



MEASURING TO REACH MEANINGFUL GOALS

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CAFR Webinar



Are you ready to
effect change?



ORGANICS
MANAGEMENT



WASTE
RECOVERY



GLOBAL CORPORATE
SUSTAINABILITY

since 1986

AGENDA



WHY MEASURE?



HOW TO MEASURE



THE CHALLENGES



OUR RECOMMENDATIONS

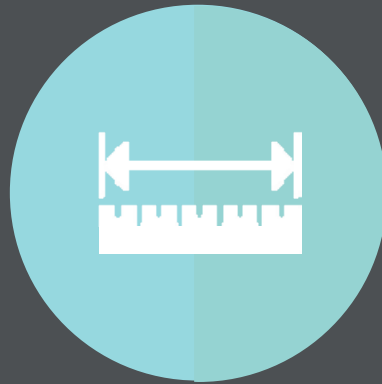
The image shows three recycling bins in blue, green, and red, each with a white recycling symbol. They are mounted on a green metal frame. A semi-transparent dark blue horizontal band with a fine grid pattern is overlaid across the middle of the image, containing the text 'WHY MEASURE?'.

WHY MEASURE?

WHY MEASURE?



Tracking progress
toward goals



Measuring year over
year results



Comparing
to others

WHY MEASURE? PUBLIC SECTOR VS PRIVATE SECTOR

Public



- State requirements
- Attract business to state / region / city
- Budget setting and allocation



Private

- Marketing and Sales
- Attract new talent
- Budget / P&Ls
- Government contract requirements / state mandates



HOW DO WE MEASURE?

HOW DO WE MEASURE?



TONNAGE BASED



WASTE COMPOSITION BASED

A photograph of a recycling facility. In the background, there are large piles of sorted waste, including plastic bottles and other debris. A yellow excavator or loader is visible, with its arm extended towards the waste. The scene is dimly lit, with some overhead lights visible. A teal-colored banner with a fine grid pattern is overlaid across the middle of the image, containing the word "CHALLENGES" in white capital letters.

CHALLENGES

KEY CHALLENGES

What counts?

Data availability

Are we measuring
the right things?

Measuring Source
Reduction



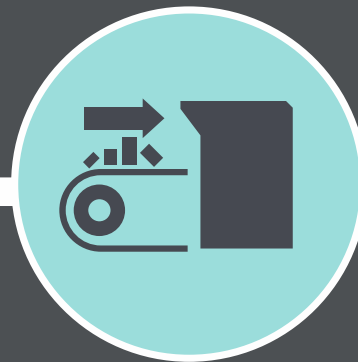
WHAT COUNTS - SETTING THE BOUNDARY



DISPOSE
FOR RECYCLING



COLLECTION



SORTING



BALED AND SOLD

DATA AVAILABILITY



**HAULER VS
LANDFILLS**



**PRIVATE AND
PROPRIETARY
DATA**



**CHALLENGES
FOR THE PRIVATE
SECTOR**

**OPEN HAULER
SUBSCRIPTION
AREAS**

WHAT ARE WE REALLY TRYING TO ACHIEVE



SOURCE REDUCTION?



A black and white photograph of the New York Stock Exchange building. In the foreground, the back of a large statue is visible, looking towards the building. The building features a classical facade with columns and a pediment. A circular graphic overlay is on the right side, containing the title text.

WHAT THE PRIVATE SECTOR TELLS US

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LEARNING FROM PRIVATE SECTOR



