



Pay As You Throw

A deep dive into adopting a cost effective
waste reduction model

This presentation was given at a webinar
conducted May 14th, 2024. [Watch replay.](#)



Participating on Zoom

1. Mute yourself during presentations.



2. Feel free to keep your video on if you don't have a distracting background.



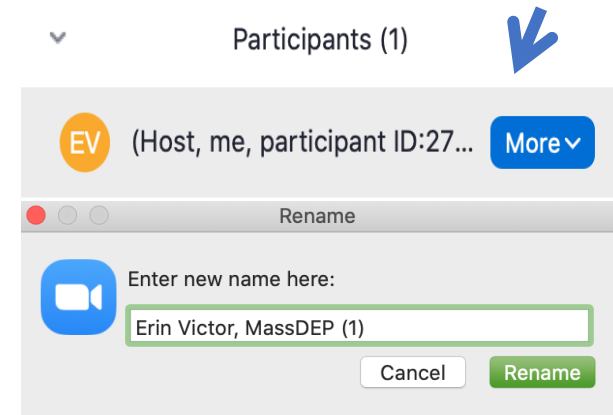
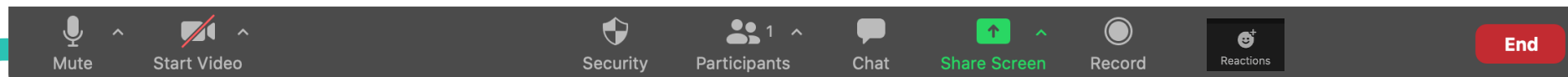
4. Chat with other attendees & ask questions.



5. We are recording and will share with all.



6. Reactions function can be used to raise your hand.



Meet your presenting team today



Ron Cochran



Kathi Mirza



Missy Hollenback



Julia Greene



Rachel Smith

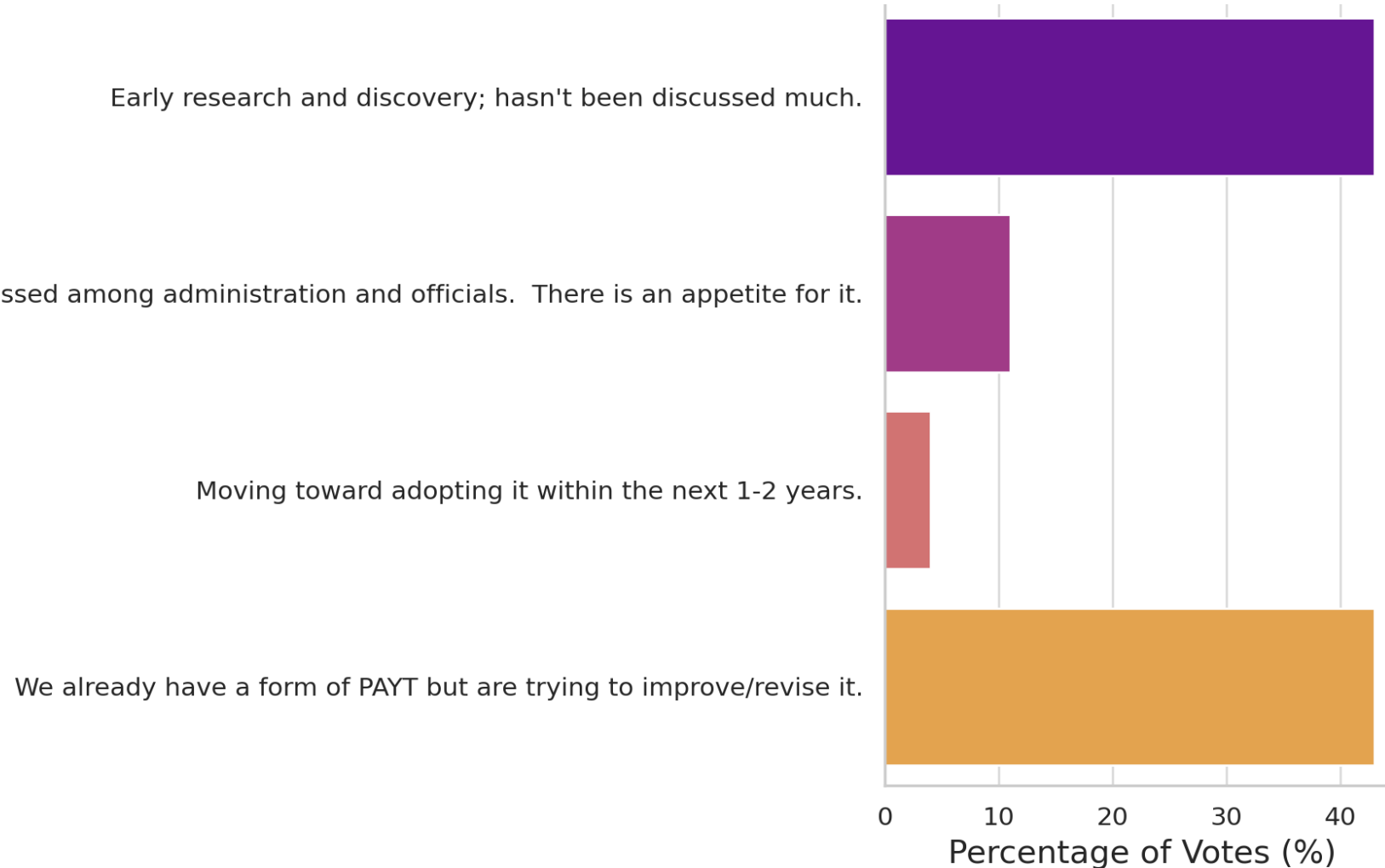


POLL Question

Poll Question #1 Results

Where is your city/town (municipality) in the process of implementing PAYT?

