

Talkin' Trash

With Sarah Lakeman
Sustainable Maine Project Director
Natural Resources Council of Maine







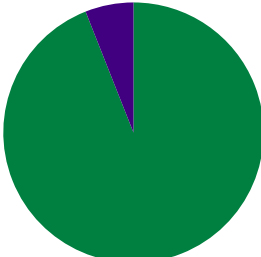
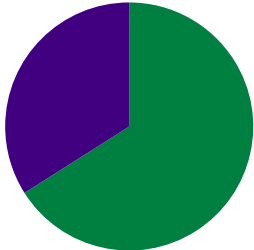
Natural Resources Council of Maine

NRCM is a nonprofit membership organization protecting, restoring, and conserving Maine's environment, now and for future generations.

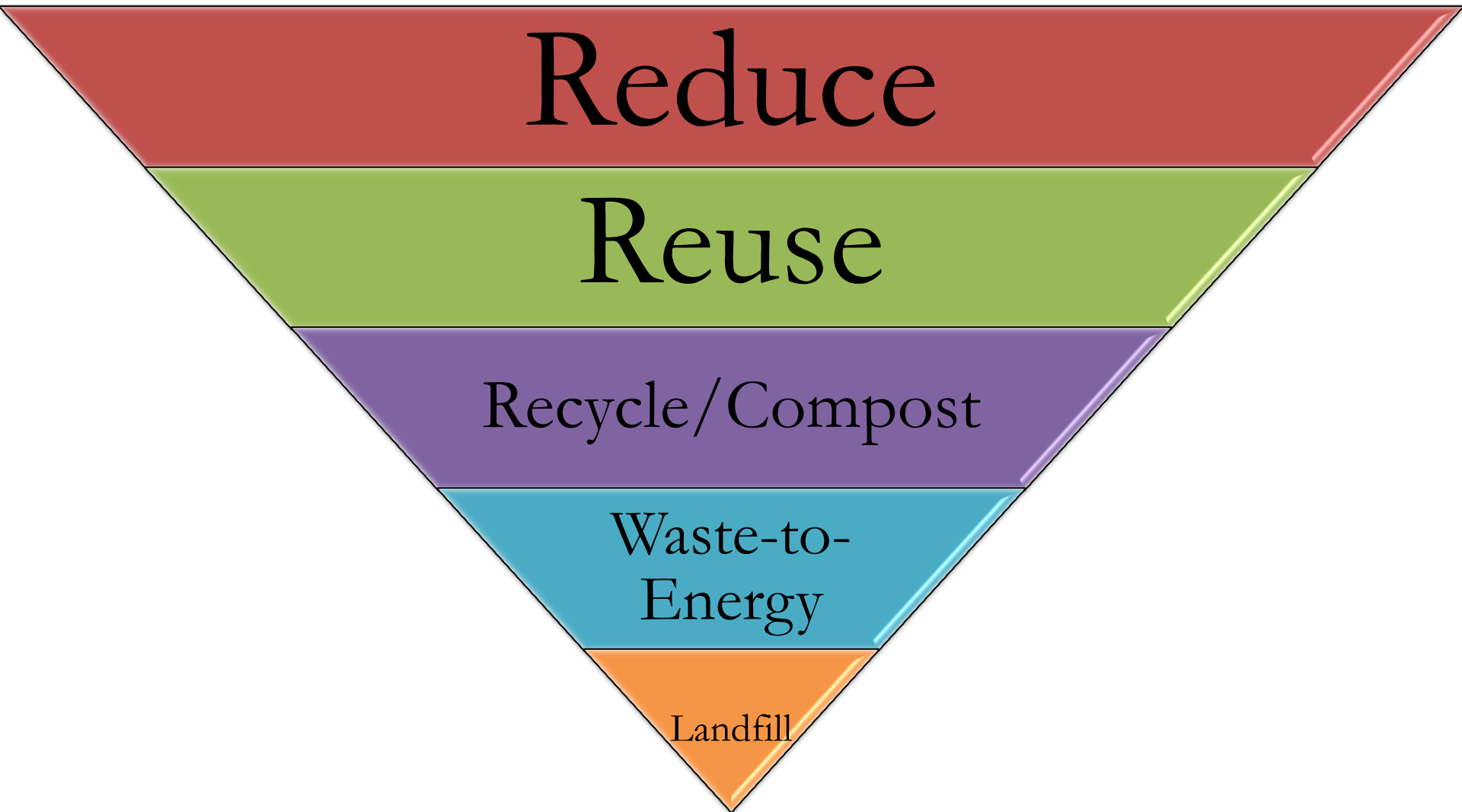




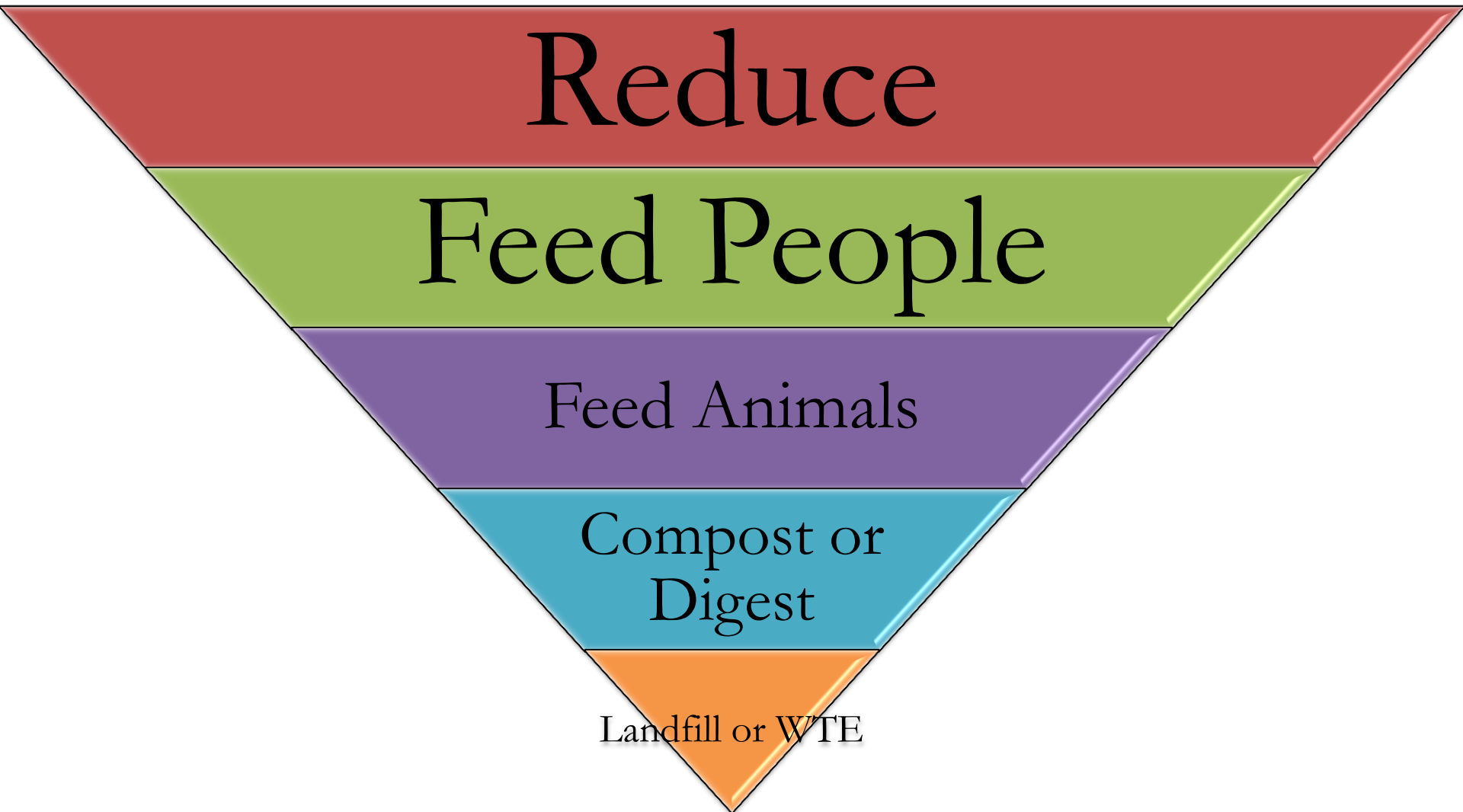
