



WHY YOUR MUNICIPALITY SHOULD JOIN THE MMP

Presented by:





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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. Questions



MUNICIPAL MEASUREMENT PROGRAM

DELIVERED BY THE RECYCLING PARTNERSHIP AND RE-TRAC CONNECT

What is the MMP?



**A free program assessment & planning tool
delivered in Re-TRAC Connect**

1

Municipalities apply and join the MMP

2

Complete program assessment survey(s)

3

Generate program performance, benchmarking,
and recommendation reports

1. Standardize measurement

- Standardize terminology
- Harmonize methodologies
- Support consistent measurement



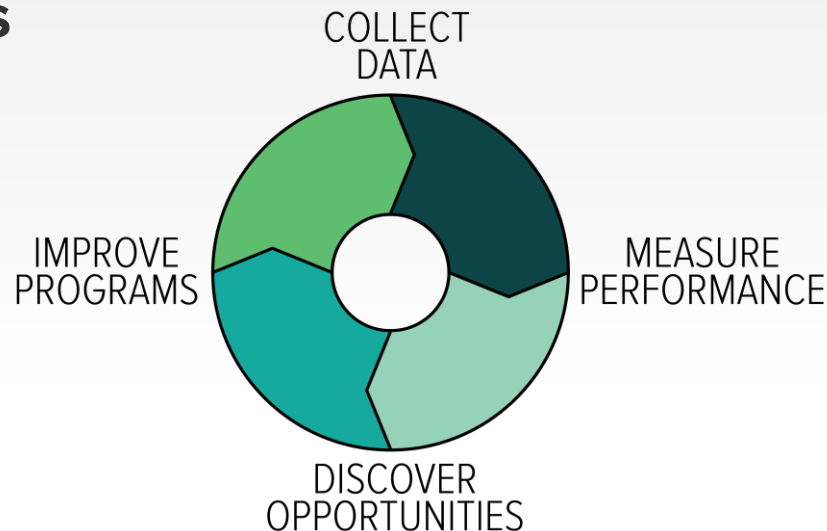
2. Turn data into intelligence

- Transform data into performance metrics
- Better data = better decisions



3. Transform recycling systems

- Collect standardized data
- Identify opportunities to support municipalities
- Develop and refine tools and resources

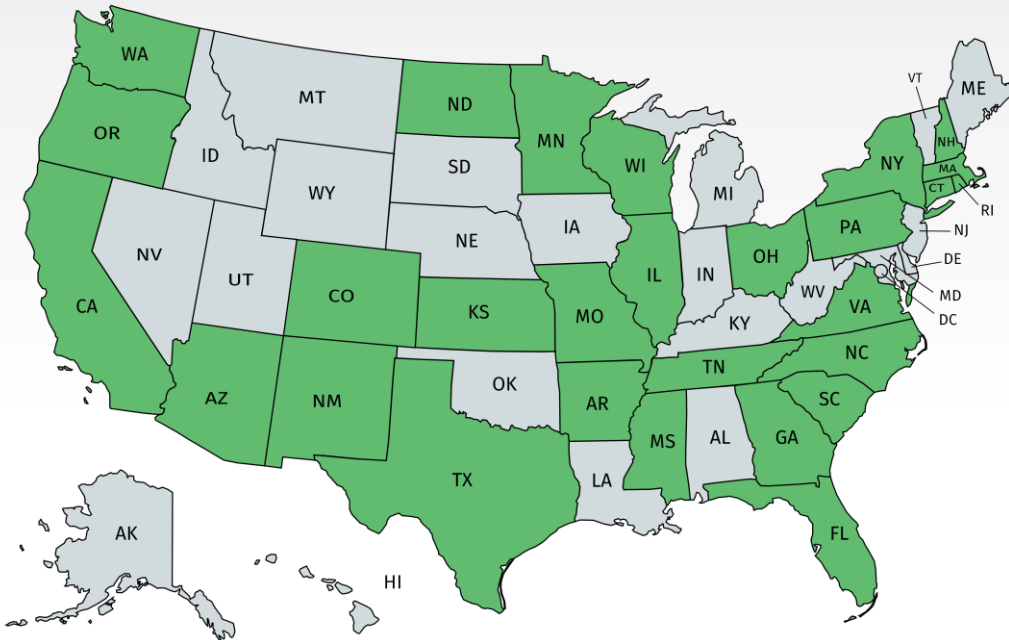


MMP In The U.S.



