



# Reducing Waste with the Municipal Measurement Program

Thursday, October 21 - 3 p.m.



**GEORGIA**  
DEPARTMENT OF NATURAL RESOURCES

ENVIRONMENTAL PROTECTION DIVISION



MUNICIPAL MEASUREMENT PROGRAM



Atlanta Regional Commission

# Today's Session

Send presenters questions in the “Questions” box

Download the slides in the “Handouts” box

Report your attendance via the APA website for 1 CM credit

Sign up for ARC's monthly Green Matters newsletter:  
[atlantaregional.org/sustainableconnections](http://atlantaregional.org/sustainableconnections)

Submit topics of interest to Kelsey Waidhas: [kwaidhas@atlantaregional.org](mailto:kwaidhas@atlantaregional.org)





Atlanta Regional Commission

Kelsey Waidhas



Lena Chambless  
Sarah Knapp



Gloria Hardegree



We do amazing.  
Matthew Dolan

# Introduction & Speakers

# What is the MMP?

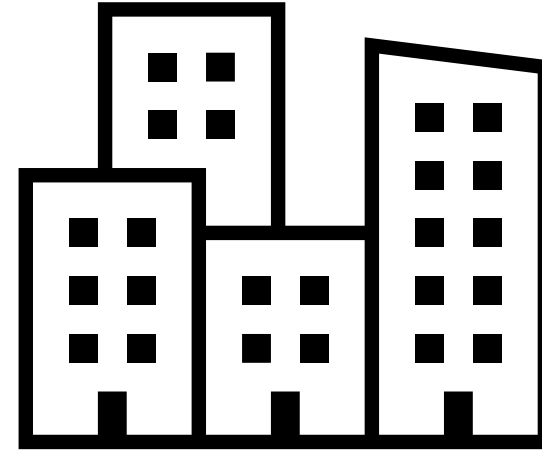
- ❑ Online platform to track and measure effectiveness of waste and recycling programs
  - Database that centralizes and streamlines data
  - Free to use for local governments
  - Provides reports, metrics, and insights for program improvements
- Program was developed by Re-TRAC
- Jointly administered by the Recycling Partnership



# Who can join MMP?

## ☐ Local Governments

- Cities
- Counties
- Consolidated City/County Governments
- Solid Waste Authorities