In the past 50 years...(or so)

Humans have consumed more resources than all of prior history combined!	1960	2010
Americans produce nearly 3 times as much total waste now as we did in 1960!		
Per Capita Waste Generation has almost doubled since 1960!		
National Recycling Rate has increased from 6% to 34%		

Maine's Solid Waste Management Hierarchy



Maine's NEW Food Recovery Hierarchy



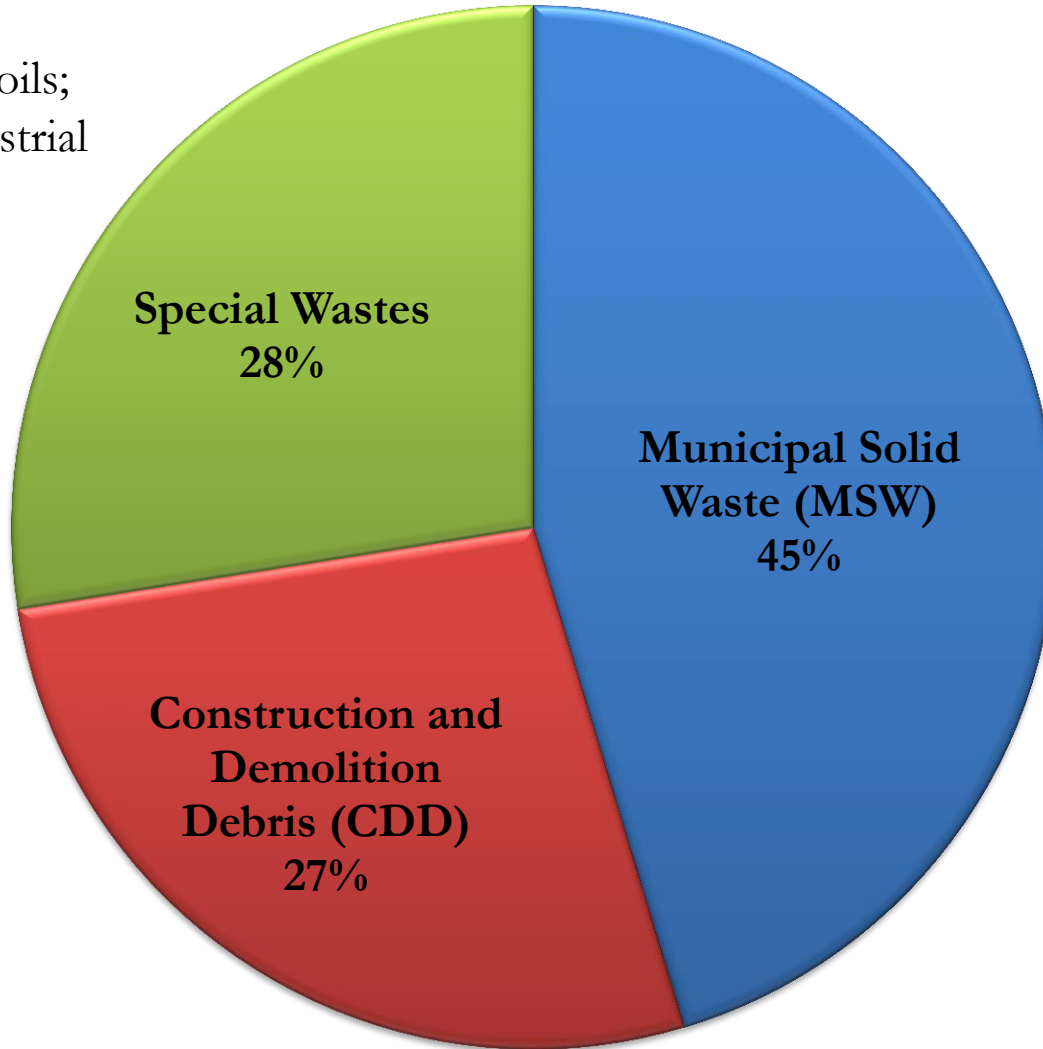
2013 Maine Generated “Waste”

