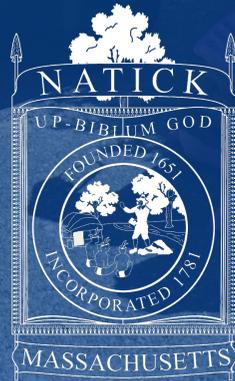
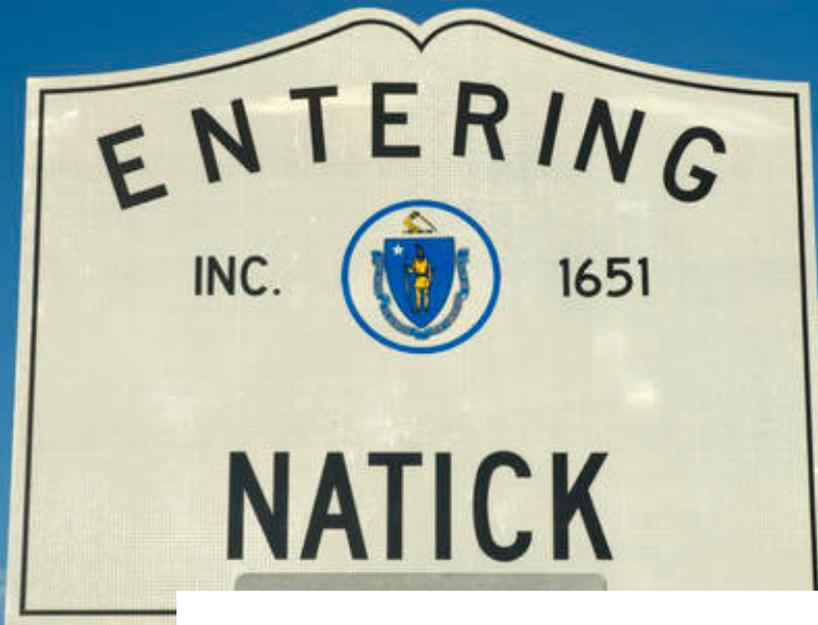