Answer





PAYT

Pay As You Throw

What is it and why do we think it is so important?

- Ron Cochran -

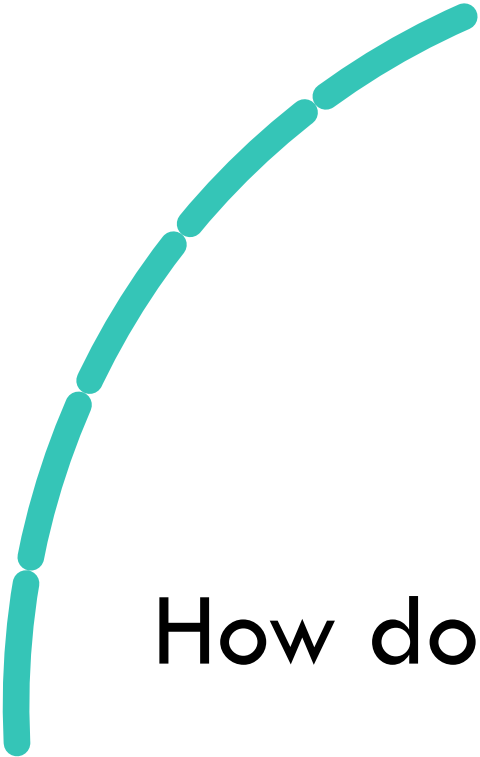
What is Pay As You Throw?

Pay As You Throw (PAYT) is a waste management system where households are charged based on the amount of trash they dispose. This model encourages waste reduction and recycling by making disposal costs directly proportional to the volume of waste generated.




