



Pay As You Throw Workgroup

Session 2 - Getting to Yes



PAYT Facilitating Team



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Agenda

- **Building a Committee**
- **Aligning Stakeholders**
- **Overcoming Obstacles**



Building a Committee

- ★ **Official & Public**
 - Established
 - Minutes kept
 - Public access

- ★ **Diverse Representation**
 - Include Finance
 - Town Admin/Mayor
 - Board of Health
 - DPW
 - Active Citizens



Establishing A Scope

What is your why? What is bringing about the conversation?

- Budget concerns? Program sustainability?

Where are you now?

- Current program? Decisions to be made? Who are the decision makers?

What are you hoping to accomplish?

- Official recommendation?
- Research through implementation



Defining a Timeline

- Outlining Responsibilities
 - Set clear goals and deliverables
- Define Process
 - When will you meet?
 - How often will you present to leadership?
- Keep the end in mind
 - No longer than 2 years.



Committee Early Homework

- Join the PAYT Workgroup / review past recordings
- Listen to or read the PAYT webinar
- Contact and visit communities that already have PAYT



Establishing The Facts & Gathering Information:

- How much do we pay, what do we pay for, how paid for?
 - Solid Waste Tonnages?
 - Tipping fees?
 - Bulky waste? Food Waste?

Gaining a deeper understanding

- Resident Surveys
- Audits / On-The-Ground Assessments
 - Sustainability Committees
 - Understanding behaviors



Making the Case – Why PAYT

The 1st task of the committee is to document and agree on reasons:

- **Fiscal:** need to reduce costs, increase revenue, balance the solid waste budget
- **Policy:** align with “green community” and sustainability goals
- **Stability:** current system is unsustainable
- **Change Drivers:** closing transfer station or adding new services



Stress the WHY before debating the HOW



Educate Residents Continuously



Messaging Matters:



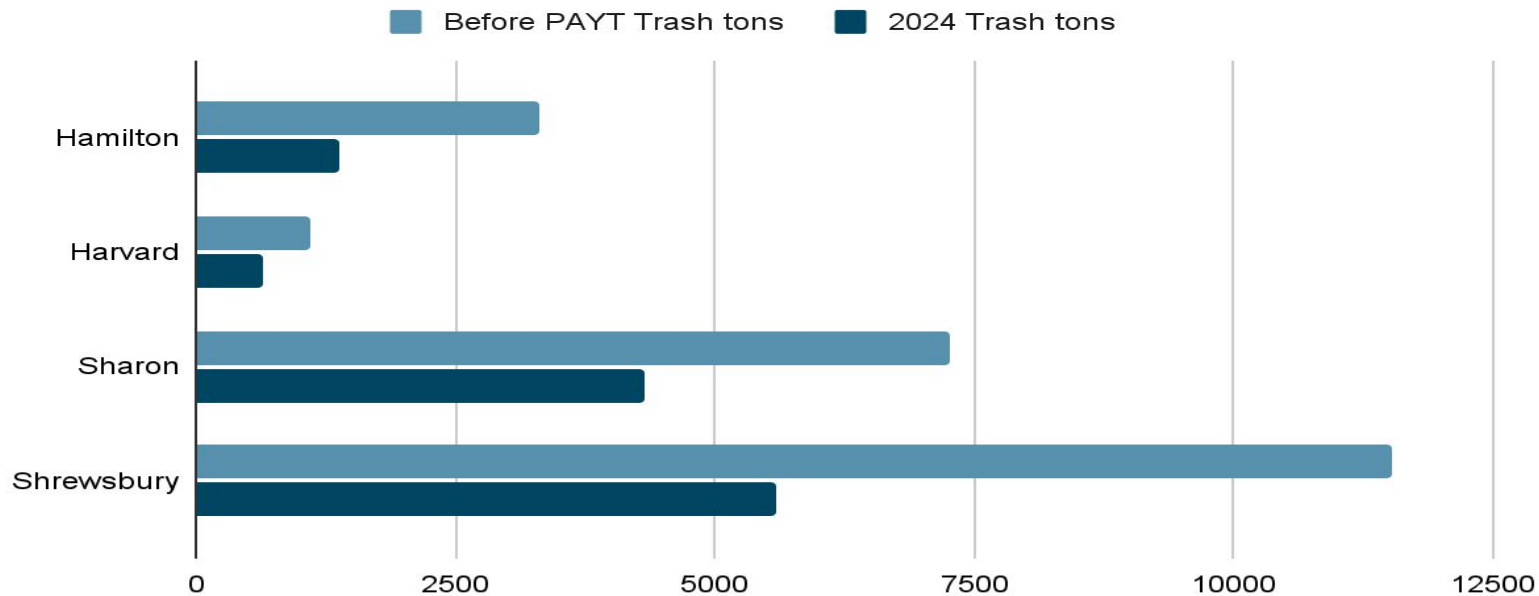
“Do you want PAYT?”



