

Goals	Evaluation/Measurement	Measurable Outcomes
Collection Programs		
Increase beverage container recycling volume by 100,000 pounds or 50% in the City of Sacramento, as compared to previous year, by providing bins at existing multi-family residential complexes.	Develop baseline of volume collected prior to beginning of project. During the year, track and compile tonnage of beverage containers collected on a weekly basis. At end of year, compare volumes collected to last year's to determine the percent change.	Collected 100,000 pounds or an achievement of a 62% increase in the volume of beverage containers collected from the previous year.
Increase the number of schools and other community organizations participating in the beverage container drop-off program from 150 to 350 (or a 233% increase) by purchasing recycling bin/receptacles and distributing brochures, signs and posters.	Develop baseline of number of schools and organizations participating prior to beginning project. During the year, track number of schools participating in the beverage container dropoff program. At end of year, compare number participating to baseline to determine percent increase.	We increased the opportunity for 200 more schools/organizations to recycle their beverage containers or a 133% increase from the prior year.
Registered Curbside		
Increase convenience for residential recycling by providing curbside to 100 or 20% more households in one year.	Develop baseline of the number of households that have curbside service. At the end of the year, count the number of homes that have curbside service and compare it with the baseline to determine the percent change.	We increased curbside service to 50 more households or 10% since last year.
Increase participation of households offered in curbside service by 150 or 10%.	Develop baseline of the number of households participating by determining an average at the start of the year. At end of year, calculate the average number of new households placing bins on curb on recycle pick-up day.	Achieved 150 or 10% increase in curbside participation.
Education		
Increase community education and awareness of CRV beverage containers in the program by 10%	Develop a survey to test the public's knowledge of the recycling program and recycling opportunities in the community. Conduct a random survey of community to determine awareness of recycling program and opportunities. At end of year, conduct the same survey to determine awareness. Calculate the percent change in awareness.	Increased the awareness of CRV beverage containers by 11%.
Increase consumer knowledge of CRV #3-7 plastic beverage containers by 50%	Track volume of #3-7 beverage containers collected as noted on Department of Conservation's shipping report form.	Increased the volume of #3-7 CRV collected by 30%.
Promotional/Advertising		
Increase awareness of beverage container recycling through promotional materials.	Track the number of people that call the hotline as result of the promotional item they received.	The number of consumers using the hotline decreased by 5%.

Increase public awareness (through participation) of local beverage container recycling opportunities by 20% through television ads.	Ask recycling center operators to conduct a survey of their customers for a given period to count the number of visits from new consumers that found out about the recycling center through the hotline; also track calls to the hotline that were a result of the ads.	Increased the number of new consumers recycling beverage containers by 5% at local recycling centers.
Events		
Increase public awareness about the importance of recycling and which beverages are CRV by 20%	Conduct a survey at the event to measure the public's knowledge of beverages that are subject to CRV and why it is important to recycle, educate the participant and find out if there is any change in the number of correct responses to the survey questions -- indicating a change in awareness.	Increased public awareness about the importance of recycling by 25% and increased knowledge of CRV beverages.
Provide recycling information to a minimum of 100 people or 10% of those attending the event	Conduct a count of the actual number of people receiving recycling information.	20% of the total estimated event attendees (1000 people) were given recycling information. (The outcome achieved surpassed the goal by 10%).
Equipment		
By installing park benches and picnic tables made from recycled plastic lumber, we hope to increase the public awareness about buying recycled by 20%.	Conduct a survey to evaluate public's knowledge about buying recycled products before park benches and picnic tables made from plastic lumber are installed in park and 6 months after they are installed.	Increased knowledge of buying products made from recycled material by 15%.
Purchase equipment made out of plastic recycled content (I.e., bench) that will require less repairs and maintenance over time, will have a pleasing physical appearance for a longer period (longer life).	Track the length of time a wood and a plastic recycled content bench is in service and the amount of time needed for regular maintenance. At end of year (or two years, if necessary), compare time to determine if one product is superior to the other. Also make a visual assessment of the physical condition of each bench.	The plastic recycled content bench required 50% less time for maintenance and lasted 150 % longer than the wood bench. The plastic recycled content bench outperformed the wood bench in physical appearance over the same time period.
Beverage Container Litter Cleanup		
Clean up city parks in order to increase public useage by 10%	Conduct pre/post clean-up study of the numbers of people using the parks.	Park usage increased 15% after clean up events.

<p>Eliminate litter (including beverage containers) in all city parks.</p>	<p>Prior to the cleanup, use trained observers to rate the amount of litter on a scale from clean to grossly littered. Then conduct observations again to determine change in amount of litter. Measure the weight of beverage containers collected and compare the weight with the results from the last cleanup event.</p>	<p>The weight of beverage containers collected increased from the last cleanup event by 25%. Park is clean.</p>
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