TRASH vs TRUTH

A Pay-As-You Throw Story



JULY 2018



ABOUT NATICK





YESTERDAY

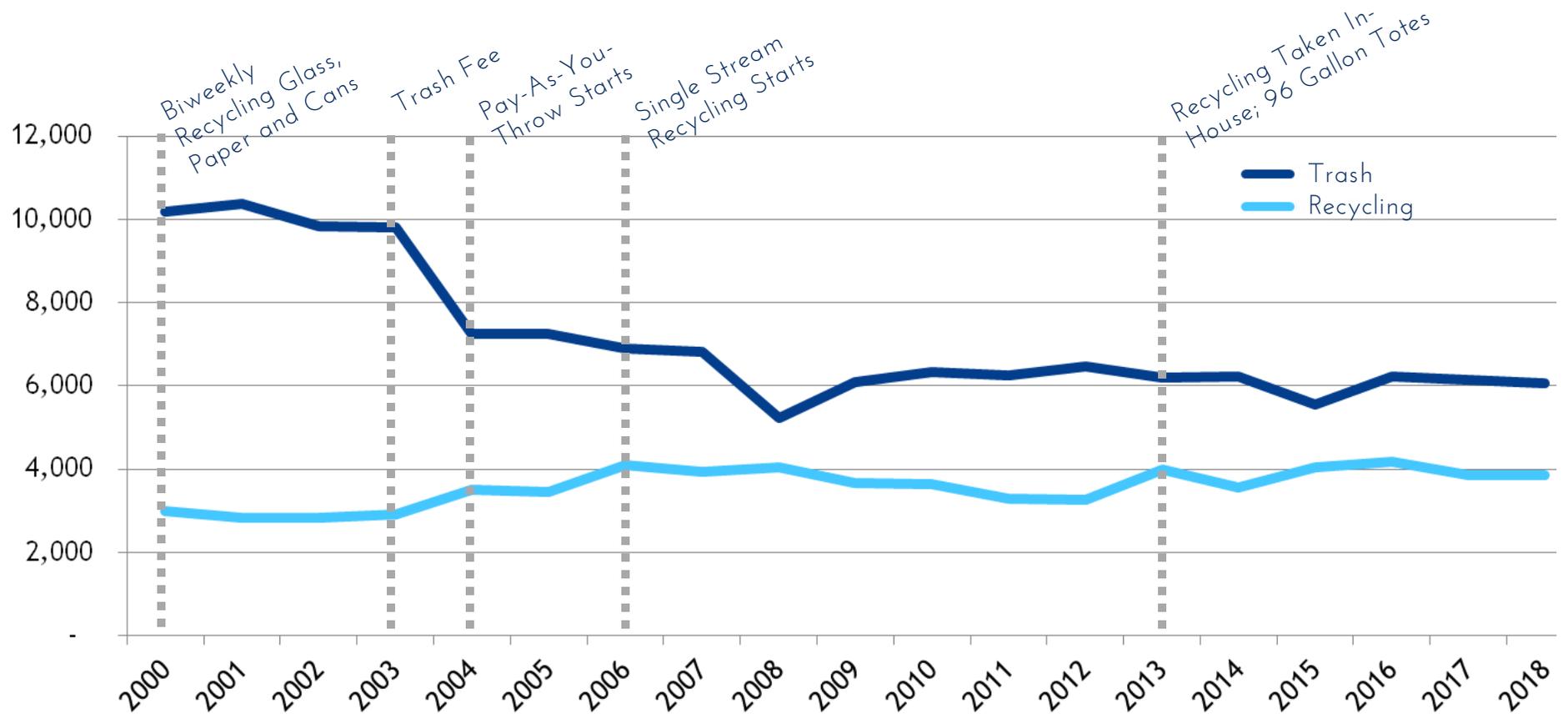


TODAY



OUR JOURNEY

The adoption of PAYT in FY2004 has saved the Town of Natick more than \$4M in disposal fees and increased recycling by 20%.



IMPETUS

Cuts to local aid

Disposal costs rising

\$1.5M shortfall

One year, \$150 trash fee

PAYT Committee formed



MARCH 2002



PAYT COMMITTEE

14 members

Representation from:

- Recycling Committee
- Finance Committee
- Sanitation Division
- Board of Selectmen

