\$12,662.35	15%
<b>Total</b>	<b>378,560</b>	<b>100%</b>	<b>\$70,000.00</b>	<b>\$14,000.00</b>	<b>\$84,000.00</b>	<b>100%</b>

\*Source: [April 1, 2023 Population of Cities, Towns and Counties Used for Allocation of Selected State Revenues](#) [State](#) [of](#) [Washington](#)

8. Duration. This MOU becomes effective on the date on which the last authorized signatory affixes his/her/their signature to this MOU. The MOU shall remain in effect until December 31, 2024 unless earlier terminated by written agreement of the Parties. This MOU may be modified by mutual written agreement of the Parties.
9. Withdrawal. Any Party may withdraw from participating in this MOU by written notice to the other Parties. Any remaining grant funds of the withdrawing Party not expended by the withdrawing Party prior to the date of withdrawal will be reallocated to the remaining Parties.
10. Indemnification. Each Party agrees to defend, indemnify, and hold harmless the other Parties from any claims, suits, actions, or liability for injury or death of any person, or for loss or damage to property, arising out of, or in connection with that Party's actions

or omissions with respect to this MOU to the extent such injury or damage was caused by the indemnifying Party's negligence.

This MOU shall be effective on the last date executed by the Parties below.

**City of Bothell**

\_\_\_\_\_  
Kyle Stannert  
City Manager

\_\_\_\_\_  
Date

Attest:

\_\_\_\_\_  
Laura Hathaway  
City Clerk

**City of Bellevue**

\_\_\_\_\_  
Name  
Title

\_\_\_\_\_  
Date

Attest:

\_\_\_\_\_

**City of Kirkland**

\_\_\_\_\_  
Name  
Title

\_\_\_\_\_  
Date

Attest:

\_\_\_\_\_

**City of Redmond**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

Title

Attest:

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## **Exhibit A**

2023-24 Re+ Grant IAA – Bothell & King County

## **Exhibit B**

### **Re+ City Grant Program – Agreement with the City of Bothell**

#### **Scope of Work and Budget**

**Initiative Title:** Eastside Bring Your Own Cup (BYOC) Program

**Funding Amount:** \$84,000.00

**Initiative Summary:**

Single-use cups end up as litter, in the landfill, contaminating recycling streams, and contributing to environmental degradation and climate change. The Cities of Bothell, Bellevue, Kirkland, and Redmond are planning to build upon the existing BYOC program efforts to increase the use of reusable cups at coffee shops. The expansion and continuation of the Eastside BYOC program will focus on behavior change marketing strategies to reach target consumers, and partnership engagement efforts with coffee shops across the four cities to empower the community to choose reusables whenever possible.

This project is a collaboration between the City of Bothell, City of Bellevue, City of Kirkland, and City of Redmond.

**Project Description:**

The Eastside BYOC program partners will use the requested Re+ Grant funding to accelerate the growth of the BYOC program to support the Re+ mission to reduce single-use items and reuse everything that can be reused. The objective of the Eastside BYOC program is to reduce single-use plastic, paper, and compostables waste by increasing consumer participation in our existing BYOC program, increasing partner coffee shop participation, and promoting sustainable practices across our communities. The program targets environmentally conscious consumers, coffee and tea lovers, college students, city staff, elected officials, coffee shop baristas, coffee shop owners and managers, and more.

This next phase of the project will focus on gathering data during the busier season and building upon and expanding the existing BYOC Program. Data is being collected on cups reused by consumers at coffee shops and other behavioral data to help determine frequency and likelihood of reuse. Essential takeaways from the project include the positive feedback and interest from the public and the willingness and interest of coffee shops to participate and provide waste diversion data.

There are two outreach targets in this next phase- 1) consumers and 2) coffee shops.