Special Wastes:

Ash; contaminated soils;
WWTP sludge; Industrial
wastes; etc.

MSW:

Household and
commercial trash



CDD:

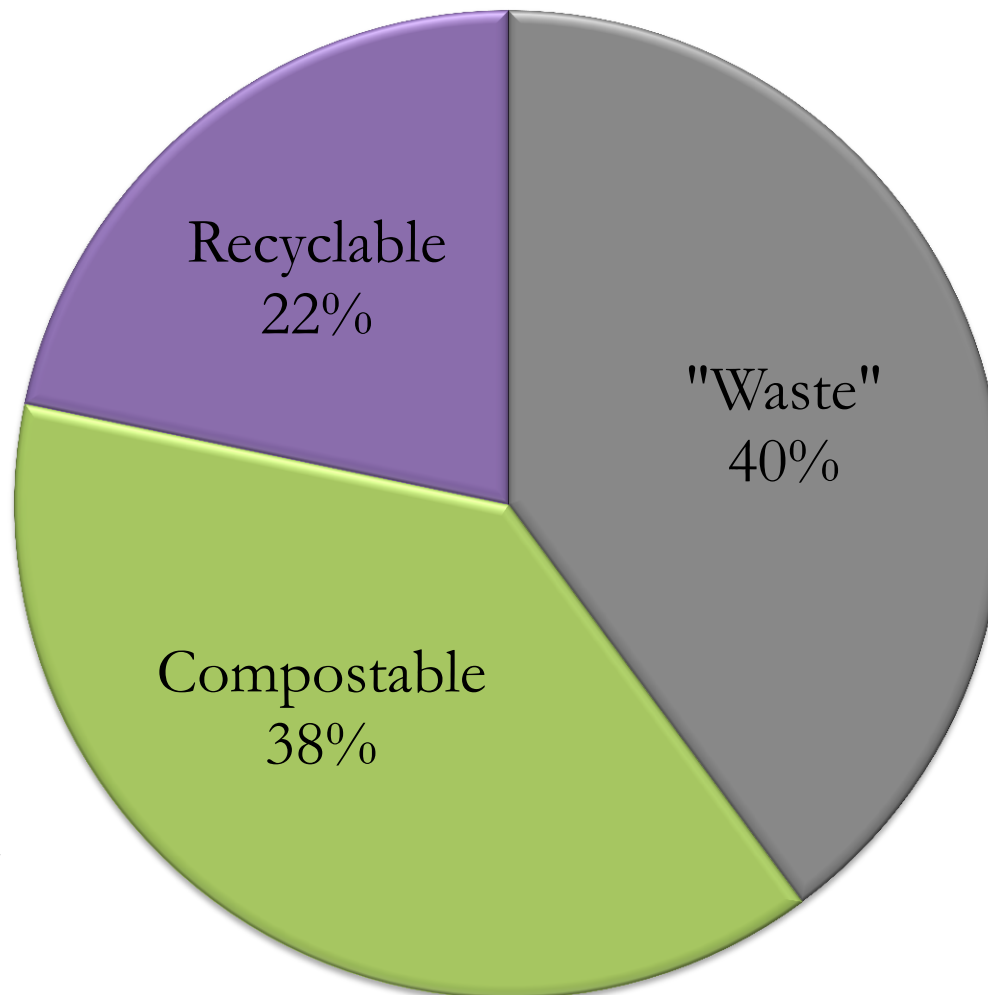
Wood wastes; land
clearing debris;
concrete; brick; etc.

Composition of Disposed MSW

(Represents the 59% of total MSW currently sent to landfill or WTE)

Recyclable:

Plastic; Glass; Metal;
Paper; Cardboard; etc.