PAYT is the SINGLE
MOST EFFECTIVE WAY to REDUCE
your Municipal Solid Waste

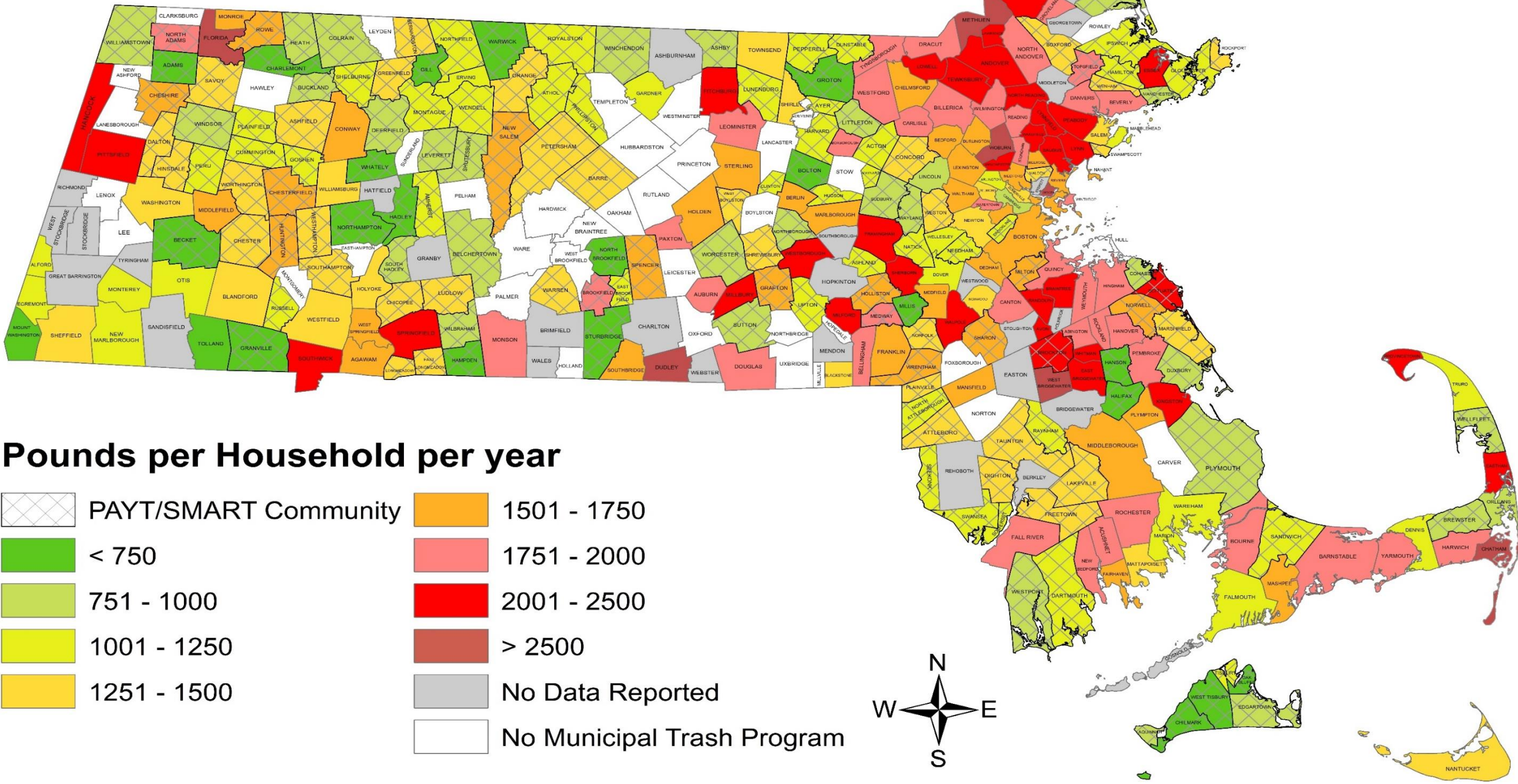


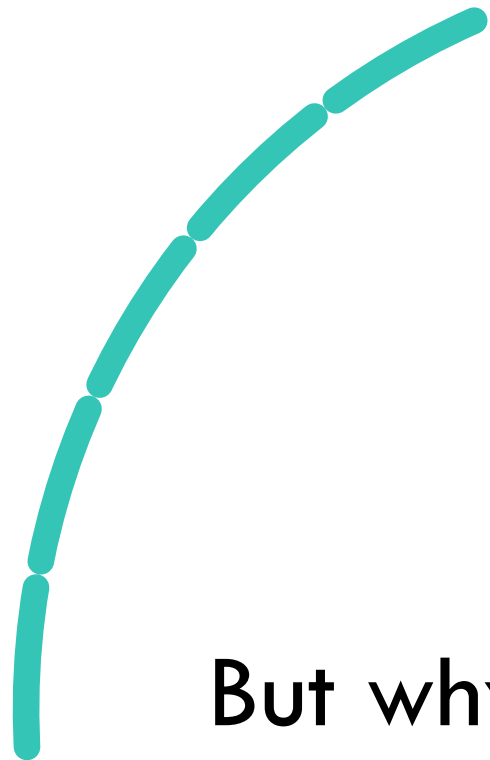
A thick teal arc on the left side of the slide, composed of several overlapping segments, curving from the bottom left towards the top left.

How do we know? Because the
data shows us!

A solid blue semi-circle located in the bottom right corner of the slide.

Non-PAYT Average: 1,757 lbs/HH/yr





But why does it work so well?



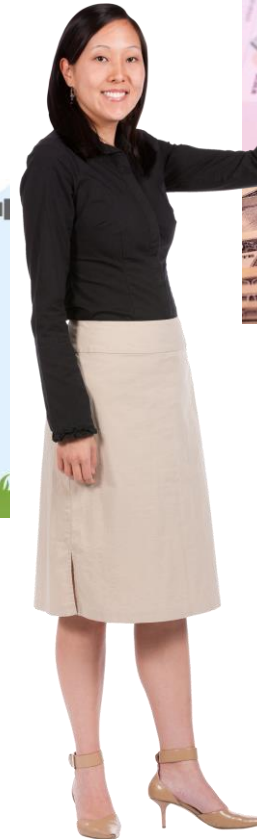
A parallel example that nobody questions



Pay for what you use



Goals may be different but the results are the same



Goals may be different but the results are the same





Early Considerations in Planning

What is the lay of the land and what
are your goals?


- Kathi Mirza -

Be clear about your goals

Reduce	Reduce trash disposed and associated costs
Support	Support equity in fees for all households served: function like a utility
Incentivize	Incentivize Reduce, Reuse, Repair, Recycle, Compost
Increase	Increase resident participation in municipal program
Implement	Implement automated trash collection without increasing trash tonnage (if curbside collection)
Lower	Lower carbon footprint
Link	Link solid waste goals with other programs: Green Community, MVP
Align	Align with MassDEP's Solid Waste Master Plan: 30% reduction in trash by 2030



Know your neighbors



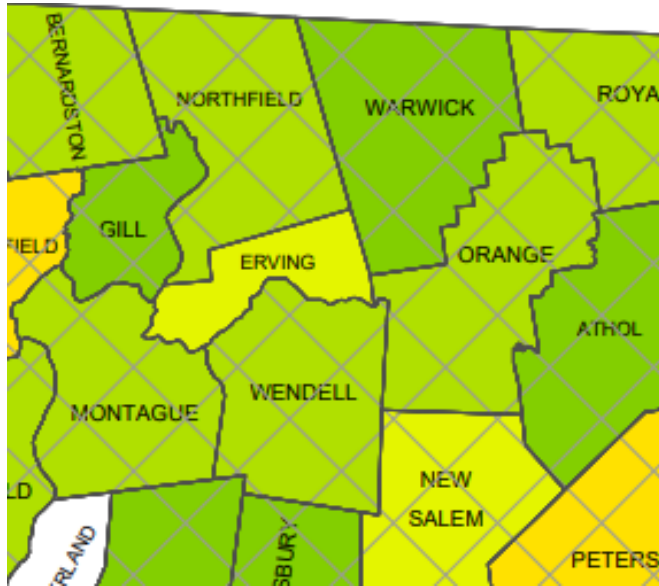
Who has PAYT
in your
region?

