

The image features a scenic landscape background with rolling green hills, a dense forest of trees, and a large blue lake in the distance under a bright sky with scattered white clouds. The WasteZero logo is prominently displayed at the top. The word 'Waste' is in blue, 'Zero' is in green, and a registered trademark symbol (®) is to the right. Below the logo, the tagline 'Save Money. Reduce Waste.' is written in a smaller font, with 'Save Money.' in blue and 'Reduce Waste.' in green.

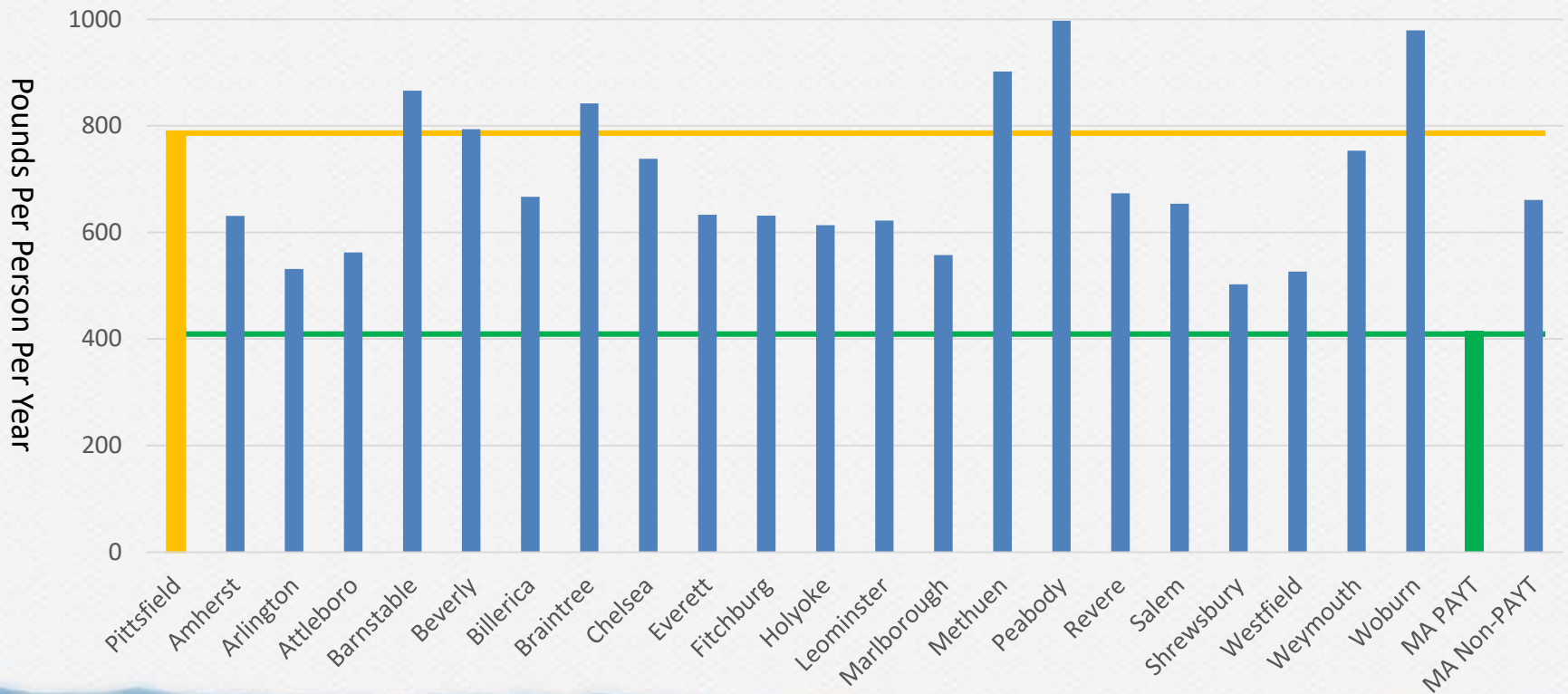
WasteZero[®]
Save Money. Reduce Waste.

**Reducing Waste and Increasing Recycling in
Pittsfield, MA**

The Numbers – Solid Waste

Because so much recycling is in the trash, Pittsfield taxpayers pay more than most for trash disposal.