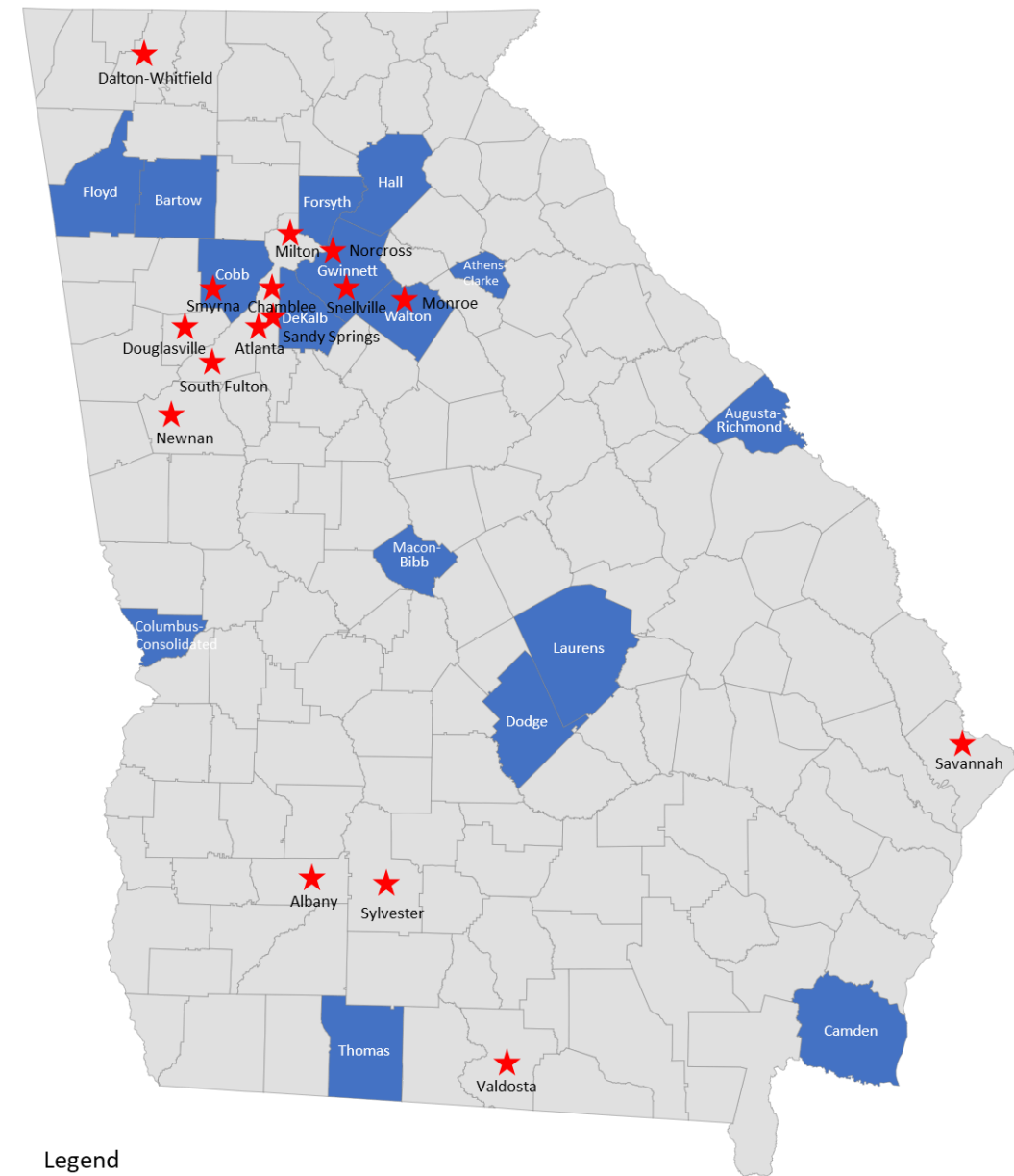




# Current Reach

## 33 Registered Members

- 14 Counties
- 15 Cities
- 3 Consolidated City/County Governments
- 1 Solid Waste Authority



### Legend

- ★ Municipality/Solid Waste Authority
- County

# Industry Impact

- ❑ Seven paper mills using 100% recycled feedstocks
- ❑ Six glass manufacturers using recycled cullet
- ❑ Compost manufacturing industry growing
- ❑ Over 100 manufacturers in the state using recycled content
- ❑ One of largest states for market infrastructure in the nation



## U. S. Recycling Industry Impact (Source: ISRI, 2021)

*Initial findings from a study conducted by John Dunham & Associates*

<b>\$116 Billion</b>	<b>Economic output to national economy</b>
<b>6.4</b>	<b>Output increase compared to pre pandemic levels</b>
<b>159,000</b>	<b>Direct jobs</b>
<b>346,499</b>	<b>Indirect jobs (suppliers/services)</b>

- Conserving limited natural resources & reduction of greenhouse gas emissions
- Reduction in the need to mine ore, cut down trees and other-wise deplete natural resources
- Reduction in amount of material sent to landfills

**#RecyclingisEssential #EssentialWorkers  
#RecycleStrong #RecyclingMatters**

# Current Industry Issues

- ❑ Logistics and processing infrastructure
- ❑ Labor due to pandemic/morale
- ❑ Contamination
- ❑ Costs due to contamination
- ❑ “New” materials
- ❑ Low participation
- ❑ Shift in sectors- residential/commercial
- ❑ Safety- Lithium-ion batteries
- ❑ **NOT MARKETS!!!**





# Investment

## Large investment by industry

- ☐ Novelis
- ☐ Ball Corp
- ☐ United Plastics Trading (UPT)
- ☐ Nexus Fuels
- ☐ Arglass
- ☐ Brightmark
- ☐ SC Johnson
- ☐ Pure Cycle
- ☐ CF Block
- ☐ Belter Tech
- ☐ NANTRenewables

## Government

- ☐ Rome Floyd Recycling
- ☐ Pickens Co Recycling
- ☐ ABA-Gwinnett Co
- ☐ DoYouRecycle? Challenge-City of ATL MultiFam
- ☐ Solid Waste Trust Fund (SWTF)