Stats

- 79 municipalities (in 28 states)
- 179 reports generated

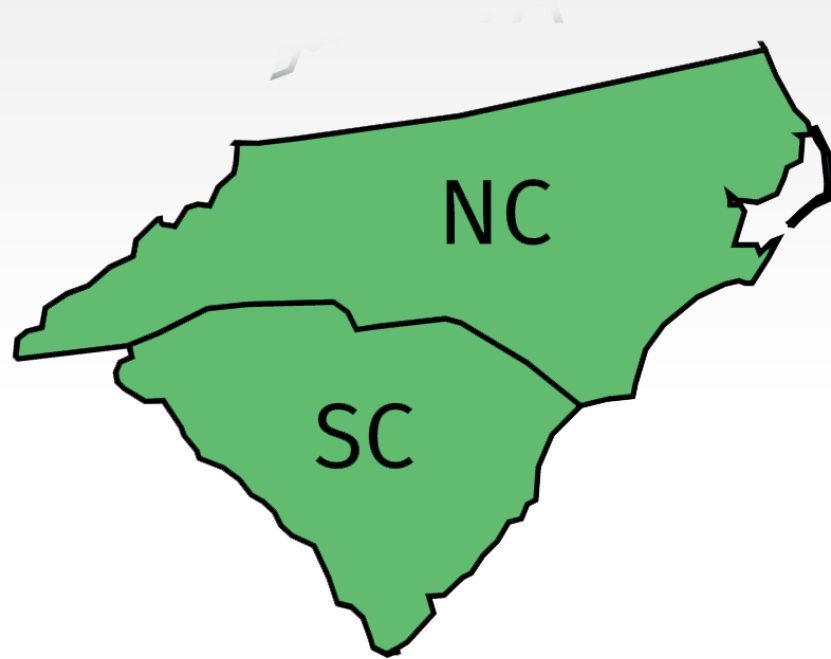


MMP In The Carolinas



Stats

- 1 municipality in NC
- 1 municipality in SC






How To Join



Are you eligible?


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


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.

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

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

How To Join



Simple application

- Specifically for municipalities
- Authority to represent the 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 *

E.g. City of Chicago

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

Address *

Address Line 1

Address Line 2

City

State / Province



County

Zip / Postal Code

Country



Name *

First

Last

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
DELIVERED BY THE RECYCLING PARTNERSHIP AND RE-TRAC CONNECT

Completing the Surveys



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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 (shares 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 commuting distance of an urban area)
- ☐ Other

What is the population of your municipality? *

ABOUT MUNICIPAL PROGRAMS

Does your municipality provide curbside collection services to residents?
Includes any of the following: municipal solid waste, single-family recycling, multi-family recycling, and/or organics collection

☐ Yes

30
MINUTES

Re-TRAC
CONNECT

RESIDENTIAL CURBSIDE PROGRAM ASSESSMENT SURVEY

INDEX: 1 2 3 4 5 6

ABOUT CURBSIDE COLLECTION PROGRAMS IN YOUR MUNICIPALITY

NEED HELP?
If you don't know your single-family household category numbers, enter 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 organics 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 locations 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 municipally run drop-off sites in your municipality? *

How many municipally 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, enter 0) *

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

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?*

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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 (shares a border with an urban area)

☐ Suburb (does not share a border but it's within 30 miles of an urban area)

☐ Rural (does not share a border and is not within commuting distance of an urban area)

☐ Other

What is the population of your municipality? *

ABOUT MUNICIPAL PROGRAMS

Does your municipality provide curbside collection services to residents?
*Includes any of the following: municipal solid waste, single-family recycling, multi-family recycling, and/or organics collection **

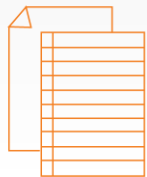
☐ Yes

Surveys: Curbside Program Assessment



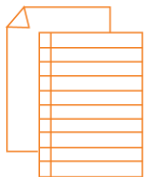
Page 1

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**

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.

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RESIDENTIAL DROP-OFF PROGRAM ASSESSMENT
SURVEY

ABOUT DROP-OFF COLLECTION IN YOUR MUNICIPALITY

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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.

Importance of Data Verification



Recycling Partnership staff will:

- Review all 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 Verification



Once survey responses have been reviewed by Recycling Partnership staff, they will be marked as “Verified”.

