Pay As You Throw – A Proven Strategy to Recycle More and Dispose Less
Together we can boost recycling in the Southeast.
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SERDC Resources

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- 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.
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

- Pl. Bag Bans: -0.5%
- Bottle Bills: -3.2%
- Recycling Rewards: -4.0%
- Recycling Carts: -11.5%
- Mandatory & Enforcement: -12.0%
- Curbside Organics: -18.0%
- PAYT: -44.0%

Source: payasyouthrow.org

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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.
Contact Information

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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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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
Onslow County Convenience Sites
2016 Revenues vs. Expenses

- $80,000
- $60,000
- $40,000
- $20,000
- $0
- $20,000
- $40,000
- $60,000
- $80,000
- $100,000
- $120,000

Folkstone*
Midway Park*
Ramsey Road*
Swansboro*
Verona*
Hubert
Belgrade
Richlands
Nine Mile
Silverdale

Revenue
Expenses
Net Revenue

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## Mileage Between Sites

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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?
Contact Information

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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
Questions