

WasteCap Wisconsin 2006 Final Report

January 2006 – December 2006

Items in italics are objectives from WasteCap's 2005-2007 strategic plan

Talk & Tours and Events 2006

Conduct three or four Talk and Tours per year

- **One Talk & Tour and one membership event were conducted in 2006**

July 27, 2006 – The Jansen Group at St. Anthony's Church

October 12, 2006 – R3 Awards

*This was due to the construction schedule of many of our projects not being conducive to holding a tour.

Site Visits 2006

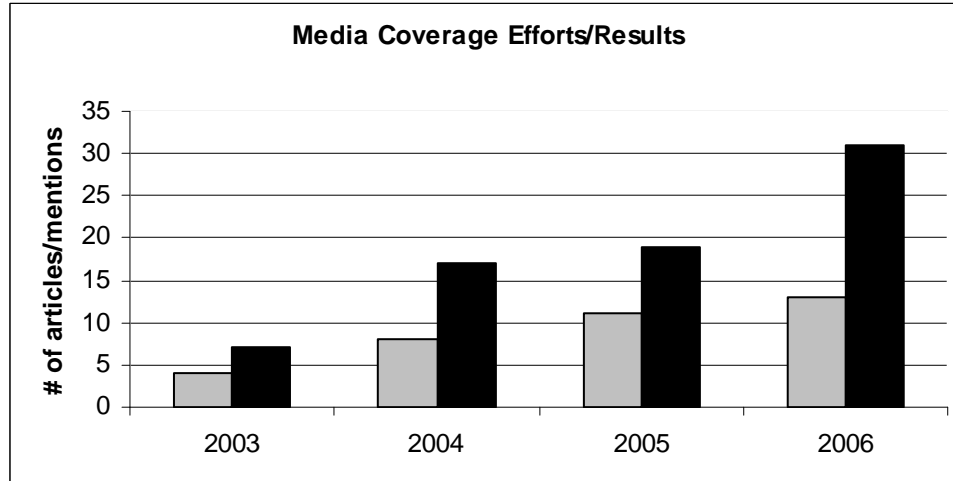
Conduct 9 site visits per year

- **2006 Site Visits:** Natural Resource Technology; American Transmission Company; UW-Whitewater Baker Hall, Sayles Hall and Salisbury Hall ; We Energies Elm Road Generating Station; UW Whitewater Connor Center; HMB Contractors; Civil War Museum (7)

Publications and Press 2006

Publish a minimum of 12 articles or other printed pieces annually

THROUGH 2006 – This chart tracks the number of media coverage efforts we made in each year and the number of media coverage results that were gained. Efforts include press releases and stories pitched by WasteCap. Results include articles written about WasteCap and press releases that were printed.



2006 Coverage:

"Bachmann's Green Team" – mention of support of WasteCap, Bachmann Builder, Winter 2006

"Business Briefcase" – announcement of accreditation of Smet Construction, November 2006

"Commitment to reducing and recycling waste awarded" American Recycler, November 2006

"WasteCap Wisconsin honors vinyl siding scrap recycling program" Recycling Today Nov. 3

"Congratulations to all you Big Diverts out there" The Mortenson Minute, Oct 2006

"Awards in Business" Journal Sentinel listing in Oct/Nov

"WasteCap to honor sustainable builders" The Daily Reporter, Oct. 10

"R3 Awards" The Daily Reporter, Oct. 9

"R3 Awards event is Thursday," The Daily Reporter October

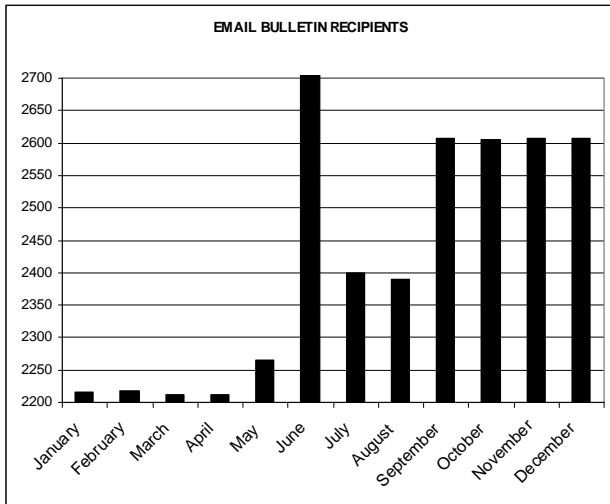
"Wisconsin award nominees announced" Construction and Demolition Recycling Oct. 9