AUDIT

Status

Verified
Draft
Completed
Verified



Municipal Program Surveys

ABOUT YOUR MUNICIPALITY

VERIFIED

Annual, 2018

Introducing the MMP Reports



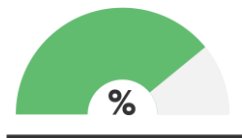
**Program
Summary**



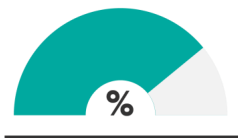
**Economic Benefits
of Recycling**



**Program
Recommendations**



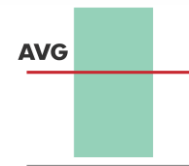
**Curbside
Diversion Rate**



**Drop-Off
Diversion Rate**



**Lbs Per
Household**



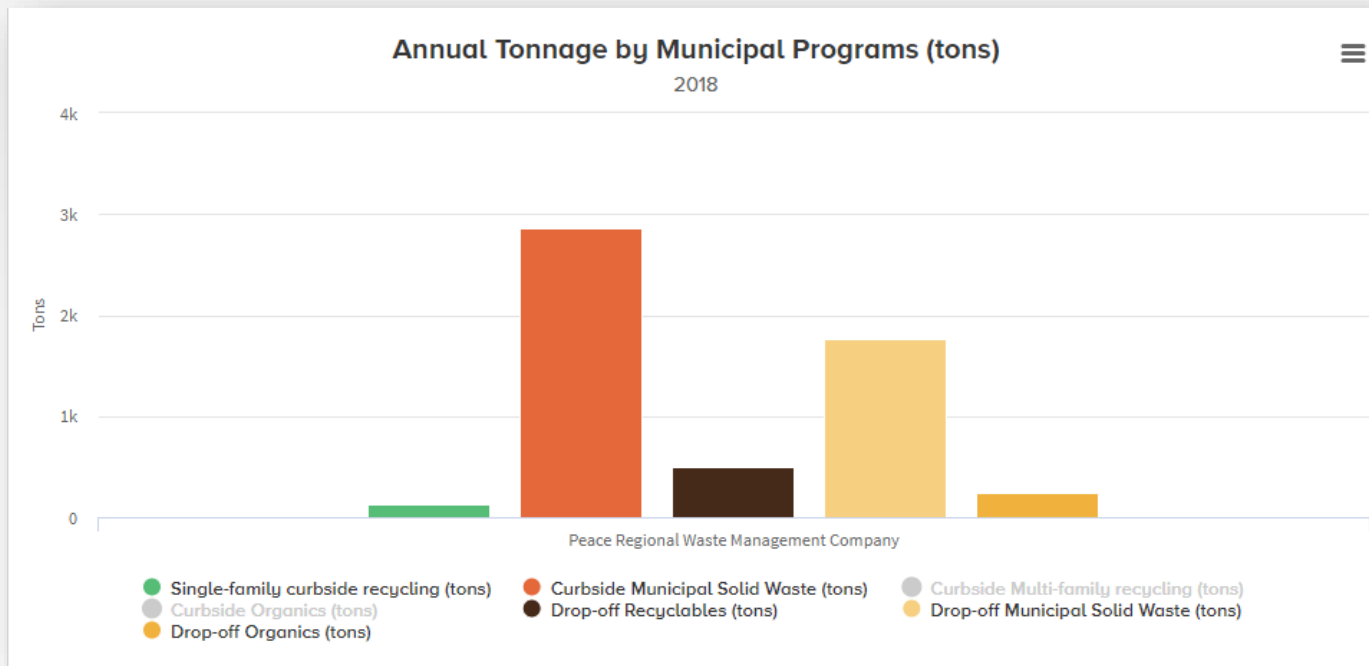
**Lbs Per Household
Benchmark**