The focus of the consumer side of the program is a strategic approach to changing behaviors to increase waste-free actions including the following:

- Marketing campaign development to reach more community members
- Education and engagement on the importance of waste reduction and benefits to the environment and community
- Sharing information on how and where to BYOC, showcasing monetary gains through coffee shop discounts, and further developing the mapping tool
- Next iteration of the BYOC pledge and stamp card program as a means to award consumer waste reduction behaviors
- Gamification through social marketing strategies to increase interest and make the experience fun and engaging
- Publicly share impact of the project and how individual actions contribute to the collective goal to reduce waste
- Make it easier and more convenient by providing reuse tool (mugs) and reminder tool (tea towel and/or window cling)
- Engaging with city staff and elected officials to internalize the reuse culture and set an example for local residents and businesses
- Expand access to the program through increased translation of outreach materials and messages.

The evolution of the coffee shop partnership engagement and participation will include:

- Increasing number of participating partner coffee shops and awareness of the program among all coffee shops within the Eastside cities
- Tracking data on reusable cup use and single-use cup prevention linked to the program
- Providing program materials and resources for coffee shops to share with consumers
- Conducting monthly check-ins to assess program campaign progress, gather feedback, and collect data.
- Providing promotional partner benefits such as coffee shop map resource, sharing discount for BYOC, listing as partner with link on cities websites, and consumer prize drawings for each partner location.

**Project Outcomes:**

**Project outcomes are broken into two sections: increased engagement with consumers and building relationships with coffee shops.**

Projected outcomes for consumer engagement efforts will include:

- Increased number of people bringing their own cups
- Data collected from partner coffee shops including number of cups prevented or number of reusable cups filled and data on frequency of reusable cup use among consumers
- Regional mapping tool populated with all Eastside BYOC partners, discounts, and BYO-friendly locations in coordination with King County and Seattle Public Utilities
- Implementation of two campaign projects – a digital stamp card and pledge
- Reuse tools handed out to community members in exchange for committing to reuse through pledge or other action
- Tables at multiple summer events to increase awareness of the program
- Positive feedback received about the program

Projected outcomes for marketing efforts will include:

- Targeted marketing strategy and plan implemented with a goal of over 3 million impressions and 10,000 click-throughs to the program website
- Social media toolkit developed and shared through participating city channels
- Increasing the awareness of the importance of reuse and waste reduction for the health of the community and the planet
- Work with internal city communications team to promote reuse and BYOC by city councilmembers and staff (could include pledge, coffee shop social event, and social media promotion)
- Marketing materials translated into Spanish and Simplified Chinese and promotion in culturally relevant outlets.

Projected outcomes for coffee shop partnership engagement and participation will include:



- An anticipated 20 additional partner businesses participating, added to the mapping tool, provided with decals in windows for consumers, and willing to provide cup diversion and reuse data
- Increased monthly reusable cups filled to 5% (dependent on data) and decrease in disposable cups inventory orders
- Monthly check-ins with partners on progress of the program and feedback collection to build better relationships

#### **Project Deliverables:**

##### **Projected deliverables from this project include:**

- Participation in summer tabling events
- Reuse materials provided to community members
- Implementation of a digital stamp card
- Implementation of a BYOC pledge
- Implementation of a targeted marketing strategy and plan
- Social media toolkit developed and distributed
- Outreach to potential business partners
- Develop and distribute marketing material in Spanish and Simplified Chinese.

#### **Budget:**

Item	Estimated Timing by Quarter	Expenditure Type	Unit Price	Quantity	Amount Paid by Grant
Reusable cups	Q1 2024	Supplies	\$10.00	700	\$7,000.00
Marketing company and implementation	Q4 2023 - Q4 2024	Personnel for Other Project Team Members			\$70,000.00
Tea towels	Q1 2024	Supplies	\$2.00	250	\$500.00
Stickers	Q1 2024	Supplies	\$0.20	2500	\$500.00
Print materials	Q1 - Q4 2024	Supplies			\$1,500.00
Prize package	Q1 2024	Supplies	\$37.50	40	\$1,500.00
Translation services	Q1-Q4 2024	Other			\$3,000.00
					<b>\$ 84,000.00</b>

Line items in the above table can be transferred with written approval by the King County Project Manager. A contract amendment will be required for any changes that increase the overall price of the contract.