

Pay As You Throw – A Proven Strategy
to Recycle More and Dispose Less



**CARTON
COUNCIL**





Together we can
boost recycling in the
Southeast.



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SERDC Resources

www.serdc.org/regionalresources

- Economic Reports
- State Recycling Resources
- Market Directories
- Waste Exchanges

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Who is the Carton Council?



**Carton manufacturers united to
deliver long-term collaborative
solutions to divert valuable cartons
from disposal**



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What is PAYT?

Pricing trash service based upon amount of municipal solid waste disposed to incentivize recycling

- SMART – Save Money And Reduce Trash
- Unit Pricing
- Variable Rate Pricing (carts)
- Trash Metering
- Pay-as-You-Go

History of PAYT

- Began in 1920's in California
- Push to implement in early to mid 1990's
- EPA promoted in mid 1990's
 - Incentive for waste reduction and recycling
 - Funding mechanism
- Some states have been encouraging PAYT
- No new programs in SERDC region since 1990's

Many Organizations Support/Provide Information about PAYT



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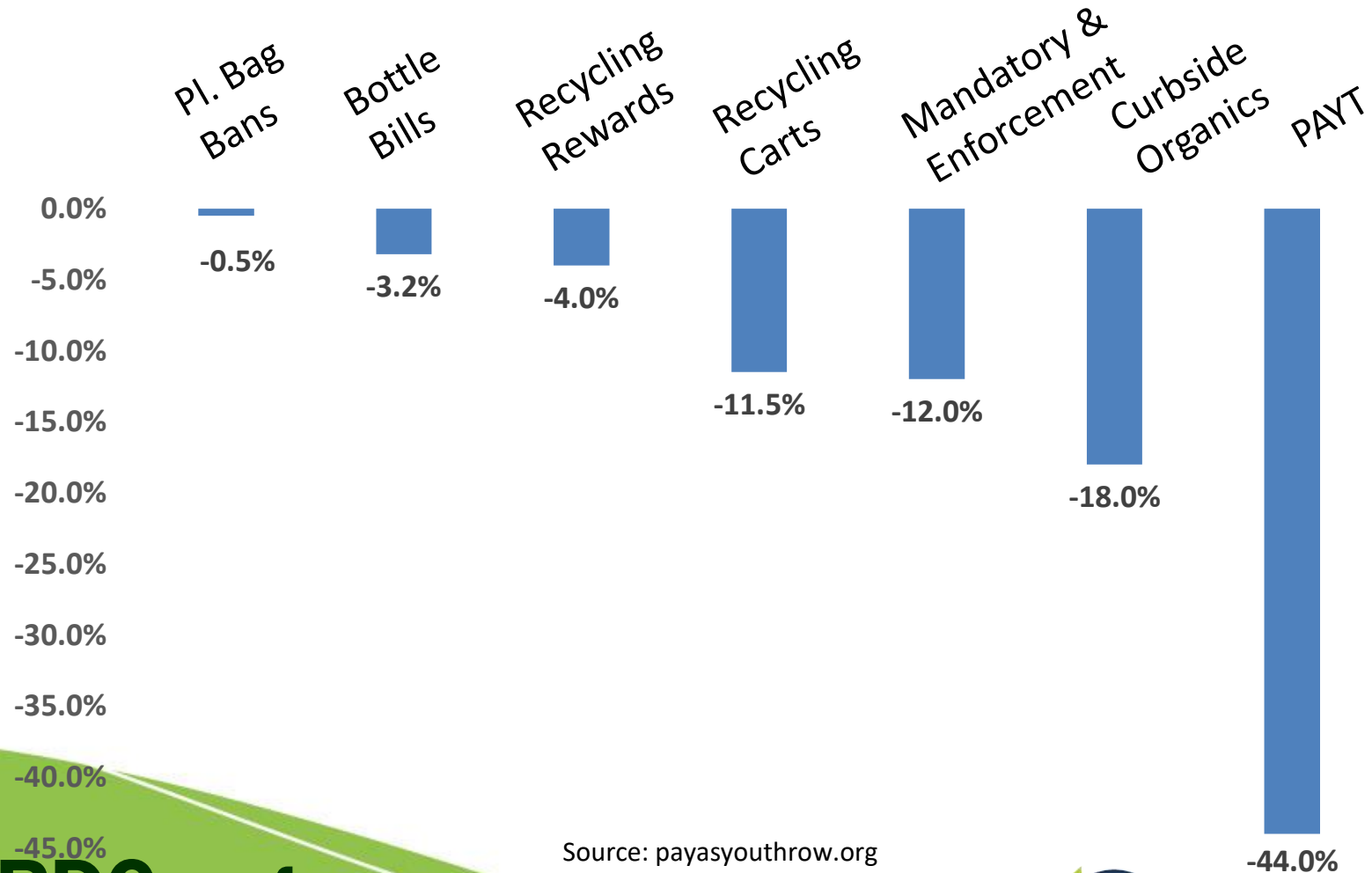
Focus

