



# City of Cincinnati

801 Plum Street  
Cincinnati, OH 45202

## Agenda - Final

### Climate, Environment & Infrastructure

*Councilmember Meeka Owens, Chairperson*  
*Councilmember Mark Jeffreys, Vice-Chair*  
*Councilmember Jeff Cramerding, Member*  
*Councilmember Seth Walsh, Member*

---

Tuesday, February 13, 2024

10:00 AM

Council Chambers, Room 300

---

### PRESENTATIONS

#### REDUCING WASTE THROUGH RECYCLING OPPORTUNITIES

Molly Yeager, Communications Manager, Rumpke Waste & Recycling  
Lynnette Hinch, Senior Marketing Director, Reynolds Consumer Products  
Paul Benvenuti, Hefty ReNew Sales Director, Reynolds Consumer Products

#### BEST PRACTICES IN RECYCLING: PAY-AS-YOU-THROW

Bob Gedert, Immediate Past President, National Recycling Coalition

### AGENDA

1. [202400468](#) PRESENTATION, dated 02/08/2024, submitted by Councilmember Owens, from Molly Yeager, Communications Manager, Rumpke Waste & Recycling, Lynnette Hinch, Senior Marketing Director, Reynolds Consumer Products, and Paul Benvenuti, Hefty ReNew Sales Director, Reynolds Consumer Products; regarding Reducing Waste Through Recycling Opportunities.

**Sponsors:** Owens

**Attachments:** [Presentation](#)

2. [202400464](#) PRESENTATION, dated 02/08/2024, submitted by Councilmember Owens, from Bob Gedert, Immediate Past President, National Recycling Coalition; regarding Best Practices in Recycling: Pay-As-You-Throw.

**Sponsors:** Cincinnati City Council

**Attachments:** [Presentation](#)

ADJOURNMENT

# RUMPKLE



Recognizing private company success

## Reducing Waste Through Recycling Opportunities

# Continued Investment in Recycling



\$100 million



# Continued Investment in Recycling

## Cincinnati Investment

- \$1.3 million upgrades at Cincinnati Recycling Facility
  - Removed paper lines
  - Increased recovery of plastics
  - Prepared for future upgrades
- \$2.4 million baler at Elmwood Place Post Industrial Facility



# Rumpke's Acceptable Items List

**PLEASE RECYCLE THE FOLLOWING ITEMS:**

## PAPER



Cardboard should fit inside cart. Remove caps and straws from cartons.

## PLASTICS

Bottles, jugs, tubs and cups



Reattach lid. Yogurt and fruit cups OK.

## METAL CANS & CUPS



Non-hazardous, non-flammable material only.

## GLASS BOTTLES & JARS



Any color.



# Continuing to Grow Acceptable Items List



- Added tubs in 2021
- Added cups in 2022
- The addition has resulted in 10,800,000 lbs. of plastic material diverted from the landfill.
- We are currently working on solutions for plastic thermoforms as well as paperboard tubes with metal.

**Hefty**

**ReNew**<sup>TM</sup>  
PROGRAM FOR HARD-TO-RECYCLE PLASTICS

**+ RUMPKI**

City of Cincinnati

February 13, 2024

**ReThink ReCycling** with **ReNew**

# Introductions



LYNNETTE HINCH | Sr Marketing Director, Hefty ReNew Program

PAUL BENVENUTI | Sales Director, Hefty ReNew Program

CATHERINE CHERTUDI | Municipal Consultant, Hefty ReNew Program

SAMANTHA LICHTMAN | Sr Marketing Manager, Hefty ReNew Program

JEN LINEEN | Sr Marketing Manager, Hefty ReNew Program

Confidential



7

# Agenda



- Overview of the Hefty ReNew™ Program
- Consumer/Program Participant Research
- Communication Support and Education
- End Market Opportunities, Life Cycle Assessment
- Questions & Discussion



# The Hefty ReNew™ Program



## Vision

- Advance development of a circular economy by enabling responsible end-of-life solutions for post-consumer plastic waste in the U.S.

TODAY

## Strategy

- Educate and engage consumers in diverting plastics from landfills
- Simplify collection and reduce contamination at Materials Recovery Facilities (MRFs)
- Convert plastics to valued resources following the EPA hierarchy



# What is the Hefty ReNew™ Program?



**Hefty**  
**ReNew**  
PROGRAM FOR HARD-TO-RECYCLE PLASTICS

Here's how the program works:



**1 FILL UP** WITH  
HARD-TO-RECYCLE PLASTICS

Fill the Hefty® orange bag with acceptable hard-to-recycle plastics.

**2 DROP IN** WITH  
REGULAR RECYCLING

Tie up the full orange bag and place it in your curbside recycling cart or at an approved drop-off location, along with normal recyclables.



**3 RENEW** INTO  
RESOURCES LIKE PARK BENCHES

The orange bags are sorted at your local recycling center and acceptable contents are sent to a facility to be converted into resources like park benches, lumber, and drainage materials.\*

\*Particular resources may vary by geography.