"Wisconsin award nominees announced" Recycling Today, October 9

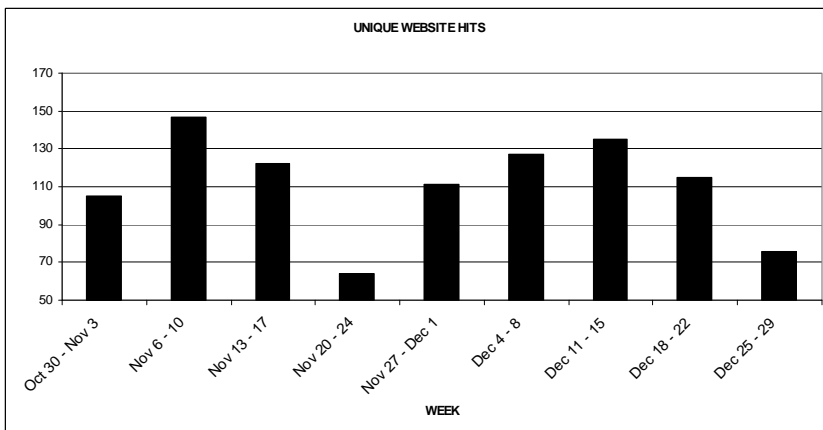
- “WasteCap Wisconsin offers C&D management training” Recycling Today, Oct 2
- “Froedtert, nonprofit group work to reduce waste from construction” Wauwatosa News-Times, Sept. 29
- “Hospital, contractor work to recycle waste from project” Wauwatosa Now, September 14
- “Recycling C&D waste key to holding costs down” American Recycler, September
- “Easy Being Green” Construction & Demolition Recycling, September
- “Online program tracks C&D recycling” Recycling Today, September
- “Recycling can decrease construction costs,” The Daily Reporter, July
- “Wisconsin recycling means business” – Wisconsin DNR business directory, June
- “The Right Track” – The Daily Reporter, July
- “Construction Calendar” The Daily Reporter, June 19
- “Online documentation of recycling soon a reality” The Daily Reporter, June 16
- “High profile projects achieving high recycling rates” The Daily Reporter, May 23
- “Business in Wisconsin” – Milwaukee Journal Sentinel, May 7
- “Top Projects” – Wisconsin Builder, May
- “Prime Numbers (WasteCap saves business \$1 million by recycling)” – The Daily Reporter, April 21
- “Home is where the green is” – Milwaukee Journal Sentinel Green Pages, April 16
- “Governor issues green building mandate” – The Daily Reporter, April 12
- “Madison move fits into firm’s design” – Wisconsin State Journal, April 9
- “WasteCap leads training in construction waste recycling” – The Daily Reporter, March 17
- “Saving Grace: Pieter Godfrey’s Complex Relationship to Recycling” - Riverwest Currents, February

Email Bulletin and Website

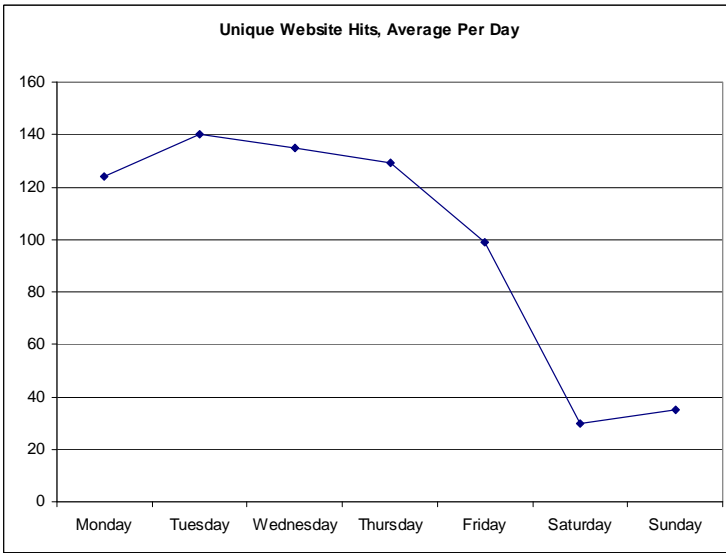
Continue producing monthly email bulletin, increase distribution 5% each year



