DANE COUNTY SUSTAINABILITY CAMPUS

METRICS REPORT

2022-2024 Baseline +
2025 Inaugural Annual Report

DANE COUNTY DEPARTMENT OF
WASTE + RENEWABLES

make MORE from waste

CONTENTS

I. INTRODUCTION

Purpose

In 2022, Dane County (W+R or County) and the City of Madison (City) negotiated the purchase of a portion of the Yahara Hills Golf Course, with the intention to site a new landfill and Sustainability Campus for the County to continue to provide local waste management services. The intent of the Sustainability Campus is to create opportunities for education, reuse, repair, recycling, research and other activities that will ultimately prevent or divert waste from landfill disposal.

As part of the purchase, the County and the City agreed upon the terms of Agreement #14742: Sustainability Campus and Landfill Development Agreement (Development Agreement). In the Development Agreement, both parties worked jointly in identifying goals of the Sustainability Campus and developing measurable metrics. The Metrics Report was jointly-prepared to satisfy the conditions of Development Agreement and establish a clear, data-driven framework of measurable metrics that is to be used to evaluate the success of the Sustainability Campus project. These metrics were designed to track progress across key focus areas, including waste diversion activities, circular economy advancement, sustainable infrastructure development, and public education and research initiatives.

The City and County agreed to several reporting guidelines:

- Each metric will be reported on an annual basis and published by May 31st of each year for the previous calendar year (e.g., May 31, 2026 for Metrics covering 2025).
- Metrics will be averaged across the three-year 'Review Periods' to control for year-to-year fluctuation.
- There are 9 (nine) distinct metrics that will be tracked.
- A Review Period will be considered successful if five or more metrics show improvement.
    - Evaluations will make reasonable accommodations for factors outside the County's control - such as major storm events, facility closures, lack of municipal participation, or policy changes - that could skew Metrics.
- Progress will be reviewed jointly by the City-County Committee every three years over a 15-year period (2025–2039),[1] concluding with a final evaluation in 2040, which roughly aligns with the end of the planned landfill's permit period.[2]

Review Year: The calendar year in which data for Metrics is collected (e.g., 2026).

Review Period: The three-year span between joint City-County evaluations (e.g., 2025-2027).

[1] The first evaluation (2028) will compare 2025-2027 against the baseline years 2022-2024.

[2] Discussions about future land sales will need to begin well before the final evaluation. Permitting can take approximately five years depending on complexity, and thus long lead times are needed.

IV. SUSTAINABILITY CAMPUS METRICS

These metrics are designed to be measurable and relevant to the types of tenants expected to operate within the Campus, while also allowing for operational flexibility as the project evolves. They are not intended to be exhaustive, nor do they capture every performance indicator currently tracked by W+R. Instead, the metrics presented in this report focus specifically on the Sustainability Campus project and are structured to reflect the broader success of the initiative.

Measuring success for a project of this scale is inherently complex. New programs take time and resources to develop; Dane County's growing population will likely continue to increase the total volume of waste generated; and evolving materials, technologies, and market conditions will present opportunities and challenges over time.

Despite these uncertainties, Dane County and the City of Madison remain committed to continuous improvement across the identified Metrics. For the purpose of this report, a weighted point system has been devised to summarize the progress of the Campus over each Review Period. The nine Metrics are organized into four overarching categories below:

Metric	Points Possible
Waste Diversion	
Waste Diversion by Tonnage	**1pt**
Waste Diversion as a Percent of Incoming Materials	**1pt**
Waste Diversion in Landfill Airspace Savings	**1pt**
Number of Material Types Accepted for Waste Diversion	**1pt**
Partnerships	
Partnerships in Waste Diversion	**1pt**
Partnerships in Education and Outreach	**1pt**
GHG Avoided	
GHG Avoided Through Waste Diversion	**1pt**
GHG Avoided Through Renewable Energy Activities	**1pt**
Public Participation	
Public Participation in Education and Outreach Efforts [3]	**1pt**
Total	**9pts**

Following the scoring table above, each Metric will receive 1 point if there has been measurable improvement over the course of the Review Period. A Review Period will be considered successful if five or more metrics show improvement. Evaluations will make reasonable accommodations for factors outside the County's control - such as major storm events, facility closures, lack of municipal participation, or policy changes - that could skew Metrics.

