



WasteZero[®]

Save Money. Reduce Waste.

A Pay As You Throw Overview

Town of Milford, NH

February 21, 2017

WasteZero: Who We Are and What We Do

- In business since 1991, our sole focus is reducing waste, increasing recycling and improving efficiency in local governments across the US.
- We are the largest waste reduction company in the USA, with more than 800 municipal partners nationwide.
- We are a certified B Corp and are ranked among the top companies in the world for the environment (2014-2016).



WasteZero

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What is PAYT?

PAYT – Pay As You Throw, or Trash Metering – is incredibly simple. It is:

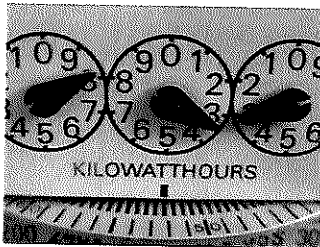
How you pay for trash

PAYT is not “how much” you pay for trash. That is a completely separate decision.

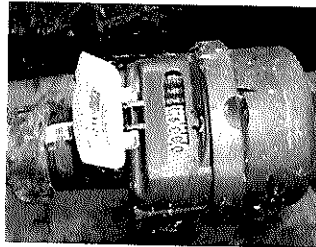
Metering Trash with PAYT

From a results standpoint, the “how” you pay is more important than the “how much” you pay

Metered



Electricity



Water

Most utilities existed before metering technology was invented. When we metered them, we reduced waste, lowered the cost and made the cost fair to users.

