

Dane County Contract Cover Sheet

Revised 01/2025

Res 035

Dept./Division	Dane County Waste and Renewables		
Vendor Name	WI Dept. of Natural Resources	MUNIS #	3457
Brief Contract Title/Description	E-Cycle Wisconsin Collection Grant Agreement		
Contract Term	5/15/25-12/31/26		
Contract Amount	\$15,000.00		

Contract # Admin will assign	15849
Type of Contract	
<input type="checkbox"/>	Dane County Contract
<input type="checkbox"/>	Intergovernmental
<input type="checkbox"/>	County Lessee
<input type="checkbox"/>	County Lessor
<input type="checkbox"/>	Purchase of Property
<input type="checkbox"/>	Property Sale
<input checked="" type="checkbox"/>	Grant
<input type="checkbox"/>	Other

Department Contact Information		Vendor Contact Information	
Name	Kevin Belida	Name	Sarah Murray/Program Coordinator
Phone #	608-598-9002	Phone #	
Email	belida.kevin@danecounty.gov	Email	DNRWle-cycling@wisconsin.gov
Purchasing Officer	Pete Patten		

Purchasing Authority	<input type="checkbox"/> \$13,000 or under – Best Judgment (1 quote required)		
	<input type="checkbox"/> Between \$13,000 – \$45,000 (\$0 – \$25,000 Public Works) (3 quotes required)		
	<input type="checkbox"/> Over \$45,000 (\$25,000 Public Works) (Formal RFB/RFP required)	RFB/RFP #	
	<input type="checkbox"/> Bid Waiver – \$45,000 or under (\$25,000 or under Public Works)		
	<input type="checkbox"/> Bid Waiver – Over \$45,000 (N/A to Public Works)		
	<input type="checkbox"/> Cooperative Contract	Contract Name & #	
	<input checked="" type="checkbox"/> N/A - Grants, Leases, Intergovernmental, Property Purchase/Sale, Other		

MUNIS Req.	Req #	N/A	Org:SWCLEAN	Obj:83982	Proj:	\$
			Org:	Obj:	Proj:	\$
	Year	N/A	Org:	Obj:	Proj:	\$

Budget Amendment	
<input type="checkbox"/>	A Budget Amendment has been requested via a Funds Transfer or Resolution. Upon addendum approval and budget amendment completion, the department shall update the requisition in MUNIS accordingly.

Resolution Required if contract exceeds \$100,000	<input type="checkbox"/> Contract does not exceed \$100,000		
	<input checked="" type="checkbox"/> Contract exceeds \$100,000 – resolution required.	Res #	035
	<input checked="" type="checkbox"/> A copy of the Resolution is attached to the contract cover sheet.	Year	2025

CONTRACT MODIFICATIONS – Standard Terms and Conditions		
<input checked="" type="checkbox"/> No modifications.	<input type="checkbox"/> Modifications and reviewed by:	<input type="checkbox"/> Non-standard Contract

APPROVAL	
Dept. Head / Authorized Designee	
Wienkes, Roxanne	Digitally signed by Wienkes, Roxanne Date: 2025.05.09 11:48:27 -05'00'

APPROVAL – Contracts Exceeding \$100,000	
Director of Administration	Corporation Counsel

APPROVAL – Internal Contract Review – Routed Electronically – Approvals Will Be Attached			
DOA:	Date In: 5/20/25	Date Out: _____	<input checked="" type="checkbox"/> Controller, Purchasing, Corp Counsel, Risk Management

Goldade, Michelle

From: Goldade, Michelle
Sent: Tuesday, May 20, 2025 12:24 PM
To: Hicklin, Charles; Patten (Purchasing), Peter; Gault, David; Cotillier, Joshua
Cc: Stavn, Stephanie; Oby, Joe
Subject: Contract #15849
Attachments: 15849.pdf

Tracking:	Recipient	Read	Response
	Hicklin, Charles		
	Patten (Purchasing), Peter		Approve: 5/21/2025 8:18 AM
	Gault, David	Read: 5/20/2025 1:17 PM	Approve: 5/20/2025 1:19 PM
	Cotillier, Joshua		Approve: 5/20/2025 1:59 PM
	Stavn, Stephanie	Read: 5/21/2025 9:47 AM	
	Oby, Joe		

Please review the contract and indicate using the vote button above if you approve or disapprove of this contract.