[3] City and County agree that indefinitely increasing numbers of public participation in education and outreach efforts may prove impractical, and instead, maintaining baseline levels may be considered successful.

Metrics Summary Table					
Metric	**2022**	**2023**	**2024**	**2022-2024 Average**	**2025**
1. Waste Diversion by Tonnage (tons)	23,452	14,968	25,074	21,165	44,817
2. Waste Diversion as Percent of all Incoming Materials	7.2%	4.2%	6.8%	6.1%	11.7%
3. Airspace Savings (Days of Landfill space saved through waste diversion)	19.6	12.5	21.0	17.7	37.5
4. Discrete Material Types Accepted	25	25	25	25	29
5. Partnerships in Waste Diversion	8	8	10	9	26
6. Partnerships in Education	10	13	22	15	31
7. Green House Gasses Avoided Through Waste Diversion (MTCO2e)	-17,481	-11,556	-13,817	-14,285	-13,196
8. Green House Gasses Avoided Through Renewable Energy (MTCO2e)	-28,386	-39,645	-46,103	38,045	-46,932
9. Public Participation in Outreach Activities	5,888	9,752	6,774	7,471	10,470
	Baseline Years			*Baseline Average*	*Review Year 1*

METRIC: WASTE DIVERSION - TONNAGE

This measurement is of the total tonnage of material diverted from landfill disposal through reuse, recycling, composting, or other recovery methods. This measure reflects the overall scale of materials recovered from Sustainable Business Park tenants, off-site partnerships, any expansion of current services (e.g., Clean Sweep, C&D, shingles, tires, logs and brush), the food scrap collection program, and other diversion operations.

Waste Diversion Tonnages 2022-2025				
Year	**2022**	**2023**	**2024**	**2025**
Total Recycled	23,415	14,928	25,029	44,294
Total Reused	37	40	45	35
Total Compost	--	--	--	489
Total Beneficial Reused [4]	27,675	26,223	31,745	20,055
Total Diverted through Reuse, Recycling, and Composting	**23,452**	**14,968**	**25,074**	**44,817**

Relevant Context in 2025:

- A series of hailstorms damaged roofs across the region, generating an unprecedented influx of more than 34,000 tons of asphalt shingles, nearly all of which was recycled. This single stream accounts for the majority of the year-over-year increase in diverted tonnage.

- The County launched its food scraps composting program, offering paid collection to commercial generators and free drop-off for Dane County residents. The program diverted roughly 489 tons of organics in its inaugural year.

- W+R released four Requests for Information (RFIs) in spring 2025, drawing more than 40 formal responses that continue to shape the Department's future diversion priorities.

[4] Beneficial reuse at a landfill is the practice of diverting waste materials from direct disposal and instead repurposing them as functional alternatives to virgin materials. It involves using waste materials, such as C&D fines, contaminated soil, and latex paint for onsite operational needs like daily landfill cover and landfill road construction. For the purpose of this Metrics Report, it is counted separately from diversion through reuse, recycling, and composting.

METRIC: WASTE DIVERSION – PERCENT OF INCOMING MATERIALS

This measurement is of the total material diverted from landfill disposal through reuse, recycling, composting, or other recovery methods as a percentage of the overall quantity of materials entering the Dane County site. This measure reflects the overall scale of materials recovered from Sustainable Business Park tenants, off-site partnerships, any expansion of current services (e.g., Clean Sweep, C&D, shingles, tires, logs and brush), the food scrap collection program, and other diversion operations.