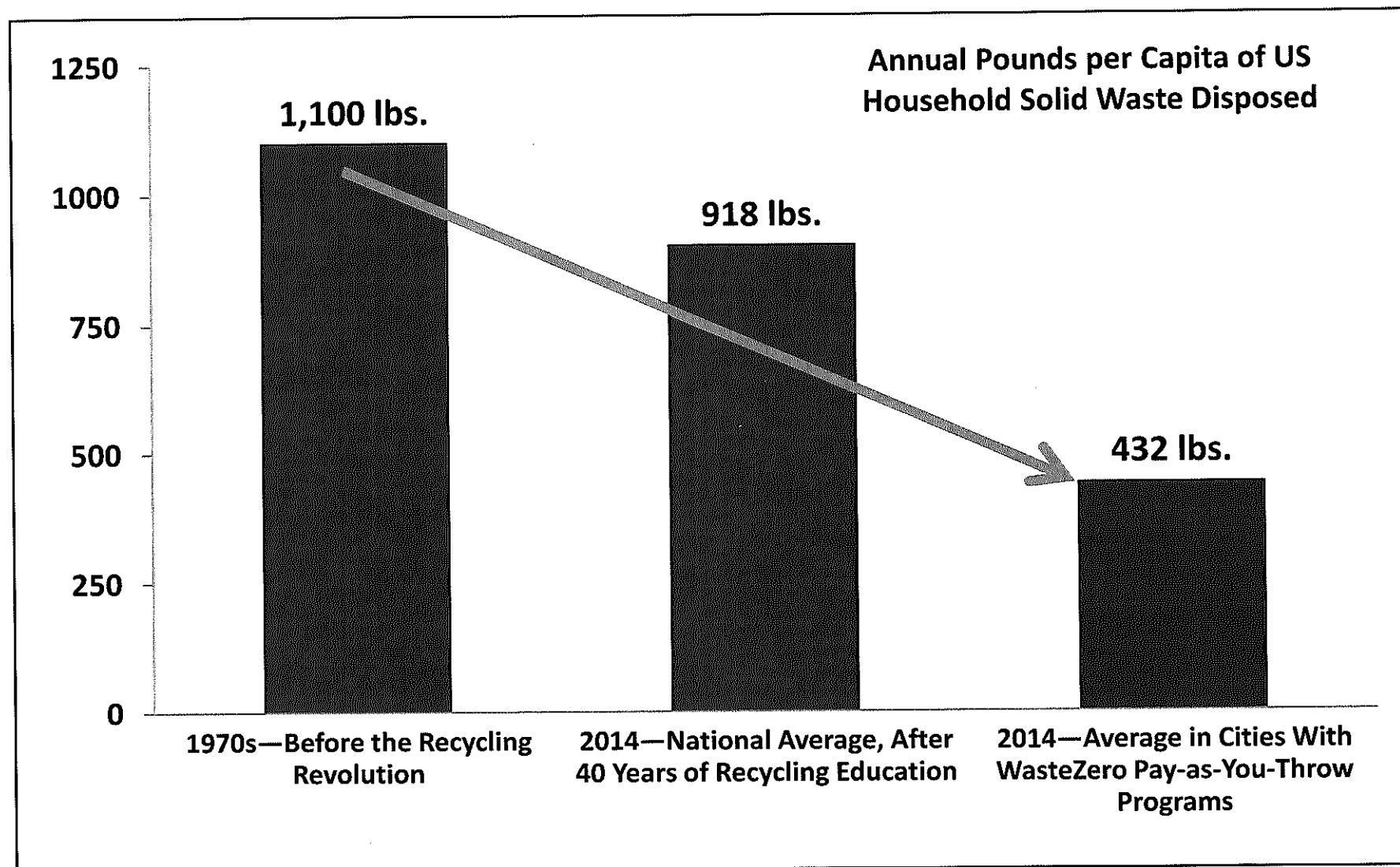
Unmetered



Trash

Communities can meter their trash like other utility

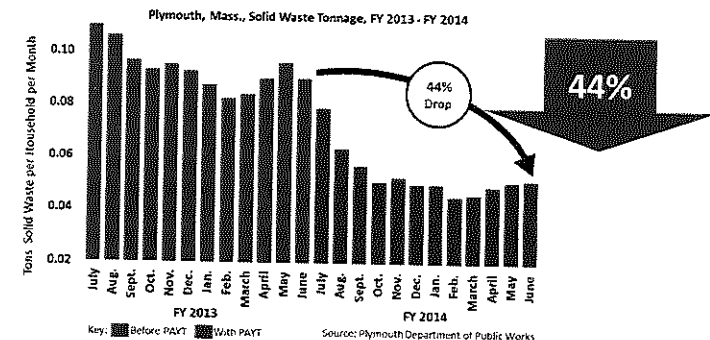
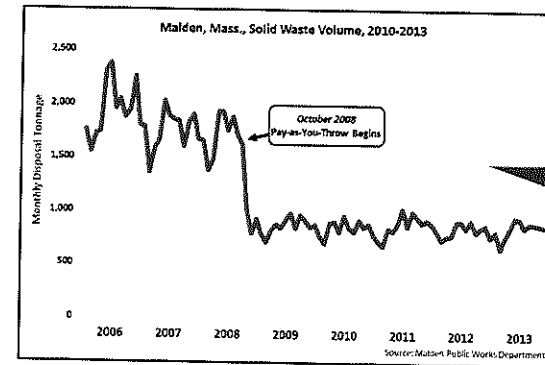
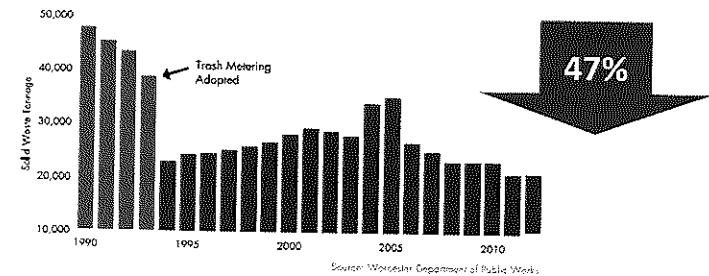
Impact of PAYT on Solid Waste



