



Introducing the MUNICIPAL MEASUREMENT PROGRAM

Efficiently Measure & Improve
Your Municipal Program Performance

Presented by:





What we'll cover today



1. What is the Municipal Measurement Program (MMP)?

- Vision
- How to join
- Completing the surveys
- Data verification
- Generating reports

2. The Future of MMP

3. FAQs

4. Questions



MUNICIPAL MEASUREMENT PROGRAM
DELIVERED BY THE RECYCLING PARTNERSHIP AND RE-TRAC CONNECT



MUNICIPAL MEASUREMENT PROGRAM
DELIVERED BY THE RECYCLING PARTNERSHIP AND RE-TRAC CONNECT

1. A free web-based service providing standardized program assessment and information management tools to municipal program managers.
2. A standardized municipal survey that can harmonize terminology and methodologies in support of consistent measurement across the U.S. and Canada.



What is the MMP?



A Free Program Assessment & Planning Tool

1

Municipalities apply and join the MMP

2

Complete program assessment survey(s)

3

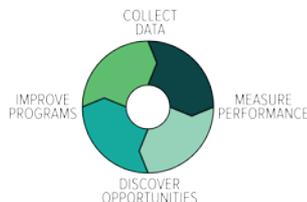
Generate program performance, benchmarking, and recommendation reports



STANDARDIZE MEASUREMENT



TURN DATA INTO KNOWLEDGE



HELP TRANSFORM RECYCLING SYSTEMS

What's In It For You?



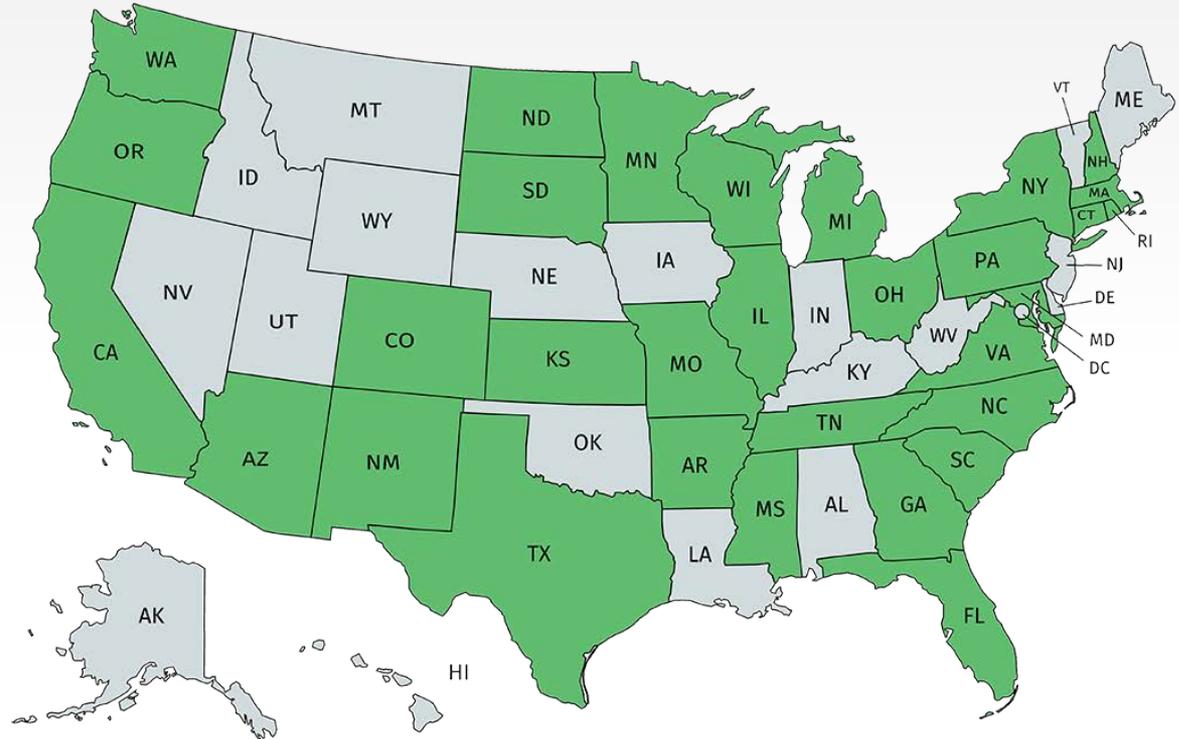
- Participation is easy & free
- Standardized program assessment surveys
- Sophisticated program performance reports
- Benchmarking
- Program recommendations
- Centralized data to easily monitor year-over-year performance

Municipal Participation To Date



MMP launched
January, 2019

Over 100 municipalities
already participating





How To Join



Are you eligible?