Email Bulletin Recipients This chart shows how many people receive the email bulletin each month. Shannon added many new recipients from business cards and our contacts list and that is why June is high and email addresses from R3 Awards invitations were added to the bulletin list in September.

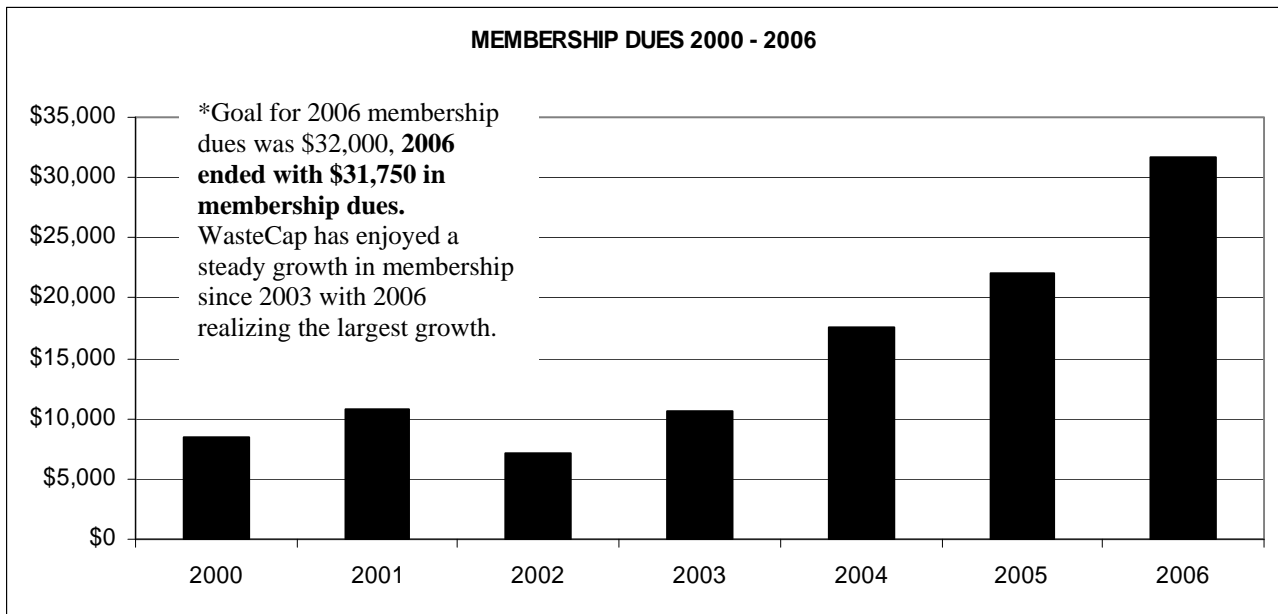


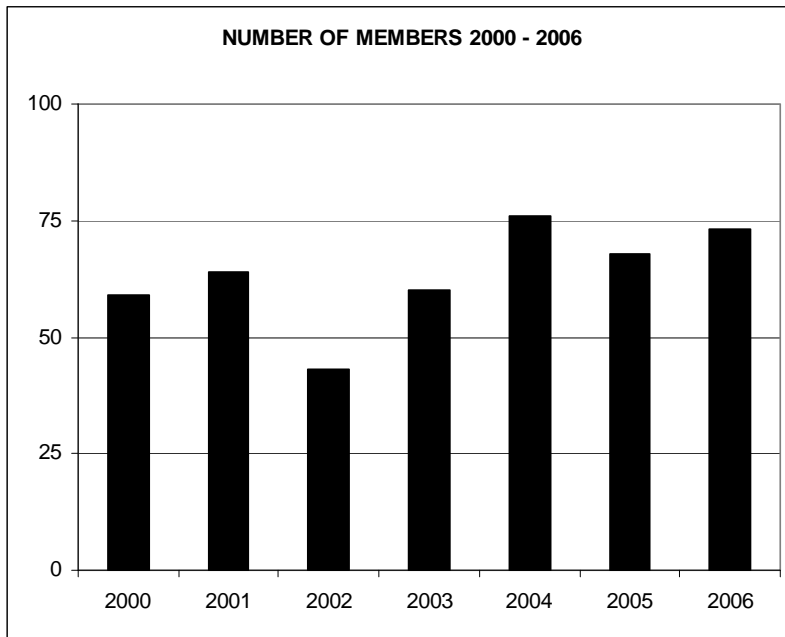
Unique Website Hits This chart shows the average number of daily hits each week from November through December.



