

FORM A – PROPOSAL COVER SHEET

SOLID WASTE ALTERNATIVES PROGRAM Project Requests Greater than \$10,000

Project Title: Dubuque and Jackson Counties Habitat for Humanity ReStore

Applicant

Name: Dubuque and Jackson Counties Habitat for Humanity

Street Address: 900 Jackson Street Suite LL5, #2E

City/State/Zip: Dubuque, IA 52001 County: Dubuque

Mailing Address (if different): _____ PO Box: _____

City/State/Zip: 52001

Contact Person: Erica Haugen

Telephone Number: 563-663-4046 Email Address: Director@HabitatDJC.org and rkdaack@gmail.com

Applicant Type:

☐ Local Government

☐ Private For Profit

☒ Private Not For Profit

Amount of Funding Requested: \$ 60,000

Amount of Applicant Cash Match Committed: \$ 20,000

Total Project Cost: \$ 80,000

OPTIONAL: Value of Other Project Related Applicant

Resources \$

Identify: _____

Facility Location: Dubuque, Iowa

Project Service Area

Description: Dubuque

Is the targeted solid waste currently landfilled? ☒ Yes ☐ No

Is the targeted solid waste landfilled in Iowa? ☒ Yes ☐ No

Signature: _____ Printed: Erica Haugen

Title: Executive Director Date: 8 June 2021

FORM B – PROJECT NARRATIVE

SOLID WASTE ALTERNATIVES PROGRAM

Project Requests Greater than \$10,000

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Dubuque and Jackson Counties Habitat for Humanity New ReStore

Project Description

Dubuque and Jackson Counties Habitat for Humanity is opening its first Habitat for Humanity ReStore. We are in the fundraising stage of our project with plans to secure and renovate property, to move already received donations to this retail site, and to open the store by January 2022. These grant funds will help us pay for the first 16 months of salary for a store manager so the opening process and first year is staffed appropriately to ensure efficacy and sustainability.

Project Need

Project Service Area and Population

Because the store will be in Dubuque, we anticipate that the majority of our capture will come from Dubuque. Therefore, DMASWA is our targeted solid waste agency. The entire community will benefit from the landfill diversion. Those needing home repair, remodeling materials at lower prices will clearly benefit from the store. Our target population, however, are the donors who might landfill these materials without our service. Therefore, we are targeting households and businesses who produce solid waste related to construction, remodeling, demolition, etc. These targets include construction and home repair businesses, retailers linked to these trades, and homeowners.

Type, Source and Amount of Waste Targeted

We will accept many kinds of reusable materials. Knowing that such a large portion of landfilled materials comes from building and renovation, we will target builders and remodelers to encourage capture and donation. We will capture materials from builders, remodelers, businesses, households, etc. We will generally accept:

- Appliances refrigerators, freezers, stoves, washers, dryers, window air conditioners; under 7 yrs. old, clean & working
- Bricks & blocks
- Cabinets: kitchen and bath
- New ceramic tile
- Countertops: 4' or longer, no cutouts or corners
- Electrical lights, ceiling fans
- Flooring: New vinyl, carpet, laminate and wood flooring
- Framed art and mirrors
- Furniture: no smokers, pet hair, rips or stains
- Hardware
- Lumber: dimensional, 4' min., no nails
- Lumber sheets: half sheet or larger
- Lawn mowers: clean & working
- Paint from contractors & businesses
- New or nearly new plumbing fixtures
- New plumbing pipes & supplies
- Toilets: low flow only (1.6 gal.)
- Working tools

- Windows: under 8 yrs. old, complete:

Current Waste Management Method in Terms of Target Population

Local contractors attest that their typical process for remodeling and demolition projects is to landfill all materials. Area residents who call our office regularly mention that if we cannot accept their donations, they will landfill the materials. Residents do donate some furniture to other non-profit resale locations.

Project Objectives and Participation

Project Objective

Our main objective is to open a ReStore to capture materials that would often be landfilled. The ReStore opening will further the local Habitat for Humanity's ability to bring people together to build homes, communities, and hope. Capturing and selling reusable or upcyclable materials allows more community members to benefit from a cleaner environment, allows those with limited access the means to repair and maintain their homes, and creates revenues for housebuilds for our partner families.

