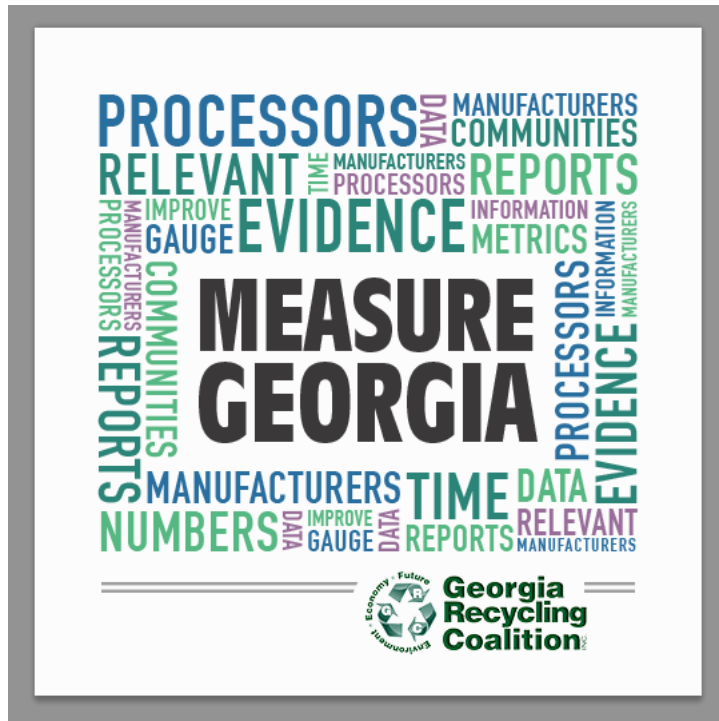


UPDATE ON THE *MEASURE GEORGIA* CAMPAIGN



Abby Goldsmith, Principal
A. Goldsmith Resources, LLC

Georgia Recycling Coalition
Semi-Annual Meeting
April 22, 2015

The Misperception

2. Recycling and Diversion Rate

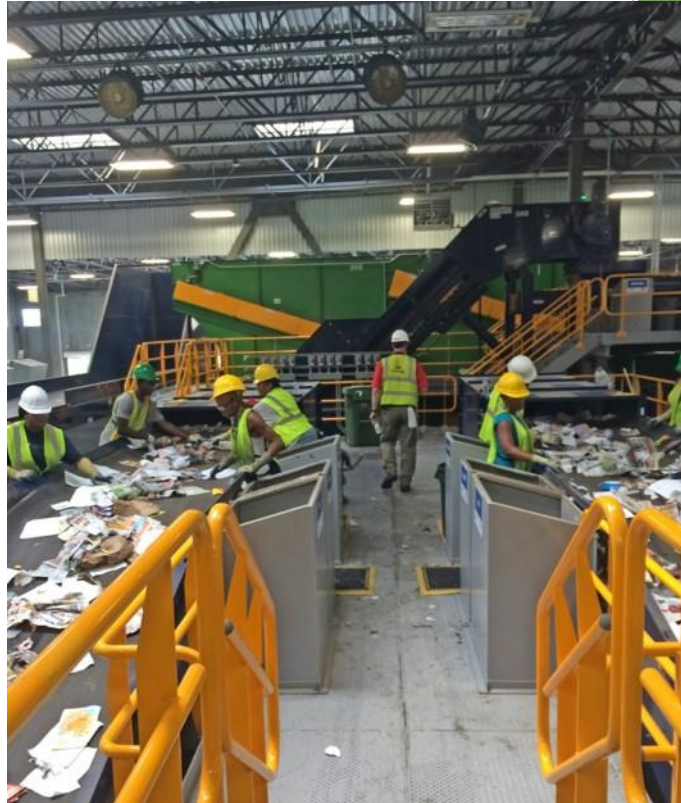
State	Recycling Rate (%)	Diversion Rate (%)
RATES FOR 2011		
Alabama	1	3
Florida	30	1
Georgia	23	2
Kentucky	NA	NA
Mississippi	12	1
North Carolina	13	1
South Carolina	20	2
Tennessee	14	1
Average (%)	14	1

State	MSW Recycling or Waste Reduction Goals (Date Established)	MSW Recycling Rates (Data Year)	Average Tipping Fee (per ton)*	Average Per Capita Disposal (lbs/person/day)
Alabama	25% (2009)	NA	\$27.01	Unknown
Florida	75 % (2008)	24% (2006)	\$36.42	8.0 ¹
Georgia	5.0 lbs/person/day by 2012	NA	\$33.07	6.5
Kentucky	35% by 2010	27% (2007)	\$32.87	6.0
Mississippi	25%	NA	\$26.81	Unknown
North Carolina	40%	43% (2007)	\$32.80	5.56
South Carolina	35% (2000)	30% (2007)	\$34.22	4.4
Tennessee	25% (2007)	52% (2008)	\$32.00	6.0 ²