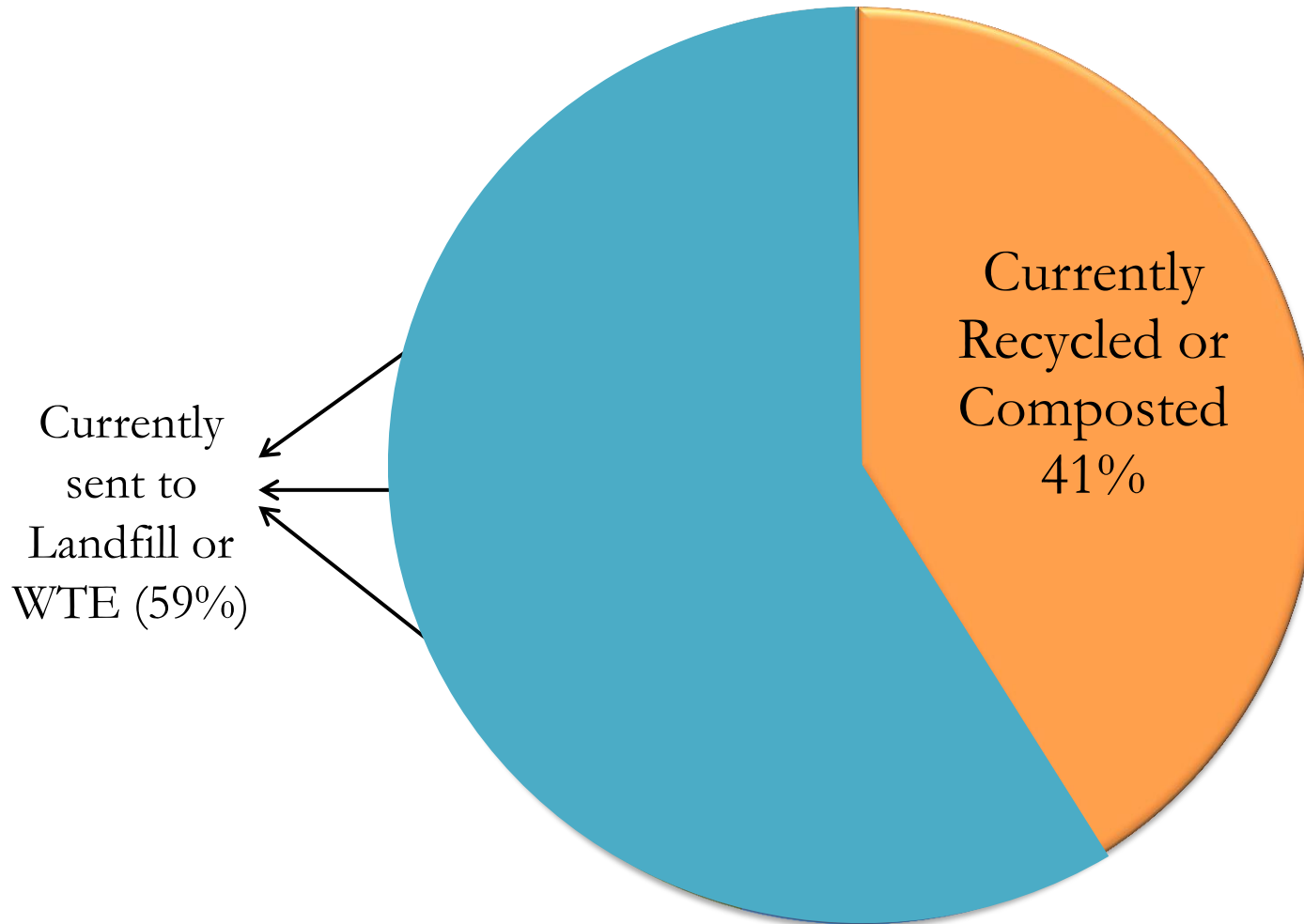
Compostable:

Food Scraps; leaf and
yard waste; low-grade
paper

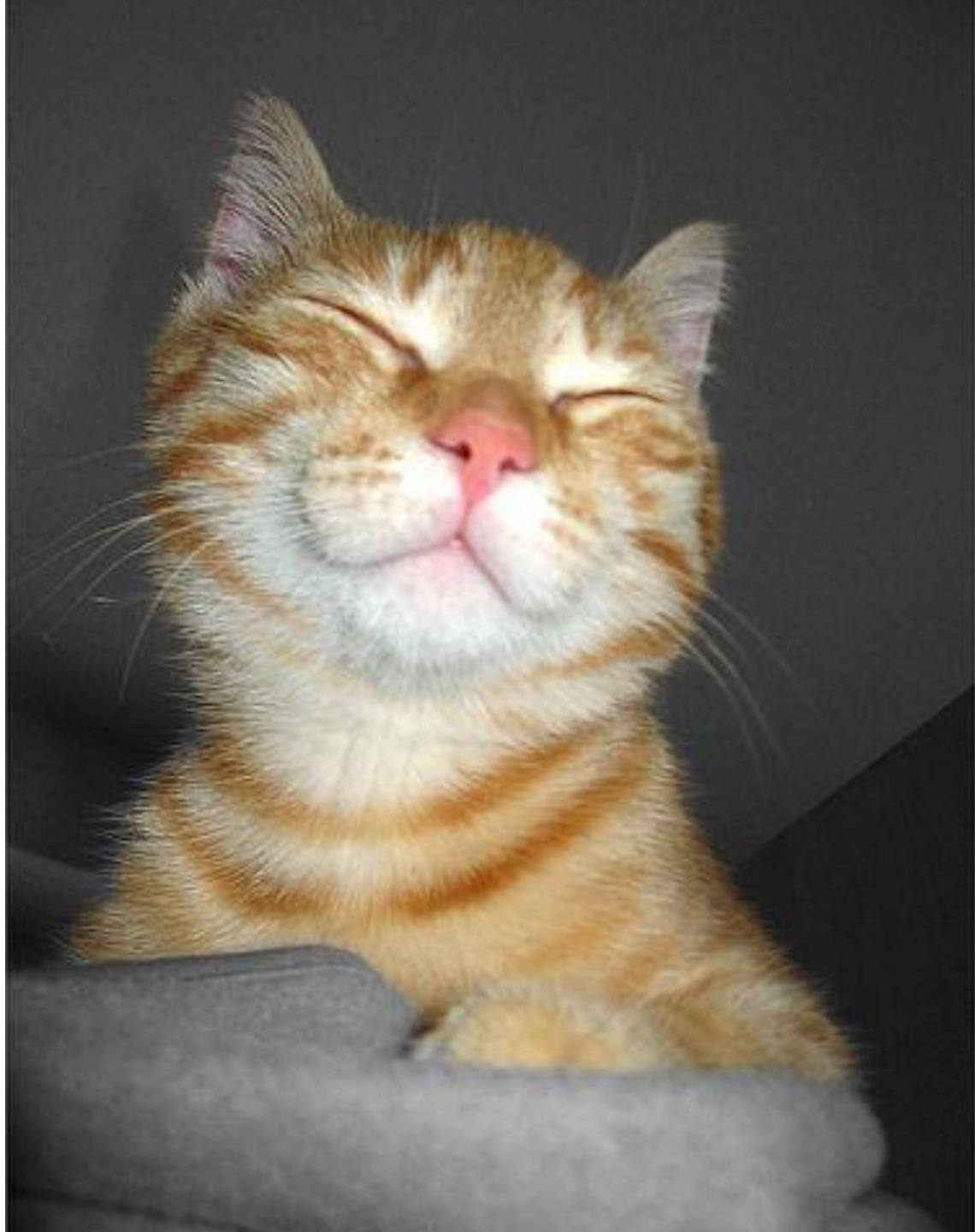
"Waste"

Not easily recycled or
compostable materials
such as textiles; plastic
film; Styrofoam; paint;
electronics; etc.

Big Potential for Increasing Recycling and Composting of MSW



Current Recycling Rate (41%) + Potential Recycling (13%) + Potential Compost (23%)
= Potential Recycling Rate (77%)