Contract #15849
Department: Land & Water Resources
Vendor: WI Dept of Natural Resources
Contract Description: Accept E-Cycle Wisconsin Collection Grant (Res 035)
Contract Term: 5/15/25 – 12/31/26
Contract Amount: \$15,000.00

Michelle Goldade

Administrative Manager
Dane County Department of Administration
Room 425, City-County Building
210 Martin Luther King, Jr. Boulevard
Madison, WI 53703
PH: 608/266-4941
Fax: 608/266-4425
TDD: Call WI Relay 711

Please Note: I currently have a modified work schedule...I am in the office Mondays and Wednesdays and working remotely Tuesdays, Thursdays and Fridays.

Goldade, Michelle

From: Hicklin, Charles
Sent: Tuesday, May 20, 2025 9:06 PM
To: Goldade, Michelle
Subject: Approve: Contract #15849

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2025 RES-035

AUTHORIZING GRANT FUNDING FROM THE WDNR E-CYCLE WI GRANT

The Department of Waste and Renewables has been awarded a \$15,000, Electronics Collection grant from the Wisconsin Department of Natural Resources (WDNR). The grant will start in approximately, July 2025, and cover approximately 1.5 years of funding for a community outreach campaign, focusing on electronics recycling in Dane County. In tandem with the E-Cycle Wisconsin Program, this grant will serve to increase awareness of proper electronics recycling, as well as highlight the hazards of improper electronics disposal to residents and businesses in Dane County. The grant funds the design and implementation of an informational outreach campaign, including a strategic marketing campaign and paid advertising.

NOW, THEREFORE, BE IT RESOLVED that Dane County is permitted to accept the WDNR funding in the amount of \$15,000; and

BE IT FURTHER RESOLVED that revenue budgeted for SWCLEAN 83982 – “CLEANSWEEP GRANT REVENUE” be increased by \$15,000; and

BE IT FURTHER RESOLVED that the Controller be authorized to create a new grant expenses line for SWCLEAN 2XXXX – “GRANT SUPPLIES & EXPENSES” for spending the \$15,000 grant; and

BE IT FURTHER RESOLVED that the County Executive and the County Clerk be authorized to execute the grant agreement; and

BE IT FINALLY RESOLVED that the Department of Waste and Renewables be directed to ensure complete performance of the Agreement and that all funds shall carried forward until realized and expended.



May 8, 2025

► **REQUIRES IMMEDIATE ACTION** ◀
E-Cycle Wisconsin Electronics Collection Grant Program
Grant# 2025-20
Grant Amount: \$15,000

Kevin Belida, Hazardous Waste Coordinator
Dane County Waste & Renewables
7020 Maahic Way
Madison, WI 53718

Via email to: belida.kevin@danecounty.gov

Dear Kevin,

Congratulations! We are pleased to award Dane County Waste & Renewables an E-Cycle Wisconsin Electronics Collection Grant in the amount of \$15,000 for your community outreach campaign.

The agreement for this grant award is attached. Please review the agreement and return a signed copy **by May 15, 2025**. We will send it to you via DocuSign for electronic signature. If you are unable to use this, or if someone else from your organization needs to sign the agreement, please let Sarah Murray know.

☒ Grant Award Time Period: 05/15/2025 through 12/31/2026. All project activities and purchases must happen within this time period to be eligible costs for reimbursement.

Additional forms and the program guide are available from the following webpage for your assistance throughout this project: <https://dnr.wi.gov/topic/ecycle/collectors.html#tabx3>.

Please contact Sarah Murray, E-Cycle Wisconsin Coordinator, at 608-234-0533 or sarah.murray@wisconsin.gov with questions related to this grant project.

Sincerely,

Kate Strom Hiorns, Director
Waste and Materials Management Program

CC: Sarah Murray

Send signed agreement to:
Waste and Materials Management Program, Attn: E-Cycle Wisconsin Program Coordinator
DNRWle-cycling@wisconsin.gov

Notice: This Agreement is authorized by s.287.17 (10) (fm), Wis. Stats. Completion, signing and return of this Agreement to the Department of Natural Resources is **voluntary but is** a requirement to qualify for grant funds under the E-Cycle Wisconsin Electronics Collection Grant Program. Personally identifiable information collected will be used for program administration and may be made available to requesters as required under Wisconsin's Open Records Law [ss.19.31 - 19.39, Wis. Stats].