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

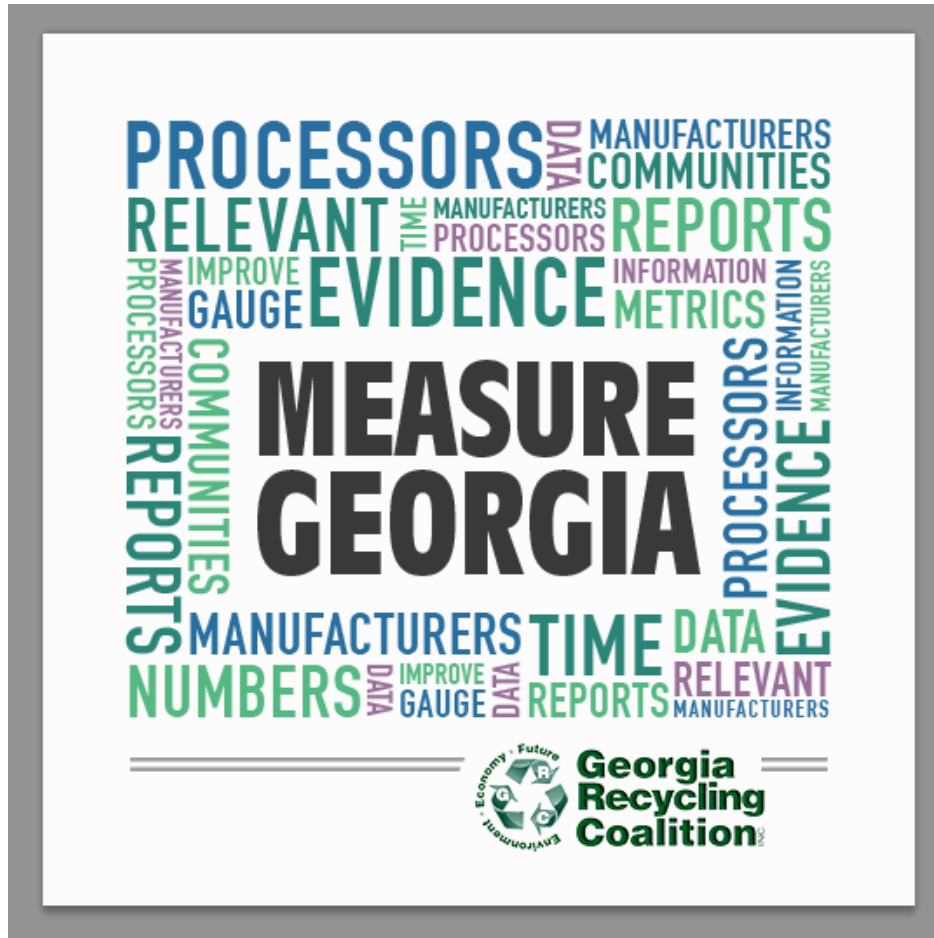
Why do we need this information?

- ▶ 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 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

Programs

Directories

Toolkit

Overview |

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

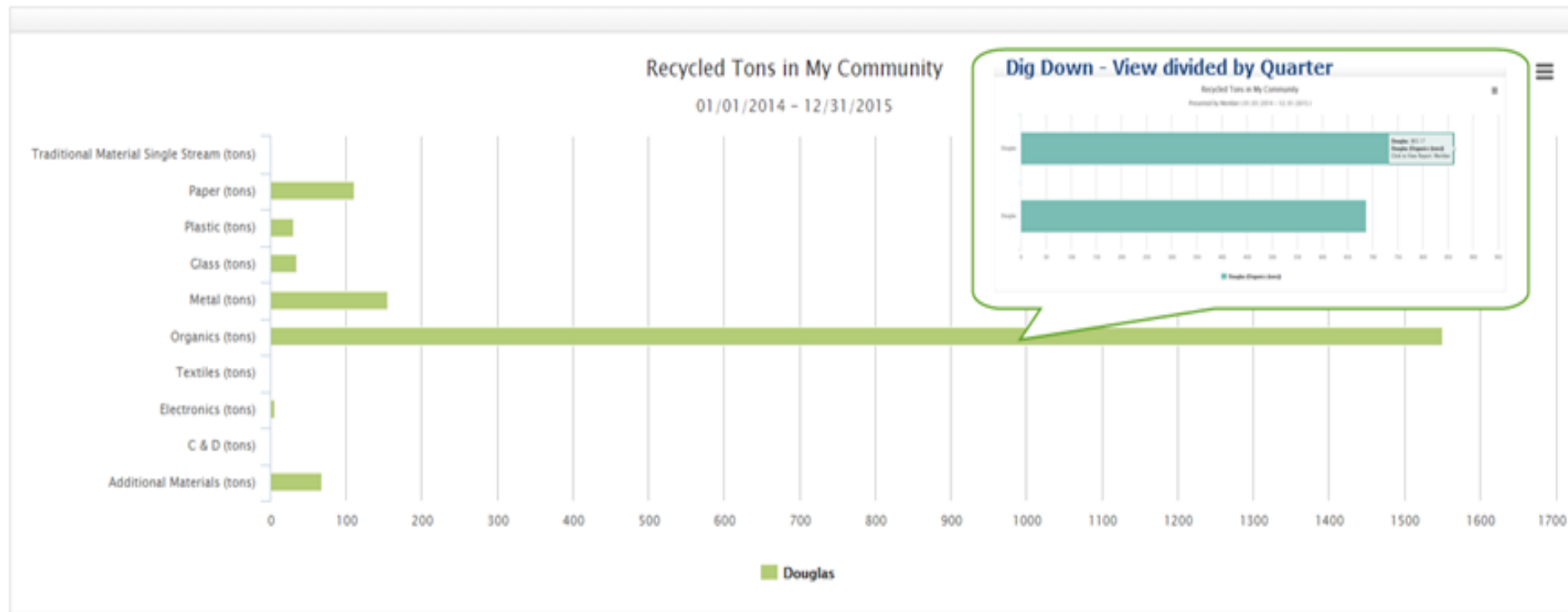
Guiding Principal #3: Dovetail with other initiatives for maximum impact

