



Pay As You Throw Workgroup

Session 6 - Education and Outreach



PAYT Facilitating Team



Ron Cochran
Northeast District 1



Irene Congdon
Central District



Brian Walsh
Northeast District 2



Agenda

- **Transparency in Your Messaging**
- **Methods of Education and Outreach**
- **Three Stages of PAYT Communication**
- **Group Discussion**



PAYT Workgroup Mission

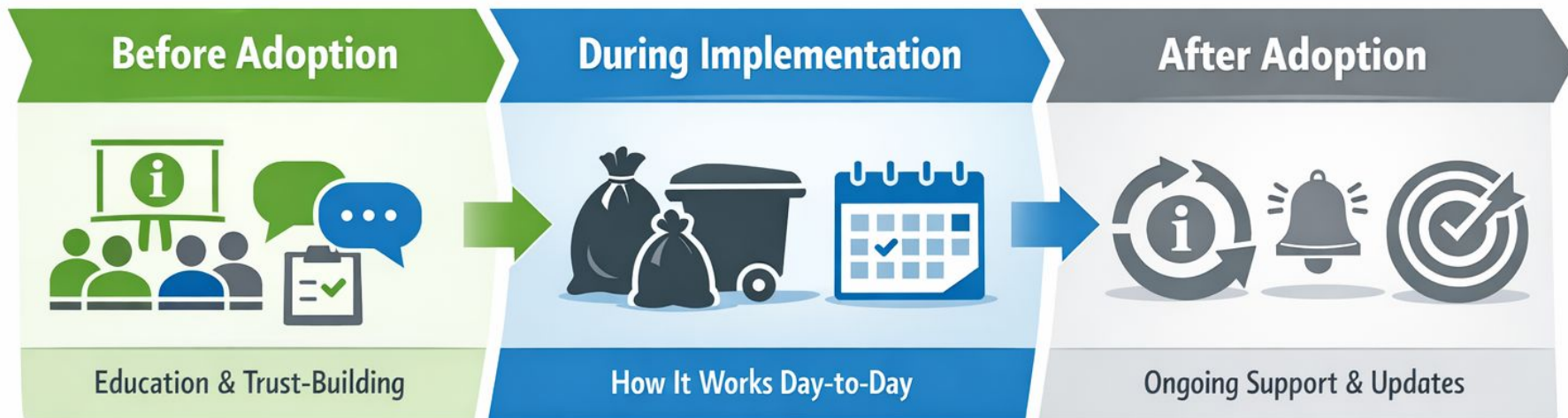
Pay-As-You-Throw transforms solid waste from a rising cost to a managed utility—fair, **transparent**, and under your control.

With Pay-As-You-Throw, you reward reduction, not overuse—ensuring your program is sustainable for both the environment and your budget.

This workgroup is designed to foster collaboration among Massachusetts municipalities as we advance Pay-As-You-Throw programs that reduce waste, promote equity, and create resilient, cost-effective local solid waste systems—working together to build a cleaner, more sustainable Commonwealth.



