Introducing the
MUNICIPAL MEASUREMENT PROGRAM

Efficiently Measure Municipal Program Performance In Your State

Presented by:

Re-TRAC CONNECT
1. What is the Municipal Measurement Program (MMP)?

2. Introducing a local government reporting solution for states
   • How it works
   • Measuring program performance
   • The Recycling Partnership’s Grant

3. How it works for municipalities
   • Surveys
   • Data verification
   • Reports
What Is The MMP?

- Municipalities join and complete the program assessment surveys.
- Municipalities access program performance, benchmarking, and recommendations reports.
- Survey data is reviewed and added to the MMP’s national database.
- State & county government agencies access the MMP database to review data and analyze performance in their jurisdiction.
- National database becomes available to organizations that have an interest in improving waste & recycling in the U.S. and Canada.
MMP Vision

Standardize Measurement

Efficient Access to Program Information

Help Improve Recycling Systems
What’s In It For Municipalities?

• Participation is easy & free
• Standardized program assessment surveys
• Sophisticated program performance reports
• Benchmarking
• Program recommendations
• Centralized data to easily monitor year-over-year performance
What’s In It For State Agencies?

• Standardized database of municipal program information
• Efficient access to your municipal program data
• Leverage collaborative promotional activities
• Increased data accuracy from 3rd party data verification
• Value-added measurement tools for your municipalities
• Turnkey reporting solution
What’s In It For NEWMOA?

• Facilitates statewide performance comparisons
• Regional data aggregation and analysis
• Supports interstate coordination to overcome common issues
• Opportunity to help improve/expand the MMP over time
How It Works
For Municipalities
Joining The MMP

Who can join?
All municipalities in the United States and Canada are encouraged to join – it’s free!
Joining The MMP

Simple application

• Specifically for municipalities

• Authority to represent their municipality

• Prevents duplicates
Joining The MMP

Approval

• Confirmation email

Hello Josh Reid,

Congratulations! Your application to participate in the Municipal Measurement Program (MMP) has been approved. A Re-TRAC Connect account has been automatically created for City of Springfield, using josh@springfield.com.

To get started, you must first set the password for your account. Once you enter your email, you will be sent a link to set your password and be automatically logged into Re-TRAC Connect.

If you have any questions about the Municipal Measurement Program’s participation requirements, please email mmp@re-trac.com. Inquiries will be answered within two business days.

Thank you,
MMP Team
Surveys: About Your Municipality

Two key questions in this survey:

1. **Does your municipality provide curbside collection services to residents?**

2. **Does your municipality operate drop-off location(s) where residents can dispose of materials?**
Residential Curbside Program Assessment

- Six sections
Surveys: Curbside Program Assessment

Page 1
About curbside collection in your municipality

Page 2
Residential solid waste collection program

Page 3
Residential single-family curbside recycling program

Page 4
Residential multi-family recycling program

Page 5
Residential organics collection program

Page 6
About the person completing the survey
Surveys: Drop-Off Program Assessment

This survey collects information about the drop-off locations that are operated by the municipality.
Reports For Municipalities

Program Summary

Economic Benefits of Recycling

Program Recommendations

Curbside Diversion Rate

Drop-Off Diversion Rate

Lbs Per Household

Lbs Per Household Benchmark
Annual Curbside Diversion Rate Report

Diversion Rate (%)
City of Springfield - 2018

58.83

Annual Diversion
2018

Total Tons Diverted
Total Tons Disposed
Total Pounds Per Household Report

![Bar Chart]

- Lbs/Household Recycled
- Lbs/Household Disposed
- Lbs/Household Composted

City of Springfield

YEAR: 2018
Economic Benefits of Recycling Report

- Estimated Job Creation Impact: 2
  1.57 jobs per 1000 tons of material recycled

- Estimated Wages Attributable: $106,442
  $76,030 per 1000 tons of material recycled

- Estimated Tax Revenue Attributable: $19,741
  $14,101 per 1000 tons of material recycled
You responded "No" to the question "Does your municipality engage in any curbside contamination control activities?".