Generating Reports



Tonnage by Program

GENERATE



Generating Reports

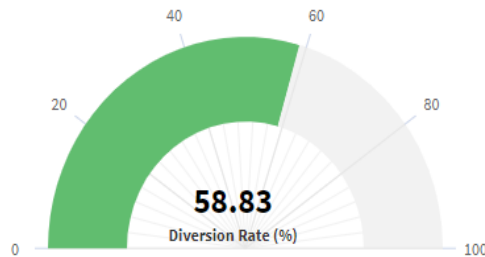


Annual Curbside Diversion Rate Report

GENERATE

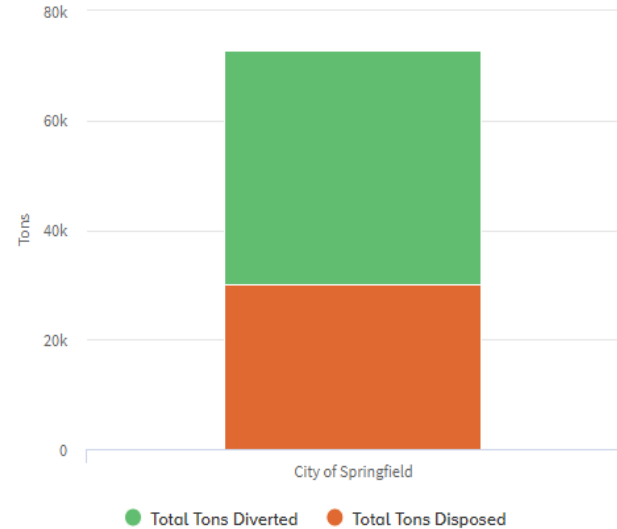
Diversion Rate (%)

City of Springfield - 2018



Annual Diversion

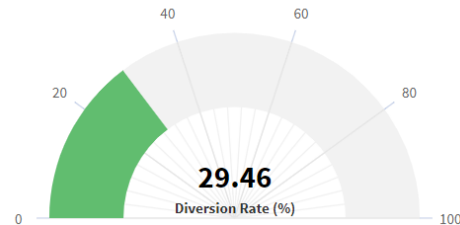
2018



Annual Drop-Off Diversion Rate Report

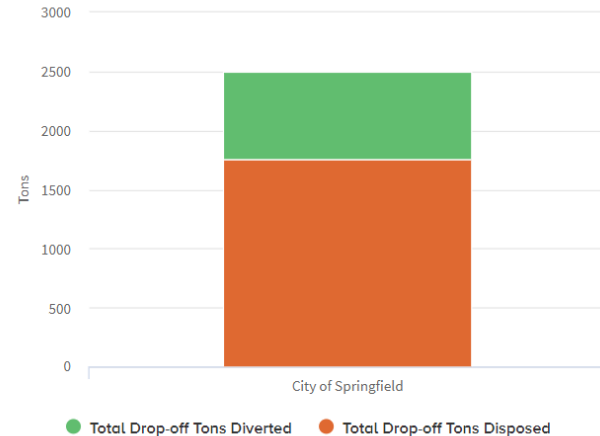
GENERATE

Annual Residential Drop-Off Diversion Rate (%)



Annual Residential Drop-Off Diversion Summary (tons)

