

ARTICLES
OF
INTEREST



As if cities need yet another compelling reason to adopt Pay As You Throw, or PAYT, a new 2010 study entitled “Unit-Based Garbage Charges Create Positive Economic and Environmental Impact” provides evidence of environmental and financial gains for PAYT cities.

Conducted by Green Waste Solutions and the EPA, the study analyzes PAYT in over 120 cities in New England, showing that transparent disposal costs fit the SMART model (i.e., save money and reduce trash). Indeed, residents in PAYT cities, even if they already recycle, dispose of about half as much waste as do cities where garbage costs are hidden in taxes—and they save commensurate amounts of their disposal costs in the process.

Under traditional trash-collection systems, homeowners pay for trash services through the general tax base or through a quarterly flat fee whereby residents incur no financial consequence regardless how much or how little they throw away.

PAYT breaks with this old tradition. By attaching a unit price to the amount of garbage residents discard, the SMART financial incentive encourages people to conserve resources (e.g., by reusing, recycling, composting, or generally throwing out less).

Economic Savings

In these delicate days of multiple, challenges, it is imperative that we conserve

Instead of taxes or flat fees,
PAYT cities charge for trash
services in much the same way
we pay for electricity and gas.

BY KRISTEN BROWN

environmental as well as fiscal resources. According to Janice Canterbury of the EPA, marketplace forces “create a direct economic incentive for resource conservation rather than wasteful behavior. Clear and equitable price signals are the best way to sustainably change the way we each think about our wasteful consumptive patterns.”

But, while city managers appreciate the environmental benefits of PAYT, most admit that the main driver for implementation is that of saving money and creating good, green jobs. PAYT’s 45% less waste equates to about 45% less cost—for collection and disposal of the wastes. And, these savings accrue to the city coffers and to the citizens who chose to reduce wastes and recycle. As a result, PAYT approval ratings in SMART cities often exceed 90%.

Toward Zero Waste

“PAYT is the first step toward achieving

any serious waste reduction goal” says San Francisco Mayor Gavin Newsom, whose city has set for itself the goal of 75% waste reduction in 2010.

According to Kevin Drew, the recycling coordinator in the San Francisco Department of the Environment, “The secret to sustainable behavior change is PAYT. Sending a price signal makes residents think twice about what they throw away. Using a linear-unit-based pricing system sends a clear message to residents and has provided the foundation that the city has expanded upon.”

Without this price signal, adding electronics and reuse programs would have fallen on deaf ears. Since residents have chosen a specific size of trash container, they have felt very receptive to alternative programs that pull additional materials out of their cart, whether it’s hazardous waste, electronics, used clothing, or home goods.

“San Francisco has had PAYT rates for decades, but we have gone further to create incentives for our residents, our businesses, and our garbage-collection company to divert more and throw out less,” Drew says. “Our citizens and businesses pay less when they reduce their garbage volume, and the collection companies get a bonus profit if they reach overall disposal targets and internal operations diversion goals. It’s a real win-win. This system of incentives has been paramount in spurring the growth of all our diversion programs, and it has led to our disposal in 2008 being the lowest since 1960s,

ver 40 years ago. We expect to keep driving disposal down toward zero and using a rate structure that rewards that behavior."

"Green" jobs are another unexpected yet welcome benefit of an Francisco's aggressive waste-reduction strategy, says Drew. "The city has hired squads of trash and recycling inspectors recruited from a pool of residents who were currently unemployed. Their mission is to examine what is left in the waste to help the city target geographic areas as well as specific items in the wastestream where residents need further education [e.g., cell phones, small household appliances, or used clothes]. As the waste continues to increase, it's important to recognize what is left in our garbage, so the city can develop mechanisms for collection and end-use markets."

Goodwill Industries is a perfect example. "Many Americans don't realize just how many reuse and recycling facilities Goodwill operates in every state," says Richard Borer, resident of Goodwill Industries in Orange, CT. "We employ people nationwide, and these are green jobs. Goodwill Industries has developed infrastructure, systems, and end-user markets and is poised for municipal partnerships into the next decade."