Project Goals

1. Open an appropriately staffed ReStore in Dubuque during the winter of 2022.
2. Divert solid waste from the landfill and turn those donations into revenue to support ReStore operations during year one.

How Project Goals will be Obtained

1. Hire and retain a qualified and energetic store manager to kick off the critical first year of the ReStore.
2. Educate and market to the public about donation opportunities.
3. Create and implement effective donation policies.
4. Collect quality donations resulting in landfill diversion.
4. Process and sell donations resulting in revenue to support ongoing ReStore operations.

Measured

We will measure our project goals in the following ways:

1. One-time categorical measurements of hiring and store opening deadlines. We will modify resources available through HfHI for evaluating ReStore managers to meet our local expectations in addition to meeting HfHI expectations. The executive director will conduct a formal evaluation annually of the ReStore manager's performance.
2. Process measurements of education, marketing, and policies. In October 2022, we will report on our assessments of how/whether our efforts in these three areas have resulted in anticipated donation quality and amounts. We will also create response plans to that report.
3. In December 2022, we will report annual tonnage diversion using appropriate scales and POS software. We will also create response plans to that report.
4. In December 2022, we will report annual revenue. We will also create response plans to that report.

Sustained

The goals reinforce each other. By hiring a qualified manager at an appropriate salary, we can better ensure their ability to educate and market, to create policy, to procure donations, and to sell those donations. Procuring and selling quality donations will create a funding stream that will allow us to continue to afford quality management. We are also taking on a fundraising campaign to help with real estate and store opening costs. Having funding for those efforts will allow us to focus income during the first year on salary.

Staffing

The manager will attend the first available formal ReStore trainings with Habitat for Humanity International. They will participate in other trainings and review resources by Habitat International that teach skills specific to ReStores. They will continue to attend additional trainings offered by HFHI as they continue in their ReStore career.

We will offer regular/rotating training to all employees and volunteers in the following areas: ReStore introductory training; Diversity, Equity and Inclusion; housing justice; our affiliate's plans and actions; donation assessment; environmental justice; customer service; and landfill diversion. Our board members are willing and able to provide all of these trainings. These will happen in person. The exact schedule will depend on the number of staff and volunteers we have.

The executive director and ReStore manager will meet weekly to discuss goals and challenges related to staffing and staff retention. They will meet quarterly for the manager to report progress and challenges more completely and for the executive director to offer constructive feedback.

All staff will be hired at locally competitive wages. We commit to offering a living wage to all of our employees.

Donations

From the general public, we hope to secure household donations mostly resulting from remodeling or downsizing. We will advertise through our region in traditional and social media outlets educating the community on our donation requirements and on the affiliate and its mission. We will offer limited pick up services.

For our affiliate pop-up sale in August 2020, we tested a very limited version of a strategy we believe will be useful with residential donors. We worked very quickly with one condo association that has a higher median income with mostly members 50 and older. The condo association advertised for us and we filled our box truck several times from that one neighborhood. We can imagine using a similar strategy with other condo associations and offering similar events through leaflet campaigns in high median-income neighborhoods without an association. We will build a rotation for this strategy throughout the city so the truck would be used efficiently. We can meet with condo association leaders by telephone to establish initial contacts.

We have begun a relationship with the Dubuque Landlord Association. At this point, they mostly have been shopping at our pop-up sales, but they see the value in what is coming, and many landlords have commented that they would donate as they remodel properties they are renting. We will attend a landlord association meeting (virtual or in person) to better explain donation opportunities. The association currently distributes our mailings and announcements through their email lists.

We have also begun establishing relationships with the Dubuque Homebuilders Association. Our affiliate is a member, and our ReStore Committee has communicated with the president and staff during our past two pop-up sales to encourage builders to donate cabinets from remodel projects rather than adding them to the demolition. We will be preparing educational materials to support our asks. Our next-level plan is to target a few key association members to begin building one-on-one relationships for this kind of ask. One builder in Lancaster, Wisconsin has committed to becoming a regular donor once we open a ReStore. We hope to convince others to do the same. Our Mt. Carmel project (explained below) put us in contact with one of the largest construction companies in our service area. We will target them quite heavily.

