

Sustainability Campus + Metrics Report Update

Sustainable Madison Committee | Monday, April 27



DANE COUNTY
**WASTE +
RENEWABLES**

make **MORE** from waste

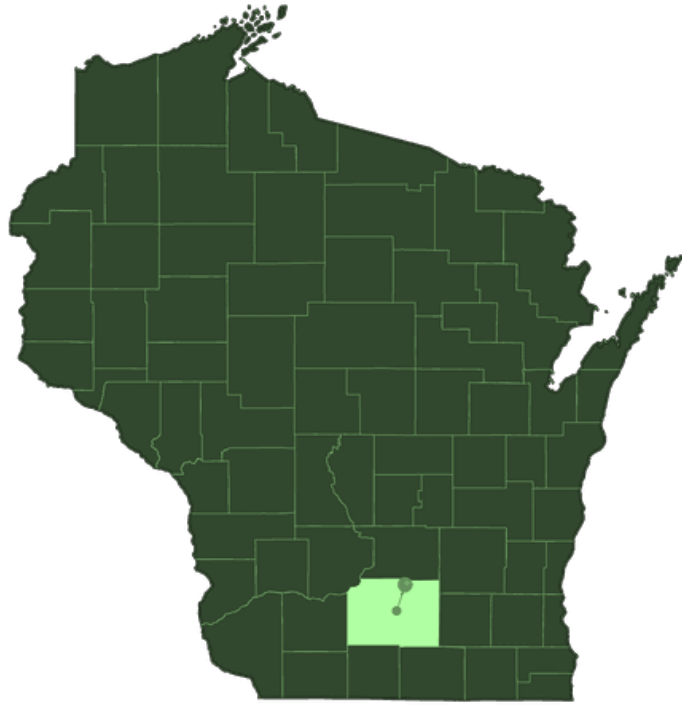
PRESENTATION OVERVIEW

- **BACKGROUND**
- **OPPORTUNITY + VISION**
- **SUSTAINABILITY CAMPUS UPDATES**
- **METRICS REPORT**



BACKGROUND

ABOUT DANE COUNTY



Population of ~600,000

2nd largest, and fastest growing county in WI

Estimated pop. 887,000 in 2050

ABOUT WASTE + RENEWABLES



DANE COUNTY DEPARTMENT OF
**WASTE +
RENEWABLES**

Staff of ~45 employees

Operate as an Enterprise Fund

History of Public-Private Partnerships

Operate only MSW landfill in County

Prioritize education + outreach





CURRENT SERVICES + PROJECTS



Active Landfill



Recycling Programs



Construction & Demolition Recycling



Clean Sweep (HHW + Electronics)



Renewable Natural Gas (RNG)



Education + Tours

“Providing environmentally-sound and sustainable waste management and renewable energy solutions for current Dane County residents and future generations”

RECYCLING PROGRAMS

- **Food Scraps:** 500,000lbs composted in program's first 10 months
- **HHW + Electronics:** 0.9M lbs. recycled or safely handled at Clean Sweep in 2025
- **C&D:** 40,000 tons of C&D processed for recycling in 2025
- **Shingles:** 34,600 tons of asphalt shingles recycled in 2025
- **Tires:** 549 tons recycled in 2025
- **Product Exchange:** 69,000 lbs. of products donated in 2025

**11,800 MTCO2E REDUCED
THROUGH RECYCLING IN 2025**

Equal to 1,600 homes' energy use for one year



RENEWABLE ENERGY

- Installed RNG plant in 2019
- Owned and operated by Dane County
- Produces an average of 300,000 dth annually – equivalent to annual energy use of 8,600 WI homes
- Regional biogas injection site for digesters and other landfills
- Solar field located adjacent to landfill site



EDUCATION + OUTREACH

- Hosted 1,200 visitors on 47 tours in 2025
- 7,900 residents visited Trash Lab around Dane County at 50 events
- Hosted 3rd annual Open House
- Created new Education role to focus entirely on outreach



LANDFILL TIMELINE

1985

Rodefeld Landfill constructed and filling begins.

1994

Rodefeld Landfill expanded to the east.

2014

Rodefeld Landfill expanded again to the east.

2023

Rodefeld Landfill expanded again vertically.

2028

Rodefeld Landfill is expected to reach maximum capacity.

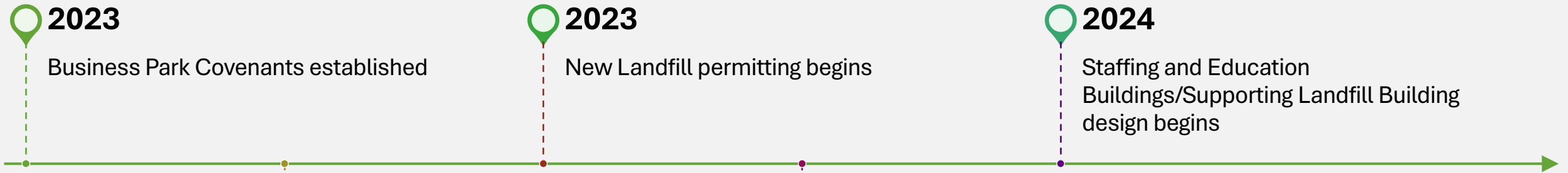


OPPORTUNITY + VISION

SUSTAINABILITY CAMPUS VISION

- Center for circular economy
- Waste is viewed at as resource
- Educational hub + sustainable business activity
- Landfill gas to energy and other renewable energies
- Purpose built site to accommodate the County's growing needs





2023

2024



2023

2024

2025 - onward

Campus Guiding Principles Established
 County Department Engagement Plan
 Public and Stakeholder Engagement Plan

Waste Diversion Report
 County Facility Needs Report

RFI Drafting
 RFI Release
 RFI Implementation

PROJECT GUIDING PRINCIPLES

COMMUNITY

- Function as an asset to the local community while providing a comprehensive service for safely and responsibly managing materials.
- Provide enriching educational programming to equip community members with tools and resources toward and sustaining a circular economy.
- Prioritize safety and welfare of our staff and community members.