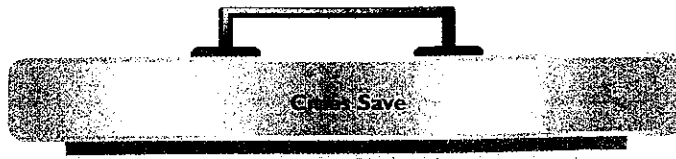
The phrase, "One man's trash is another man's treasure," is truer than ever as we approach the year 2020. Currently 60% of the waste buried in landfills comes from single-family homes.

"The state of South Carolina has a 7% residential commodity recycling rate, the resources needed to grow our state's recycling industry are being buried in landfills. Recovering these valuable materials could create 1,000 jobs, with a \$2.4 billion economic impact," says Gerry Fishbeck, chairman of South Carolina's Recycling Market Development Advisory Council.

One method for changing residential disposal habits is PAYT. It's the perfect area to treat as a utility. Sending a price signal based on use could change the wastestream and turn our trash into treasure—and jobs.

Environment

The really great thing about PAYT is that it aligns economic and environmental priorities so they are working to support each other," says Richard Denison, Ph.D., with the



The total savings are significant considering that the cost of disposing trash can range from \$30 a ton in the South to over \$100 a ton in the Northeast and on the West Coast. Regardless of the cost, the less the community sends to a landfill or incinerator, the less it pays, today and for the long term.

- Disposal costs in Fort Worth, TX, dropped over \$7 million, and the city earned \$540,000 from the sale of recycled materials over the course of a year after adopting PAYT.
- Residents of Midland Park, NJ, generated 5,210 tons of trash before SMART, and seven years later they produced only 2,000 tons, according to Faith Walker, former mayor, who says, "If the town had stayed with a flat-rate system, disposal would cost \$464 per household. Under the pay-per-container rate, the average residence pays only \$243 per household annually."
- Worcester, MA, implemented PAYT in 1993, and in the first year it reduced its wastestream by 50%.
- Portland, OR, has a progressive weight-based program. The city bases its unit costs on the weight of trash at each household. The city's per capita disposal is less than half the national average, and it is saving millions annually in disposal costs.

Environmental Defense Fund in Washington, DC.

When residents recycle their waste rather than throw it away, their recycled materials are available for use in new products, helping to limit the demand for virgin materials and saving the energy that would otherwise be required to harvest, process, and manufacture products based on virgin materials.

According to the EPA's Jan Canterbury, "Even better than recycling is source reduction—that is, waste prevention—which is the most valuable ecological benefit of PAYT." Cities refer to it as "missing garbage" and residents say that much of the material goes to charitable organizations, to electronics recycling, or is given to a friend for backyard composting.

Trash is not a mindless thing anymore. "Placing an economic value on something at the curb definitely changes behavior,

Recycle Tracking and Weighing Kiosk System

RTS: Recycle Tracking and Weighing Kiosk System allows Solid Waste Municipalities and Collection Facilities to track materials at a receiving point, inventory materials and ship materials utilizing a self service station.


The Kiosk System tracks material collected and stores the inventoried material in a data base.

The system is connected to a scale to capture product weight. Barcodes are generated to identify material and their weight.

A shipping manifest is printed when materials are picked up from vendors. Inventory is updated and electronic records are produced.


System Includes:


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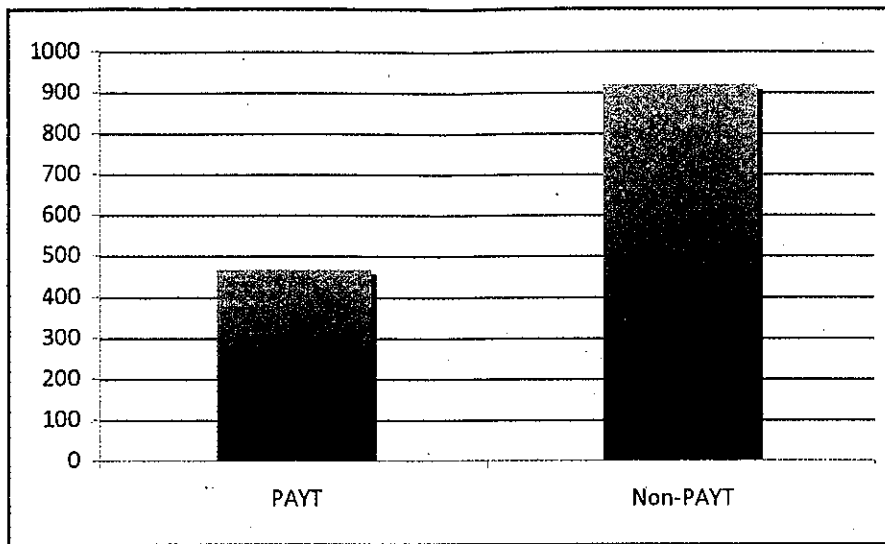




