



VARIABLE RATE CARTS A GOOD IDEA?

Sometimes municipalities will consider the merits of using a variable rate cart system using the following rationale: "If we provide residents a choice of several different-sized carts and charge them based on the size they select (the larger the cart, the higher their fee), then our trash tonnage will drop as residents choose the smaller, cheaper carts." Right?

NOT NECESSARILY.

NOT NECESSARILY A REDUCTION IN TRASH

While it would seem that using a variable rate cart program would incentivize residents to save money by throwing away less (with a smaller, cheaper container), it's not necessarily the case.

- Variable rate carts don't incentivize behavior change; residents who choose smaller carts are typically those who throw away less trash anyway (singles, the elderly, etc.).
- Others, in their efforts to save money, may choose the smaller carts but then overstuff them, creating inefficiencies and overflow trash blowing through the neighborhoods.
- Variable rate carts are not nearly as effective in reducing trash or increasing recycling as WasteZero Trash Metering™, a next-generation pay-as-you-throw (PAYT) program proven to reduce municipal solid waste by an average of 44%.

NOT NECESSARILY AN INCREASE IN REVENUE

One-Size Cart System

With a one-cart system, all residents pay—and the municipality collects—the same monthly fee, regardless of whether residents fill the cart all the way to the top, only a little, or don't use it at all.



Variable Rate Cart System

Municipalities that apply the original monthly fee to the largest variable rate cart may LOSE money the instant anyone chooses a smaller cart.



On the other hand, applying the original monthly fee to the smallest variable rate cart may incent minor reductions, but

- The political process is difficult.
- Overstuffing becomes a problem.
- The results won't justify the costs.



The most efficiencies, trash reduction, and savings result when you combine one-size carts with WasteZero PAYT trash bags.

NOT NECESSARILY EASY TO IMPLEMENT

LAUNCHING A VARIABLE RATE CART SYSTEM IS EXPENSIVE AND TIME CONSUMING.

- **Multiple purchase and distribution costs**
- **Comprehensive customer education**
- **Customer participation.** Customers must determine their "normal" service level/cart size for initial ordering and to establish appropriate billing rates. This can be complex, and changes are frequent.
- **Labor-intensive setup.** Requires additional administrative scheduling and time
- **Necessary additional system.** Requires overflow bags, tags, or stickers for handling occasional "extras" beyond the subscribed service. The municipality must create—and then customers must be educated on—the multi-faceted system.

KEEPING A VARIABLE RATE CART SYSTEM RUNNING EFFECTIVELY IS RESOURCE INTENSIVE AND COSTLY.

- **Storage costs.** Indeterminate numbers of each sized carts need to be inventoried and stored—the more sizes offered, the bigger this challenge becomes.
- **Maintenance.** Parts (lids, wheels, axles) for each size need to be ordered, stored, and financed. The more sizes offered, the more complex all of that becomes. If the municipality chooses to contract out cart maintenance, there is that fee as well.
- **Ongoing coordination (and expense).** Needed as customers change service levels, including all administrative, accounting, delivery, and maintenance efforts.

THE WASTEZERO SOLUTION

ONE-SIZE CARTS + WASTEZERO BAGS

Bypassing the cost and efforts of shifting to a variable rate cart system (with little, if any return on investment) and instead moving directly to adding WasteZero bags to an existing cart program means

- **Immediate reductions in trash**
- **Significant uptick in recycling**
- **Dramatic savings for your municipality**
- **Much more efficient launch and implementation**



About WasteZero

WasteZero is the nation's leading provider of proven and practical waste reduction programs. We partner with municipalities throughout the US to develop innovative programs and services that reduce the amount of waste deposited into landfills and burned in incinerators, increase recycling, and generate savings and revenue. With approximately 850 municipal partners—more than any other company in the US—WasteZero provides best-in-class services that include WasteZero Trash Metering™ programs and Pay-As-You-Throw conversion programs proven to reduce solid waste 44% annually on average.

WasteZero manufactures all of the supplies that support our programs, including customized plastic trash bags made in the US using state-of-the-art technology. The WasteZero Retail Store Distribution Program™ offers trash bag warehousing and inventory management, accounting and booking, and more. WasteZero has offices in Cambridge, MA, Raleigh, NC, and Chicago, IL. For more information, please visit www.wastezero.com or call 800-866-3954.

Find out more at www.wastezero.com