

Case Study

Coventry's Transition from SMART Bags to Carts

Background

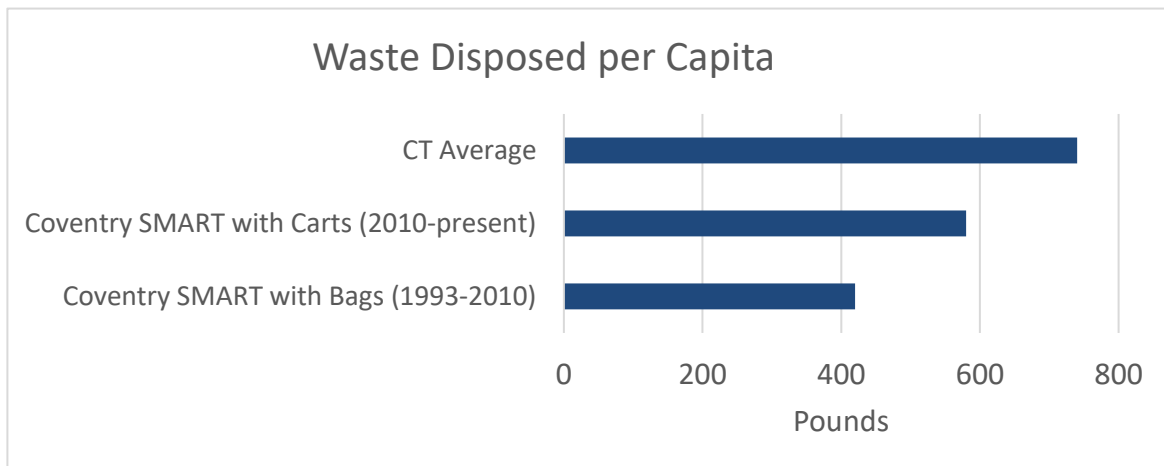
Save Money and Reduce Trash (SMART) Programs aim to encourage waste reduction using financial incentives. Coventry's curbside bag program successfully reduced waste for 17 years until the switch to variable cart sizes in 2010.

Population:	12,622
Households Served:	4,675
Services Provided:	Residential curbside collection
Program Duration:	Curbside bag program began July 30, 1993, switched to variable cart sizes in November 2010

Highlights

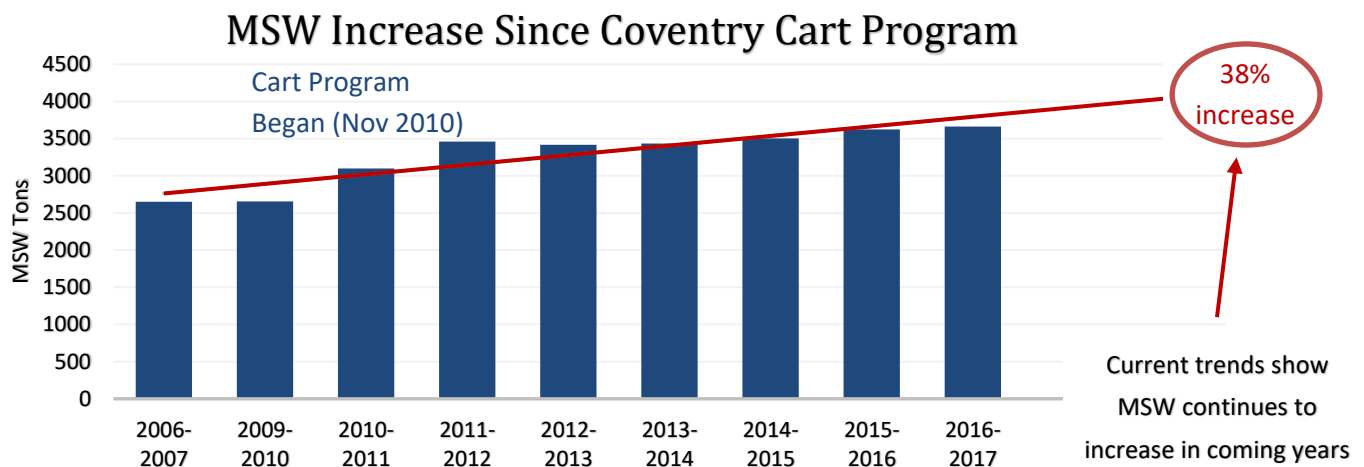
Since the cart program was implemented in November 2010:

- Municipal solid waste increased 38% with current trends showing that it will continue to increase in the coming years.
- The per capita disposal rate increased from 420 lbs annually to 580 lbs annually.
- Total tip cost increased from \$159,000 to \$245,275, a 55% increase.
- Tip cost per household has increased from \$33 to \$53.



Program Description

- Program Start Date:
 - The town operated a curbside bag program since July 30th, 1993. In November 2010, the town switched to variable cart sizes offered to all residences up to 3 units.
- Annual Cart Prices and Sizes:
 - \$160 for a 35-gallon cart
 - \$190 for a 65-gallon cart
 - \$240 for a 95-gallon cart
- Carts are owned and distributed by All American Waste.
- A 95-gallon cart was provided to residents, as the default, if they did not respond to a town issued letter requesting a response on cart size.
- Recycling is used as an incentive; each recycling cart is free of charge for residents and residents can choose from two sizes of recycling carts.



Recommendations to Improve Waste Reduction in Coventry

- SMART programs are most effective with a pricing structure that is closer to linear. See Mansfield, CT SMART program as a guide for pricing carts.
- SMART programs are most effective when residents are charged on a monthly basis so they are thinking about it more frequently.
- Consider transitioning back to SMART bags with automated carts - residents purchase bags to cover the cost of tipping and service provider charges residents for weekly collection of carts.
- Default cart size should be 35-gallon. Rollout of any volume-based program is most effective when the default is a small unit, with option for residents to opt-in for a larger cart if desired for an increased fee.

Contact Information

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