PAYT Results

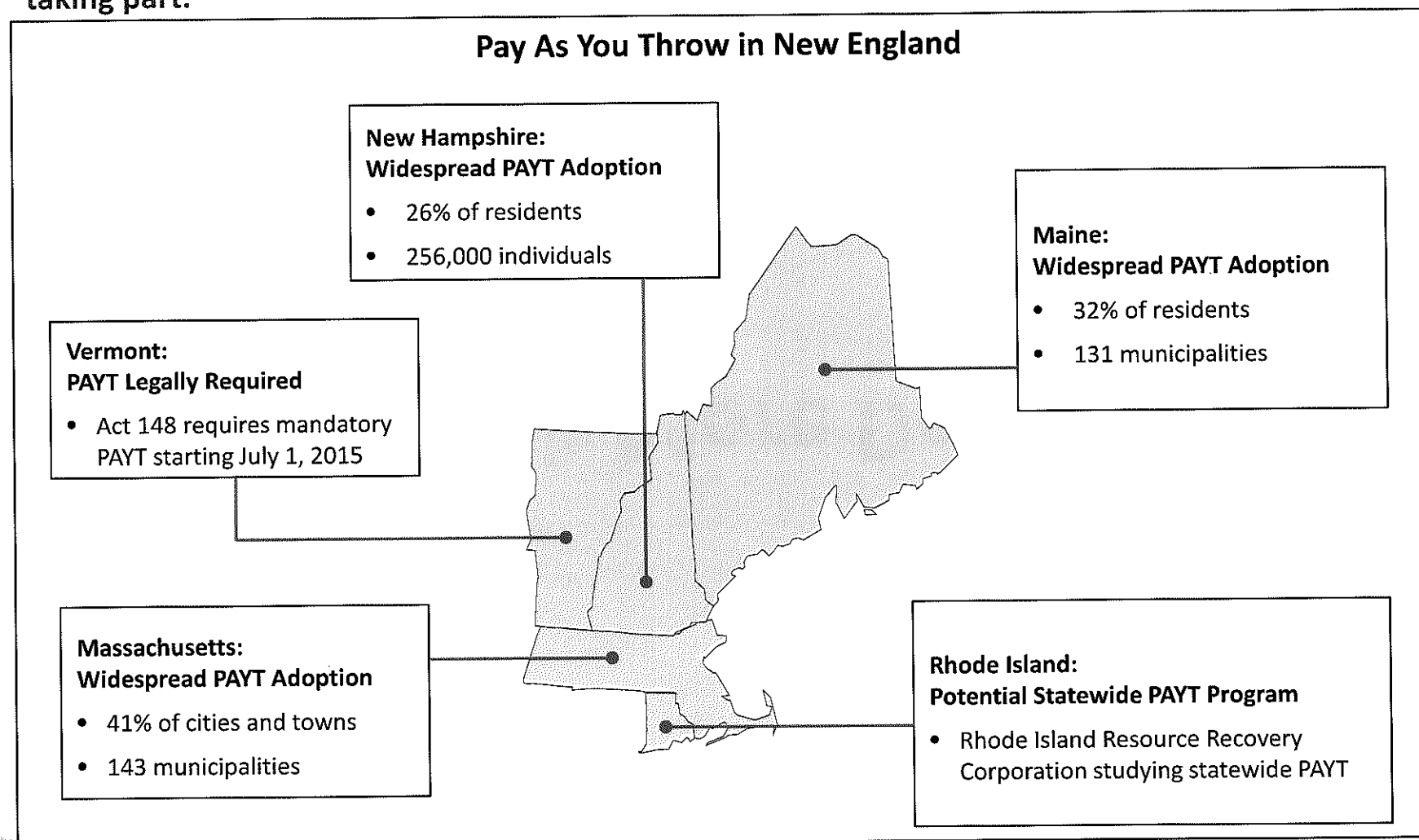
- Average MSW reduction of 44%
- Significant increases in recycling
- Results occur within 14 days
- Effective in cities and towns, regardless of
 - Population size
 - Average income level
 - Age
 - Method of collecting trash/recycling
 - Many other factors

WORCESTER, MASS., SOLID WASTE VOLUME, 1990 - 2012



Pay As You Throw in New England

Pay As You Throw is a familiar concept across the northeast, with 349 municipalities in New England taking part.



A Bit More Detail

Why Pay-as-You-Throw?

- ✓ Less waste and more recycling = lower costs + more jobs
- ✓ People pay their own fair share – those who generate more, pay more; those who generate less, pay less.
- ✓ Positive environmental impact
- ✓ Landfill life significantly extended

How It Works

1. Pay Per Bag



2. Incentivize What's Right



3. Cut Taxes or Fees

A utility bill from the City of Anytown, USA. The bill shows a large 'X' over the 'Solid Waste \$10.00' charge, indicating a reduction or elimination of this fee. The bill includes a table of charges and a payment section.