Met every two weeks

Led analysis & public outreach

Subcommittees on key issues

MARCH 2002

RECOMMENDATIONS

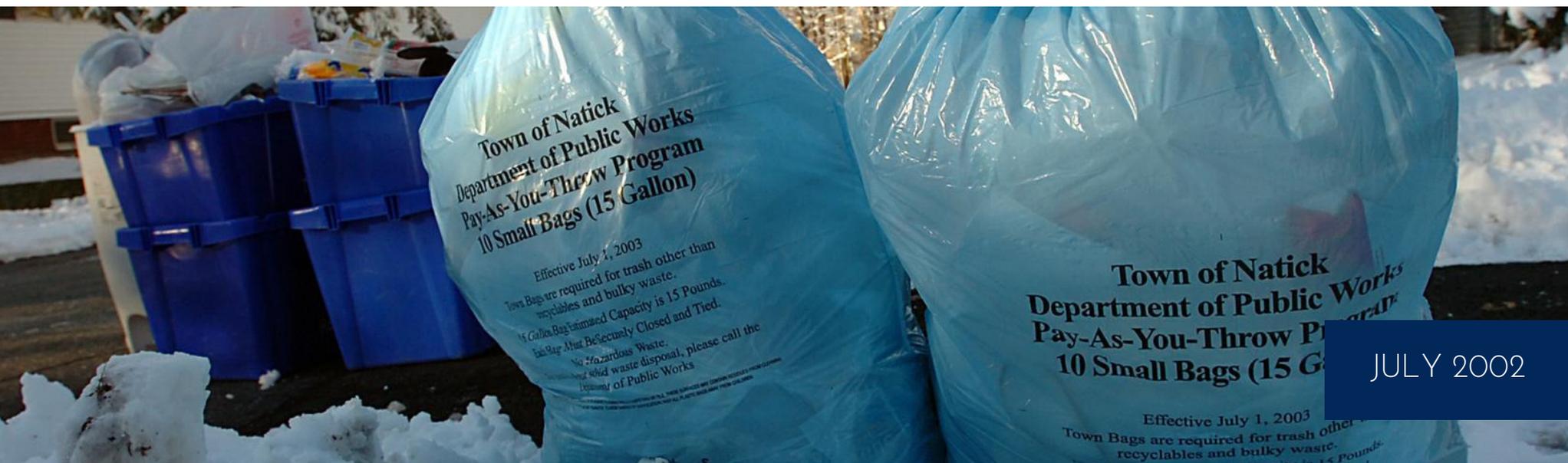
PAYT program to cover trash fee revenue

Goal: 50% of disposal (tipping + collection) costs

2 bag sizes: 15 gallon @ \$1, 33 gallon @ \$1.75

Sell at retail stores

Widespread publicity



JULY 2002

Q: What about really big items like refrigerators, TVs and furniture?

A: Bulky items will continue to be picked up by the Town at curbside for a separate fee. Bulky items include TV sets, computer monitors, refrigerators, freezers, furniture, carpet, etc. It does not include building materials or hazardous waste. Please call for more information on disposal of these items.

Q: Won't I be paying twice for trash collection -- once through taxes and again when I buy PAYT bags?

A: No. The total cost of waste management will be divided between the tax levy and the bags you purchase.

Q: Since all taxpayers subsidize schools whether or not they have children in the schools, why shouldn't all taxpayers subsidize trash collection even if they aren't generating much trash?

A: Most taxpayers are willing to subsidize education because they feel that it's in the public interest. But generating more trash is not in the public interest -- quite the opposite. PAYT strikes a balance between taxpayer subsidy and user per-bag payments.

Q: Where can I get more information?

A: By accessing the Town website at www.natickma.org, by calling the PAYT Hotline at 508 647-6564, or by e-mailing the Town at PAYT@natickma.org.

Printed on recycled paper

IMPORTANT!

EFFECTIVE JULY 1, 2003

Natick's Pay-As-You-Throw Trash Program

Pay-As-You-Throw Hotline
508 647-6564

Natick Board of Selectmen
13 East Central Street
Natick, MA 01760
Tel: 508 647-6410 Fax: 508 647 6401
e-mail: PAYT@natickma.org

Natick Department of Public Works
Sanitation Division
75 West Street
Natick, MA 01760
Tel: 508 647-6550

Q: What is PAY-AS-YOU-THROW?

A: Pay-As-You-Throw (PAYT) is a system by which you pay for the trash you discard. The core idea of Pay-As-You-Throw is that

**when you recycle more,
and discard less trash,
you pay less.**

**Q: Why are we starting this program?
What's wrong with what we're doing now?**

A: Trash disposal costs are soaring. Last year Natick paid over \$950,000 in 'tipping fees' to dispose of over 9,000 tons of trash. That amount does not include costs for staff to pick up the trash, gas, tolls and tires for the trash trucks, etc. All of these costs, as well as the 'tipping fees', go up every year. Reducing waste disposal costs is increasingly important.

Q: What can we do?

A: We can't do much about the per-ton tipping fee or the other costs, but we can do a lot by reducing the amount of trash we send to be incinerated. The simplest way -- and the one that makes the most sense from many perspectives -- is to recycle more of the things that we currently discard in the trash.

Q: Why can't we find a less expensive place to dispose of our trash?

A: State law requires that all unlined landfills in Massachusetts must close, and many already are. Natick's own landfill -- the 'dump' -- was closed in 1998. The only available option is incineration, and Millbury, the closest facility, is also the least expensive.

Q: How does PAYT work?

A: Currently, the cost of solid waste management -- trash disposal and recycling -- is paid for by local real estate taxes and the \$175 per year trash fee implemented in July 2002. Residents can throw away as much as they like and the entire cost must be covered by these funding sources. Under PAYT, many of the costs are covered by a per-bag payment, and the \$175 per year trash fee is discontinued. There is still no per-bag or per-bin fee for recycling, so PAYT provides an economic incentive to residents who reduce their trash volume and recycle more. Experience in other towns shows that under a PAYT program-households put fewer recyclable materials in the trash, and instead put them in a recycling bin.