Ensuring the highest material quality is important for the long term health of community recycling programs and the MRFs that serve them. For tips on effectively addressing material quality, see the Recycling Partnership’s contamination tool kit.
Municipal Participation To Date

MMP launched January, 2019

Over 100 municipalities already participating
Municipalities In NEWMOA States

- 21 municipalities already participating
- 5 of 8 NEWMOA states have at least one municipality participating
Government Data Management Plan
How It Works

Access MMP Data
Review and manage data collected via the program assessment surveys.

Measure Performance
Generate reports to measure program performance.

Engage Community
Discover opportunities to support the municipalities in your jurisdiction.
How It Works
How It Works

**MONITOR**
Keep an eye on municipal reporting progress.

**MANAGE**
Review survey responses and make adjustments as needed.

**MOTIVATE**
Get your municipalities excited about the MMP by promoting the benefits of participation.
Powerful Analytics

Economic Benefits of Recycling

Tonnage Analysis

Recommendations Summary

Lbs Per Household

Average Lbs Per Household Benchmark

Drop-off Analysis

Curbside Diversion Rate

Drop-Off Diversion Rate

Tonnage Analysis

Economic Benefits of Recycling
Powerful Analytics

Curbside Program Tonnage Analytics

Annual Tonnage by Residential Curbside Programs Analysis

2018

- Single-family curbside recycling
- Municipal Solid Waste
- Multi-family recycling
- Organics

Minimum Value  Median Value  Average Value  Maximum Value
Powerful Analytics

Drop-off Program Analytics

Staffed vs Unstaffed Drop-Off sites

- # of Unstaffed Drop-off sites: 24.00 (75.00%)
- # of Staffed Drop-off sites: 8.00 (25.00%)
Powerful Analytics

Diversion Rate Reports

Annual Residential Curbside Diversion Rate Analysis (%)
2018

- Minimum Value
- Median Value
- Average Value
- Maximum Value
State Measurement Program
State Measurement Program

Residential curbside MSW tonnage → Disposal for state

Residential curbside recycling tons → Detailed recycling tonnages

Tipping fee per ton for MSW → Average $/Ton Tipping Fee Gate Charges
Annual subscription price is $4,999
Apply For The Grant

GDMP Grant

- Only available to state government agencies
- Covers the first year of the annual subscription
- At least 3 states will win grants

Grant RFP Now Open for State Municipal Measurement Program Subscriptions

Emerge Knowledge and The Recycling Partnership have teamed up to launch the Municipal Measurement Program (MMP), a data reporting and tracking platform that delivers powerful metrics for municipal recycling programs.

The MMP can help states establish a standardized basis for measuring the performance of all municipal programs and it includes feedback and links to tools that can help improve that performance. In the MMP system, a municipality enters base data on their...
Collaborative Platform
Data Quality

Collaborative Data Review & Verification

• Multiple organizations with an interest in accessing the information will help ensure the data is as accurate and up-to-date as possible.

• The Recycling Partnership will play a direct role in making sure that the data is verified.
Recycling Partnership staff will:

- Review submitted survey responses and check numeric data.
- Contact municipalities when numerical responses need further clarification.
- “Sign off” on survey responses by marking them as “Verified”.
- Coordinate data verification with State and Regional agencies using the MMP for official reporting.
Collaborative Promotion

Multiple organizations with an interest in accessing the information will help promote the MMP.

- State agencies (may require participation)
- County agencies & Solid Waste Districts
- National trade associations
- The EPA
- Recycling Partnership
- Other (SROs, trade journals, etc)
Apply For The Grant

APPLICATION DEADLINE:
May 24, 2019

AWARDEES ANNOUNCED:
May 31, 2019

APPLY TODAY:
Questions