# What is the Hefty ReNew™ Program?



## How the Program Works: Giving H2R Plastics a Second Life



## What Are Hard to Recycle Plastics?



## What a Second Life Can Look Like....



# #1

waste bag item  
at current top grocery retailer  
in stores carrying the item\*



## Bag optimized for the program

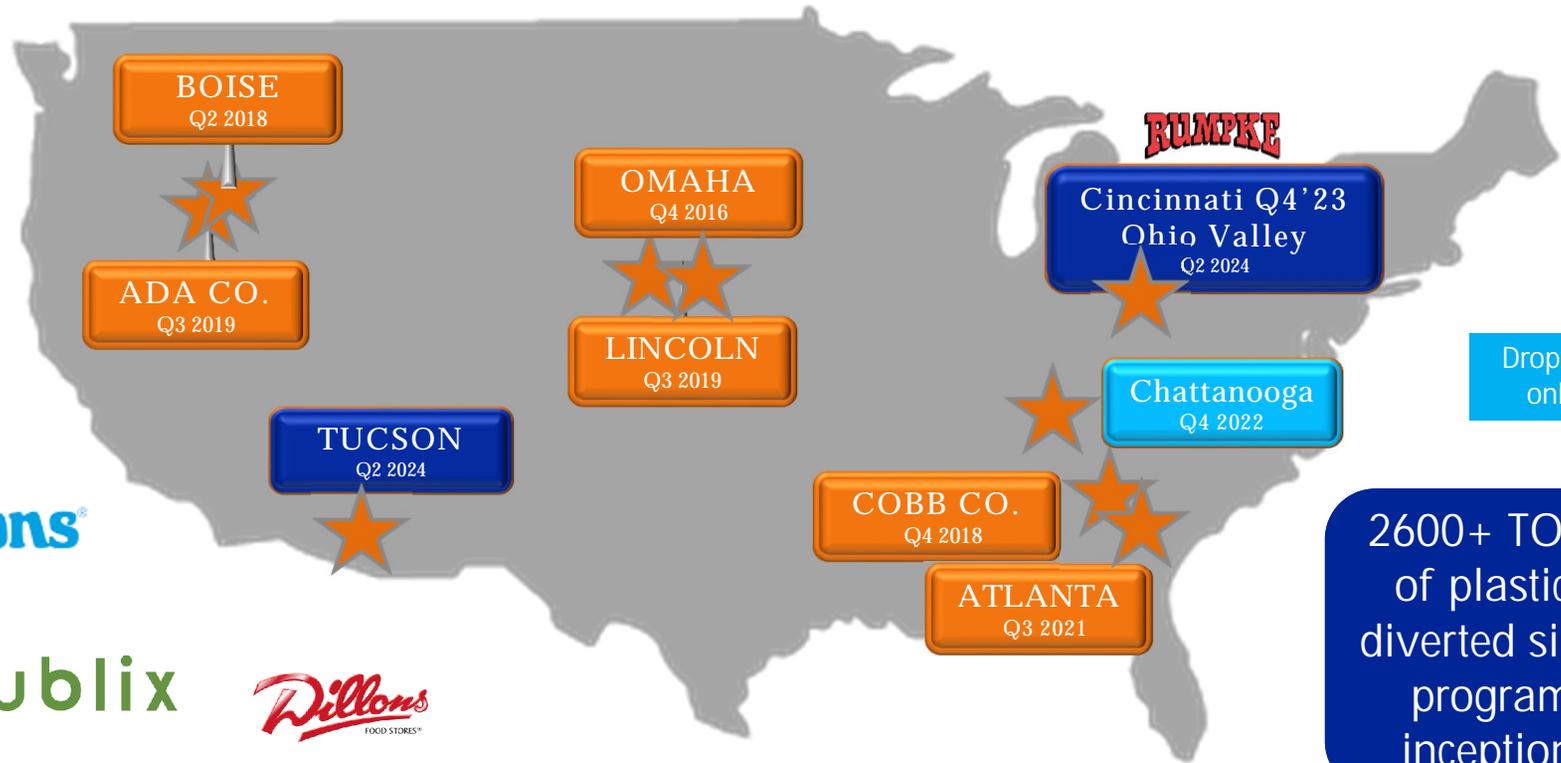
- ORANGE is easy to spot at MRF
- Thickness to withstand processing
- Printed with program eligible items
- Tie closure to keep items in the bag
- Bag itself is recyclable

\* Data reflects 26 Wks – WE 10/7/2023

# How It Works - Material Recovery Facilities



# Hefty ReNew™ Program Locations



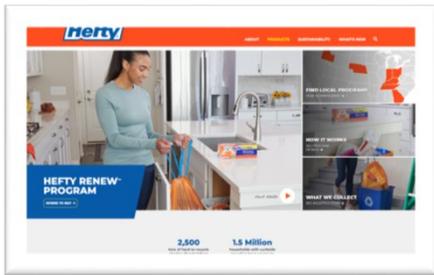
Drop-off only

2600+ TONS of plastics diverted since program inception!

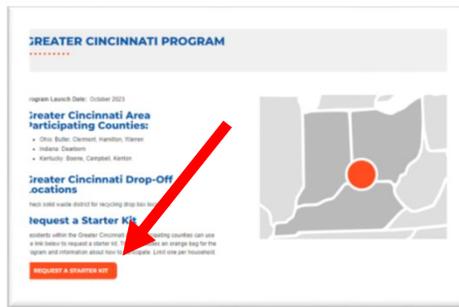


# Hefty ReNew™ - Greater Cincinnati Launch

## WEBSITE LIVE



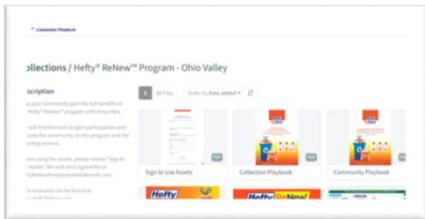
## OPT IN STARTER KIT LIVE



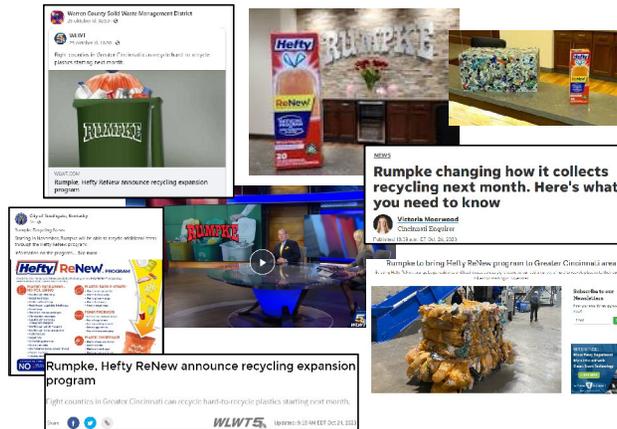
## PAID MEDIA LIVE 11/15



## COMMUNITY TOOLS: DIGITAL HUB



## EARNED MEDIA: 17M+ IMPRESSIONS



## LAUNCH AMPLIFICATION: 11/15 /23 - 1/2/24



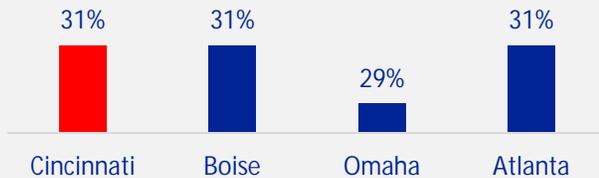
## RESET COMPLETE: LATE NOV.