Waste Diversion – Percent of Incoming Materials 2022-2025				
Year	**2022**	**2023**	**2024**	**2025**
Total Diverted through Reuse, Recycling, and Composting	23,452	14,968	25,074	44,817
Total Incoming Material	325,809	352,424	369,549	382,869
Diversion Rate	**7.2%**	**4.2%**	**6.8%**	**11.7%**

Relevant Context in 2025:

- The County's diversion rate climbed from 6.8% in 2024 to 11.7% in 2025, even as total incoming material grew to nearly 383,000 tons. The gain reflects real growth in recovery rather than a shrinking waste stream.

- Asphalt shingles are the primary driver. Roughly 98% of accepted shingles are recycled into hot-mix asphalt for Wisconsin road paving, a recovery rate well above the blended rate of the C&D Recycling Facility, so the year's large shingle volume lifted the overall diversion percentage.

METRIC: WASTE DIVERSION – LANDFILL AIRSPACE SAVINGS

This measurement is of the total landfill airspace conserved by diverting materials from landfill disposal through reuse, recycling, composting, or other recovery methods. This measure reflects the overall scale of materials recovered from Sustainable Business Park tenants, off-site partnerships, any expansion of current services (e.g., Clean Sweep, C&D, shingles, tires, logs and brush), the food scrap collection program, and other diversion operations.

Landfill Airspace:

Landfill airspace is the finite remaining volume inside a landfill that is available to receive waste. Once that space is filled, the landfill closes permanently.

Every ton of material diverted from the landfill through recycling, composting, or reuse directly preserves a portion of that remaining volume, extending how long the landfill can remain in service and deferring the significant time, cost, and community impact of siting new disposal infrastructure.

This metric tracks the cumulative volume (measured in cubic yards) that Dane County's diversion programs have conserved each year.

Waste Diversion – Landfill Airspace Savings 2022-2025				
Year	**2022**	**2023**	**2024**	**2025**
Diversion (Cubic Yards)	**30,737**	**19,617**	**32,863**	**58,738**
Approximate Days of Landfill Space Saved [5]	**19.6**	**12.5**	**21.0**	**37.5**

Relevant Context in 2025:

- Conserved landfill airspace nearly doubled in 2025, rising to approximately 58,700 cubic yards (about 37.5 days of disposal capacity), driven largely by the year's high volume of recycled shingles.

- The County began accepting freon-containing appliances, such as refrigerators and freezers, for recycling, adding a new bulky stream that contributes both diverted tonnage and conserved volume.

[5] This figure is calculated by extrapolating from actual observed airspace consumption and compaction rates as measured at the Dane County Landfill. It applies the average landfill compaction rates to the tonnage of materials that were diverted through reuse, recycling and composting. This figure is not exact, but rather is intended to be illustrative.

METRIC: WASTE DIVERSION - NUMBER OF MATERIAL TYPES ACCEPTED FOR WASTE DIVERSION

This measurement is of the total number of discrete material streams that the County accepts for diversion from landfill disposal through reuse, recycling, composting, or other recovery methods in a given year. This measure reflects the breadth of W+R's diversion programs, capturing each distinct material type handled across Clean Sweep, organics, C&D, and other diversion operations. Adding new material types signals an expanding capacity to keep a wider range of materials out of the landfill, even when the tonnage of any single new stream is modest.

Waste Diversion – Number of Material Types Accepted 2022-2025					
Category	**Material Type**	**2022**	**2023**	**2024**	**2025**
Household Hazardous Waste	Acids/bases/corrosives	x	x	x	x
Household Hazardous Waste	Adhesives	x	x	x	x
Household Hazardous Waste	Aerosol Cans	x	x	x	x
Household Hazardous Waste	Ammunition				x
Household Hazardous Waste	Automotive Products	x	x	x	x
Household Hazardous Waste	Batteries	x	x	x	x
Household Hazardous Waste	Cleaners	x	x	x	x
Household Hazardous Waste	Electronics	x	x	x	x
Household Hazardous Waste	Flammable Liquids	x	x	x	x
Household Hazardous Waste	Fuels	x	x	x	x
Household Hazardous Waste	Paint/Coatings	x	x	x	x
Household Hazardous Waste	Pool/Spa Chemicals	x	x	x	x
Household Hazardous Waste	Propane Cylinders	x	x	x	x
Electronics	Computers	x	x	x	x
Electronics	Computer Peripherals	x	x	x	x
Electronics	TVs/Monitors	x	x	x	x
Electronics	Small Electronics	x	x	x	x
Electronics	Freon-Containing Appliances				x
Organics	Food Scraps				x
Organics	Yard Waste				x
Organics	Tree Waste	x	x	x	x
C&D	Asphalt Shingles	x	x	x	x
C&D	Clean Dimensional Lumber	x	x	x	x
C&D	Cardboard	x	x	x	x
C&D	Aggregate	x	x	x	x
C&D	Metal	x	x	x	x
Other	Waste Oil	x	x	x	x
Other	Tires	x	x	x	x
Other	Bicycles	x	x	x	x