How Today's Meeting Will Be Structured



Why Education and Outreach Matter



Communicating Before Adoption



The Illusion of Choice



Pre-Implementation Is About Listening



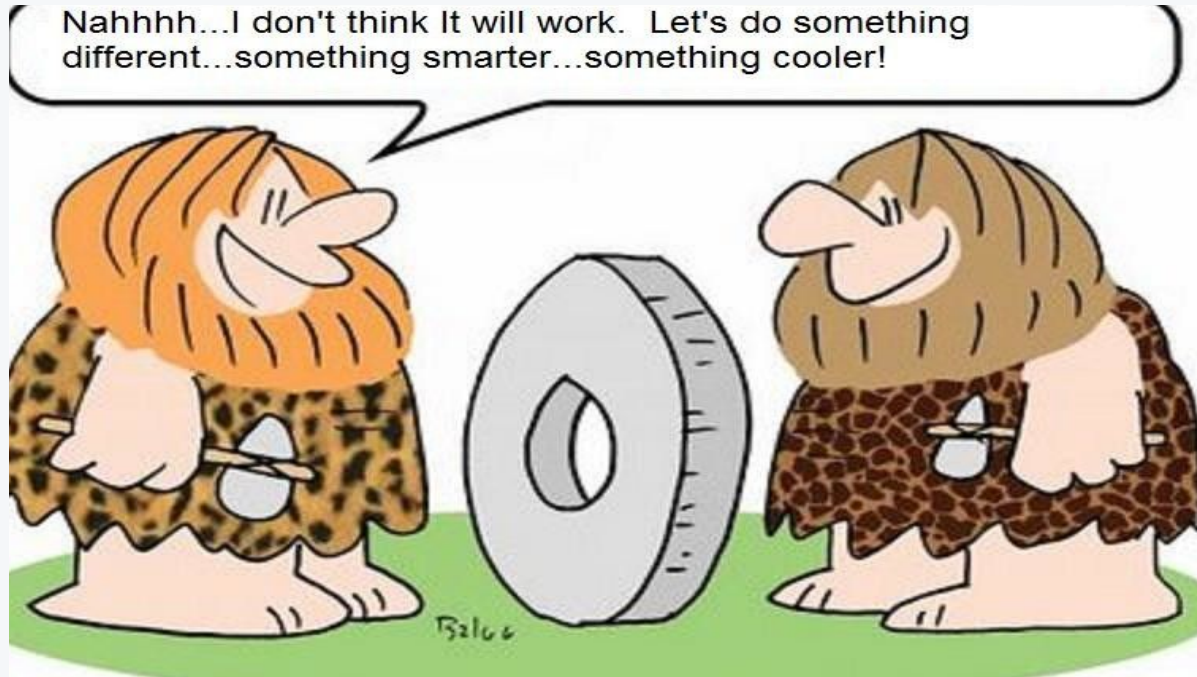
Internal Education Comes First

Winning is about having the
whole team on the same page.

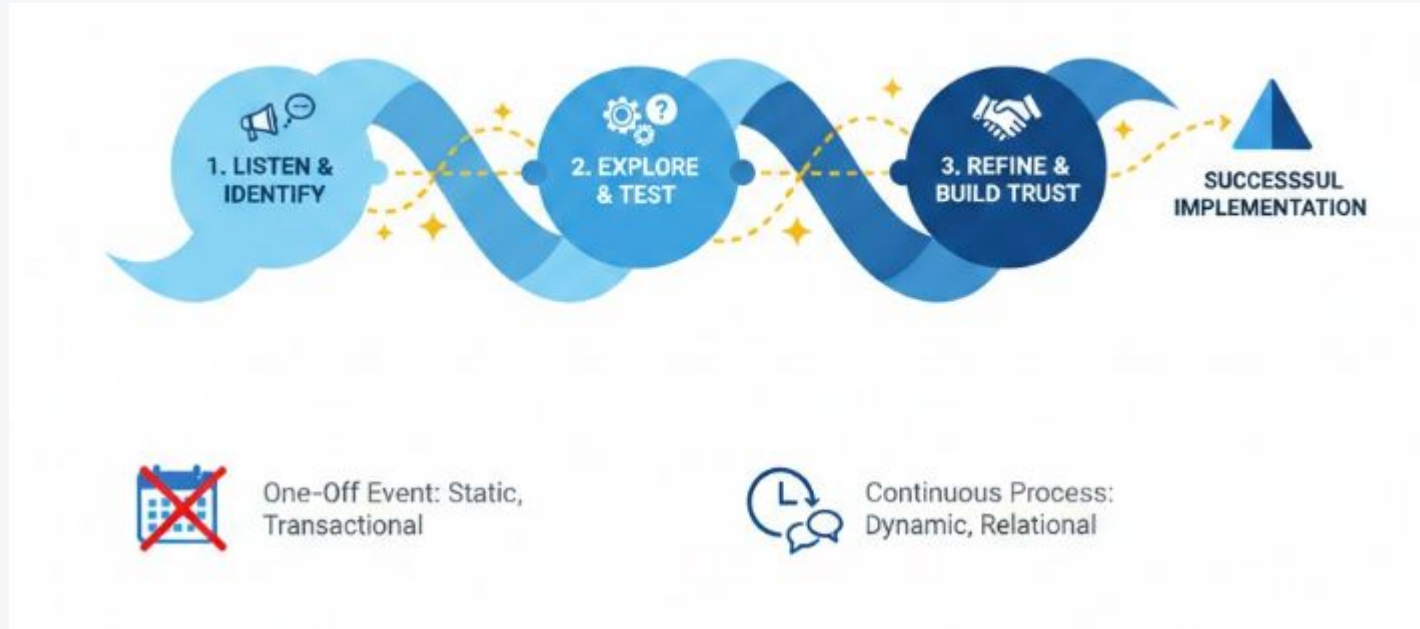
Bill Walton



Use Existing Resources



Engagement Is a Process, Not a Date on a Calendar



Feedback Becomes Your FAQ

Frequently Asked Questions

1. How does PAYT work?
2. How can I purchase/renew a Transfer Station permit sticker?
3. Where can I get PAYT bags and what do they cost?
4. How do I reduce the amount of household waste I generate?