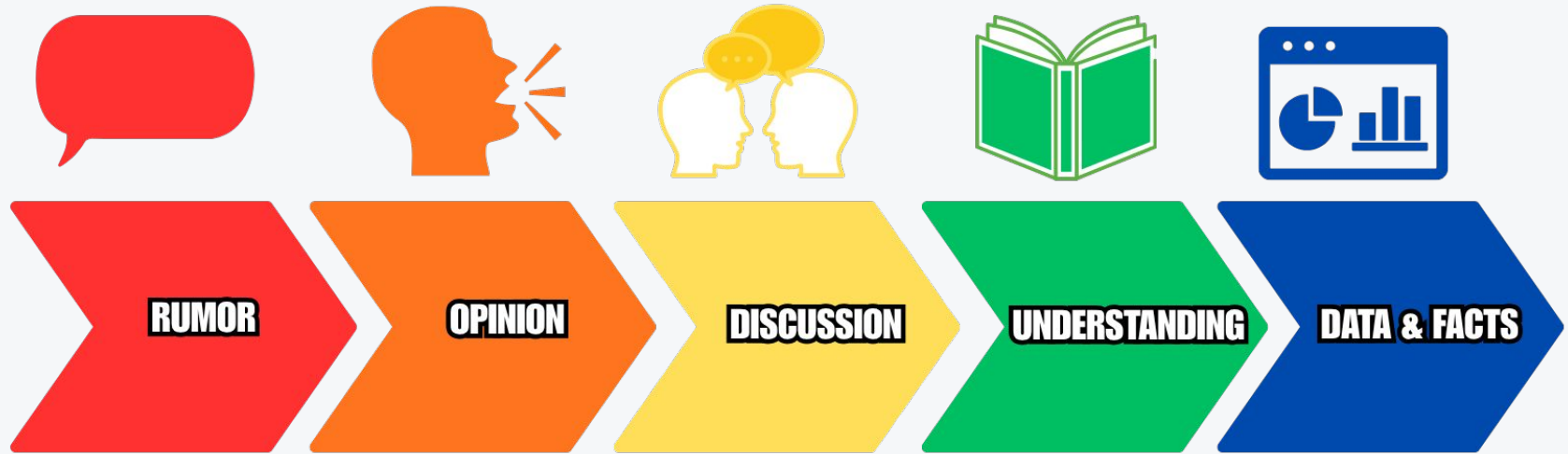
“Do you want fair trash service where you don’t subsidize neighbors?”

Let the DATA drive you not the FEELINGS

PAYT works



From Perception to Understanding

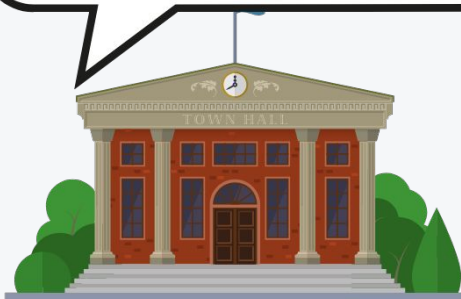


Why change is hard



Resistance Isn't Just Residents

- I'm tired of having to always change my way of working.
- This makes our budget so much more complicated.



- What about fairness and equity for our constituents?
- Will this impact elections?



- Who will check for compliance?
- What about illegal dumping?
- Is this in our contract?