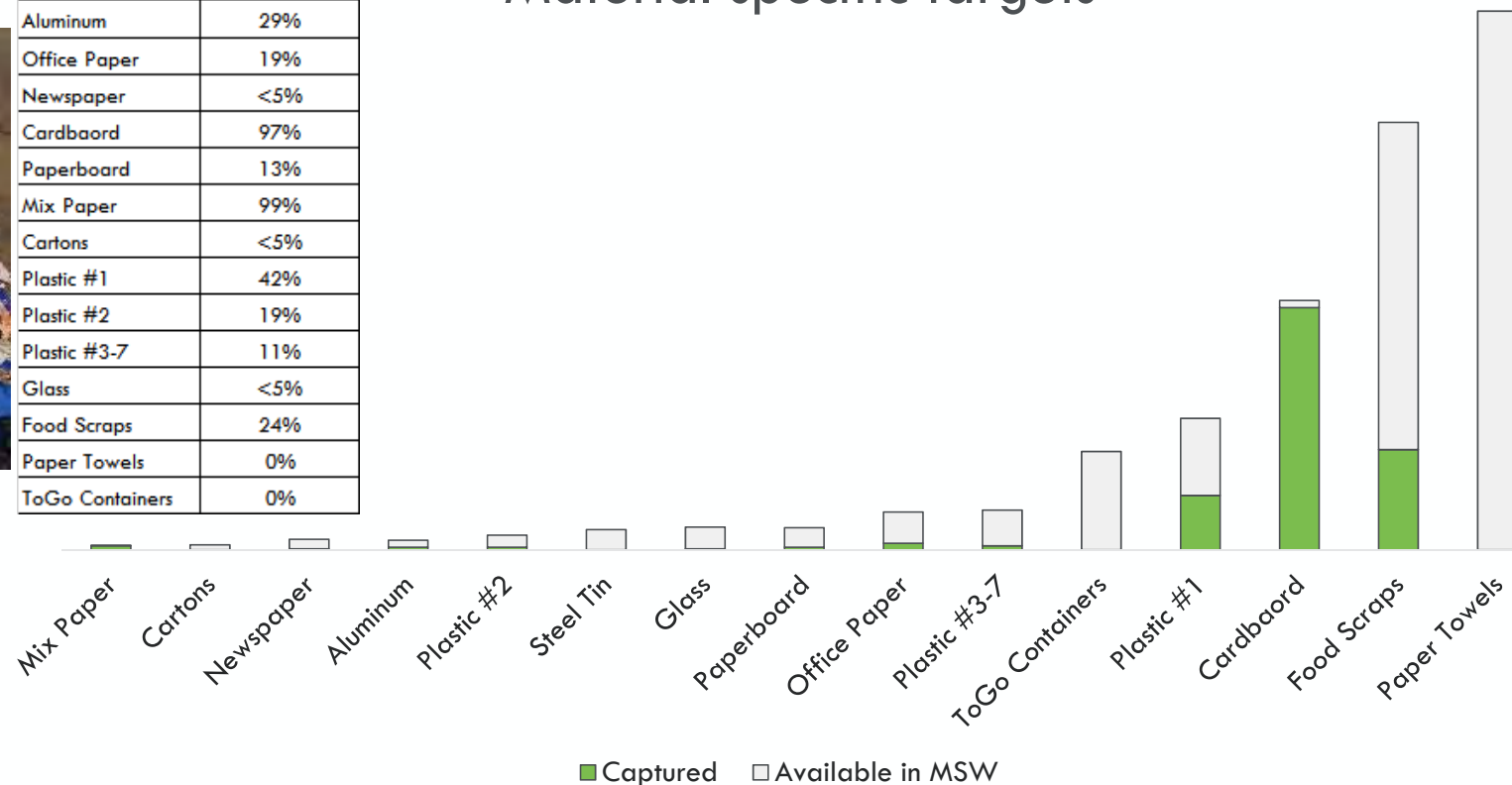
- Data on a material by material basis
- Tracking source reduction
 - materials and labor savings
- Promoting and marketing success!
- Verifying recovery versus collection (TrueCycle)
- Goals look beyond just the landfill – bottom line, efficiency, and GHG