Surveys: Use Carefully

Town of Paythrow – PAYT Cart Size Feedback Survey

1. Do you feel like you will be able to fit all your trash into a 35-gallon cart?

-  ☐ Yes ☐ No
☐ Not sure

2. Which size cart would you like to see offered for trash collection?

-  ☐ 35 gallons
☐ 48 gallons
☐ 64 gallons

3. With all of the great diversion options available, do you still feel like you will need larger than a 35-gallon cart?

-  ☐ Yes ☐ No ☐ Maybe

4. Are you concerned that a 35-gallon cart may not be enough for your household?

-  ☐ Very concerned ☐ Somewhat concerned ☐ Not concerned

5. Would you prefer the convenience of a larger trash cart?

-  ☐ Yes ☐ No

Town of Paythrow – PAYT Cart Size Feedback Survey

 1. How many people live in your household?

- ☐ 1 ☐ 2 ☐ 3–4 ☐ 5 or more

 2. How many 13G kitchen bags or how much trash does your household typically set out per week?

- ☐ One ☐ Two ☐ Three ☐ Four or More

 3. In a typical month, how often does your household have extra trash beyond your regular cart capacity?

- ☐ Never ☐ Rarely ☐ Occasionally ☐ Frequently

 4. Which of the following waste reduction programs does your household currently use?
(Select all that apply)

- ☐ Recycling ☐ Food waste / composting
☐ Drop-off programs ☐ None of the above
☐ Reuse or donation



Resetting Expectations



Communicating During Implementation



The Hub - One Trusted Source of Truth

"I heard the bags are going to be \$10 next year."

"There's no way my family can fit trash into these limits."

This is just another tax.

"They're changing the rules already."

"No one ever explained this clearly."



Town of Paythrow, MA Pay-As-You-Throw Program

Why PAYT? | Program Data & Financials | Recycling & Special Materials | Contact Us

Why PAYT?

Implementation Timeline

FAQ

Program Data & Financials

Implementation Timeline

FAQ

Recycling Issues & Questions

FAQ

Recycling Special Materials

Pay-As-You-Throw Program

This page serves as the hub for everything related to our PAYT waste program. Browse the resources and cost information to get the latest information on the program. For more information, please contact the Town of Paythrow at paythrow@paythrow.ma.us or call 508-885-1234.

Questions & Answers

1. How does the Pay-As-You-Throw (PAYT) program work?

2. Which types of bags or carts should I use? Where can I find them?

3. How do I know if my bag is full? How do I know if my bag is empty?

4. What types of bags or carts should I use? Where can I find them?

5. What should I do if I use too many bags or carts?

MassDEP



PAYT Workgroup

What Lives on the Hub?



Town of Paythrow, MA

Pay-As-You-Throw Program



[Why PAYT?](#)

[Program Data & Financials](#)

[Meeting Notes & Presentations](#)

[Survey **Results** & Community Feedback](#)

[Contact Us](#)



Why PAYT?



Program Data & Financials



Meeting Notes & Presentations



Survey Results & Community Feedback



Implementation Timeline



Frequently Asked Questions (FAQ)



What If...? / Special Situations



Recycling & Special Materials

Pay-As-You-Throw (PAYT) Program

This page serves as the hub for everything related to our PAYT waste program. Browse the resources and Q&A below to find the documents, data, and answers you're looking for. Latest updates are posted regularly.



Questions & Answers



How does the Pay-As-You-Throw (PAYT) program work?



Which types of bags or carts should I use? Where can I buy them?

Paythrow operates on a "Pay-As-You-Throw" system, meaning residents pay based on the amount of trash they generate. You **must use official PAYT** bags or specifically tagged carts, **available** at local retailers and town offices. Bags or bins need to be set out at the curb on your regular collection day. Weekly recycling remains free of charge.

[Read full answer](#)



What types of bags or carts should I use? Where can I buy them?



What should I do if I have extra trash that won't fit in the PAYT bag?



Who to Call?



Answers updated regularly!



Who to Call?



