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Partnership Implementation Plan

Team 5: Deconstruction Demons Final Report



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Partnership Implementation Plan

Deconstruction Demons: Matthew Mahowald, Nilay Mer, Kyra Shah, Jack Bellinger, Joshua Daniel, Ruolin Fu

Team 5

BA 3062: Impact Lab in Action

Dec 12, 2025

Project Overview

Ramsey & Washington Recycling & Energy aims to create “vibrant, healthy communities without waste.” Through their deconstruction grant program, R&E aimed to incentivize sustainable management of building materials, rather than full demolition, reducing the amount of materials sent to the landfill. However, R&E has seen a significant lack of participation in the program, leading our team to create a recommendation to boost program engagement.

Our Journey

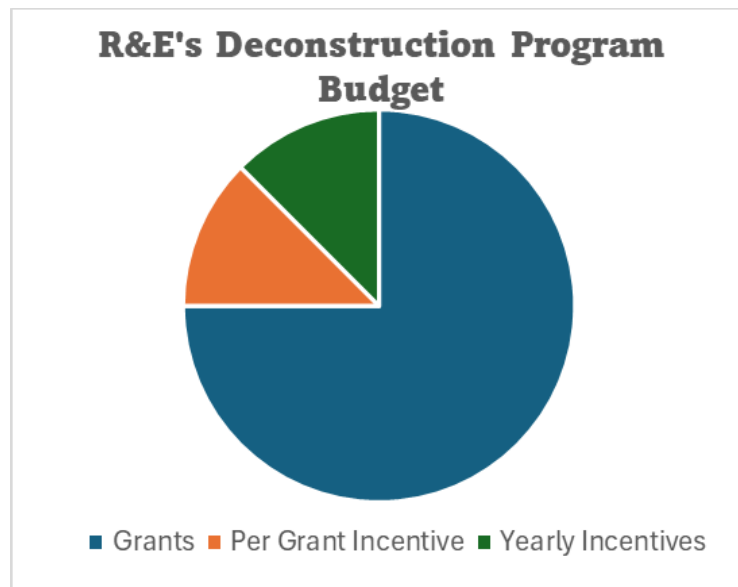
Originally, we hypothesized that the lack of grant participation was due to the size and structure of the grant. After meeting with staff at both Lumberstash and Hennepin County, we determined that there was one main variable that set other counties apart from Ramsey and Washington: awareness. Through the collaboration of Group 4, we created a partnership referral plan, incentivizing not only referring citizens, but also advertising and promoting the program.

Program Design

To expand participation in the Ramsey and Washington Recycling & Energy (R&E) Deconstruction Grant Program, our partnership plan introduces a referral program that allocates a portion of the grant program’s currently unused budget toward partner incentives, including both general contractors and deconstruction companies, as these stakeholders hold significant influence and relevance in the deconstruction field.

First, we propose a per-grant incentive, which would provide companies with a percentage-based monetary reward for each time an applicant records that they were referred by that company, providing motivation for companies to persuade property owners to choose deconstruction and the grant program. Alongside this, a yearly incentive would function as an annual contract payment for companies that agree to formally partner with R&E, increasing commitment to the program. These yearly incentives are contingent on target companies willing to advertise the grant program through methods such as website

promotion, flyers, and social media outreach, boosting homeowner awareness of deconstruction options.



Implementation Plan

Phase 1: Planning

Step 1: Determine Incentive Amounts

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.

- Require that 20% of this (\$600) be issued annually to partners
- Allocate 10% (\$300) in a per-grant fashion

Once determined, contact five 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, and ask for their reaction. If they disagree, ask what the necessary incentive would be for their participation, and make adjustments to the initial proposed incentive accordingly.

Step 2: Establish Evaluation Metrics

While we recognize that R&E is open to all partners, we recommend identifying key metrics that make for a good partner. For example, create initial requirements based on:

- Quantity of business activities (deconstructions or other construction projects)
- Quality of work

In this way, R&E can ensure bare minimum requirements of partnership entry, saving costly efforts of entering an agreement with a poor-performing or disreputable company.