There are also retailers and manufacturers in Dubuque who are on our list for asks. Of course, we will do this in communication with the affiliate office since these are also sources of product and in-kind donations for

builds. Examples include: Andersen Windows, Dubuque Window and Doors, Ellis Appliance, Dubuque Appliances, AY MacDonald (retail and wholesale plumbing supply), Flexsteel Furniture, Floor Show Furniture, Crescent Electric, Dubuque Lighting, several flooring stores, and more.

Most recently DJC Habitat for Humanity partnered with BVM sisters, a Catholic congregation of sisters, who were in the process of selling property that supported nearly 200 residents. The sisters donated to DJC Habitat for Humanity any materials we could capture (furniture, plumbing, cabinets, appliances, etc.) from their three buildings in roughly three weeks. The property was to be demolished after our capture. This put us into contact with contractors—major contractors dealing in demolition, building, equipment rental, etc. Those companies now have DJC Habitat for Humanity on their minds. We will continue to groom those relationships, to advertise and story-tell about the event, in order to encourage future projects with these organizations and their regional competitors.

The ReStore manager will lead donation procurement through direct asks, planned events, story-telling, and more. The aim is to identify community volunteers who will be able to share in this responsibility. The store manager would spend 20% a week on large-scale donation procurement. They will spend additional hours creating marketing materials to target residential and planned donations.

We will focus on large-scale donations such as the one we have secured from the BVM sisters at Mt. Carmel. There are other congregations in this area that will be downsizing. Hotel, restaurant, and other business remodels factor into our plan. Institutional donations such as these can lead to furnishing, fixtures, and more in great quantities. This can ensure a full floor for a longer period of time. These require making ourselves known in the larger business community so we are part of early planning.

Justified

To divert efficiently and effectively, we must have qualified employees and quality donations. The waste minimization from opening a ReStore would reduce harm and cost to our environment and community. This is a keystone to meeting DMASWA's and Iowa's waste management goals and responsibilities. To divert at this scale (roughly 2000 tons in year one), we must have qualified staff that we can retain and we must be able to hire them early in the process.

Project Participants' Relevant Experience and Roles

Because we have not yet hired a manager, our participants' experience is unknown. We aim to hire a manager with landfill diversion, adult/community education, personnel management, and project management experience. We are looking for someone with good community relationships. This person must be passionate about our mission and passionate about landfill diversion and reuse. They must be willing to learn. Initially, the manager will be responsible for donation procurement, floor design and rotation, pricing, marketing, general policies and practices, hiring, and personnel management.

The executive director and Habitat for Humanity International are also partners in this project. The store manager will report to the local executive director. The executive director's hands on work focuses on the current functioning of the affiliate. They hire the store manager.

Habitat for Humanity International has already approved the market analysis and business plan for the Dubuque ReStore. They offer many support services to stores. Stores must report annually to HFHI to maintain their status as a HFH ReStore.

Project Impact

Amount and Type of Solid Waste Diverted

According to Habitat for Humanity research, our store should divert approximately 2000 tons in its first year. The diverted waste will include building materials, cabinetry and fixtures rescued from demolition or obtained from remodeling, furniture, yard and garden merchandise, flooring, tools, and more. See the list previously mentioned for the kinds of materials we will accept.

Relationship to Department's Targeted Waste Streams

The Dubuque Metropolitan Area Solid Waste Association has identified waste minimization and education in its 11/20/2019 Environmental Management System Policy. The policy states a commitment to: "Development – training and educating . . . business associates and members of the community concerning environmental responsibility, including material management." They continue, "The focus areas of this program include . . . environmental education and awareness, improvement of water and soil quality, and promotion of waste minimization." This ReStore's waste diversion measures include educating the community about our services and providing access to education about other community environmental programs. We offer the community members responsible ways to deal with materials they might otherwise landfill. Landfill use can be a threat to soil and water health. Diverting materials from the landfill slows the need for opening new cells and allows the community to be better stewards of our soil and water. Reusing building and residential materials results in recirculating those materials. In addition to diverting these materials from the landfill, fewer new materials enter the consumption stream--including their packaging--which ultimately means less waste entering the landfill.