Unique Website Hits, Average Per Day This chart shows the average unique hits per day in a week. All of 2006 data is included in this average. Tuesday and Wednesday are still the most popular days to visit the WasteCap website.

Membership





*Goal for 2006 was 66 members (equal to 52 renewals and 14 new members). **The year ended with 73 members** comprised of 21 new members and 52 renewals.

Public Relations

• Presentations 2006

- Wisconsin Hospital Engineers Association—January
- CSI Milwaukee—January
- CSI Madison – March 14
- HGA Architects Milwaukee - March 15
- DNR staff—March 15
- Solid Waste Management Conference – March 22
- Engberg Anderson Design Partnership - April 3
- Asbestos Demolition Conference – April 5
- MSOE—April
- Earth Day at Weston 4 – April 20
- Earth Day at IRS – April 21
- Earth Day at Children’s Hospital – April 21
- Small Business Times, Business Expo, Green Pavilion, May 3
- EPA Performance Track, Atlanta, GA – May 11
- State DOA, DFD – May 15
- Groth Design Lunch & Learn – May 24
- DNR NE Headquarters Opening - June 12
- Milwaukee Construction Estimators Guild Presentation - June 13
- Veridian Foundation Presentation – July 12
- Froedert Hospital Recycling Kickoff – July 18
- Jenna presented to the Veridian Foundation - August 9
- Wisconsin Green Building Alliance—SE 2 conference booth—October 18
- Milwaukee Public Schools, Alumni Open House, October 19th
- Jenna presented at NRC conference in Atlanta on the online documentation – October 24
- Columbia St. Mary’s—worker kick off--October

WasteCap Brochure

Staff is designing a new WasteCap brochure. We intend to complete the brochure in 2007.

Board

Recruit, retain and strengthen WC's board

Each year conduct a skill inventory and recruit individuals who meet needs

- In 2006 we identified the need for enterprise growth, marketing/PR, finance, residential and demolition expertise.
- The executive committee met in June to discuss board development and decided to adopt a policy that candidates serve on a WC committee first before being elected to the board. Diane Hammann of Natural Resource Technology (currently serves on the membership committee) and Mike Gitter (currently serves on the Food Waste Committee), were asked to join the board of directors. Diane brings marketing/PR expertise and Mike brings food waste expertise.

Assign a board mentor to each new board member for one year

- In 2005, JW Spear/Lisa Bridge; Ed Faherty/David Pellitteri; Beth Churchill/Garrick Maine
- In 2006, Diane Hammann/Rob Sherman and Mike Gitter/David Pellitteri

Review board member's progress, and find ways to recognize accomplishments

A board recognition award was included in our R3 awards for 2006 (won by Ed Faherty).

Finances

Increase financial stability of WC and continue to diversify funding, expand our membership base and control costs.

Identification of % of income from each fundraising category to ensure diverse funding sources

In 2005	In 2006	Net
C&D projects=63%	C&D Projects=65%	2% increase
Membership=8%	Membership=12%	4% increase
Sponsorship=3%	Sponsorship=1%	2% decrease
State Grants=6%	State Grants=9%	3% increase
Foundation Grants=7%	Foundation Grants=2%	5% decrease
Fee for Service=1.5%	Fee for Service=1.5%	Same
Training=3.5%	Training=10%	6.5% increase

Create an annual budget reflecting the fundraising plan, diverse funding sources, control costs and net positive income for the organization; review financial status at each board meeting; maintain cash reserve of 3 months of total budget.