Agreement Type (choose one): ☒ Original ☐ Amended

Grantee/Project Sponsor Dane County Waste & Renewables		Grantee Authorized Contact Name and Title Kevin Belida, Hazardous Waste Coordinator	
Authorized Contact Street Address 7020 Maahic Way		Authorized Contact City, State, ZIP Madison, WI 53718	
Grant Agreement Start Date 05/15/2025		Grant Agreement End Date 12/31/2026	
Project Type Permanent site		Grant Number 2025-20	
Project title community outreach campaign			
Project Scope and Description of Project (from Grant Application) Our site has been located at the Dane County Landfill for over a decade. Requested funds will be spent on an educational advertising campaign focused on relaying information on what electronics should be recycled, where to take them, and the risks associated with improper disposal. The goal of this campaign is to remove the information barriers that residents face when attempting to recycle their electronics, as well as informing the public about the hazards of improper electronics disposal. Dane County will contract an advertising firm to design a series of informational billboards to promote electronics recycling information and locations, as well as information about the hazards of improper disposal of electronics. In an effort to maximize the impact of the advertising campaign, billboard advertising space will be purchased for Madison's Beltline Highway during peak traffic times. The fire hazards of battery-containing devices, such as laptops and cellphones, in the solid waste and residential recycling streams are not well known outside of these industries. The approach of highlighting fire dangers associated with improper electronics disposal is intended to educate the public as to the real world consequences of placing these E-cycle WI eligible electronic devices in residential trash and recycling bins.			
PROJECT FINANCIAL ASSISTANCE SUMMARY:			
Estimated Total Project Cost		\$18,750	
Cost-Share Percentage		20%	
E-Cycle Wisconsin Collection Grant Amount		\$15,000	
Estimated Project Sponsor Share		\$3,750	

General Conditions

- A. The State of Wisconsin Department of Natural Resources (“Department”) and the Grantee (collectively the “Parties” and individually a “Party”) agree to perform this agreement in accordance with s. 287.17(10)(fm), Wis. Stats. and in accordance with Grantee’s application, including any attachments thereto, which is attached and made a part of this agreement, and any amendments and Exhibits to this agreement (together the “Agreement.”)
- B. This Agreement shall constitute the entire agreement between the Parties and supersedes any previous communications or agreements pertaining to the subject matter of this Agreement.
- C. Terms used in this Agreement shall have the same meanings provided for at s. 287.17(1), Wis. Stats.
- D. Any changes to this Agreement, including cost adjustments and scope changes, must be made by an amendment to this Agreement, signed by both parties, prior to the Grant Agreement End Date as provided above. Amendments to extend the Grant Agreement End Date to a later date may be granted by the Department in writing without the requirement of Grantee signature.
- E. Grantee may submit to the DNR E-Cycle Wisconsin program coordinator requests for amendments to this Agreement, in writing, identifying the specific proposed changes to the Agreement. Grantee shall show good cause for any requested amendment to the Agreement and the Department shall not unreasonably deny any such amendment.
- F. All communications with respect to this Agreement shall be made to:
 - 1. With respect to the Department, the DNR E-Cycle Wisconsin program coordinator at DNRWle-cycling@wisconsin.gov.
 - 2. With respect to the Grantee, the Grantee Authorized Contact as identified above.
- G. Grantee shall have sole control of the method, hours worked, and time and manner of any performance under this Agreement other than as specifically provided in this Agreement. The Department takes no responsibility for supervision or direction of the performance of the Agreement which is to be performed by the Grantee or the Grantee’s employees or agents. The Grantee is an Independent Contractor for all purposes, not an employee or agent of the Department. The Department exercises no control over the selection and dismissal of the Grantee’s employees or agents.
- H. The Department reserves the right to inspect the job site or premises to ensure that the performance is progressing or has been completed in compliance with the Agreement.

