

# Introducing the MUNICIPAL MEASUREMENT PROGRAM

# Efficiently Measure Municipal Program Performance In Your State

Presented by:



## What We'll Cover Today



#### 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



# MUNICIPAL MEASUREMENT PROGRAM

DELIVERED BY THE RECYCLING PARTNERSHIP AND RE-TRAC CONNECT

## 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 3<sup>rd</sup> 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



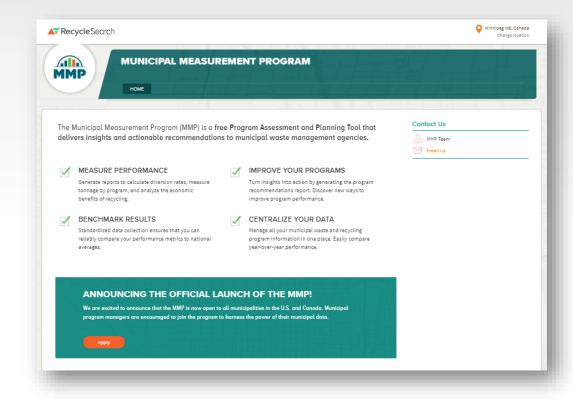
# How It Works For Municipalities

# Joining The MMP



# Who can join?

All municipalities in the United States and Canada are encouraged to join – it's free!

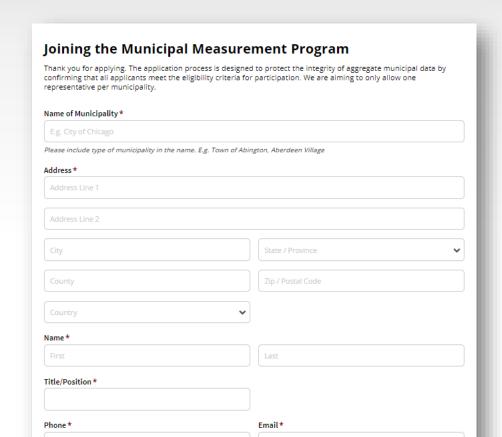


# **Joining The MMP**



# 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.

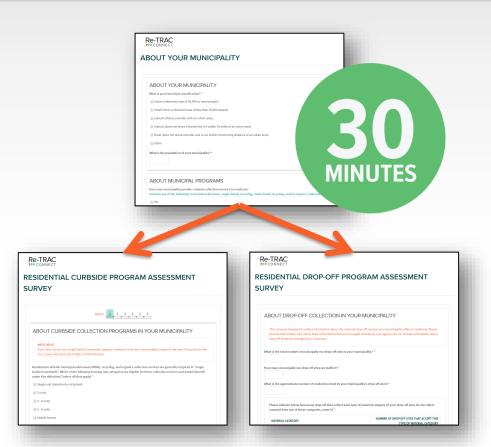
If you have any questions about the Municipal Measurement Program's participation requirements, please email <a href="mailto:mmp@re-trac.com">mmp@re-trac.com</a>. Inquiries will be answered within two business days.

Thank you, MMP Team



# **Completing The Surveys**



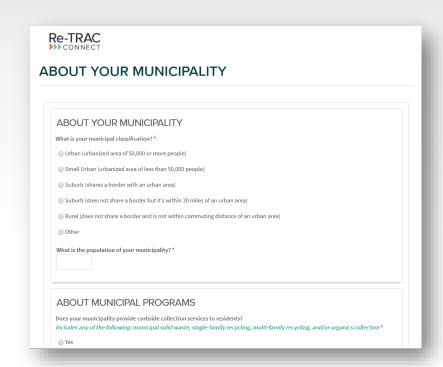


# **Surveys: About Your Municipality**



#### 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?

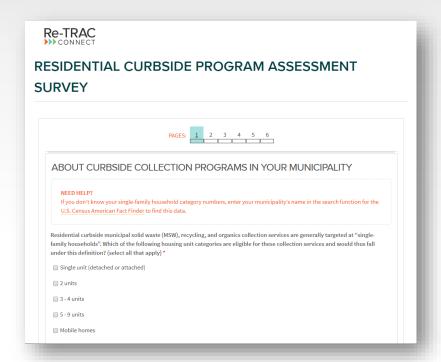


# **Surveys: Curbside Program Assessment**



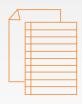
# Residential Curbside Program Assessment