Look at Bulky
Item Fees

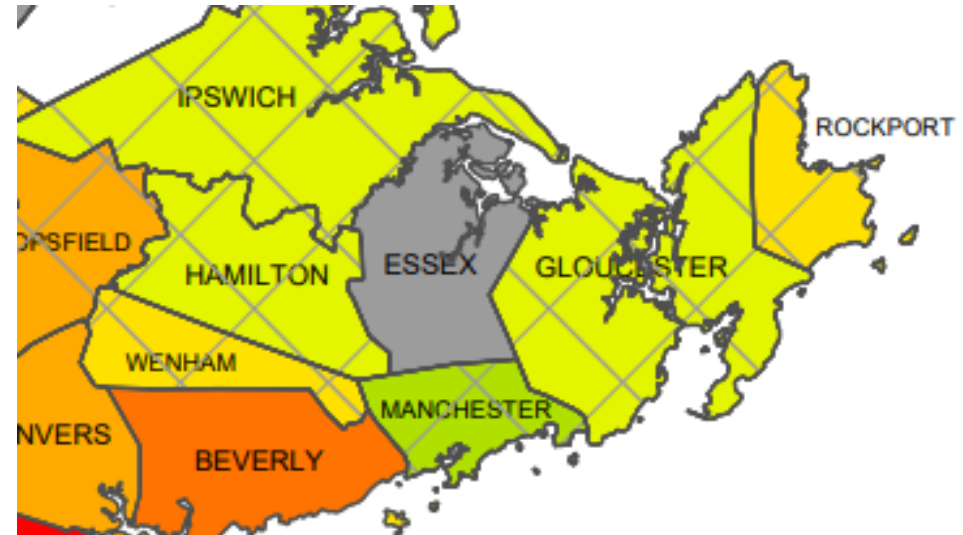
Who is using
wheeled trash
carts?

Why neighbors matter

In Western Mass



In Northeastern Mass



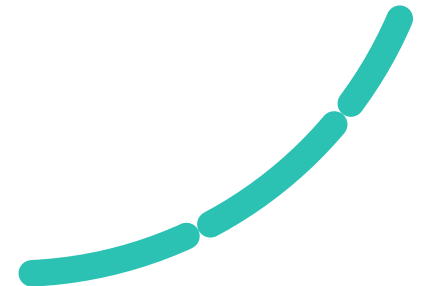
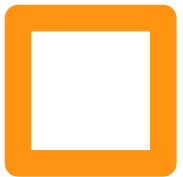


Contracts and Pay As You Throw

How understanding your contract can
greatly impact your success with
PAYT

- Julia Greene -

Trash limits = Waste reduction



Trash limits should be in the contract

Trash Limit Non-PAYT

The waste limit of up to one 70 gallon container or two 35 gallon containers per household per week provided by and set out by the residents will be enforced by the HAULER through the use of "non-compliance sticker."



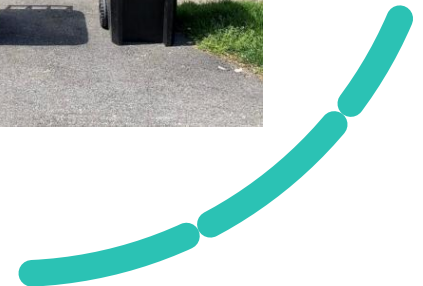
PAYT Bags Curbside

The Hauler will only collect trash in an approved MUNICIPAL Pay As You Throw (PAYT) Bag that residents purchase at local retail stores



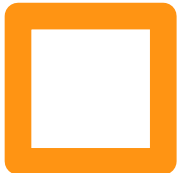
PAYT 35-Gallon Carts

Solid waste containers shall be furnished by the MUNICIPALITY and will be a 35-gallon issued wheeled cart, which when loaded is not to exceed a weight of forty (40) pounds. MUNICIPALITY approved OVERFLOW Bags, available at local retail stores, shall be used for any overflow/extra trash above and beyond the 35-gallon cart limit.