- Single-family residential
- Commercial waste is typically PAYT
- Multi-family dwellings – challenging as generators not as directly accountable
- Some examples of PAYT with MFDs exist



PAYT Impact Relative to Other Strategies

Reduction in Waste Disposed



Source: payasyouthrow.org

PAYT Options



- Bags
- Tags/Stickers
- Carts
- Combination



Pricing Options

- Proportional – Set rate per bag
- Variable Rate – Different prices for different cart sizes
- Two-Tiered/Multi-Tiered – Base price plus additional for different levels of trash;
 - May include bag/tag option for additional setouts

Strengths of PAYT

- Flexible
- Seen as equitable by most
- > 90% satisfied
- Can be implemented with relatively low costs
- Can be implemented relatively quickly

Strengths of PAYT, Cont'd

- Proven to Reduce Disposal/Increase Recycling and Source Reduction
 - > 7,000 communities have PAYT
 - PAYT communities dispose of 49% less trash, on average
 - Communities that implement PAYT reduce disposal by 16 – 56%
 - PAYT communities recycle 20 – 40% more, on average
 - Communities that implement PAYT increase recycling tons by 6 – 35%

PAYT Concerns & Strategies to Address

Concerns:

- Increased contamination
- Illegal dumping
- Uncertain revenues
- Resistance to change
- Impacts to economically disadvantaged
- Costs/collection time increases

Strategies to Address:

- Enforcement
- Hybrid pricing – base level
- Base fees; Ability to adjust
- Highlight benefits; Fees
- Waivers; Some free bags, discounts to disadvantaged
- Usually offset by cost savings/increased revenues

BMPs – Planning

- Have well-established recycling program in place.
- Establish external fee, if does not already exist.
- If hybrid pricing, include recycling and possibly organics in base fee.
- Develop internal advisory group.
- Research other programs, develop briefing documents & implementation plan.
- Present options, solicit public input.
- Anticipate concerns – identify solutions.
- Sell program to key decision makers.
- Conduct public outreach.



BMPs – Planning, Cont'd

■ Benefits to Highlight

- Equity – similar to other utilities
- Understanding that service costs \$
- Increased recycling & source reduction
- Increased revenues/decreased disposal costs
- Better-protected revenues
- Extended landfill life
- Supply feedstock to local/regional manufacturers
- JOBS, JOBS, JOBS

BMPs – General

- Begin with pilot.
- Have strong, publicized enforcement in place.
- Expect higher disposal volumes just before implementation.
- Plan for continuous monitoring, enforcement and re-education.
- Keep program stable for at least one year.



BMPs – Cart System

- Most beneficial cost differential – 1.5 - 1.8 for 100% increase in volume.
- Have policy/plan in place for out-of-cart setouts.
- Have policy/plan in place for cart options and swapouts. Ensure consistently implemented, and residents are aware.
- Offer a mini-cart – especially if organics program in place.
- Have RFID or bar code system for carts.



BMPs – Bag System

- Ensure bag outlets are convenient for all residents.
- Consider different-sized bags.
- Keep an emergency supply of bags in municipal office.
- Monitor use of bags closely, especially early on.
- Work closely with vendors initially.
- Consider on-vehicle camera in hopper if automated collection.