Missed pickups
(555) 123-0001



Billing questions
(555) 123-0002



Trash and recycling questions
(555) 123-0003



General PAYT Coordinator:
payt@paythrow.gov

[SEE ALL FAQs](#)

MassDEP

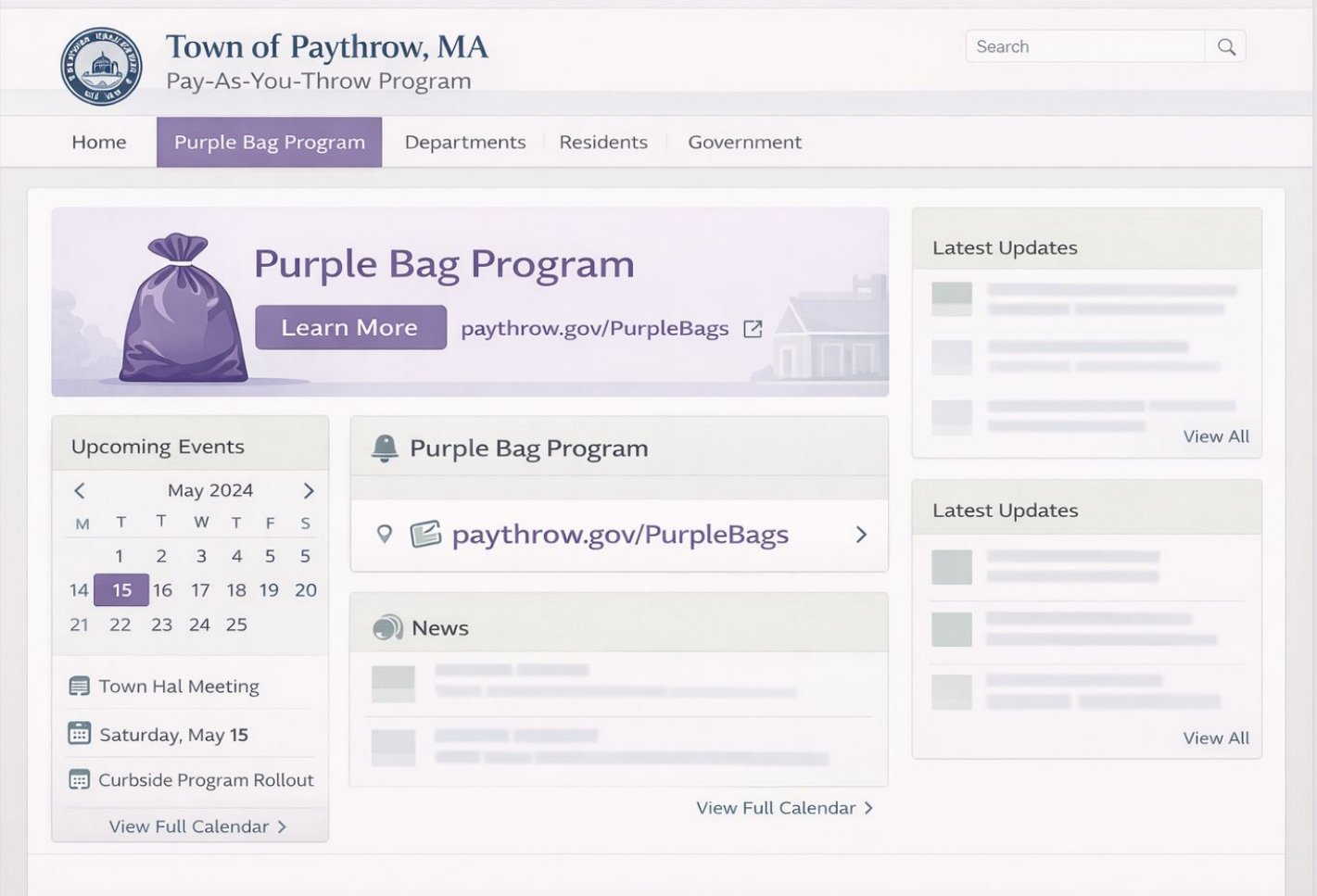


PAYT Workgroup

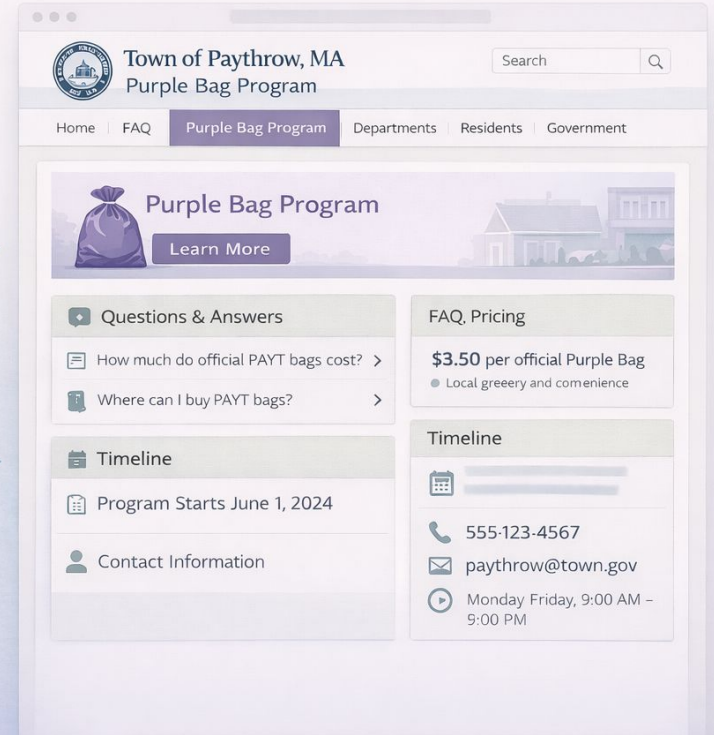
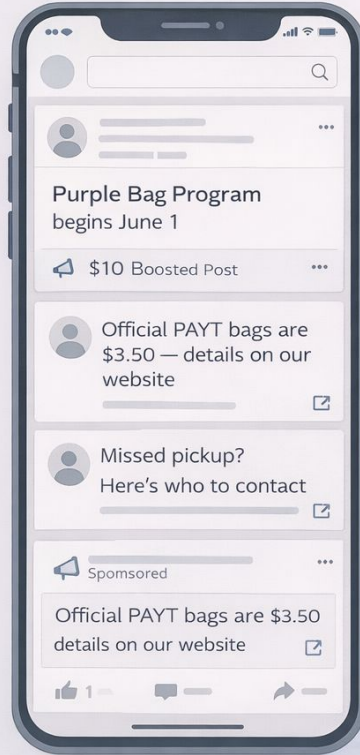
The Hub's Evolution Over Time



Program Brand Identity and Access



PAYT Conversations on Social Media



Continue the Discussion



The BIG LIST of Education and Outreach Techniques

Free

- Podcasts
- Town digital sign boards
- Subreddits
- Local news outlets
- YouTube videos
- Live public meetings
- Phone/text alert systems
- Webinars / hybrid meetings
- Social media
- Electronic message boards
- Public access TV
- Email newsletter

Paid

- Tax/Water bill mailer inserts
- Paid advertising
- Lawn signs
- Door-to-door literature drops
- Direct Mail



Communicating After Implementation



Town of Paythrow, MA
Purple Bag Program



How to Buy Purple Bags



Items That Don't Fit in the Bin



Purple Bag FAQ



New to the Community? Start Here



Program Financials

 PAYT Budget & Enterprise Fund

Contact Us

 Billing questions

 Missed pickups

Need Help?