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



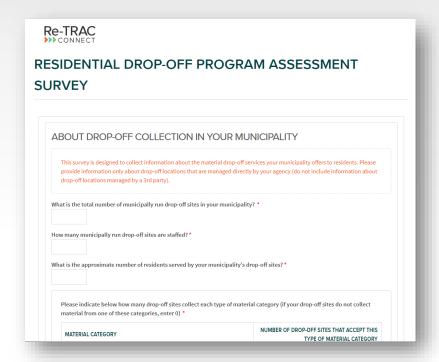
#### Page 6

About the **person completing the survey** 

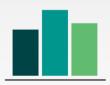
# **Surveys: Drop-Off Program Assessment**



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







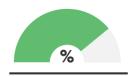
**Program Summary** 



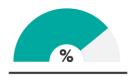
**Economic Benefits** of Recycling



Program Recommendations



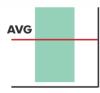
Curbside
Diversion Rate



Drop-Off
Diversion Rate



Lbs Per Household

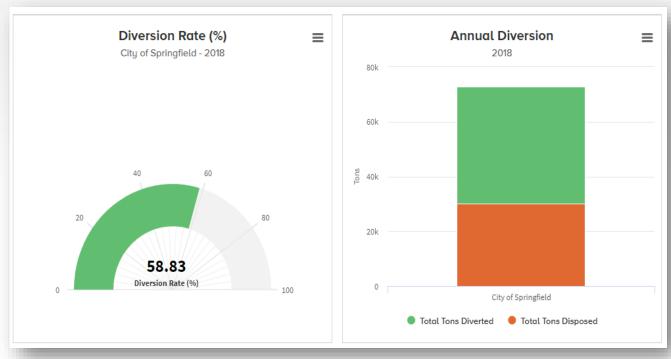


Lbs Per Household Benchmark



# **Annual Curbside Diversion Rate Report**

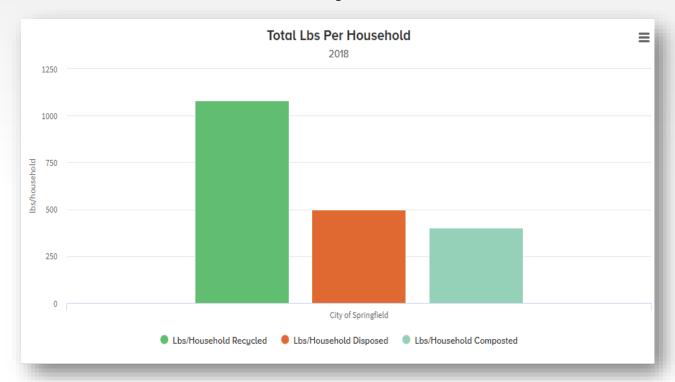