TOTAL MATERIAL TYPES	**25**	**25**	**25**	**29**

METRIC: ACTIVE PARTNERSHIPS – WASTE DIVERSION

This measurement is of the number of active partnerships directly involved in waste diversion established between W+R and external organizations, including nonprofits, private businesses, and other municipalities. This measure reflects the County's ability to work with outside collaborators to collect, process, and find end markets for diverted materials. Each partnership represents a formal relationship, such as a contract or MOU, that expands the reach and durability of the County's diversion operations.

#	Partnership	Activity	2022	2023	2024	2025
1	Dynamic Lifecycle Innovations	Electronics Recycling	x	x	x	x
2	Veolia	Hazardous Waste Management	x	x	x	x
3	LRS Wisconsin	C&D Recycling	x	x	x	x
4	GFL	C&D Recycling			x	x
5	Alter Metal Recycling	Metal Recycling	x	x	x	x
6	Liberty Tire Recycling	Tire Recycling	x	x	x	x
7	Kafka Granite	Shingle Recycling			x	x
8	Badger Materials Recycling	Shingle Recycling	x	x	x	
9	Safety Kleen	Oil Recycling	x	x	x	x
10	Purple Cow Organics	Organics Composting				x
11	City of Madison	Food Scrap Collection				x
12	City of Middleton	Food Scrap Collection				x
13	City of Fitchburg	Food Scrap Collection				x
14	City of Verona	Food Scrap Collection				x
15	Village of McFarland	Food Scrap Collection				x
16	Madison Christian Community Church	Food Scrap Collection				x
17	MOKA Coffee	Food Scrap Collection				x
18	Vitense Golfland	Food Scrap Collection				x
19	LabCorp	Food Scrap Collection				x
20	Ugly Apple	Food Scrap Collection				x
21	Sodexo Live!	Food Scrap Collection				x
22	Alliant Energy Center	Food Scrap Collection				x
23	Henry Vilas Zoo	Food Scrap Collection				x
24	Sustain Dane	Food Scrap Collection				x
25	Dane County Humane Society	Organics Composting				x
26	Green Box Compost	Food Scrap Composting				x
27	Organics Management Grantees [6]	Food Scrap Composting	x	x	x	x
TOTAL DIVERSION PARTNERSHIPS			**8**	**8**	**10**	**26**

[6] Organics Management Grantees for 2022-2025:
2022 – Dane County Farmers Market, Sustain Dane, City of Sun Prairie, Madison Children's Museum, McFarland High School
2023 – Sustain Dane, Brainplate Grows, City of Sun Prairie
2024 – Brainplate Grows, FEED, New Wine Cooperative, Innovation Center Stoughton, REAP Food Group
2025 – MOKA Coffee, Neighborhood House, O'Keefe Elementary, Dane County Facilities Management, City of Fitchburg

Relevant Context in 2025:

- Active diversion partnerships rose sharply from 10 in 2024 to 26 in 2025. The increase is driven almost entirely by the launch of the food scrap collection program, which established new relationships with municipal partners (including the Cities of Madison, Middleton, Fitchburg, and Verona, and the Village of McFarland) alongside commercial and institutional generators and composting partner Purple Cow Organics.

- This rapid growth in partnerships represents the formal collection, hauling, and processing relationships required to stand up organics diversion at scale in its first year.