Recycle Tracking System provides Inventory Control with barcode data collection tracking, weighing and printing capabilities.

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Per capita waste disposal: PAYT versus non-PAYT curbside

claims Daniel Morgado, town manager for Shrewsbury, MA. "In the first full year of PAYT, the town generated 25% less overall material [i.e., waste and recycling combined]. People consciously purchase differently. I know I do."

Shrewsbury reduced the amount of trash taken to the waste-to-energy facility by over 40% and realized a commodity-only recycling rate of 34%. A clear price incentive may remind people to think twice about things they purchase and things they throw out.

In other words, PAYT may help establish long-term sustainable behavioral changes throughout all sectors of the community.

Equity

Another important reason more citizens are pressing their political leaders to adopt PAYT is its equity benefit. "The best analogy for PAYT," says Canterbury, "is that it is simply the most fair and equitable way to pay for our trash services, based on how much of the service we use."

In traditional systems, residents who recycle and prevent waste subsidize their neighbors' wastefulness. That is simply not fair or sustainable, and citizens resonate with fairness. In an

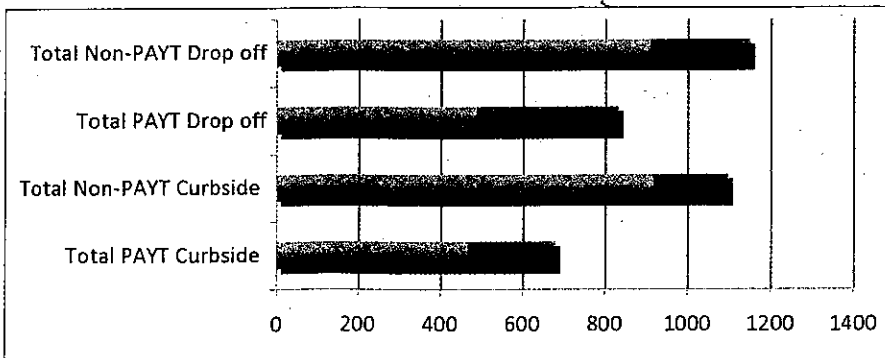
online *Wall Street Journal* poll, an overwhelming 84% of respondents voted that people who throw out more trash should, indeed, pay higher disposal fees.

Education

"PAYT is a great tool for educating the public. We now have an environmentally aware community where people are proud of what they are helping to accomplish" says Mick Mercer, from the Streets and Sanitation Department in Loveland, CO.

"PAYT is a SMART way to educate citizens about changing our wasteful habits. When you create a measuring cup for waste and put a value on it, people will think twice about how quickly they fill it up," says Diane Duva, from the Connecticut Department of Environmental Protection. PAYT makes it easier for the city to educate residents about items that are not allowed in the wastestream, such as paint, motor oil, electronics, and chemicals, and offers a SMART financial reminder that these specific items should never be placed in their trash.

A case in point is in New Haven, CT, which recently had a council member call up and complain that when his container



Overall generation (per capita waste plus per capita commodity recycling)

A Smart Bet

For city officials to determine how well PAYT would work specifically for them (economically and environmentally), the EPA has designed a calculator, known as the SMART BET (benefit-evaluation tool) to measure ecological and financial savings. It can be found online at <http://www.epa.gov/osw/conserve/tools/payt/tools/smart-bet/>.

was dumped, the garbage attendant dripped paint across the driveway. The city response was, "The paint should not have been in the container in the first place." In a SMART city, the space would be seen as valuable and the resident would be motivated to understand what goes in the trash.

So, can PAYT help us learn to distinguish between living comfortably and the profligate excesses of consumerism and planned obsolescence? Are we so addicted to our disposable/throwaway society that we risk "throwing it all away?" Can we break the stigma associated with being frugal and learn to conserve?