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

RecycleSearch Winnipeg MB, Canada
Change location

MUNICIPAL MEASUREMENT PROGRAM

HOME

The Municipal Measurement Program (MMP) is a free Program Assessment and Planning Tool that delivers insights and actionable recommendations to municipal waste management agencies.

MEASURE PERFORMANCE
Generate reports to calculate diversion rates, measure tonnage by program, and analyze the economic benefits of recycling.

IMPROVE YOUR PROGRAMS
Turn insights into action by generating the program recommendations report. Discover new ways to improve program performance.

BENCHMARK RESULTS
Standardized data collection ensures that you can reliably compare your performance metrics to national averages.

CENTRALIZE YOUR DATA
Manage all your municipal waste and recycling program information in one place. Easily compare year-over-year performance.

Contact Us

[MMP Team](#)
[Email Us](#)

ANNOUNCING THE OFFICIAL LAUNCH OF THE MMP!

We are excited to announce that the MMP is now open to all municipalities in the U.S. and Canada. Municipal program managers are encouraged to join the program to harness the power of their municipal data.

Apply



How To Join



Simple application

- Specifically for municipalities
- Authority to represent their municipality
- Prevents duplicates

Joining the Municipal Measurement Program

Thank you for applying. The application process is designed to protect the integrity of aggregate municipal data by confirming that all applicants meet the eligibility criteria for participation. We are aiming to only allow one representative per municipality.

Name of Municipality *

Please include type of municipality in the name. E.g. Town of Abington, Aberdeen Village

Address *

Name *

Title/Position *

Phone *

Email *



How To Join



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



MUNICIPAL MEASUREMENT PROGRAM
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Completing the Surveys



Re-TRAC
MMP CONNECT

ABOUT YOUR MUNICIPALITY

ABOUT YOUR MUNICIPALITY

What is your municipal classification?*

- Urban (urbanized area of 50,000 or more people)
- Small Urban (urbanized area of less than 50,000 people)
- Suburb (does not share a border with an urban area)
- Suburb (does not share a border but it's within 10 miles of an urban area)
- Rural (does not share a border and is not within 10 miles of an urban area)
- Other

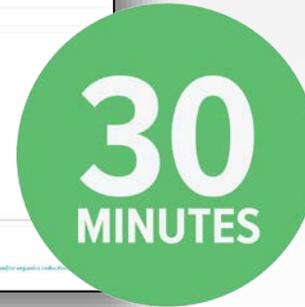
What is the population of your municipality?*

ABOUT MUNICIPAL PROGRAMS

Does your municipality provide curbside collection services to residents?*

Include any of the following: mixed (of solid waste, single-family recycling, multi-family recycling, and/or organic collection)

Yes



Re-TRAC
MMP CONNECT

RESIDENTIAL CURBSIDE PROGRAM ASSESSMENT SURVEY

ABOUT CURBSIDE COLLECTION PROGRAMS IN YOUR MUNICIPALITY

QUESTIONS

QUESTION 1

If you don't know your single-family household category numbers, view your municipality's name in the search function for the U.S. Census American Fact Finder to find this data.

Residential curbside municipal solid waste (MSW), recycling, and organic collection services are generally targeted at "single-family households". Which of the following housing unit categories are eligible for these collection services and would thus fall under this definition? (select all that apply)**

- Single-unit (detached or attached)
- 2 units
- 3 - 4 units
- 5 - 9 units
- Mobile homes

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RESIDENTIAL DROP-OFF PROGRAM ASSESSMENT SURVEY

ABOUT DROP-OFF COLLECTION IN YOUR MUNICIPALITY

This survey is designed to collect information about the material drop-off services your municipality offers to residents. Please provide information only about drop-off facilities that are managed directly by your agency (do not include information about drop-off locations managed by a 3rd party).