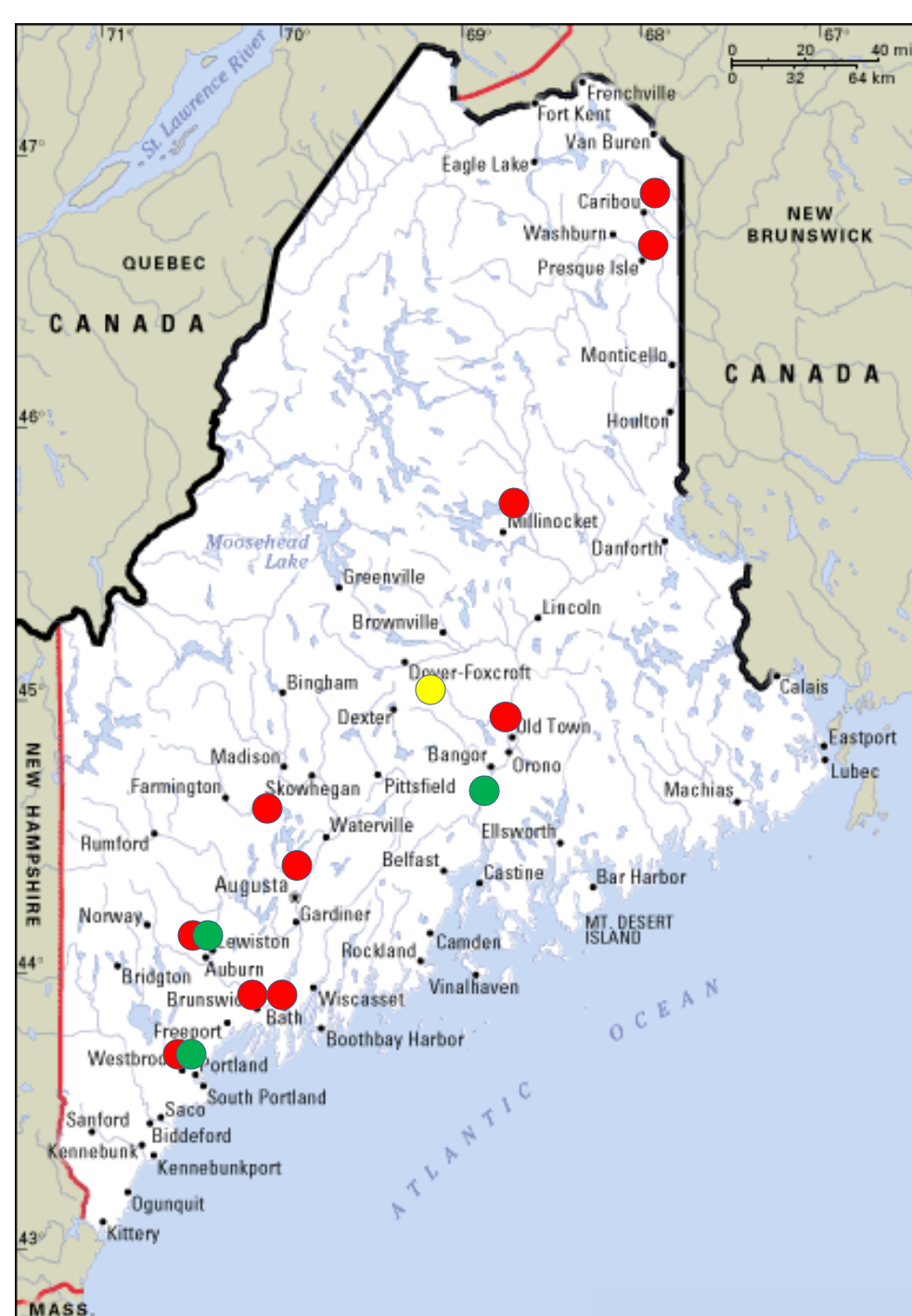
Disposal of “Waste” in Maine

3 WTE Facilities: ●

- MMWAC (Auburn)
- Ecomaine (Portland)
- PERC (Orrington)

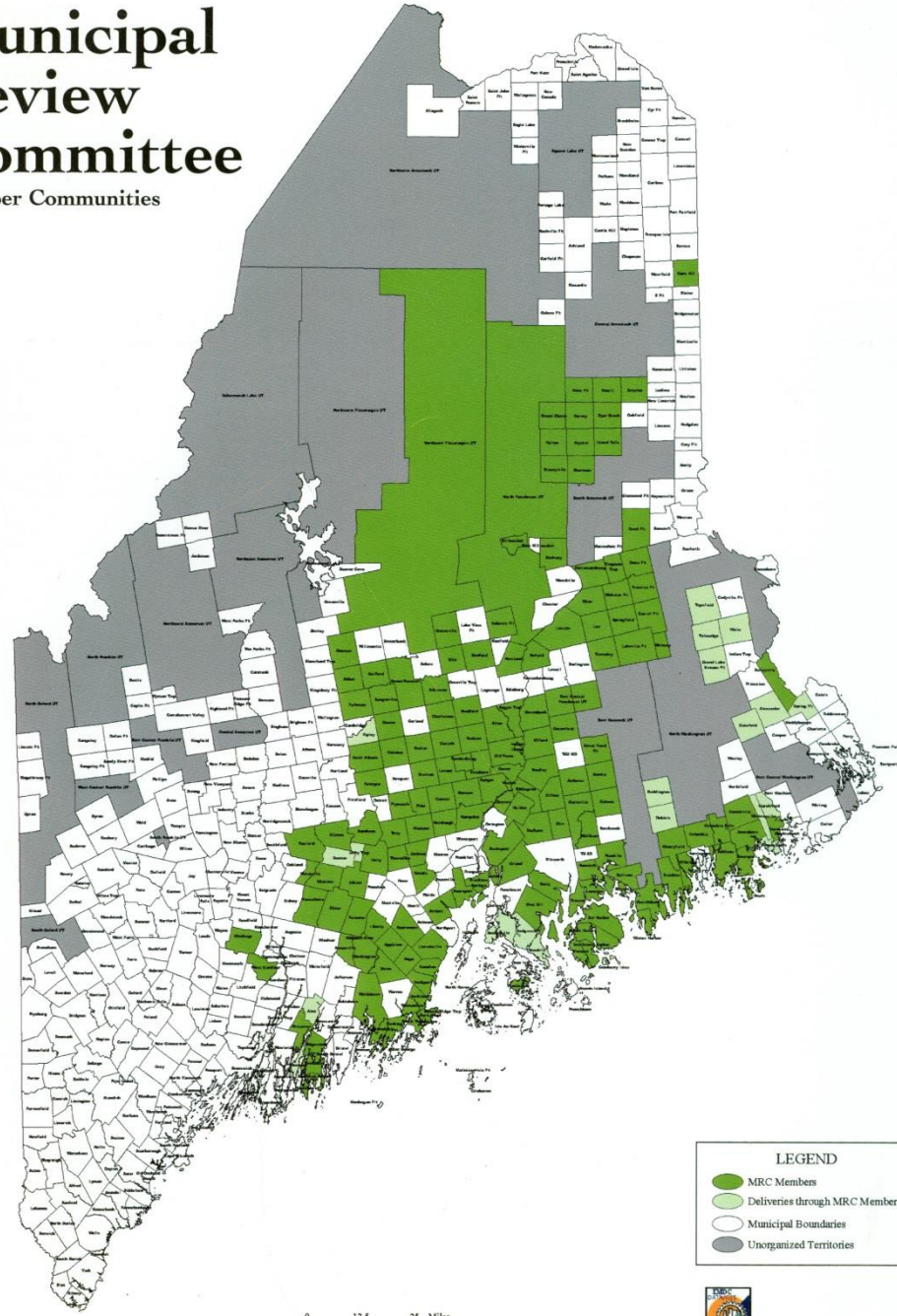
11 Landfills: ●

- 3 State-owned
 - 1 is undeveloped ●
- 7 Municipally Owned
 - 2 of which are WTE ash landfills
- 1 Commercial Landfill



