

Re-TRAC

Collecting Better Data

Featuring Prince William County

Thursday, May 22, 2025

Presenters



Carla Bergstrom

Sales Consultant
Re-TRAC

Carla is a data solutions expert with over 20 years of experience helping organizations transform their data collection needs into high-efficiency web-based solutions.

At Re-TRAC, she has worked closely with countless organizations to design and implement tailored data collection & analysis programs, including leading the redesign of the national Municipal Measurement Program.

Carla brings a unique blend of technical insight and customer-focused strategy to every project.

An Introduction to Re-TRAC

What is Re-TRAC?

An affordable, subscription-based software service designed to help government agencies collect, manage, and measure materials management data.



Centralize
Reporting



Simplify Data
Management



Improve
Data Quality



Exceptional
Customer Service

An Introduction to Re-TRAC

Government Customers

- 14 state agencies
- Dozens of counties, solid waste districts, and municipalities



Our Solutions

Integrated Suite of Reporting Program Solutions



Hauler Reporting



Facility Reporting



Local Government Reporting



Grant Management



Compliance Reporting



Stewardship Program Reporting



Scrap Tire Reporting



Drop-off Reporting

Features & Benefits

- ✓ 20 years of experience
- ✓ Exceptional customer service
- ✓ Flexible survey design framework
- ✓ Powerful analytics library
- ✓ Built-in calculations & data validation
- ✓ Strong quality assurance processes
- ✓ Proven track record
- ✓ Secure & trusted platform



"Re-TRAC Connect™ provides City of Austin staff with real-time reports, anytime online access for customers, and results in increased transparency for businesses."

Aidan Cohen

Program Manager, Sustainability & Strategic Initiatives - Austin Resource Recovery



"Data is seamlessly passed from regional administrators, to Portland Metro, and finally to Oregon DEQ in much less time than our former system."

Rosalynn Greene

Policy Analyst and Program Evaluator, Metro Regional Government

Prince William County

Background

Prince William County's Solid Waste Management Division of Public Works is responsible for the operation of the landfill, trash disposal, recycling, composting, household hazardous waste collection, and environmental controls to safeguard the community.

- **Maintains two convenience centers** where residents may dispose residential trash, bulk trash, recycling, and yard waste.
- Focused on **preserving the life of the landfill** through enhanced recycling programs, composting initiatives, and waste diversion strategies.
- Aims to **minimize the environmental impact of waste** by promoting sustainable waste management practices and reducing the volume of waste that ends up in landfills.



Background

The county is currently implementing multiple data collection solutions:

- **Load Inspections**
- Truck Inspections
- Recycling & Refuse Report
- Charge Account Applications/Renewals
- Hauler Applications & Permitting



Data Challenges

Before Re-TRAC, the load inspection process was entirely manual:

- Inspectors completed paper forms in the field.
- Office staff attempted to digitize the data by manually entering it into spreadsheets.
- Resulted in poor data quality due to inconsistent data entry, formatting issues, and limited data reliability.
- Only inspections resulting in violations were retained whereas non-violation inspections were often left undocumented.
- Inspectors had no standardized process for storing photos or providing centralized access to inspection records making it difficult for office staff to retrieve or analyze past inspections.

The Solution

Centralizing data collection in Re-TRAC

- Consulted with county stakeholders to understand their goals, identify opportunities for improvement, and offer strategic guidance on the best technological solutions.
- Developed the Load Inspections solution by unifying multiple data collection methods into a single, streamlined system based on project requirements.
- Solution was designed, tested, and launched in Re-TRAC in February 2025.
- Dedicated Customer Success Manager works with the county to continuously improve the data collection and workflow performance.

The Solution

Inspectors use the form to record:

- Company name
- Inspection date & time
- Load contents
- Violation indicators
- Comments
- Photos

Load Inspection Form

PWC Landfill Staff ⓘ - Annual | 2025

Inspector Name: *

Other ▼

PLEASE SPECIFY INSPECTOR NAME AND
TITLE

Monica Alcoba

Inspection Date: *

05/14/2025



Inspection Time: *

11:00am



Hauler Name: *

Other ▼

PLEASE SPECIFY

TestCompanyABC

The Solution

Office staff completes notice of violation section

Office Entry Only

Inspection Entry Verification :

Complete

Reviewed By:



Monica Alcoba-Flores



Monica Gorman



Other

Notice of Violation

Responsible Party Name:

Jane Doe

Responsible Party Address:

1234 AnyTown VA, USA

Fine Amount:


The Solution

Clicks 'Generate Notice of Violation' Report

Penalties:

- ☐ Solid Waste Regulations for Prince William County, Section 100.13.a
- ☐ Solid Waste Regulations for Prince William County, Section 100.13.b
- ☒ Solid Waste Regulations for Prince William County, Section 100.13.c
- ☐ Other



