Pay As You Throw
Case Study

Charles Kamenides
Waste Services Manager
City of Longmont
303-651-8418
Charles.Kamenides@longmontcolorado.gov
Today’s Presentation:

• Longmont Service Overview
• Considerations
• Before PAYT Structure
• Results
Waste Services in Longmont

- Longmont begins municipal trash service – 1948
  - Enterprise fund
- Began automated curbside collection-1999
- Single stream recycling begins – 2010
- Enhanced PAYT and Curbside Composting begins – 2017
- First every-other-week trash option in CO – 2017
- Population now close to 100,000; 29,614 Households served
Considerations When Establishing a PAYT Program

- What are your goals?
  - Sustainability plan goals and objectives
    - Decrease household waste
    - Increase waste diversion
  - Equitable rates for different size containers
  - Staggered rates, “right size your trash”
  - Reduce landfill use
  - Promote waste diversion practices like recycle and compost

- What to be aware of!
  - There may be revenue shifts- project your revenue and expenses
  - Success!! - you may need to buy additional containers and put greater staff emphasis during the launch of a program while customers are switching out cart sizes
Cart Distribution on December 2016 (prior to 2017 Enhanced Pay-as-you-throw)

Dec 2016

79% 96-gal

21% 48-gal
Pay-as-You-Throw (PAYT) Rate Structure

- **Previous Approach**
  - 48 gal. or 96 gal. **50% cost differential**
  - 79% of customers subscribed to 96 gal. trash

- **PAYT Approach**
  - 48 gal. EOW, 48 gal., or 96 gal. **80% - 100% cost differential**

- **In Addition to PAYT**
  - Established an Opt-in Curbside compost service to support increase household waste diversion
PAYT Changes Adopted

• Trash
  • 96 weekly $24.00 per month
  • 48 weekly $12.90 per month
  • 48 every-other-week $6.50 per month
• Recycling
  • Fee embedded in trash services
  • Compost/organics (opt-in) $6.60 per month
Container Distribution Today

November 2020

- Compost 21.52% (6,394)
- 96 gallon 32%
- 48 gallon 10%
- EOW 58%

Total: 9495
Opt-In Compost Sign up

Pre launch sign-ups 9% (1,500)
April 2018 12% (3,957)
Today 21.5% (6,394)
Subscription Changes With PAYT
Waste Diversion Results

- Overall waste diversion rate for Longmont in 2019 was 36%
- 2020 Covid Pandemic has changed the makeup of the collections figures
  - Higher Recycle tons - Amazon affect
  - Trash tons appear to have reduced - need to see long term trends
  - Compost is achieving the results expected for an Opt-In program

2019 totals
- Trash 24,877 tons
- Recycle 11,953 tons
- Compost 1,978 tons
What PAYT Looks Like
Trash, Recycle and Compost

Three trash subscription choices
Questions & Thoughts

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