



Pay-As-You-Throw: 20 Years Later Natick, MA

*Almost :)



ABOUT NATICK





YESTERDAY



TODAY

2002

Cuts to local aid

Disposal costs rising

\$1.5M shortfall

One year, \$150 trash fee

PAYT Committee formed



MARCH 2002

2003

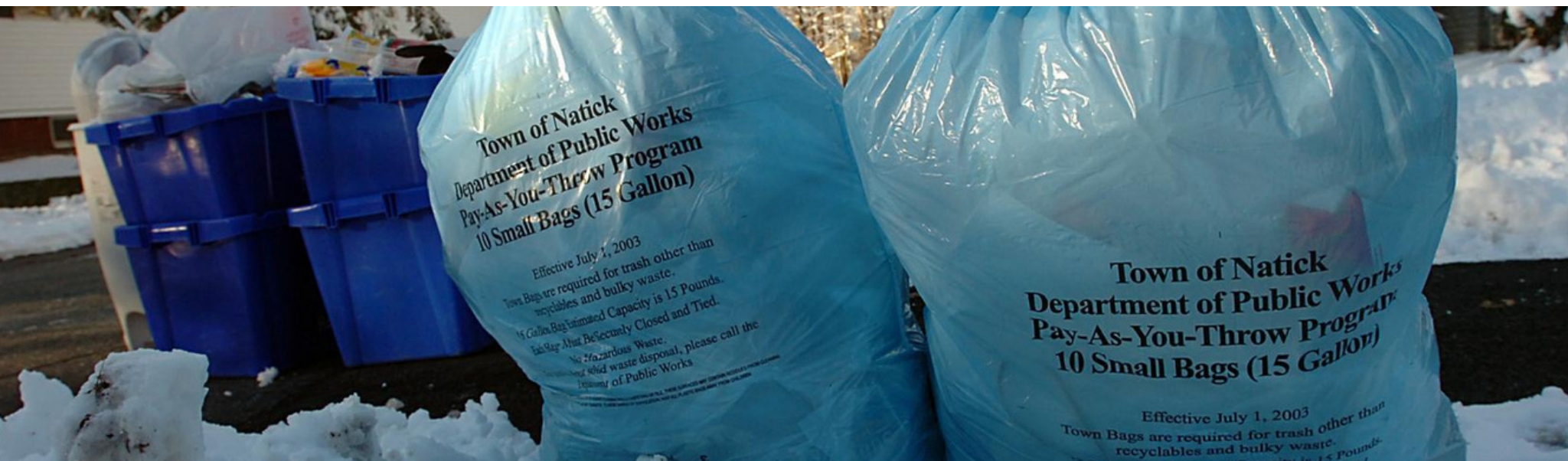
PAYT program formed to cover trash fee revenue

Goal: 50% of disposal (tipping + collection) costs

2 bag sizes: 15 gallon @ \$1, 33 gallon @ \$1.75

Sold at retail stores

Widespread publicity





FALL 2003

Isolated resistance

Attempts to disrupt meetings

Referendum process with 1000+
signatures

Special Election in Dec. 2003

SPECIAL ELECTION

6 week campaign

20% voter turnout required

"Natick Saves" Ballot Committee

Result: Voters Keep PAYT

- 27% turnout
- 72% voted No (keep PAYT)

NATICK SAVES: CITIZENS FOR PAY-AS-YOU-THROW
POST OFFICE BOX 741
NATICK, MA 01760

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
PERMIT NO. 229
NATICK, MA
01760



TAKE THIS COMMON SENSE QUIZ FOR NATICK VOTERS!

NATICK SAVES: CITIZENS FOR PAY-AS-YOU-THROW IS FOR NATICK RESIDENTS WHO BELIEVE THE TOWN SHOULD PROVIDE THE SERVICES THAT CITIZENS DEMAND, AND DO SO EFFICIENTLY AND ECONOMICALLY.