Avoided Costs

Donors will avoid tipping fees. Shoppers will avoid the larger sticker prices for new materials. As partner families enter home-ownership, they avoid costs related to renting that are above what a homeowner might choose to spend. Rental properties and homes that are better maintained because of the lower prices for the improvement materials, means our community has better cared for housing in both sectors. The community avoids the costs associated with deteriorating properties and illegal dumping.

Jobs Created

Within the first year of opening, the store will create two full-time positions and two half-time positions. The full-time positions will be a store manager and a donations ambassador. The part-time positions will be a donations ambassador and a cashier. The minimum rate of pay for any employee will be \$15.00 per hour.

Effects on Existing or New Markets

No existing resale store in Dubuque regularly procures and sells appliances, cabinets, fixtures, building and landscaping materials, flooring, etc. We are creating new markets for these items.

We are expanding markets for furniture, lighting, and home decor. The Dubuque Rescue Mission, St. Vincent de Paul, Goodwill, and some for-profit resale stores sell furniture. They do not all focus on furniture, though, and we will not solely focus on furniture, either. We will do our best to partner with the three non-profits. For example, when donors wish to donate what we do not accept, we will encourage them to donate household items and clothing, for instance, to the other stores. We have already created these relationships when we accepted donations from the BVM sisters. There were more donations than we could accept, so we opened the opportunity to capture furniture to the Dubuque Rescue Mission.

Project Replicability

The Dubuque service area will most likely not be able to support another ReStore. Other service areas in the state would be able to replicate this, however. Habitat for Humanity International provides strong guidance for local affiliates who want to open ReStores. Therefore, this is replicable in other service areas.

Project Sustainability

The project's sustainability stems from Habitat for Humanity's name recognition, from early community interest in donating, and from the unique shopping experience the store will provide.

Habitat for Humanity is a well-known and well-respected brand. We surveyed shoppers at our most recent pop-up sale, and every shopper who attended the sale knew of and wanted to support Habitat for Humanity. Habitat for Humanity's good reputation will be a key factor in the success of our marketing.

Already there is tremendous community support for this project. We receive several phone calls a week asking whether we are accepting donations. This has been happening for several years, even before we began investigating opening a ReStore. This gives us great confidence that there will be a continuous donation stream for this store especially once we are able to actively market for donations.

Shoppers will not have local options for making similar purchases or having similar experiences. It will be a destination experience that online shopping cannot quite replace. Because of the proactive donation procurement strategy, the store's floor will change regularly which will encourage repeat shopping.

All of these factors will affect and be affected by having the right employees in place. Having strong employees will ensure solid marketing, donation procurement, and shopping experiences. These three factors will also sustain the employee position.

SOLID WASTE ALTERNATIVES PROGRAM

Project Requests Greater than \$10,000

Project Beginning Date: January 2022 Project Ending Date: December 2022

FORM D – BUDGET SUMMARY

SOLID WASTE ALTERNATIVES PROGRAM Project Requests Greater than \$10,000

Applicant Name: Dubuque and Jackson Counties Habitat for Humanity

ITEM AND QUANTITY	DNR REQUEST	APPLICANT CASH MATCH	TOTAL
Full-time Habitat ReStore Manager: partial salary (Sept 2021-Dec 2022)	60,000	20,000	80,000
TOTAL			

Note:

- Applicants are required to provide a minimum of 25% cash match for each budget line item in which SWAP funding assistance is requested.
- Applicants **MUST** submit a Form D – Budget Narrative detailing each item for which funding assistance is requested, why this item(s) was chosen and its role in the proposed project.

FORM D – BUDGET NARRATIVE

SOLID WASTE ALTERNATIVES PROGRAM Project Requests Greater than \$10,000

Applicant Name: Dubuque and Jackson Counties Habitat for Humanity

Applicants are required to submit a budget narrative that details specific budget line items and their role in the project.

Applicants are encouraged to discuss other resources committed to the proposed project.

We have prioritized salary for this grant request. As we open our ReStore, salaries will constitute one of our greatest expenses. Paying fairly, hiring and retaining qualified, dedicated staff will ensure greater success in our early years as we establish this waste minimization effort through landfill diversion. There are few alternatives for salary funding. This funding will ensure that we can hire someone early enough in the process to manage the fundraising and donation procurement we need in order to have a successful opening and first year.

