UPDATE ON THE MEASURE GEORGIA CAMPAIGN

Abby Goldsmith, Principal A. Goldsmith Resources, LLC

Georgia Recycling Coalition Semi-Annual Meeting
April 22, 2015
### 2. Recycling and Diversion Rate

<table>
<thead>
<tr>
<th>State</th>
<th>Recycling Rate (%)</th>
<th>Diversion Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RATES FOR 2011</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alabama</td>
<td>30</td>
<td>3</td>
</tr>
<tr>
<td>Florida</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Georgia</td>
<td>23</td>
<td>2</td>
</tr>
<tr>
<td>Kentucky</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Mississippi</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>North Carolina</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>South Carolina</td>
<td>20</td>
<td>2</td>
</tr>
<tr>
<td>Tennessee</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td><strong>Average (%)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State</td>
<td>MSW Recycling or Waste Reduction Goals (Date Established)</td>
<td>MSW Recycling Rates (Data Year)</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------------------------------------------------</td>
<td>--------------------------------</td>
</tr>
<tr>
<td>Alabama</td>
<td>25% (2009)</td>
<td>NA</td>
</tr>
<tr>
<td>Florida</td>
<td>75% (2008)</td>
<td>24% (2006)</td>
</tr>
<tr>
<td>Georgia</td>
<td>5.0 lbs/person/day by 2012</td>
<td>NA</td>
</tr>
<tr>
<td>Kentucky</td>
<td>35% by 2010</td>
<td>27% (2007)</td>
</tr>
<tr>
<td>Mississippi</td>
<td>25%</td>
<td>NA</td>
</tr>
<tr>
<td>North Carolina</td>
<td>40%</td>
<td>43% (2007)</td>
</tr>
<tr>
<td>South Carolina</td>
<td>35% (2000)</td>
<td>30% (2007)</td>
</tr>
<tr>
<td>Tennessee</td>
<td>25% (2007)</td>
<td>52% (2008)</td>
</tr>
</tbody>
</table>
How could this be in a state where...

- There are reportedly more end users of recovered materials than any other state in the country except California?
- Fifteen paper mills use recovered fiber as feedstock, eight of them exclusively?
- Carpet manufacturers are reported to consume one-third of the plastic beverage containers recovered in North America?
Because we no longer collect data about recycling in Georgia
What doesn’t get measured doesn’t get managed
Why do we need this information?

- When an end user wants to determine how much recovered feedstock may be available if he located/expanded in Georgia ... WE DON’T KNOW

- When a State legislator wants to know the recycling rate for a particular material when evaluating policy options ... WE DON’T KNOW

- When a state agency wants to know how investing in recycling contributes to the state’s economy ... WE DON’T KNOW

- When a national publication publishes the recycling activity occurring in each state and asks how much material is recycled in Georgia ... WE DON’T KNOW
Surrounding states collect recycling data

- In Tennessee, North Carolina, and South Carolina, local governments submit annual reports with tons recycled.
- In Florida, local governments and recovered materials processors report the amount recycled.
- In Kentucky, haulers and recyclers report the tons that handle.
Georgia Recycling Coalition initiated ...
Guiding Principal #1: Gather data from all participants in the recycling industry

- Data from local governments alone may provide a very limited picture of recycling in Georgia
- Three separate Re-TRAC Connect® programs
  - local governments
  - processing facilities
  - end users
Dashboard

Manage

- Options
  - Measure Georgia: End User Reporting Program
- Options
  - Measure Georgia: Local Government Reporting Program
- Options
  - Measure Georgia: MRF Reporting Program
Guiding Principal #2: Since participation is voluntary, make it attractive

- Short and simple (e.g. total incoming material) with options to drill down
- Confidential
- For private participants, provide options of promoting participation or keeping it confidential
Guiding Principal #3: Dovetail with other initiatives for maximum impact

- EPA’s State Measurement Project
- *Made in Georgia (from Recycled Materials)* campaign
- Department of Economic Development Mapping Tool
## Recycled Tons in My Community

**01/01/2014 - 12/31/2015**

<table>
<thead>
<tr>
<th>Member</th>
<th>Cycle Period</th>
<th>Traditional Material Single Stream (tons)</th>
<th>Paper (tons)</th>
<th>Plastic (tons)</th>
<th>Glass (tons)</th>
<th>Metal (tons)</th>
<th>Organics (tons)</th>
<th>Textiles (tons)</th>
<th>Electronics (tons)</th>
<th>C &amp; D (tons)</th>
<th>Additional Materials (tons)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Douglas</td>
<td>Q3</td>
<td>53.16</td>
<td>15.38</td>
<td>18.47</td>
<td>92.75</td>
<td>863.17</td>
<td>2.80</td>
<td></td>
<td>133.41</td>
<td>28.62</td>
<td>870.51</td>
<td>1,084.46</td>
</tr>
<tr>
<td>Douglas</td>
<td>Q4</td>
<td>58.13</td>
<td>14.73</td>
<td>15.88</td>
<td>62.88</td>
<td>686.86</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>67.35</td>
<td>870.51</td>
</tr>
</tbody>
</table>