# Success in Cincinnati driven by strong partnerships!

## Awareness Rivals Rates of Developed Program Markets

### Aided Awareness of Program



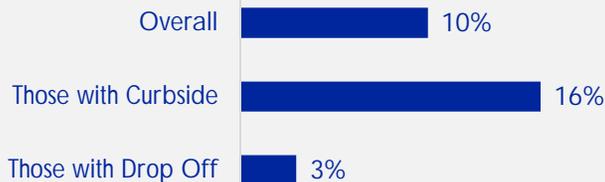
## Media Outreach (Earned + Paid) & Drove Awareness

### Sources of Awareness



## Participation Rates are ALREADY at Total Program Market Averages!

### Participation Rates



## Strong Intent Among Those Not Yet Participating

### Likelihood to Participate



## Participants Support the Program!\*



Source: Harris Survey December, 2024 – Cincinnati data only. \*indicates total program data – all markets

# Cincinnati Launch Update

## Starter Kit Requests

**2.6k** kits have been distributed to Cincinnati residents

**9.5k** kits have been distributed to the program markets

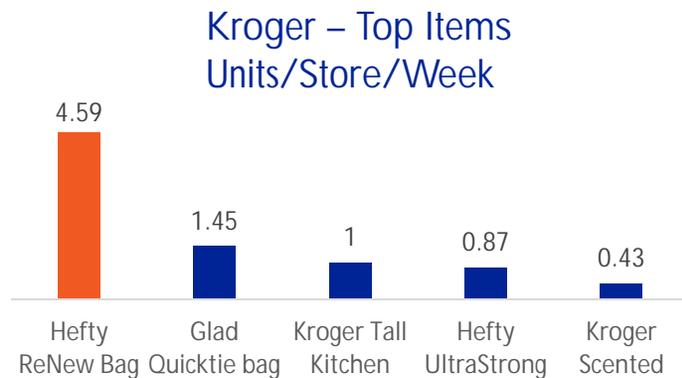


\*Starter Kit tracking as of 2/2/2024

## Kroger Retail Sales

#1 new trash bag item across all new items\*

200% higher than next highest item



\*New product performance latest 26 weeks ending 1.27.24

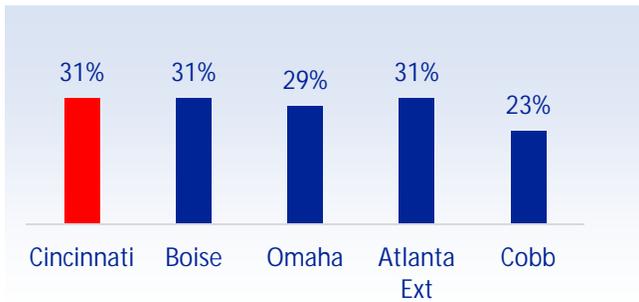
## Collection

We have collected:  
 ~40 Orange Bags/day  
 Est. 1,760 bags Dec., Jan.  
 3,344 lbs.  
 >1.5 tons

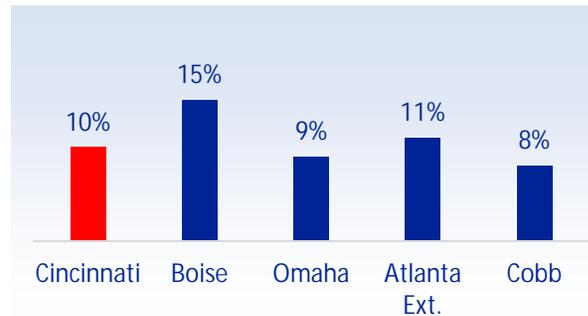


# Hefty ReNew™ Program Survey

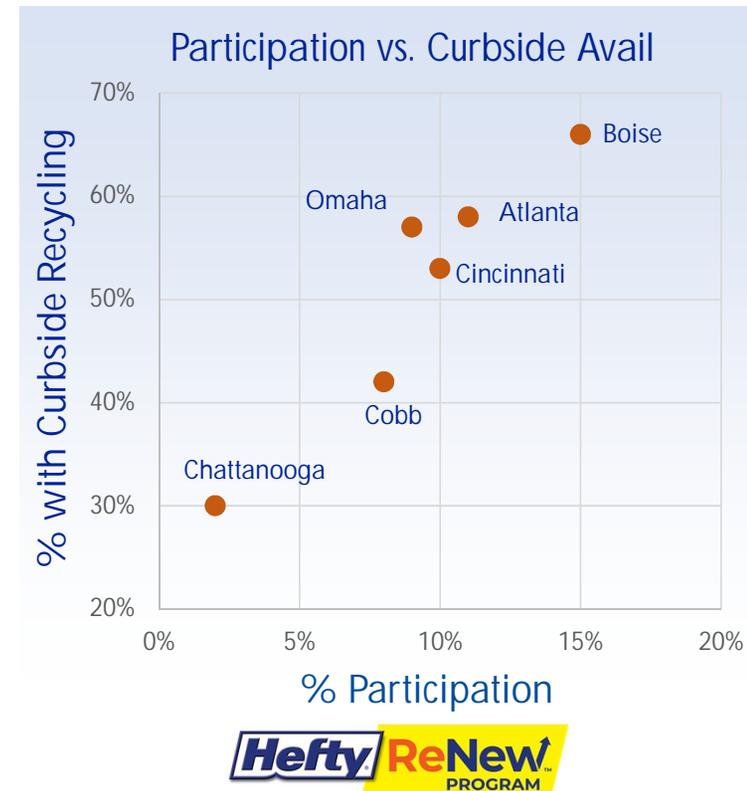
## Aided Program Awareness



## Program Participation

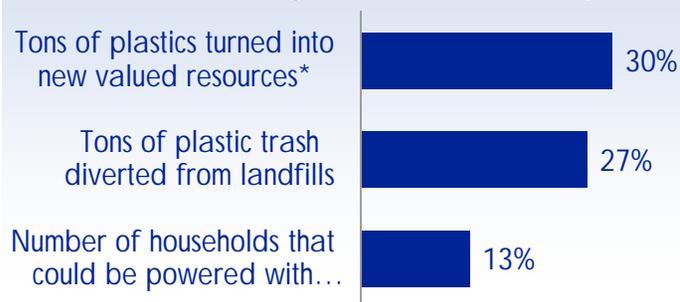


## Participation Highly Correlated to Curbside Availability

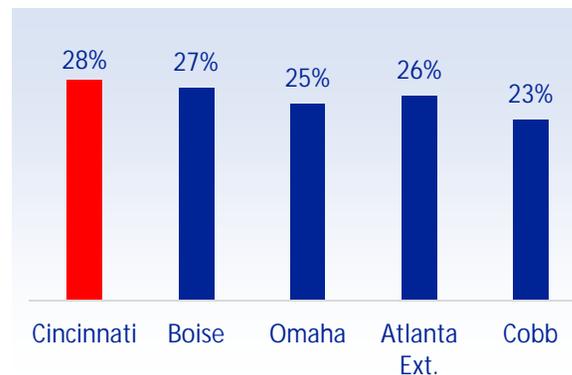


## Research Drives How Program Impact is Communicated

### Most Meaningful Information (top 3)



## Future Participation Intent



Source: Harris Survey December, 2023 – Total ReNew Program Participants

# Key Pillars of the Hefty ReNew™ Program

## Responsibility & Transparency



Chain of Custody

LCA

End Market Transparency

## Data & Measurement



Participant Research

MRF collection tracking

Material Collection Assessment

## Education Imperative



Key to Success: Education!