Trash Per Capita
Communities within 10,000 Population of Pittsfield



Why? Because Trash is an Unmetered Utility

Metering reduces waste, cost and environmental impact. It also increases fairness.

Metered



Electricity



Water

These utilities existed before metering. When we metered them, we reduced waste @30% and lowered the cost.

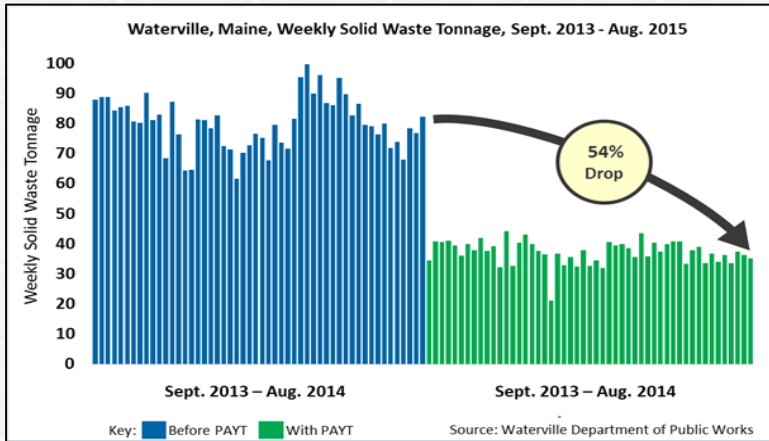
We would never un-meter these utilities.