What is the total number of municipality-run drop-off sites in your municipality? *

How many municipality-run drop-off sites are staffed? *

What is the approximate number of residents served by your municipality's drop-off sites? *

Please indicate below how many drop-off sites collect each type of material category. If your drop-off sites do not collect material from one of these categories, select 0. *

| MATERIAL CATEGORY | NUMBER OF DROP-OFF SITES THAT ACCEPT THIS TYPE OF MATERIAL CATEGORY |
|-------------------|---|
|-------------------|---|

Surveys: Curbside Program Assessment



Residential **Curbside** Program Assessment

- Six sections

A screenshot of a web-based survey titled "RESIDENTIAL CURBSIDE PROGRAM ASSESSMENT SURVEY" from Re-TRAC CONNECT. The page has a white background with a light blue header. At the top left is the Re-TRAC CONNECT logo. The title is centered in a dark blue font. Below the title is a horizontal line. A navigation bar shows "PAGES:" followed by six numbered boxes (1-6), with box 1 highlighted in light blue. The main content area is titled "ABOUT CURBSIDE COLLECTION PROGRAMS IN YOUR MUNICIPALITY" and contains a "NEED HELP?" section with a link to the U.S. Census American Fact Finder. Below this is a paragraph of text and a list of five housing unit categories with checkboxes.

Re-TRAC
CONNECT

RESIDENTIAL CURBSIDE PROGRAM ASSESSMENT SURVEY

PAGES: 1 2 3 4 5 6

ABOUT CURBSIDE COLLECTION PROGRAMS IN YOUR MUNICIPALITY

NEED HELP?
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- Single unit (detached or attached)
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- 5 - 9 units
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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



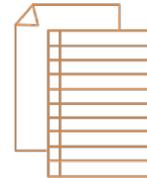
Page 4

Residential **multi-family recycling** program



Page 5

Residential **organics collection** program



Page 6

About the **person completing the survey**



Surveys: Curbside Program Assessment



Key information linked to analytical reports:

- How do you define “single-family units” for the purposes of curbside collection?
- What are the total number of single-family households in your municipality?
- Annual tonnage for each of your programs.



Surveys: Drop-Off Program Assessment



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

Re-TRAC
CONNECT

RESIDENTIAL DROP-OFF PROGRAM ASSESSMENT SURVEY

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Please indicate below how many drop-off sites collect each type of material category (if your drop-off sites do not collect material from one of these categories, enter 0) *

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|-------------------|---|
|-------------------|---|



Surveys: Drop-Off Program Assessment



Key information linked to analytical reports:

- Total number of drop-off sites that are operated by the municipality.
- Annual total tonnage of MSW, residential recyclables, and organics collected via the drop-off program.



