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For Immediate Release:

Kristen Brown

WasteZero

Vice President, Waste Reduction Strategy

843-241-3276

kbrown@wastezero.com

New Windsor's Recycling Rate Skyrockets by 80% after launch of the Fair Trash Reduction (FuTuRe) Pilot Program

Westminster, MD, Monday, January 7, 2019 - In the first month of its Fair Trash Reduction (FuTuRe) pilot program, the town of New Windsor, MD has seen its solid waste decrease by 44%, and at the same time nearly doubled its recycling rate from 21% to 38%. "Although the decision to initiate the pilot was not an easy one for the Council to make—and not popular with some residents—by the results of the first month, I say it was a good decision," stated New Windsor Mayor Neal Roop.

The pilot is the result of work by Carroll County and its waste reduction consultant, WasteZero, who the County hired to develop the FuTuRe program in 2017. The goal was to find practical ways to help extend the life of the Northern Landfill. Reducing the amount of material going in the trash saves money and mitigates risk for the County.

New Windsor launched the pilot on November 6th. Results of the pilot indicate New Windsor has reduced waste as predicted – residents are now generating nearly 50% less trash per capita than residents in other Carroll County municipalities. Expanding the program to the entire County would help decrease the need to ship waste out of state and reduce the requirement for additional regional incineration.

FuTuRe is designed to make residents more conscientious about what they throw away. Scott Graf, Project Specialist for the Carroll County Department of Public Works, said he was pleasantly surprised to see many residents now only put out one bag of trash per week. One way to reduce waste and the need for multiple trash bags is to recycle all that can be recycled. Residents are now recycling so well that the Town has gotten multiple requests for extra recycling bins, according to Gary Dye, New Windsor's Town Manager. Ecology Services, the Town's waste management contractor, is providing additional and larger bins to those who request them.

The County received recommendations from 6 reports over the last 20 years suggesting unit-based pricing to reduce the volume of waste, including a KCI study in 2015. County Commissioners decided to encourage the FuTuRe pilot in order to vet the concept.

The program design eliminates the tip fee to the town of New Windsor which results in an annualized savings of over \$30,000. The disposal fee is then shifted to a bag fee, which gives residents control of their own trash costs. The concept of treating waste like a utility is common in the northeast where disposal costs are high. By becoming a leader and taking a chance on FuTuRe, residents of New Windsor have a chance to change the landscape of disposal for the County and have a meaningful impact on finances and the environment for years to come.

For more information on the FuTuRe waste reduction program, please visit www.newwindsormd.gov.