The ReStore manager will oversee all operations at the ReStore. They will ensure good site selection for the store, proper marketing, donation quality, appropriate pricing structures, relationships with other services in the community, personnel management, diversion assessment, and grant oversight. This position is key to our landfill diversion efforts at the planning, implementation, and evaluation stages. We need a manager who is dedicated to landfill diversion, to community relations, and to the success of this operation.

The manager will procure donations by educating residents, commercial donors, contractors, etc. about our unique ability to accept certain kinds of materials that are commonly landfilled because there are limited alternatives in this area. Their creativity, consistency, and attention to detail will ensure better and continual donations--thus more landfill diversion/waste minimization.

They will create the processes for accepting and transforming the donation into merchandise for sale. They will develop personnel policies regarding customer service (of donors and shoppers) All of these policy efforts will also lead to more donations and more waste minimization.

FORM E

COMPREHENSIVE PLANNING AGENCY REVIEW AND COMMENT FORM

SOLID WASTE ALTERNATIVES PROGRAM Project Requests Greater than \$10,000

See Application Guidelines for appropriate Comprehensive Planning Agency contact information

Applicant Name: Dubuque and Jackson Counties Habitat for Humanity Date Application Received: 06/30/2021
Comprehensive Planning Area Agency Name: Dubuque Metropolitan Area Solid Waste Agency
Signature: _____ Title: Solid Waste Agency Administrator
Date: 07/07/2021

1. Is the proposed project consistent with the solid waste comprehensive plan or Environmental Management System participant goals? Please elaborate.

The plan is consistent. The goal of the project is to divert waste streams from the landfill, which aids the EMS components of HHM, GHG, Recycling and Education. The project will serve a long desired community need.

2. Is the Agency aware of competitors for the targeted solid waste materials identified in the application? If yes, will the proposed project adversely affect the operations of the competing entity and how?

The only identified competitors would be second hand stores such as Goodwill, St. Vincent de Paul, Stuff Etc and other local stores which already sell previously used furniture. The potential impact on these stores is rated as low since most of these stores exist in other communities which also have Habitat Restores.

3. Is all or a portion of the targeted solid waste materials currently landfilled? If not, please elaborate.

The majority of the building materials are currently being landfilled, as there is not another entity locally which is diverting building materials.

The furniture waste stream has local options for diversion, but large quantities of furniture are also landfilled.

4. Can the project, as proposed, be considered to have a regional impact on the targeted solid waste stream? If not, is there the potential for it to be expanded to have a regional impact and how?

Since the project will be located in Dubuque, which serves as a hub for the Iowa counties of Dubuque, Delaware, Jackson and Clayton County along with Grant County, WI and Jo Davies, IL the project will have an impact the regional area offering options to customers for donation and purchase from the regional area.

5. Are the landfill diversion figures proposed in the application consistent with the solid waste comprehensive plan figures? If not, how are they inconsistent?

Their estimation of 2000 tons of solid waste material diverted appears to be realistic and consistent with similar operations.

6. In the Agency's opinion, does the applicant's project staff have the experience and knowledge to successfully implement the proposed project? Please elaborate.

With the support of Habitat International, which has experience operating ReStores throughout the country, the Agency is confident that as the local entity hires and trains staff they will be able to successfully implement the project.

7. Does the Comprehensive Planning Area agency feel the project is viable as proposed, given current and projected populations, the available solid waste stream, and current and proposed landfill diversion activities? Please elaborate.

Based on the model provided by Habitat International, the local region will be able to support and sustain the ReStore. The local economy is strong and there are currently multiple local projects which seek to use reusable materials in their construction projects.

8. Other Comments

Minority Impact Statement

Pursuant to 2008 Iowa Acts, HF 2393, Iowa Code Section 8.11, all grant applications submitted to the State of Iowa which are due beginning January 1, 2009 shall include a Minority Impact Statement. This is the state's mechanism to require grant applicants to consider the potential impact of the grant project's proposed programs or policies on minority groups.

Please choose the statement(s) that pertains to this grant application. Complete all the information requested for the chosen statement(s).

☒ The proposed grant project programs or policies could have a disproportionate or unique **positive** impact on minority persons.

