

Pay As You Throw

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Today's Presentation:

- Longmont Waste Services
- Why PAYT
- Process to get there
- Evaluating Results



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Longmont Waste Services

- Municipal Waste Services - Enterprise Fund
- Curbside Services
 - Trash & Recycle
 - Compost
- Other Services
 - Recycling Center
 - Annual Leaf Collection (Fall)
 - Annual Branch collection (Spring)



History of Longmont Waste Services

- Longmont begins municipal trash service – 1948
- Longmont landfill closes – 1992
- Single stream recycling begins – 2010
- PAYT and curbside composting begins – 2017
- Every-other-week trash option in CO – 2017



Why PAYT - Increased Importance

“By failing to prepare, you are preparing to fail.”

– Ben Franklin



- Looking 10, 20, 30 years down the road
- Landfilling of waste will be more expensive with time
- Plan for the future – send less to landfills
- Small changes, Big impacts



Why PAYT - Increased Importance

- Reduce Landfill Waste
- Adopted Sustainability Plan
 - Goals:
 - Increase opportunities for waste diversion, education, and reuse
 - Objectives:
 - Decrease residential trash- less than 2 lbs per capita per day
 - Increase community-wide waste diversion- 50% by 2025
 - Increase waste diversion for City Operations
- Equity in Rates
 - Higher use, higher rate- similar to water and electric rates

Process to PAYT

It started with the desire to landfill less

- Council direction to implement PAYT and curbside compost
- Resident feedback and Surveys
- Consultant review and rate strategy
- Implemented PAYT and curbside compost April 2017

Pay-as-You-Throw (PAYT) Approach

- Previous Approach
 - 48 gal. or 96 gal.
 - Only 50% more cost for double disposal capacity
 - 79% of customers subscribed to 96 gal. trash
- PAYT Approach
 - 48 gal. EOW, 48 gal., or 96 gal.
 - 80% - 100% more cost for double disposal capacity
 - Expect 96 gal. trash cart customers to drop to 50%

Rolling Out PAYT

Marketing- Customer Outreach and Education

- Mailers
- Various city tools
- Proactive education on managing your bill through greater waste diversion

Cart purchasing and distribution

- Expect a lot of cart changes
- Saved costs on reusing carts
- only replaced lids for new services

PAYT Cart Sizes



Results on Customer Subscriptions



Trash Collection	Before PAYT	May 2018
96 gal	79%	65%
48 gal	21%	28%
48 gal EOW*	N/A	7%
Compost 96 gal	N/A	14%

**collected every other week*



Learning Points

- Concurrent launch of PAYT and composting provided best solution to reducing landfill waste
- Complaints about rates were minimal
- Required strong marketing effort and marketing budget
- 14% residents reduced their trash service level with PAYT
- Anticipated high labor need for cart exchanges at program launch
- Price increase for trash was a small motivator for reducing trash cart size
- PAYT change-outs going slower than anticipated

Questions & Thoughts