Trash Limits + Diversion Opportunities = Success

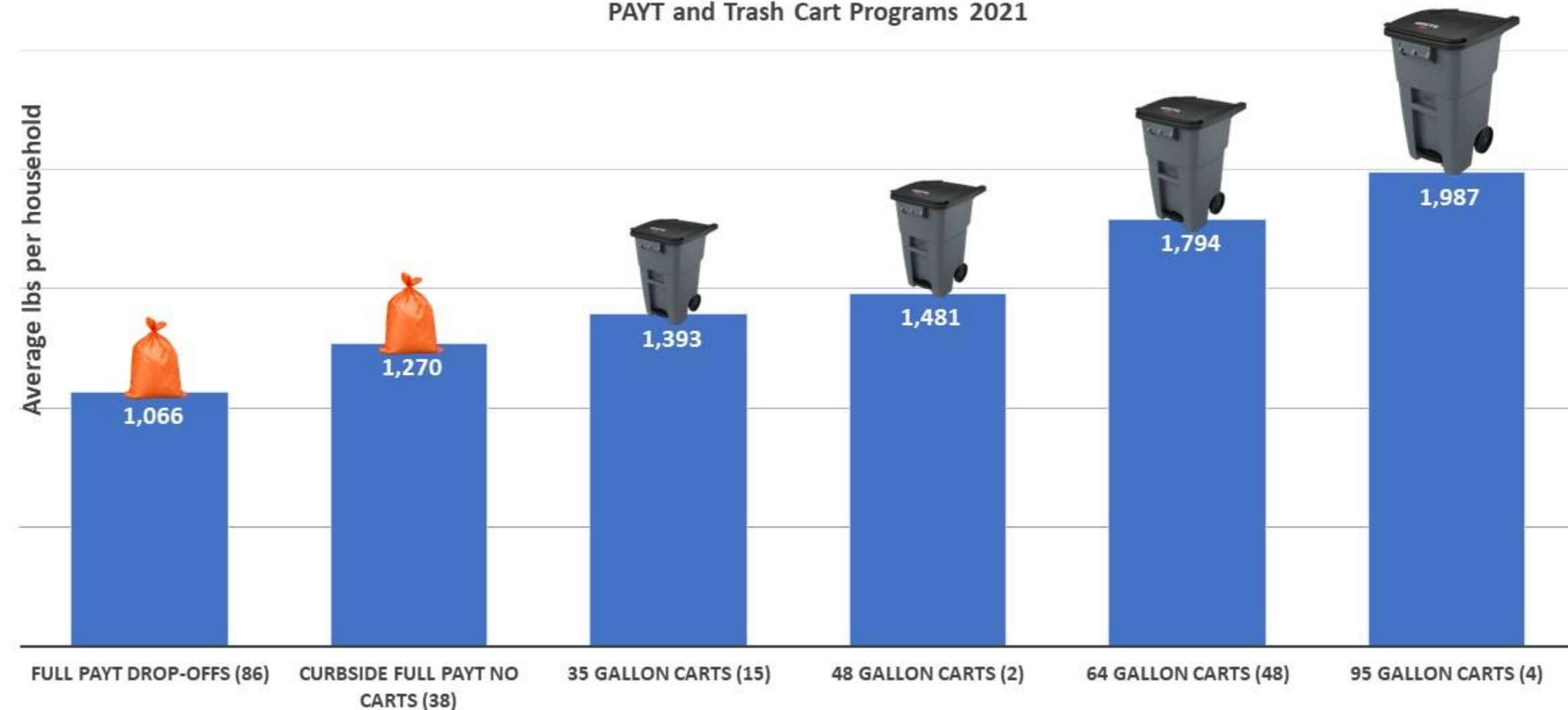
95-Gallon Carts for Recycling
+
Food Waste Collection
+
Textile Collection Curbside & Drop-off
+
Recycle Center for drop-off of cardboard and
Hard to Recycle Materials
=
< 35 gallons of trash per week per household



Size Matters!

Trash Program Incentives Reduce Costs

Per Household Trash Disposed in
PAYT and Trash Cart Programs 2021



*Number in parenthesis indicates # of municipalities that reported trash tonnage

Source: 2021 MassDEP Municipal Solid Waste and Recycling Surveys.

PAYT Bags are on State Contract

[FAC86 Master Blanket Purchase Order PO-15-1080-OSD01-OSD10-00000003365](#)

Don't reinvent the wheel by going out to bid—use the State Contract

State Contract FAC 86 saves time, offers state-negotiated pricing, prompt pay discounts, bulk purchase pricing, extended warranties while providing best value for your municipality.

The negotiated price list is the ceiling. Contract users may request that the Vendor provide a lower price.





Political Challenges

Anticipate the pitfalls before they
happen.

- Ron Cochran -

Yes, there are fears

- Our residents will flood us with complaints.
- What if residents don't comply?
- This is a double tax!
- Illegal dumping will be everywhere.
- We are too unique.
- Who will administer this program for us?
- What if we change our program to carts or another model?
- Initiative petitions
- I will lose my next election

Let's shed some light and look at the monsters under the bed!



Yes, there are fears, but not without solutions

Planning

- I will lose my next election
- We are too unique.
- Who will administer this program for us?
- Initiative petitions

Communication

- This is a double tax!
- Our residents will flood us with complaints.

Execution

- Our residents will flood us with complaints.
- Illegal dumping will be everywhere.

Commitment

- What if residents don't comply?
- What if we change our program to carts or another model?
- Our residents will flood us with complaints. I will lose my next election
- Initiative petitions

Yes, there are fears, but not without solutions

Planning

- Technical Assistance Grant
- Form a cross functional team (residents, elected, muni staff)
- Don't overcomplicate solutions
- Add PAYT to your Zero Waste and/or Climate Action Plan
- Initiative petitions – map out the doomsday scenario so you know what would happen if one passed.