**If you support increased state funding  
for scrap tire clean up, recycling and  
litter removal programs,**

**Vote YES on  
Amendment #1!**

**Put the "trust" back in to Georgia's Trust Funds.**



# Importance of Tracking Data

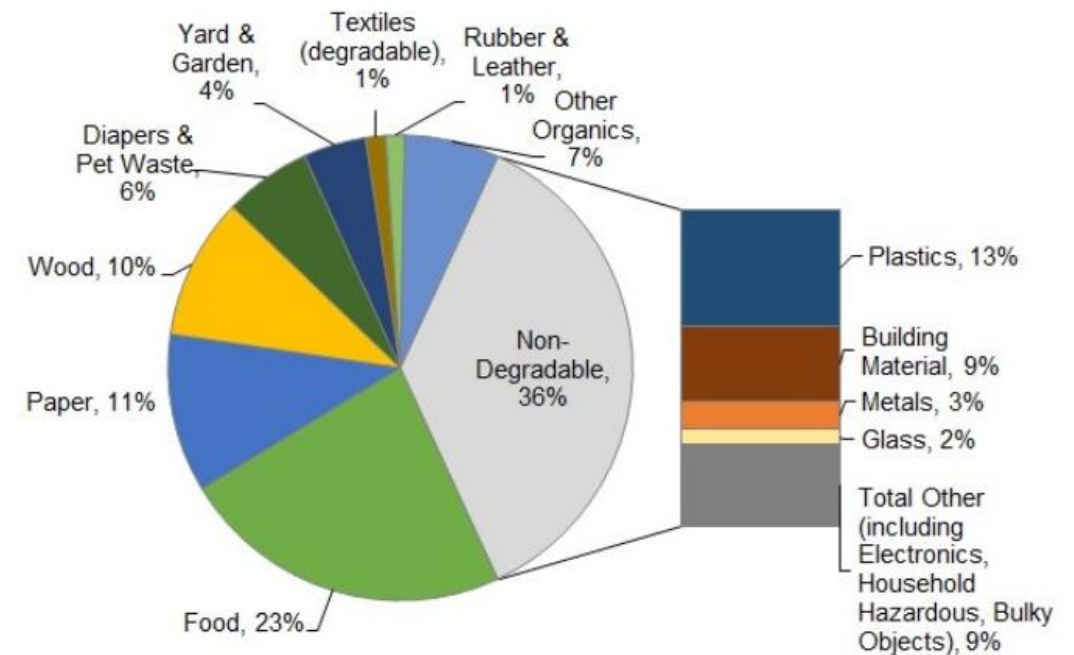
## ALL METRICS ARE IMPERFECT

- ❑ Use several metrics
- ❑ Metrics change over time

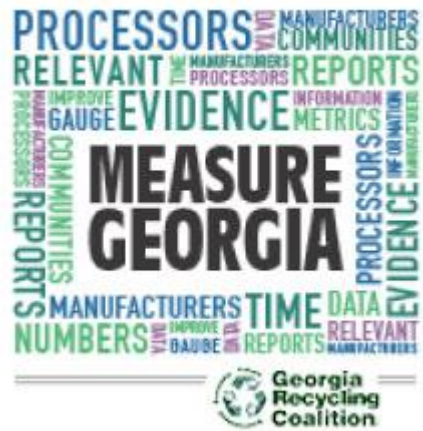
## Having Data:

- ❑ Gives us credibility vs. anecdotal claims
- ❑ Provides benchmarks for improvement
- ❑ Allows us to calculate environmental benefits
- ❑ Assists in identifying investment needs

National average composition of residual waste by percentage (2016)



# Why data collection – the past... the future?!



# Why participate... the present?!

- ❑ Need for participation in MMP to provide data for GA Dept. Economic Development & potential funders
- State engagement – SWTF
- Features of the system for your local program

***“You Can’t Manage What You Don’t Measure”***



# Benefits

- ❑ Centralized and streamlined data
  - Landfill tonnage
  - Recycling
- ❑ National benchmarking
- ❑ Reports and analytics
  - Overall performance
  - Benchmarking
  - Recommendations for improvement





# Reports and Analytics

- Performance (10 total reports)
  - Annual diversion rate
  - Economic benefits
  - Environmental benefits
- Benchmarking
  - Average lbs./household
- Program recommendations
  - Program recommendations summary



# How to get Started

- ☐ Fill out application/create account
- ☐ Complete 3 required surveys (online)
  - ☐ About your county/municipality
  - ☐ Residential curbside recycling
  - ☐ Dropoff recycling
- ☐ Don't forget to select COMPLETE to submit your data
- ☐ Surveys completed every year (2021 will open early January 2022)
  - Can complete any time throughout the year
  - Takes 90 minutes or less



## WELCOME TO RE-TRAC CONNECT

Re-TRAC Connect is the web-based software that transforms the way organizations manage and measure their waste and recycling programs.