LEARNING FROM PRIVATE SECTOR - EXAMPLE

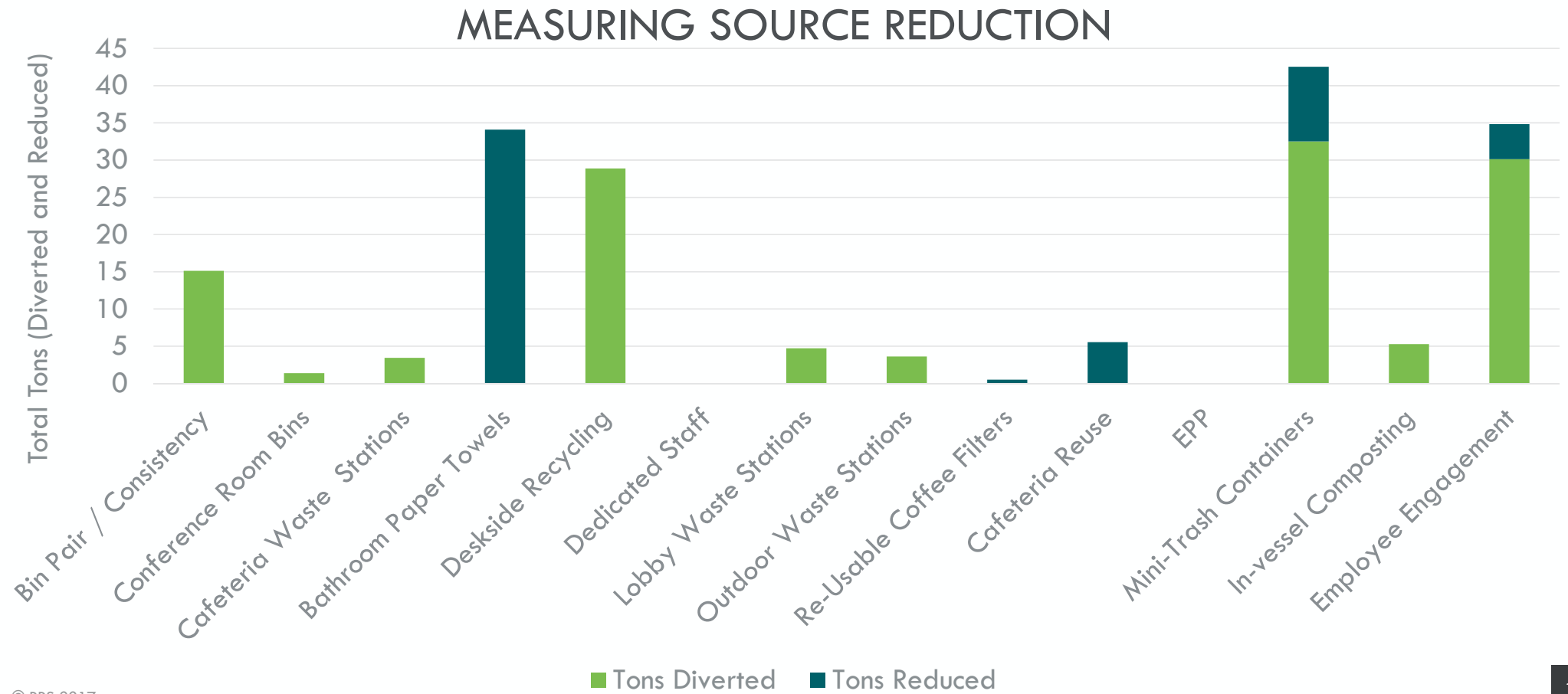


| Material | Capture Rate |
|-----------------|--------------|
| Steel Tin | <5% |
| Aluminum | 29% |
| Office Paper | 19% |
| Newspaper | <5% |
| Cardboard | 97% |
| Paperboard | 13% |
| Mix Paper | 99% |
| Cartons | <5% |
| Plastic #1 | 42% |
| Plastic #2 | 19% |
| Plastic #3-7 | 11% |
| Glass | <5% |
| Food Scraps | 24% |
| Paper Towels | 0% |
| ToGo Containers | 0% |