CHARGE	UNIT	RATE	AMOUNT
Water	100 GALLONS	\$2.00	\$2.00
Sewer	100 GALLONS	\$2.00	\$2.00
Solid Waste	100 GALLONS	\$10.00	\$10.00
Total			\$14.00

Solid Waste \$10.00

PLEASE RETURN THIS PORTION WITH YOUR PAYMENT

ACCOUNT NUMBER	DATE	AMOUNT DUE	AMOUNT PAID
1234567890	12/15/2012	\$14.00	

CITY OF ANYTOWN, USA
 P.O. BOX 1234
 ANYTOWN, USA

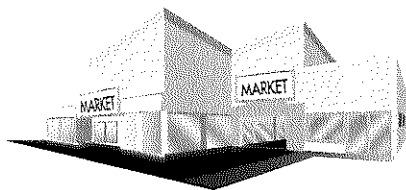
Provides incentives to reduce, reuse, recycle, and compost

WasteZero

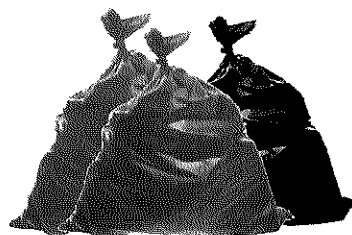
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From Residents' Eyes

Current Approach



Residents purchase any
trash bag

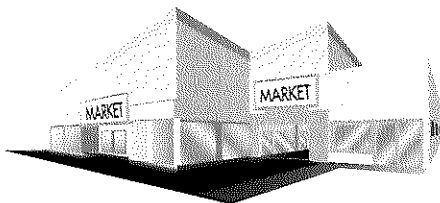


Trash bags
are disposed of

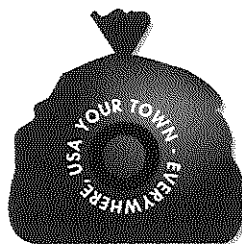


Recycling is not
incentivized

With PAYT



Residents purchase PAYT
bags at the same stores



PAYT bags are
disposed of



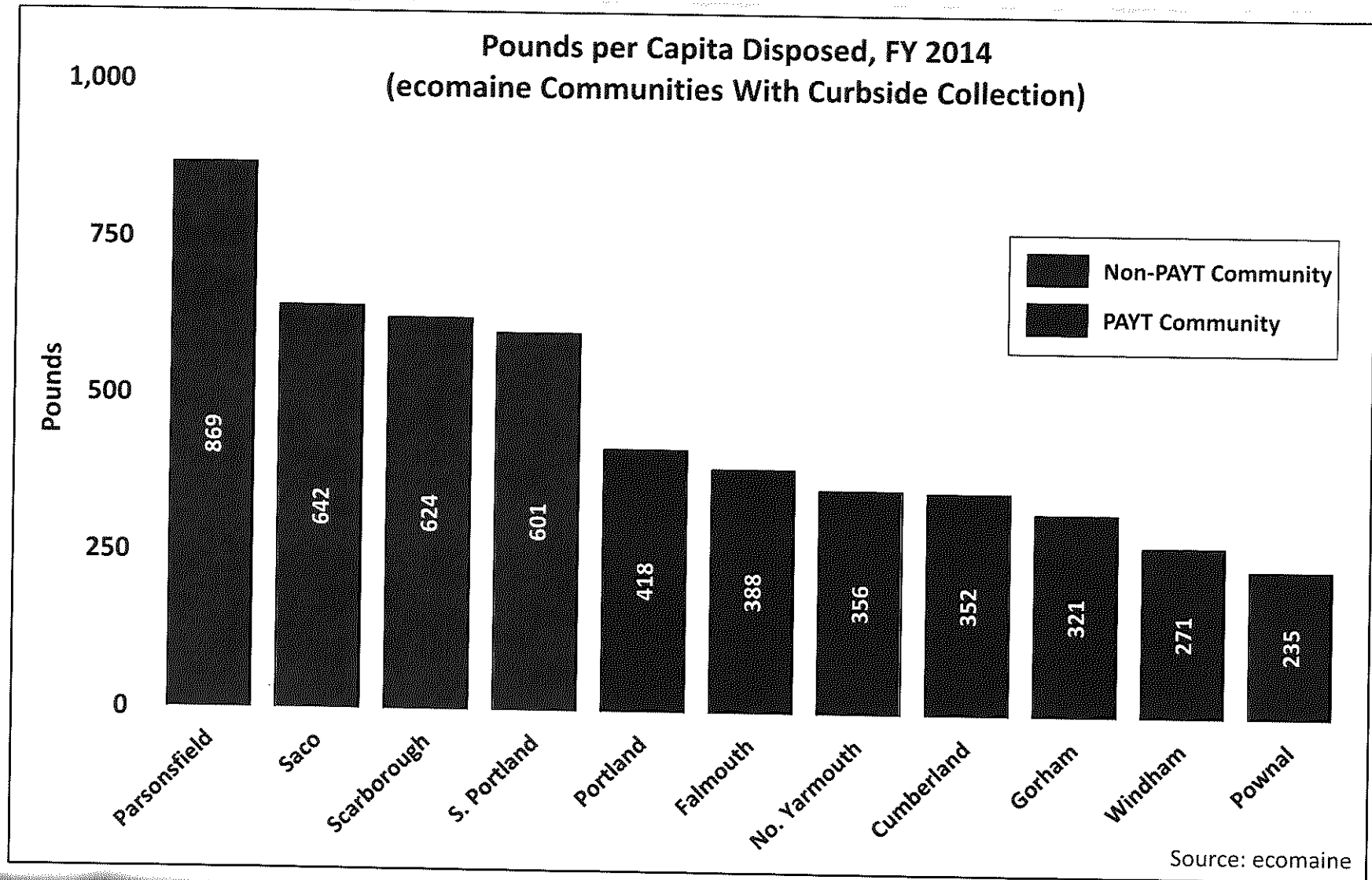
Behavior changes: waste
drops and recycling increases