CIRCULARITY + INNOVATION

- Create a local circular economy, centered on waste and pollution reduction, keeping products and materials in use locally, and renewing and restoring natural systems
- Reduce, reuse, and recycling waste in new and innovative ways.
- Develop new ways to measure and assess our effectiveness and the quality of our programs and services on an ongoing basis.

ENVIRONMENT + CLIMATE

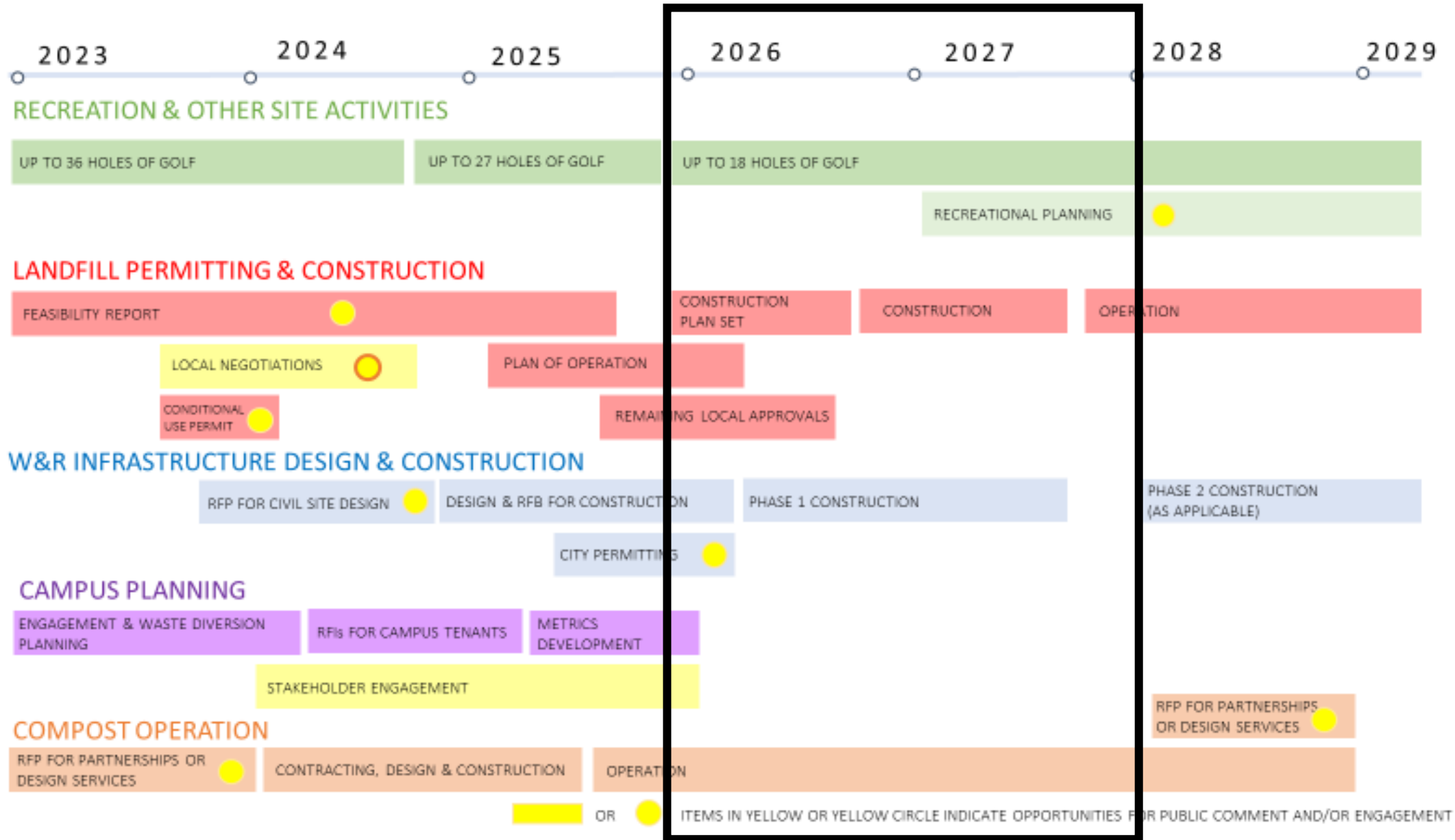
- Protect the health of the local environment and enrich biodiversity.
- Build climate resiliency through sustainable design, maintenance and operation of the Campus.
- Invest in renewable energy and carbon neutrality.

ECONOMY

- Create financially sustainable programs the support the Campus and its vision.
- Support and be a benefit to the local economy by forging public + private partnerships, and relationships with our neighbors that combine diverse strengths, skills and resources.
- Ensure staff and community members have access to training and job skills development to provide equitable access to a meaningful role in our vision for the future.