## **Total Pounds Per Household Report**





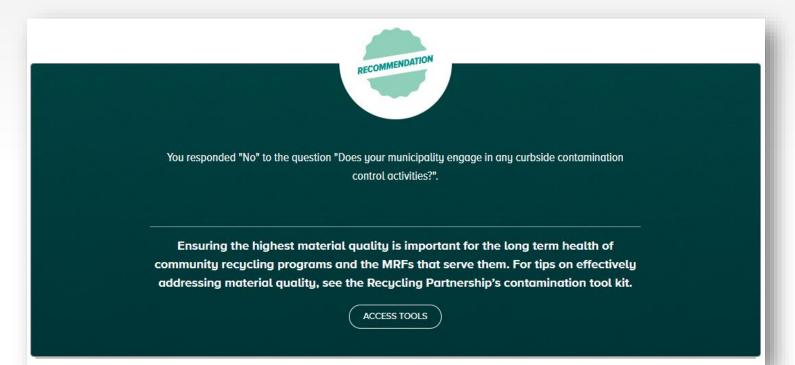


# **Economic Benefits of Recycling Report**





# **Recommendations Report**

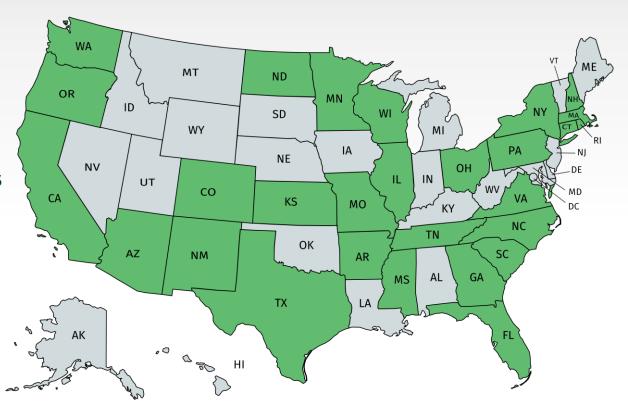


# **Municipal Participation To Date**



MMP launched January, 2019

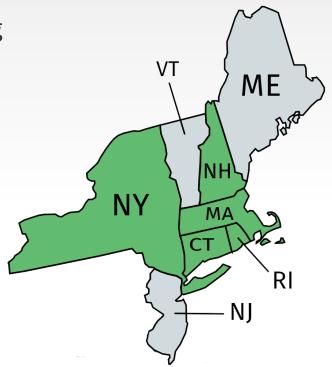
Over 100 municipalities already participating



# **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.

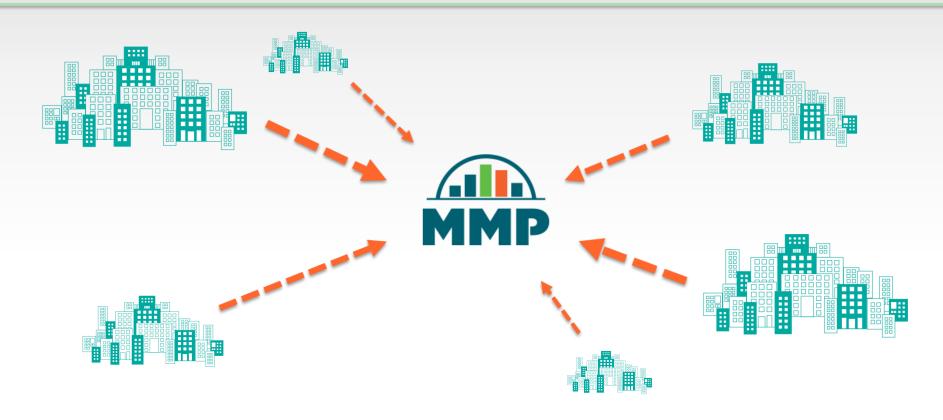


#### **Engage Community**

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.

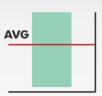
#### **MOTIVATE**

Get your municipalities excited about the MMP by promoting the benefits of participation.