Convenient

Easy

Effective

PAYT Results—Maine



PAYT Results—Waterville ME

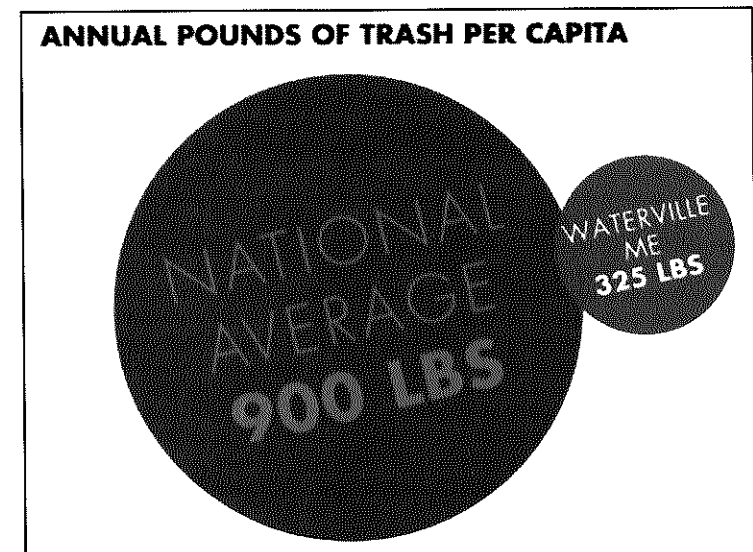
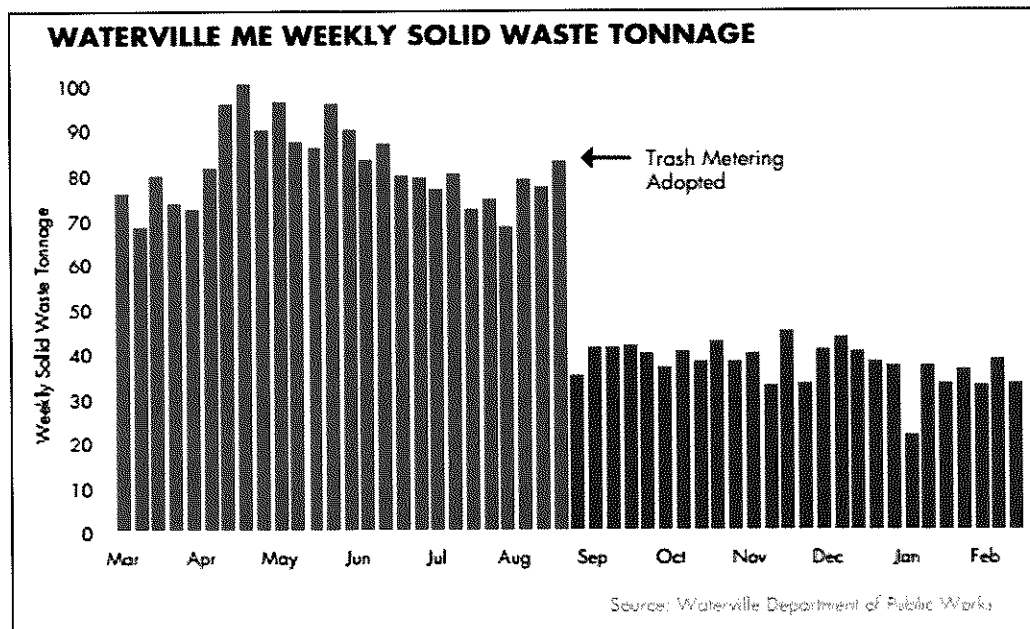
Using PAYT to Fund Curbside Recycling