METRIC: ACTIVE PARTNERSHIPS – EDUCATION + OUTREACH

This measurement is of the number of active partnerships that advance waste-related education and outreach, established between W+R and external organizations such as schools, libraries, community groups, and academic institutions. This measure reflects the County's ability to extend environmental literacy beyond its own facilities through co-delivered programming, recurring events, tours, and shared educational efforts.

Partnership	Activity	2022	2023	2024	2025
Sustain Dane	Participation in Powerful Teen Leaders program	x	x	x	x
Natural Resources Foundation	Annual Landfill Tour			x	x
UW Nelson Institute	Annual Landfill Tour			x	x
Madison College	Landfill Tour, Trash Lab at Earth Day Fair	x	x	x	x
Sector67	Makerspace Collaboration			x	x
Madison Sewer District	Complimentary tours, Learning Lavatories exhibit at Madison Public Market	x	x	x	x
UW Madison Majumder Lab	Landfill Microbiology Research	x	x	x	x
Madison Children's Museum	Trash Lab, Waste Education Center, and Scrap Stop Design Collaboration	x	x	x	x
Black Earth Children's Museum	Annual Trash Lab Event		x	x	x
Mt Horeb High School	Annual Landfill Tour			x	x
Henry Vilas Zoo	Annual Trash Lab Event			x	x
Dane County Land and Water	Landfill Prairie Seed Collection Event				x
Dane County Extension Youth Governance Program	Youth Governance Day, Sustainability Safari			x	x
Dane County Humane Society	Annual Trash Lab Event			x	x
Madison Metropolitan School District	Trash Lab targeted outreach	x	x	x	x
Zero Waste Madison	Earth Day Fair Participation				x
PBS Wisconsin	Collaboration on Field Notes Documentary Series, Garden & Green Living Expo				x
Eco Latinos	El Día de la Tierra, Organics Outreach Collaboration		x	x	x
MSCR Camp Compass	Annual Trash Lab Event				x
UW Madison Science Fest	Annual Trash Lab Event	x	x	x	x
UW Landfill Design Course (Tinjum)	Special presentations, landfill tour	x	x	x	x
Edgewood University	Annual Landfill Tour			x	x
Cricket Design Works	Marketing, Design, WI E-Cycle Grant Collaborator, Waste Education Center Collaborator				x
Malcom Shabazz High School	Annual Landfill Tour			x	x
Friends of Silverwood County Park	Trash Lab at Harvest Festival				x

Lussier Heritage Center	Trash Lab, Environmental Fun Fair, Tours, co-hosting field trip opportunities			x	x
Big Brothers & Big Sisters of Dane County	Annual Trash Lab Event @ Back to School Event		x	x	x
Rosemary Garfoot Public Library	Annual Trash Lab Event	x			x
Arts + Literature Laboratory	Trash Lab x Youth Trash Art Camp				x
Nature Everywhere Madison Region	Nature Everywhere Day Participation, Aldo Leopold Trash Lab visit				
Mobile Madison	Cohort membership, Summer Kickoff Event Series	x	x		x
Heartland Farm Sanctuary	Annual Trash Lab Event		x	x	x

TOTAL EDUCATIONAL PARTNERSHIPS	**10**	**13**	**22**	**31**

Relevant Context in 2025:

- Active education and outreach partnerships grew from 21 in 2024 to 31 in 2025, continuing a steady multi-year expansion. New 2025 collaborators include PBS Wisconsin (Field Notes documentary series and the Garden & Green Living Expo), Zero Waste Madison, Cricket Design Works, and the Arts + Literature Laboratory, among others.

- It is likely that years 2022-2024 do not reflect all of the Educational Partnerships W+R maintained, due to lack of available records.

METRIC: GHG AVOIDED – WASTE DIVERSION

This measurement is of the total metric tons of carbon dioxide equivalent ($MTCO_2e$) avoided by diverting materials from landfill disposal through reuse, recycling, composting, or other recovery methods. This measure of $MTCO_2e$ is estimated through full lifecycle analysis and comparison of $MTCO_2e$ output of reuse, recycling, composting, or other recovery methods compared to $MTCO_2e$ output of these materials degrading in a landfill.