Successes Shines from Sea to Shining Sea to Shining Sea

Pick any region on the map and you will find SMART cities, such as San Jose, CA; Wyandotte, MI; Austin, TX; or Decatur, GA, all of which have reduced their residential wastestreams between 40% and 60%.

SMART cities are showing similar decreases in waste internationally. Seoul, South Korea, population 10 million, decreased its waste 42% after implementation, and countries like Austria, Belgium, and Germany, where unit-based pricing is the norm, dispose of 50% less per capita than the US.

"The success of this program can be attributed to the residents. They have embraced it. The people have really been the champions," says Ellen Ryan, a city official in San Jose, CA. Out of the 200 municipalities surveyed in San Jose, 91% indicated that the majority of the residents like the new program better than the old program. **MSW**

Kristen Brown is managing partner of Green Waste Solutions at Pawleys Island, SC.

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Madera County fossil center opens its doors

Posted at 12:07 AM on Thursday, Oct. 14, 2010

The Fresno Bee

The Fossil Discovery Center of Madera County celebrated its grand opening Wednesday, on National Fossil Day.

Replicas of ancient animals found at the Fairmead dig site, which is across the street from the fossil center, give viewers a full picture of the animals, since most fossils found contain only a portion of the whole skeleton.

About 15,000 fossils have been recovered from the Fairmead site to date, and 20 more years of active digging are planned.

The digging site is the largest deposit of fossils on the West Coast.

The center will be open Tuesdays through Sundays, 9 a.m. to 4 p.m.

| California nabs three in bottle bill bust

Bail has been set for three residents of Riverside County, California who have been charged by the state's Attorney General for running a scam to defraud the state's beverage recycling container program out of \$7 million. The owner of Perris Valley Recycling is being held with bail set at \$300,000. Two of his employees ensnared by the AG's investigation are also being held with bail of \$30,000 each.

The AG's office alleges that Perris Valley Recycling took in about 4.4 million pounds of aluminum cans from Arizona, where the metal is only sold for its scrap value, and attempted to cash them in using the California Refund Value deposit, which pays \$1.57 a pound for the cans.

"These people pretended to be recycling California aluminum cans when they were really importing tons of cans from Arizona, which are not eligible for California's recycling refunds," Attorney General Edmund G. "Jerry" Brown Jr. said in a prepared statement. "They brazenly defrauded the state's successful recycling program."

What tipped authorities off was the unusually high amount of cans Perris Valley Recycling collected, sometimes as high as 10,000 pounds per day. As a deterrent to fraud, recycling center must report purchases of more than 250 pounds of aluminum cans to the state's Department of Resources Recycling and Recovery (CalRecycle). The arrests are a result of an investigation by special agents of the AG's office, working with the CalRecycle and the Riverside County Sheriff's Department. The owner and employees of the recycling facility face a total of 18 felony counts on charges including recycling, fraud, grand theft and conspiracy, and each faces seven years in prison if convicted of all the charges. All have entered a plea of not guilty.

Mary Pitto

From: The DOJ news alerts email notification list * [PRESSLIST@CADOJWEB5.DDJ.CA.GOV] on behalf of Attorney General Jerry Brown Press Office [newsalerts@AG.CA.GOV]
Sent: Wednesday, October 20, 2010 3:52 PM
To: PRESSLIST@CADOJWEB5.DDJ.CA.GOV
Subject: Bail Set for Recycling Center Owner Accused in \$7 Million Conspiracy Involving Millions of Pounds of Aluminum Cans

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News Release

October 20, 2010

For Immediate Release

Contact: Christine Gasparac, (510) 622-4500

Christine.Gasparac@doj.ca.gov

[Print Version](#)

Bail Set for Recycling Center Owner Accused in \$7 Million Conspiracy Involving Millions of Pounds of Aluminum Cans

RIVERSIDE - Bail of \$300,000 was set today for a Riverside County recycling center owner arrested along with two employees last week by special agents with the Attorney General's office for bilking the state's beverage container recycling program out of \$7 million. Bail was set at \$30,000 each for the two employees.

