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# MUNICIPAL MEASUREMENT PROGRAM

## MMP

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# Agenda



1. Why are we creating the MMP?
2. Feedback from users & stakeholders
3. MMP walk through
4. Launch timeline



## Re-TRAC Connect >>

A webbased software solution used by public agencies to collect and analyze solid waste and recycling data since 2004.



## Mandatory & Voluntary Reporting in Re -TRAC

- Haulers
- DisposalFacilities
- Processors
- Businesses
- Institutions
- **Municipalities**

# Background





## Industry Priorities

- Improved measurement
- Standardization
- Increased support for local government programs
- Collaboration



## The Municipal Measurement Program

**For Municipalities** - A web-based service providing standardized program assessments and information management tools.

Municipalities complete a Program Assessment Survey

- Program performance reports
- Benchmarking reports
- Recommendations



## The Municipal Measurement Program

**For Stakeholders** - a central database of municipal program information will be created.

- Counties/solid waste districts
- State governments
- State & national recycling organizations
- National trade organizations
- Others



# Feedback



## Stakeholder Organizations

Feedback received from 25 industry organizations

- Lots of great ideas, questions and comments
- Challenges (e.g. data quality)
- Significant support
- Identified a lot of potential beta municipalities
- Interest in staying involved



## Municipalities

137 municipalities & counties filled out survey (199 total resp.)

- Significant support
- Great feedback on useful reports
- See a need for standardization
- Benchmarking a priority
- Want to support the development of the MMP
- *Over 100 of the survey respondents offered to be ~~testers~~ beta testers*



## Municipalities

What would help motivate you to complete assessment form?

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> 94%

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- Program performance & benchmarking reports
- Access to data management tools
- Sharing data with residents
- Help develop a national database

# MMP Walk Through



# Municipalities

How It Works



## Program Assessment Form



## Program Assessment Form

Community Overview 

### ABOUT YOUR MUNICIPALITY

What is your municipal classification? \*

- Urban
- Suburb (within commuting distance of a city)
- Suburb (as part of a city)
- Rural

What is the population of your municipality? \*

30,000

How many Single Family households are in your municipality? \*

1,500

How does your municipality define Multi Family "households"? \*

- 2 or more units
- 3 or more units
- 4 or more units
- 5 or more units
- Other



## Program Assessment Form

Community Overview

Residential programs 

### ABOUT YOUR RESIDENTIAL SINGLE FAMILY CURBSIDE RECYCLING

What year was the curbside recycling program initially implemented in your municipality? \*

How many Single Family households are served by your curbside recycling program? \*

What type of curbside recycling collection do you offer residents? \*

- Single stream
- Single stream (with glass separated)
- Dual stream (with fiber and containers collected separately)
- Curbsort
- Other

Who provides curbside recycling collection services for your municipality? (select all that apply) \*

- City collection with Public Hauler
- Private Hauler(s) with a Municipal Contract
- Open Market
- Other





## Program Assessment Form

Community Overview

Residential programs

Materials collected ➤

Are the following types of PAPER accepted in your municipality's curbside recycling collection program?	
PAPER TYPES	YES
Books *	<input type="radio"/>
Boxboard / Paperboard *	<input checked="" type="radio"/>
Cardboard *	<input checked="" type="radio"/>
Cartons / Aseptic Containers / Drink Boxes *	<input checked="" type="radio"/>
Catalogs *	<input checked="" type="radio"/>
Magazines *	<input checked="" type="radio"/>
Newspaper *	<input checked="" type="radio"/>
Paper *	<input checked="" type="radio"/>
Telephone Directories / Phone Books *	<input type="radio"/>

Are the following types of PLASTICS accepted in your municipality's curbside recycling collection program?	
PLASTIC TYPES	YES
Foam Shapes & Food Service Containers *	<input type="radio"/>
Plastic #1 - PET *	<input checked="" type="radio"/>
Plastic #2 - HDPE *	<input checked="" type="radio"/>
Plastic #5 - PP *	<input type="radio"/>



## Program Assessment Form

Community Overview

Residential programs

Materials collected

Tonnage data 

### TONNAGE INFORMATION

Provide tonnage collected for each of your municipal programs in 2017 to generate your municipality's Divers

#### RESIDENTIAL SINGLE FAMILY CURBSIDE RECYCLING TONNAGE

Do you have tonnage data available for the curbside recycling program from 2017? \*