2018

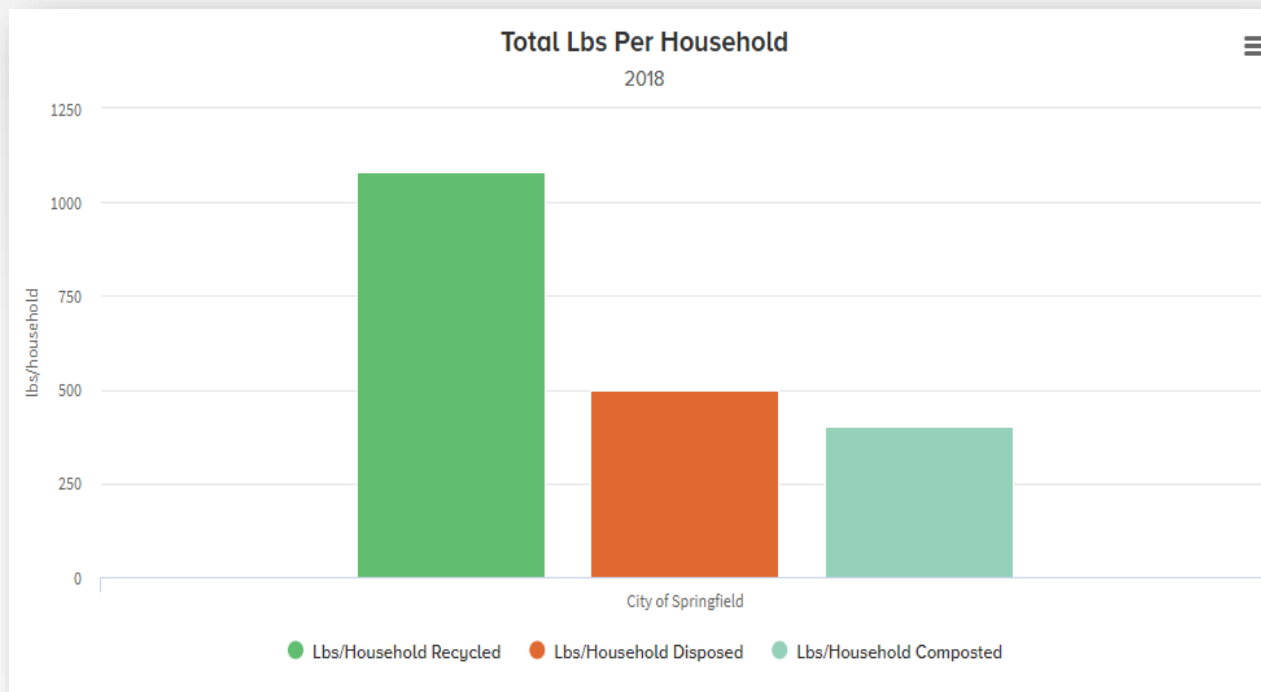


Generating Reports



Total Pounds Per Household Report

GENERATE



Economic Benefits of Recycling Report

ECONOMIC BENEFITS OF RECYCLING

Displaying data collected for: 2018

Displaying 1 results

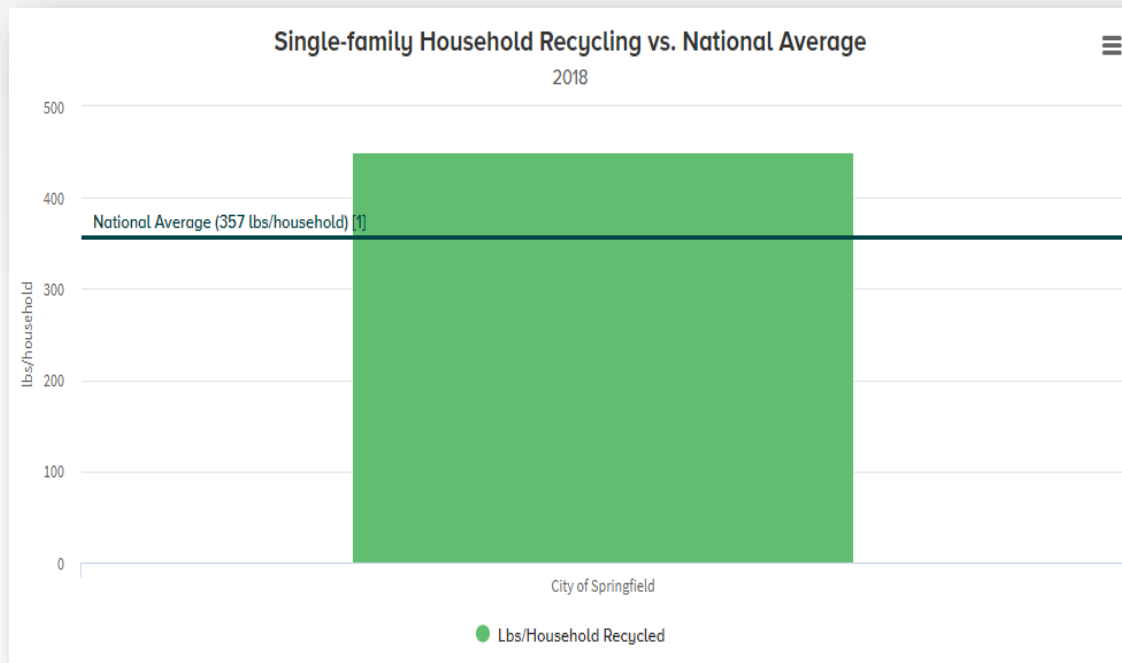
MUNICIPALITY	TOTAL RESIDENTIAL RECYCLING (TONS) [1]	ESTIMATED JOB CREATION IMPACT [2]	ESTIMATED WAGES ATTRIBUTABLE [3]	ESTIMATED TAX REVENUE ATTRIBUTABLE [4]
City of Springfield	36,850.00	57	\$2,801,706	\$519,622

Generating Reports



Benchmark Report

GENERATE



Recommendations Report

RECOMMENDATIONS

Residential Curbside Program Assessment Survey

Displaying 1 result

You responded "39" to the question "What is the contamination rate (%) in your municipality?".

To successfully reduce contamination in your community, access handy tools and information from The Recycling Partnership.

