



STATE OF MISSISSIPPI
PHIL BRYANT
GOVERNOR
MISSISSIPPI DEPARTMENT OF ENVIRONMENTAL QUALITY
GARY C. RIKARD, EXECUTIVE DIRECTOR

January 30, 2019

Mr. Sheldon Vance
Madison County
P.O. Box 608
Canton, MS 39046

**Re: Statewide Recycling Reporting and Measurement
Program**

Dear Mr. Vance:

The Mississippi Department of Environmental Quality (MDEQ) Waste Division is pleased to announce the initiation of a statewide measurement program for recycling in Mississippi through a new online reporting system. We often hear the saying: "You cannot improve what you do not measure." This statement is certainly true of recycling. As you may know, Mississippi law sets a state waste reduction goal of 25% and requires local governments to develop and implement a local 20-year comprehensive solid waste plan that includes "a strategy for achieving a twenty-five percent (25%) waste reduction goal through source reduction, recycling or other waste reduction technologies." Now, with the launch of this new measurement program, your local government will have a means of tracking program success and using the information gathered through measurement and reporting to improve sustainability and efficiency of your solid waste and recycling services for your citizens. In addition, MDEQ will have a formal means of tracking success of local recycling programs in the state as well as measuring Mississippi's progress toward reaching the 25% waste reduction goal. Also through this new measurement program, MDEQ will be better equipped to determine how state recycling grant funding may be more effectively distributed and to recommend improvements in cooperative efforts by local governments to collect, transport, process and market recyclable materials in the state.

In this initial effort, MDEQ is partnering with Emerge Knowledge Design, Inc. (Emerge) and The Recycling Partnership to employ the Municipal Measurement Program (MMP), an online reporting system provided through Emerge's Re-TRAC Connect software platform. **The MMP has launched for reporting 2018 Calendar Year data and is now available for use at no cost to the state's municipal and county governments as well as solid waste authorities, waste districts, utility authorities and other local government organizations that manage recyclables.** By participating in the MMP you will have the opportunity to record and store your community's recycling and solid waste information, compile reports on that information, receive program recommendations and measure your program's performance trends over time.

Your local government's participation in these efforts will assist you in evaluating and improving your recycling program. It is also critical to the success in accomplishing the State's objective of measuring recycling in Mississippi and using these measurements to further promote and grow recycling in our state. Therefore, MDEQ is requesting that all of our local governments which offer recycling services (regardless



of the extent or type of services) complete the MMP survey by **MARCH 31, 2019**. To begin participating in the MMP, you can register using the following link:

<https://recyclesearch.com/profile/mmp/registration>.

The program assessment survey takes approximately 30 minutes to complete and conveniently saves your progress should you need to stop for any reason. In efforts to provide an easy, user-friendly process for our local government leaders participating in this program, the following resources of additional information and instruction regarding the MMP have been made available:

- More information about the Municipal Measurement Program and its many features and benefits is available at:

<https://recyclesearch.com/profile/mmp>.

- Emerge and The Recycling Partnership are hosting a webinar on the MMP for local governments across the country. The webinar is scheduled for **Tuesday, Feb 12, 2019, 12:00 PM - 1:00 PM CST**. The webinar details and registration information can be accessed using the following link:

<https://register.gotowebinar.com/register/243194776060327683>.

- For answers to common questions regarding the program assessment survey and the overall measurement program, please see the enclosed "Frequently Asked Questions" document.

We urge you to register and use the MMP to report your recycling program data for calendar year 2018 by **MARCH 31, 2019**. Your participation will help your community as well as MDEQ in measuring and ultimately improving recycling conditions in Mississippi. If you have any questions or would like additional information please don't hesitate to contact me at 601-961-5739 or by email to jmilner@mdeq.ms.gov or Charlie Bock at 601-961-5232 or by email to cbock@mdeq.ms.gov.

We look forward to continuing to work with you to improve and increase recycling programs and industry in the great state of Mississippi.

Sincerely,



Jennifer Milner
State Recycling Coordinator
Mississippi Department of Environmental Quality

Enclosure

Municipal Measurement Program (MMP)

Frequently Asked Questions:

1. Who should apply to join the MMP?

MDEQ is requesting all local governments in the state (municipalities, counties, solid waste authorities, utility authorities, etc.) that offer recycling services (regardless of the extent or type) register and provide information on their recycling program results for Calendar Year 2018. While the goal of this program is to improve the measurement of recycling, MDEQ encourages ALL county and municipal governments to register for the MMP and complete the applicable portions of the survey on your solid waste systems.

2. Why should our county/municipality participate in the MMP?

- a. To improve your recycling program, you must first measure the current results and conditions of your recycling efforts. The MMP will provide your local government with a tool to conduct an ongoing, annual evaluation of your recycling program efforts.
- b. Access to the MMP is available at no cost to your local government and provides local governments with a means of recording and storing recycling and solid waste data, compiling reports, receiving program recommendations, and measuring program performance over time.
- c. Contributing data to the MMP will help MDEQ determine statewide recycling rates which can be used to determine progress toward achieving statutory goals, distribution of grant funding and recommendations on improving local government cooperative recycling efforts.
- d. Your community's recycling efforts will be recognized in any state summary information which may be made available publicly by the MDEQ as a result of this measurement program.