Essentially Unmetered

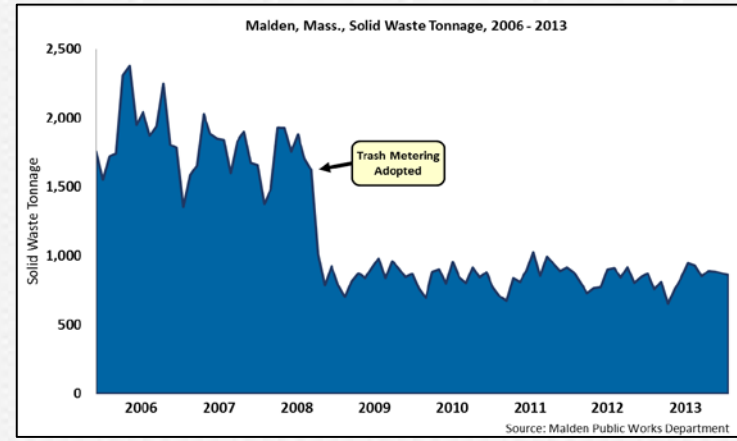


Trash

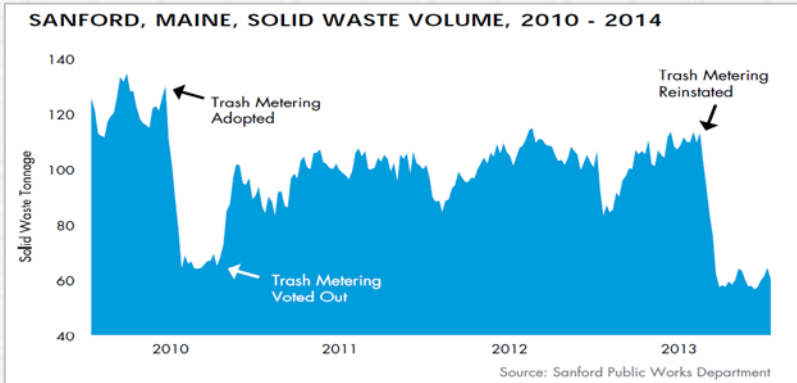
Metering Reduces Waste, Everywhere



WATERVILLE, MAINE
54% DECLINE IN MSW IN 1 YEAR



MALDEN, MASS.
52% DECLINE IN MSW OVER 5 YEARS



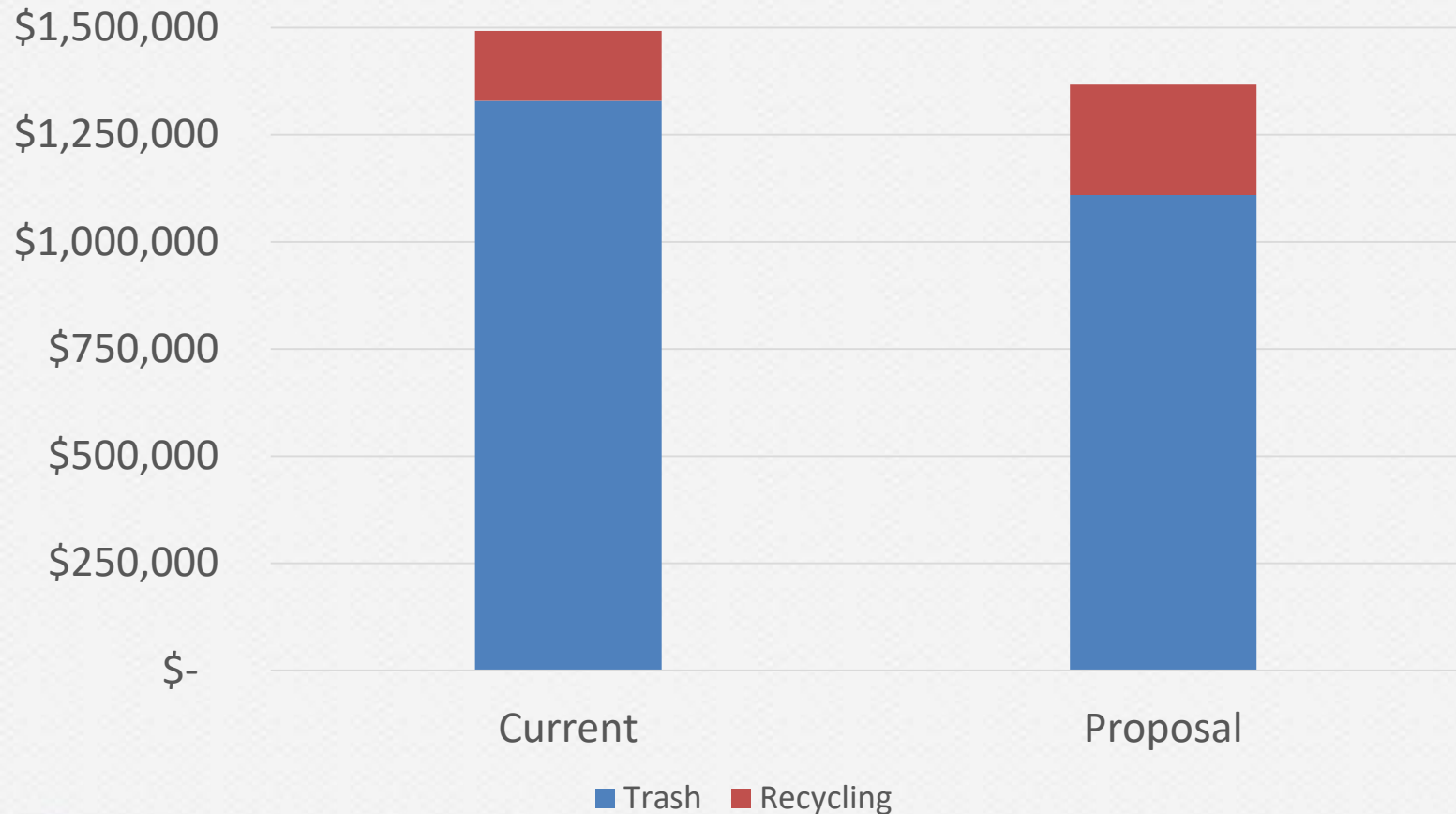
SANFORD, MA
40%+ DECLINE IN WASTE... TWICE

We know we can do better. That will save money and improve the environment.

Why Meter? Residents Already Pay (Too Much)

The real question is not, “why should residents pay?” They already do!

Cost to Process Trash and Recycling



Changing the “How” Saves Money - City Financials

Projected Financial Impact

	First Year
Revenue “Extra Bag” Sales	\$376,000
Savings Lower Trash Tipping Fees	\$220,000
Cost Higher Recycling Tipping Fees	\$ 95,000
Net Program Impact	\$501,000

Program is less expensive. Costs are allocated more fairly, based on the choices people make.

