

Case Study

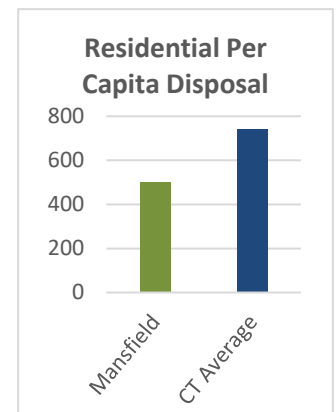
Mansfield's SMART Program

"With unit-based pricing, Mansfield residents have the power of choice. They can choose to reduce their trash costs by composting, preventing waste and actively recycling," according to Derrik Kennedy, Town Manager.

Background

SMART, also known as unit-based pricing (UBP) or Pay as You Throw (PAYT), systems for solid waste aim to encourage waste reduction using financial incentives. Mansfield's SMART program covers single family and multi-family collection and Transfer Station services.

Population:	26,543
Households Served:	5,539
Services Provided:	Weekly single-family curbside collection, multi-family dumpster collection and drop-off at Transfer Station
Program Duration:	October 1990 – Present



Highlights

- Mansfield residents with single-family service generate 500 pounds of trash annually per capita.
- The unit-based fees cover all solid waste costs including the transfer station operations, collection service, hazardous waste facility, school composting, other recycling education programs and staffing.
- The town's overall recycling rate, including transfer station users, multi-family and single family service is 33%.

Overview

- For Mansfield's SMART program, single-family residents subscribe to curbside pick-up for trash disposal and pay a monthly fee: \$16.00 for a 20-gallon container, \$22.75 for a 35-gallon container, \$29.00 for a 64-gallon container, and \$35.75 for a 96-gallon container.
- Multi-family units are charged based on the size of the trash dumpster.
- Trash is also accepted at the Transfer Station at unit-based rates: \$3.50 for a 35-gallon bag, \$7.00 for a 35-gallon can, \$9.00 for a 55-gallon drum, and \$4.50 for half full 55-gallon drum.
- The revenue generated from the program pays for collection costs and the disposal tipping fees charged at the regional trash-to-energy plant.

- In establishing SMART, Mansfield's goal was to incentivize residents to recycle more, generate less trash, and to achieve greater equity by charging those disposing of a large amount of trash more than those disposing of less.

History

- Before implementing SMART, residents arranged their own trash service with one of several waste haulers.
- Mansfield's Solid Waste Advisory Committee made recommendation to the Town Council to adopt unit-based pricing (aka SMART) for solid waste as a cost effective tool to reduce per capita waste. Town Council accepted the recommendation.

Implementation

- The municipality contracts with Willimantic Waste to provide curbside service to residents. Contract for curbside service specifies that the collector must provide different sized containers. Service levels and resident payments are administered through Mansfield's Department of Public Works and Tax Collector.
- Residents may also drop-off trash at the town's Transfer Station for the appropriate unit-based fee.



Mansfield's variable sized carts, 20 gallon trash and 65 gallon recycling

Additional Waste and Recycling Services

- The cost of recycling is imbedded into the trash service fee. To the resident it looks like recycling is free for many recyclables.
- There is a fee for discarding bulky items and appliances at the Transfer Station.
- A swap area is available for second-hand items that are in good working order so they may be reused.
- Household hazardous waste from Mansfield residents is accepted at MidNEROC Chemical Waste Drop-off Center in Willington.

Outcome

- The unit-based fees cover approximately 100% of the solid waste program.
- On average, Mansfield residents produce 480 pounds of trash annually per capita.

Contact Information

Recycling/Refuse Coordinator: (860) 429-3333, waltonvd@mansfieldct.org

Website: <http://www.mansfieldct.gov/trash>