Getting the “Back of the House” On Board



Engage Strategically



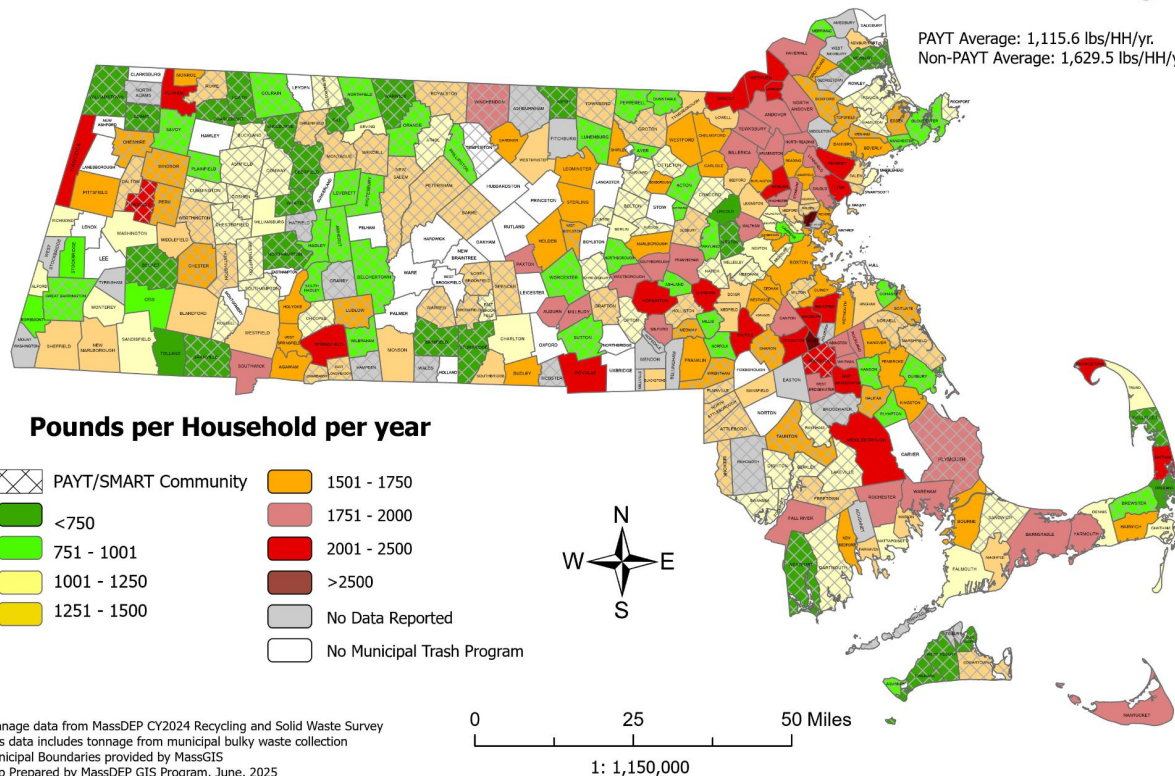
Citizens for Extreme Transparency and Hyperlocal Justice
5k members

Show Similar Examples



How Much Trash Did We Throw Out in 2024?

PAYT Average: 1,115.6 lbs/HH/yr.
Non-PAYT Average: 1,629.5 lbs/HH/yr.



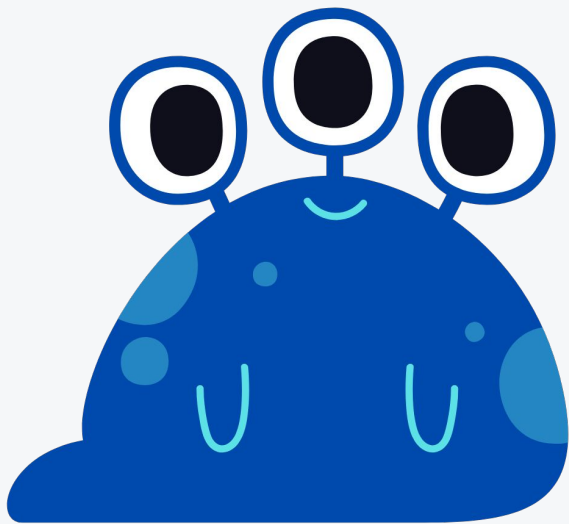
Tonnage data from MassDEP CY2024 Recycling and Solid Waste Survey
This data includes tonnage from municipal bulky waste collection
Municipal Boundaries provided by MassGIS
Map Prepared by MassDEP GIS Program, June, 2025