SUSTAINABILITY CAMPUS UPDATE

TIMELINE

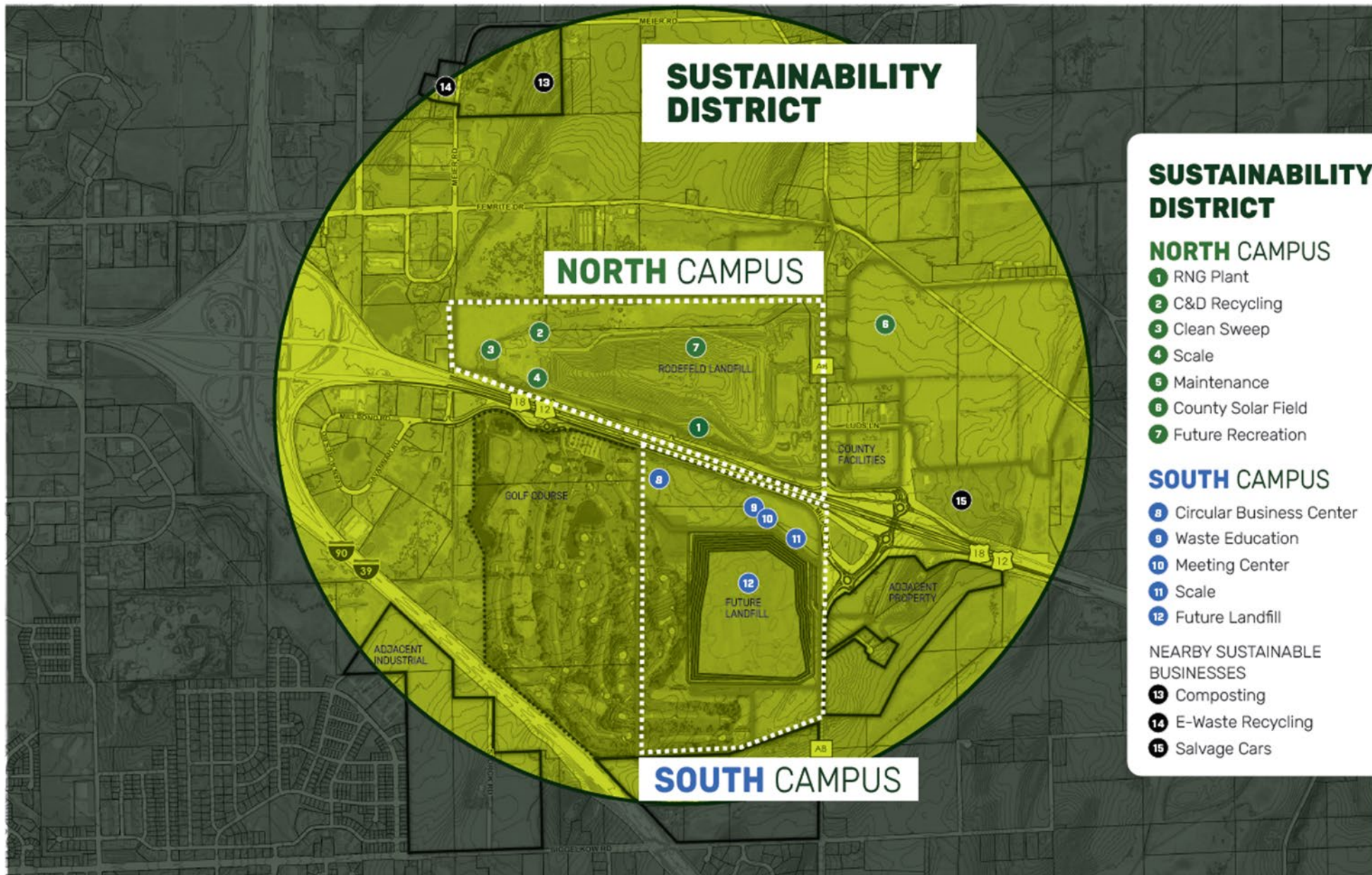


NEW SITE

- Proximity to urban service area
 - Job access
 - Waste hauling distance
- Access to major roadways
- Public utilities available
 - Important for sustainability campus businesses



The next closest landfill is 40 miles away which could increase City's costs of hauling by 80-100%. This extra hauling also creates GHG emissions and places the burden of our waste on another community.