When the City of Waterville (15,772 pop.) began PAYT, it used some of the revenue to fund curbside recycling, which residents had been asking for.

At the six-month mark, the program was exceeding its waste reduction and financial targets.

In the program's first 6 months:

- **53% decrease in solid waste tonnage**
- **\$78,000 in disposal savings**
- **1,075 tons of solid waste diverted**



PAYT Results—Concord, NH

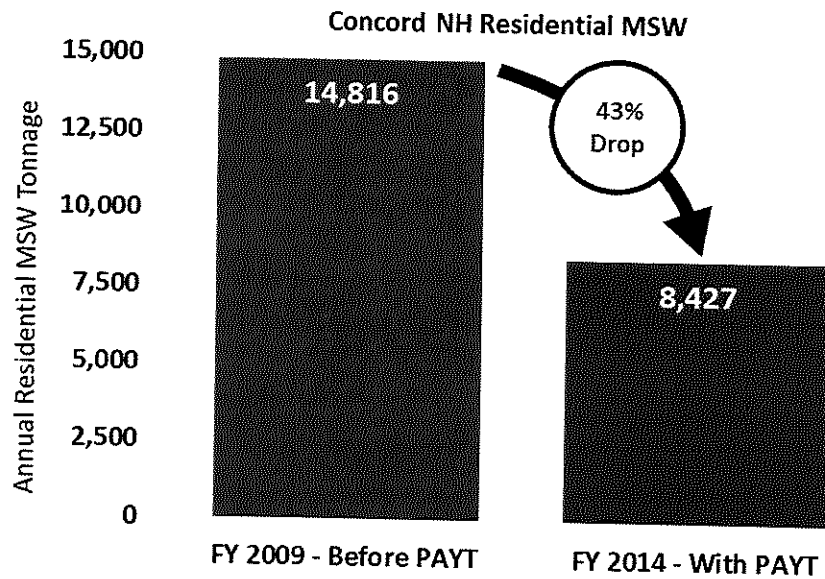
Facing an increase in tipping fees, the City of Concord began a PAYT program in July 2009.

Over the first five years of the program, residential solid waste tonnage decreased by almost half, and the recycling rate more than doubled.