City & Community partnerships are KEY

Training materials

## Marketing Excellence



Experience with consumers, retailers, public relations to drive program

Drive participation and education initiatives

Reynolds Consumer Products Confidential



# Items collected in the Hefty ReNew™ Program

List of accepted items can be found:

- On HeftyReNew.com
- Printed on each orange bag
- Printed on cartons, with corresponding QR code





**PROGRAM FOR HARD-TO-RECYCLE PLASTICS**  
ReThink ReCycling with ReNew

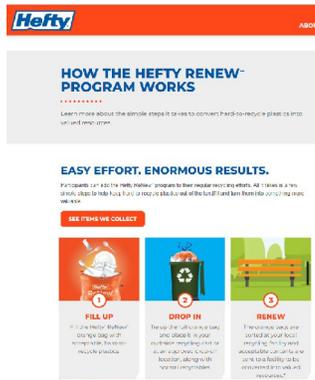
**ACCEPTABLE**  
hard-to-recycle  
plastics items

<b>KITCHEN PANTRY</b>	 Chip bags*	 Dry mix liners (cake, powder, cereal & cookies)	 Candy wrappers & granola wrappers*	 Foam egg cartons	 Salad & cheese bags	 Fresh/frozen veggie/fruit bags <small>*No foil lining</small>					
<b>STORAGE &amp; CLEANING</b>	 Food storage bags	 Plastic wraps on paper towels	 Dry/wet disposable cleaning cloths	 Plastic grocery bags	<b>DINING &amp; EATING</b>						
<b>OFFICE &amp; SHIPPING</b>	 Bubble wrap & pillow packs	 Foam peanuts	 Foam block packaging	 Clear plastic overwrap	 Foam to-go boxes, cups, plates & bowls						
<b>NO</b>				 NO batteries or electronics	 NO food, liquid or coffee grounds	 NO cans, glass or PVC	 NO plastic bottles, tubs or PET #1 containers	 NO paper, cartons or boxes	 NO medical products or hazardous waste	 NO hoses, tubes or rope	 NO foil lining or aluminum

# How we educate: Orange Bags go in with Recycling

We educate participants in key places where they learn about the program:\*

## Website



## Paid Media



## Retail Shelf Talker



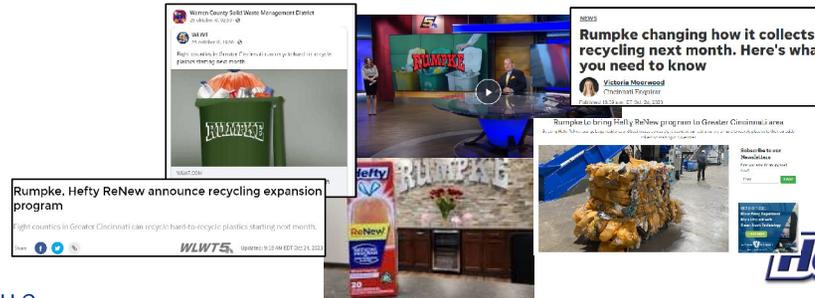
## Starter Kits



## YouTube Channel



## Earned Media



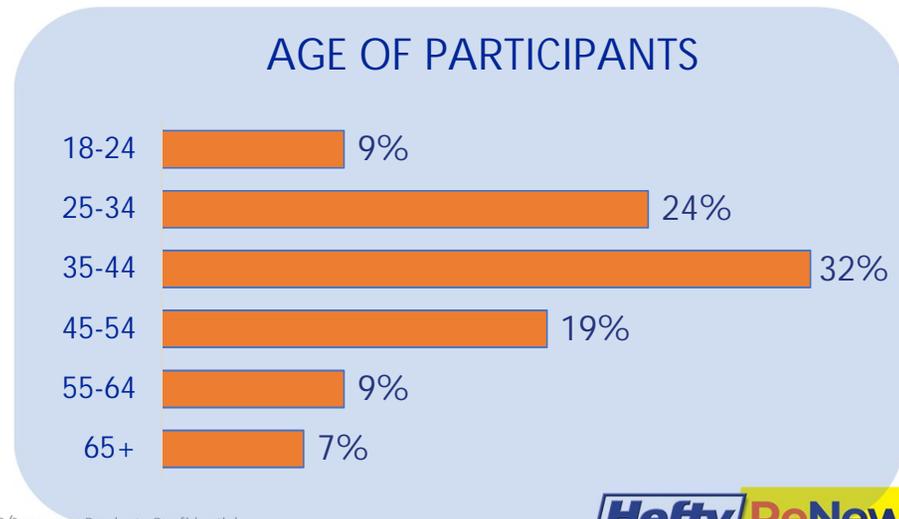
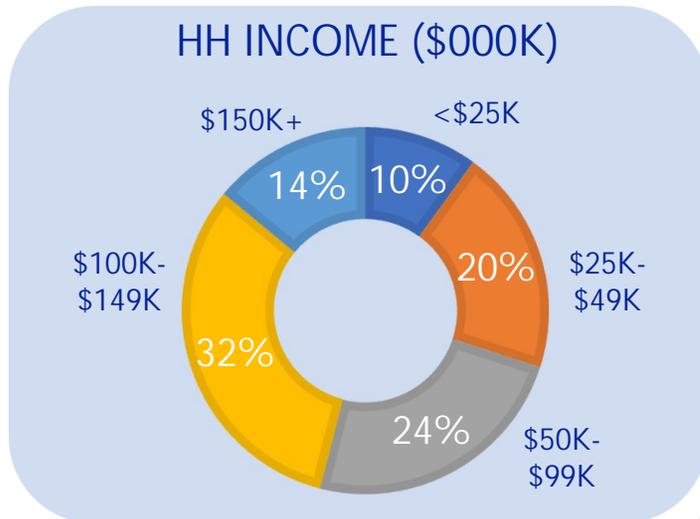
\*December 2023 Research, Harris Insights & Analytics, LLC

# Hefty ReNew™ for All!

We maximize our collective success when everyone participates!



## PROGRAM PARTICIPANT DEMOGRAPHICS



Reynolds Consumer Products Confidential



Source: Harris Survey December, 2024 – Total ReNew Program Participants

# Program Costs

The bag cost covers some of:



A carton of bags costs less than....