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- Population – 112,067
- Estimated county growth – 56% by 2040
- 30,000 households served
- Municipal trash, recycling, yard waste & bulky collection
- Solid Waste Division funded by enterprise fund, revenues based on solid waste fees



PAYT Program Implementation

- Prior to implementing
 - Organized focus groups, consulted EPA, and looked at other PAYT programs nationwide
- PAYT cart program implemented 1992
 - Citizen driven due to high cost of previous solid waste program – helped with acceptance
- Two distinct programs:
 - Central Business District (CBD)
 - Residential/Commercial curbside

Residential/Commercial Curbside PAYT Program

- Weekly curbside trash & yard waste
- Choice of trash cart size:
 - 95 gallon - \$26.29/mo.
 - 35 gallon - \$21.36/mo.
 - Stickers req'd for overflow - \$1.25ea
- Biweekly recycling collection
 - No additional charge
 - Choice of 95 or 35 gallon cart
- Bulky items collected upon request

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City Trash Customers

Your **CART** Your **CHOICE**

You have a choice!
Choose between the 95 gallon and the 35 gallon container.



95g | Holds 7 - 10 Kitchen Bags 35g | Holds 3 - 4 Kitchen Bags

Do you have more trash this week?
Purchase extra trash stickers for household trash that doesn't fit into your cart. Stickers are available by calling 910 341 7875 or visiting 305 Chestnut Street in downtown Wilmington.



Want to recycle?
Sign up today at no additional charge!

Central Business District PAYT Program

- Commercial rate based on pickups/week
 - 2X/week - \$27.51/mo.
 - 2X/day 7 days/week - \$144.61/mo.
- 40 gallon PAYT bags
 - \$1.50/bag – disposal & tip fee included in cost of bag
 - 20,000 bags sold to businesses annually
 - Bags cost City \$0.25 - \$0.30 each



Central Business District PAYT Program

- Residential CBD base rate - \$22/mo.
- 20 gallon PAYT bags
 - 10 bags/mo. at no charge
 - Collected 7 days/week



Monitoring & Code Enforcement

- 1 FTE enforcement plus observations from Solid Waste crews
- Provides monitoring, education to residents, issues citations



PAYT Issues Encountered...

- Cart switching – initially 35% of residents ordered 35 gallon cart – too small.
- PAYT stickers for extra bags – not understood by college students & renters.
- CBD – overstuffing and exceeding the 50-lb. weight limit.