Describe the positive impact expected from this project. The proceeds from the sales of these materials go to building homes for those who have significant barriers to homeownership. These include women heads of household, underrepresented racial and ethnic groups, persons with disabilities, LGBTQ+, and others who do not have generational wealth. These groups include those who have historically faced institutional discrimination that impacted housing, for example, those who were legally considered property of others, those who were considered incompetent because of their being, and victims of redlining.

Renters may also see more timely and cost effective renovations to the properties they rent as landlords will make up a niche population of shoppers. Having rental properties in good shape also impacts the housing dignity for those with limited financial means.

Indicate which group is impacted:

- ☒ Women
- ☒ Persons with a Disability
- ☒ Blacks
- ☒ Latinos
- ☒ Asians
- ☒ Pacific Islanders
- ☒ American Indians
- ☒ Alaskan Native Americans
- ☒ Other

☐ The proposed grant project programs or policies could have a disproportionate or unique **negative** impact on minority persons.

Describe the negative impact expected from this project.

Present the rationale for the existence of the proposed program or policy.

Provide evidence of consultation of representatives of the minority groups impacted.

Indicate which group is impacted:

- ☐ Women
- ☐ Persons with a Disability
- ☐ Blacks
- ☐ Latinos
- ☐ Asians
- ☐ Pacific Islanders
- ☐ American Indians
- ☐ Alaskan Native Americans
- ☐ Other

☐ The proposed grant project programs or policies are **not expected to have** a disproportionate or unique impact on minority persons. Present the rationale for determining no impact.

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Name: Erica Haugen

Title Executive Director

Definitions

“Minority Persons”, as defined in Iowa Code Section 8.11, mean individuals who are women, persons with a disability, Blacks, Latinos, Asians or Pacific Islanders, American Indians, and Alaskan Native Americans.

“Disability”, as defined in Iowa Code Section 15.102, subsection 5, paragraph “b”, subparagraph (1):

b. As used in this subsection:

(1) “*Disability*” means, with respect to an individual, a physical or mental impairment that substantially limits one or more of the major life activities of the individual, a record of physical or mental impairment that substantially limits one or more of the major life activities of the individual, or being regarded as an individual with a physical or mental impairment that substantially limits one or more of the major life activities of the individual.

“*Disability*” does not include any of the following:

- (a) Homosexuality or bisexuality.
- (b) Transvestism, transsexualism, pedophilia, exhibitionism, voyeurism, gender identity disorders not resulting from physical impairments or other sexual behavior disorders.
- (c) Compulsive gambling, kleptomania, or pyromania.
- (d) Psychoactive substance abuse disorders resulting from current illegal use of drugs.

“State Agency”, as defined in Iowa Code Section 8.11, means a department, board, bureau, commission, or other agency or authority of the State of Iowa.

Applicant Disclosure

The Applicant must provide the following information. This is a continuing disclosure requirement from application submittal through agreement end date (if funding is awarded).

1. During the last three (3) years, has the Applicant received written notification from a state agency that a debt is owed to a state agency or a debt is being enforced through the Income Offset Program (including the state child support recovery unit if the Applicant is an individual) that will in any way impact receipt of monies awarded through this program? ☐ Yes ☒ No
If yes, provide the date by which the Applicant will or has satisfied debts owed to or being collected by the state.
2. During the last three (3) years, has the Applicant had a contract for goods and/or services terminated for any reason, or has the Applicant received a notice of breach, notice of default, or similar notice? ☐ Yes ☒ No
If yes, provide full details related to the termination or notice.
3. During the last three (3) years, describe any damages or penalties or settlements pertaining to contract disputes under any of the Applicant's existing or past contracts as it relates to goods and/or services performed that are similar to the goods and/or services contemplated by this application. If so, indicate the reason for the penalty, damages or exchange of property, goods, or services and the estimated amount of the cost of that incident to the Applicant.
4. During the last three (3) years, list and summarize all litigation, threatened litigation, administrative or regulatory proceedings, or similar matters to which the Applicant or its officers have been a party. Any such matter commencing after submission of an application, and with respect to the successful Applicant after the execution of a contract, must be disclosed in a timely manner in a written statement to the Department's contract officer.

I hereby certify that the information on this form is complete and accurate, to the best of my knowledge:

Name: Erica Haugen

Title Executive Director