BOILERPLATE LANGUAGE

The following content has been written to support ongoing participation in the Municipal Measurement Program™ (MMP™). It can be used in emails, phone calls, web pages, and print materials. Feel free to adjust the language as needed but please do your best to use the core terms listed at the end of this document whenever possible.

# ENCOURAGE PARTICIPATION

We encourage all municipalities, counties, and regional solid waste districts to join the MMP to measure program performance, benchmark results, and discover opportunities to improve programs. Participation is free and most participants complete the program assessment surveys within 90 minutes.

To learn more about the benefits of participation, please visit <https://www.municipalmeasurement.com/participate-in-the-mmp/>

If you’re ready to join the MMP, please complete the [application](https://www.municipalmeasurement.com/participate-in-the-mmp/application-page/).

# COMPLETING THE PROGRAM ASSESSMENT SURVEYS

As a member of the MMP, you have access to a suite of sophisticated program performance and benchmarking reports. All you need to do is complete the program assessment surveys and mark them as complete in Re-TRAC Connect. Once the necessary data has been assembled, most participants complete the program assessment surveys within 90 minutes.

If you need help gathering the data and completing the surveys, please consult the following guide: <https://connect.re-trac.com/support/knowledge_base_articles/mmp-user-guides-2023>.

# GENERATING ANALYTICS

As a reminder, participants should mark all program assessment surveys as complete to unlock the following analytical reports:

## Annual Trend

## Monitor your annual performance metrics to analyze trends and identify opportunities to make program adjustments.

## Pounds Per Household

Analyze the pounds of waste, recycling, and yard & food waste generated by each household served by your agency’s programs.

**Annual Tons Per Program**

Measure the total tons of recycling, MSW, and organics captured by your curbside, drop-off, and public space collection programs.

## Pounds Per Household Compared to the U.S. National Average

Compare your agency’s lbs per household recycling performance to the U.S. National Average.

# CORE TERMINOLOGY

1. Municipal Measurement Program™ (MMP™)
2. A free program assessment and planning tool
3. Program assessment surveys
4. [The Recycling Partnership](https://recyclingpartnership.org/) is a national non-profit working to transform recycling for good.
5. [Re-TRAC Connect](https://www.re-trac.com/) is web-based software designed to help organizations efficiently collect and analyze materials management information.