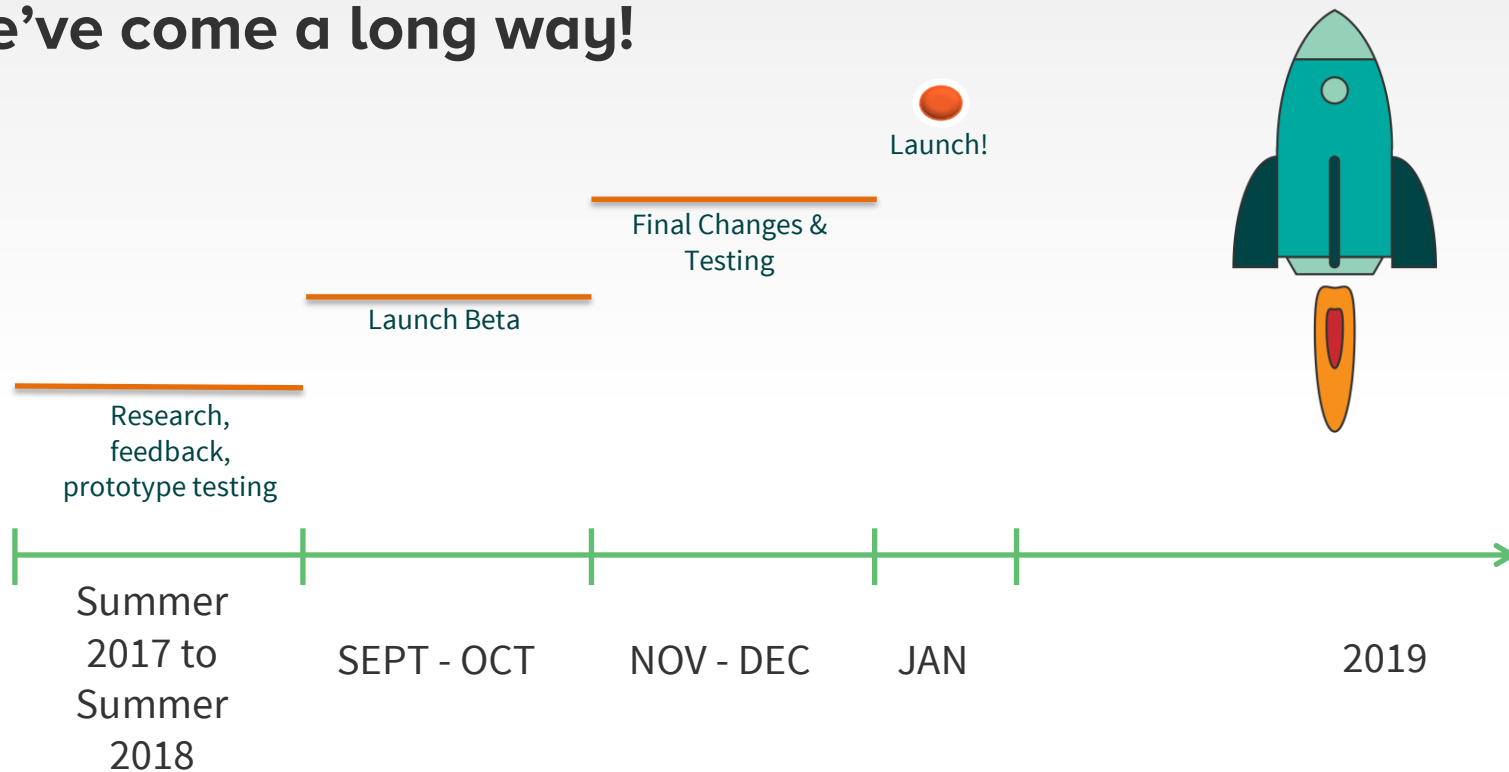
[Access Tools](#)

THE FUTURE OF MMP

The Future of MMP

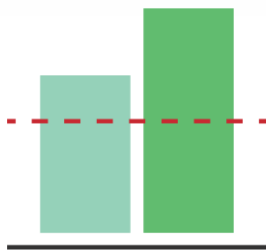


We've come a long way!

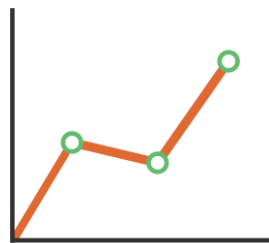


Benchmark and trend reports

Ongoing participation is critical to the goal of creating a national database of municipal program information and to the development of region-specific performance benchmarks and trend reports.