Beyond ensuring that contractors meet initial requirements, R&E must establish measures to audit partner performance. This will be further elaborated on in Phase 3.

Step 3: Stakeholder Mapping

Identify main stakeholders (deconstruction companies and contractors) that you believe would make beneficial partners, adhering to the previously set standards. Use our list of deconstruction companies and contractors (Table 1) to identify partners to reach out to initially, and add companies to or remove them from this list as you see fit.

Step 4: Hire Intern

Due to the additional work this program will create and to decrease workload of already overworked employees, adding an intern to the R&E team can help by having them

- Assist with tracking progress, supporting internal workflows
- Support outreach by collecting contact information, preparing adjustments to communications, and coordinating engagement efforts
- Ensure auditing measures are accurate and aligned with the contract
- Provide flexible support with additional operational, administrative, or research tasks as needed

Hiring an intern will require reallocating funds from R&E's budget to account for both salary and training expenses.

Table 1: Deconstruction Companies List

Name	Location	Contact Number	Website
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Better Futures Minnesota	Minneapolis, MN	(612) 351-8657	betterfuturesminnesota.com
Junk Masters	Eden Prairie, MN	(612) 516-5865	junkmastersmn.com
Harris Enterprises & Company	Golden Valley, MN	(612) 423-1447 / (763) 595-0128	harris-enterprises.com
Rachel Contracting	St. Michael, MN	(763) 424-1500	rachelcontracting.com
Lake Country Builders	Excelsior, MN	(952) 474-7121	lakecountrybuilders.com
JUNKDASH LLC	Twin Cities metro	(763) 656-9343	junkdashllc.com
Century Construction Company, Inc.	South St. Paul, MN	(651) 451-1020	N/A
Brooks & Thomas Co., LLC	St. Paul, MN	(612) 598-8915	N/A
EnviroBate, Inc.	Minneapolis, MN	(612) 729-1080	N/A
Demo Unlimited, Inc.	Maplewood, MN	(651) 777-5454	N/A
Jacon, LLC	Vadnais Heights, MN	(651) 775-8756	jwiz.com
Urban Companies LLC	St. Paul, MN	(651) 248-9830	N/A
Twin Cities Habitat ReStore	New Brighton, MN	(651) 429-8526	restore.tchabitat.org
ReUse Warehouse (Better Futures MN)	Minneapolis, MN	(612) 351-8657	reusebfm.com
Reuse Minnesota	Minneapolis, MN	(612) 314-6283	reusemn.org

When searching for an intern, we recommend targeting the University of Minnesota students seeking degrees in Environmental Science or minors in Sustainability, as they will most likely have the greatest interest in joining the team.

We hypothesize this phase will take approximately 1 month, depending on the amount of time it takes to establish an approved incentive amount.

Phase 2: Outreach

Successful implementation of this new referral program is reliant on the level of communication between R&E and contractors/deconstruction companies. If the contractors and deconstruction companies do not understand how the referral program works in a way that benefits them, they will be less likely to get involved and to boost grant usage.

Step 1: Reach out via e-mail to stakeholders identified in previous step

In this message, R&E should provide clarity by explaining who you are, your reason for contacting the company, an overview of the program, and expectations for participation. For ease, we created an email template (see Appendix) that you can use, making adjustments as you see fit.

Step 2: Evaluation Meeting

When a company expresses interest, R&E must respond within 3–5 business days. R&E should schedule an evaluation meeting with the company by sending a confirmation email containing:

- Meeting date/time
- Agenda
- Additional program requirements

During the meeting, be sure to cover the following topics:

- Proof of minimum requirements met
- Potential partners must provide documentation proving reputation and business activity to comply with minimum standards
- Advertising obligations
- Website banner must be in a highly trafficked area on company's website
- Legal Terms and formal components of partnership, including:
- Incentive payment structure and conditions
- Annual timelines and contract renewal cycle
- Contract language, liability terms, and data-sharing expectations
- Confirm Understanding and Alignment
- Clarify any confusion or concerns
- Confirm willingness to comply with program requirements
- Document any special circumstances or follow-up items

We estimate this phase will take a few weeks to a month, depending on response times and availability of interested companies to meet with R&E staff.