- Yes, I can provide total annual tonnage
- Yes, I can provide annual tonnage broken out by material category
- No, I don't have tonnage data for this Program

Provide the total amount of Single Family Curbside Recycling collected in 2017

PROGRAM	AMOUNT COLLECTED *	UNITS *
Single Family Curbside Recycling	3,000.00	Tons

#### RESIDENTIAL MULTI FAMILY RECYCLING TONNAGE

Do you have tonnage data available for the Multi Family Recycling program from 2017? \*

- Yes, I can provide total annual tons
- No, Multi Family tonnage data is included in Residential Curbside Recycling total
- No, I don't have tonnage data for this Program

Provide the total amount of Multi Family Recycling collected in 2017

PROGRAM	AMOUNT COLLECTED *	UNITS *
Multi Family Recycling	1,000.00	Tons



## Program Assessment Form

Community Overview

Residential programs

Materials collected

Tonnage data

Education & outreach 

### ABOUT YOUR EDUCATION AND OUTREACH ACTIVITIES

What is the annual recycling outreach budget for your municipality? \*

\$

How many FTE staff does your municipality employ for outreach/education? \*

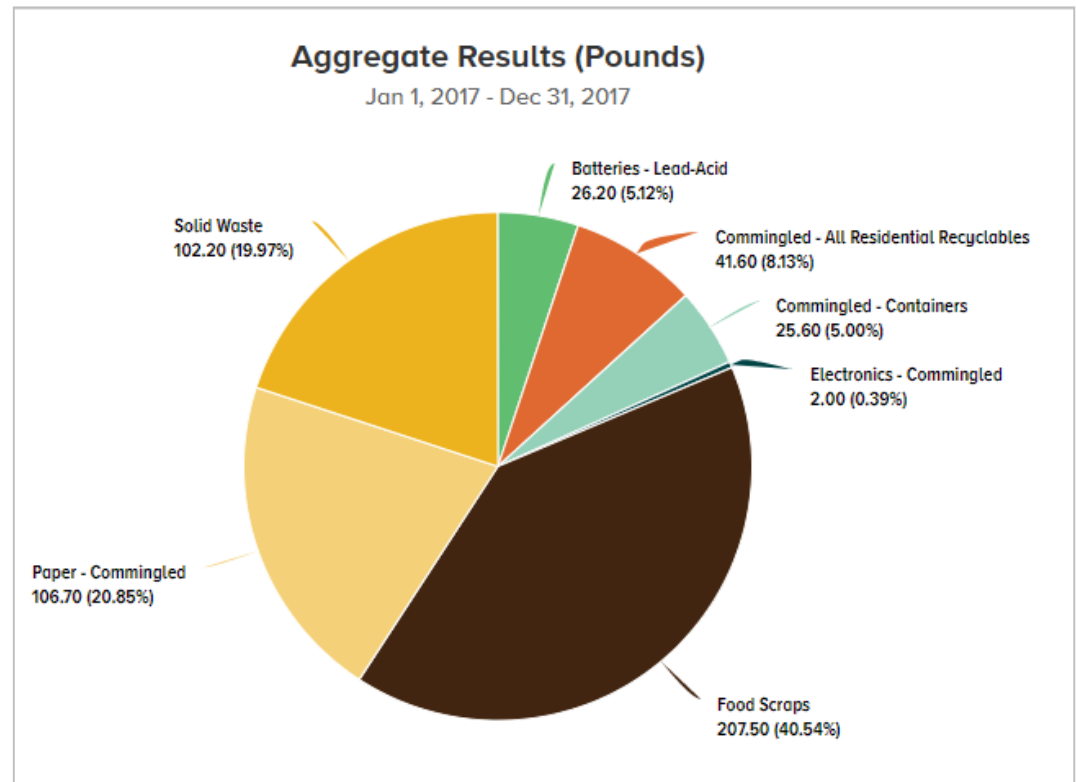
How often does your municipality engage in the following Education/Outreach activities?

