I. ORGANIZATION INFORMATION

II.	Organization Name:	WE RECYCLE Cooperation
III.	Project Title:	WE RECYCLE
IV.	Name of Coordinator:	Justin Parker
V.	Email and Phone:	j.parker@werecyclecoop.com; 719.320.3419
VI.	Person Completing This Report:	Justin Parker

II. **WORK PLAN**

DELIVERABLE	COMPLETION DATE	COMMENTS
OPEN SATELLITE CENTER IN EASTERN COLORADO	4/1/2011	
OPEN SATELLITE CENTER IN SOUTHERN COLORADO	N/A	THE SOUTHERN COLORADO CENTER IS STILL IN THE PROCESS OF OPENING. WE PROJECT TO HAVE A CENTER IN DEL NORTE AND/OR TRINIDAD/WALSENBURGE WITHIN THE NEXT 3-6 MONTHS.
OPEN SATELLITE CENTER IN SOUTHERN MOUNTAIN REGION	10/1/2010	TWO CENTERS WERE OPENED IN THIS REGION: BEULAH AND COLORADO CITY/RYE.
OFFER RESIDENTIAL/COMMERCIAL CURBSIDE IN PUEBLO, PUEBLO WEST AND CANON CITY	7/1/2010	

III. **PROJECT SUMMARY**

1. Executive Summary

The RREO program has put WE REC YCLE in position to become a sustainable recycling company in Southern Colorado. Through this grant award, WE RECYCLE has grown its membership from just over 700 to more than 1500 in the past year. Additionally, WE RECYCLE now has the equipment and the resources to begin processing recyclable material.

There were two major goals from this project: 1. To expand commercial and recycling membership in various communities in Southern Colorado, and 2. To increase the amount of diverted material in Southern Colorado. Both of these objectives were accomplished, and both were done so, in large part, by using the funds available from the RREO program.

The challenges WE RECYCLE faced during the past year were consistent with the challenges faced by many growing companies. Access to capital, to make the necessary equipment purchases, is always an issue for young companies. The RREO program played a necessary role

in alleviating this issue. Other challenges included finding ways to process the material more effectively, developing relationships with material buyers and shippers, etc. Most of these challenges were met and we continue to improve our methods every day.

The environmental benefit from this program is the amount of material diverted from the landfill. More than 200 ton was diverted last year, and at the current rate of growth, more than 500 ton will be diverted this year. This is significant in that Southern Colorado has lacked a "growing" diversion rate.

The economic benefit from this program is the amount of jobs created by this recycling program. WE RECYCLE employs 11 full and part-time employees. In a time of net-job loss in nearly every industry, the recycling industry in Pueblo has seen a net-job gain of 11.

I believe this project, and the RREO program, will be one of the greatest catalysts to making WE RECYCLE a successful recycling company.

2. Project Description & Overview of Work Completed

The goal of this project was to increase the amount of recovered material in Southern Colorado. The lack of current programs in this area made the success of this project very important. We were able to accomplish 3 of the 4 objectives we originally set out for on the grant application. All three of our accomplished goals have exceeded our initial expectations. We were able to open two satellites in the Southern Mountain Region, in Beulah and Colorado City, and the participation in these programs has been high. Additionally, the Canon City and La Junta satellites have seen an increase in participation by more than 100% each month they have been opened. We are pleased with the community support in these areas. Also, the commercial programs in Canon City, Pueblo and Pueblo West have grown each month since their inception in July of 2010. We now provide service more than 50 businesses, schools and non-profits in these areas. Our residential curbside program has more than 1000 members as of July 1st, and has consistently grown by 40 to 50 members per month for the past year.

The only goal that was not completed was to open a satellite in South Colorado. We have been in contact with a group out of Del Norte and another group out of Walsenburg and Trinidad. We expect these centers to be open within the next 6 months.

3. Summary of Findings & Results

We have found that programs that include a waste service have the highest membership join rate and the greatest retention rate for a recycling program. We have also found that using the recycling membership to obtain a rate for trash allows us the ability to leverage waste haulers to compete for our customers, thereby reducing waste bills and eliminating the extra cost to recycle. Overall, most members have no problems paying to recycle (which, for a program without the capacity to process the material, is the only way to survive), but the extra incentive

of reducing the waste cost is what gets members to join and keeps them actively promoting our service.

4. Summary of Unanticipated Outcomes or Roadblocks

The largest roadblocks are the unexpected demands for labor and space. From the time the material is picked up at the door, 3-4 people will be in contact with this material before it is shipped off. This includes the curbside driver, the truck unloader, the baler, and the forklift driver/loader. This becomes an expensive process just to move this material from our site to another. The other roadblock is the amount of space that is needed to hold the volume of material we receive. The extra cost in facility lease is burdensome, despite much of the material not having enough value to merit the expansion. We have been forced to upgrade our facility several times in order to hold enough material for shipments, which is another expensive process. It will continue to be difficult to overcome these roadblocks until we have the amount of customers/material necessary to run a fully-operational material recovery facility.