Debunking Myths and Fears



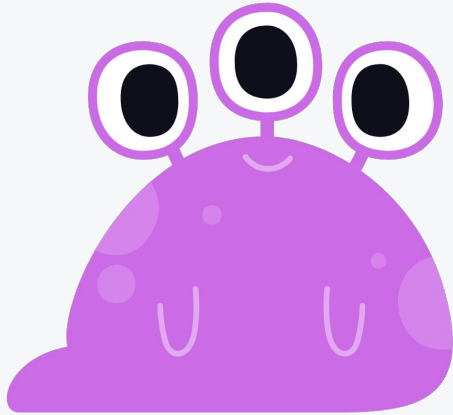
Debunking Myths - Residents Will Revolt



Debunking Myths -It Can't Work Here



Debunking Myths - More Illegal Dumping



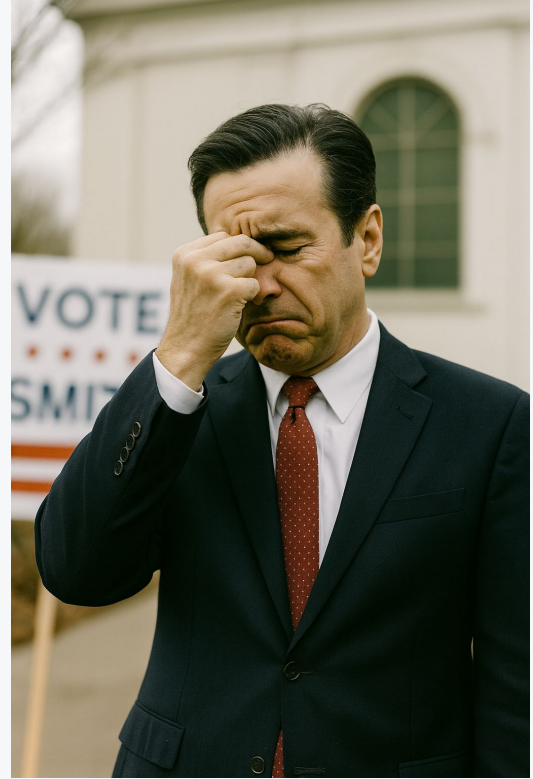
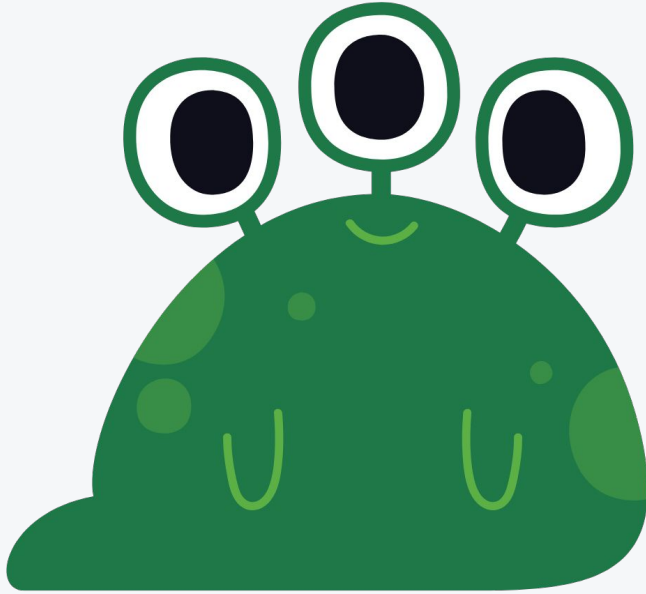
Debunking Myths - There Will Be Fraud



Debunking Myths - People Can't Afford It



Debunking Myths - Elections Will Be Impacted



Debunking Myths - Edge Cases

