

INTRODUCING The Town of Ludlow NEW Waste Reduction Program



Q: What is the new Waste Reduction Program all about?

A: The Waste Reduction Program is about decreasing trash, increasing recycling and reducing costs. It provides an incentive to increase waste diversion and recycling, and is a more equitable system for sharing costs. Households that generate more trash will pay more.

Q: Why did the Board of Public Works (BPW) adopt this new Waste Reduction Program?

A: Our current program is expensive. Last year, Ludlow spent 1.2 million dollars to collect and dispose of 6,800 tons of trash. Reducing waste disposal cost is of the utmost importance.

Our tracking data shows that the Town of Ludlow has a curbside recycling rate of about 14% and could be increased. Reducing waste and increasing recycling is cost saving. Recycling is a conservation measure which results in cost savings and promotes a sustainable environment. Costs will continue to rise without a Waste Reduction Program.

Q: How does the new Waste Reduction Program work?

A: With this Waste Reduction Program, the first bag or barrel of trash -maximum weight 40 lbs. (about a 35-gallon trash barrel or bag) will be collected **weekly**. Additional trash can be disposed of in specially marked Town of Ludlow purple bags purchased for a nominal cost. An unlimited amount of single stream recycling will be collected **EACH WEEK** at the curb. With this new Waste Reduction Program, residents only pay for any additional trash they generate in addition to the first bag or barrel. Most residents will be able to fit all of their trash into a 35 gallon **bag or barrel allowed each week**. Most households will experience little or no additional cost from this program. The Town can save money if residents recycle all the materials that are accepted by the Town's recycling program. Free blue bins and "recycling" decals will be available at DPW to help with your recycling.

Q: When will the new Waste Reduction Program begin?

A: Ludlow's new Waste Reduction Program will begin on July 2, 2012. The bags will be available in local retail stores a week or two before the start date.

Q: How will my trash service change?

A: Waste Management will collect your trash and recycling materials. Trash and recycling will both be collected WEEKLY. Trash will be subject to the new Waste Reduction Program guidelines as described above. Unlimited recycling will be collected WEEKLY in the new single stream manner.

Q: What is Single Stream Recycling?

A: Single Stream recycling is a new option available to Western MA communities who contract with the Materials Recycling Facility located in Springfield. The same materials you have been recycling will be accepted. A complete and in depth chart of recyclable items is available on the Town website www.ludlow.ma.us. The BIG difference is that paper, cardboard, bottles and cans can all be placed in the same container. Residents do not need to separate the paper products from the bottles and cans. It is EASY. Recyclables will be collected **every week**. No separation is necessary.

Q: What kind of container should I use for Single Stream Recycling?

A: Singlestream recycling can be placed in blue bins or another container clearly marked "recycle". Free recycling decals are available at the DPW. The full recycling barrel weight should not exceed 40 pounds. Single stream recycling is designed to make recycling easier and more convenient for you and for the hauler.

Q: Will the town still receive revenue from the single stream recycling that will be collected and sent to the Springfield MRF?

A: YES. The Town of Ludlow will receive revenue from the recyclables brought to the Springfield MRF. It is anticipated that the amount of recyclables will increase significantly because of the program changes.

Q: What changes will be made at the Transfer Station?

A: The Ludlow transfer station will remain open 4 days each week. Beginning July 2, 2012, any household trash delivered to the transfer station must be placed in the new Town of Ludlow purple bags. In addition, the BPW will be expanding the transfer station service to include the collection of bulky waste items such as couches, mattresses and carpet for a fee.

Q: Who will enforce the new Waste Reduction Program rules?

A: Waste Management will enforce the Waste Reduction Program and recycling at the curb when they collect trash. Additional trash that is not placed in an official Town of Ludlow purple bag or any improperly prepared recycling will be stickered with a "sorry note" with an explanation and left at the curb.

Q: What will the new bag look like?

A: The new bag will be printed with the Town of Ludlow seal. The bags will be purple 33-gallon size sold in sleeves of 5. Waste Reduction Program instructions will be included as an insert in each packet of bags and will cost \$8.75 per packet of 5 bags (\$1.75/bag). The bags have a drawstring closure and are designed to hold about 30 pounds of waste in the 33-gallon bag.

Q: Do other cities and towns in Massachusetts have Waste Reduction Programs?

A: Yes! Currently, there are about 135 municipalities in Massachusetts with waste reduction programs similar to ours. In our region, about 46 towns have a financial incentive-based waste reduction program including Hampden, Northampton, Wilbraham, Amherst, Greenfield, South Hadley, Longmeadow, East Longmeadow and Shutesbury.

Q: Will there be an increase in illegal dumping?

A: Statistics from towns all over the country do not show an increase in illegal dumping by adopting a financial incentive-type waste reduction program.

Q: Where and when can I purchase the official Town of Ludlow purple trash bags?

A: The bags will be sold at about 7 local retail locations and will be available by mid-June 2012. The list of participating stores is available on the Town website at www.Ludlow.ma.us. The bags will come in packets of 5 bags. They will cost \$1.75 per bag or \$8.75 per packet. There is no store markup or tax collected on the bags.

Q: What do I do with large, bulk items?

A: The Ludlow Transfer Station will accept bulk waste such as scrap metal, appliances with or without Freon, fluorescent light bulbs, electronics, TV's & computer monitors. The Transfer Station will now also accept furniture, carpets and mattresses. Fees apply for most of these items. A complete list of approved bulky items and disposal costs can be found on the Town's website at www.Ludlow.ma.us. Residents may also contact Waste Management to schedule collection of bulky items. Fees will apply and shall be paid directly to Waste Management by the resident (1-800-972-4545).

Q: Where can I get more information on the program?

A: If you have questions about Ludlow's new Waste Reduction Program, call the Department of Public Works (DPW) at 413-583-5625 or visit the Town's web site at www.Ludlow.ma.us

Reduce-Reuse-Recycle