

Redmond Waste Reduction and Recycling Grant Application

Scope of Work

The goal of the Waste Reduction and Recycling grant is to promote waste reduction, reuse, and proper recycling to Redmond residents.

Task 1: Sustainable Living Classes

Promotion for Classes

The contractor would work with the City to advertise locally for participants to attend workshops. The contractor would develop a contact list to send materials to, as well, which would include groups like the current PTSAs of Redmond schools and local organizations. Promotional materials could include items such as:

- Press release for the organizations such as the chamber
- Newsletter blurb for the City to send out in newsletters and through partners that could include KCLS, PTSAs of Redmond schools
- Create social media blasts for the City to use on materials.
- Video clips
- Photo promotion
- Poster

Sustainable Living Online Classes

The focus of these interactive workshops would be to share information and techniques for reducing waste at home as well as properly sorting recyclables. We would present live demonstrations to show the viewer what materials look like and how to use them. We would develop materials to be Redmond specific to cover the services residents are eligible for and the local drop off sites and recyclers for specialty items for Redmond. This task would include:

- Developing the lessons to be Redmond specific
- Developing an online survey for tracking success
- Create a Redmond specific bundle that would go to participants to include Redmond specific information and pdfs
 - Tips and background information
 - Books available at KCLS on the topic
 - Redmond recycling and composting guide
 - What to do with unusual items
- Register attendees, and send the class link the day before each class



- Prepare for and present classes twice (i.e. Spring and fall session or winter and summer). Six classes for “Redmond Sustainability Action at Home” on the following topics:
 1. Redmond Sustainability Action at Home: Recycle Right! The basics of categorizing materials as recycling, composting or garbage and what happens to it after it leaves your home.
 2. Redmond Sustainability Action at Home: Conservation Kitchen Reduce wasted food through planning and proper storage. Learn recipes for utilizing parts of food that are usually wasted.
 3. Redmond Sustainability Action at Home: Food + Composting Learn tips for setting up a strong program in your house, apartment, or condo in Redmond. This includes information on how to use the City’s cart collection program. Receive tools and tips to make participation easier. Find out what happens to materials after they leave your home.
 4. Redmond Sustainability Action at Home: Perplexing Plastics Learn about reducing your plastic use, what is recyclable and what happens to plastics after you use them.
 5. Redmond Sustainability Action at Home: Environmentally Preferable Purchasing A quick course on how to make better purchasing choices, information about local businesses in Redmond and why less can sometimes be more.
 6. Redmond Sustainability Action at Home: Dynamic Decluttering How to determine when it is time to get rid of items and making the best choice on where they go next.
- Send out resources and a survey link to participants after the class.
- If in person classes became an option, these could be offered in person at KCLS Redmond libraries

Survey and Reporting from Classes

The contractor would analyze survey results and prepare one annual summary report for the City. Incorporate City comments and finalize.

Task 2: Video Demo Clips

The contractor would create quick tips and demos for video clips for the City. These would again be Redmond specific and mention the City’s resources in each clip with the demo so viewers would know where to go for more information.



Task 3: On-Demand Classes

Classes would be available “on demand” to provide for local business or community groups to set up as part of their regular meetings on a date/time of their choice. If in person classes became an option, these could be offered in person at KCLS Redmond libraries

Task 4: Love Food, Stop Waste

In January-March 2021, Redmond solid waste staff will be working with a volunteer intern from University of Washington College of the Environment to complete a capstone project related to food waste prevention. The intern will be tasked with surveying food waste prevention efforts locally and beyond, including King County’s Food: Too Good to Waste program. Following the research phase, the intern will develop and implement a pilot project drawing inspiration and adapting resources from other programs (such as King County’s *Keep It Fresh* guide and sample social media posts). Other project elements may include:

- **Virtual cooking classes** – Offered in partnership with Redmond’s Parks and Recreation Department (currently already running virtual recreation and enrichment classes), cooking classes could offer creative ways to use up leftovers and/or parts of foods that are usually not eaten. As we have done previously at in-person events, Redmond could partner with local chefs to share food-saving tips and tricks with residents.
- **Food waste “challenge”** – Building upon Redmond’s previous food waste “challenges” in 2017 and 2018, this project may test a new version of the challenge, especially utilizing non-traditional communication platforms (previously, challenge participants were recruited through mail and the City’s e-newsletter, limiting the inclusiveness of the effort). To support residents in completing the challenge, tools may be purchased and distributed to facilitate food management, such as:
 - Clear Pyrex storage containers to remember what needs to be used up
 - Banana “trees” to keep fruit from ripening too quickly
 - Cloth produce storage bags
- **General awareness and promotion** – This could include digital ads (leveraging content from the Ad Council’s Save the Food campaign), social media campaigns, and traditional printed materials, such as produce storage guides.

- **Inclusive outreach** – Aside from a limited partnership with Hopelink food bank in 2017, Redmond has yet to make concerted efforts to reach audiences that have been traditionally underserved by government. This project presents an opportunity to prioritize audiences of focus, such as multilingual residents and people living with low incomes. Activities may include translation/transcreation of promotional materials and partnering with community organizations to support related efforts.
- **Evaluation component** – The intern will be tasked with building in an evaluation methodology to pilot project design. Methods may include pre- and post-surveys of food waste challenge participants, social media metrics, feedback from class participants or other evaluation techniques.

Task 5: Commercial Organics Collection Program

Description:

To decrease waste and increase recycling, the City's Commercial Organics Collection program has proven successful in diverting organic material from the landfill to be recycled as compost. The program is operated through the City's contracted hauler, Waste Management, and serves both multi-family and commercial sectors. The service provides free of charge organics collection to selected multi-family and business accounts after an eligibility screening. An independent consultant is also under contract with the City to assist with implementing and monitoring the program.

Eligibility, Registration and Implementation:

All multi-family and business accounts are eligible to apply to participate in the free Commercial Organics Collection program. However, prior to receiving service, our consultant first conducts a screening of program applicants to ensure they meet the required eligibility standards and confirm that they have a firm commitment to the guidelines of separating the compostable waste correctly from both garbage and recyclables. Once an applicant is approved and registered in the program, the account is monitored by the WM route drivers and overseen by our consultant for any non-compliance or irregularities. If an account is found to not meet the program standards consistently, such as consistent contamination, it will then be dropped out from the program.

Service Schedule and Billing:

The collection service is carried out once or twice per week depending on accounts' needs with special 64- gallon carts of the distinguished color to avoid potential cross-contamination. WM bills the City monthly based on the subscription of the total



customers in the program. The cost is determined by the number of carts and frequency of the service per week instead of the volume collected.

Evaluation:

The following measures will be used to evaluate the project:

- The number of accounts enrolled in the program
- The tonnage collected in each month for waste diversion
- The cost of the monthly bill

Expenses and Budget

Task	Task/Program Name	Combined Expenses/Budget (2021-2022)
One	Outreach Classes	\$149,974
Two	Video Demo Clips	
Three	On-demand Classes	
Four	"Love Food, Stop Waste" Pilot Project	
Five	Commercial Organics Collection Program	

(Note: The expenses will be moved around and adjusted among the five tasks as needed during the two-year funding cycle.)

Grant Administration

Administrator/Contact: Stacey Auer
Phone: 425-556-2745
Fax: 425-556-2820
Email: slauer@redmond.gov
Mailing Address: Environmental Programs
Public Works Department
15670 NE 85th Street, MS: 2NPW
PO Box 97010
Redmond, WA 98073-9710

(End)