Introducing the MMP Reports



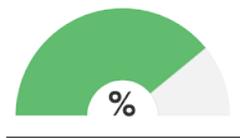
Program Summary



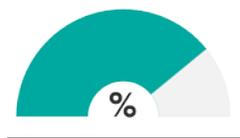
Economic Benefits of Recycling



Program Recommendations



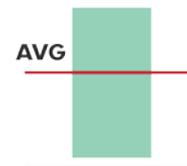
Curbside Diversion Rate



Drop-Off Diversion Rate



Lbs Per Household



Lbs Per Household Benchmark

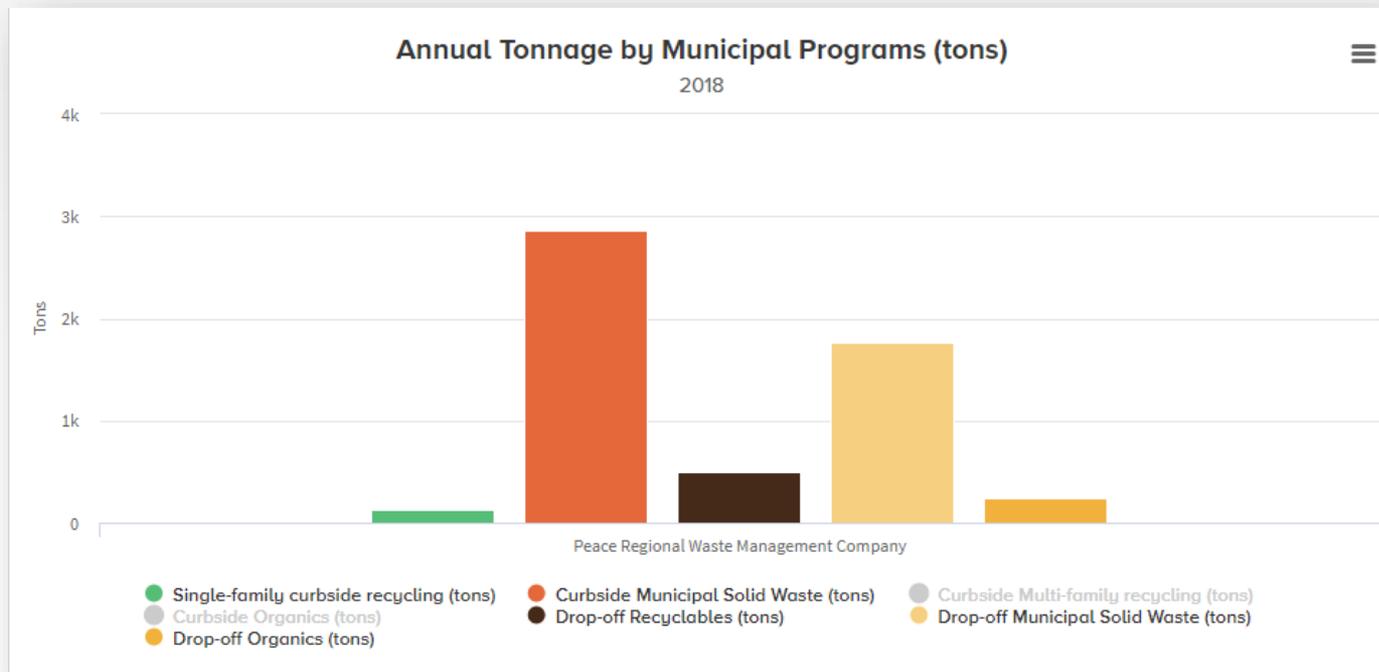


Generating Reports



Tonnage by Program

GENERATE



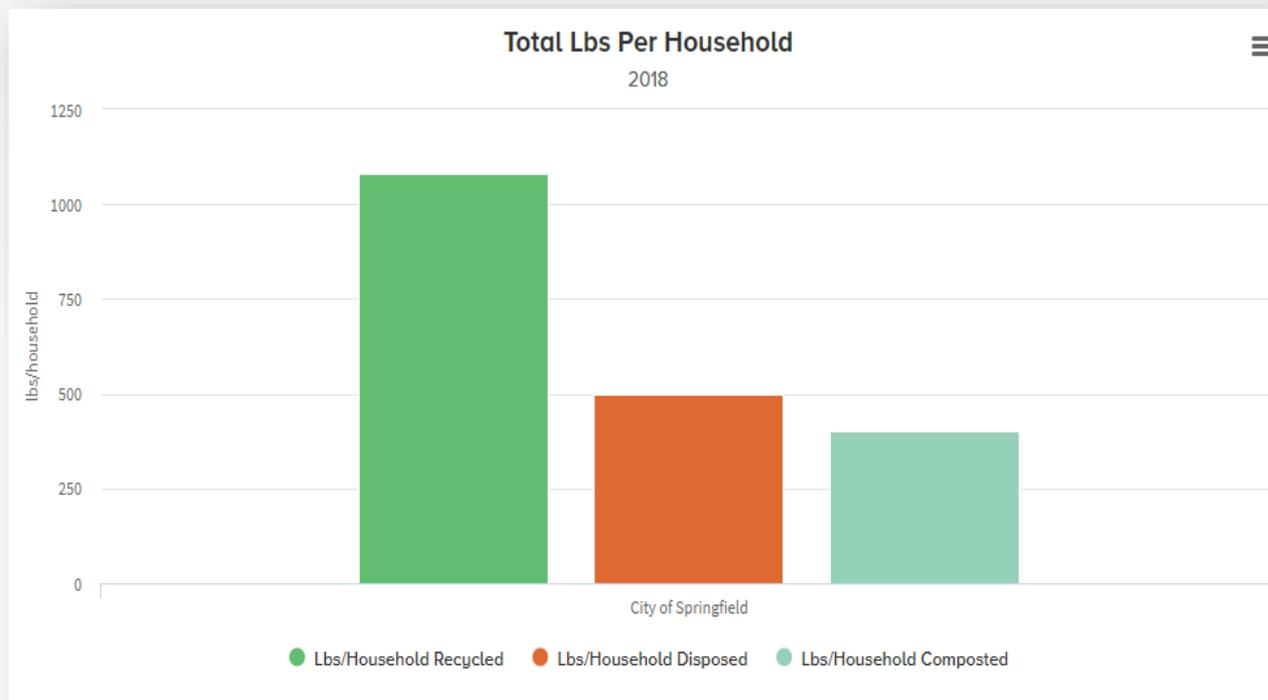


Generating Reports



Total Pounds Per Household Report

GENERATE



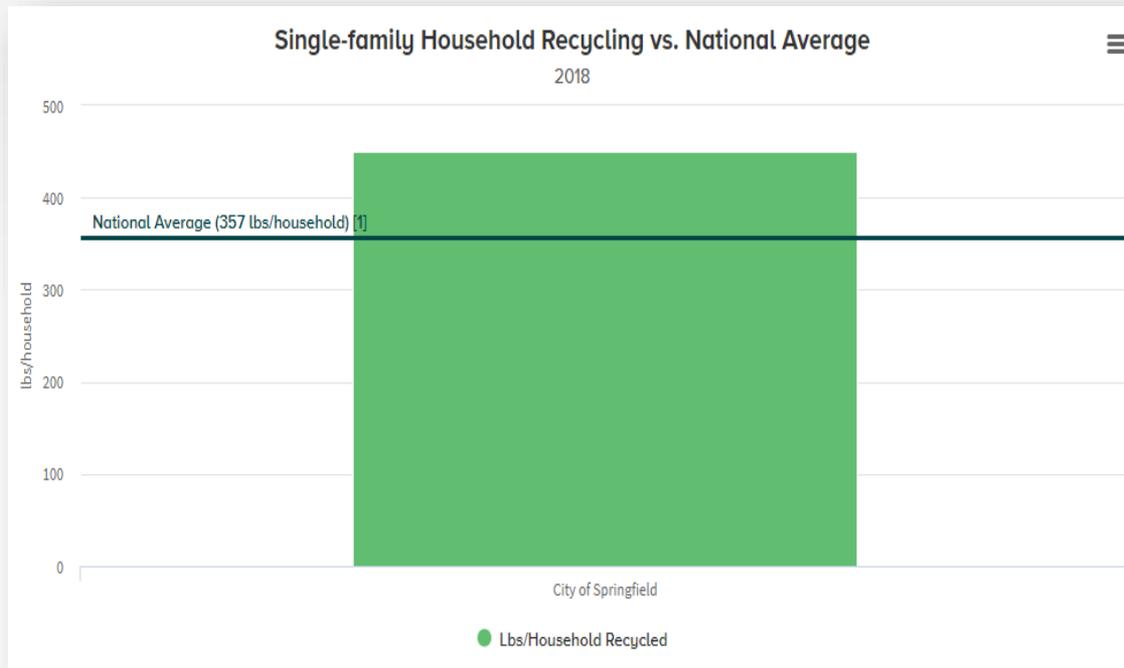


Generating Reports



Benchmark Report

GENERATE





Generating Reports



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



Generating Reports



Recommendations Report



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.

[ACCESS TOOLS](#)