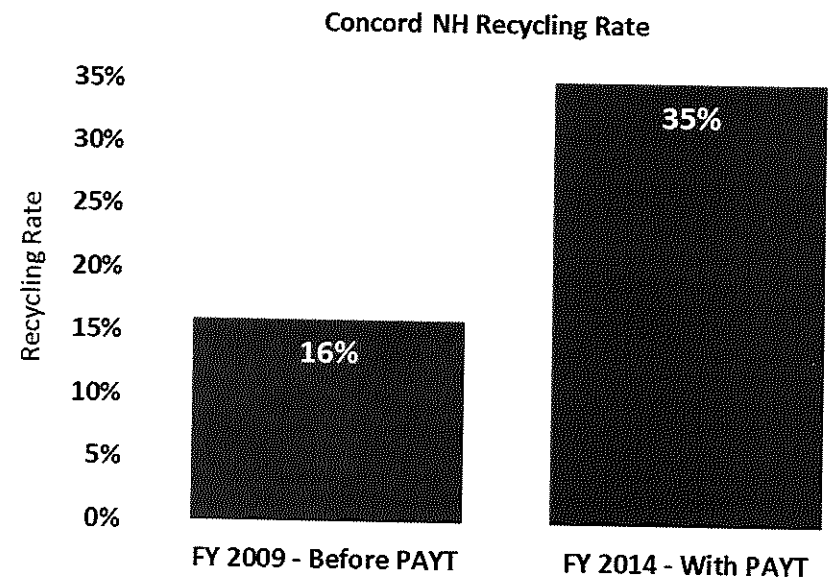
Bag-based PAYT

43% drop in solid waste tonnages

43,000 population



Source: Concord Monitor



Source: Concord Monitor

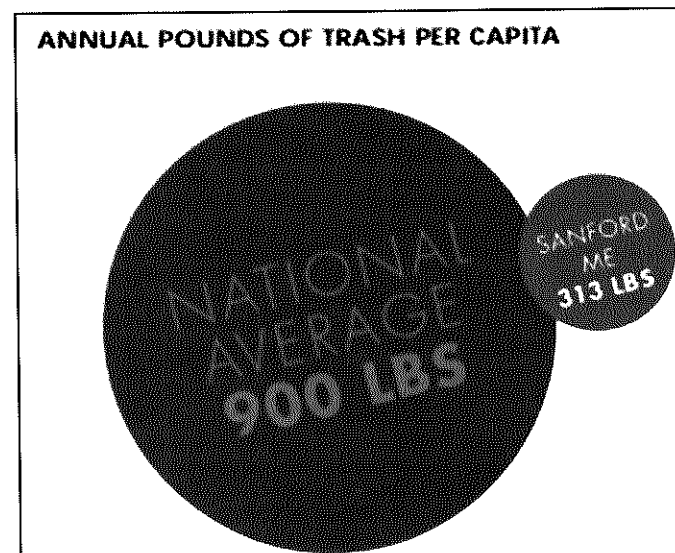
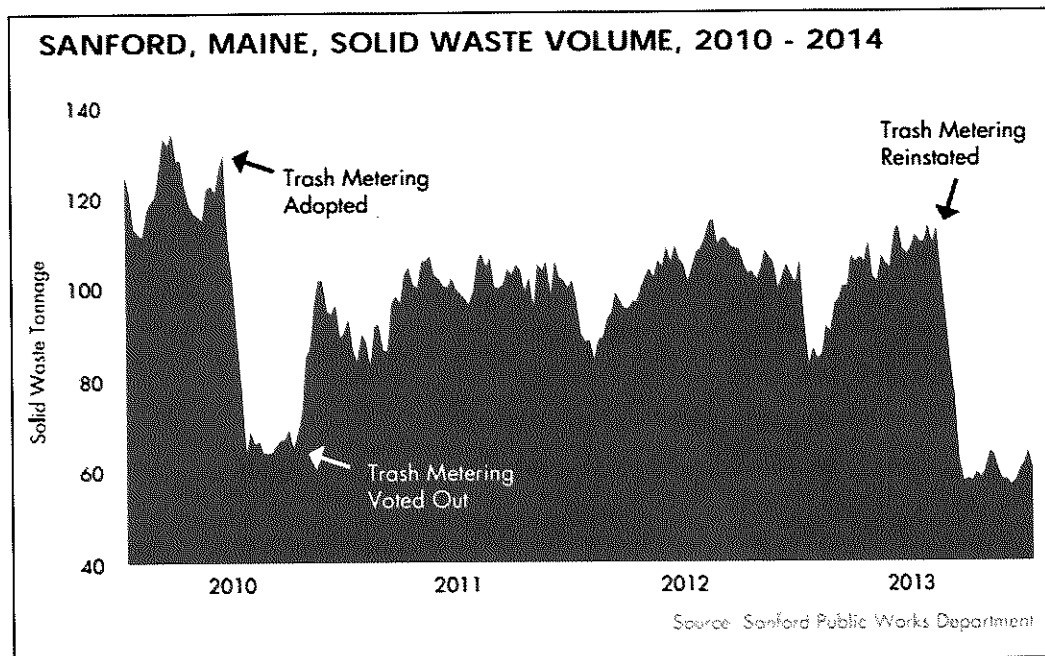
PAYT Results—Sanford ME

Incentives, Education or Both?

In July 2010, the City of Sanford, Maine, instituted a bag-based PAYT program. Immediately, trash volume dropped by more than 40%. Four months later, the town repealed the program, and trash tonnage shot up. In September 2013, Sanford reinstated PAYT, with impressive results.