 **Generate Notice of Violation Report**

Upload NOV Report (PDF): 



Upload File

The Solution

The *Notice of Violation* is automatically populated with data from the inspection form:

- Prince William County letterhead style
- Company name
- Violation date & time
- Fine amount
- Inspector
- Scale ticket number
- Truck details
- Load contents
- Description of violation
- Photo evidence
- Appeal process

PRINCE WILLIAM COUNTY

Department of Public Works
Khatib Shamout, Director

Notice of Violation

ISSUED TO: TestCompanyABC
NOV #: 25-2356-21

RESPONSIBLE PARTY NAME: Jane Doe
RESPONSIBLE PARTY ADDRESS: 1234 Anytown VA, USA

VIOLATION DATE / APPROX. TIME: May 14, 2025 / 11:00 AM
TRUCK FLEET #: 123456

NOV DATE: May 15, 2025
PW PERMIT #: 654321

INSPECTOR or OBSERVER: Monica Alcobá
TRUCK TYPE: front-load vehicle

SCALE TICKET #: 1000029
FINE AMOUNT: \$150.00

INVOICE #: 22356
INVOICE DUE DATE: June 16, 2025

DESCRIPTION OF VIOLATION
On May 14, 2025, at approximately 11:00 AM, TestCompanyABC front-load vehicle, #123456, disposed of a commercial load as trash at the Prince William County Sanitary Landfill. Upon inspection, it was determined that the load contained a substantial amount of recyclable material, primarily cardboard. Photographs of the incident are attached.

The incident described above is a violation of:

- **Solid Waste Regulations for Prince William County, Section 100.12.i**, it shall be unlawful for any person to dispose of any loads as garbage and trash which contain more than 25% recyclable materials by volume, required to be recycled in accordance with this Article, which includes but is not limited to newspaper, mixed paper, cardboard, glass jars and bottles, aluminum and metal cans, and plastic bottles.
- **Solid Waste Regulations for Prince William County, Section 100.13.c**, Violation of any other of these regulations or any rules of County designated solid waste disposal facilities, other than Section 100.13.a and (b), shall be punishable by a fine of not more than \$500.00 for each violation.

Please be advised that a fine of \$150.00 has been assessed for the above violation and will be invoiced separately via email. Payment is required within thirty (30) days of billing. Failure to pay within this timeframe will result in a penalty of ten (10) percent of the unpaid balance, plus interest on the total amount due at the rate of ten (10) percent.

RIGHT TO APPEAL
Pursuant to Solid Waste Regulations for Prince William County, Section 100.14, a person who desires to appeal a Notice of Violation must file a written appeal with the Director of Public Works no later than ten (10) days after receipt of a Notice of Violation. The Notice of Violation shall be final and unappealable if it is not appealed within ten (10) days. Written appeals should be sent by e-mail to mpgorman@pwgoc.org and must include the grounds for the appeal and any other relevant information. Once the written appeal is received, you will be contacted about a hearing date, which will be scheduled within (10) days of receiving the appeal.

CONTACT INFORMATION
If you believe you have received this notice in error, have any questions, or would like further information, please contact: Monica Alcobá-Flores, Solid Waste Division, Business Services Analyst at MAlcoba-Flores@pwgoc.org or call 703-792-4670. Information and electronic copies of the County's refuse code and solid waste rules and regulations may be found at www.pwcgov.org/trashandrecycling.

1 of 2



Results

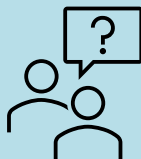
Re-TRAC has significantly improved both the data collection and analysis processes:

- Transition from paper forms to a digital “Load Inspection Form” has eliminated manual data entry and standardized how inspections are documented.
- Inspectors can now submit real-time data directly from the field, including photos and comments, which ensures consistency and completeness across all inspections.
- Re-TRAC’s analytical reports have enabled us to easily track and analyze key metrics such as total inspections performed, violation rates, and inspection trends by company.
- Collecting data in a standardized format increased data accuracy and allows for better decision-making.
- The time spent creating and reviewing load inspection forms has decreased significantly.

Looking ahead

Building on the success of the *Load Inspections & Notice of Violation* solution:

- The county intends to expand data collection by incorporating more fields to collect more data for analysis (e.g. tracking appeal submissions).
- Plan to introduce more reports to provide better insights.



If you have questions about other data collection solutions, please reach out.

Re-TRAC

The Industry's Leading Waste & Recycling Software



Proven

Trusted for over 20 years



Secure

Your data is safe with us



Support

Exceptional service



Scalable

Grow with us

Questions

Thank You!