Importance of Data Verification



State Staff will :

- Review all submitted survey responses and check data.
- Contact municipalities when responses need further clarification.
- “Sign off” on survey responses by marking them as “Reviewed”.
- Coordinate data verification with the Recycling Partnership.





THE FUTURE OF MMP

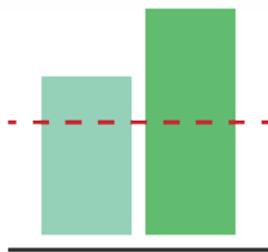


The Future of MMP

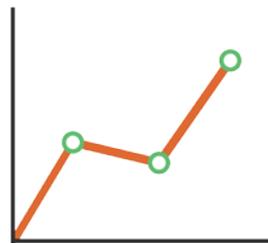


Benchmark and trend reports

Ongoing participation is critical to creating a national database of municipal program information.



Benchmark Reports



Trend Reports



Tools & Resources

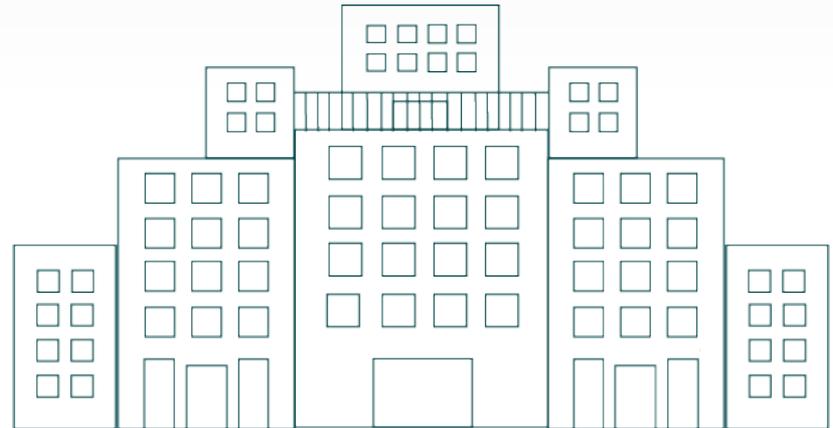


The Future of MMP



Counties and regional governments

We recognize that some county and regional agencies also have a role in delivering municipal waste management services.