**NETFLIX**

1 month  
\$15.49

**SUBWAY**

Turkey Sandwich Meal Deal  
\$9.38



**DUNKIN' DONUTS**

Dozen Doughnuts  
\$9.99



Tropicana Orange Juice (x2)  
52oz. \$4.49 each



Participants use about 1 carton/year

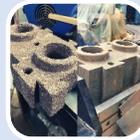


# End Market Hierarchy

Most Preferred

## Mechanical Recycling

Plastic building materials, drainage materials, composite wood products



## Advanced Recycling

Plastic to Plastic



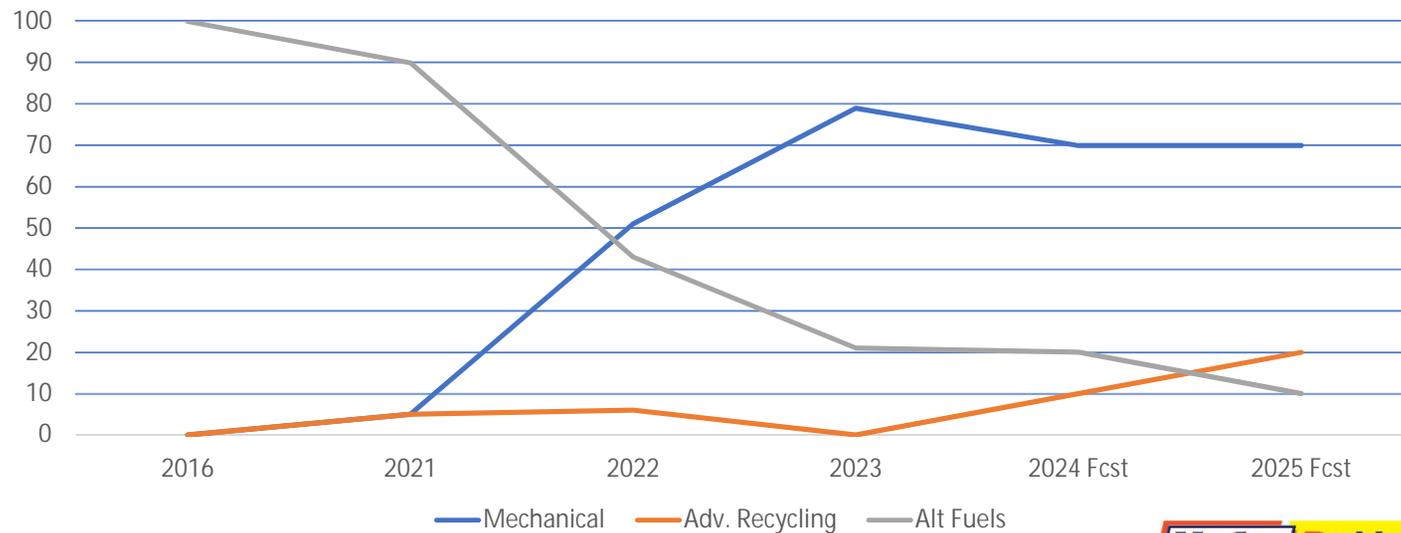
## Alternative Fuel

Kiln feed for cement production, combustible solid fuels, co-generation



# End Market Forecast

	2016 Act	2021 Act	2022 Act	2023 Act	2024 Fcst	2025 Fcst
Mechanical	0%	5%	51%	79%	70%	70%
Adv. Recycling	0%	5%	6%	0%	10%	20%
Alternative Fuels	100%	90%	43%	21%	20%	10%



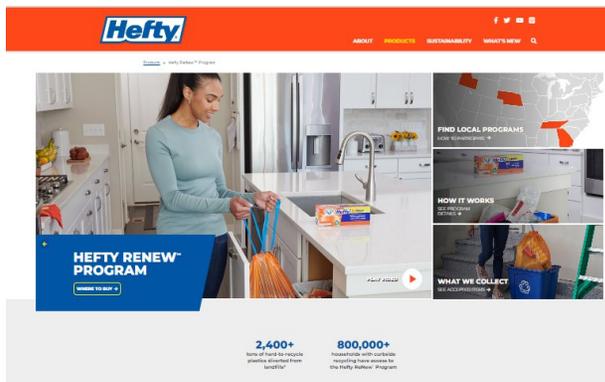
# Geographic Reach: Current End Markets



Note: Hefty retains ownership of materials from time of collection until they reach the qualified end market



# Life Cycle Assessments Drive Program Decisions



**HEFTY RENEW PROGRAM**

2,400+ Home and office plastic products distributed from Hefty®

800,000+ Hefty® ReNew bags collected from the Hefty ReNew Program

**HEFTY RENEW PROGRAM**

Designed to encourage correct recycling, the Hefty ReNew program connects the Hefty® ReNew Program, which allows a way to collect otherwise hard-to-recycle products at curbside and from store-to-store locations. These hard-to-recycle plastic products connect from the store to the user and from the user to the store.

The program is designed to help drive these resources away from landfill, reduce greenhouse gas emissions, reduce energy consumption, and improve the quality of other recycled materials. In doing so, the Hefty ReNew program takes an important step toward a more circular plastic economy and a more sustainable future.

**Hefty ReNew Program Checklist**

The Hefty ReNew program requires that you check what you can and cannot do for the Hefty ReNew program.

[DOWNLOAD THE CHECKLIST](#)

**Environmental Impact Reports**

**HEFTY RENEW PROGRAM ENVIRONMENTAL IMPACT**

An independent life cycle assessment (LCA) was conducted in 2020 and 2022 to help understand the environmental impacts of the Hefty ReNew program.

[DOWNLOAD 2022 FACT SHEET](#)

[DOWNLOAD 2022 FULL REPORT](#)

[DOWNLOAD PYROLYSIS AND CIRCULARITY WHITE PAPER](#)

[DOWNLOAD 2020 FACT SHEET](#)

[DOWNLOAD 2020 FULL REPORT](#)

**Environmental Impact Reports**

**HEFTY RENEW™ PROGRAM ENVIRONMENTAL IMPACT**

An independent life cycle assessment (LCA) was conducted in 2020 and 2022 to help understand the environmental impacts of the Hefty ReNew program.

[DOWNLOAD 2022 FACT SHEET](#)

[DOWNLOAD 2022 FULL REPORT](#)

[DOWNLOAD PYROLYSIS AND CIRCULARITY WHITE PAPER](#)

[DOWNLOAD 2020 FACT SHEET](#)

[DOWNLOAD 2020 FULL REPORT](#)

Reynolds Consumer Products Confidential



# Hefty ReNew™ Program Messaging

## Simple Consumer Communications



## Consumer-Centric Categories for "What goes in the bag?"



## Connecting functional + Emotional Program Benefits



## videos



## Educational Toolkit

Help communities boost recycling IQ and ReNew IQ for a win/win



# What's Next?



STARTER KITS  
AVAILABLE

One per household  
[www.heftyrenew.com](http://www.heftyrenew.com)



ROLLING RESETS BEGIN

April 1<sup>st</sup>- April 30<sup>th</sup>

Resets should be complete by May 1

Confidential



28

# THANK YOU!

**Hefty**  
**ReNew**<sup>™</sup>  
PROGRAM FOR HARD-TO-RECYCLE PLASTICS

Here's how the program works:



**1 FILL UP** WITH  
HARD-TO-RECYCLE PLASTICS

Fill the Hefty® orange bag with acceptable hard-to-recycle plastics.



