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Deconstruction Recommendation

Team 5: Deconstruction Demons Final Presentation



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Resilient Communities Project

UNIVERSITY OF MINNESOTA

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The contents of this report represent the views of the authors, and do not necessarily reflect those of RCP, CURA, the Regents of the University of Minnesota, or Ramsey/Washington Recycling & Energy.

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Deconstruction Recommendation

Deconstruction Demons

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Matthew Mahowald



Kyra Shah:
Assignment
Reviewer/Submitter



Matthew Mahowald:
Primary Mentor
Communicator



Nilay Mer:
Meeting facilitator

Mentor : Vikas Puri 



Joshua Daniel:
Primary note taker



Jack Bellinger:
Primary Client Lead



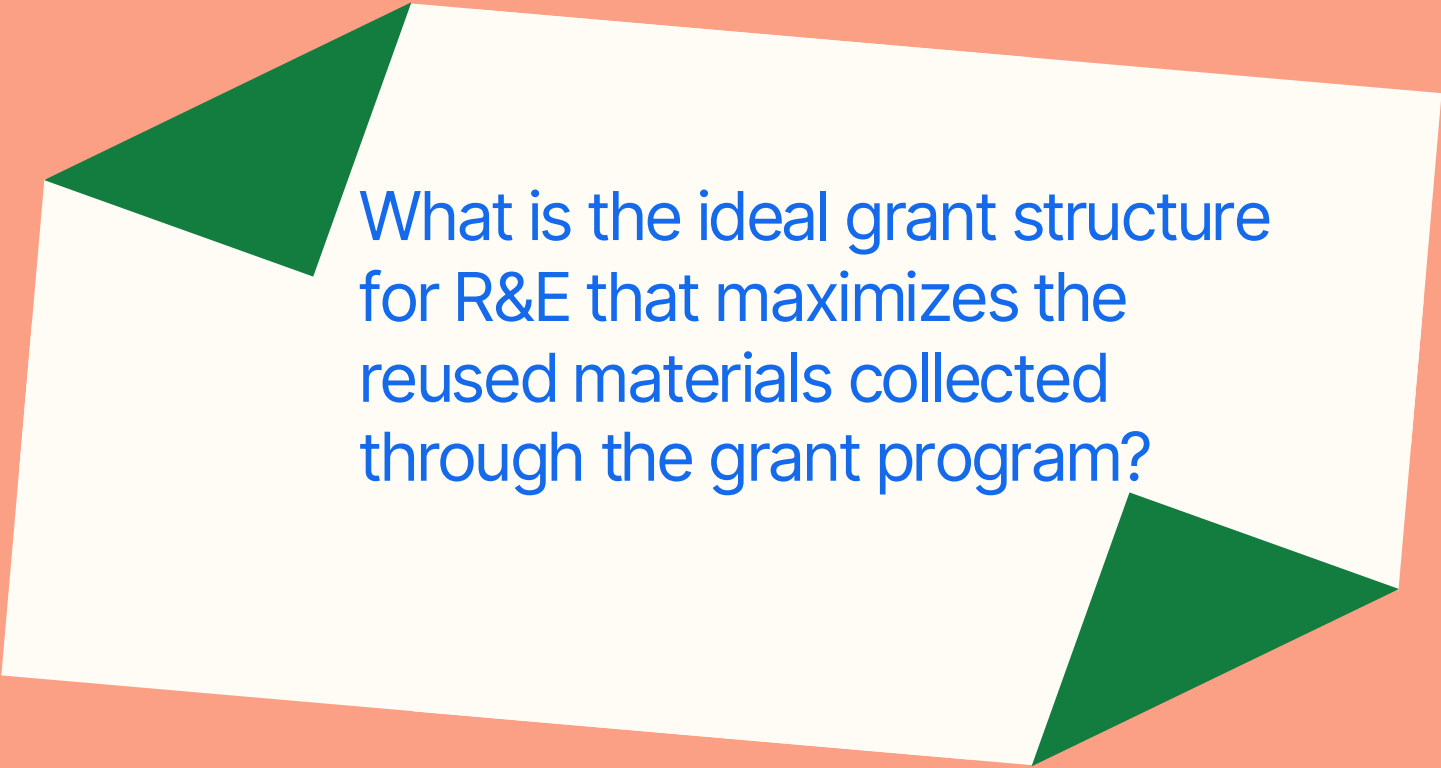
Ruolin Fu:
Research coordinator

What we heard

Ramsey & Washington R&E Center aims to create “Vibrant, healthy communities without waste”

Through a deconstruction grant program, R&E aims to incentivize the sustainable management of building materials, rather than full demolition, which sends materials straight to landfills, increasing carbon emissions

However, R&E has seen a significant lack of participation in the program, leading our team to create a recommendation to boost program engagement



What is the ideal grant structure for R&E that maximizes the reused materials collected through the grant program?