- ▶ EPA's State Measurement Project
- ▶ *Made in Georgia (from Recycled Materials)* campaign
- ▶ Department of Economic Development Mapping Tool



Results:

Review the results of the report



Export as: [CSV](#) [XLS](#) [PDF](#)

Recycled Tons in My Community

01/01/2014 - 12/31/2015

Member	Cycle Period	Traditional Material Single Stream (tons)	Paper (tons)	Plastic (tons)	Glass (tons)	Metal (tons)	Organics (tons)	Textiles (tons)	Electronics (tons)	C & D (tons)	Additional Materials (tons)	Total
Douglas												
Douglas	Q3	0.00	53.16	15.38	18.47	92.75	863.17	0.00	2.80	0.00	38.73	1,084.46
Douglas	Q4	0.00	58.13	14.73	15.88	62.88	686.86	0.00	133.41	0.00	28.62	870.51
Member Total		0.00	111.29	30.11	34.35	155.63	1,550.03	0.00	6.21	0.00	67.35	1,954.97

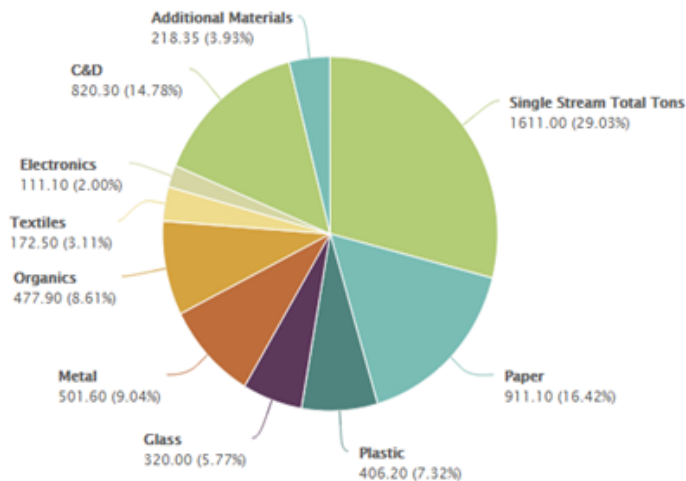
Results:

Review the results of the report

Save to Podium

Recycled Tons – By Material Type

01/01/2014 – 12/31/2015



Export as: [CSV](#) [XLS](#)

Recycled Tons - By Material Type

01/01/2014 - 12/31/2015

Member	Single Stream Total Tons	Paper	Plastic	Glass	Metal	Organics	Textiles	Electronics	C&D	Additional Materials
Recycled Tons - By Material Type 14 Responses Analyzed										
City 1	0.00	227.00	109.00	77.00	139.00	78.00	45.00	78.00	99.00	158.53
City 2	0.00	284.00	78.00	128.00	0.00	38.00	48.00	19.70	218.30	7.57
City 3	0.00	69.90	145.90	115.00	92.00	99.00	27.50	0.00	236.00	22.00
County A	461.00	96.00	12.00	0.00	105.00	38.00	0.00	0.00	199.00	19.00
County B	1,150.00	0.00	0.00	0.00	0.00	96.00	0.00	0.00	68.00	11.25
County C	0.00	49.00	45.00	0.00	7.60	0.00	52.00	0.00	0.00	0.00
County D	0.00	185.20	16.30	0.00	158.00	128.90	0.00	13.40	0.00	0.00
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.re-trac.com/register/measuregeorgia_mrf

- ▶ End users

https://connect.re-trac.com/register/measuregeorgia_enduser

- ▶ Leave your card and I will send you the link

Questions?

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Visit us at agoldsmithresources.com

