

PAYT Best Practices and Success Stories



JULY 26, 2018



PAYT—What's the Point?

TRADITIONAL TRASH COLLECTION

Regardless of how much trash they generate



Or how little...



Residents pay one fixed fee for disposal.

(An “all you can eat” approach)

PAY-AS-YOU-THROW

If residents generate a lot of trash



Or a little...






They only pay for the amount of trash they throw away.

(A variable rate, equitable approach)

How Effective is PAYT? "most effective way to decrease trash and increase recycling"

Nationally, communities see:

- Recycling participation  significantly
- Tons recycled  by 50% or more*
- Tons disposed  by 15 - 20% from residential sector

But many communities see a much more significant decrease in tons disposed

In addition...

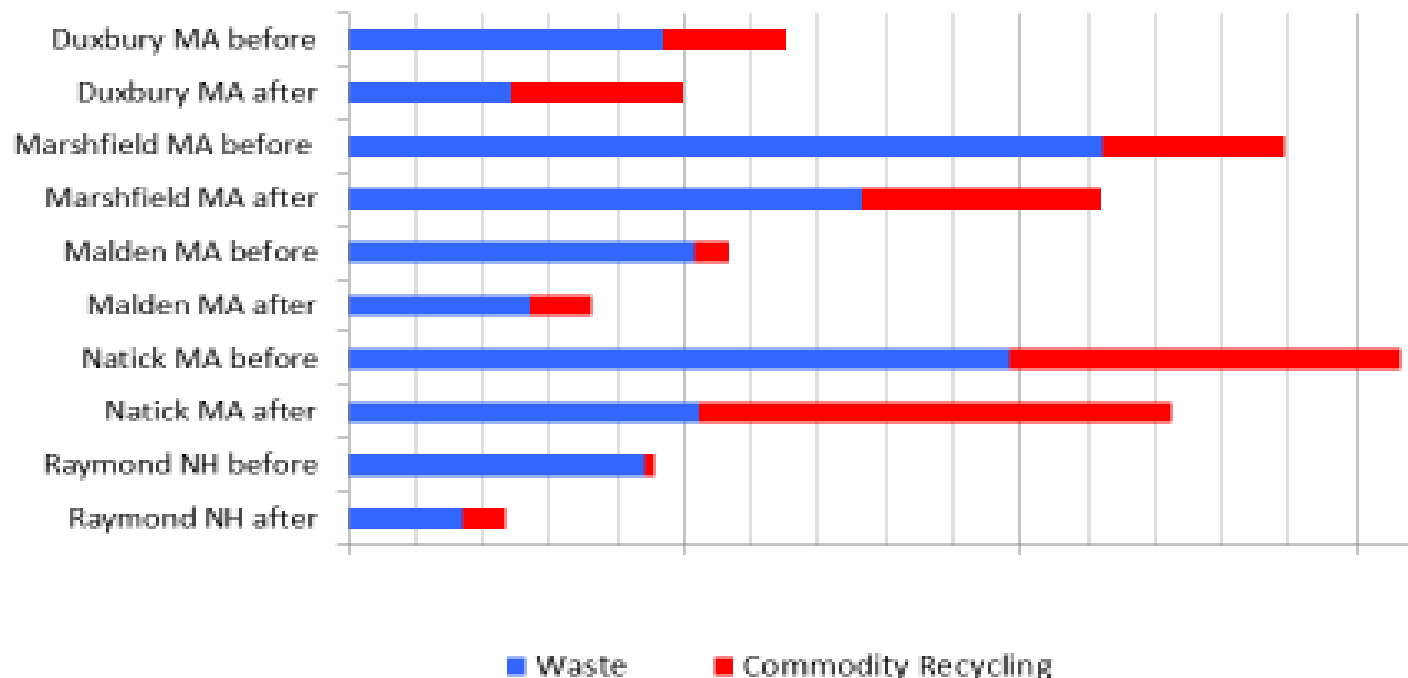
- In 2/3 of communities, no budget increase
- 90% of residents prefer, once implemented

Communities usually do not reduce base fee, but with addition of PAYT, that fee increases more slowly

Results in New England Communities

PAYT SMART – Decreases Overall Generation (waste + recycling) by 20+% <<!!!!!!!

SMART's price signal produces **source reduction** and moves materials into all other programs, increases donations and home composting. Less generation lowers overall material handling costs.