Greenhouse Gas Measurement ($MTCO_2e$):

Carbon measurement, or carbon accounting, is the process of estimating greenhouse gas (GHG) emissions from an organization's activities through an inventory of an entity's operations. The process calculates emissions from GHG's, such as methane or carbon dioxide, converts them to a single unit (metrics tons of CO2 equivalent or MTCO2e), and then compiles them to create a holistic picture of emissions from an entire year of operations.

Every ton of material diverted from the landfill through recycling, composting, or reuse directly can provide net negative carbon emissions when compared to the carbon emissions that material would offput through traditional landfill methods. That difference, when negative, is seen as a carbon savings when assessing the overall carbon impact of a materials life cycle.

This metric tracks the cumulative MTCO2e that Dane County's diversion programs have saved each year.

Material	$MTCO_2e$ per Ton	2022	2023	2024	2025
C&D - Wood	-0.110	-1,116.7	-388.7	-585.0	-534.1
C&D - Mixed Metal	-4.390	-13,130.5	-8,420.0	-9,802.9	-7,225.9
C&D - Cardboard	-3.140	-2,006.5	-1,139.8	-935.7	-681.4
C&D - Aggregate	-0.010	-37.6	-13.8	-16.2	-19.5
Asphalt Shingles	-0.090	-434.3	-601.0	-1,317.0	-3,114.0
Tires	-0.380	-326.4	-312.7	-241.3	-208.6
Electronics	-0.900	-96.1	-86.8	-78.6	-129.6
Mixed Metal	-4.390	-308.7	-566.5	-811.1	-1,196.8
Oil Recycling	-0.688	-5.5	-6.8	-6.8	-9.8
Food Scraps	-0.150	-	-	-	-18.8
Yard Waste	-0.110	-	-	-	-40.0
Clean Sweep Reuse Program	-0.499	-18.4	-19.7	-22.5	-17.2
TOTAL MTCO2e AVOIDED		**-17,481**	**-11,556**	**-13,817**	**-13,196**

Relevant Context in 2025:

- Emissions avoided through diversion totaled roughly 13,200 MTCO2e in 2025, slightly below the prior year despite a significant increase in total diverted tonnage. This reflects a shift in the mix of materials rather than a decline in performance.

- The year's tonnage gains were concentrated in asphalt shingles, which carry a low emissions factor (about 0.09 MTCO2e avoided per ton). Shingles alone accounted for roughly 3,100 MTCO2e avoided in 2025, more than double the prior year, but their high tonnage translates into modest emissions savings.

- Over the same period, higher-factor materials declined. Recycled C&D mixed metal, at roughly 4.39 MTCO2e avoided per ton, fell to about 7,200 MTCO2e from roughly 9,800 the year before. Because emissions factors vary widely by material, total avoided emissions can move independently of total tonnage.

METRIC: GHG AVOIDED – RENEWABLE ENERGY ACTIVITY

This measurement is of the total amount of metric ton of carbon dioxide equivalent ($MTCO_2e$) avoided by generating or replacing energy with renewable energy sources from Waste + Renewable operations or supported operations. This measure of $MTCO_2e$ is estimated from the amount of annual production from the multiple solar field operations in Dane County and by the Waste + Renewables annual Renewable Natural Gas (RNG) production. Renewable electricity from the solar fields is converted into $MTCO_2e$ by taking the annual kilowatt-hours (kWh) of produced energy and multiplying it by the $MTCO_2e$ production rate for traditional electricity production in the region. RNG production is converted into $MTCO_2e$ by taking the annual dekatherms (dth) of produced natural gas from the landfill gas, and multiplying it by the $MTCO_2e$ rate for traditional natural gas. The gas is still burned to produce CO_2 but is seen as a savings given the landfill gas was able to be put to use in place of fossil fuel derived natural gas.