**2 DROP IN** WITH  
REGULAR RECYCLING

Tie up the full orange bag and place it in your curbside recycling cart or at an approved drop-off location, along with normal recyclables.



**3 RENEW** INTO  
RESOURCES LIKE PARK BENCHES

The orange bags are sorted at your local recycling center and acceptable contents are sent to a facility to be converted into resources like park benches, lumber, and drainage materials.\*

\*Particular resources may vary by geography.

**Hefty** **ReNew**<sup>™</sup>  
PROGRAM

**Hefty**<sup>®</sup>

**ReNew**<sup>™</sup>  
**PROGRAM**

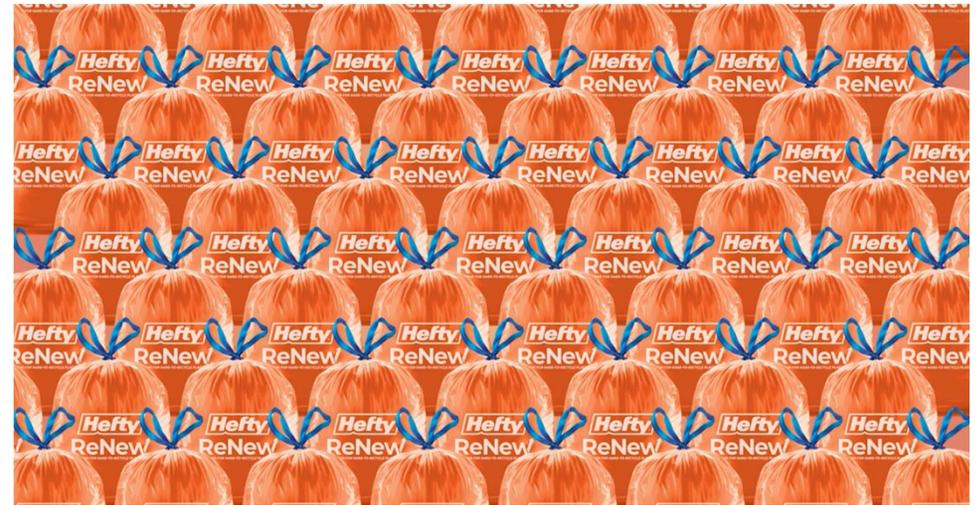
QUESTIONS?

**Hefty**<sup>®</sup>

**ReNew**<sup>™</sup>  
**PROGRAM**

# APPENDIX

# Social Media Advertising Executions



# New Market Support & Education



## FREE STARTER KITS

- \*How it works
- \*What goes in the bag
- \*Where to buy
- \*Where to learn more



## ONLINE CONTENT

- \*Educational videos
- \* LCA
- \* FAQs
- \* Complete list of accepted items
- \* Customer Service for questions



## PUBLIC RELATIONS

- \*Research Driven Insights
- \*On demand digital hub (assets + FAQs)
- \*Brand Reputation Management



## COMMUNITY MANAGEMENT

- \*Proactive conversation analysis
- \*Monitor inquiries (Consumer + Press)



## ADVERTISING

- \*Zip code targeted
- \*Focus on program impact



## EDUCATION TOOLKIT

- \*Recycling tips
- \*Activities (adult/kids)
- \*Program information
- \*Take home reminders

# Hefty Audits Conducted June 2023 - Summary



- An audit of 150 Hefty ReNew orange bags was conducted by MSW Consultants in June 2023 in each of the participating markets: Boise, ID; Chattanooga, TN; Omaha, NE; Cobb County, GA.
- The average weight of the bags audited from all program locations was 1.9 pounds.
- The overall contamination rate for non-targeted materials was 11.3%.
- The materials of concern were #1 Thermoform PET, PET and Paper.
- Citizens in participating communities understand the program requirements and embrace the opportunity to divert the targeted materials.
- Contamination rates have declined since program launch in 2016.
- The average weights of materials in the bags has increased since program launch.

Confidential



34

# Material Categories and Definition



Material Category	Targeted
Orange Bags	Targeted
Bags/Wraps (PE)	Targeted
Other Flexibles (Multi-Material Laminates)	Targeted
#1 PET – Thermoforms	Non-Targeted
#1 PET – Bottles/Jars	Non-Targeted
#2 HDPE	Non-Targeted
#3 PVC	Non-Targeted
#4 LDPE	Targeted
#5 PP	Targeted
#6 PS Foam Polystyrene	Targeted
#6 PS Non-Foam Polystyrene	Targeted
#7 PLA and other	Targeted
Paper	Non-Targeted
Other Wastes	Non-Targeted

Note: this audit was for materials collected in the program in 2023. In future audits, we will separate #5 plastics which are acceptable in the program from those not targeted (e.g. tubs, lids).



# 2023 Hefty ReNew™ Audit Composition by Material Type

Material Type	Material Category	Aggregate Pounds	Percent
Targeted	Orange Bag	38.23	3.31
Targeted	Bags/Wraps (PE)	443.93	38.49
Targeted	Other Flexibles (Multi-material Laminates)	203.82	17.67
Non-Targeted	#1 PET - Thermoforms	48.54	4.21
Non-Targeted	#1 PET - Bottles/Jars	15.98	1.39
Non-Targeted	#2 HDPE	16.98	1.47
Non-Targeted	#3 PVC	2.6	0.23
Targeted	#4 LDPE	4.12	0.36
Targeted	#5 PP	195.43	16.95
Targeted	#6 PS Foamed Polystyrene	85.24	7.39
Targeted	#6 PS Non-Foamed Polystyrene	40.4	3.50
Targeted	#7 PLA and Other	11.89	1.03
Non-Targeted	Paper	28.4	2.46
Non-Targeted	Other Wastes	17.74	1.54
	TOTALS	1153.3	100.00
Material Type		Pounds	Percent
Targeted		1023.05	88.71
Non-Targeted		130.22	11.29
	TOTALS	1153.27	100.00
Average Weight of Bags		1.9	

Confidential



# Collection is Key to Innovation



- Simple collection mechanism
- Current recycling pickup systems



- Minimal burden or additional costs for MRFs



- Hard to recycle materials are collected in one bag instead of loose in carts and bins which contaminate the recycling stream