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Onslow County PAYT

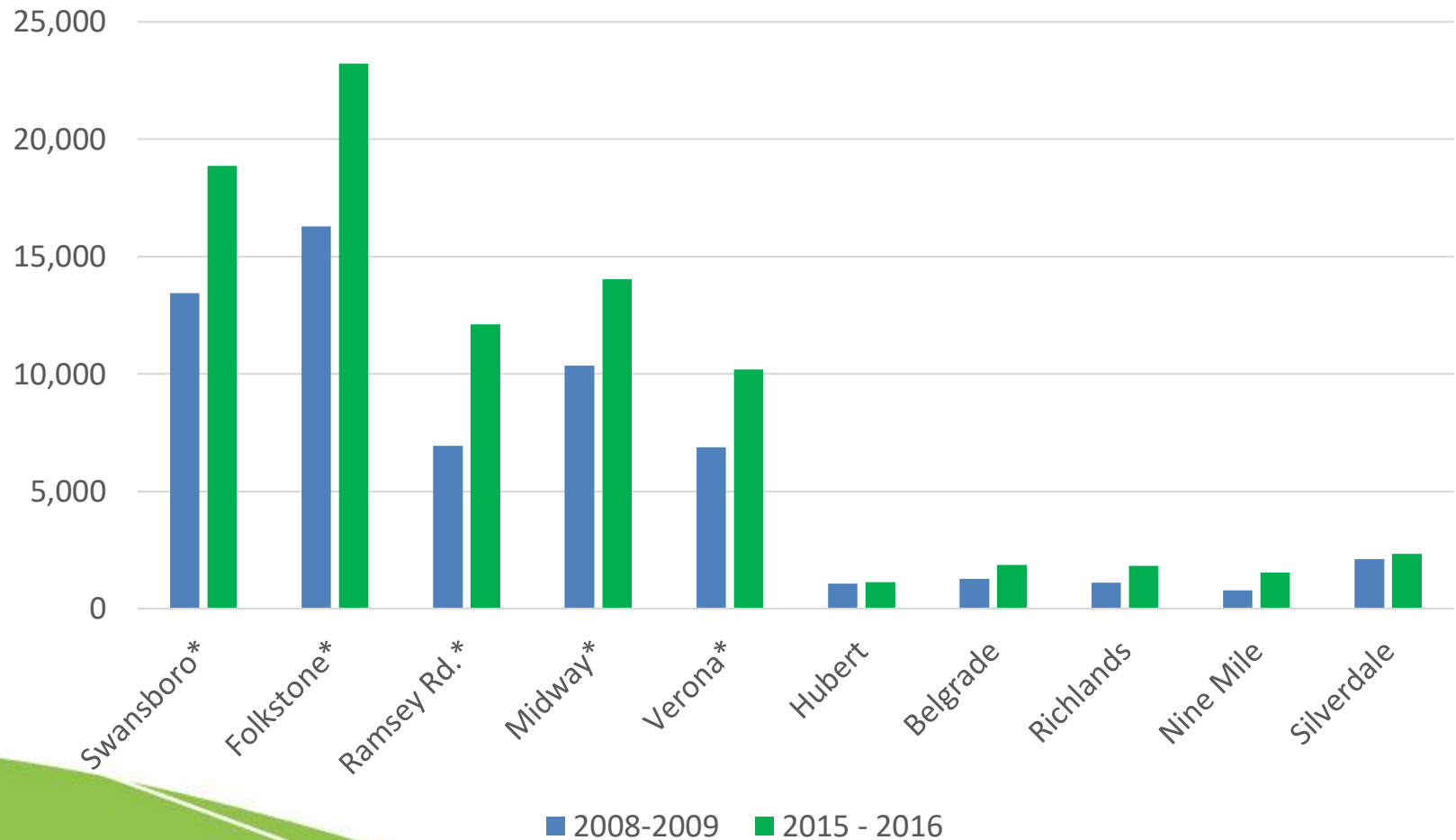
The More you Recycle, the Less You Pay

- Pay to Dispose of Trash
 - \$1.50 for 30-gallon bag
 - Large Items – \$3.00 per item
- Recycling – No Cost
 - Aluminum cans, pans, foil
 - Steel cans, scrap
 - Glass – all colors
 - Plastic bottles and tubs – #1 - #5 and #7
 - Paper – mixed paper, cartons, cups, boxes
- TV, Microwave, Monitor – \$3.00 Each

