



Winchester Waste: Update

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Overview

- How did we get here?
- Is it working?
- Options for next steps
- Problems we set out to address
 - Reduce trash; increase recycling
 - Give cost-control to households

Intersecting goals

- **Financial**

- TS revenue-neutral
 - sticker fee absorbs costs
 - no direct effect on Town Budget
 - but direct effect on Household budgets
- Sticker has same cost to all (sticker) HH
- So residents cannot control trash costs; no cost-parity

- **Trash**

- MassDEP waste ban “*recycling is the law*”
- Win HH generate 1 ton/ yr of trash (that’s HIGH!)
- No financial incentive for residents to reduce trash
- **SSR, SMART address both sets of issues**

Why Reduce & Recycle?

- MassDEP => zero waste, waste bans on recyclables
 - It's not just about saving money
 - Fewer landfills; fewer incinerators
 - Reduce Greenhouse gases
 - Save raw materials (finite, limited)
- MassDEP Technical Assistance Grants for transition
- Consistent with Winchester's Green Community status

What we did these past 2 years

- Surveyed ~1000 residents (20% of TS HH) (May 2012)
 - 90% wanted *more/ easier recycling*
 - 77% liked the idea of SSR
 - 55% liked the idea of SMART
- Recommended /Implemented SSR (Oct 2012)
 - Decreased SW by 7%, Increased Recycling
 - Residents like SSR because it's easier, faster
- Recommended /Implemented SMART Pilot (Jan 2014)

SMART pilot: Set-up

Conditions:

- SMART sticker \$50/year
- Unlimited recycling & yard waste
- SMART bags for trash on Conveyor belt
(15 gallon bags @ \$1; 33 gal bags @ \$2)
- > 500 Households volunteered, across 5 size classes
- 471 HH still in SMART

Data:

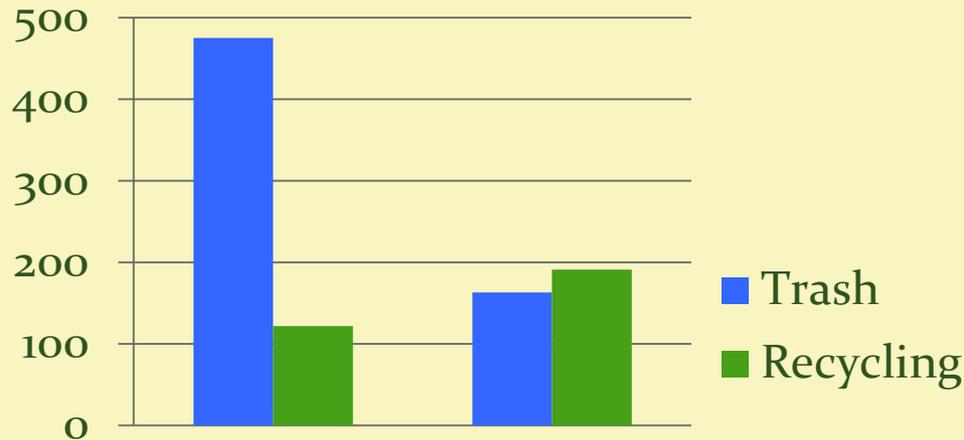
- Number of Bags bought, and bags used
- Tons of Trash and Recycling
- Online Survey

SMART Pilot: Did participants respond by recycling more? YES

- Solid Waste reduced 74% (!)
 - vs. just 50% decrease in other MA towns
Littleton, Sandwich, Malden
- 79 % of Participants reduced trash
“somewhat” or “a lot”
- Recycling increased 17%

SMART Pilot: How much less SW?

	Non-SMART	SMART	% diff
SW tons	471 t	122 t	-74%
Recycling	163 t	191 t	+17%



SMART Pilot:

Where does the 74% go?

- Trash decreases 3 to 4 times more than recycling increases, per MassDEP
- The 74% goes to
 - Regular (SSR) recycling
 - Paper, glass, metal
 - People change buying & use patterns
 - (e.g. Cloth over paper napkins)
 - Non-traditional 'recycling'
 - Textile bin, book bin, swap shop, charitable donations
 - Some home-composting of food waste
 - other

SMART Pilot:

Did they save MONEY? YES

- Data from Bag Sales and follow-up Survey
 - 99.8% of all SMART households (HH) saved money
 - All sizes of SMART HH saved money
- Dollars

