

SWITCHING FROM STICKERS TO BAGS-AND SAVING \$1 MILLION

In 1990, in an effort to cut its solid waste, the City of Gloucester, MA instituted a tag-based pay-as-you-throw (PAYT) program. Shortly after, it was apparent that the program was falling short of the City's expectations. To do more, in 2009 Gloucester moved away from tags and adopted WasteZero's bag-based PAYT program.

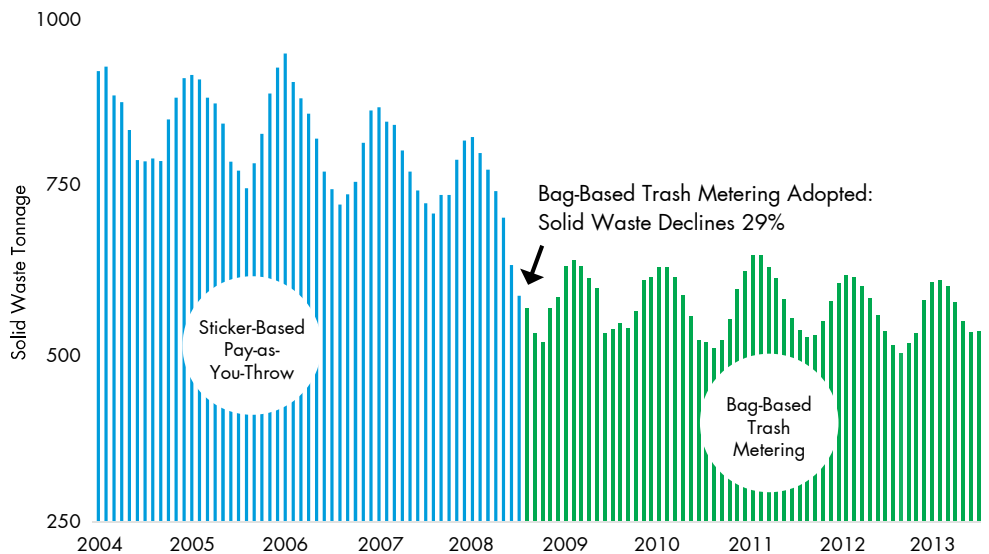
OVER THE NEXT FIVE YEARS,

Gloucester's solid waste volume dropped 29% from where it was with the stickers.

The City's recycling rate jumped to 31% from 23% with stickers.

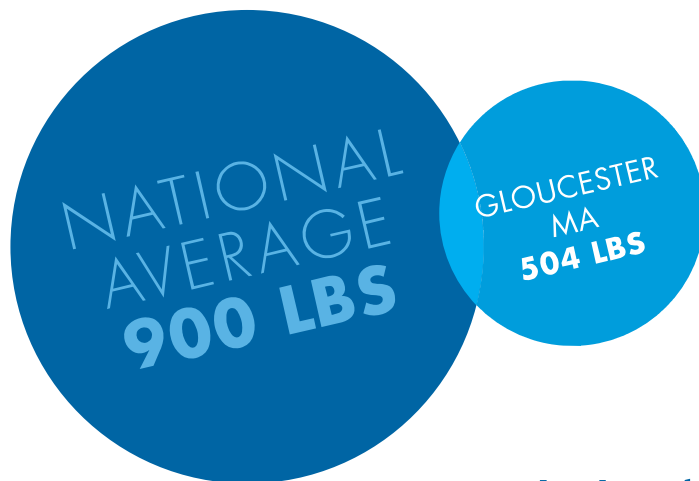
Gloucester has saved more than a million dollars in disposal fees that they would have spent over those five years if the stickers were still in place.

GLOUCESTER, MASS., SOLID WASTE VOLUME, 2004 - 2013



Source: Gloucester Public Works Department

ANNUAL POUNDS OF TRASH PER CAPITA



30,000
POPULATION

\$62,000
MEDIAN INCOME/HOUSEHOLD

BAG-BASED PAYT WITH
CURBSIDE TRASH AND SINGLE
STREAM RECYCLING
COLLECTION