Track your organization's waste diversion progress, contribute to recycling directories, and participate in programs delivered by leading organizations across North America.

Enter your email to get started

NEXT →

# What happens after submission?

- ☐ Surveys are reviewed by EPD
- ☐ Surveys sent to The Recycling Partnership (TRP) for validation
- ☐ After TRP review, surveys are marked as Verified



# Georgia MMP Help & Support

Sarah Knapp

Environmental Compliance, EPD

- [Sarah.knapp@dnr.ga.gov](mailto:Sarah.knapp@dnr.ga.gov)
- (470) 524-0632

□ <https://epd.georgia.gov/mmp>

□ <https://connect.re-trac.com/login>



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# Synergies

## □ Funding & grant opportunities

- TRP Residential Curbside Recycling – requires MMP participation
- SERDC Recycling Infrastructure Grant – requires MMP participation
- Check EPD website for more information on these grants: <https://epd.georgia.gov/recycling-and-waste-reduction-grants>
- ARC Green Communities Program

## □ Future EPD grants – *participation could help improve eligibility to be awarded future grants*







# Columbus Consolidated Government

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EXPERIENCES WITH MMP

# Additional Synergies



## Recycling and Waste Reduction

### 63) Community Municipal Measurement Program Participant

#### Points: 10

Become a Municipal Measurement Program participant to measure and improve your local recycling program's performance.

#### DESCRIPTION OF MEASURE

The Municipal Measurement Program (MMP) is a free program assessment and planning tool that delivers insights and actionable recommendations to municipal waste management agencies. It allows local governments to:

- 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.
- Centralize Your Data: Manage all your municipal waste and recycling program information in one place. Easily compare year-over-year performance.
- Benchmark Results: Standardized data collection ensures that you can reliably compare your performance metrics to national averages.

The program is available to municipalities in the U.S. and Canada. The MMP team will work towards accommodating county government participation for the 2020 reporting year. If you are a county, you may go ahead and apply and they will note your interest in participating.

#### DOCUMENTATION REQUIRED FOR CREDIT

- ☐ A copy of the acceptance letter from MMP
- ☐ Completion of both MMP assessment surveys (1- About Your Municipality Survey and 2- Residential Curbside Assessment Survey OR Residential Drop-off Assessment Survey)
- ☐ Verification from the MMP that the data submitted has been reviewed and approved by The Recycling Partnership.
- ☐ Educational materials used to educate staff and the public about participation in the program



30TH ANNIVERSARY CONFERENCE

**Georgia Recycling Coalition**  
*Better Together-Essential for Georgia*



**Let's Sort this Out, Georgia!**  
Not everything can go in your recycling bin,  
even if it is recyclable.



Help us keep the materials clean and workers safe by keeping these items out of the recycling bin:

- Cords and cables (check locally for possible options for recycling)
- Food (compost it)
- Bagged recyclables (only place loose recyclable items in your bin)
- Plastic bags (recycle at participating retailers or grocery stores)
- Propane tanks (check locally for locations that accept scrap metal)
- Batteries (check locally for recycling options)



# Questions & Contacts



**Gloria Hardegree**

Executive Director

[garecycles@mindspring.com](mailto:garecycles@mindspring.com)

[www.georgiarecycles.org](http://www.georgiarecycles.org)



**Lena Chambless**

Manager

[Lena.Chambless@dnr.ga.gov](mailto:Lena.Chambless@dnr.ga.gov)

(470) 251-8097

**Sarah Knapp**

Environmental Compliance

[Sarah.knapp@dnr.ga.gov](mailto:Sarah.knapp@dnr.ga.gov)

(470) 524-0632



**We do amazing.**

**Matthew Dolan**

Manager of Waste Disposal

[MDolan@columbusga.org](mailto:MDolan@columbusga.org)

(706) 326-5347



Atlanta Regional Commission

**Kelsey Waidhas**

Sustainability Coordinator

[KWaidhas@atlantaregional.org](mailto:KWaidhas@atlantaregional.org)

(470) 378-1613