SUSTAINABILITY DISTRICT

NORTH CAMPUS

SOUTH CAMPUS

SUSTAINABILITY DISTRICT

NORTH CAMPUS

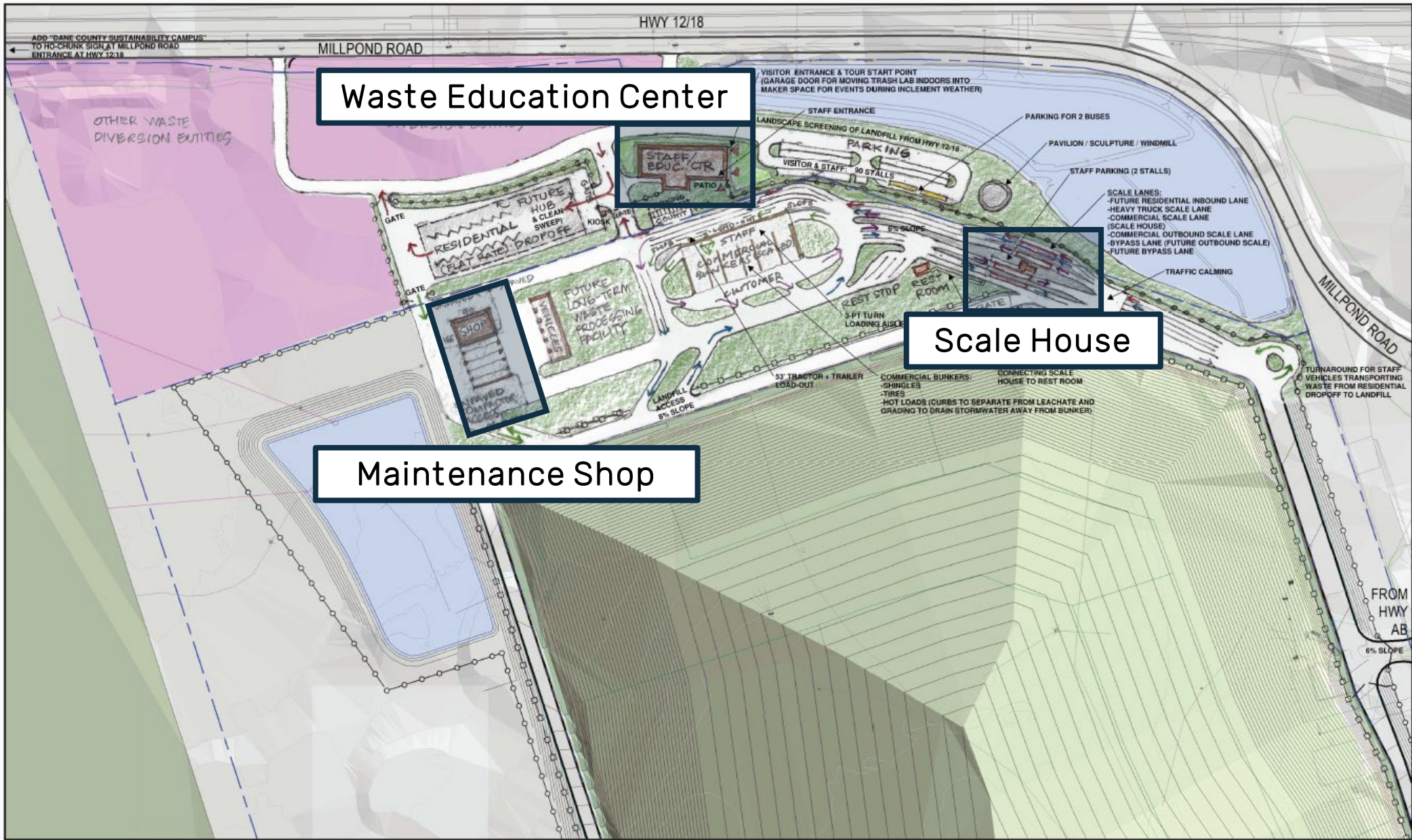
- 1 RNG Plant
- 2 C&D Recycling
- 3 Clean Sweep
- 4 Scale
- 5 Maintenance
- 6 County Solar Field
- 7 Future Recreation

SOUTH CAMPUS

- 8 Circular Business Center
- 9 Waste Education
- 10 Meeting Center
- 11 Scale
- 12 Future Landfill

NEARBY SUSTAINABLE BUSINESSES

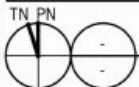
- 13 Composting
- 14 E-Waste Recycling
- 15 Salvage Cars



Waste Education Center

Scale House

Maintenance Shop



CONCEPTUAL SITE PLAN
 SCALE: 1" = 100'-0"

DANE COUNTY SUSTAINABILITY CAMPUS

- VEHICLE TRAFFIC KEY:**
- ← RESIDENTIAL VEHICLES
 - ← HEAVY TRUCKS
 - ← COMMERCIAL VEHICLES
 - ← STAFF VEHICLES

03/04/2025



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Waste Education Center



Scale House



BUILDING CONSTRUCTION



Maintenance Shop

MAKERSPACE



Opportunity for recycled paint mural



Plywood peg boards



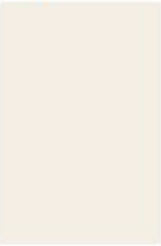
PLAM casework & butcher block countertop