SMART HH
Sticker \$50
+ Bags + 35
TOTAL \$85

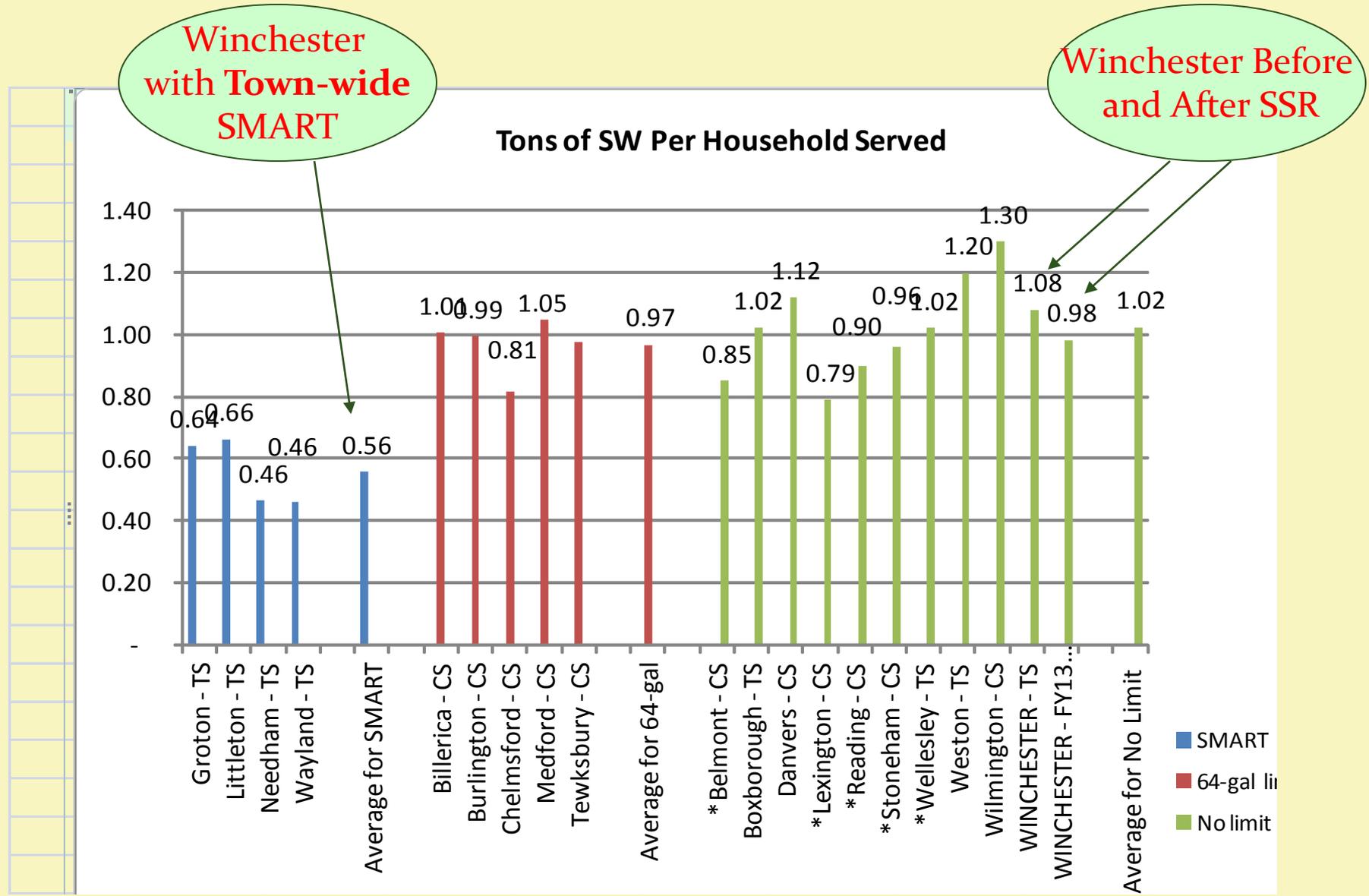
non-SMART HH
Sticker \$190
bags -----
\$190

SMART Pilot: SUMMARY

- Goal
 - Decrease fear; increase familiarity
- Results
 - Reduced SW by 74% (!)
 - 99.8% of SMART participants
 - like SMART
 - saved money
 - would recommend it
 - All TS users aware of SMART pilot



How Could Winchester Compare?



