



**CARTON
COUNCIL**

recyclecartons.com
cartonopportunities.org

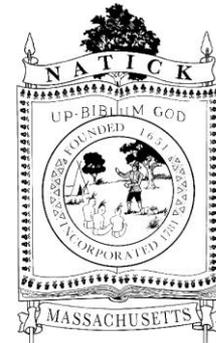
PAYT Best Practices and Success Stories

July 26, 2018



Welcome

- Introduction
- Webinar Format
 - Policy Tools/ PAYT Overview
 - Longmont, Colorado
 - Natick, Massachusetts
 - Q&A



Who is the Carton Council?

- Group of carton manufacturers formed in 2009 working to increase recycling of cartons
- Expanded access from 18% to >60% today
- Encourage implementation of proven policies/best practices
- Worked to develop a carton grade – PSI Grade #52



Why Encourage Certain Policies?

- Certain policies proven effective at “moving the needle”
- Relatively low cost
- Best practices key to success
- One size doesn’t fit all



POLICY IS AN IMPORTANT DRIVER TO MAXIMIZING RECYCLING

ATTRIBUTES OF HEALTHY RECYCLING PROGRAMS

- Efficient Collection and Processing Infrastructure

- Access to Convenient Recycling

- High Recycling Awareness and Participation

- Robust End Markets

- Goals, Plans, and Performance Tracking

POLICIES THAT CAN SUPPORT

- Policies that Create Funding Mechanisms
- Mandatory Service Provision
- Disposal Bans
- Best Practice Standards

- Best Practice Standards
- Mandatory Service Provision
- Building Code Provisions for Recycling

- Pay-As-You-Throw
- Source Separation Requirements
- Disposal Bans
- Mandatory Service Provision

- Policies that Create Funding Mechanisms
- Best Practice Standards

- Planning and Reporting Requirements

Effective Policies Include...

- Universal Recycling
 - Single-family, commercial, multi-family, public space/ events
 - Best when pricing is “bundled” – no “opt in”



Effective Policies Include...

- Hauler Licensing
 - Works well when multiple haulers serve a community – can ensure same level of service
 - Single-family, commercial, multi-family, public space/events
 - Applicable to all community sizes
 - Can provide leverage to implement PAYT/universal recycling



Effective Policies Include...

- Pay-As-You-Throw
 - Base price generally includes recycling, may include yard trimmings and base level of trash service
 - Additional fee for additional disposal
 - Incremental costs **MUST** be adequate to encourage recycling
 - Flexible – many ways to implement



20 Gallon



32 Gallon



64 Gallon



96 Gallon



Sara is
5'4" tall

Implementation Options

- Different sized carts/bags for trash
- Different sized carts/free 2nd cart for recycling
- Pay-per-bag without cart
- Pay-per-bag with cart
- Pay for out-of-cart setouts only
- Whether to allow out-of-cart setouts
- Funding structure – often part tax base, part bag fees



Some communities also....

- Reduce frequency of trash collection
- Add bulk collection program with bag/tag/sticker attached
- Add compost program to further enhance diversion

How Effective is PAYT?

- Nationally, communities see:
 - Recycling participation  significantly
 - Tons recycled  by 50% or more*
 - Tons disposed  by 15 - 20% from residential sector

But many communities see a much more significant decrease in tons disposed

- In addition...
- In 2/3 of communities, no budget increase
- 90% of residents prefer, once implemented

Specific Outcomes

Community	Increase in Recycling Tons	Increase in Recycling Rate	Decrease in Waste Disposed
Ashland, MA		88%	34%
Worcester, MA		36%	47%
Malden, MA	74%		46%
Sandwich, MA		38%	49%
Eliot, ME			57%
Sanford, ME			42%