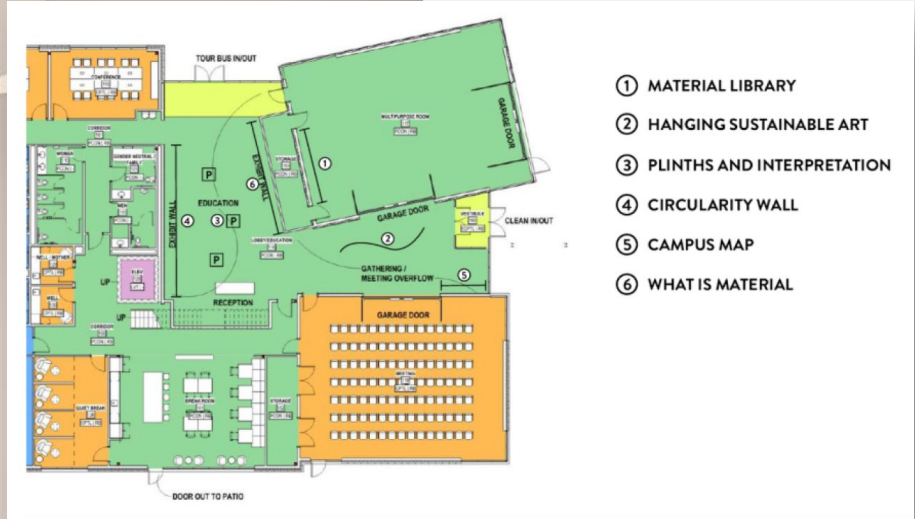
Stained concrete flooring



Wall & ceiling paint



INTERPRETIVE CENTER



MOOD BOARD

Reclaimed wood

Recycled materials

Integration of Waste & Renewables brand colors through signage and wayfinding

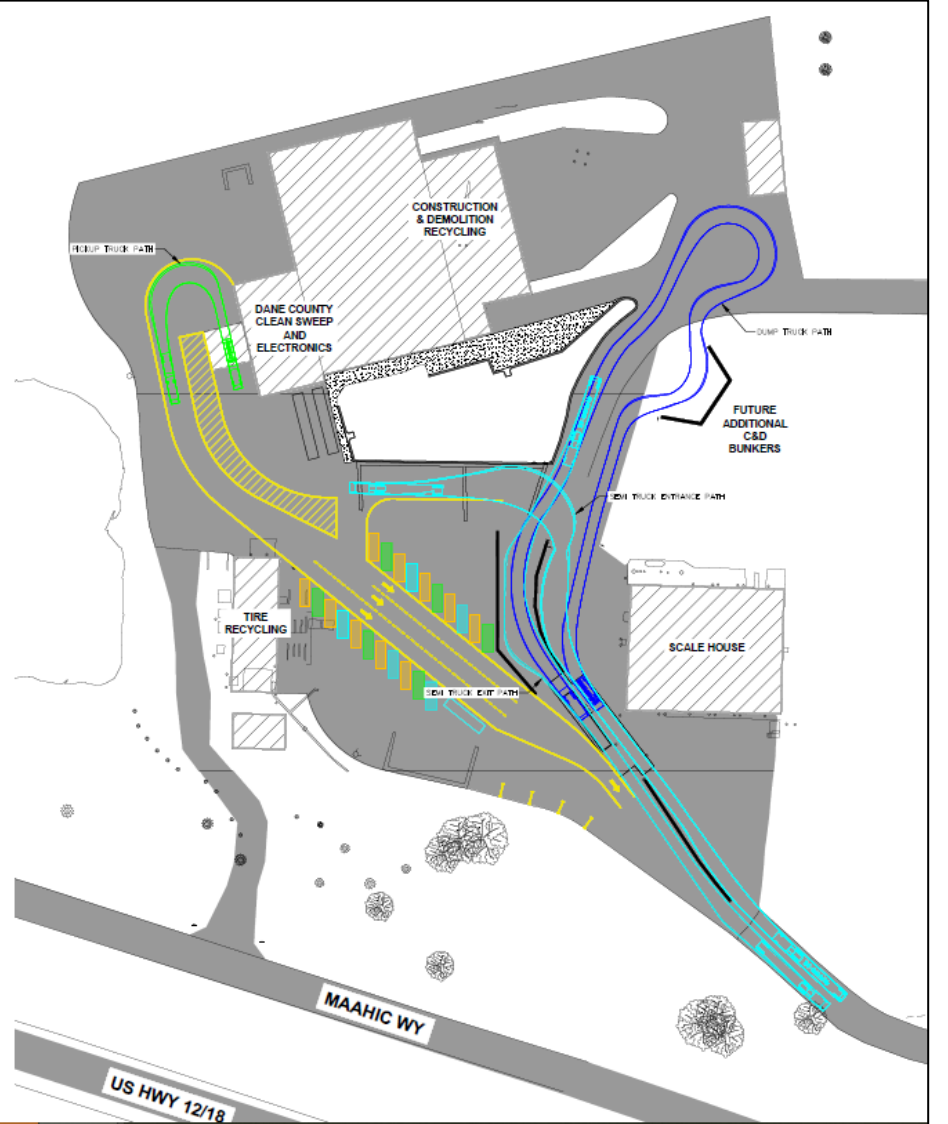
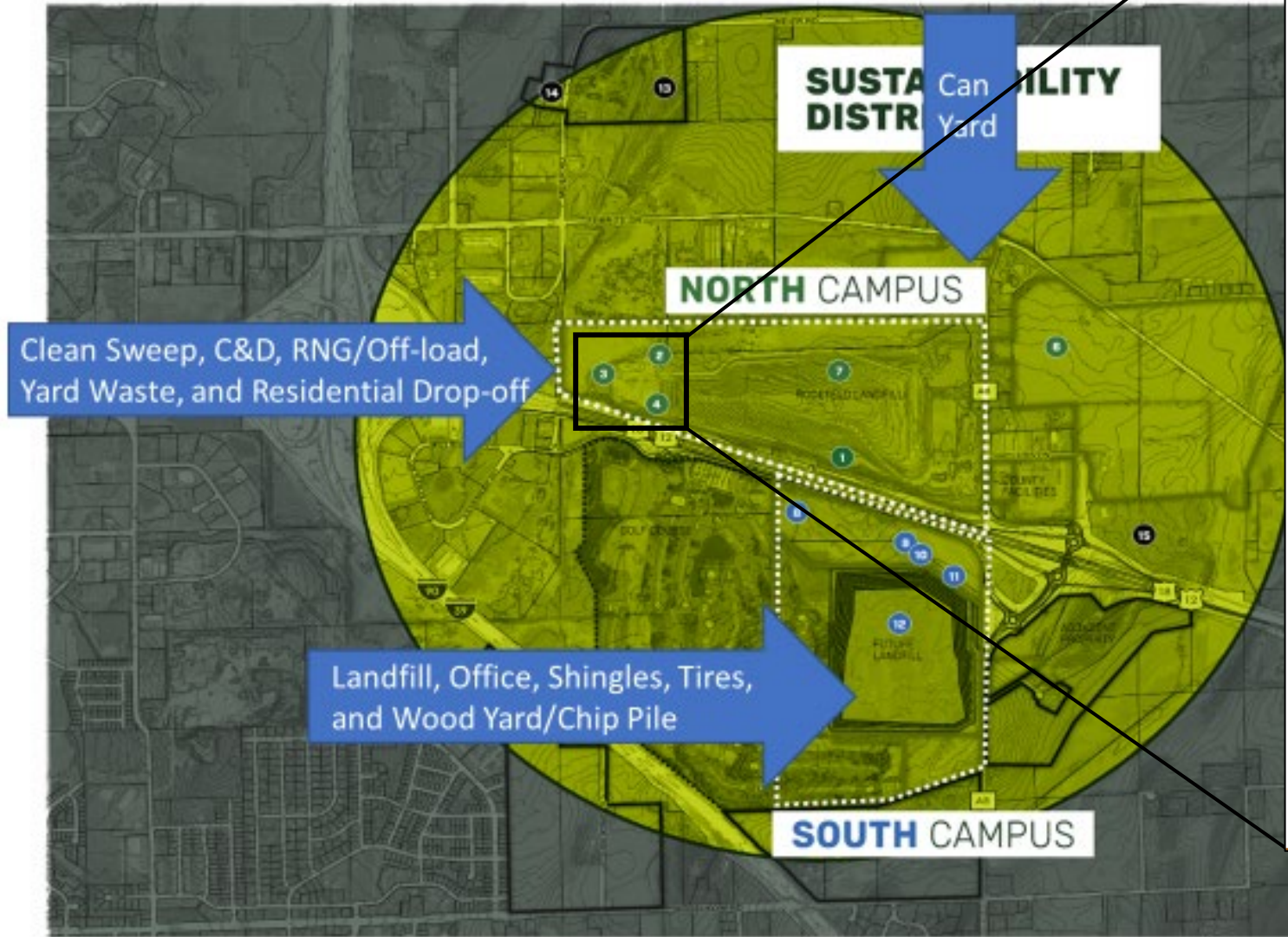
Plan for plants

