



For Release
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Capitol Hill, First Hill, Madison Valley, Madison Park, Denny-Blaine, Madrona and Montlake Neighborhoods Win Seattle's First Annual Waste Reduction Competition

- Neighbors Win \$50,000 Community Improvement Project –

SEATTLE, WA – (May 6, 2010) – Several Seattle neighborhoods have won the CleanScapes *Neighborhood Waste Reduction Rewards* competition and will be selecting a \$50,000 community improvement project to be constructed in their area. The CleanScapes Thursday collection area including portions of Capitol Hill, First Hill, Madison Park, Madison Valley, Denny-Blaine, Madrona and Montlake won the competition sponsored by locally based CleanScapes, Inc.

The winning neighborhoods reduced the amount of waste collected between October 1, 2009 and March 31, 2010 by 19 percent. Community councils representing the winning areas will work with CleanScapes to select the site of a community improvement project(s) to be paid for, installed and maintained by the company. Examples of projects under consideration include P-patch structures; an information kiosk; children's garden; playground; and neighborhood-entrance landscaping and lighting.

“The 2009/2010 Neighborhood Waste Reduction Rewards competition launched a new focus on waste reduction for communities in CleanScapes' service territory. More households now consider ways to reduce waste. Our company is learning first-hand how community incentives might encourage waste reduction, and the winners of the first annual competition now have



the fun of deciding how to invest \$50,000 on behalf of their neighborhoods,” said CleanScapes President Chris Martin.

The areas competing in the competition are designated by the day of the week that their waste is collected, Monday through Friday. The Thursday collection area won the 2009/2010 competition with a 19% reduction over the competition period.

- The Wednesday collection area placed second, cutting the waste collected on Wednesday 17% between October and March.
- Neighborhoods where waste is collected on Tuesdays placed third with a 16% reduction.
- The Monday collection area came in fourth with a 13% reduction, and the neighborhoods where waste is collected on Fridays recorded a 12% reduction.

“Progress takes patience, and already the neighborhood competition is helping to prompt a broader discussion that champions the notion of reducing and reusing, rather than disposing and dumping,” Martin said.

Between now and July 31, Seattle residents have the opportunity to submit project ideas for the \$50,000 project that will be constructed in the Thursday collection area. Submit proposed project ideas by July 31 using the Community Project Proposal form available at www.cleanscapes.com and email to CleanScapes at educationoutreach@cleanscapes.com. Projects should be items such as a public benches, playground equipment, neighborhood kiosks or community garden structures that will be accessible to the public.

Every week, Seattle households set out 5,100 tons of garbage, recyclables and yard waste to be hauled away. The garbage is taken by train 300 mile to be buried in an Oregon landfill. The mile-long train leaves Seattle six days a week, stacked two containers high. Much of that garbage could have been recycled, composted and, in many cases, not created in the first place if households simply replace disposable products with reusable items.



To help promote waste reduction and its neighborhood competition, CleanScapes publishes “Weekly Waste Reduction Tips” online and via opt-in email distribution. The company also sponsors a “Waste Reduction Student of the Year” competition that awards a \$2,000 college scholarship (and the chance for an internship at CleanScapes) to a Seattle School District high school student who creates an in-school presentation encouraging student-led reduction efforts.

About CleanScapes, Inc.

In addition to providing solid waste and recycling services to residential and commercial customers in Seattle and Shoreline, WA, CleanScapes delivers comprehensive streetscape management services to businesses, public facilities and municipalities in Seattle, Portland, OR and San Francisco, CA.

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