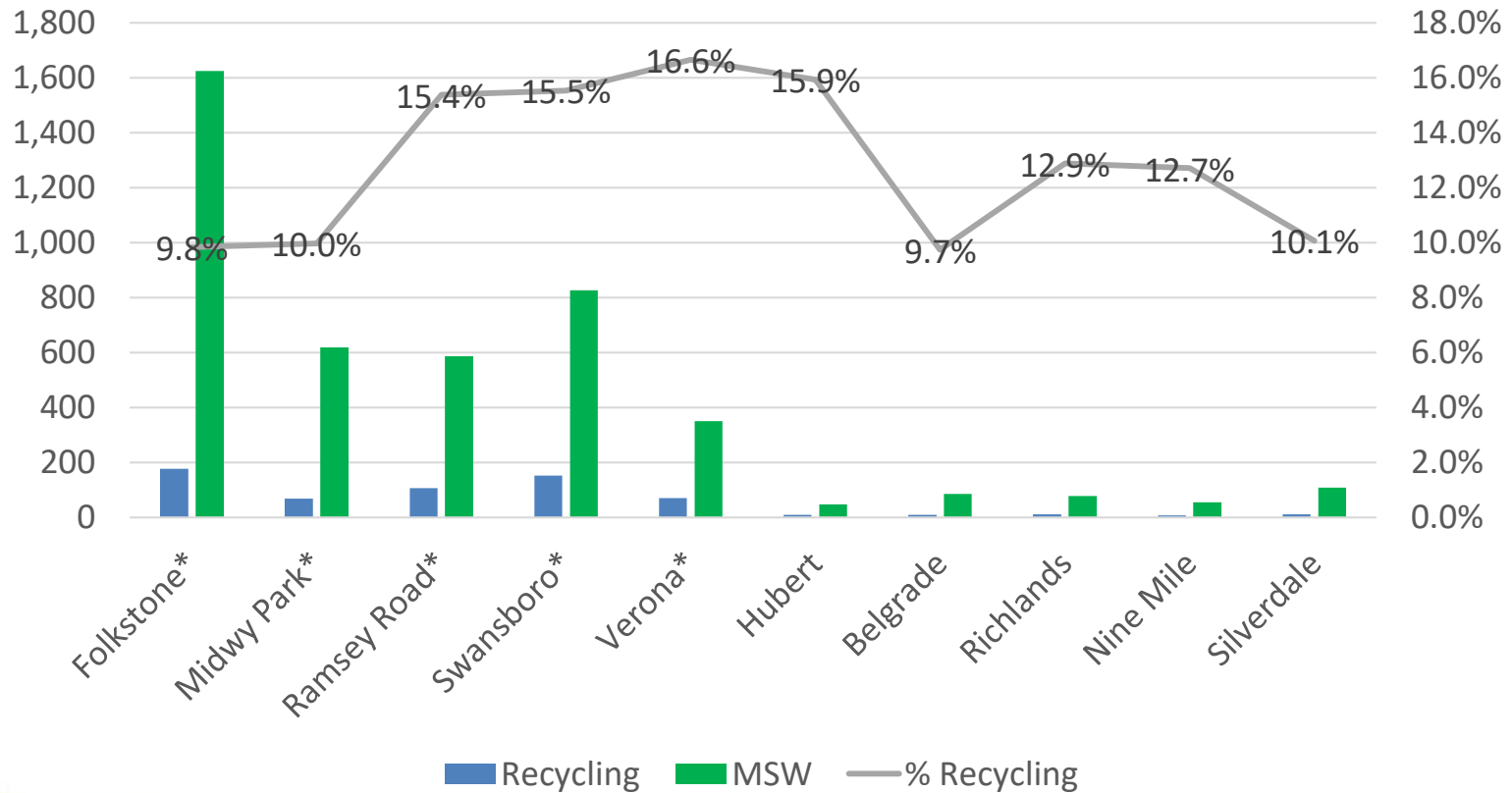
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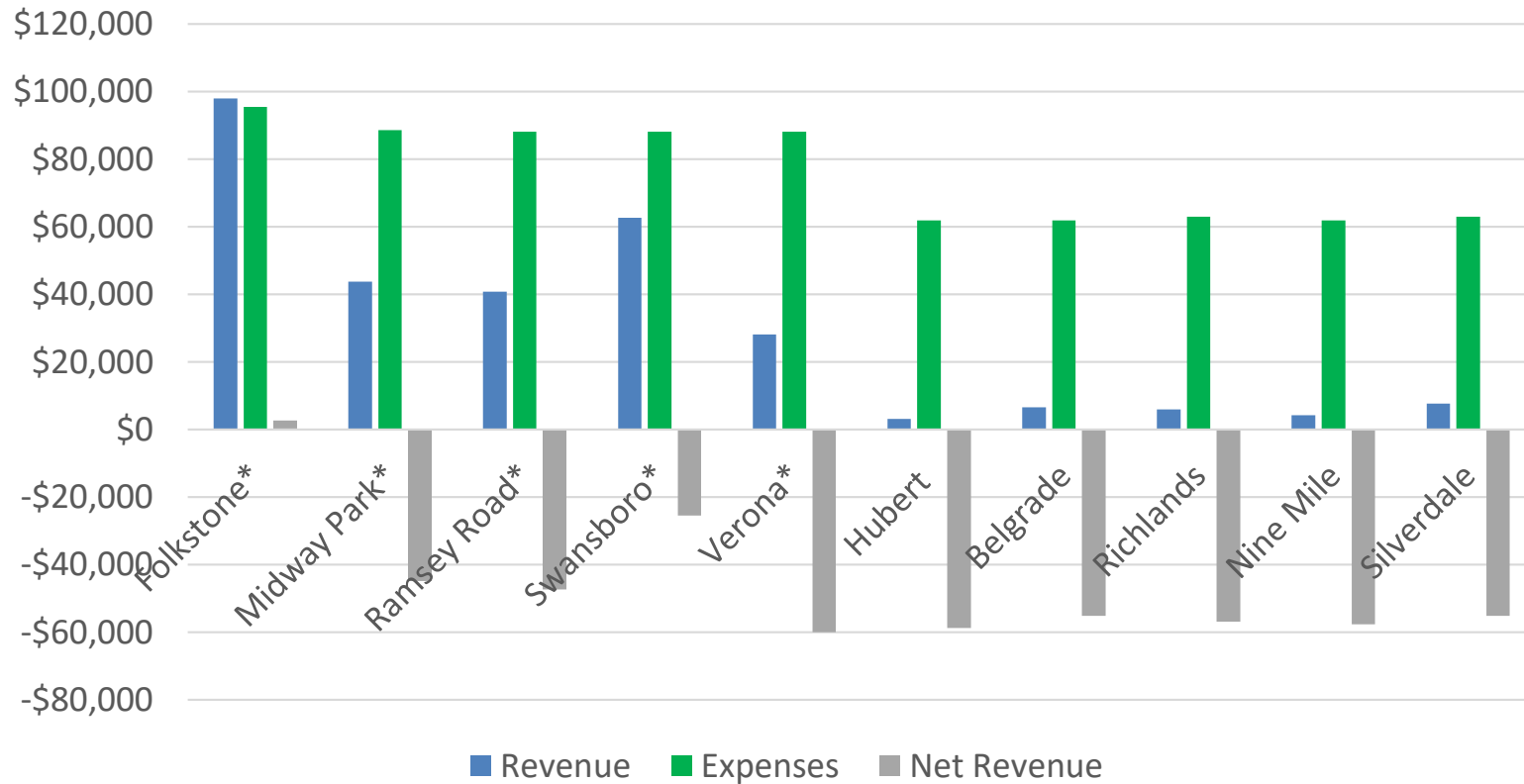
Convenience Center Patron Count



