



Recycle Reset Project Extension

City of Tacoma | Environmental Services Department

Tacoma City Council - RES40861
November 2, 2021



BACKGROUND



- Pandemic restrictions interrupted in-person outreach
 - Event tabling, focus groups, trainings
- Leveraged additional grant funding to expand recycling education
 - \$60,000 Ecology grant:
 - Recycle Ambassador program
 - Online waste sorting game
 - \$250,000 Recycling Partnership Grant:
 - Materials and engagement for multi-family recycling education
 - \$175,000 US Conference of Mayors grant:
 - Expand Recycle Ambassador program to multi-family
 - Add food waste reduction education to Ambassador program

Recycle Reset Ambassador Program



- Program leads with equity
- Leverages word of mouth as an amplification strategy.
- Active community residents trained to become Recycle Reset Ambassadors
- In partnership with community organizations: Asia Pacific Cultural Center, Pierce Conservation District, VT Radio Universal, and Safe Streets
- Eight multilingual, multicultural trainings with over 100 participants to date
- Replicable, interactive multilingual curriculum and educational tools

Participant's are saying:

"I want to take action and really do something impactful to clean up Tacoma!"

"Teach other young people like me about how waste impacts us."

"I want to do my part so we all lower the cost of recycling in Tacoma"

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EnviroChallenger Recycling Education



12 videos focused on waste reduction & recycling

- Example topics:
 - Litter
 - Waste Reduction
 - Why Recycle?
- 3,096 views



2 new classroom lessons on waste reduction & recycling

- Example topics: Litter Prevention, Yes We CAN Recycle
- 995 students participated

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RECYCLE RESET PROJECT FUNDING



Projected Education Surcharge Revenue (4 years)	\$1,400,000
Projected 2020-2021 Recycle Education Expenses	\$800,000
Remaining budget for 2022 education expenses	\$600,000

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TIMELINE ON EXTENDED PROJECT



- Ambassador program trainings
 - Residential, Multifamily, & Food/Yard Waste – complete Q2 2022 (U.S. Conference of Mayors funded)
- EnviroChallenger curriculum – 2021-22 school year
 - Offering both virtual and in-person lessons to school classes
 - Continuing EnviroChallengers video series
 - Developing professional development workshop for teachers
- Glass drop-off customer survey focused on service delivery –complete Q3 2022
- Identify a South End glass drop-off location 2021-22

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