3. Where can I find more information or assistance on the MMP?

- a. Specific information on the many benefits and features of the MMP are available here: <https://recyclesearch.com/profile/mmp>.
- b. A webinar containing additional information will be held on February 12, 2019, 12:00 PM-1:00 PM CST. Details and registration information are available here: <https://register.gotowebinar.com/register/243194776060327683>.
- c. A training video on how to use the MMP will be offered in the near future. MDEQ will provide information to local governments when this training video is available for use.
- d. Questions may be addressed to MDEQ by contacting Jennifer Milner, State Recycling Coordinator at 601-961-5739 or by email to jmilner@mdeq.ms.gov or Charlie Bock; Planning, Policy and Special Programs Manager at 601-961-5232 or by email to cbock@mdeq.ms.gov.

4. How does our county/municipality/solid waste authority apply?

- a. First, determine the appropriate solid waste/recycling program staff member to be tasked with completing the survey.
- b. Next, this staff member will need to apply to use the MMP on behalf of the local government they represent using the link below. Contact information is required to apply: <https://recyclesearch.com/profile/mmp/registration>.

5. What happens after our local government applies to join the MMP? Will further instructions and guidance be given?

- a. Upon clicking "Apply," your staff member will receive an email confirming the application and explaining that a follow up email will be sent in 1-2 business days.
- b. Once your application has been approved by Emerge and MDEQ, an email will be sent to your staff member with instructions on how to get started. New users of the Re-TRAC software platform will be directed to set up an account using an email address and password. New and existing users will be given instructions on how to log in to the Re-TRAC software platform.
- c. A guided tour of the program will be given the first time you log in and go to the MMP.
- d. Instructions for the program generally, as well as specific survey instructions, are available within the system for you to reference at any time.
- e. Please make every effort to complete the program assessment survey for your local government by **MARCH 31, 2019**.

6. How should our local government prepare to complete the program assessment survey? What program information will be requested?

- a. Your local government's designated staff member should set aside 30-35 minutes to complete the survey. (The survey may be stopped and saved as needed. See number 7 in this FAQ's list for details.)
- b. Be prepared to provide your local government's program information for Calendar Year 2018. If providing information for a joint/cooperative recycling program, be sure to include information for the total number of households, population, tonnage collected, etc. for all included local governments unless local government partners will be entering their program data separately. Please provide all information requested in the program assessment survey as is applicable to your program. Program partners, contractors, and additional staff may need to be consulted to collect the information requested. Information requested includes:
 - i. **Contact information** for person completing the survey including: name, title, email address, phone number and agency represented;
 - ii. **Population and number of single family households** in your municipality/county/joint program;
 - iii. **Waste management challenges** for your municipality/county/joint program;
 - iv. **Residential solid waste collection information** including: total tonnage collected, landfill tip fees, service provider type and bulky waste collection information;
 - v. **Recycling collection information** including: number of households eligible to participate in service provided, how materials are collected (drop-off and/or curbside), total tonnage collected, material types accepted, service provider type, how service is received (subscription or automatic), collection type (dual stream or single stream), collection container type, set out/participation rate and contamination rate;
 - vi. **Multi-family household recycling collection information** including: whether recycling service is provided, number of multi-family units and service provider information;
 - vii. **Organics (yard waste, food scraps, and similar materials) collection information** including: whether organics collection is provided, how materials are collected (drop-off and/or curbside), collection container type, and material types accepted;

- viii. **Outreach and education information** including: annual budget, number of FTE staff employed for outreach/education, types of advertising activities used, point-of-collection materials used, whether work is conducted with other government agencies on promotional activities and programs; and
- ix. **Additional program information** including: types of diversion programs available for other materials (electronics, HHW, etc.), whether “buy recycled” procurement policies are in place, whether local government participates in recycling rewards programs; whether affiliated with or members of organizations related to waste management and recycling (Keep America Beautiful and the Solid Waste Association of North America).

7. What if our staff person is unable to complete the survey in one sitting? Will he/she have to start over again or will the information entered previously be saved?

- a. If your designated staff person should need to step away for whatever reason prior to completing the survey he or she will need to select “Save Draft.” Selecting “Save Draft” will allow the staff member to pick up where they left off when they return. If the staff member should need to log out of Re-TRAC they will be able to continue with the survey once they log back into their account.
- b. Once your local government is satisfied that all information has been entered your staff person will need to select “Complete.” Once the survey has been marked “Complete” the document will be locked and NO FURTHER CHANGES can be made by your staff. Should any further changes to the survey be necessary, you will need to contact Jennifer Milner or Charlie Bock with MDEQ (see contact information below) for assistance.

8. What happens after our local government program information has been entered and the survey is marked “Complete”?

- a. Once you have marked the program assessment survey “Complete,” you will be able to generate analytical reports using your community’s data and receive program recommendations (if applicable). If “Complete” has been marked in error, see number 7b in this FAQ’s list before proceeding.
- b. Once complete, MDEQ program managers will be notified that your response is complete and ready to verify. During the verification process your staff may be contacted by MDEQ to confirm and/or clarify information entered in the survey.

9. What happens if our staff person forgets their password?

Re-TRAC Connect users are able to reset their password as needed by selecting the “Forgot Password” link on the MMP Login page.

If you have additional questions, please contact Jennifer Milner, State Recycling Coordinator at MDEQ at 601-961-5739 or by email to jmilner@mdeq.ms.gov or Charlie Bock; Planning, Policy and Special Programs Manager at 601-961-5232 or by email to cbock@mdeq.ms.gov.