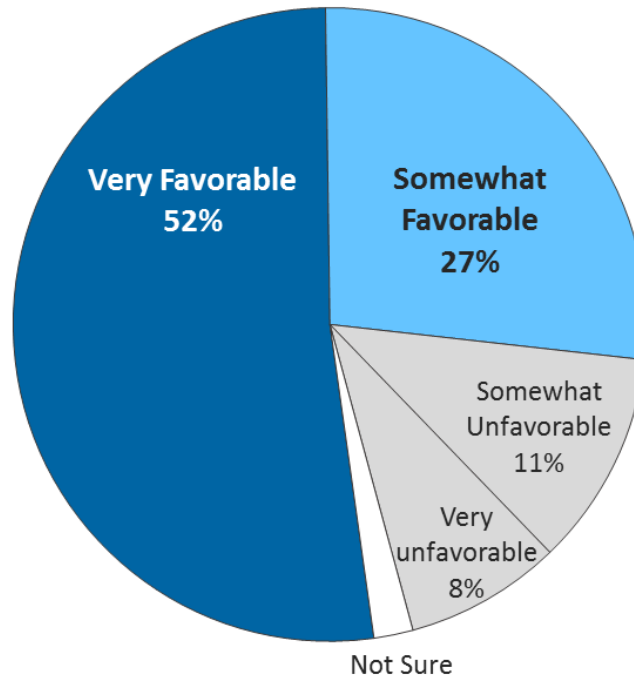


Citizen Satisfaction

Survey Results – 11 Municipalities

- 79% - Very or somewhat favorable
- 68% - Program is fair
- 74% - Participation is not difficult
- 89% - Program performing better than or as well as expected
- 77% - More likely to vote for someone supporting, or makes no difference

**Participants in Pay-as-You-Throw Programs
Have a Highly Favorable View of Them.**



Source: Automated telephone survey of 991 residents of communities with bag-based pay-as-you-throw programs, conducted by Public Policy Polling Feb. 21-25, 2014.

Illegal dumping and recycling contamination do not usually increase with PAYT

PAYT Best Practices...

- Simple rate structure with some flexibility
- Early, frequent, varied education & outreach – clear roles if shared responsibility
- For every 100% increase in volume, price should increase 50 – 80%* - Most effective closer to 80%
- Bundled services – automatic provision of recycling
- If cart system, recycling cart \geq than trash cart
- Offer mini cart (35 gal)
- Work with haulers, public, local officials
- Anticipate concerns and address in advance
- Tout program successes!



*Source – Lisa Skumatz. Ph.D. Dana D'Souza, and Dawn BeMent, 2015

Pay As You Throw

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Why PAYT - Increased Importance

- Reduce Landfill Waste
- Adopted Sustainability Plan
 - Goals:
 - Increase opportunities for waste diversion, education, and reuse
 - Objectives:
 - Decrease residential trash- less than 2 lbs per capita per day
 - Increase community-wide waste diversion- 50% by 2025
 - Increase waste diversion for City Operations
- Equity in Rates
 - Higher use, higher rate- similar to water and electric rates

Process to PAYT

It started with the desire to landfill less

- Council direction to implement PAYT and curbside compost = yard trimmings + food waste + BPI certified compostables
- Resident feedback and Surveys
- Consultant review and rate strategy
- Implemented PAYT and curbside compost April 2017

Results on Customer Subscriptions



Trash Collection	Before PAYT	May 2018
96 gal	79%	65%
48 gal	21%	28%
48 gal EOW*	N/A	7%
Compost 96 gal	N/A	14%

\$24/mo

\$12.90/mo

\$6.50/mo

\$6.50/mo

**collected every other week*



Learning Points

- Concurrent launch of PAYT and composting provided best solution to reducing landfill waste
- Complaints about rates were minimal
- Required strong marketing effort and marketing budget
- 14% residents reduced their trash service level with PAYT
- Anticipated high labor need for cart exchanges at program launch
- Price increase for trash was a small motivator for reducing trash cart size
- PAYT change-outs going slower than anticipated



ABOUT NATICK

Jillian Wilson-Martin, Sustainability Coordinator, Natick, MA





Recycling

Compost

Textiles and small
appliances

<Trash PAYT
15 gal = \$1.00
33 gal = \$1.75
(since 2004!)

TODAY



POLITICAL BACKLASH

Isolated resistance

Attempts to disrupt meetings

Referendum process with 1000+
signatures

Special Election in Dec. 2003

72% voted to keep PAYT

NOV 2003



BENEFITS

Resolved budget issue

Reduced waste **by 40%**

Reduced collection costs

- Switched to four day collection
- Cut overtime costs for bulk pickup

Increased recycling **by 20%**

Greater equity

84% recycling/diversion rate!

LESSONS LEARNED

- + No one size fits all solution
- + Wide stakeholder engagement
- + Real savings! **\$4M savings in disposal fees since 2004**
- Political will for raising bag price
- Help for low-income & seniors (**free bags**)
- Equity for businesses and multi-families