Benchmark Reports



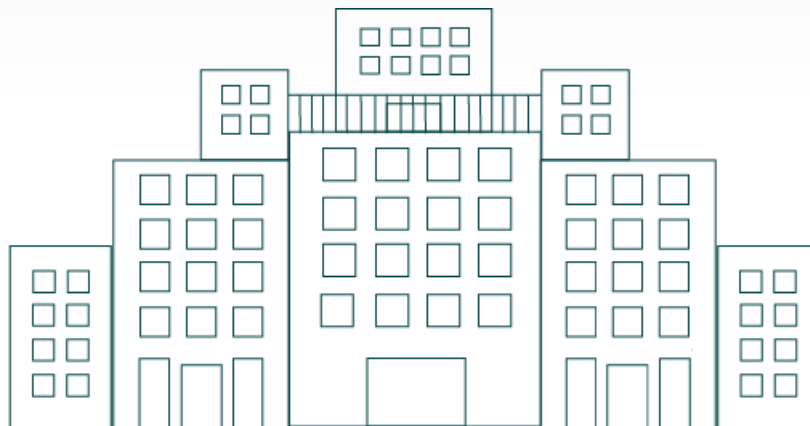
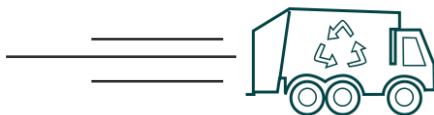
Trend Reports



Tools & Resources

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



Infographic reports



Estimated Tax Revenue Attributable

\$110,042

\$14,101 per 1000 tons of material recycled



Estimated Wages Attributable

\$593,325

\$76,030 per 1000 tons of material recycled



Estimated Job Creation Impact

12

1.57 jobs per 1000 tons of material recycled

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

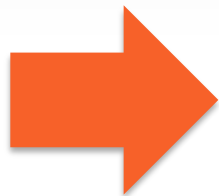
Why Your Municipality Should Join The MMP



Participation is Easy & Free!

Most municipalities complete the program assessment surveys within 30 minutes.

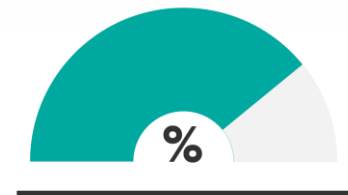
Apply



Complete Surveys



Generate Reports



Why Your Municipality Should Join The MMP



Powerful Analytics

Generate program performance, benchmarking, and recommendation reports.



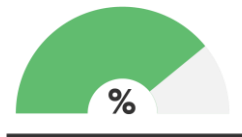
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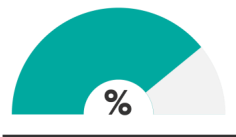
**Economic Benefits
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**Program
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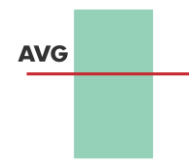
**Curbside
Diversion Rate**



**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 which means that you can reliably measure and benchmark your performance.