Revenue is net of program costs. Cost of Recycling Rewards program is included

Changing the “How” Saves Money - For Residents

Annual Financial Impact, Based on Weekly Bag Usage

	15 ga.	30 ga.	45 ga.	60 ga.	75 ga.	90 ga.
Bag Cost¹ Compared to Today	\$0	\$0	\$30	\$62	\$92	\$124
Rewards Savings	\$127	\$127	\$127	\$127	\$127	\$127
Annual Savings or Cost	\$127	\$127	\$97	\$65	\$35	\$3

3 bags of trash today = 1 bag of trash with PAYT

¹ Cost of At Cost and PAYT bags minus the cost of bags today

How Does This Program Work?

- Residents receive coupons that allow them to purchase City bags “at cost” from local stores – up to 104 fifteen gallon bags per year (2 per week).
- Residents place these bags at the curb for disposal.
- “At cost” bags replace the bags people are buying today, but they reduce waste and ensure fairness. Cost is @\$0.22 per At Cost bag, including the Rewards program.
- Additional bags can be purchased at local stores for \$1.50 (30 gallon bag) and \$0.80 (a 15 gallon, tall kitchen bag).
- Residents can generate more trash if they choose, but they pay the cost of doing so. These costs will not be shifted to other people.

Program Dynamics

- Provides an incentive to reduce waste, every 15 gallons.
- Most residents won't need more than the two bags/week. Unused bags can be saved for later
- The program has significant flexibility – bag sizes, quantities, etc. can be changed as the City's needs change
- Residents can eliminate their bag costs by participating in the Rewards program – which also supports local businesses
- Start-up requires at least three months. It can be scheduled for any time after that. Program can be stopped at any time, if desired

The Program Will...

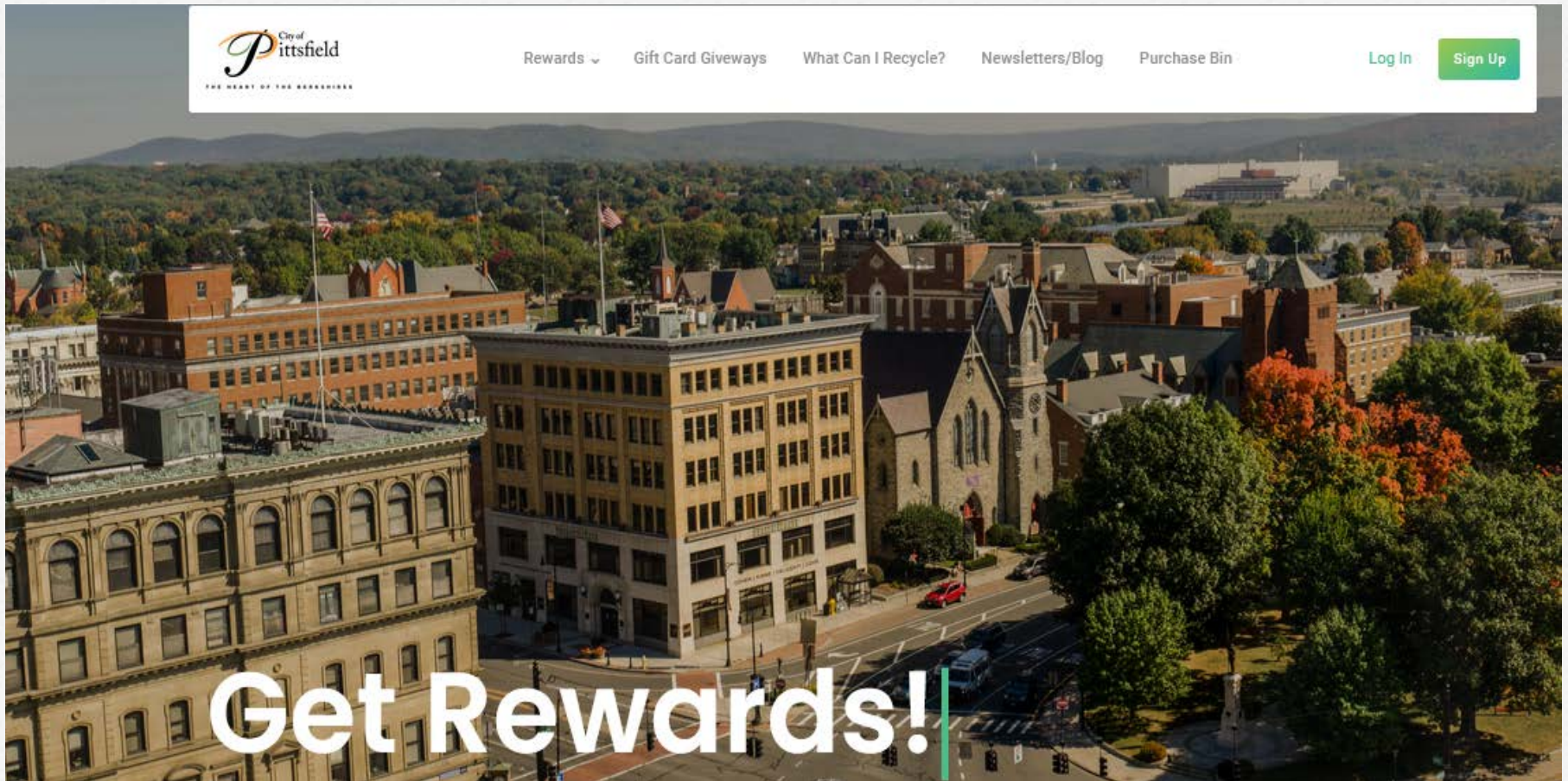
- Maintain current collection system, with the flexibility to change as needed.
- Allow residents to control their costs. There is no need to pay for additional bags, but those who need them can buy them.
- Be convenient – bags will be available in local stores, and lost coupons will be replaced.
- Treat everyone fairly. Average weekly use has no new cost. Good recyclers, seniors, and small households no longer need to pay for those who generate excess waste.
- Support local businesses while helping protect our environment