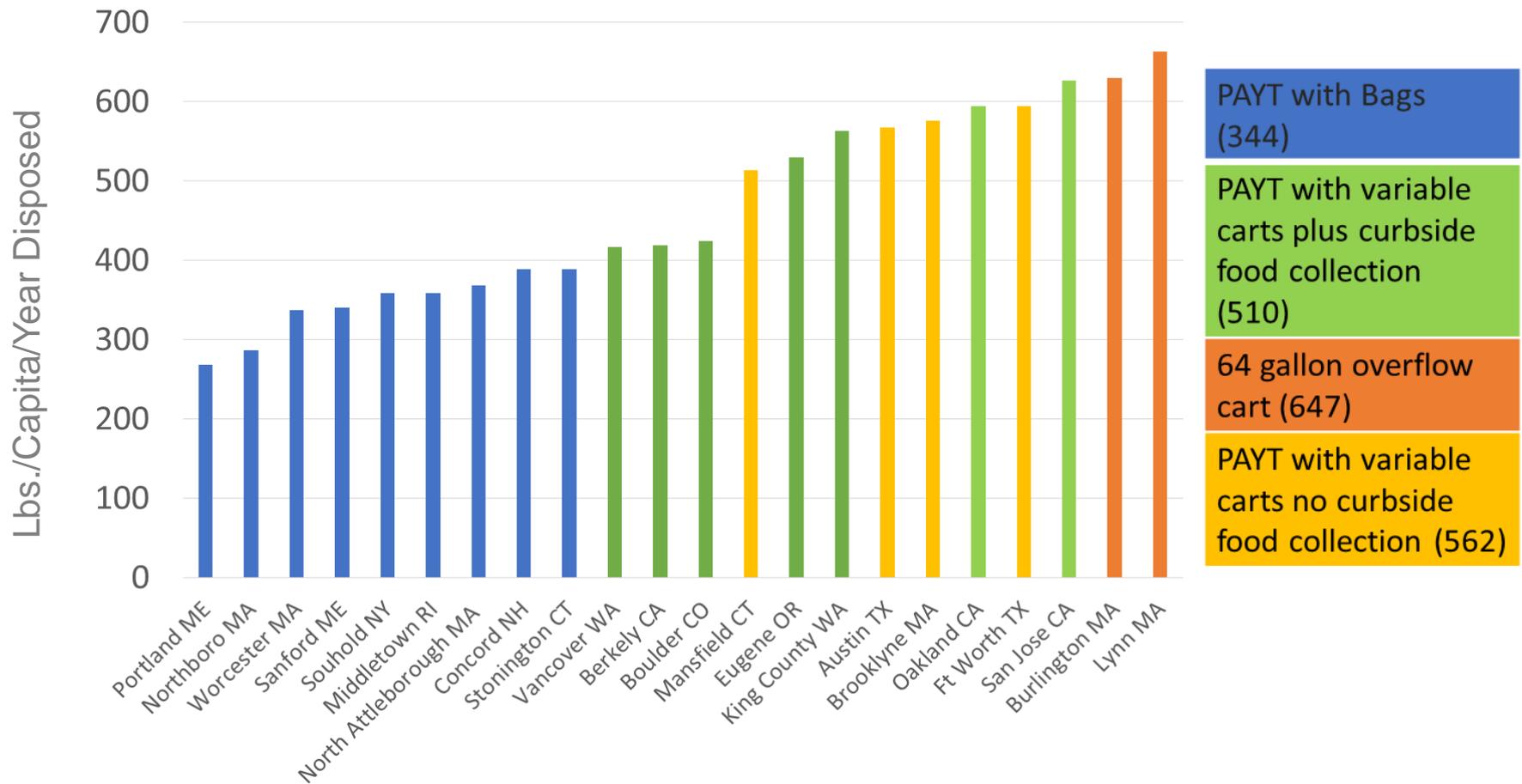
Trash-Per Capita Disposed – Maine Communities

	With PAYT	Without PAYT
Avg. Lbs. Per Capita Trash (2017)	356	645
Lbs. Per Capital Trash Range (2017)	235 – 576	432 – 1,014
Avg. Recycling Rate	33.1%	20.4%



Closer to Zero Waste:

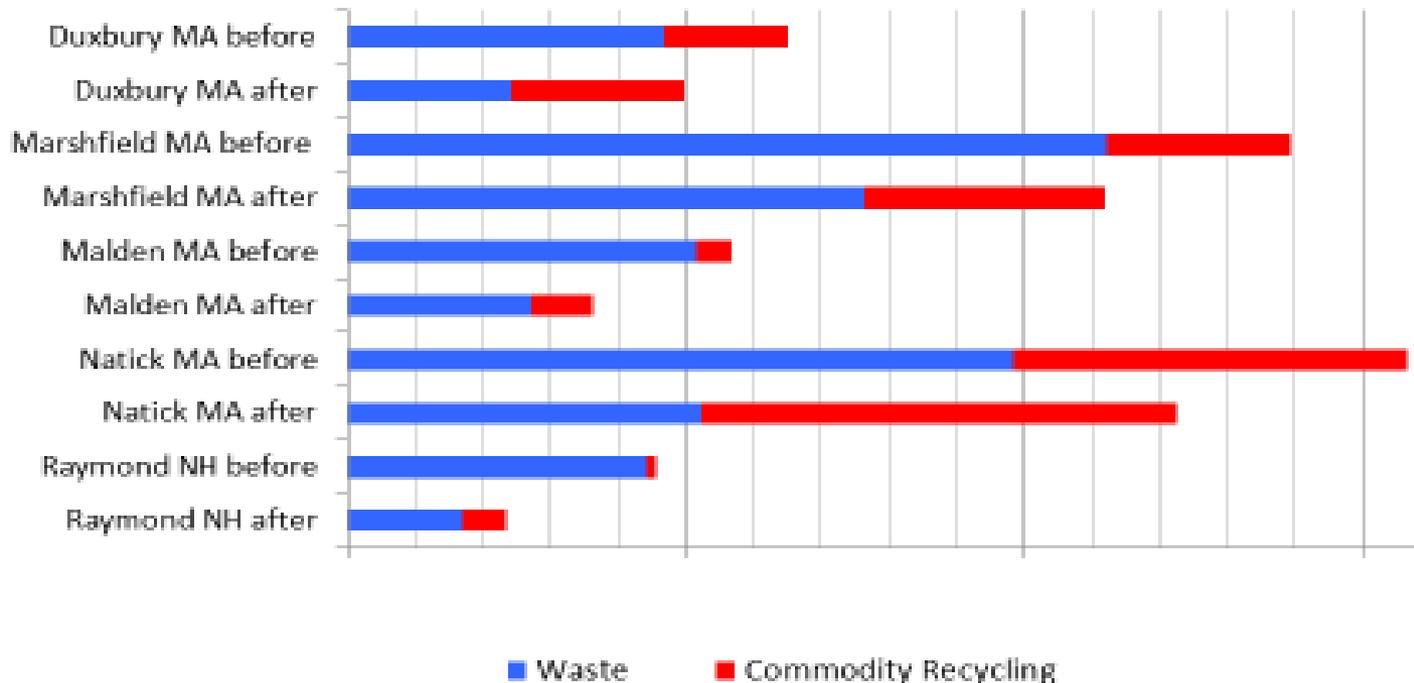
A Look at the Effectiveness of Residential Waste Strategies



Results in New England Communities

SMART – Decreases Overall Generation (waste + recycling) by 20+%

SMART's price signal produces **source reduction** and moves materials into all other programs, increases donations and home composting. Less generation lowers overall material handling costs.