2015/2016 Tonnage



2016 Revenues vs. Expenses



Mileage Between Sites

	Landfill	Ramsey	Folkstone	Hubert	Belgrade	Midway Park	Richlands	Swansboro	9Mile	Verona	Silverdale
Landfill		13.8	22.25	19.44	20.56	15.58	15.32	25.52	11.21	12.4	29.41
Ramsey	13.8		24.98	14.72	10.59	9.48	16.36	20.79	20.38	15.12	19.45
Folkstone	22.25	24.98		29.77	31.74	25.9	32.73	35.85	29.06	14.87	42.14
Hubert	19.44	14.72	29.77		18.61	4.7	29.7	7.36	26.03	20.01	12.24
Belgrade	20.56	10.59	31.74	18.61		15.98	27.38	12.18	27.15	21.89	6.39
Midway Park	15.58	9.48	25.9	4.7	15.98		25.83	10.79	22.16	16.15	15.67
Richlands	15.32	16.36	32.73	29.7	27.38	25.83		35.79	26.23	22.65	36.26
Swansboro	25.52	20.79	35.85	7.36	12.18	10.79	35.79		32.12	26.1	5.78
9Mile	11.21	20.38	29.06	26.03	27.15	22.16	26.23	32.12		14.65	36
Verona	12.4	15.12	14.87	20.01	21.89	16.15	22.65	26.1	14.65		30.73
Silverdale	29.41	19.45	42.14	12.24	6.39	15.67	36.26	5.78	36	30.73	

Thoughts...

- Compactors or Not?
- How Many Sites?
- Manned vs. Unmanned
- Illegal Dumping
- Education Outreach and Surveying
- Finding Funding for Start Up Costs
- How Do You Charge?
 - Flat fee, per bag, bulky item, other items
 - When do you change your fee schedule?

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SERDC.org



Additional Resources

www.cartonopportunities.org

“Supporting Policy Tools”

- Mandatory Provision through Hauler Permitting
- Universal Recycling
- Local Ordinances

www.payasyouthrow.org

- Case studies
- Data/Results
- Q&A

SERDC.org



Questions