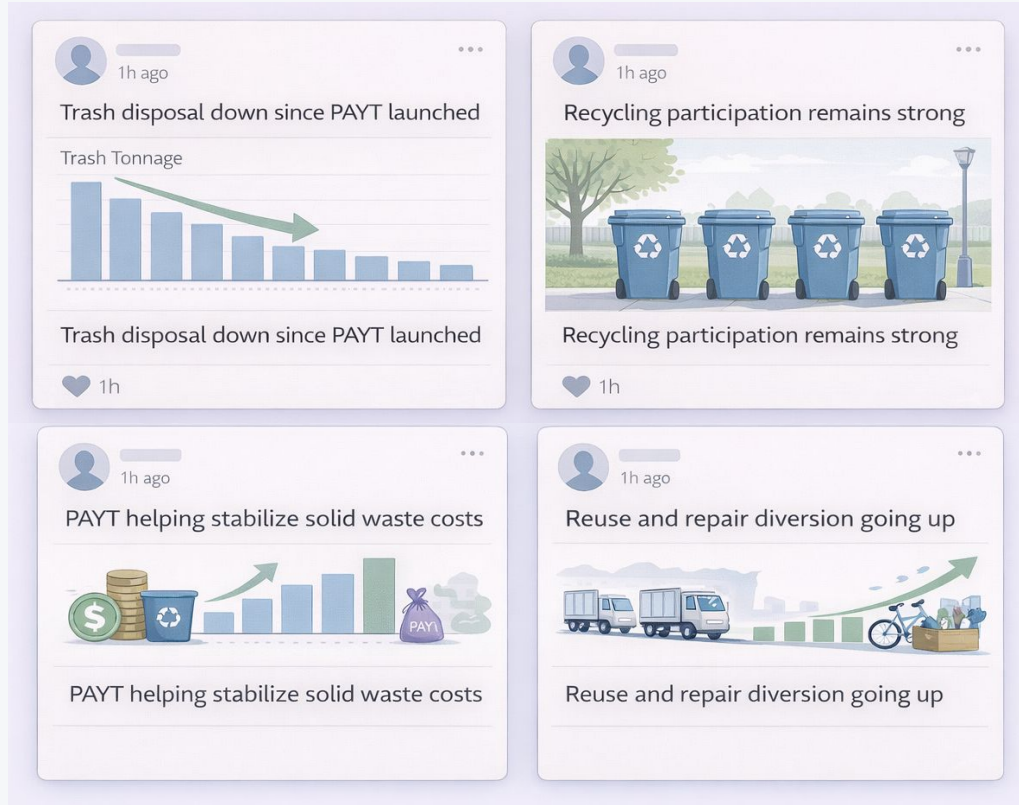
 Trash & recycling

 Help

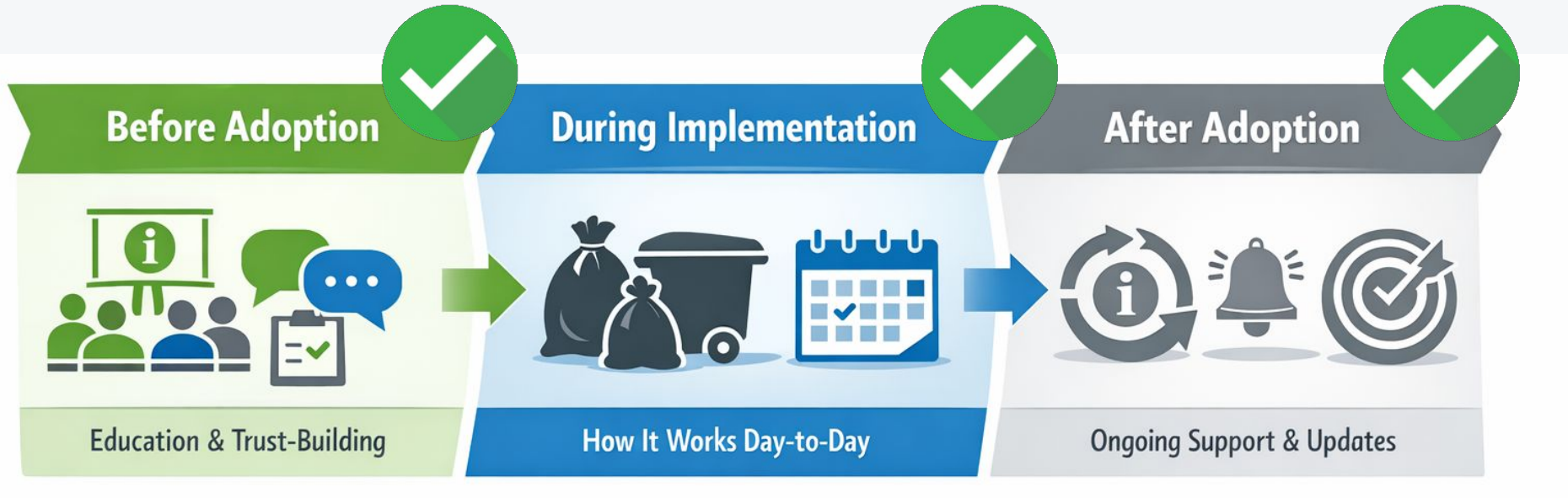
Routine Maintenance Creates Less Headaches



Share Your Successes



Wrapping It All Up



Next Meeting: Maintaining and Updating a PAYT System

When:

- March 17, 2026 at 2 PM (OUR FINAL SESSION!)



Agenda:

- Managing regular price updates
- Program changes without dropping PAYT
- Keeping the program in the public eye

Self-assessment:

- What education or outreach strategies have you considered?



Your Questions and Experience