Communication

- FREQUENT and PERSISTANT messaging. It's never going to be too much.
- Stick to your mission and talking points
- Keep DEI in your plan
- Multiple public meetings – in person and via Zoom
- Let your residents vent. Don't just talk at them

Execution

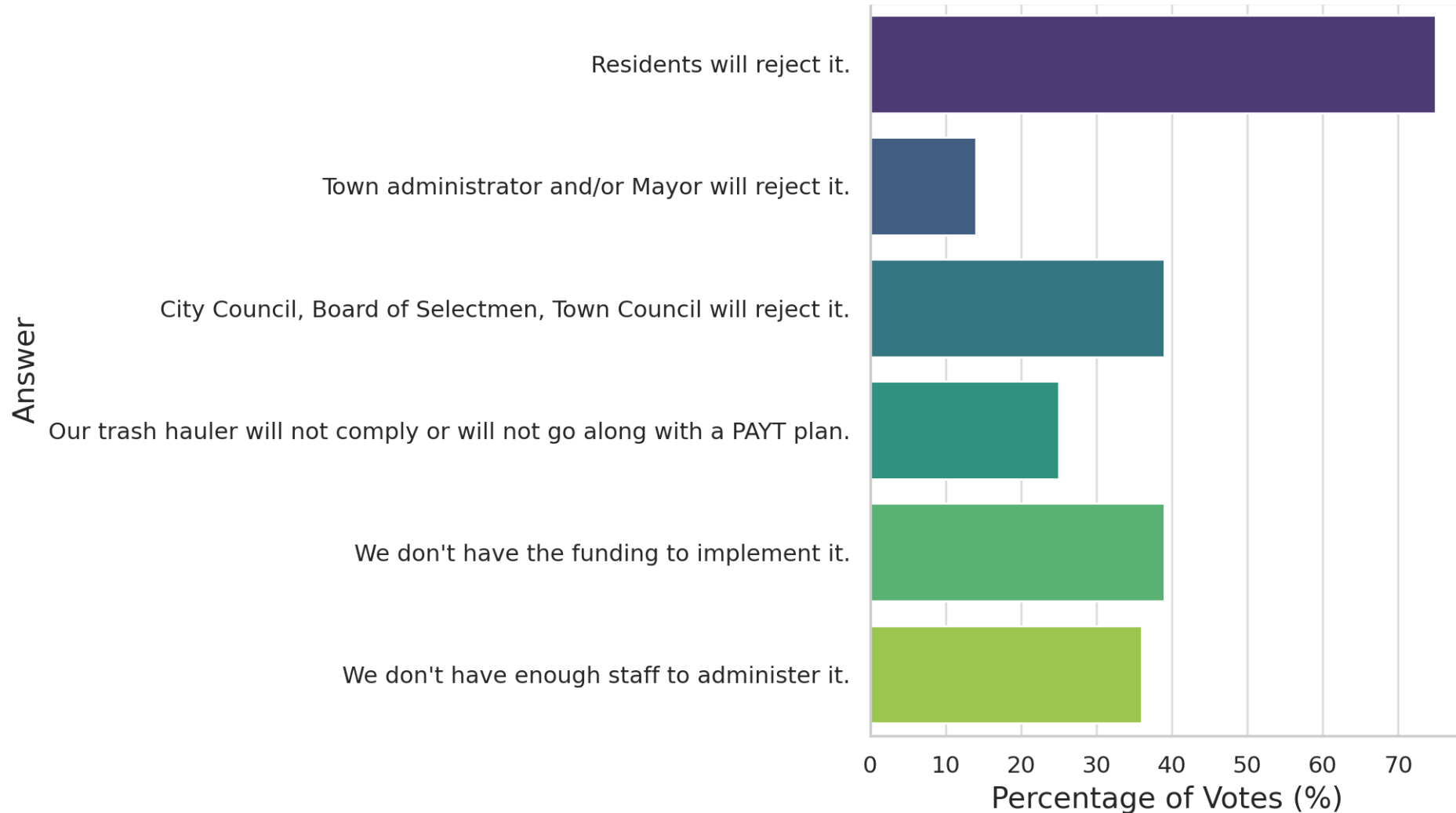
- Make the transition easy for residents
- Warn and educate first, enforcement last
- Think about implementing in non-election year to remove it as an obstacle
- Use grant funding

Commitment

- Make it an ordinance/bylaw
- Put it in your hauling contract
- Pain and discomfort – this too shall pass!

Poll Question #2 Results

If you are unsure of whether PAYT will work in your community, what are the reasons?





Success Stories with Pay As You Throw

Come on in, the water is just fine!

- Missy Hollenback -

Dartmouth

- PAYT Program Started: 10/2007
- Type of Program: Curbside, Drop-Off with PAYT Bags
- Total Households: 11,863
- Households Served: 10,286 (87% of HH)
- Up to 4 Family, No Condos, Apartments Meeting Criteria
- Annual Trash Tonnage: 5,530
- Weekly Trash Pounds per Household: 21 (roughly one 33 gallon PAYT bag)
- Program Payment Structure: PAYT Bags, Annual Fee \$90, TS per Visit Fee \$10
- Unique: Municipal Collection and uses their own landfill