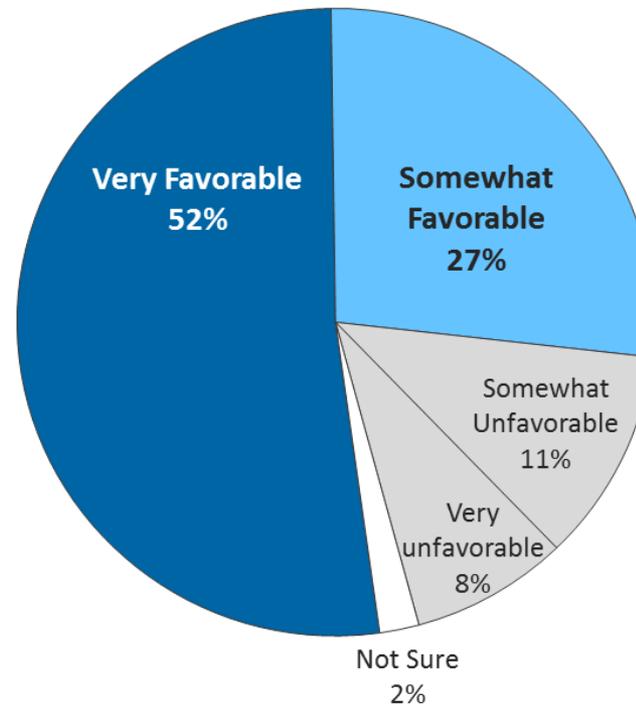


Citizen Satisfaction

Survey Results – 11 Municipalities

- 79% - Very or somewhat favorable
- 68% - Program is fair
- 74% - Participation is not difficult
- 89% - Program performing better than or as well as expected
- 77% - More likely to vote for someone supporting, or makes no difference

Participants in Pay-as-You-Throw Programs Have a Highly Favorable View of Them.



unfavorable opinion of pay-as-you-throw?

Source: Automated telephone

Benefits and Concerns with PAYT

Benefits	Concerns
<ul style="list-style-type: none">✓ Financial incentive to divert/recycle✓ Equitable – treats trash as a utility✓ Flexible – many ways to implement✓ Requires no additional funding✓ Can save in disposal costs✓ GHG benefits	<ul style="list-style-type: none">✓ Concerns about illegal dumping✓ Rate structure may need adjusting✓ Concerns of “regressive” pricing✓ Some perceive as “tax increase”✓ Enhanced billing software, program management required✓ Need to set up bag sale program

Other Critical Elements...

- Best practices, including:
 - Enforcement
 - Communication/education/outreach
- Adequate funding
- Goals & performance tracking
- Robust end markets



PAYT Best Practices...

- Early, frequent, varied education & outreach – clear roles if shared responsibility
- For every 100% increase in volume, price should increase 50 – 80%* - Most effective closer to 80%
- Bundled services – automatic provision of recycling
- If cart system, recycling cart \geq than trash cart
- Offer mini cart
- Work with haulers, public, local officials
- Anticipate concerns and address in advance
- Tout program successes!
- Simple rate structure with some flexibility



Policy Tools

- Keys to success
- Policies that support attributes of healthy programs
- PAYT fact sheet
- Universal recycling fact sheet
- Mandatory provision of service through hauler licensing
- How to implement a local ordinance
- Sample ordinances
- Benefits of a strong recycling program
- Funding mechanisms to support recycling
- Disposal surcharges as a funding mechanism

Examples of Tools

HOW TO IMPLEMENT A LOCAL ORDINANCE TO INCREASE RECYCLING

Many local governments want to increase recycling in their communities, and recognize the role that certain ordinances can play in driving higher participation and materials recovery. Developing and ushering ordinances through adoption, however, can be challenging. Below are some tips on how to approach local policy development.

1. CLEARLY IDENTIFY THE OPPORTUNITY OR ISSUE AND EXPLORE WHETHER POLICY MAY BE EFFECTIVE IN ADDRESSING IT.

Seek information to clearly understand the issue/opportunity that you want to address, and what is needed to bring about the desired change. Through this research, work to ensure that the ordinance you are considering is indeed an appropriate tool.

2. EXAMINE EXISTING ORDINANCES IN THE JURISDICTION.

Make sure that no policy already exists in your jurisdiction to address this need/opportunity. It may be that what is needed is a revision to an existing ordinance, not an entirely new ordinance. Also, seek to identify other ordinances that might be impacted by, or impact the ordinance you are considering. A meeting with the county/town solicitor can help identify this information, and affirm that an ordinance could be an appropriate tool.

