Pay As You Throw

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Today’s Presentation:

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

<table>
<thead>
<tr>
<th>Trash Collection</th>
<th>Before PAYT</th>
<th>May 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>96 gal</td>
<td>79%</td>
<td>65%</td>
</tr>
<tr>
<td>48 gal</td>
<td>21%</td>
<td>28%</td>
</tr>
<tr>
<td>48 gal EOW*</td>
<td>N/A</td>
<td>7%</td>
</tr>
<tr>
<td>Compost 96 gal</td>
<td>N/A</td>
<td>14%</td>
</tr>
</tbody>
</table>

*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