CAPTURE RATE STUDY – Material specific targets



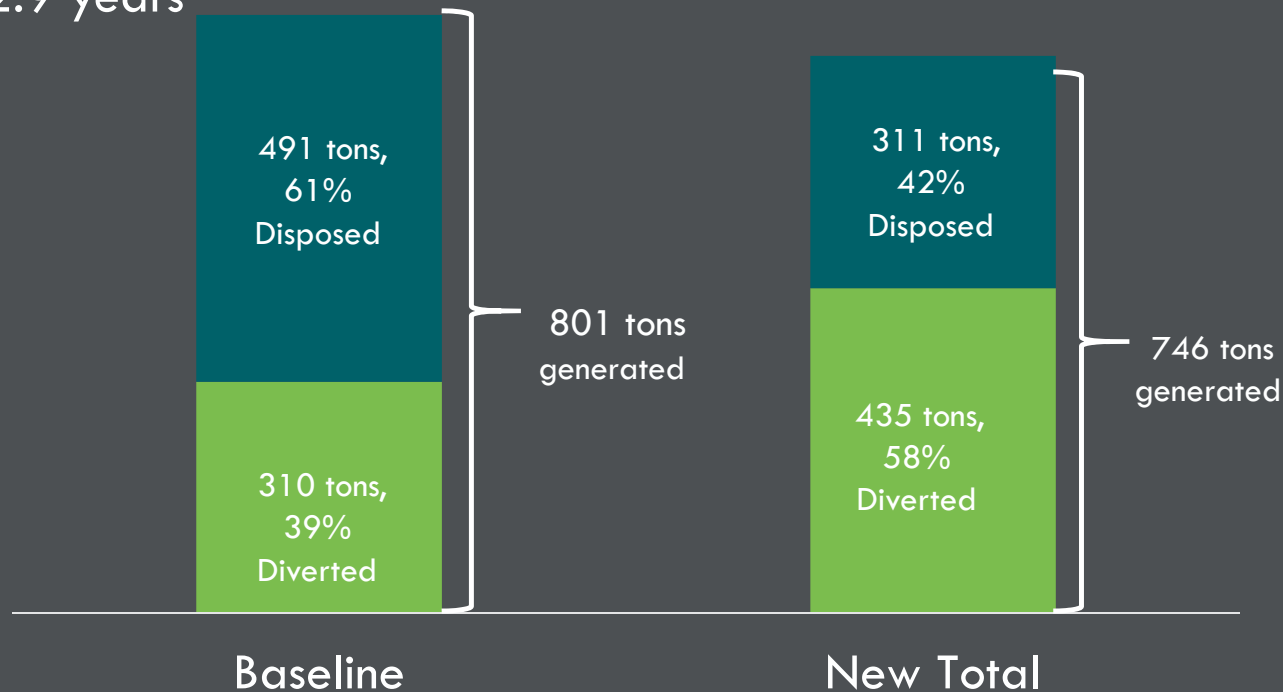
LEARNING FROM PRIVATE SECTOR - EXAMPLE



LEARNING FROM PRIVATE SECTOR - EXAMPLE

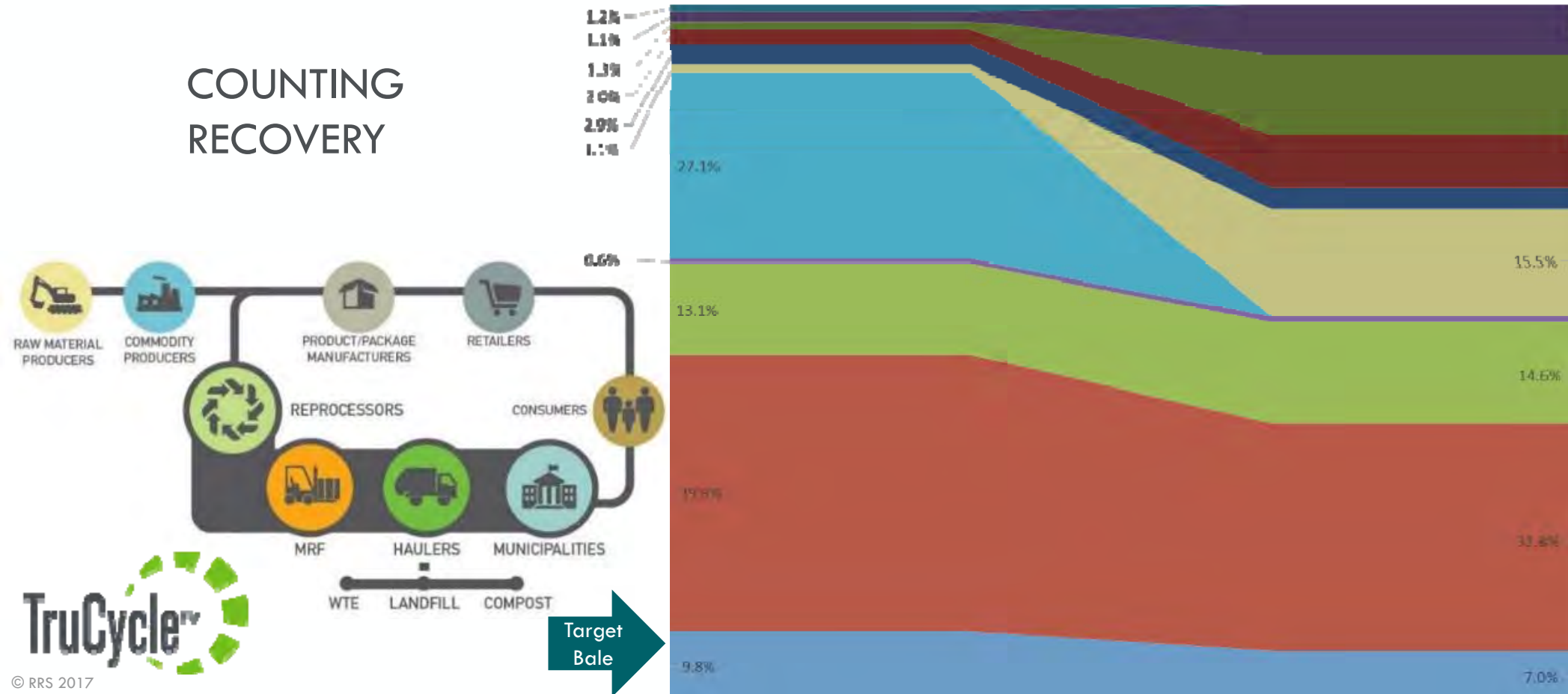
- **Total Investment:** \$234,800
\$204K Capital start-up and on-going supplies, \$30.8K Staff start-up and on-going
- **Total Annual Net Savings:** **\$(81,700)***
- **Payback Period:** 2.9 years

Example from
RRS Private
Sector Client



LEARNING FROM PRIVATE SECTOR - EXAMPLE

COUNTING RECOVERY





RECOMMENDATIONS

RECOMMENDATIONS



Re-evaluate goals

- Consider contamination, recovery rate, job creation, commodities to new materials



Acknowledge that recycling, diversion, are tools

- they are not goals and communicate with public



Borrow from the private sector

- Source reduction, tracking, GHG, selling progress



More than one metric is needed

- 'Market' success and tie to economics

RETHINKING OUR GOALS



What we measure
is driven by goals



Aim is more than
just keeping
materials out of
landfill



Recycling is a tool
to reduce GHG,
create jobs, save \$



Weight will continue
to be the base unit
of measurement

EXAMPLE

METRIC

A

- Recovery rate (50% diversion in 2018) (track annually) (public)
 - System defined (recovery v. collection)
 - Tie to economic development and closed loop economy (job creation)

METRIC

B

- Per Capita generation (reduced from 3lbs / person to 2lbs) (annual) (public)
 - Tie to source reduction and upstream impacts – GHG redux

METRIC

C

- Recovery rate by material type (track 2 – 3 years) (internal)
 - Track material specific targets and progress



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