- The current budget status is reviewed at every board meeting.
- We ended 2006 with a surplus. At the end of 2006, WC had 2 ½ months in cash reserve.

Fundraising

WasteCap will continue to grow and strengthen all aspects of funding sources.

- The 2006 budget projected growth in all funding sources except for C&D projects and fee for service which remain the same to be conservative.
- A proposal was submitted to the Brico Fund to assist in funding our work on three large Milwaukee construction projects with three different local large construction companies and training, **which was awarded and will be completed in 2007**. WasteCap applied for a DNR demonstration grant to fund market development and the development of an "approved" electronic's recycler list, and to the Environmental Research and Educational Foundation to fund taking our C&D training program into other "national" markets (ie. other states). Unfortunately neither the DNR Demonstration Grant nor the EREFgrant were funded.

- Staff was notified about contracts being solicited by the DNR for organics and C&D work. The RFP's were due in November. WasteCap submitted 3 grant proposals, one for the food waste project; One for developing our C&D work with the state of Wisconsin projects and training DSF project managers (using UW-Whitewater COBE new construction as the first project); and one for the creation of a on-line C&D markets database. **WasteCap was awarded the State projects and Markets database contracts and will complete the bulk of the work in 2007!**
- **WasteCap was awarded an additional grant in 2006 from the Veridian Foundation to continue our work on the vinyl recycling program.**

Business Development

Potential Projects 2007

WasteCap continued to track, pursue and propose on approximately a dozen Construction and Demolition projects in 2006. Most notably landing Columbia St. Mary's Hospital-Ozaukee; Froedtert Cancer Pavilion, Milwaukee; Northwestern Mutual Life Campus Expansion, Milwaukee; Kettle Foods, Beloit and the Harley Davidson Museum, Milwaukee.

WasteCap met with Preston Cole, City of Milwaukee Public Works, Ann Beier, Director of Sustainability for the city of Milwaukee and Rick Meyers, Recycling coordinator for the city, to discuss how to incorporate C&D recycling into city projects and those receiving city funding. They are excited about working with us!

Food Waste

To define and quantify the food waste management issue in WI for businesses and by the end of 2006, identify some best systems to resolve it. Long-term (2006, 2007) as projects and funding become available: Form a demonstration partnership with Bruce Company, KMC or Alliant Energy or other to be determined by the committee.

- An active food waste committee was established with professionals from United Water MSOE, Insinkerator, SHWEC, Kraft Foods, and JW Spear Associates. The committee is currently working to develop strategies and make a policy recommendation to the WDNR for the most cost effective and environmentally friendly methods of managing food waste from commercial and institutional sources. They are currently developing a pilot project utilizing food waste from a local groceries three facilities to test different disposal methods and their environmental impacts (ie. methane generation). **A proposal for funding has been submitted and is currently under review by the DNR. The DNR has asked for more information. We are hoping to be awarded this project.**

Construction and Demolition Services

To educate...that comprehensive C&D waste management programs not only reduce waste...but also provide an efficient and cost effective way to deal with waste during C&D projects. Fulfillment of this goal will significantly reduce waste entering state landfills and create new markets of recycled materials where they do not now exist.

- **Current Recycling Rates (as of December 15)**
 ACS Kettle Foods - **77.76% by weight**
 Brico Fund – **37.79% by weight**
 Boldt IRC – **85.83% by weight**
 American Family Children's Hospital – **75.04% by weight**
 Mortenson Froedert Cancer Pavilion – **51.40% by weight**
 Mortenson Columbia St. Mary's – **84.10% by weight**
 MPS---report to be done in January—**78% by weight**
 Veridian Homes – **61.33% by weight**
 Weston 4 Electric Power Plant – **81.17% by weight**
- To date, WasteCap saved approx. **\$1 million** in avoided disposal costs
 To date, approx. **100 million** pounds of materials have been diverted from landfills.