5. Communication of Project Findings

WE RECYCLE keeps in communication with all members on progress, new programs offered, material diverted, etc. Our goal is to expand our communication using press releases and targeting print media outlets.

6. Future Impact of the Project

In June of 2011, WE RECYCLE started a material recovery facility in Pueblo, Colorado. The facility, which is called “Pueblo Recycling Industries,” is the first major step toward more widespread recycling being offered in Southern Colorado. With the ability to process, and the desire to acquire more material, Southern Colorado will now be able to sustain recycling programs.

7. Financial Summary

Grant Budget Table

Description	Grant Funds Spent	Matching/In Kind Amount (if any)	Total Amount
Personnel Salaries	$19,200.00	$45,840.00	$65,040.00
Fringe Benefits			
Tuition/Fees			
Travel Costs			
Materials/Supplies/Equipment(under $5000)	$11,440.26	$6,440.00	$17,880.26
Equipment Purchases (over $5000)	$29,500.00	$2,900.00	$32,400.00
Contractors/Subcontractors			
Consultants			
Training/Education			
Marketing/Advertising			
Other Direct Costs			
Indirect Costs	$2,379.74	$7,220.00	$9,599.74
Total Project Cost:	$62,520.00	**$62,400.00**	**$124,920.00**

Total award amount: $62,520.00

8. Appendix

   a. Grant Metrics Table
   b. Community Leader Contact Information

Grant Metrics

Date project fully operational: August-10

(Based on deliverables- month that impact of grant would have changed volumes/job creation/participants)

Diversion Rates:

(Choose one material per box. Only list those collected over the grant cycle. Must be listed as "tons". See tab labeled "Conversion Tables" if needed.)

Material Diverted #1: Cardboard

	Tons Diverted
July-10	
August-10	
September-10	
October-10	
November-10	
December-10	0.39
January-11	0
February-11	7.13
March-11	10.02
April-11	14.98
May-11	
June-11	
Total	**32.52**

Other div. material:

Material Diverted #2: Aluminum / Steel cans

	Tons Diverted
July-10	
August-10	
September-10	
October-10	
November-10	
December-10	
January-11	0.93
February-11	0
March-11	1.33
April-11	2.67
May-11	
June-11	
Total	**4.93**

Other div. material:

Material Diverted #3: Glass

	Tons Diverted
July-10	
August-10	
September-10	
October-10	
November-10	
December-10	
January-11	4
February-11	4
March-11	4
April-11	4
May-11	4
June-11	4
Total	**24**

Other div. material:

Material Diverted #4: Other (pls describe below)

	Tons Diverted
July-10	
August-10	
September-10	
October-10	
November-10	
December-10	34.11
January-11	28.56
February-11	29.3
March-11	28.17
April-11	27.83
May-11	
June-11	
Total	**147.97**

Other div. material: single stream

Material Diverted #5: Newspaper/Office paper

	Tons Diverted
July-10	
August-10	
September-10	
October-10	
November-10	
December-10	0.79
January-11	2.24
February-11	1.02
March-11	0
April-11	1.2
May-11	
June-11	
Total	**5.25**

Other div. material:

Material Diverted #6: Plastics (#1-7)

	Tons Diverted
July-10	
August-10	
September-10	
October-10	
November-10	
December-10	
January-11	
February-11	
March-11	1.73
April-11	
May-11	
June-11	
Total	**1.73**

Other div. material:

Material Diverted #7:

	Tons Diverted
July-10	
August-10	
September-10	
October-10	
November-10	
December-10	
January-11	
February-11	
March-11	
April-11	
May-11	
June-11	
Total	**0**

Other div. material:

Material Diverted #8:

	Tons Diverted
July-10	
August-10	
September-10	
October-10	
November-10	
December-10	
January-11	
February-11	
March-11	
April-11	
May-11	
June-11	
Total	**0**

Other div. material:

End use of diverted materials:
(Describe where materials are going
[e.g., MRF, new products, reuse])

The single stream (other materials) and cardboard went to a MRF (All-together recycling in Denver (ALPINE)). The metals were recycled at a local metal recycler (DIONISIO). The glass went

Number of Permanent Jobs Created: 10

(Include full-time & part time paid positions.
1 FTE = 2080 Hours Worked)

Type of Permanent Job(s) Created:

(Provide titles of jobs created)

Curbside Drivers, Warehouse Manager, Site Operators, and Office Administration.

Average Salaries of Jobs Created: Less than $15,000

(Average of all jobs created)

Average Monthly Customers for FY 2010: 380

(July 1, 2009 - June 30, 2010)

Average Monthly Customers for FY 2011:

(Estimate or customer lists)

	Ave. Monthly Amount
July-10	710
August-10	804
September-10	892
October-10	955
November-10	1012
December-10	1044
January-11	1097
February-11	1226
March-11	1311
April-11	1400
May-11	1438
June-11	1587
Ave. / FY 11	**1123**