Grantee’s Obligations

- I. Grantee shall immediately notify the DNR E-Cycle Wisconsin program coordinator of any change in the status or purpose of the grant.
- J. Grantee shall comply with all applicable state, local and federal law in fulfilling terms of this Agreement including compliance with the requirements of chs. 287 and 289, Wis. Stats. and rules promulgated thereunder.
- K. Grantee shall register any electronics collection sites or events funded under this project with E-Cycle Wisconsin in accordance with s. 287.17 (7), Wis. Stats. and follow all requirements of s. 287.17, Wis. Stats.
- L. Grantee may only expend grant funds to support collection of eligible electronic devices from Wisconsin households and covered schools. At each site or event funded under this Agreement, Grantee shall accept all

eligible electronic devices listed at s. 287.17 (1) (gs), Wis. Stats. Grantee shall send all eligible electronics collected at a site or event funded under this Agreement to a recycler registered under s. 287.17 (8), Wis. Stats.

- M.** Grantee shall save, keep harmless, defend and indemnify the Department and all its officers, employees and agents, against any and all liability claims, costs of whatever kind and nature, for injury to or death of any person or persons, and for loss or damage to any property (state or other) occurring in connection with or in any way incident to or arising out of the occupancy, use, service, operation or performance of work in connection with this Agreement or omissions of the Grantee's employees, agents or representatives.
- N.** Grantee, in connection with the performance of work under this agreement, shall not discriminate against any employee or applicant for employment because of age, race, religion, color, disability, handicap, sex, physical condition, developmental disability as defined in s. 51.01(5), Wis. Stats., sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Grantee shall take affirmative action to ensure equal employment opportunities, as required by law. The Grantee shall post notices to be provided by the contracting officer setting forth the provisions of the nondiscrimination clause in conspicuous places available for employees and applicants for employment.
- O.** Grantee shall conform to generally accepted accounting principles and practices for project funds and to record project funds in a separate account. All financial records, including invoices and canceled checks, that support all project costs claimed by the Grantee, shall be kept and made available for inspection for three (3) years after final payment is issued by the Department.

Payment

- P.** Department promises, in consideration of the covenants and agreements made by the Grantee, to pay Grantee the E-Cycle Wisconsin Collection Grant Amount as provided above, which represents no more than 80% of total actual and eligible project expenses.
- Q.** All actual and eligible expenses must be incurred or obligated by Grantee after the Grant Agreement Start Date and prior to the Grant Agreement End Date provided above.
- R.** Grantee shall submit one claim for payment of actual and eligible expenses on the forms provided by the DNR ("Final Claim for Payment") within 60 days of the Grant Agreement End Date provided above (the "Final Claim Period"). All costs claimed for payment by Grantee must be documented and consistent with the eligibility provisions of s. 287.17 (10) (fm), Wis. Stats. and Exhibit 1 to this agreement. If a collection site or event accepts non-eligible electronics, Grantee shall pro-rate costs incurred relating to such site or event in approximate proportion to the weight of eligible vs non-eligible electronics or otherwise in a manner agreed to by the Parties.
- S.** The Department is not obligated to reimburse any claims for payment received after the end of the Final Claim Period. Before the end of the Final Claim Period, Grantee may request in writing an extension to the Final Claim Period. Grantee shall show good cause for any extension of the Final Claim Period and the Department shall not unreasonably deny any such request for an extension.
- T.** Total actual and eligible expenses for the project must be equal to, or greater than the proposed Total Project Cost provided above. In the event total actual and eligible expenses for the project are less than the Total Project Cost, the Department may amend the E-Cycle Wisconsin Collection Grant Amount to reflect 80% of the actual and eligible expenses.
- U.** The Final Claim for Payment must include all of the following:

1. An itemized final summary of all actual and eligible expenses for the project, detailing actual costs of any eligible expenses and identifying which expenses have been used to meet the 20% Project Sponsor Share as provide above.
2. A completed Grant Payment Request and Worksheet (Form 8700-001), available through E-Cycle Wisconsin webpage.
3. Copies of invoices or other proof of purchase for all eligible expenses.
4. Copies of receipts, cancelled checks or other proof of payment for eligible expenses.
5. If the recipient is requesting reimbursement for staff expenses, documentation (e.g., from a time reporting system) showing staff hours/expenses directly related to the planning, promotion and operation of the site or event.

Performance and Failure to Perform.