3. EXAMINE SIMILAR ORDINANCES THAT HAVE BEEN IMPLEMENTED IN OTHER JURISDICTIONS.

Identify other communities similar to yours that have passed policies with good results, to build a case in support of policy implementation. By reviewing multiple ordinances, you will begin to develop ideas regarding how best to succinctly and clearly draft the ordinance. You may also be able to identify an existing ordinance that you can use as a model for your jurisdiction, modifying it as appropriate.

4. IDENTIFY ONE OR MORE CHAMPIONS TO PROMOTE THE POLICY AND SHEPHERD ITS ADOPTION.

Champions ideally should be well-respected, influential and able to build the necessary coalitions, engage key stakeholders, craft the ordinance language and propel proposals through the policy adoption process. This might be a council member, staff member, other elected official, or member of a board or commission. This champion, if knowledgeable about the industry, can also help identify potential allies and foes, and potential concerns certain stakeholders might have with the ordinance.

5. TALK TO INTERESTED PARTIES TO UNDERSTAND THEIR POINTS OF VIEW AND BUILD A BROAD SUPPORT BASE.

During the ordinance development process, it is critical to seek input from stakeholders who would be directly impacted by the ordinance. In addition to those who may support or oppose its adoption. Some communities hold public meetings or workshops where the champion or another appropriate person presents the ordinance being considered and invites interested parties to share their thoughts, ideas and concerns. This allows for a wide array

6. DRAFT THE ORDINANCE AND OBTAIN TOWN/COUNTY SOLICITOR REVIEW.

Based on stakeholder input and your research, develop a draft ordinance for your jurisdiction, or provide input to others who are preparing the draft ordinance. Ask (or have the champion ask) the solicitor to review the draft ordinance. He or she will be able to ensure that the requirements of the ordinance are within the purview of the jurisdiction, that the ordinance is in alignment with state and other local ordinances, and that terminology is consistent

SAMPLE ORDINANCES THAT BOOST RECYCLING

ORDINANCE/ BROAD POLICIES	ORDINANCE REQUIREMENTS
<p>BOULDER COUNTY, COLORADO</p> <p><u>Ordinance No. 2016-01</u></p> <p>Commercial Waste Hauler Licensing Ordinance</p> <ul style="list-style-type: none"> Mandatory hauler licensing Universal recycling Volume-based pricing Mandatory recycling of specified materials 	<p>Haulers operating in unincorporated area of county must be licensed. Provisions of licensure include:</p> <ul style="list-style-type: none"> Haulers that provide regular or periodic garbage service to residential customers must also provide weekly or bi-weekly collection of recyclables. Recycling must be single-stream and unlimited. Weekly or bi-weekly curbside collection of organics (volume of at least 96 gallons) must also be provided in the urban area, at no extra charge. Haulers must provide service to multi-family dwellings frequently enough that containers do not overflow. Hauler may provide service through subcontractors or agents, but hauler still responsible to ensure compliance of license requirements. Haulers must charge residential customers based on volume of Landfill Materials (trash). Base prices must be established for 32, 64 and 96 gallons. Residential customers must be provided ONLY one trash cart, of the selected volume. Haulers can also charge a flat fee that covers fixed operational costs of collection. This fee shall not exceed the incremental volume-based fee. Bills must clearly show both flat and volume-based fees. Commercial and multi-family dwelling customers must also be charged for service based on volume of the garbage, recycling and compost containers. If the landfill container is overloaded, the hauler can refuse to collect, or bill for extra service. Haulers must provide information to new customers about service levels, pricing, and recyclable materials. Recyclables must be delivered to the Boulder County Recycling Center.