Focal stair

Interactive exhibition space and works from local artists

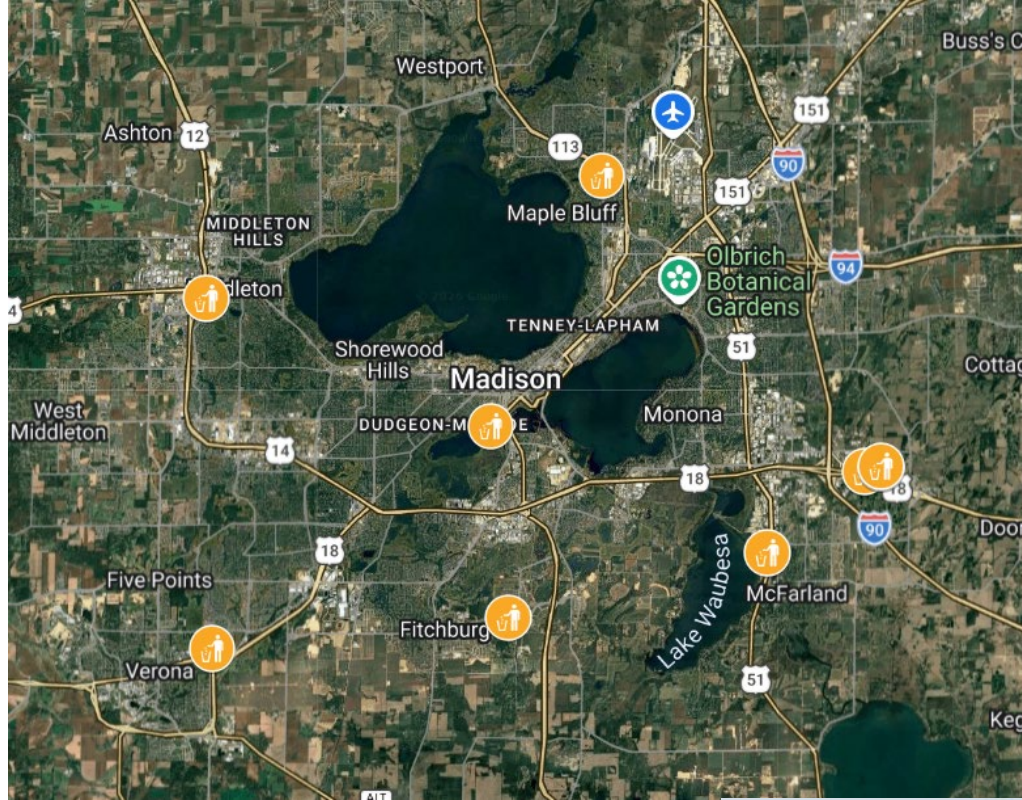
TWO SITES WORKING AS ONE

DANE COUNTY DEPARTMENT OF **WASTE + RENEWABLES**



COMPOST OPERATIONS

- Began June 2025
- Free to residents
- Drop off sites around Dane County
- 2,500+ households registered
- 500,000lbs+ of food scraps composted
- Several restaurants / businesses



FOOD

SCRAP STOP

FROM KITCHEN TO COMPOST • DE LA COCINA AL COMPOST

WASTE + RENEWABLES

FREE drop off for all residents within Dane County
Servicio GRATUITO para todos los residentes del Condado de Dane

