



# WasteZero Trash Metering™

“

Gloucester’s Pay-As-You-Throw trash program is being credited with having kept more than 2,300 tons of rubbish out of the incinerator in 2009, while boosting recycling by 360 tons. The implementation of this program has already exceeded our expectations.”

From “30% savings on city trash in first year.”  
GloucesterTimes.com, March 7, 2010  
WasteZero customer since 2009

WasteZero Trash Metering™ programs offer more services, supplies—and results—than traditional PAYT programs.

Across the country, pay-as-you-throw (PAYT) programs have gained momentum and popularity as municipalities recognize the growing challenges they face with the increasing quantity of their municipal solid waste—and where to put it. As landfills fill up and close, as tipping fees increase, and as incinerator popularity wanes, residents are taking more responsibility for the cost of their garbage. PAYT programs, where residents use designated bags or tags and are charged based on the amount of trash they throw away, make sense—the less trash thrown out, the less the resident pays.

But traditional PAYT programs are not without drawbacks. Enter WasteZero Trash Metering.

## Traditional Pay-As-You-Throw vs. WasteZero Trash Metering

Traditional PAYT has been described as the cheapest, most effective, and most flexible option for increasing recycling, composting, and source reduction.<sup>1</sup>

But why do only about 26% of US communities adopt PAYT?

| Program Type   | Benefits   | WasteZero Trash Metering | PAYT |
|--|--|--------------------------|------|
| Traditional PAYT Programs                            | Help reduce trash  | ✓                        | ✓    |
| WasteZero Trash Metering™ Programs                   | Implement easily and quickly   | ✓                        |      |
|  | Easily understood by residents   | ✓                        |      |
|  | Manufacture, customize, distribute, warehouse, and inventory its own plastic trash bags—right here in the US   | ✓                        |      |
|  | Are turnkey  | ✓                        |      |
|  | Offer program design   | ✓                        |      |
|  | Make annual pricing recommendations  | ✓                        |      |
|  | Plan program launch  | ✓                        |      |
|  | Spearhead communication (print, web, press)  | ✓                        |      |
|  | Offer Retail Store Distribution™ (of WasteZero Trash Metering bags), including: <ul style="list-style-type: none"> <li>• Account receivable collections</li> <li>• Logistics</li> <li>• Inventory monitoring and controls</li> </ul> | ✓                        |      |
|  | Provide accounting and reporting for program revenues and costs  | ✓                        |      |
| Reduce municipal solid waste tonnage by 44% and more | ✓  |                          |      |

WasteZero reduces a community’s solid waste going into landfills by 44%.  
At \$50 to \$100 a ton for tipping fees, what would that mean to your community?

<sup>1</sup> Skumatz L. Recycling incentives. Resource Recycling. 2011; March:19

“

Concord, NH, saw its solid waste volume decrease nearly 50% and recycling increase 75% within three months of implementing PAYT—to the tune of a \$528,000 savings per year in reduced disposal costs for the city.”

Huffington Post  
 “Help tame my trash,” April 15, 2010

**WasteZero Delivers Resident-Friendly Implementation**



- 1 Ninety days in advance, the program is introduced to residents via web, print, and press.
- 2 Customized bags featuring the town’s municipal seal are produced for resident use.
- 3 WasteZero stocks the municipality’s bags for easy access by residents in supermarkets across town.
- 4 The program goes live. From there, trash is being “metered” using WasteZero Trash Metering bags.
  - Recycling is collected in city-provided bins or totes (or at transfer station).
  - Trash is collected (or accepted at transfer stations) only in municipality’s approved bags.

“

Maybe it’s the wallet talking or maybe the switch raised everyone’s awareness but the move by Marshfield to a Pay-As-You-Throw trash program has had a remarkable effect on the town’s budget and the environment.”

Debbie Sullivan  
 Recycling Coordinator, Marshfield, MA  
 WasteZero customer since 2010

**WasteZero Trash Metering Results**

|                          |   |                  |   |
|--------------------------|---|------------------|---|
| <b>Within 30-60 Days</b> | <ul style="list-style-type: none"> <li>✓ Trash tonnage to landfills and incinerators is reduced by 30% to 50%.<sup>1</sup></li> <li>✓ Recycling rates increase as landfill/incinerator tonnage decreases.</li> <li>✓ The program is operating smoothly with 99%+ compliance.</li> </ul> | <b>Over Time</b> | <ul style="list-style-type: none"> <li>✓ Tonnage can be reduced by an additional 10% to 30%<sup>1</sup>, saving even more in landfill- and incinerator-related expenses.</li> <li>✓ Recycling revenues rise as more material is diverted.</li> <li>✓ Residents become increasingly satisfied as they understand the benefits of the program.</li> </ul> |
|--------------------------|---|------------------|---|

<sup>1</sup> Assuming municipality has no managed waste reduction program at inception.

**About WasteZero**

WasteZero is the nation’s leading provider of proven and practical waste reduction programs. We partner with municipalities throughout the US to develop innovative programs and services that reduce the amount of waste deposited into landfills and burned in incinerators, increase recycling, and generate savings and revenue. With more than 400 municipal partners—more than any other company in the US—WasteZero provides best-in-class services that include WasteZero Trash Metering™ programs and Pay-As-You-Throw conversion programs proven to reduce solid waste 44% annually on average.

WasteZero manufactures 99% of the supplies that support our programs, including customized plastic trash bags made in the US with the industry’s state-of-the-art technology. Our Retail Store Distribution Program™ offers trash bag warehousing, inventory management, accounting and reporting, and more. WasteZero has offices in Cambridge, MA, Raleigh, NC, Murrells Inlet, SC and Chicago, IL. For more information, please visit [www.wastezero.com](http://www.wastezero.com) or call 800-866-3954. Find out more at [www.wastezero.com](http://www.wastezero.com)