OK, NATICK CITIZENS! GET OUT YOUR PENCILS!
THE SPECIAL ELECTION DECEMBER 16
WILL TEST OUR GOOD SENSE! READY?

1. DID YOU KNOW PAY-AS-YOU-THROW IS AT STAKE IN A SPECIAL ELECTION ON TUESDAY, DECEMBER 16? THE PROPOSED BYLAW WOULD FORCE US BACK TO PAYING FOR TRASH PICKUP 100% WITH OUR TAXES.

WHY CARE?

- BECAUSE THIS BAD BYLAW WOULD COST YOU MONEY
- BECAUSE WITH PAYT, **YOU** HAVE THE POWER TO MAKE YOUR OWN CHOICES
- BECAUSE WITH PAYT, TRASH TONNAGE IS DOWN 28%, AND RECYCLING IS UP 22%.



VOTE NO!!

2. WHY WOULD THIS BAD BYLAW COST YOU - AND ALL OF US -



MONEY



- BECAUSE PAYT KEEPS A LID ON TRASH DISPOSAL SPENDING, AND THIS BAD BYLAW WOULD TRASH PAYT. TOSSED TRASH IS A BIGGER BUDGET-BUSTER TO DISPOSE OF THAN RECYCLED TRASH. BEFORE PAYT, TRASH DISPOSAL SPENDING WAS ON THE RISE - NOW IT'S DOWN.