Q: Why is PAYT better than the system we have now?

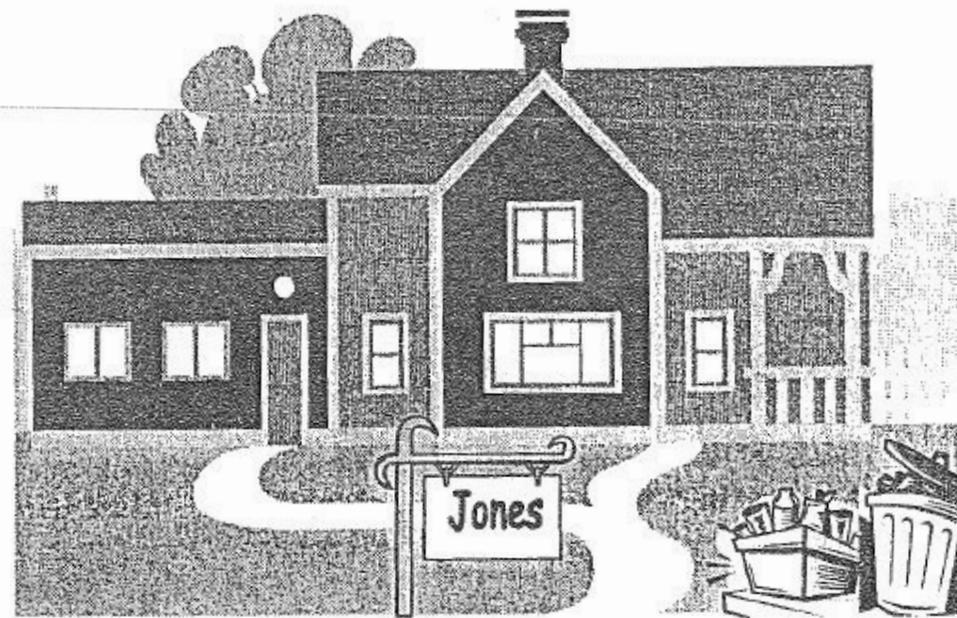
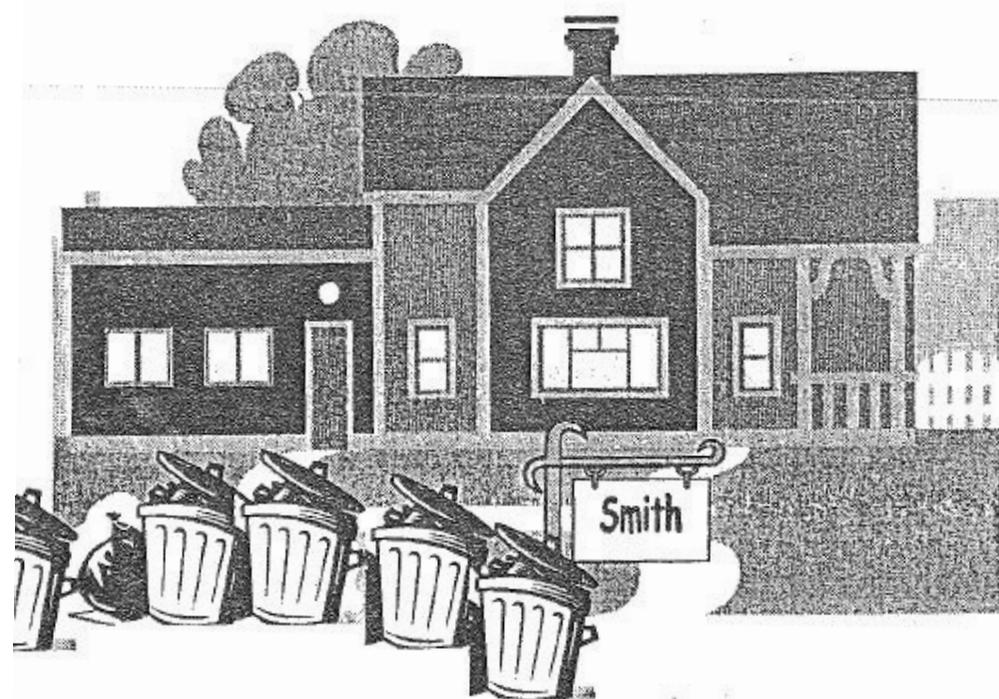
A: The advantages fall into three categories:

ECONOMIC: Because PAYT rewards trash volume reduction and recycling, it reduces the tonnage on which tipping fees must be paid. Other financial benefits include potential for decrease in highway tolls, equipment costs and staff overtime, and creation of recycling-industry jobs.