Municipal Review Committee

Member Communities



0 12.5 25 Miles

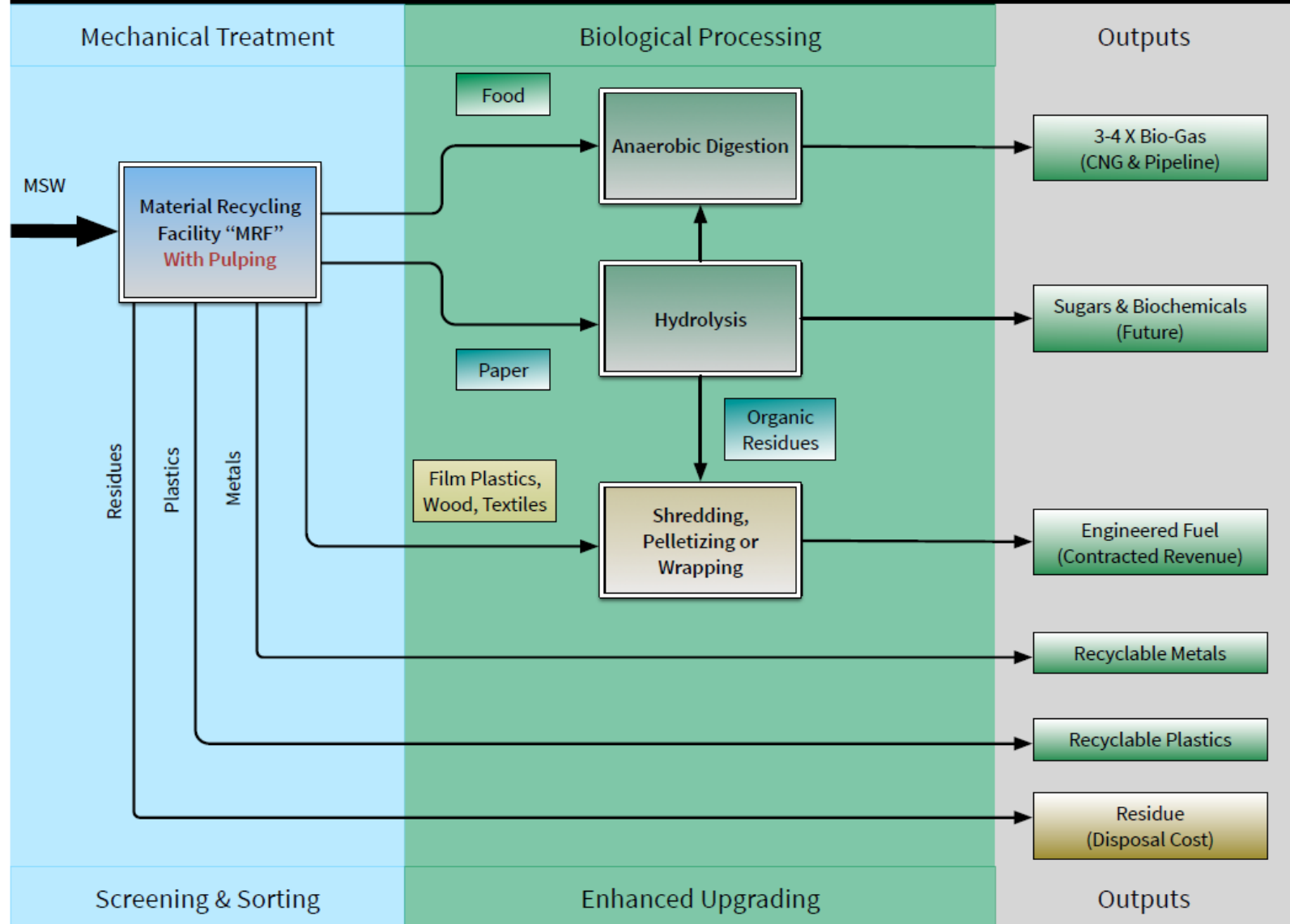
Prepared by Eastern Maine Development Corporation



Sources: MRC and MEGIS
Map revised: December, 2002



Fiberight Process Pathway & Business Model





Quality
• OVER QUANTITY •





VS.