Significant Research Findings + Insights



Hennepin County

- Similar grant structure (size)
- 100+ all time grants completed-significantly more than R&E
- Prioritizes advertisements (social media)

Cook County

- Significant deconstruction
- 70% of demolition debris must be deconstructed
- Identifies constraints in our solution

Lumberstash

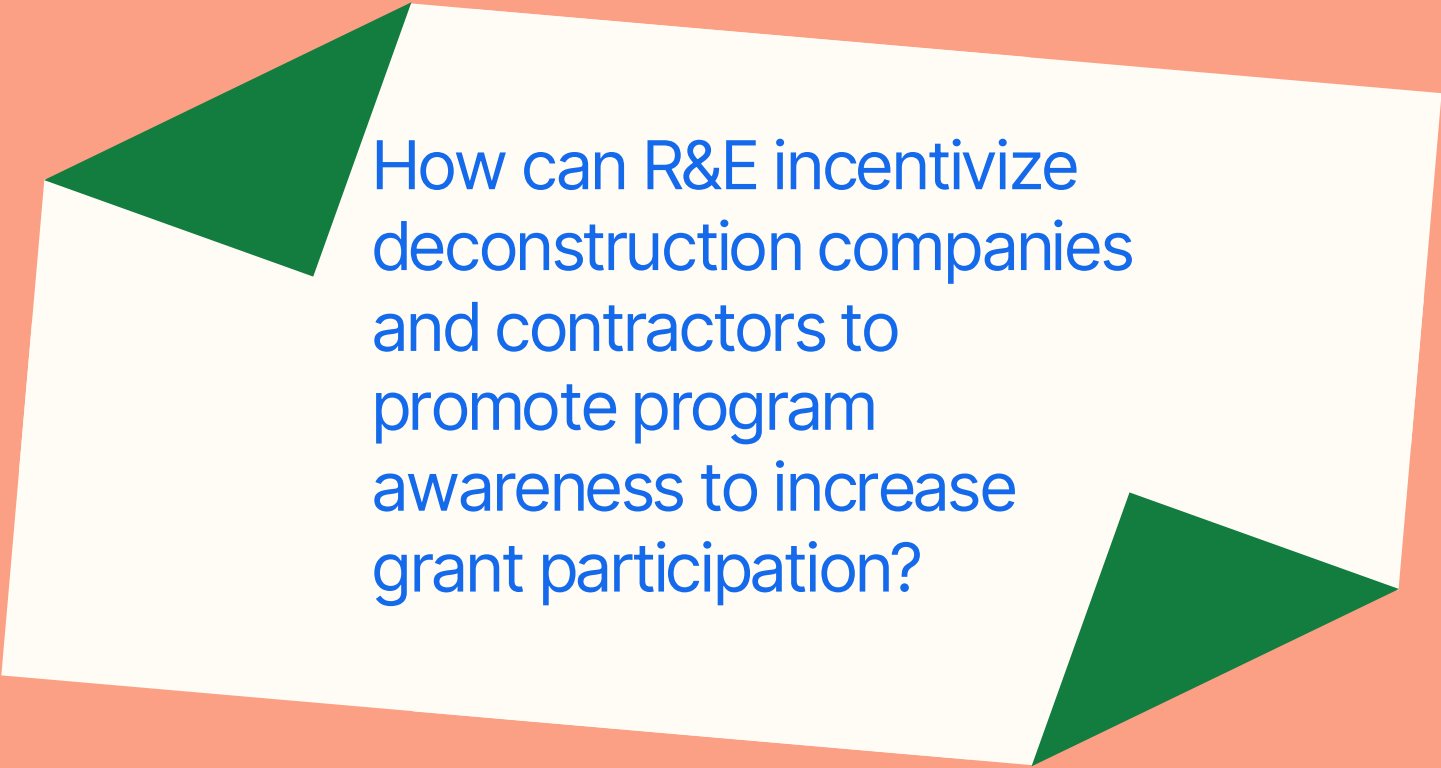
- Current business methods incentivize company to facilitate grants
- Awareness is a key barrier
- Open to increased involvement with R&E

Since We Last Met...