Is This Double Taxation?

- The *Emerson Case* tells us if something is fee or a tax:
 1. Fees must be voluntary – you can opt out. You can not opt out of taxes.
 2. Fees must be charged in exchange for a particular service that benefits the person paying the fee.
 3. Fee revenue must fund that particular service, without raising surplus money that is used for other purposes.
- This proposal will fund trash services and will not generate surplus money to fund other operations. Residents can opt out of City trash service to avoid bag fees.
- This proposal will free up tax revenue that is currently paying for trash and recycling. That tax revenue can be used for other public purposes.

Recycling Rewards

Leveraging rewards to help residents and local businesses



Pittsfield Recycling Rewards

- City of Pittsfield + WasteZero + Rewards for Recycling = residents receive financial rewards for participating in City's recycling programs.
- Recycling rewards are coupons, discounts, and gift cards to businesses in and around Pittsfield.
- Supports local businesses while providing new communication tools for the City to reach residents about recycling.

This new program can create much more in financial savings than the cost of the City's PAYT program.

How Does It Work?

1. Residents sign up online and receive discounts, coupons and gift cards to local, regional, and national businesses across Pittsfield.
2. Discounts are accessible from smart phones, can be printed, or can be mailed to residents if they don't have other options.
3. Every month, we will raffle off gift cards worth at least \$900 to active participants, in increments of between \$10 and \$100.

We bring businesses into the program and provide draft content for the City's recycling newsletters.

Results from Other Programs

- In the Midwest, 45% - 65% of eligible residents sign up. We will advertise the program to ensure people sign up, actively participate, and can save money.
- Average savings are \$127 per year, not including the value of gift cards residents will win.
- At no additional cost, we will send a monthly recycling newsletters to residents on the City's behalf. These can be targeted by recycling route to meet specific needs (contamination, etc.).

Residents are expected to save \$1 million to \$1.5 million in rewards each year while supporting businesses in Pittsfield.

Can't I Get Cheaper Bags Now?

- It's possible. The average household spends \$33/year on trash bags today.
- At Cost bags (@\$0.22) are larger (15 vs. 13 ga.) and stronger (1.5 vs 0.8 mil).
- At Cost bags – larger and stronger – cost \$23/year compared to \$33/year today. How?
- Fewer At Cost bags will be used, which is the point – waste reduction. At Cost bags are made to handle the expected “stuffing” (15-25 lbs. vs. 8-10 lbs.)
- Using many more cheaper bags costs more, prevents waste reduction, and doesn't provide \$127 in Rewards per household.

At Cost bags can be made cheaper (and weaker) to match existing bags.
The Rewards program can also be removed.