ENVIRONMENTAL/HEALTH: By decreasing the amount of trash being incinerated, PAYT reduces the amount of toxic pollutants released into the atmosphere. In Massachusetts, incinerators are among the largest sources of dioxin and mercury.

SPRING 2003

EDUCATION



If you consider this unfair:

Smith Trash Bill **\$175/year**

Jones Trash Bill **\$175/year**

You need to consider PAYT



POLITICAL BACKLASH

Isolated resistance

Attempts to disrupt meetings

Referendum process with 1000+
signatures

Special Election in Dec. 2003

NOV 2003

NATICK SAVES

WHEN YOU

VOTE NO

TUESDAY 12/16

WWW.NATICKSAVES.ORG

Natick Saves: Citizens For Pay As You Throw



SPECIAL ELECTION

6 week campaign

20% voter turnout required

"Natick Saves" Ballot Committee

Result: Voters Keep PAYT

- 27% turnout
- 72% voted No (keep PAYT)

NATICK SAVES: CITIZENS FOR PAY-AS-YOU-THROW
POST OFFICE BOX 741
NATICK, MA 01760

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
PERMIT NO. 229
NATICK, MA
01760



TAKE THIS COMMON SENSE QUIZ FOR NATICK VOTERS!

NATICK SAVES: CITIZENS FOR PAY-AS-YOU-THROW IS FOR NATICK RESIDENTS WHO BELIEVE THE TOWN SHOULD PROVIDE THE SERVICES THAT CITIZENS DEMAND, AND DO SO EFFICIENTLY AND ECONOMICALLY.



OK, NATICK CITIZENS! GET OUT YOUR PENCILS!
**THE SPECIAL ELECTION DECEMBER 16
WILL TEST OUR GOOD SENSE! READY?**

1. DID YOU KNOW PAY-AS-YOU-THROW IS AT STAKE IN A SPECIAL ELECTION ON TUESDAY, DECEMBER 16? THE PROPOSED BYLAW WOULD FORCE US BACK TO PAYING FOR TRASH PICKUP 100% WITH OUR TAXES.

WHY CARE?

- BECAUSE THIS BAD BYLAW WOULD COST YOU MONEY
- BECAUSE WITH PAYT, **YOU** HAVE THE POWER TO MAKE YOUR OWN CHOICES
- BECAUSE WITH PAYT, TRASH TONNAGE IS DOWN 28%, AND RECYCLING IS UP 22%.



2. WHY WOULD THIS BAD BYLAW COST YOU - AND ALL OF US -



MONEY



- BECAUSE PAYT KEEPS A LID ON TRASH DISPOSAL SPENDING, AND THIS BAD BYLAW WOULD TRASH PAYT. TOSSED TRASH IS A BIGGER BUDGET-BUSTER TO DISPOSE OF THAN RECYCLED TRASH. BEFORE PAYT, TRASH DISPOSAL SPENDING WAS ON THE RISE - NOW IT'S DOWN.