- Hefty ReNew™ program takes material NOT accepted in current recycling programs BUT uses the same carts and hauling trucks

37

# What can be accepted in the Hefty® ReNew® Bag?

All items must be clean, dry and free of foil lining



## KITCHEN PANTRY

- Candy wrappers
- Cereal box liners
- Chip Bags
- Cookie/cracker box liners
- Dry mix liners (cake, powder mixes)
- Fresh/frozen vegetable & fruit bags
- Foam egg cartons
- Granola & energy bar wrappers
- Plastic Pet food bags
- Salad bags
- Shredded cheese packages
- Snack food bags
- Stand up pouches



## OFFICE & SHIPPING

- Bubble Wrap
- Clear plastic overwraps (on shipped clothing, toys etc.)
- Foam peanuts
- Plastic air pillow packs



## DINING & EATING

- Foam cups
- Foam to-go boxes
- Plastic colored cups
- Plastic straws and stirrers
- Plastic utensils



## STORAGE & CLEANING

- Dry and wet disposable cleaning cloths
- Food storage bags
- Plastic food wrap
- Plastic grocery bags
- Plastic wraps on paper towels and toilet paper

The following items **ARE NOT** accepted in the orange bags



\*Please include plastic bags & wraps if store drop-off recycling programs are not available locally.

Reynolds Consumer Products Confidential

**Hefty** ReNew  
PROGRAM

# "Coming Soon" Called Out On Website

The screenshot shows the Hefty website homepage. At the top is the Hefty logo and navigation menu (ABOUT, PRODUCTS, SUSTAINABILITY, WHAT'S NEW). Below the navigation is a hero section for the Hefty ReNew Program. On the left, a woman is shown using orange Hefty ReNew bags in a kitchen. On the right, there are three smaller images: a map of the Cincinnati area, a person using a bag, and a recycling bin. A large red arrow points from the 'COMING SOON' text in the hero section to the 'COMING SOON!' text in the detailed program page.

**HEFTY RENEW PROGRAM**  
WHERE TO BUY →

**COMING SOON**  
Program launching in Cincinnati this fall

**2,400+**  
tons of hard-to-recycle plastics diverted from landfills\*

**800,000+**  
households with curbside recycling have access to the Hefty ReNew Program

## HEFTY RENEW PROGRAM

Designed to complement current recycling efforts, the Hefty ReNew program, formerly the Hefty Challenge Program, establishes a way to collect otherwise hard to recycle plastics at curbside and uses them as valued resources. These hard to recycle plastics include common items like candy wrappers and foam takeout containers.

The program clearly demonstrates its ability to help divert these resources away from landfills, reduce dependence on fossil fuels, increase efficiency at recycling facilities, and improve the quality of other recycled materials. In doing so, the Hefty ReNew program takes an important step toward a more circular plastics economy and a more sustainable future.

[EDUCATIONAL RESOURCES →](#)

[WHAT WE COLLECT →](#)

## Hefty ReNew Program Checklist

This handy printable checklist helps you decide what can and can't go into the Hefty ReNew orange bags.

[DOWNLOAD THE GUIDE \(PDF\) ↓](#)

The screenshot shows the Hefty Cincinnati Program page. At the top is the Hefty logo and navigation menu. Below the navigation is the title 'CINCINNATI PROGRAM' and a red dotted line. The main content area features a 'Coming Soon!' heading and a bullet point: 'The Cincinnati program launches this fall. Check back for more updates.' To the right is a map of Ohio with a red circle highlighting the Cincinnati area. At the bottom is a footer with links: Contact Us, Terms of Use, Careers, Ethics, Ethical Sourcing, ReynoldsConsumerProducts.com, Site Map, Privacy Policy.

**CINCINNATI PROGRAM**

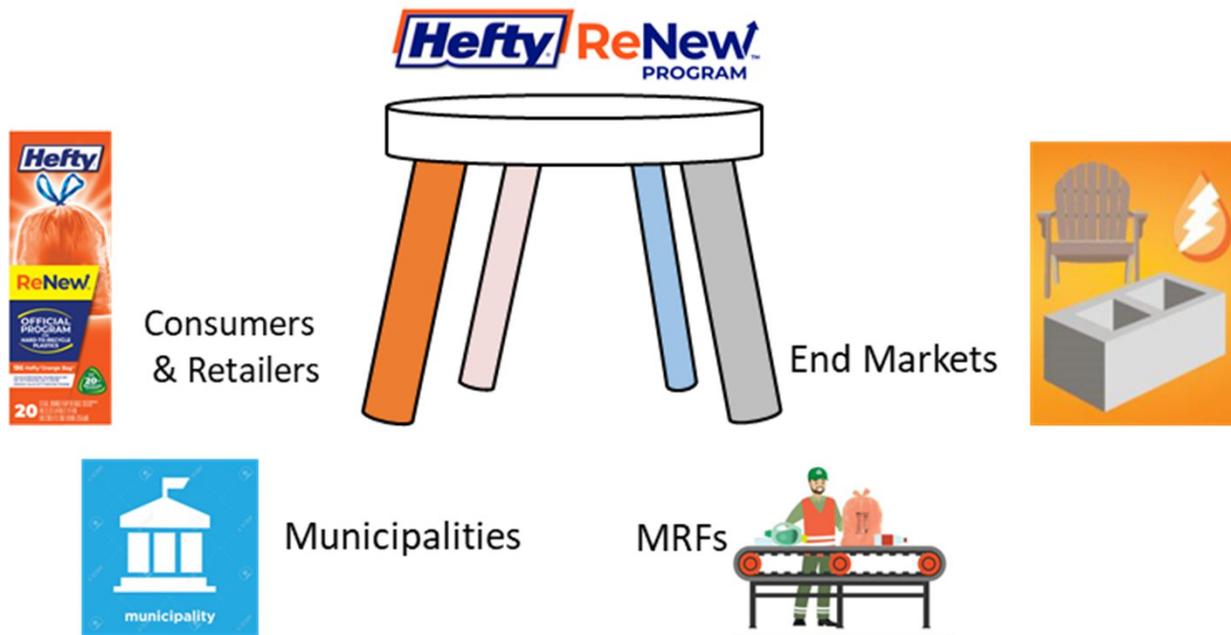
**Coming Soon!**

- The Cincinnati program launches this fall. Check back for more updates.

