Pay As You Throw (PAYT)

A Financial Incentive for Successful Waste Diversion

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Tompkins County

Population
• City of Ithaca: 30,014
• Total County: 101,564
• 41,674 Households
• 476 Square miles
TCRMM
Mission and Goals

Mission:
To manage waste in a manner that is environmentally sound, cost-effective, socially responsible, and safe.

Goals:
- Divert 60% of waste by 2015
- Divert 75% of waste by 2030
- Establish a stable financial system to reduce waste
History of Solid Waste Management

- 1988
  - New York State Solid Waste Management Act adopted
  - Recycling Drop Spots
- 1990
  - Pay As You Throw (PAYT) trash tag policy adopted
- 1991
  - County curbside recycling begins
  - 20 year SWMP developed
- 1992
  - Old Landfills closed
  - Garbage transferred out of county
  - Mandatory recycling law
- 1993
  - Trash Tag Law
1995  Recycling and Solid Waste Center opens
2000  Permanent HHW facility opens
2007  Food scraps composting for businesses
2008  Finger Lakes ReUse opens
2011  Single Stream Recycling begins
2013  Food Scrap drop spot program begins
1993 Local Trash Tag Law

- Pay for waste disposal costs based on weight
- Containers must display a tag stating the disposal fee
- Enforcement officer hired
  - Fines up to $500 and subject to temporary license suspensions
Residents purchase tags from haulers.

Residents put tags on their trash cans and bags.

Haulers only pick up tagged trash.

The County collects a disposal fee from haulers at the landfill.
What Color Is Your Trashtag?

Check the color and name

DON'T FORGET TO USE THE RIGHT HAULER'S TAG!

REMEMBER:
... you can put several small bags together to fill your 35 pound can or bag
... your trashcans don't need lids
... recycling keeps your costs down

For more information, call your hauler

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Tags Are Easy

Use 1 TAG for every garbage CAN or BAG

you can put many small bags in a can

Put tag on HANDLE of can
WHERE IT MAY BE EASILY SEEN

If no handle on can, put tag on LID

TWIST the tag around bag like this

You can also TIE TOGETHER 2 small bags
to make 20 POUNDS

Use NEW tags every week!
Two Principles of the Tag System…

Fairness

Flexibility
Fairness means:

- More opportunity to recycle
- Illegal dumping enforcement
- Tag subsidy program for lower income
Flexibility means:

- Tags sold in 2 sizes-20 and 35 pounds
- Ongoing meetings and feedback from haulers and residents
Illegal Dumping Enforcement
Multimedia Campaign

- Direct mail brochure
- Newspaper ads
- Radio commercials
- Talk show appearances
- Bus inserts
- Public meetings
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