EDUCATION / OUTREACH ACTIVITIES	ONE-TIME ONLY	WEEKLY	MONTHLY	ANNUALLY	ONLY IF THERE IS A CHANGE
Billboard *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brochures *	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus Ads - Exterior *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus Ads - Interior *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calendar *	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Mail *	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Magnets *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neighborhood volunteer outreach *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Newsletter *	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspaper Ads *	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-the-bin Educational	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Program Assessment Form

Program summaries 

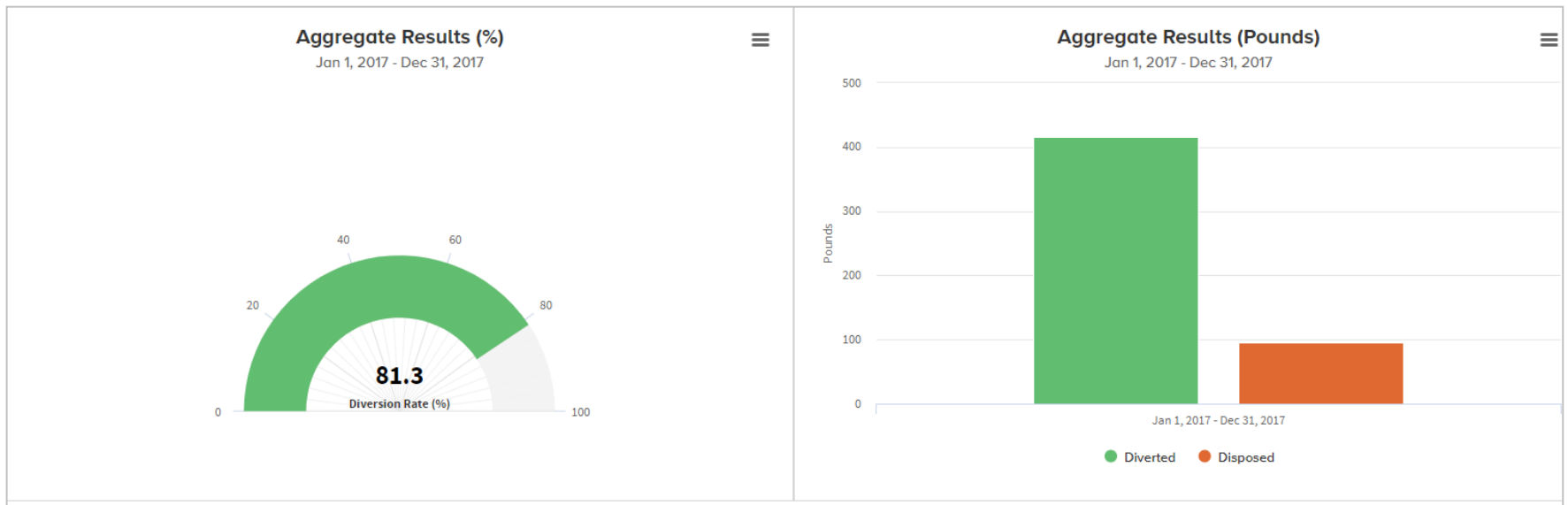




## Program Assessment Form

Program summaries

Diversion rates ▼



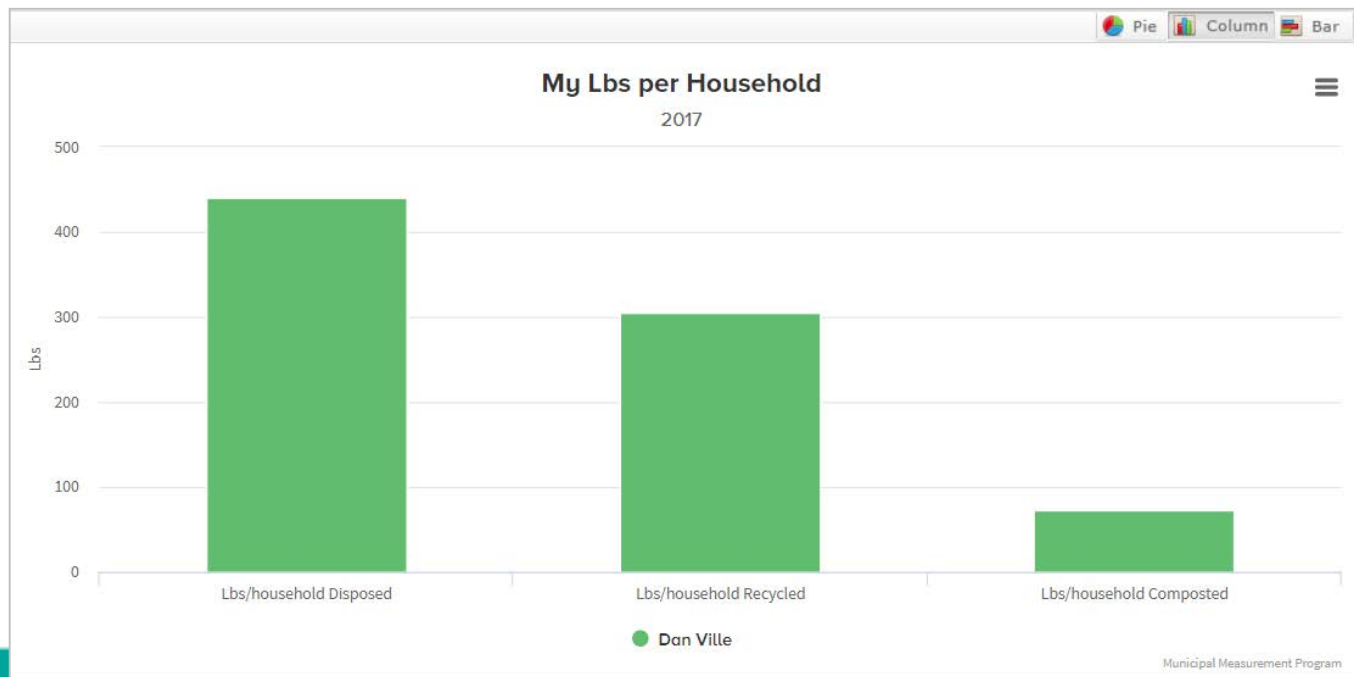


## Program Assessment Form

Program summaries

Diversion rates

Per household analysis ▼





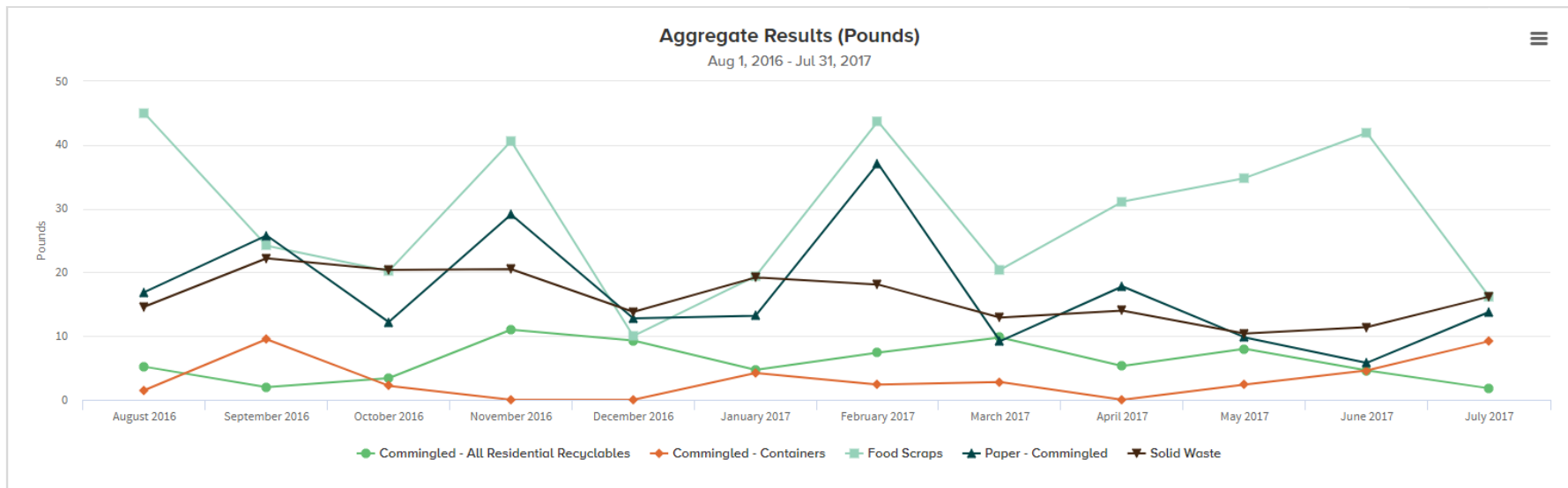
## Program Assessment Form

Program summaries

Diversion rates

Per household analysis

Trend reports ▼





## Program Assessment Form

Program summaries

Diversion rates

Per household analysis

Trend reports

Economic benefit reports 

RECYCLING (TONS)	ESTIMATED MATERIAL VALUE (\$100/TON FOR RECYCLABLES)	ESTIMATED JOB CREATION IMPACT (1.57 JOBS PER 1000 TONS OF MATERIAL RECYCLED) [1]
168,517.3*	\$16,851,731.00	264.6
168,517.3	\$16,851,731.00	264.6