Promote and sell fee-for-service construction waste management consulting services to fund the organization and develop new ...methods/techniques in construction waste management. Strive to achieve 20% growth in 2005 and 2006, 10% in 2007; staff accordingly'

- Approximately 10 projects worked on in 2005, totaling 70% of the budget in fees
- Approximately 14 projects worked on in 2006, totaling 74% of the budget in fees
- Through a grant from the EPA and DNR, we worked with SHWEC to develop an on-line tracking system for documentation of construction and demolition recycling---the system has been developed, is still in the process of being refined. .

Actively support state and local policies that require construction and demolition waste management for public buildings constructed in the state; develop model CWM standards for public building....

Governors Task Force on Waste Materials Recovery and Disposal. Jenna Kunde, Director of Strategic Development was the Chair of the Waste Reduction Workgroup. The Waste Reduction Workgroup has finalized recommendations on construction and demolition debris, paper including mixed, and wood – these materials account for more than half of Wisconsin's municipal solid waste. This workgroup worked on recommendations for electronics, commercial/business waste, hazardous waste, pharmaceutical waste and overall waste reduction strategies for consideration by the full Task Force. The task force submitted their report to the governor before the end of the year. The report included draft recommendations for electronics, organics/food waste, C&D debris and wood. It also included recommendations on obtaining funds for non-profits to help with market development.

As the Chair of the Waste Reduction Workgroup, Jenna was included in the meeting with the Governor's Staff to present the report. The report has recently been released to the public. Contact our office if you would like to request a copy.

- **New C&D Projects 2006**

Milwaukee Public Schools—demolition of Milwaukee Tech
Brico Fund, Beyer Construction---renovation of former Zita's building
Columbia St. Mary's Ozaukee Addition---\$62 million project
Froedtert Cancer Care Center—a \$70 million project
NML Campus Expansion, Opus North, a \$80 million project
Kettle Foods, ACS, Beloit, WI an \$8 million project
Civil War Museum, Kenosha, WI, \$10 million project
The Harley Davidson Museum, Milwaukee, WI, \$80 million project
UW Whitewater, College of Business Education

State Projects: The Department of Administration at the State of Wisconsin has decided to implement Construction Waste Management on ALL state projects. This has been the result of 4 years of long and diligent work by WasteCap staff!

A presentation was given to Department of Administration, State Facilities Project Managers on May 15th, 2006. The DOA Division of State Facilities Section Chiefs all met with WasteCap staff. They want to work with WasteCap to ensure the success of recycling on state projects. Also, as a result of this meeting, WasteCap was hired to work with UW-Whitewater to help them develop a demolition waste management plan and overcome barriers to recycling. WasteCap has been included in the effort to draft sustainability guidelines for state projects being headed up by the team of Arnold & O'Sheridan, Rocky MtN Institute and Kubala Washatko, and recently attended the first Ecocharette.

C&D Training

Develop a comprehensive construction waste management training program....

- Launched through pilot program 2005, with 3 private training sessions. Public sessions were conducted on May 2 and September 26, 2006.
- The C&D training video, was completed. The video was utilized in our May and Sept. trainings, and on the Weston, CSM, Froedtert, NML and Kettle Foods job sites. It was decided to provide a copy of it to all trainees included in their registration fee, and to provide a copy to each new C&D fee for service client. In addition it will be offered for sale on our website for \$99.95 with a discounted price for members.

Develop business plan with measurable goals

Worked with consultant, Lauren Sinai and the Metavante team on refining and developing the training program in first part of 2006—implementation in last ½ of 2006.

Electronics

To the extent funding is available, investigate and pursue programs, strategies, and funding opportunities that assist WasteCap in addressing, reducing or eliminating identified issues, disincentives and trends. This might include: determining the possibility of WasteCap certifying computer recyclers that serve Wisconsin; deciding whether or not to pursue future computer collection collaboratives; and educating businesses across Wisconsin of the availability of current computer recycling markets and reasons to recycle. Develop a business plan accordingly.

- Through a grant from the EPA and DNR, we worked with SHWEC to develop an on-line tracking system for electronics---development of the system was completed by SHWEC.
- WasteCap applied for a DNR demonstration grant to develop an electronic recycler's list that could be either WC approved or WC certified, based on how a potential company that would like to be named on the list, answers a set of questions drafted by the DNR. This grant was not selected to be funded in 2006.