**[STATE GOVERNMENT AGENCY]** Introduces Statewide Recycling Measurement Program

The [STATE 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, counties and solid waste districts with decision-making tools that can improve recycling program performance. By participating in the program, participants 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 [STATE GOVERNMENT AGENCY] with a reliable way to measure statewide recycling performance.

[STATE GOVERNMENT AGENCY] is working with Re-TRAC and [The Recycling Partnership](https://recyclingpartnership.org/) to offer the Municipal Measurement Program™ (MMP™) to **local** and regional **government agencies in the state**. 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 waste and recycling program information. Data collected in this program helps [STATE GOVERNMENT AGENCY] measure statewide performance and gain greater visibility into local efforts to reduce waste across the state.

The MMP is hosted in Re-TRAC, a web-based software system developed by Emerge Knowledge Design, Inc.. The program is **free to use** and is now collecting data for 2018, 2019, 2020, 2021 and 2022 calendar years. 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 municipal, county and regional governments to join the MMP and hope you will take advantage of this opportunity to learn more about your solid waste and recycling programs and contribute to the statewide 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].