- V. Grantee may decline the E-Cycle Wisconsin Collection Grant Amount provided through this Agreement, in writing, at any time prior to Grantee incurring any actual or eligible project expenses. In the event Grantee declines the E-Cycle Wisconsin Collection Grant Amount, such action renders this Agreement null and void and releases the Department of any obligation to pay to Grantee any E-Cycle Wisconsin Collection Grant Amount under this Agreement.
- W. After Grantee has incurred actual and eligible project expenses, this Agreement may be cancelled only by mutual agreement of the Parties in writing.
- X. Except as provided in Paragraph 25, in the event the Grantee fails to comply with this Agreement:
1. Grantee shall release Department of any obligation to pay to Grantee any E-Cycle Wisconsin Collection Grant Amount under this Agreement.
- Y. If, in the sole discretion of the Department, failure by Grantee to comply with this Agreement is due to no fault of the Grantee, such failure shall not release Department of its obligation to pay to Grantee for actual and eligible expenses incurred by the Grantee in performance of its obligations under this Agreement. In such event:
1. The Parties shall cancel this Agreement;
 2. Grantee shall submit to the Department a Final Claim for Payment in accordance with paragraph 19 within 60 days of cancelation; and
 3. The Department shall pay 80% of actual and eligible expenses for the project provided in the Final Claim for Payment.

The person signing for the Grantee represents both personally and as an agent of his or her principal that he or she is authorized to execute this agreement and bind his or her principal, either by a duly adopted resolution or otherwise.

**STATE OF WISCONSIN
DEPARTMENT OF NATURAL RESOURCES
FOR THE SECRETARY**

By _____
(Signature)

Melissa Agard, Dane County Executive
(Title)

(Date)

By _____
*Kate Strom Hiorns, Director
Waste and Materials Management Program*

(Date)

E-Cycle Wisconsin Electronics Collection Grant Program Agreement
Exhibit 1: Expenses eligible and not eligible for grant funding

The following expenses related to hosting an electronics collection site or event are reimbursable under this grant program. The grant recipient may incur these expenses directly, or they may be included in services provided by a partner, vendor or contractor.

1. **Rental costs for facility or event site.** This could include rental of buildings, event grounds or trailers.
2. **Materials necessary to host the collection site or collection event.** Examples include:

Permanent collection sites	One-day collection events
Packaging materials (pallets, shrink wrap, Gaylords or other containers, material needed for safe shipment of lithium-ion batteries)	Packaging materials (pallets, shrink wrap, Gaylords or other containers, material needed for safe shipment of lithium-ion batteries)
Personal protective equipment for site workers	Personal protective equipment for event workers
Forklifts, pallet jacks, lift trucks or similar equipment used to move pallets/containers and/or load them in a truck	Rental of forklift or similar equipment used to move pallets/containers and/or load them in a truck
Sheds, tarps or other material necessary to protect electronics from weather, breakage or vandalism	
Security equipment (cameras/security systems, locks, gates, signs)	

3. **Advertising costs for the site or event.** Examples include:
 - Design and printing of handouts, posters, signs, etc.
 - Creation of video or audio ads.
 - Paid digital, print, TV or radio ad space/time.
4. **Staff expenses for the site or event,** including administrative costs. Examples include:
 - Salaries, hourly wages and fringe benefits (not to exceed current state rate of 47.66%) for staff time to plan, promote or operate a collection site or event.
 - Mailing/printing costs.
5. **Costs to transport collected devices to a registered recycler.**
6. **Construction of new or improvements to structures,** such as new buildings or building improvements; new site development to improve access; or improvements to encourage efficient handling of electronics, such as concrete slabs or paving and loading ramps.

Contact DNR E-Cycle Wisconsin staff with any questions about the eligibility of other expenses, or for instructions on completing an application for sites or events in multiple locations.

Expenses must be incurred during the period specified in the signed grant agreement. Any expenses incurred before or after the grant agreement period will not be reimbursed.

Expenses NOT eligible for grant funding

The following expenses are not eligible for reimbursement or to count toward the 20% match requirement:

1. Costs for recycling (processing) eligible electronics after they have arrived at a registered recycler.
2. Direct costs for the collection, transportation or recycling of electronics not used by households or K-12 schools, or for electronics that do not meet the definition of eligible electronic devices. For example,

costs to pick up electronics from a business or to ship a load that only contains electronics from a business to a registered recycler cannot be reimbursed under the grant.