STRONG RECYCLING PROGRAMS BENEFIT THE ECONOMY AND THE ENVIRONMENT

Recycling Creates Jobs and Other Economic Benefits



Recycling is often touted as the right thing to do for the environment, but recycling also fuels the economy and makes use of recovered materials that would otherwise go to waste. This creates jobs, provides manufacturers with feedstock, and generates economic benefits for communities and the states in which they are located. Jobs created include those that support recyclables collection, sorting, transporting, processing, brokering, and exporting, as well as domestic manufacturing of products with recovered materials. Such jobs create tax revenue—an estimated \$13.2 billion annually—with a total economic impact of \$172 billion. For example, one study estimates that:

- The recycling industry creates an estimated 534,506 jobs across the U.S. including:
 - 155,632 direct "green" jobs;
 - 175,587 supplier-related jobs; and
 - 203,287 induced jobs.
- Wages associated with these jobs total nearly \$34 billion annually.

In addition, recycling reduces waste disposal costs and can provide revenues that help offset recycling program costs.

CURBSIDE RECYCLING GUIDELINES



Supporting recycling programs boosts local and regional economies. Further, advancements in recycling technology are expected to make recycling more cost-effective over time.

What are the Economic Benefits of Recycling in Your State?

To see the economic benefits of recycling in your state, see ISRI's [website](#), which includes an interactive map, or the 2017 ISRI Economic Impact Study [Executive Summary](#).

¹ John Duchan & Associates Inc. 2017. "Economic Impact Study: U.S. Recycling Revenue Industry, 2017."

Ways to Use Tools

- Learn various ways policies can be implemented in a variety of communities
- Use to spread awareness among local decision makers and elected officials
- Share with your SWAC

“Pay-As-You-Throw” A Proven Way to Reduce Waste, Increase Recycling and Cut Disposal Costs

Pay-As-You-Throw (PAYT)¹ is a unit-based waste collection fee system that, when implemented using a best practices approach, is the most effective way to give households an opportunity to save money by disposing of less waste and recycling more. Similar to other utilities like electricity and water, households are charged based on the quantity of waste they produce. The more they dispose; the more they pay; and the more they recycle, the less they dispose and the more they save.

More than 7,000 communities across the U.S. now have PAYT programs and boast impressive results. Research has found that adopting a PAYT program is **the single most effective change** a community can make to reduce the amount of waste disposed and increase recycling.

**PER-CAPITA WASTE DISPOSAL
PAYT VS. NON-PAYT CURBSIDE**

WHY PAYT?

Cuts waste in half. PAYT communities, on average, dispose of 49% less waste than communities that include the cost of waste collection in property taxes

Where to Find Tools

www.cartonopportunities.org



Cartons open up opportunities.

They represent a huge potential when they are recycled.



Get involved:

Communities/Facilities

Companies/Brands

Carton Recycling Markets

Schools

Supporting Policy Tools

Click on "Supporting Policy Tools"



Supporting Policy Tools

Want to improve your recycling program? Unsure how to move the needle?

The Carton Council works to maximize the extent to which cartons (both gable top and aseptic containers) are recycled – this requires strong recycling programs and participation. The Carton Council has found that certain policies are particularly effective in strengthening recycling programs and incentivizing individuals to participate. To that end, we have created several tools to assist local governments and others in developing and implementing policies that have been shown to improve recycling programs, particularly when implemented using a best practices approach. Additionally, we've found that implementing these policies helps boost the recycling of *all* commodities.

These tools are unbranded – feel free to download, print, and share how you see fit. For example, they can be shared with interested parties via email, in presentations, in informational packets to elected officials, and via electronic or printed newsletters. These tools are suitable for all types and sizes of communities.

Tool	Description
 Strong Recycling Programs Benefit the Economy and the Environment	Recycling helps communities environmentally, as well as economically. This fact sheet describes why strong recycling programs are important. This information is often helpful in securing program support from elected officials.
 Carton Council Policy Infographic (JPG)	These infographics show, broadly, how specific types of policies can help bring about various desirable recycling program attributes.
 Carton Council Policy Infographic (PDF)	

Additional Information

- www.payasyouthrow.org
- www.paytnow.org
- Institute for Local Self Reliance
 - PAYT + Real Source Separation = Zero Waste
 - Closer to Zero Waste: A Look at the Effectiveness of Residential Waste Strategies
- MA DEP – Implementation Guide



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Thank you!