Possible Next Steps

1. End 12-month pilot December 2014
 - 2015 sticker price might increase
- 2a. Implement SMART town-wide January 2015
- 2b. Implement SMART town-wide in July 2015
 - 6-month stickers for Jan-July, continue 'both' for 6 months
 - Hold public information sessions in winter 2014
 - Sell new stickers in May, June 2015. Require by July 1, 2015
 - Bonus: TS moves onto Fiscal Year basis
 - Bonus: sell stickers when 'snowbirds' are back
3. Postpone decision to fall 2015; run 'both' another 12 months

Context for Decisions

- Nov. 1 deadline to order 2015 stickers
- SMART prices can be set to keep TS revenue-neutral
- SMART encouraged Winchester residents to
 - Increase recycling
 - Reduce trash
- Residents love ‘controlling their costs’
- Those who want to “leave the lights on” will pay that themselves - they’ll just buy more bags
- Running ‘both’ systems at TS has costs

MassDEP grant support for SMART

- "Sustainable Materials Recovery"
 - \$10/household (5000 TS users) = \$50,000 (one-time)
 - Grant approval needs
 - SMART formally approved by authorized officials (BOS)
 - Town meets other requirements
 - SMART/PAYT grant funds may be used for
 - Costs of bags,
 - Educational materials
 - Additional staff time or program coordinator
 - Recycling containers
 - Other MassDEP approved program start-up costs

Summary of SMART

- It worked
 - Trash reduced by 74%
 - 99% of TS users saved money
- They liked it
 - 99% (!!) of participants would recommend it
 - Even 4 of the 7 who didn't save money recommend it because "it encourages recycling"
 - Most Survey comments were: "Please continue it"
"What about next year?" "Love it!"

Less Trash, More Savings!



Appendix

- What did the pilot program cost to run?
- Preliminary Financial Projections for town-wide SMART

What did the pilot cost to run?

Projected Costs

- **Cost reductions /(increases)**
 - Reduced disposal (128 t) \$ 9,200
 - Reduced transport 1,792
 - Purchase of bags (8,500)
 - Rental of dumpsters (1,680)
 - New VIP stickers (500)
 - Additional labor (12,500)
- **Revenue increases/(reductions)**
 - Fee revenue (500 x \$140) (\$70,000)
 - Bag revenue (@\$3.00/bag) 79,500
- **Net Revenue/(Cost) (\$ 2,688)**

Actual Costs

- **Cost reductions/(increases)**
 - Reduced disposal (350 t) \$ 25,940
 - Reduced transport 6,650
 - Purchase of bags (8,500)
 - Rental of dumpsters (0)
 - New VIP stickers (500)
 - Additional labor (12,500)
- **Revenue increases/(reductions)**
 - Fee revenue (471 x \$140) (65,940)
 - Bag revenue (\$2.00/bag) 25,308
- **Net Revenue/(Cost) (\$51,682)**

Preliminary Financial Projections

	SSR+ SMART pilot at TS - actual FY14	CY16 Baseline, No SMART	SMART at 40% less SW	SMART at 50% less SW	SMART at 60% less SW	"Both" with 600 in SMART pilot
Annual Fee Charged per household per year	\$ 190	\$ 210	\$ 75	\$ 75	\$ 75	\$ 210
Sale price per large bag	\$ -	\$ -	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00
SW transportation cost	\$ 134,820	\$ 172,583	\$ 132,302	\$ 122,232	\$ 112,162	\$ 167,548
RC transportation cost	-	-	-	-	-	-
SW Disposal cost	659,581	672,164	515,283	476,062	436,842	652,554
TS operations	391,830	403,585	403,585	403,585	403,585	403,585
Additional Staffing Costs	-	45,273	85,273	85,273	85,273	125,273
Other Expenses (Prof, hired eqmt, compost, Fuel, etc)	188,980	194,649	194,649	194,649	194,649	194,649
Implementation Costs (outreach)	14,680	-	-	-	-	-
Bag costs, including "free" bags	8,500	-	50,880	42,400	33,920	8,056
TOTAL COSTS	\$ 1,398,391	\$ 1,488,254	\$ 1,381,973	\$ 1,324,202	\$ 1,266,432	\$ 1,551,665
Recycling Revenue (or Cost) for Paper and Co-ming	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Bag revenue	\$ 25,500	\$ -	\$ 636,006	\$ 530,005	\$ 424,004	\$ 100,701
Additional Rev (commercial, 2nd stickers)	\$ 470,000	\$ 470,000	\$ 470,000	\$ 470,000	\$ 470,000	\$ 470,000
Flat fee revenue	\$ 884,060	\$ 1,050,000	\$ 375,000	\$ 375,000	\$ 375,000	\$ 969,000
TOTAL REVENUES	\$ 1,379,560	\$ 1,520,000	\$ 1,481,006	\$ 1,375,005	\$ 1,269,004	\$ 1,539,701
TOTAL REV/(COST) to GEN'L FUND	\$ (40,821)	\$ 31,746	\$ 99,033	\$ 50,803	\$ 2,572	\$ (11,964)
AVERAGE HOUSEHOLD COST/YR	\$ 190	\$ 210	\$ 202	\$ 181	\$ 160	varies