3. In-kind costs, such as volunteer hours or the use of space or equipment already owned by the grant recipient at the time the grant agreement is signed.
4. Staff wages, salaries or fringe benefits not directly related to planning, promoting or operating a collection site or event.
5. Purchase of office equipment, such as computers, phones or copy machines, that will be used for activities other than hosting the collection site or event.
6. The purchase of real property.

A collection site or event may also accept non-eligible electronics, including electronics that were not used by a household or K-12 school, but should pro-rate expenses accordingly. For example, if a load shipped to a registered recycler contains approximately 20% (by weight) business material or non-eligible devices, only 80% of the cost for shipping that load would be eligible for reimbursement.

State of Wisconsin
Department of Natural Resources
dnr.wi.gov

E-Cycle Wisconsin Electronics Collection Grant 2025 Program Application

Form 4400-329 (R 04/2025)

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Notice: Completion of this form is required to receive grant funding under Wisconsin Statutes 287.17(10)(fm). Failure to complete this form will result in denial of financial assistance. Personally identifiable information found on this form is not intended to be used for any other purpose. The Department of Natural Resources (DNR) may provide this information to requesters as required by Wisconsin's Public Records Law (ss.19.31-19.39, Wis. Stats.).

Instructions: Complete all sections of this form. You may attach additional documents if necessary. Submit an electronic copy of this application and any supporting documents to DNRWle-cycling@wisconsin.gov by 5 p.m. CDT on April 30, 2025.

Section 1: Applicant information

Organization/Community Name:

Dane County Waste & Renewables

List the county where this project will take place.

Dane

Select the applicant's eligibility category:

Local unit of government

Is the applicant currently a registered E-Cycle Wisconsin collector? ☒ Yes ☐ No

Contact name:

Kevin Belida

Contact title:

Hazardous Waste Coordinator

Contact mailing address:

7020 Maahic Way

City

Madison

State

WI

ZIP Code

53718

Phone Number

(608) 598-9002

Email Address

belida.kevin@danecounty.gov

Section 2: Description of proposed project

What type of project is the applicant proposing? (check all that apply)

☒ Establish permanent electronics collection site(s)

☐ Host one-day electronics collection event(s)

Will the site(s) or event(s) included in the project accept all eligible electronic devices listed under s. 287.17(1)(gs), Wis. Stats., or s. NR 530.05, Wis. Adm. Code, for free during the grant period? ☐ Yes ☒ No ☐ Unsure

If no or unsure, briefly describe the fees you anticipate charging for eligible electronic devices. You may also attach a fee schedule.
televisions & computer monitors - \$15/ea

Will the site(s) or event(s) included in the project accept devices other than eligible electronic devices listed under s. 287.17(1)(gs), Wis. Stats.? ☒ Yes ☐ No ☐ Unsure

If yes, briefly describe how costs for eligible and non-eligible devices will be separated:

Data from previous years show that non-EED items constitute roughly 25% of the overall annual tonnage of electronics collected. Costs will be separated by multiplying overall annual costs by 75% for eligible items and 25% for non-eligible items.

Which of the following groups will the site(s) or event(s) included in the project accept electronics from? (check all that apply)

☒ Households

☒ Covered schools [defined in s. 287.17(1)(fm), Wis. Stats.]

☐ Other

List the name(s) of registered E-Cycle Wisconsin recycler(s) you plan to send eligible electronics to:

Dynamic Lifecycle Innovations

E-Cycle Wisconsin Electronics Collection Grant 2025 Program Application

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Projects to establish permanent collection sites

List anticipated collection sites in the table below, if applicable.

Collection site host name	Estimated site start date (month & year)	Site city	Will site be open to all county residents?
Dane County Clean Sweep	January, 2013	Madison	<input checked="" type="radio"/> Yes <input type="radio"/> No
			<input type="radio"/> Yes <input type="radio"/> No

Briefly describe your action plan for establishing a permanent collection site or sites. Include information about whether the site will be established at a new location, or at a location that has collected electronics in the past or that collects other material for recycling. Include a general description of how grant funds will be spent. You will provide more detail on estimated expenses in Section 3.