Harvard

- PAYT Program Started: 7/2019
- Type of Program: Drop Off, Bags and Punch Card
- Total Households: 2,047
- Households Served: 1,305 (64% of HH)
- HHs with TS sticker, Including Condos and Apartments
- Trash Tonnage: 597
- Weekly Trash Pounds per Household: 18
- Program Payment Structure: PAYT Bags, TS Access Fee \$130
- Unique: Dump Dollars



Longmeadow

- PAYT Program Started: 7/2006
- Type of Program: Curbside, 35 Gallon Carts with Overflow Bags
- Total Households: 5,779
- Households Served: 5,534 (96% of HH)
- Up to 3 Family, Condos and Apartments Meeting Criteria
- Trash Tonnage: 3,130
- Weekly Trash Pounds per Household: 22
- Program Payment Structure: PAYT, Taxes, TS Access Fee \$40



Typical Curb-side
pick-up

Malden

- PAYT Program: 2008 bags only - modified to include carts in 2021.
- Type of Program:
 - Curbside, 35 Gallon Carts with PAYT Bags
 - Annual Sticker for 35 Gallon Muni-issued cart
 - Overflow bags
- Total Households: 25,000
- Households Served: 17,100 (68% of HH)
- Up to 6 Family, Condos and Apartments Meeting Criteria
- Trash Tonnage: 11,631
- Weekly Trash Pounds per Household: 27
- Program Payment Structure: PAYT by blue bag or cart sticker.
- Unique: Cart (with or without sticker). Rule of "blue bag or trash tag"

What do I put in my black trash cart?



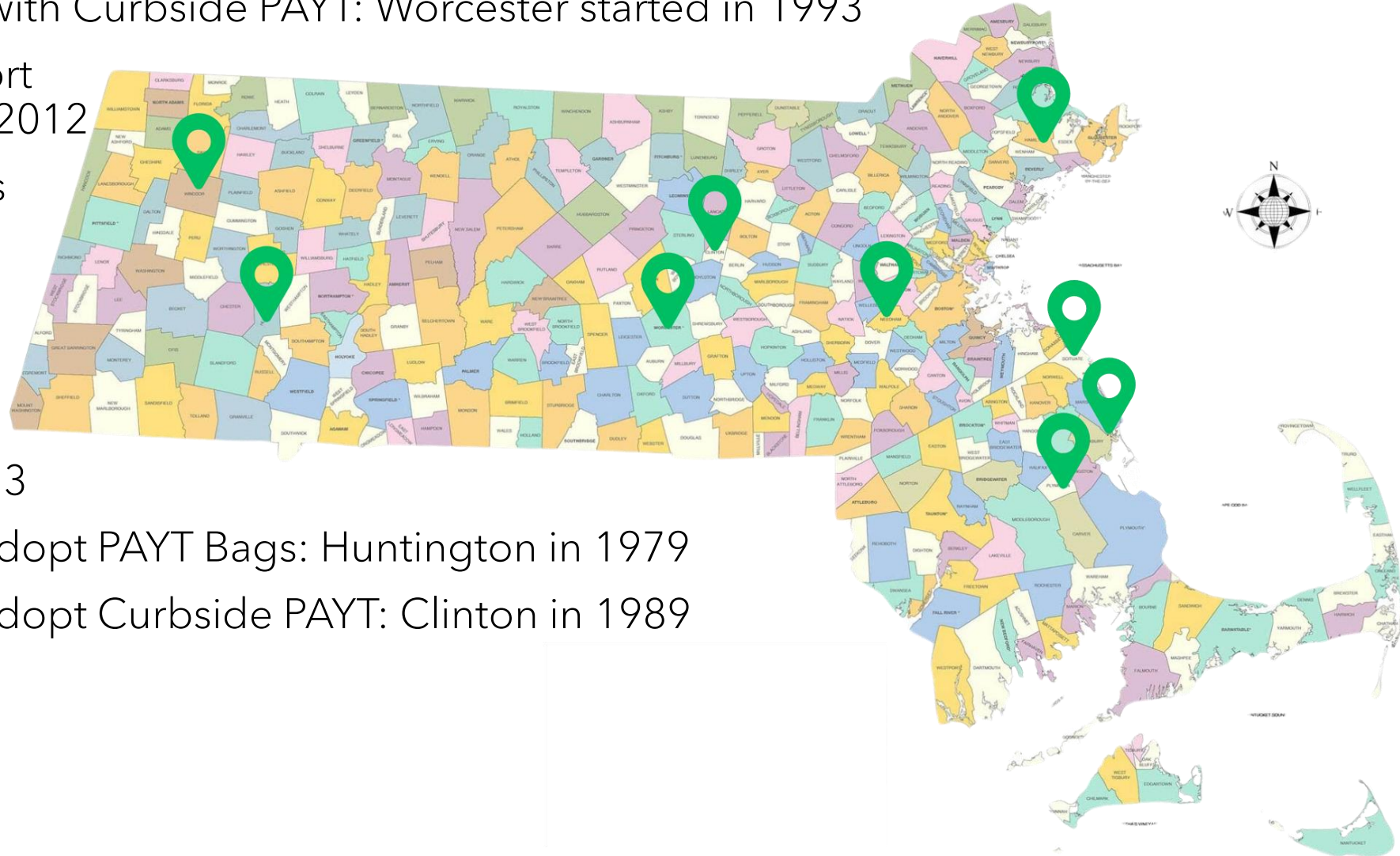
Shrewsbury

- PAYT Program Started: 8/2008
- Type of Program: Curbside, PAYT Bags
- Total Households: 13,228
- Households Served: 11,573
- Up to 4 Family, Condos and Apartments Meeting Criteria
- Trash Tonnage: 5,862
- Weekly Trash Pounds per Household: 20
- Program Payment Structure: PAYT Bags, Tax
- Unique: No Municipal Recycling Center



And others!