Phase 3: Running the Program

After outreach is completed, tracking and auditing performance is necessary to ensure all partners are creating value for the program.

Step 1: Actively track performance

We determined that being a successful partner means:

- Visible ad placement on company website
- Maintaining minimum requirement of referrals

Once an applicant states that a partner referred them to the program, the intern should immediately record the audit in a spreadsheet.

Step 2: Audit semiannually

Every six months after initial partnership agreement, R&E should verify compliance with standards using this [template](#).

Each year, assuming full compliance with standards, R&E should pay partners both their annual and per-grant accumulated earnings, and renew their contract for the following year. If R&E determines that a company has not met expectations, they should deny contract renewal.

Overall, it will take at least one year to determine the true success of the program to assess how many additional grants are distributed compared to previous years and to assess the reliability of current partners.

Future Implications

Looking forward, the referral program has the potential to create long-term, structural improvements in how Ramsey/Washington R&E engages with deconstruction contractors and homeowners. By establishing direct partnerships with companies, R&E begins shifting from a passive grant model, where homeowners must independently discover the program, to an active outreach ecosystem driven by industry stakeholders who already interact with residents during early project planning stages. Over time, these partnerships can significantly increase general awareness of deconstruction as a viable alternative to demolition, ultimately advancing R&E's broader sustainability mission.

If the program successfully generates consistent referrals, R&E may be able to collect new data that speaks to trends in applicant behavior, contractor engagement, and material salvage outcomes. This will make it easier to refine the incentive amounts, evaluate which companies produce the highest-quality work, and determine whether additional criteria should be added to maintain program integrity. The referral model also allows R&E to identify gaps in market participation, such as underserved neighborhoods or types of structures, and tailor future advertising or partnerships accordingly.

In the long term, strengthening the relationship between R&E and contractors may help normalize deconstruction within the region's construction industry. As partnerships grow and more companies incorporate R&E advertising into their websites, social media, and workflows, deconstruction can become a standard expectation rather than an unfamiliar alternative. Expanded awareness would increase material salvage, reduce landfill contributions, and contribute to carbon-reduction outcomes consistent with the goals R&E outlined at the start of the project. With continued evaluation and adaptation, the referral program can evolve into a scalable model that supports regional sustainability, community education, and ongoing growth in the reuse economy.

Appendix: Outreach Email Template (Phase 2)

Subject Line: Deconstruction Grant Referral Program

Hi [insert name of individual at deconstruction company/contractor],

My name is [name] and I work at Ramsey/Washington Recycling & Energy (R&E). R&E staff are working to maximize reuse and recycling of building materials in the deconstruction process, and have a grant program that has traditionally targeted property owners to salvage materials.

We have now added a Referral Program to our deconstruction grants which financially incentivizes contractors and deconstruction companies to direct their customers to utilize the grant program. There are two ways in which **[contractor/deconstruction company]** earns money through the Referral Program. First is the Per Grant Incentive, where [contractor/deconstruction company] earns a X% monetary incentive compared to the property owner grant, meaning that's up to \$X per grant to [contractor/deconstruction company]. Second is the Yearly Incentive, which is an automatic annual payment of \$X to [contractor/deconstruction company] through partnership with R&E through the Referral Program.

The two requirements for staying a part of the Referral Program are proving that [contractor/deconstruction company] completes 2 deconstruction projects per year, and posting an advertisement for the grant program on [contractor/deconstruction company]'s website and social media platforms.

Before acceptance, you must prove that (the partner adheres to minimum standards you established regarding quantity and quality).

If you have any questions about the program or eligibility, please email R&E or call [insert phone number] and further details will be provided. R&E looks forward to this partnership with [contractor/deconstruction company] where you will receive \$X annually and up to \$X per grant!

Sincerely,

[Name]

[Title]

Ramsey/Washington Recycling & Energy

[Email]

[Phone]




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