RESIDENTIAL ACCEPTED ACEPTABLES	NOT ACCEPTED INACEPTABLES
<p>FRUITS & VEGETABLES Raw and cooked fruits & vegetables —pits, peels, cobs and all</p> <p>COFFEE & TEA Grounds or loose tea without filters or bags</p> <p>EGGSHELLS Shells, but not the eggs</p> <p>BEANS & NUTS All beans, seeds, nuts, and shells</p>	<p>NO MEAT No meat, bones, seafood, or animal products</p> <p>NO DAIRY OR EGGS No cheese, cream, yogurt, or other dairy and egg products</p> <p>NO BREADS OR BAKED GOODS No breads, pastries, baked goods, or candies</p> <p>NO LIQUIDS No milk, coffee, juices, sauces, fats, oils, greases, or waxes</p> <p>NO PAPER* No paper, paper, tissues, pizza boxes, parchment, wax paper, or cardboard (*paper bags for collecting food scraps are an allowed exception)</p> <p>NO INORGANICS OR HAZARDS No plastic, metal, or Styrofoam (organic), or glass, sharp, chemicals, animal waste, or litter (hazards)</p> <p>NO PACKAGING No plastic, electrical, toilet tissue, staples, rubber bands, food service products, or "compostable/biodegradable" items</p>
<p>FRUTAS Y VERDURAS Frutas y verduras crudas y cocidas —con huesos, cáscaras, mazorcas y todo</p> <p>CAFÉ Y TÉ El molido o suelto, sin filtros ni bolsas</p> <p>CÁSCARAS DE HUEVO Cáscaras, pero no los huevos</p> <p>FRÍJOLAS Y SEMILLAS Todos los frijoles, semillas, frutos secos y cáscaras</p>	<p>NADA DE CARNES Nada de carne, huesos, mariscos ni productos animales</p> <p>NADA DE LÁCTEOS O HUEVOS Nada de queso, crema, yogur, productos lácteos ni productos con huevo</p> <p>NADA DE PAN O PRODUCTOS HORNEADOS Nada de pan, pastas, productos horneados ni dulces</p> <p>NADA DE LÍQUIDOS Nada de leche, café, jugos, salsas, grasas, aceites ni ceras</p> <p>NADA DE PAPEL* Nada de papel, papel, pañuelos, pizza desechables, copos de pizza, papel pargamento, papel encerado ni cartón (*las bolsas de papel para recoger de restos de comida son una excepción permitida)</p> <p>NADA DE MATERIALES INORGÁNICOS O PELIGROSOS Nada de plásticos, metal o poliestireno (inorgánicos o peligrosos), tampoco vidrio, objetos punzantes, productos químicos, desechos animales ni basura (inorgánicos o peligrosos)</p> <p>NADA DE ENVASES Nada de etiquetas para productos agrícolas; tazas de forraje, grapas, alfileres, productos de servicios alimentarios ni artículos "compostables/biodegradables"</p>

For quick access to the free drop-off, please register online by using the QR code or visit wasteplus.dane.wisconsin.gov/compost.
 Para acceder al punto de entrega gratuito, que tenga código de barras, registre en wasteplus.dane.wisconsin.gov/compost o visite el sitio wasteplus.dane.wisconsin.gov/compost.

To report issues or to program questions, contact: Waste.Renewables@DaneCounty.gov
 Para preguntas sobre el programa o sobre cualquier problema con una entrega, por favor, comuníquese con: Waste.Renewables@DaneCounty.gov

Keep lid closed when not in use. Replace and close back when finished.
 Manténgalo de tapa cerrada cuando no está en uso. Reemplácelo y cierre la parte de atrás cuando termine.



SUSTAINABILITY CAMPUS UPDATE – PRIORITIZING SITE PLANNING

Large scale waste diversion



Mattress or other smaller recycling



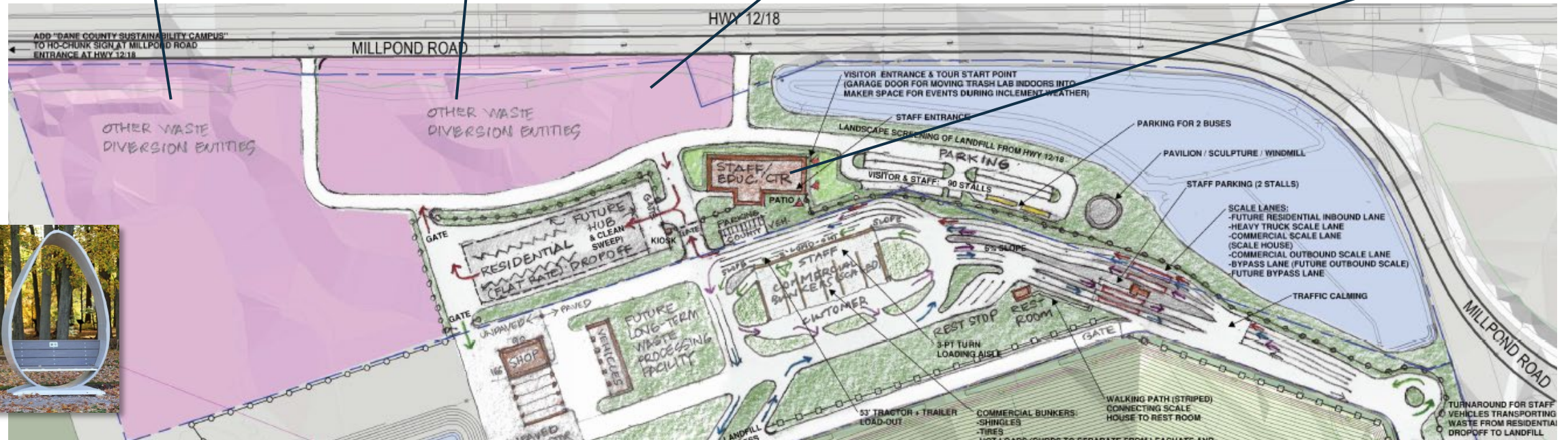
Reuse retail or transfer location



Residential drop off area



Waste Education Center



upcycled art



REQUESTS FOR INFORMATION (RFI) FOR POTENTIAL PARTNERS

- Intended to generate interest, solicit ideas and assess initial feasibility
- Used to shape upcoming RFPs and design of the site
- Enabled new innovative ideas to be considered by the County
- Generated 45 responses
- Actively engaging 11 respondents for potential RFPs, contracts, or collaborations



RFI 001
**LARGE-SCALE
WASTE
DIVERSION,
PROCESSING,
AND
RECYCLING**

RFI 002
**PROBLEM
MATERIALS,
BULKY
WASTE, AND
EMERGING
MATERIALS**

RFI 003
**REUSE,
RETAIL, AND
UPCYCLING**

RFI 004
**RESEARCH,
EDUCATION,
AND ART**



CURRENT WASTE DIVERSION FOCUS AREAS

- Maintaining + growing existing diversion programs:
 - C&D
 - Shingles
 - Food Scraps
 - Clean Sweep
- Developing expanded residential drop off area
- Working on costs/logistics of potential mattress recycling program
- Exploring feasibility/costs of Mixed Waste Processing facility
- Increasing hand-on waste education at new site (makerspace, workshops)



METRICS REPORT

“...the City and County agree to work in good faith to create measurable metrics for the [Sustainability Campus] by December 31, 2025.”