The Future of MMP



Feedback is always welcome

As the MMP gains more participants through 2019, we encourage all municipalities to provide feedback about the program.





WHY YOUR MUNICIPALITY SHOULD JOIN THE MMP



Why Your Municipality Should Join The MMP

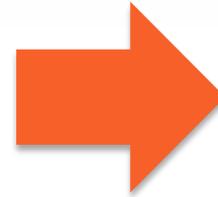


Participation is Easy & Free!

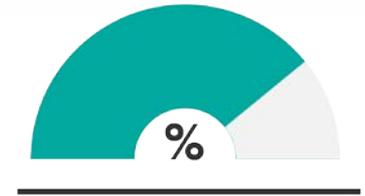
Apply



Complete Surveys



Generate Reports

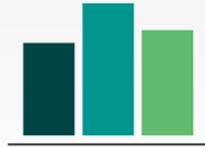




Why Your Municipality Should Join The MMP



Powerful Analytics



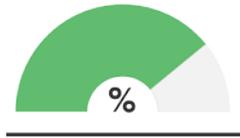
Program
Summary



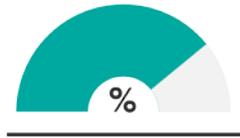
Economic Benefits
of Recycling



Program
Recommendations



Curbside
Diversion Rate



Drop-Off
Diversion Rate



Lbs Per
Household



Lbs Per
Household Benchmark



Why Your Municipality Should Join The MMP



Measure & Benchmark Performance

The MMP helps to standardize terminology and harmonize methodologies.





Why Your Municipality Should Join The MMP



Improve Your Programs

Discover new ways to optimize your programs and improve performance.

Want to decrease contamination in your city? Use our FREE online resources to get started.

November 30th, 2018
Drop-off Anti-Contamination Kit
Read More →





FAQS



Frequently Asked Questions



How will the data I submit be used?

- Supports consistent measurement and benchmarking
- Supports the development of new tools & resources
- Helps identify key municipal challenges & needs

DATA ACCESS RESTRICTIONS

Municipality-specific tonnage data and contact information will **only** be available to Emerge Knowledge, The Recycling Partnership, and State/County government agencies that sign up to use the MMP to measure performance and manage data in their geographic region.

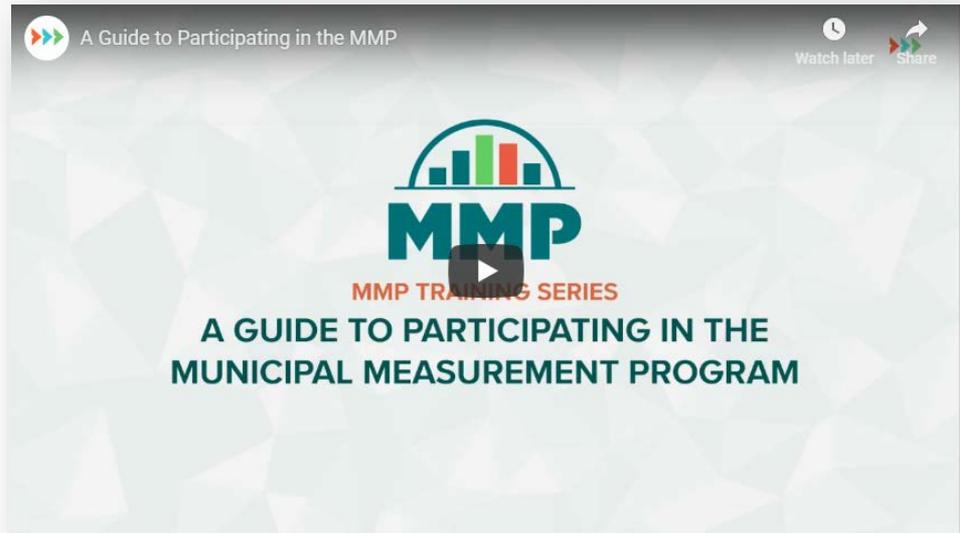


Frequently Asked Questions



I'd like a tutorial about how to fill out the surveys, do you have any additional training materials?

Absolutely! We've developed a training video that will be sent to all attendees after this webinar.





QUESTIONS?



THANK YOU!