Lbs Per Household



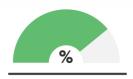
Average Lbs Per Household Benchmark



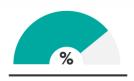
Drop-off Analysis



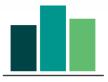
Recommendations Summary



Curbside
Diversion Rate



Drop-Off
Diversion Rate



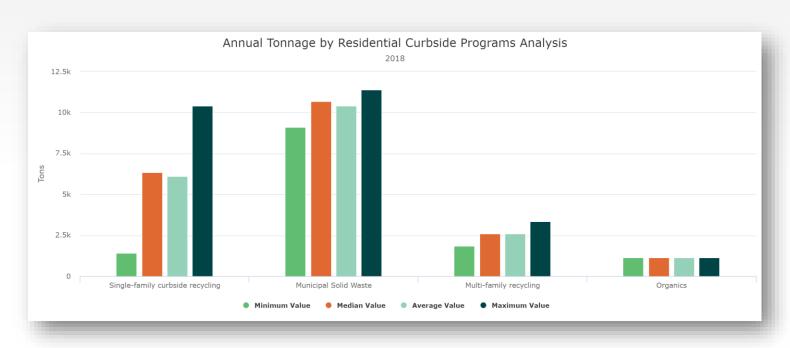
Tonnage Analysis



**Economic Benefits** of Recycling

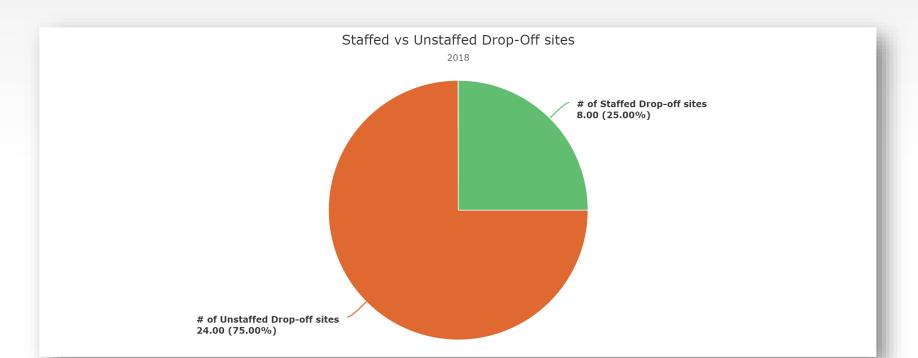


# **Curbside Program Tonnage Analytics**



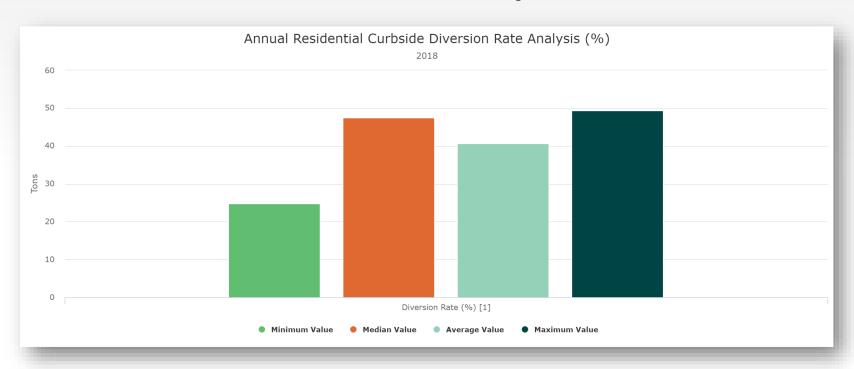


# **Drop-off Program Analytics**





# **Diversion Rate Reports**



# **State Measurement Program**









# **State Measurement Program**





Residential curbside MSW tonnage



State Measurement Program

Disposal for state



Residential curbside recycling tons



State Measurement Program

**Detailed recycling tonnages** 



**Tipping fee per ton for MSW** 



State Measurement Program **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.

#### **Data Verification**



# **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.



# **Data Quantity**



#### **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)

#### **Promo Kit**



#### **Email header**



#### **Powerpoint slide**



#### **Email template**



#### **Helpful links**



#### **Press releases**



#### MMP logos



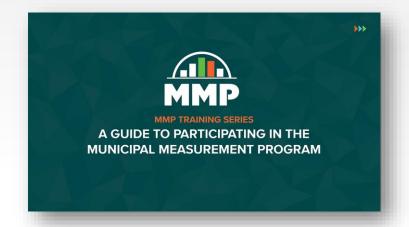
#### **Graphics**





#### **Other Resources**







**BLOG POST** 

**TRAINING VIDEO** 

# **Apply For The Grant**



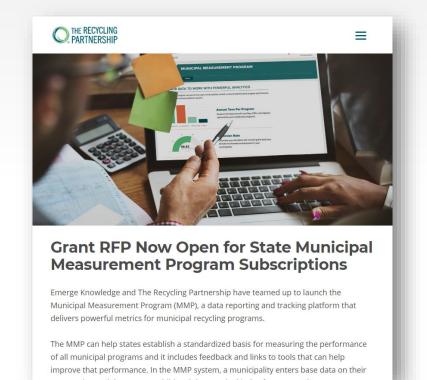
#### **APPLICATION DEADLINE:**

May 24, 2019

AWARDEES ANNOUNCED: May 31, 2019

**APPLY TODAY:** 

https://bit.ly/2UYNKQL





# Questions