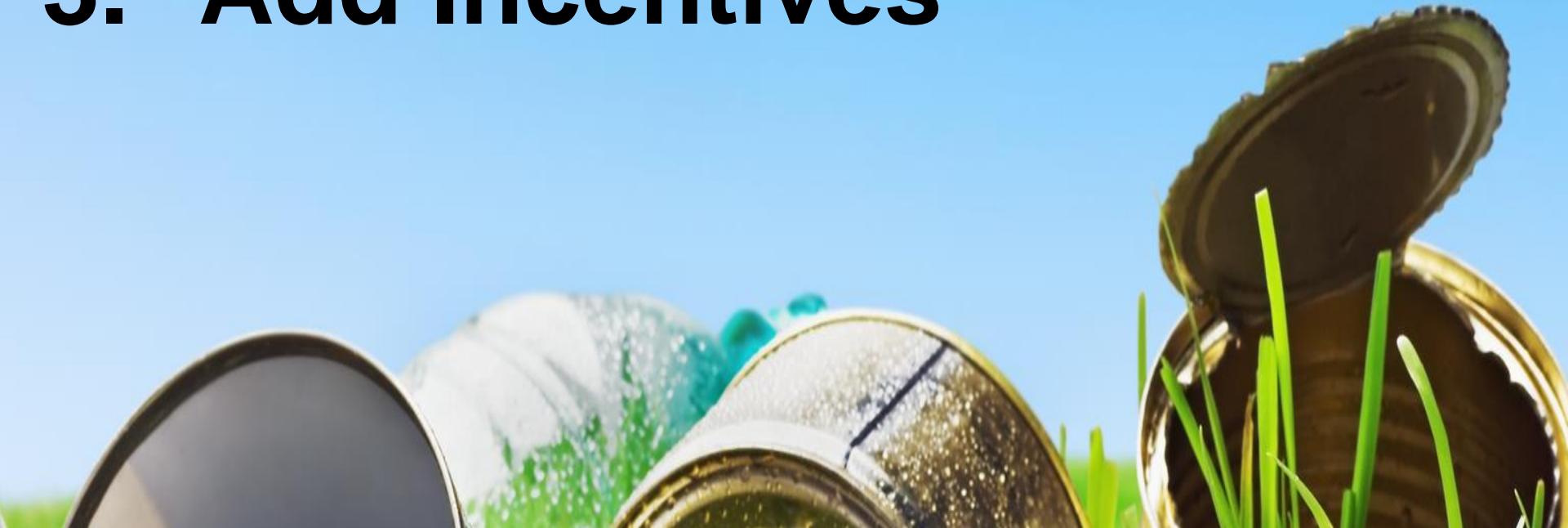




**So, how do we
get people to
reduce, reuse,
and recycle?**

My BIG Three

- 1. Design for Convenience**
- 2. Raise Awareness**
- 3. Add Incentives**



Design for Convenience

- **Improve Transfer station traffic flow**
- **Curbside pick up**
- **Keep things neat and clean**
- **Use pictures and prompts**
- **Offer friendly assistance**
- **Recycling Quick Reference Sheet**



Raise Awareness

- **Make personal contact with people**
- **Lead by example**
- **Involve people who already recycle**
- **Get children involved**
- **Use prompts in public places**



Add Incentives

- **Mandatory or Required Recycling**
- **Pay-As-You-Throw**



Many communities PAYT

137+



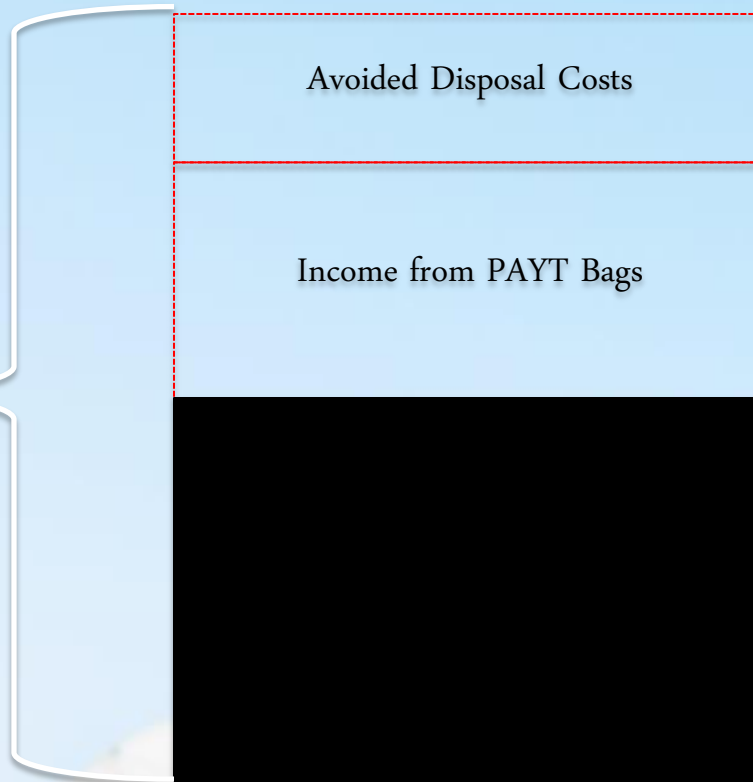
Municipalities like PAYT

- Effectively reduces waste and avoids disposal costs
- New revenue stream to offset waste management costs
- Recycling revenue could increase



Explaining the Savings

**Taxes
needed for
MSW and
Recycling
collection
and
Disposal**



**Taxes
Needed to
Support
MSW and
Recycling
Costs after
PAYT**

PAYT Successes

Town	Year Started	Decrease In MSW	Tax Payer Savings
Bath, ME	2007	60%	\$171,000/yr
Duxbury, MA	2008	50%	\$240,000/yr
Concord, NH	2009	50%	\$528,000/yr
Sandwich, MA	2011	42%	\$120,000/yr
Sanford, ME	2010/2013	42%	\$478,000/yr
Dover, NH	1991	64%	\$322,000/yr
Lancaster, NH	1998	43%	\$95,000/yr
Lyme, NH	2005	50%	\$100,000/yr

People like PAYT



Common Misconceptions

Myth

I'm paying for something that used to be free!

Waste disposal is very expensive and paid for by taxpayers

Myth

I'm paying twice for the same thing!

Bag fees are used to offset the taxes needed for waste disposal.

Myth

People will just dump their trash in the woods to avoid paying!

In general, illegal dumping is no more an issue with PAYT than it was without.

Is your town ready for PAYT?

Recycling
must be
convenient

Must have
committee
with champion

Decision
makers must
be on board



*“We don’t inherit the earth
from our ancestors, we
borrow it from our
children”*





Natural Resources Council of Maine

Protecting the Nature of Maine

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