## Program Assessment Form

Program summaries

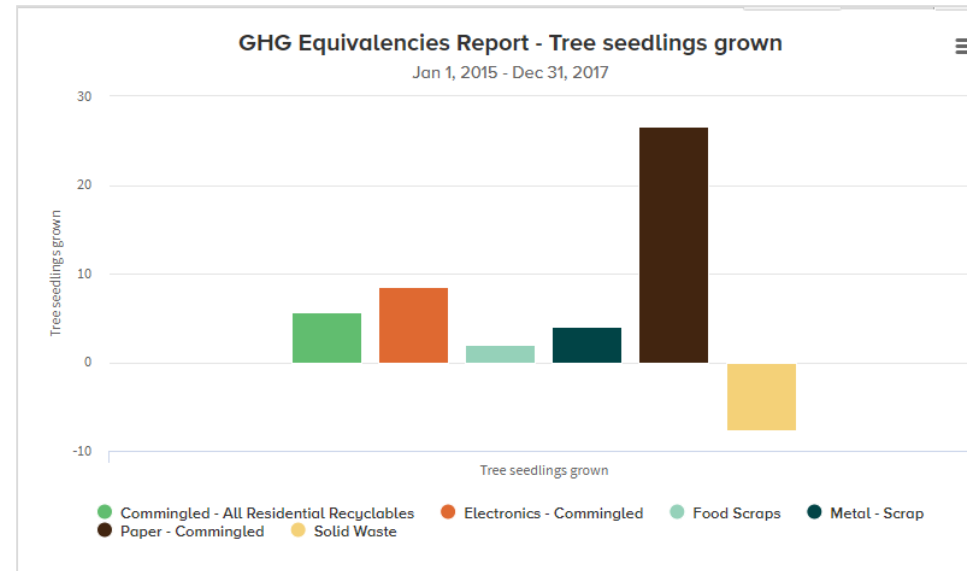
Diversion rates

Per household analysis

Trend reports

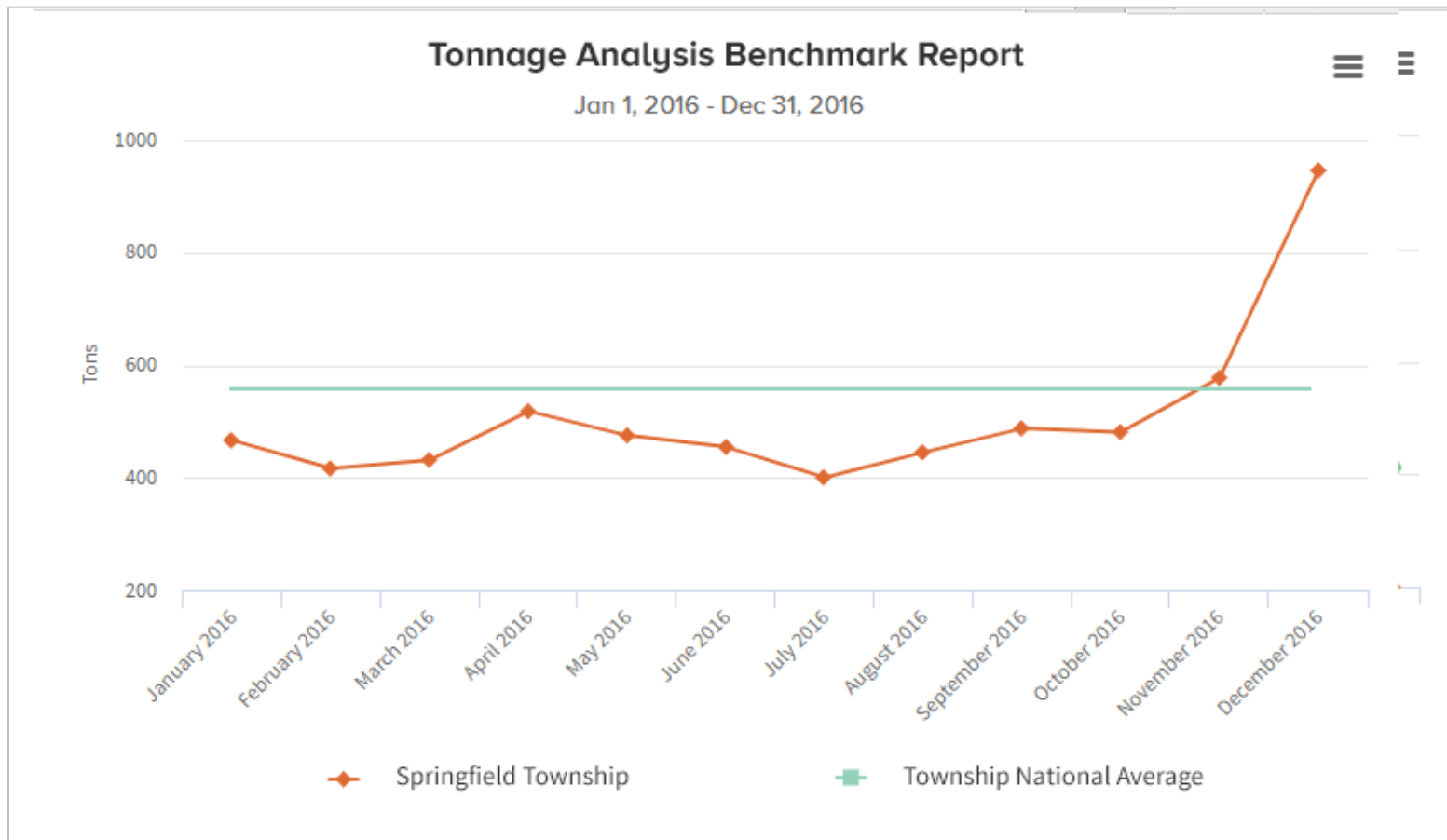
Economic benefit reports

Environmental benefit reports 





## Benchmarking Reports





# Municipalities

## How It Works



## Recommendations



# Municipalities

## How It Works



## Recommendations

Work with industry groups

- Commodity-specific ➤







## Publish Information on RecycleSearch

Program information ➤

The screenshot shows the RecycleSearch interface for the Johnson County Recycling District - Greenwood. At the top, the RecycleSearch logo is on the left, and the location "Indianapolis, IN, USA" with a "Change Location" link is on the right. The main heading is "JOHNSON COUNTY RECYCLING DISTRICT - GREENWOOD". Below this, the address "2425 South Emerson Avenue, Greenwood, IN 46143, USA" is listed, along with a "Visit our website" link and a phone number "317-738-2546". A "Hours of Operation" box indicates "Open 24/7". To the right is a Google Map showing the location with a red pin, and a "Get Directions" button below it. At the bottom, there is a section titled "Materials Collected" with a list of items, though the list itself is partially obscured.

RecycleSearch Indianapolis, IN, USA  
Change Location

### JOHNSON COUNTY RECYCLING DISTRICT - GREENWOOD

2425 South Emerson Avenue,  
Greenwood, IN 46143, USA

Visit our website

317-738-2546

Hours of Operation  
Open 24/7

Get Directions

Please place cardboard and paper products into the designated paper recycling bin(s) unless full. All recyclables can be placed into the mixed recycling bin(s).

Please call the Johnson County Recycling District's main office with questions or to report contamination.

### Materials Collected



# Municipalities

## How It Works



## Publish Information on RecycleSearch

Program information

Drop-off locations ➔

The screenshot displays the RecycleSearch website interface. At the top, the RecycleSearch logo and tagline 'Connect with the recycling community' are visible. The current location is set to 'Winnipeg MB, Canada', with a 'Change location' link. The search is for 'CITY OF SPRINGFIELD RECYCLING DIRECTORY' in 'Springfield', with a search term of 'mattress'. The results section shows two listings: 'Valley Recycling' and 'The Wish Project'. Each listing includes the address, contact information, and buttons for 'Visit Profile', 'Map It', and 'Expand Listing'. A map on the right shows the location of the listings in the Springfield area, with a total of 82 results and a pagination bar showing 1, 2, 3, 4, 5, and Next.