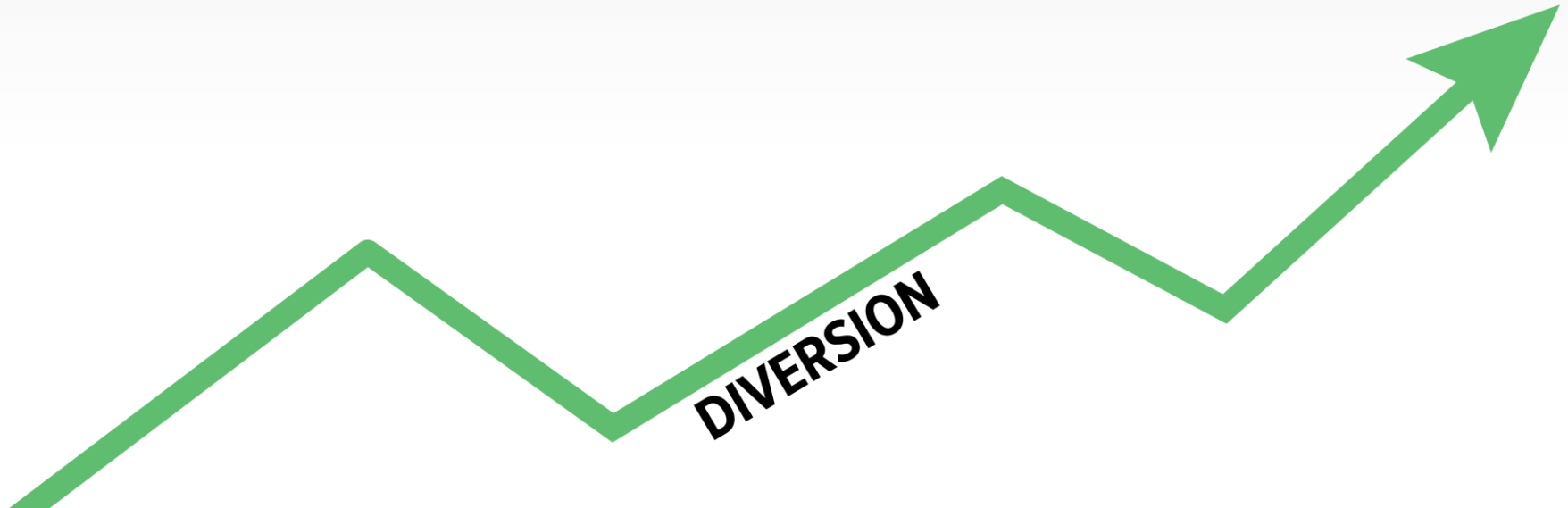


Why Your Municipality Should Join The MMP



Improve Your Programs

Discover new ways to optimize your programs and improve performance.

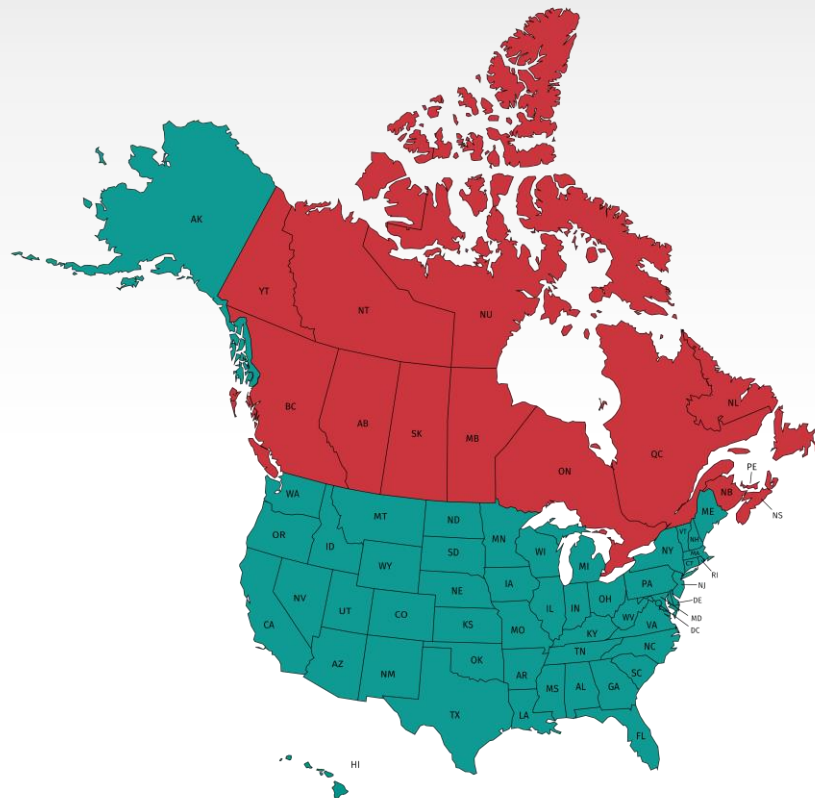


Why Your Municipality Should Join The MMP



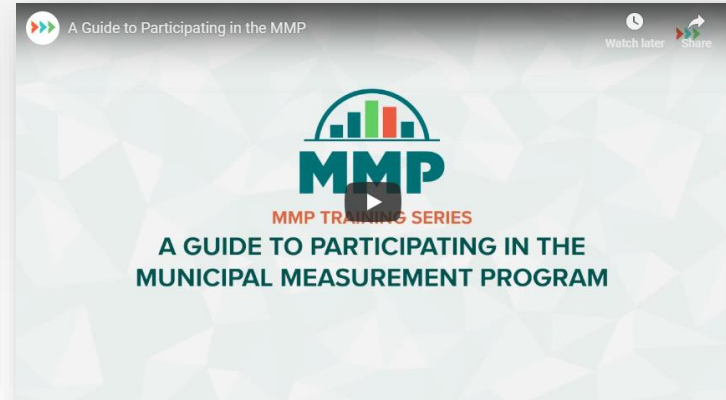
National Database

Help your peers by annually contributing information to the database.





BLOG POST



TRAINING VIDEO

THANK YOU!