NATICK SAVES

WHEN YOU

VOTE NO

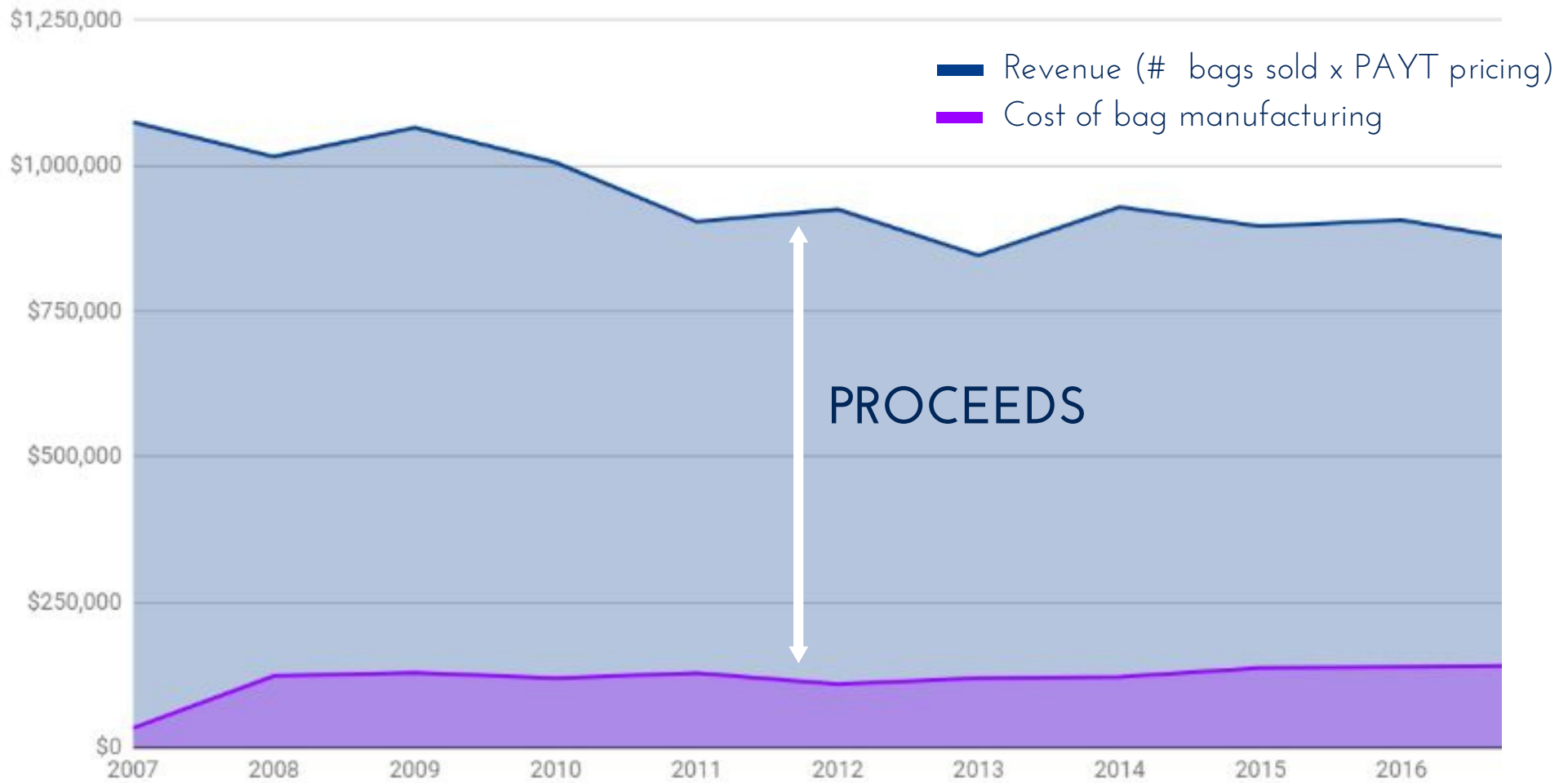
TUESDAY 12/16

WWW.NATICKSAVES.ORG

Natick Saves: Citizens For Pay As You Throw

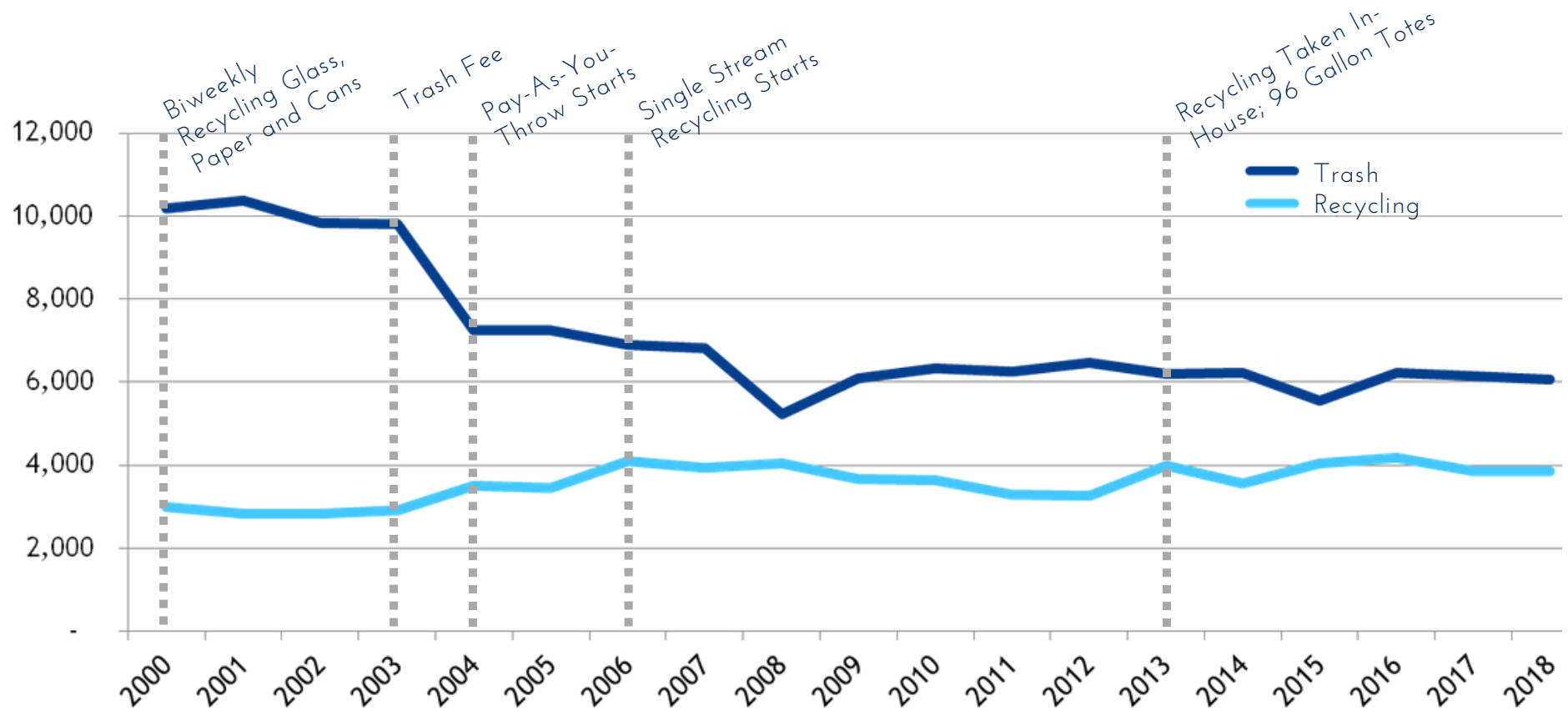


PAYT PROGRAM PROCEEDS



WASTE REDUCTION

The adoption of PAYT in FY2004 has saved the Town of Natick more than \$4M in disposal fees and increased recycling by 20%.



DOOR OPENER



ORGANICS

Began as public pilot
Now a private, weekly service
~10% households participate
Compostable bags sold at cost at PAYT retailers



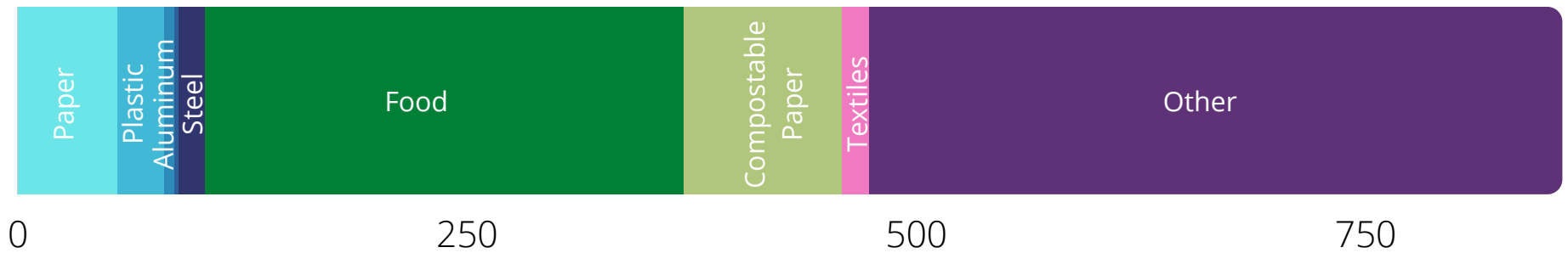
TEXTILES & SMALL GOODS

Every other week collection, on recycling day
Initially a revenue-generator for the Town
Highest volume per household in MA
Approx. 275,000 lbs collected/year

WHAT'S NEW & NEXT

WASTE CHARACTERIZATION STUDY

Natick households throw away approximately 860 lbs per year (in blue bags)



SPRING 2021 PILOT



Residents put their discarded or recyclable materials into color-coded bags

All bags are combined in a single bin at curbside

On collection day, only one stop is needed. Bags are separated later at the processor, easily identified by their colors.

Graphic Courtesy of WasteZero



THANK YOU

Jillian Wilson Martin

Sustainability Coordinator, Town of Natick

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