- Highest documented transfer station participation: Windsor at 99%
- Largest municipality with Curbside PAYT: Worcester started in 1993
- The First Three Bin Sort System: Hamilton in 2012
- Largest municipalities with Drop-Off PAYT: Needham, Scituate, and Duxbury
- Newest community to adopt PAYT: Plympton in April 2023
- First Municipality to adopt PAYT Bags: Huntington in 1979
- First Municipality to adopt Curbside PAYT: Clinton in 1989






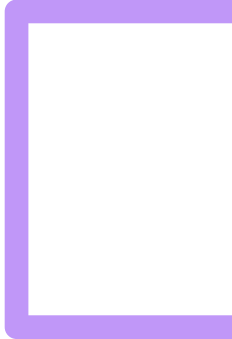
Conclusion and Next Steps

Always be working toward
implementation. How to keep PAYT
on your radar.

- Ron Cochran -


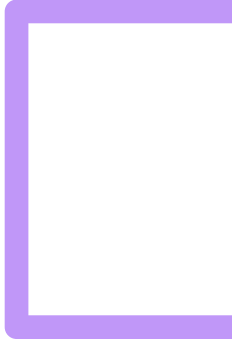


Technical Assistance Grant (TA)

- 80 hours dedicated in-kind technical assistance from your MAC
 - Provide background information on comparable PAYT communities
 - Set up site visits at communities with PAYT programs
 - Provide financial analysis of PAYT and variations under consideration
 - Attend public meetings and forums
 - Provide support for public outreach materials such as FAQ documents and PPT presentations
 - Help develop of Draft Implementation Plan
- 
- 


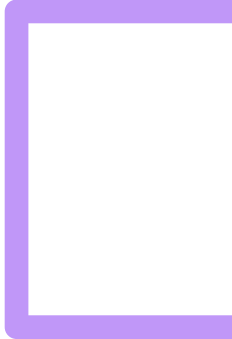


PAYT grant options from MassDEP's Sustainable Materials Recovery Grant

- Available for both new PAYT programs and program upgrades.
 - Funding is dependent on type of program and # HHs served. Maximum of \$300,000.
 - Grant funds may be used to fund the cost of bags, <35-gallon trash carts, outreach and education materials, program coordinator, and other approved expenses.
- 
- 


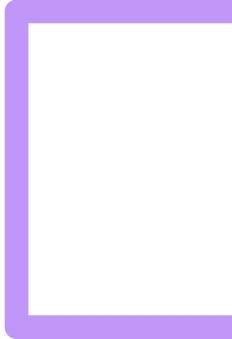


PAYT grant options from MassDEP's Sustainable Materials Recovery Grant

- New Drop-off PAYT Program = \$10 per HH
 - New Curbside PAYT Program
 - One bag/barrel free (e.g., hybrid program) = \$10 per HH
 - No bags/barrels free (e.g., full PAYT w/ bags) = \$20 per HH
 - One 35-gallon trash cart = \$30 per HH
 - One 64-gallon trash cart collected every other week = \$10 per HH
 - Upgrade to Existing PAYT Program
 - Convert from 1 bag/barrel free to Full PAYT = \$5 per HH
 - Transition from a sticker program to a bag program = \$5 per HH
 - Provide automated trash carts of <35-gallon capacity = \$30 per HH
- 
- 





PAYT grant options from MassDEP's Sustainable Materials Recovery Grant

- New Drop-off PAYT Program = \$10 per HH
 - New Curbside PAYT Program
 - One bag/barrel free (e.g., hybrid program) = \$10 per HH
 - No bags/barrels free (e.g., full PAYT w/ bags) = \$20 per HH
 - One 35-gallon trash cart = \$30 per HH
 - One 64-gallon trash cart collected every other week = \$10 per HH
 - Upgrade to Existing PAYT Program
 - Convert from 1 bag/barrel free to Full PAYT = \$5 per HH
 - Transition from a sticker program to a bag program = \$5 per HH
 - Provide automated trash carts of <35-gallon capacity = \$30 per HH
- 
- 



List of links discussed in the webinar.

- [Master Blanket Purchase Order – FAC86 – Solid Waste and Recycling](#)
 - [MassDEP Municipal Assistance Coordinators – District layout and MAC Contact info](#)
 - [Apply for MassDEP’s Sustainable Materials Recovery Program Technical Assistance](#)
 - [Solid Waste Infrastructure for Recycling Grant Program Bootcamp](#)
 - [MassDEP Pay As You Throw Information Page](#)
 - [MassDEP Pay As You Throw Grant Details\(PDF\)](#)
 - [Accompanying Webinar Presentation Replay](#)
- 
- 

Thank you

MassDEP