Our site has been located at the Dane County Landfill for over a decade. Requested funds will be spent on an educational advertising campaign focused on relaying information on what electronics should be recycled, where to take them, and the risks associated with improper disposal. The goal of this campaign is to remove the information barriers that residents face when attempting to recycle their electronics, as well as informing the public about the hazards of improper electronics disposal. Dane County will contract an advertising firm to design a series of informational billboards to promote electronics recycling information and locations, as well as information about the hazards of improper disposal of electronics. In an effort to maximize the impact of the advertising campaign, billboard advertising space will be purchased for Madison's Beltline Highway during peak traffic times. The fire hazards of battery-containing devices, such as laptops and cellphones, in the solid waste and residential recycling streams are not well known outside of these industries. The approach of highlighting fire dangers associated with improper electronics disposal is intended to educate the public as to the real world consequences of placing these E-cycle WI eligible electronic devices in residential trash and recycling bins.

Projects to host one-day electronics collection events

List anticipated collection events in the table below, if applicable.

Collection event host name	Estimated event date (month and year)	Event city	Will event be open to all county residents?
			<input type="radio"/> Yes <input type="radio"/> No
			<input type="radio"/> Yes <input type="radio"/> No
			<input type="radio"/> Yes <input type="radio"/> No

Briefly describe your action plan for hosting a one-day collection event or events. Include the names of any partners you will work with to host the event(s), how you will promote the event(s), and a general description of how grant funds will be spent, along with information about whether the event(s) will collect only eligible electronics, or other additional materials will be accepted. If events will collect other materials, explain how costs will be divided. You will provide more detail on estimated costs in Section 3.

E-Cycle Wisconsin Electronics Collection Grant 2025 Program Application

Form 4400-329 (R 04/2025)

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Section 3: Eligible cost estimate and requested grant amount

Provide the total estimated eligible costs for this project, even if they are more than the maximum grant award amount. For details on specific costs that will be allowed for permanent sites and collection events, refer to E-Cycle Wisconsin Electronics Collection Grant Program Administration and 2025 Application Information.

If you have received price quotes or estimates to support your estimated costs, please attach those to the application.

Event/Site 1

Expense type	Expense description	Total estimated cost
Advertising costs	work with marketing firm and advertisers to promote proper EED recycling in Dane County	\$ 18,750
		\$
		\$

Total estimated eligible project costs: \$ 18,750

Minimum required match amount: \$ 3,750

Grant amount requested (maximum is \$5,000 per event and \$15,000 per permanent site): \$ 15,000

Description of matching fund sources

Provide the following information about how you will meet the 20% match requirement for eligible project costs. The total from the table below must meet or exceed the minimum required match amount calculated above.

Expense type	Source of matching funds	Total estimated cost
Staff expenses	staffing expenses required to run permanent collection site	\$ 50,000
		\$
		\$

Total matching funds \$ 50,000

Event/Site 2

Expense type	Expense description	Total estimated cost
		\$
		\$
		\$

Total estimated eligible project costs: \$ _____

Minimum required match amount: \$ _____

Grant amount requested (maximum is \$5,000 per event and \$15,000 per permanent site): \$ _____

Description of matching fund sources

Provide the following information about how you will meet the 20% match requirement for eligible project costs. The total from the table below must meet or exceed the minimum required match amount calculated above.

Expense type	Source of matching funds	Total estimated cost
		\$
		\$
		\$

Total matching funds \$ _____

E-Cycle Wisconsin Electronics Collection Grant 2025 Program Application

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Event/Site 3

Expense type	Expense description	Total estimated cost
		\$
		\$
		\$

Total estimated eligible project costs: \$ _____

Minimum required match amount: \$ _____

Grant amount requested (maximum is \$5,000 per event and \$15,000 per permanent site): \$ _____

Description of matching fund sources

Provide the following information about how you will meet the 20% match requirement for eligible project costs. The total from the table below must meet or exceed the minimum required match amount calculated above.

Expense type	Source of matching funds	Total estimated cost
Advertising costs		\$
		\$
		\$

Total matching funds \$ _____

Total Grant Amount Requested

Section 4: Certification

As the applicant's authorized official, I certify that, to the best of my knowledge, the information in this application is true and correct.

Signature of authorized official Kevin Belida	Date: 4/30/2025
--	--------------------