ANNOUNCEMENT EMAIL TEMPLATE

We are proud to announce the implementation of a powerful new **program assessment and planning tool** to standardize the measurement of material management programs and to provide municipalities, counties, and regional government agencies with decision-making tools to improve recycling program performance. The [Municipal Measurement Program™ (MMP™)](http://www.municipalmeasurement.com) is **free** and participation is **easy**. By completing the program assessment surveys, participants unlock a suite of sophisticated program performance and benchmarking reports.

**We encourage all municipalities, counties, and solid waste districts who operate Residential Curbside and/or Drop-off programs to join the MMP**. Unlock the full potential of their waste management program data.

**[JOIN THE MMP](https://www.municipalmeasurement.com/participate-in-the-mmp/application-page/)**