We have better understood the most significant barriers that prevent citizens from applying to the program

Collaborated with Group 4 to address both the broad and narrow scope of a recommendation

Established a clearer implementation plan and structure of a referral/awareness incentive program



How can R&E incentivize
deconstruction companies
and contractors to
promote program
awareness to increase
grant participation?

Refined Solution: Referral Program Structure

The Referral Program Design

Designate a portion of the already unused budget to company incentives

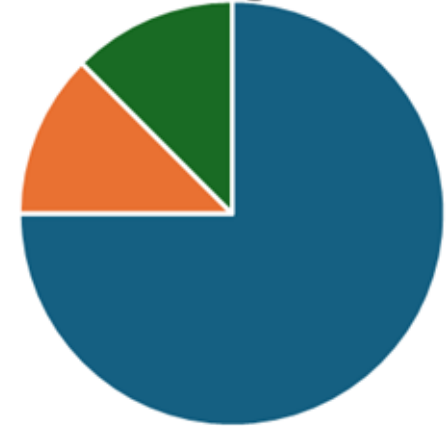
Per Grant Incentive

1. Companies get a percentage monetary incentive to bring R&E qualified applicants
2. Motive for companies, and more salvage for R&E

Yearly Incentive:

1. Annual payment to incentivize partnership in the form of a contract
2. Targeted at deconstruction companies and contractors who will advertise for R&E (website advertisements, flyers, social media)

R&E's Deconstruction Program
Budget



■ Grants ■ Per Grant Incentive ■ Yearly Incentives

**Both Programs will have requirements to join based on quantity and quality of deconstruction, to ensure R&E are working with respectable companies

Establishing Grant Amount

Calculate the average cost of a deconstruction in 2025, and determine a percentage that seems fair to allocate to both the per-grant and annual incentive

- For example, if the average deconstruction costs \$3,000 in 2025
 - Enforce that 20% of this (\$600) will be issued annually to partners
 - 10% (\$300) is allocated in a per grant fashion

Once determined, contact 5 deconstruction companies/contractors to determine what they deem as “fair” compensation

- Explain the program design and explain the compensation you determined in the previous step
 - Watch for reaction
- If they disagree, ask what the necessary incentive would be for their participation
 - Make adjustments to initial proposed incentive

The Referral Program: Communication

All potential partners should be contacted about the grant and referral program, likely by email.

Email should include:

- Brief introduction of who you are
- Brief explanation of grant program change (emphasis on 20% amount)
- Explanation of Referral Program, include...
 - Emphasis on \$500 to their company
 - Requirement of proving 2 projects per year
 - Requirement of advertisement on front of company website
- Explain response to email with proof and adding advertising to website, offer phone call
- Conclude with reiterating grant program now gives them up to \$1000 per grant and \$500 through the referral program



Referral Program: Evaluation Process and Acceptance

Once a company expresses interest in the referral program, R&E should schedule a meeting to:

1. Further explain program requirements: Clearly outline expectations for participation such as advertising commitments, communication standards, and documentation of referred projects.
2. Review legal terms: Go over payment conditions, annual timelines, and contract language.
3. Confirm understanding: Ensure the company is aligned with R&E's goals and is willing to meet all outlined responsibilities.



Referral Program: Auditing

Upon completion of a yearly contract with R&E it is important to reevaluate whether R&E would like to renew the contract.

Make sure that they are meeting R&E's requirements:

- Meet our minimum requirements for quality and quantity of deconstruction service (determined by R&E)
- Our advertisement is up for the whole year
- Pop ups ads are in a highly trafficked part of the website
- Communicating clearly with us



Referral Program: Future Implications

- ★ Potential to create long-term, structural improvements in relationships with stakeholders
- ★ If successful, R&E could collect new data to better maintain program integrity regarding:
 - Applicant behavior
 - Contractor engagement
 - Material salvage outcome
- ★ Overall help normalize deconstruction within region



Next steps...



Questions

How does our recommendation fit in with R&E's sustainability goals?

What can we add/adjust to better tailor our recommendations to your needs?

What are your thoughts on the financial incentive amounts, is this feasible?

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