"These people pretended to be recycling California aluminum cans when they were really importing tons of cans from Arizona, which are not eligible for California's recycling refunds," Attorney General Edmund G. Brown Jr. said. "They brazenly defrauded the state's successful recycling program."

Howard Leveson, 68, owner of Perris Valley Recycling in Perris, Riverside County; Jose Barragan, 35, the center's general manager, and Susie Ambriz-Molina, 25, an office worker, were arrested October 12. Leveson was also charged with illegal possession of an assault weapon.

They face a total of 18 felony counts on charges including recycling fraud, grand theft and conspiracy. If convicted of all charges, they could each spend seven years in prison.

WASTE & RECYCLING NEWS

Wal-mart launches commitment to sustainable agriculture

Oct. 14 -- Wal-mart today launched its new global commitment to sustainable agriculture that will help small- and medium-sized farmers expand their businesses, get more income for their products and reduce the environmental impact of farming, while strengthening local economies and providing customers around the world access to affordable, high-quality, fresh food.

"More than 1 billion people around the world rely on farming and hundreds of millions of them live on less than \$2 a day. Globally, with a booming population, food production must increase roughly 70% to feed 9 billion people in 2050," said Mike Duke, Wal-mart president and CEO. "Through sustainable agriculture, Wal-mart is uniquely positioned to make a positive difference in food production -- for farmers, communities and customers. Our efforts will help increase farmer incomes, lead to more efficient use of pesticides, fertilizer and water, and provide fresher produce for our customers."

By the end of 2015, Wal-mart's sustainable agriculture strategy goals include:

- In emerging markets, to sell \$1 billion in food sourced from 1 million small and medium farmers, as well as provide training to 1 million farmers and farm workers in areas such as crop selection and sustainable farming practices.
- Invest more than more than \$1 billion in its global fresh supply chain in the next five years. And for the first time, ask suppliers about the water, energy, fertilizer and pesticide they use per unit of food produced.
- Reduce its food waste in its emerging market stores and clubs by 15% and by 10% in stores and clubs in its other markets.
- Reduce deforestation of the world's rainforests and reduce greenhouse gases by requiring sustainably sourced palm oil for all Wal-mart private brand products and expand Wal-mart Brazil's practice of only sourcing beef that does not contribute to the deforestation of the Amazon rainforest.

The company estimates that by sourcing sustainable palm oil for its U.K. and U.S. private brand products alone will reduce greenhouse gas emissions by 5 million metric tons by the end of 2015.

Contact Waste & Recycling News reporter Chrissy Kadleck at 330-865-6172 or wnintern@crain.com

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WASTE & RECYCLING NEWS

New law to improve safe collection of unused medicines

Oct. 14 -- A new federal law will reduce costs and improve the safe collection of unused medicines from homes and long-term care facilities.

The Safe and Secure Drug Disposal Act will give communities more options for providing secure take-back programs to prevent drug abuse, reduce the chances of accidental poisonings, and keep pharmaceutical drugs out of the environment.

"Passing the Safe and Secure Drug Disposal Act is a win for our children and our environment," said U.S. Representative Jay Inslee (Wash.), a key House bill sponsor. "Prescription drug abuse is a growing plague in our communities. This law will give communities a common sense approach to easily and safely get rid of leftover prescription medications."

The Drug Enforcement Administration will now begin to disseminate new regulations that will provide residents and long-term care facilities with greater flexibility to dispose of drugs that might include drop-off programs and mail-back options. Until now, opportunities to dispose of unwanted prescription drugs have been limited. Under current law, consumers are prohibited from giving certain unneeded, unused, or expired drugs to anyone besides law enforcement officers.

Contact Waste & Recycling News reporter Chrissy Kadleck at 330-865-6172 or wnintern@crain.com

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WASTE & RECYCLING NEWS

WC to supply household garbage to biofuels plant

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Nov. 18 -- Waste Connections Inc. has struck a deal to supply household garbage to a new biofuels plant near Reno, Nev., that will produce ethanol and electricity, the solid waste management company said.

Fulcrum BioEnergy Inc. is planning its planned biofuels plant about 20 miles east of Reno that will use sorted municipal solid waste from Waste Connections waste processing facility in El Dorado County, Calif.