Contact Us Terms of Use Careers Ethics Ethical Sourcing ReynoldsConsumerProducts.com Site Map Privacy Policy



# Go to Market Strategy: We work to get all legs of the stool aligned



Reynolds Consumer Products Confidential



# BEST PRACTICES IN RECYCLING: PAY-AS-YOU-THROW

Bob Gedert

[Robert.Gedert@gmail.com](mailto:Robert.Gedert@gmail.com)

512-568-8340

<https://www.linkedin.com/in/bobgedert/>

---

Immediate Past President  
National Recycling Coalition

A 45-year career in recycling

Advisor to Cincinnati Office of Environment  
and Sustainability



# WHAT ARE THE BEST PRACTICES IN RECYCLING?



- Council establishment of Zero Waste goals and benchmarks with funding support (GCP)
- Promotes “Reduce and Reuse” as a priority (GCP)
- Support for local Reuse collection systems (GCP)
- Above 75% residential recycling set-out rate
- Multi-family and single-family residential access to recyclables and compostables collection
- Focused support on domestic local recycling and reuse economic development
- **Pay-As-You-Throw pricing structure for residential collection to promote waste reduction and recycling**

Source: Bob Gedert 2017 study of top performing cities

Unit-Based-Pricing

PAYT

variable  
metering

usage-pricing

unit  
system  
model

Pay-as-you-Throw

# WHAT IS PAY-AS-YOU-THROW?

---

## PAYT DEFINITION:

Pay as you throw (PAYT), also known as variable rate or unit based pricing, charges customers based on the amount of solid waste (trash) they discard.

- Wasters pay more
- Recyclers pay less



## The Evolution of the Waste Can



## WHAT IS PAY-AS-YOU-THROW?

**PAYT is a "Pricing System"** for trash collection that supports an environmental policy of encouraging waste reduction, reuse, recycling and composting through a market pricing disincentive to "wasters" through the use of variable pricing of the trash container.

- Wasters pay more
- Recyclers pay less



# WHY PAY-AS-YOU-THROW?

---

## PAYT fees pay for

- Recycling collection and processing
- Trash collection and processing
- Yard Waste collection and processing



# WHY PAY-AS-YOU-THROW?

---

PAYT fees replace local taxes through a utility bill, deposited into an enterprise fund

- PAYT fees are NOT TAXES – they are UTILITY FEES
- Fees collected pays for all the utility costs of providing the services



# WHY PAY-AS-YOU-THROW?

---

PAYT fees are calculated through full cost accounting rate study

- Fees are assessed to residents on a utility bill (e.g. monthly water bill)
- Removes the expense from the local tax revenues, offering more funding for public safety, parks, libraries, and other govt services.



# WHY WOULD YOU DESIRE PAYT? ADVANTAGES?

---

Residents pay for service based on trash thrown out

- PAYT is modeled like an electric or water utility: Residents only pay for what they dispose
- With PAYT, residents who reduce and recycle are rewarded with a lower trash bill

# WHY WOULD YOU DESIRE PAYT? ADVANTAGES?

## PAYT INCREASES DIVERSION:

Duke University National Study  
Communities implementing PAYT gained these results

- 14 to 27% average waste reduction
- 32 to 59% increase in recycling

Source: USEPA Region 5



# PAYT VARIABLE CAN SYSTEMS: VARIATIONS

- Purchase new “sized” trash cans
  - e.g., 96, 64, 32, 24-gallon containers
- Billed by variable size of cans
  - E.g. 96@\$20/mo, 64 @\$15/mo, 32 @\$10/mo, 24 @\$5/mo
- Restrictions on the number of cans per household
- Recurring charge on monthly utility or other service bill
- “Extras trash” through purchased bags or tags
- Fixed costs plus incremental costs as part of the fee
- Bundled fee includes trash, recycling composting, educ.



# VARIOUS US PAYT COMMUNITIES

## PAYT INCREASES DIVERSION:

San Jose,  
CA  
930,862



Diversion  
rate is  
**74%**

San Francisco,  
CA  
715,717



Diversion  
rate is  
**80%**

Portland,  
OR  
619,286



Diversion  
rate is  
**81%**

Seattle,  
WA  
725,487



Diversion  
rate is  
**53%\***

Worcester,  
MA  
205,272



Diversion  
rate is  
**54%\***

Source: Municipal websites

# VARIOUS US PAYT COMMUNITIES

## Wilmington, NC

- \$400,000 per year revenues
- Population: 75,000

## Littleton, NH

- \$40,000 in extra funds with PAYT
- Population: 5,800

## Gainesville, FL

- \$186,200 program savings
- Population: 96,000

## San Jose, CA

- Reduced cost by \$4 million annually
- Population: 850,000

# OHIO PAYT COMMUNITIES

## Mariemont, OH

- SF- \$75 annual fee plus \$2 fee per bag sticker
- MF- \$45 annual fee plus \$2 fee per bag sticker
- Rumpke service
- Population: 3,414

## Bellefontaine, OH

- SF- Nine options priced from \$9 to \$39 /month
- MF – varied rates by bin size
- Bundled Service: Trash and Recycling
- Serviced by Republic
- Population: 14,054

## City of Napoleon, OH

- SF- Two bags trash “free” (General Fund) – additional trash bags: \$2 sticker
- Recycling “free”
- City-provided services
- Population: 8,695

## St. Marys, OH

- SF – \$10 / month plus \$1 per trash bag
- MF – varied rates by bin size
- Bundled Service: Trash and Recycling
- Service Provider City of St. Marys
- Population: 8,438

# MADEIRA RESULTS



RECYCLING  
RATE  
25-30%  
increase



EDUCATION



ECONOMIC  
BENEFIT  
Reduced  
Service Costs



PARTNERSHIPS

SUCCESS



# Austin Residential Recycling Rate

12%

BEFORE

32%

ONE YEAR AFTER

42%

FIVE YEARS AFTER



# GRANT FUNDING OPPORTUNITIES

## Start-up investment and infrastructure

---

- Purchase trash/recycling carts
- RFID tags
- Equipment to read RFID
- Program advertisement
- Bags/stickers for overflow
- Educational material
- Educational PAYT training
- Recycling incentive programs

## Grant Funding Available

---

- [USEPA Climate Pollution Reduction Grants](#)
  - Award amounts range from \$2M-\$500M
  - OKI accepting proposals through 2/16
  - Full local OKI package due by 4/1/24
  - Regional MSA Collaboration Required
- [USEPA Source Reduction Assistance Grant](#)
  - Up to \$250,000
  - Applications Round expected by 7/2024
- [OEPA Recycling Grants](#)
  - Up to \$200,000
  - Applications due 12/1/2024



# ANY QUESTIONS?



Bob Gedert

[Robert.Gedert@gmail.com](mailto:Robert.Gedert@gmail.com)

512-568-8340

<https://www.linkedin.com/in/bobgedert/>