METRICS GUIDELINES

V. METRICS GUIDELINES

The City/County Staff Committee has jointly defined metrics to be durable and attempt to capture the impact of the Sustainability Campus. Given this focus, each Metrics must be:

1. **Measurable** - Metrics must be quantifiable using reliable, regularly collectable data to allow for consistent tracking over time.
2. **Attributable to the Project** - Metrics should reflect new or expanded programs, services, or outcomes that would not occur *but for* the Sustainability Campus project.
3. **Integrated with Broader Department Operations** - Metrics do not need to be limited by the geographical footprint of the business park or Campus.
4. **Technology- and Tenant-Agnostic** - Metrics must remain valid regardless of which specific technologies are deployed or which organizations occupy the Campus.
5. **Aligned with Project Values** - Each metric should reflect one or more of the project's core values: environment + climate, circularity + innovation, economic, and community benefits.

SELECTED METRICS

1. Waste Diversion

- Waste Diversion by Tonnage
- Waste Diversion as a Percent of Incoming Materials
- Waste Diversion in Landfill Airspace Savings
- Number of Material Types Accepted for Waste Diversion

2. Active Partnerships

- Partnerships in Waste Diversion
- Partnerships in Education and Outreach

3. GHG Avoided

- GHG Avoided Through Waste Diversion
- GHG Avoided Through Renewable Energy Activities

4. Public Participation

- Total Public Participation in Education and Outreach Efforts

METRICS SUCCESS

Metric	Points
Waste Diversion	
Waste Diversion by Tonnage	1pt
Waste Diversion as a Percent of Incoming Materials	1pt
Waste Diversion in Landfill Airspace Savings	1pt
Number of Material Types Accepted for Waste Diversion	1pt
Partnerships	
Partnerships in Waste Diversion	1pt
Partnerships in Education and Outreach	1pt
GHG Avoided	
GHG Avoided Through Waste Diversion	1pt
GHG Avoided Through Renewable Energy Activities	1pt
Public Participation	
Public Participation in Education and Outreach Efforts*	1pt
Total	9pts

METRICS REPORTING

WASTE DIVERSION BY TONNAGE		Metric 1: Total tons diverted Metric 2: Percent of incoming diverted					
Material Category	Destination	Baseline Review Period			Review Period 1		
		2022	2023	2024	2025	2026	2027
C&D PROCESSING - RECYCLED							
Clean Wood (animal bedding/silt sock)	Recycled	10,152	3,534	5,318	4,855		
Mixed Metal	Recycled	2,991	1,918	2,233	1,646		
Cardboard	Recycled	639	363	298	217		
Aggregate	Recycled	3,763	1,377	1,623	1,945		
C&D Subtotal - Recycled	Subtotal	17,545	7,192	9,472	8,663	0	0
C&D PROCESSING - BENEFICIAL REUSE							
Fines	Beneficial Reuse	15,782	13,122	12,531	6,587		
C&D Subtotal - Beneficial Reuse	Subtotal	15,782	13,122	12,531	6,587	0	0
C&D PROCESSING - LANDFILLED							
Unrecyclable Residuals	Landfilled	36,655	28,626	29,647	20,024		
C&D Subtotal - Landfilled	Subtotal	36,655	28,626	29,647	20,024	0	0
DIRECT DIVERSION							
Asphalt Shingles	Recycled	4,826	6,678	14,633	34,600		
Mixed Metals (non-C&D)	Recycled	70	129	185	273		
Automotive Tires	Recycled	850	823	635	549		
BENEFICIAL REUSE							
Brush and Logs	Beneficial Reuse	1,354	1,160		2,775		
Street Sweepings	Beneficial Reuse	7,471	8,339		6,652		
Grit and Screening	Beneficial Reuse	2,273	2,148		2,837		
Contaminated Soil	Beneficial Reuse	688	1,316		1,114		
CLEAN SWEEP + SPECIAL							
Latex Paint - Landfill Cover	Beneficial Reuse	107	118				
HHW - Special Treatment	Special Treatment	183	186				
Electronics	Recycled	107	96				
Oil Recycling	Recycled	16	19				
HHW - Reuse Program	Reuse						
COMPOST							
Food Scraps	Compost				126		
Yard Waste	Compost				364		

ANNUAL METRIC SUMMARY		Baseline Review Period				Review Period 1	
Metric	Unit	2022	2023	2024	2025	2026	2027
1. Waste Diversion by Tonnage	Tons	23,423	14,937	24,925	44,573		
2. Waste Diversion as Percent of Incoming	%	7.2%	4.2%	6.7%	11.6%		
3. Space Savings	Cubic Yards	1,093	97,120	140,018	182,895		
4. Material Types Accepted	Count		23	23	27		
5. Partnerships in Diversion	Count	x	x	x	12		
6. Partnerships in Education	Count	x	x	x	22		
7. GHG Avoided (Diversion)	MTCO2e	-17,457	-11,529	-13,709	-13,039		
8. GHG Avoided (Reusables)	MTCO2e	x	x	x	x		
9. Public Participation	People	5,888	9,752	6,774	10,470		