### Additional Information:

- **Dig Down - View divided by Quarter**

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**Export as:** CSV, XLS, PDF

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**Results:**

Review the results of the report.
Recycled Tons - By Material Type

01/01/2014 - 12/31/2015

Additional Materials: 218.35 (5.93%)
C&D: 820.30 (14.78%)
Electronics: 111.10 (2.06%)
Textiles: 172.50 (3.11%)
Organics: 477.90 (8.61%)
Metal: 501.60 (9.04%)
Glass: 320.00 (5.77%)
Plastic: 406.20 (7.32%)

Single Stream Total Tons: 1611.00 (29.03%)

Recycled Tons - By Material Type

<table>
<thead>
<tr>
<th>Member</th>
<th>Single Stream Total Tons</th>
<th>Paper</th>
<th>Plastic</th>
<th>Glass</th>
<th>Metal</th>
<th>Organics</th>
<th>Textiles</th>
<th>Electronics</th>
<th>C&amp;D</th>
<th>Additional Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>City 1</td>
<td>0.00</td>
<td>227.00</td>
<td>109.00</td>
<td>77.00</td>
<td>139.00</td>
<td>78.00</td>
<td>45.00</td>
<td>78.00</td>
<td>99.00</td>
<td>158.35</td>
</tr>
<tr>
<td>City 2</td>
<td>0.00</td>
<td>204.00</td>
<td>76.00</td>
<td>128.00</td>
<td>0.00</td>
<td>38.00</td>
<td>40.00</td>
<td>19.70</td>
<td>218.30</td>
<td>7.57</td>
</tr>
<tr>
<td>City 3</td>
<td>0.00</td>
<td>69.90</td>
<td>145.90</td>
<td>115.00</td>
<td>92.00</td>
<td>99.00</td>
<td>27.50</td>
<td>0.00</td>
<td>236.00</td>
<td>22.00</td>
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<tr>
<td>County A</td>
<td>461.00</td>
<td>96.00</td>
<td>12.00</td>
<td>0.00</td>
<td>105.00</td>
<td>38.00</td>
<td>0.00</td>
<td>0.00</td>
<td>199.00</td>
<td>19.30</td>
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<tr>
<td>County B</td>
<td>1,150.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>68.00</td>
<td>11.25</td>
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<tr>
<td>County C</td>
<td>0.00</td>
<td>49.00</td>
<td>45.00</td>
<td>0.00</td>
<td>7.50</td>
<td>0.00</td>
<td>52.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
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<tr>
<td>County D</td>
<td>0.00</td>
<td>186.20</td>
<td>16.30</td>
<td>0.00</td>
<td>158.30</td>
<td>128.00</td>
<td>0.00</td>
<td>13.40</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Member Total: 1,611.00 911.10 406.20 320.00 501.60 477.90 172.50 111.10 820.30 218.35
Status

- 28 local governments pledged
- 17 local governments entered tonnage
  - Representing one-third of the State’s population
- Dozens of end users, processors pledged to participate
- Six processors and end users entered data
Thank you to local governments that have entered tonnage

- Keep Albany-Dougherty Beautiful
- City of Atlanta
- Augusta Richmond County
- Camden County
- Columbus Consolidated
- Dalton-Whitfield SWM
- Dekalb County
- Douglas County
- Keep North Fulton Beautiful
- Gwinnett County

- Hall County
- Laurens County
- Macon Bibb County
- City of Monroe
- Roswell
- Keep Smyrna Beautiful
- Snellville
- Valdosta
- Keep Walton Beautiful
Reprinted from Resource Recycling

Recycling leaders in Georgia have launched an ambitious effort to pull together data on the impact of materials recovery in the state. BY ABBY GOLDSMITH

METRICS ON MY MIND
Do your part to make sure Georgia counts ... enter data this week

- Local governments, go to:  
  https://connect.re-trac.com/register/measuregeorgia_localgov

- Make sure processors and markets that take your recyclables are participating in the Measure Georgia - MRF/Processor Program and the End User/Manufacturer Program
Enter data this week

- Processors
  https://connect.retrac.com/register/measuregeorgia_mrf

- End users
  https://connect.retrac.com/register/measuregeorgia_enduser

- Leave your card and I will send you the link
Questions?

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Visit us at agoldsmithresources.com