The U.S. Department of Energy, this week, selected the plant to enter the final phase of the DOE's loan guarantee program. That company is negotiating to "advance the loan towards closure and funding," Folsom, Calif.-based Waste Connections said.

The plant is expected to begin operating in late 2012 and produce about 10.5 million gallons of ethanol annually and 16 megawatts of renewable electricity from the trash.

"Our partnership with Fulcrum is a continuation of our efforts to evaluate and integrate emerging technologies into our waste handling and disposal operations," Waste Connections CEO Ronald J. Mittelstaedt said. "Converting El Dorado County's solid waste to biofuel will dramatically increase El Dorado County's recycling rates."

Fulcrum BioEnergy is based in Pleasanton, Calif.

Contact Waste & Recycling News senior reporter Jim Johnson at 937-964-1289 or jjjohnson@crain.com

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WASTE & RECYCLING NEWS

GAO says military should improve waste management

Oct. 18 -- Military operations in Afghanistan and Iraq generate about 10 pounds of solid waste per day for each soldier, and the U.S. General Accountability Office said the military "should improve adherence to its guidance on open pit burning and solid waste management."

The military has "relied heavily on open pit burning in both conflicts," the GAO reports, "and operators of burn pits have not always followed relevant guidance to protect servicemembers from exposure to harmful emissions."

The defense department discourages long-term use of burn pits in various guidance documents and encourages the use of incinerators and landfills. The military also encourages the waste minimization such as source reduction, the GAO reports.

There were about 250 burn pits in Afghanistan and 22 in Iraq, according to an August estimate.

Contact Waste & Recycling News senior reporter Jim Johnson at 937-964-1289 or jpjohnson@crain.com

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WASTE & RECYCLING NEWS

Evergreen launches multi-family housing recycling plan

Oct. 26 -- Evergreen Recycling, a Republic Services company, has launched a new multi-family housing recycling program in southern Nevada.

Camden Property Trust is the first pilot property management company to implement the new recycling program with 21 properties participating valley wide.

The new recycling program includes light-weight mail-room and office bins for recyclables such as junk mail, magazines, newspapers, catalogs and office paper. Large commingled recycling bins are strategically placed throughout the properties to promote tenant recycling for materials such as paper, cardboard, aluminum cans and plastic bottles.

"Camden is excited to offer our residents another way to "go green" and be environmentally conscious," said Elaine Withrow, division vice-president for Camden Property Trust.

Through new equipment and added recycling programs in apartments and condominium communities, Evergreen is optimistic it can help boost Southern Nevada's current 19% recycling rate, which is below the 35% national average.

Contact Waste & Recycling News correspondent Chrissy Kadleck at 330-865-6172 or wnintern@crain.com

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WASTE & RECYCLING NEWS

Incident rates higher at government-operated SW firms

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Nov. 18 -- Government operated solid waste management operations have an "incident rate" regarding the number of employee injuries and illnesses that's more than four times higher than private companies in the same sector, according to the National Solid Wastes Management Association.

The trade group, which represents privately owned companies, said a recent report from the U.S. Department of Labor, Bureau of Labor Statistics, indicates the incident rate was 198.5 per 10,000 workers in the private sector compared to 877.2 for local governments.

"While we are very pleased that the private sector solid waste industry continues to reduce workplace accidents, the disparity between the private and public sector incident rates can and should be eliminated," NSWMA Safety Director David Biderman said.

The safety director said all private haulers and local governments can participate in NSWMA's safety programs.

Contact Waste & Recycling News senior reporter Jim Johnson at 937-964-1289 or jjjohnson@crain.com

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WASTE & RECYCLING NEWS

Pa. governor signs new electronics recycling mandate

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Nov. 29 -- Thanks to a new bill signed into law by Gov. Edward Rendell, Pennsylvania has become the latest state to mandate electronics recycling.

The Covered Device Recycling Act, House Bill 708, sets up a recycling program for electronic scrap such as computers and televisions. Manufacturers must register their brands with the state and pay an annual registration fee. The companies also must design and operate electronics take-back and recycling programs for their products. The law sets benchmarks and goals for take back programs.

The new law is the first extended producer responsibility law enacted in Pennsylvania.

Contact Waste & Recycling News reporter Amanda Smith-Teutsch at 330-865-6166 or asmith-teutsch@crain.com

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