**RecycleSearch**  
Connect with the recycling community

Winnipeg MB, Canada  
Change location

**CITY OF SPRINGFIELD RECYCLING DIRECTORY**  
Springfield

Q mattress Search

**RESULTS** Total: 82 1 2 3 4 5 Next

**Valley Recycling**  
This Transfer Station is 2055 km from you

- 234 Easthampton Road, Northampton, MA 01060, USA
- Email us
- Visit our website
- 413-587-4279

Visit Profile Map It Expand Listing +

**The Wish Project**  
This Drop Off Location is 2125 km from you

- 1A Foundry Street, Lowell, MA 01852, USA
- Email us
- Visit our website
- 978-441-9474

Visit Profile Map It Expand Listing +



## Database of Municipal Program Information

- Search on program characteristics
- Municipality-specific queries
- Benchmarking using aggregated data
- Commodity-specific queries
- Local, regional, and national searches
- Etc., etc., etc.



# Exciting New Tool!



FREE service municipalities use to measure and improve programs.



Create a central platform to efficiently collect and share municipal program information.



Provide stakeholders an efficient, cost-effective way to deliver content, tools, and resources.

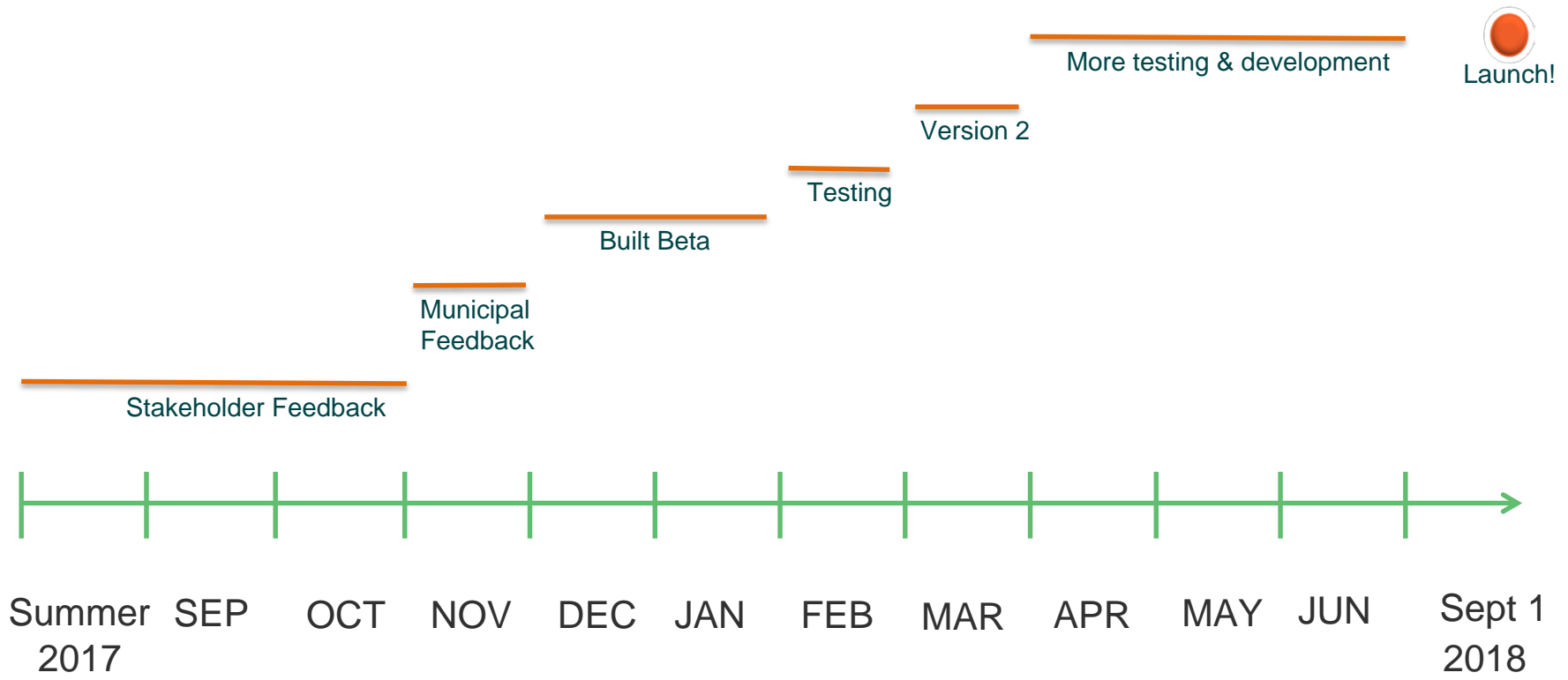


Harmonize and standardize measurement & terminology.



Reduce duplication of effort (saving time and money).

# Timelines & Next Steps



# Thank you!

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