**[REGIONAL GOVERNMENT AGENCY]** Introduces Regional Recycling Measurement Program to Municipalities and Solid Waste Districts

The [REGIONAL GOVERNMENT AGENCY] is proud to announce the implementation of a powerful new **program assessment and planning tool** to harmonize the measurement of material management programs and to provide municipalities and solid waste districts with decision-making tools that can improve recycling program performance. By participating in the program, municipalities and solid waste districts will gain access to key insights about the performance of their programs and discover opportunities to build more efficient solid waste and recycling programs. The launch of this new measurement program will also provide [REGIONAL GOVERNMENT AGENCY] with a reliable way to measure the region’s recycling performance.

[REGIONAL GOVERNMENT AGENCY] is working with Re-TRAC and [The Recycling Partnership](https://recyclingpartnership.org/) to offer the Municipal Measurement Program™ (MMP™) to **local government agencies in the region**. By completing the MMP’s program assessment surveys, participants can generate reports to **measure program performance** and discover opportunities to **improve waste and recycling programs.** The MMP uses standardized terminology that empowers participants to **benchmark performance** metrics against national averages. The program also simplifies data management by centralizing all solid waste and recycling program information. Data collected in this program helps [REGIONAL GOVERNMENT AGENCY] measure the region’s performance and gain greater visibility into local efforts to reduce waste across the region.

The MMP is hosted in Re-TRAC , a web-based software system developed by Emerge Knowledge Design, Inc.. The program is **free to use for local government agencies** and is now collecting data for 2018, 2019, 2020, 2021 and 2022. On average, the program assessment surveys only take 90 minutes to complete. Once the surveys are complete, participants will unlock a suite of program performance and benchmarking reports.

For more information about the Municipal Measurement Program and its many features and benefits please visit: <http://www.municipalmeasurement.com>.

We encourage all municipalities and solid waste districts to join the MMP and hope you will take advantage of this opportunity to learn more about your solid waste and recycling programs as well as contribute to the regional measurement of recycling and waste reduction.

Join the MMP by visiting:

<https://www.municipalmeasurement.com/participate-in-the-mmp/application-page/>

If you have any questions or would like additional information, please contact [NAME], [JOB TITLE] at [PHONE NUMBER] or by email to [EMAIL].