BENEFITS

Resolved budget issue

Reduced waste

Reduced collection costs

- Switched to four day collection
- Cut overtime costs for bulk pickup

Increased recycling

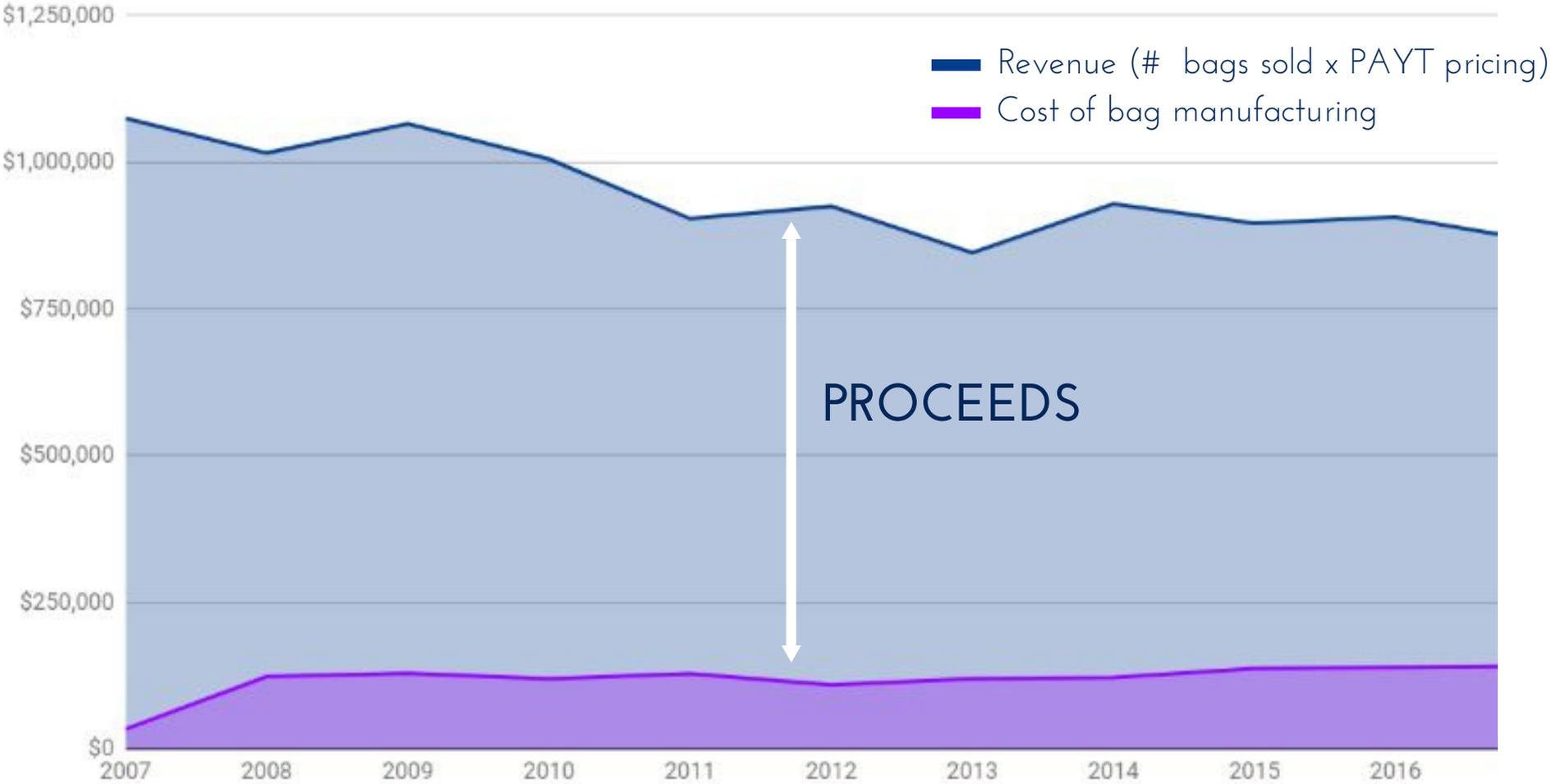
Greater equity

LESSONS LEARNED

- + No one size fits all solution
- + Wide stakeholder engagement
- + Real savings!
- Political will for raising bag price
- Help for low-income & seniors
- Equity for businesses and multi-families



PROGRAM PROCEEDS



TODAY



In-house recycling and trash

Biweekly textile collection

Weekly food waste pilot

CHARM facility

HHW reciprocal community

14%

CONTAMINATION RATE
BY WEIGHT

84%

CAPTURE RATE OF
RECYCLABLE MATERIALS



WHAT'S NEXT FOR NATICK?

Ongoing budget pressure

Many fees have increased

Recycling costs are skyrocketing

PAYT is not a settled issue - *what ever is?* ;)