In the program's first 2 months:

- 42% decrease in solid waste tonnage
- \$28,000 in disposal savings
- Recycling rate nearly doubled



How Can This Be?

According to NHDES¹:

80% of solid waste is recyclable, but NH's recycling rate is 35%.

There is a lot of recycling in the trash.

The recycling rate in MA is 37%, and excellent work has been done to analyze solid waste. We know that the trash in Massachusetts is:

14.6% recyclable paper

5.2% recyclable textiles

7.0% recyclable plastic

2.4% recyclable metals

1.4% recyclable glass

18.6% food scraps

¹: "Solid Waste Management in New Hampshire, An Overview", presentation by NH Department of Environmental Services to Environment and Agriculture Committee of the New Hampshire Legislature, September 26, 2014, page 13. Available at <http://www.des.nh.gov/organization/divisions/waste/swmb/documents/20140924-solid-waste-overview.pdf>

Program Impacts

PAYT provides financial incentives for residents to make better decisions with the materials they throw away.

Changing how we pay for trash service can dramatically improve the results, without increasing our costs.

Even if PAYT was used to generate new revenue, PAYT is a better approach than taxation because:

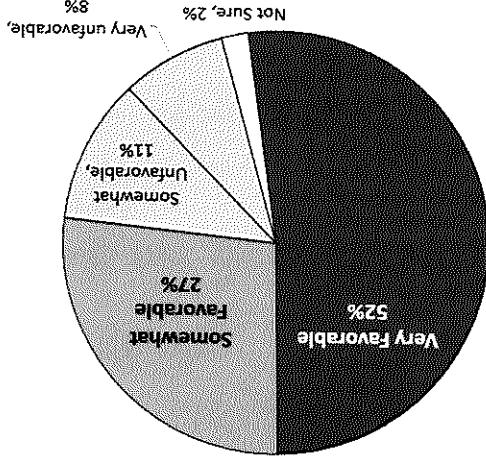
- Residents can control how much they pay
- PAYT generates disposal and operating savings, which taxes do not
- Much of the cost is not new; residents replace 2-3 trash bags per week (\$0.60 to \$0.90 per week) with one PAYT bag (\$1.00 to \$2.00 per week).

What Do People Actually Think?

Significant majorities of PAYT users express satisfaction with the program.

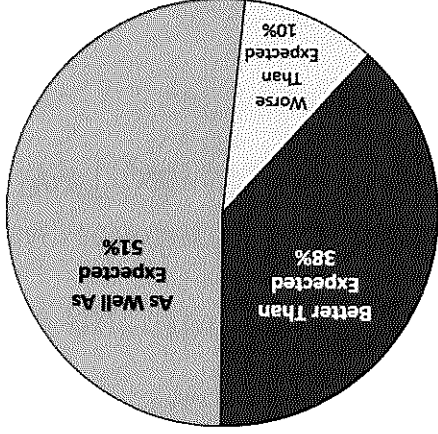
High Favorability

Do you have a favorable or unfavorable opinion of pay-as-you-throw?



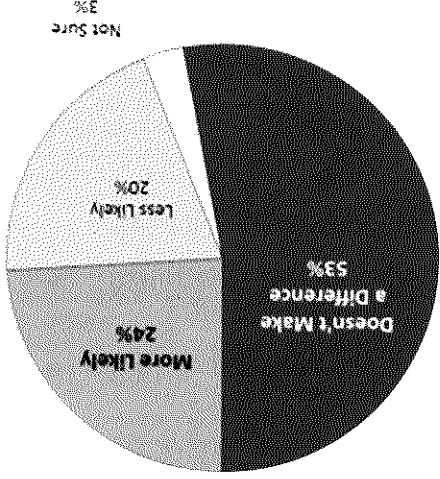
High Effectiveness

Do you feel that pay-as-you-throw is performing better than you expected, as well as you expected, or worse than you expected?



Minimal Political Impact

Does having pay-as-you-throw in place make you more or less likely to vote for the officials who implemented it, or does it not make a difference?



Giving Back the Bag Revenue

With More in Return™, residents have the ability to choose the size of their rebate based on the amount of solid waste they generate.

Low Solid Waste



These residents ***make money.***

Average Solid Waste



These residents ***break even*** – they get back what they paid in.

High Solid Waste



They pay for the ***extra*** trash they generate – the cost they currently force others to pay.

Thank You!



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