Source	$MTCO_2e$ per kWh	2022	2023	2024	2025
Yahara Solar Project	-0.00067	-	-10,443	-16,869	-20,290
Airport Solar Project	-0.00067	-11,910	-12,164	-11,899	-11,651

Source	$MTCO_2e$ per dth	2022	2023	2024	2025
W+R Renewable Natural Gas Facility	-0.053	-16,477	-17,039	-17,335	-14,991
TOTAL MTCO2e AVOIDED or GENERATED FROM RENEWABLE SOURCES		**-28,386**	**-39,645**	**-46,103**	**-46,932**

Relevant Context in 2025:

- As of publishing, the Renewable Energy Credits (RECs) generated in 2025 have not been yet retired, so the 2025 emissions savings from the Yahara and Airport Solar projects is preliminary and not yet finalized. This figure will be updated as necessary in future annual Metrics Reports.

- RNG production dipped modestly in 2025, to approximately 283,000 MMBTU from roughly 327,000 the prior year, contributing to the lower interim total.

METRIC: PUBLIC PARTICIPATION IN EDUCATION AND OUTREACH EFFORTS

This measurement is of the total number of individuals engaged through waste-related education and outreach activities in a given year, including attendees at facility tours, Trash Lab events, school visits, workshops, presentations, and community events hosted on- and off-site. This measure reflects the reach of the County's outreach efforts and its role as a regional hub for environmental literacy and community engagement. Both events hosted and total participants are tracked to capture the scale and consistency of public engagement over time.

Public Participation in Education and Outreach 2022-2025					
Activity Type	**Metric**	**2022**	**2023**	**2024**	**2025**
Tours Hosted	Count	28	38	29	47
Events Attended w/ Trash Lab	Count	24	32	54	50
Presentations/Tabling Events	Count	--	--	--	15
Tour Attendees	Participants	896	1,384	994	1,200
Trash Lab Visitors	Participants	4,992	8,368	5,780	7,906
Presentation Attendees	Participants	--	--	--	1,364
TOTAL EVENTS	**Count**	**52**	**70**	**83**	**112**
TOTAL PARTICIPANTS	**Participants**	**5,888**	**9,752**	**6,774**	**10,470**

Relevant Context in 2025:

- Total public participation reached 10,470 individuals in 2025, up from 6,774 in 2024, across 112 distinct events. The increase is largely a result of 2025 being the first full year W+R operated with two primary outreach roles filled (Education Programs Coordinator + Sustainability Engagement Coordinator).

- The County began separately tracking presentations and tabling events in 2025, which added 15 events reaching roughly 1,364 attendees and contributed to the higher total.

V. CONCLUSION

This report marks the first annual measurement under the Sustainability Campus Metrics Report framework, capturing 2025 as the opening year of Review Period 1 (2025-2027). While formal scoring occurs at the review-period level beginning with the 2028 evaluation, the inaugural year establishes a strong starting point against the 2022-2024 baseline.

Eight of the nine metrics finished 2025 above their baseline averages. Diverted tonnage more than doubled the baseline average, reaching 44,817 tons; the diversion rate rose to 11.7%; and conserved landfill airspace climbed to the equivalent of more than a month of landfill capacity. The County accepted 29 distinct material types, expanded active diversion partnerships to 26, grew education partnerships to 31, and engaged 10,470 community members through education and outreach.

The one lagging metric warrants additional context rather than concern. Greenhouse gas emissions avoided through diversion finished modestly below the baseline average despite higher overall tonnage, because the year's gains concentrated in lower-emission-factor materials such as shingles while higher-factor streams like mixed metal from the C&D recycling facility declined. This illustrates that tonnage and avoided emissions do not move in lockstep, since each material carries a distinct emissions profile.

The Sustainability Campus represents a long-term investment in Dane County's ability to manage waste locally, recover valuable resources, and build new opportunities for education, research, and community engagement. The 2025 results affirm both the momentum behind that investment and the value of consistent, transparent measurement. As the path forward adapts to new materials, technologies, and community needs, the County and City remain committed to using these metrics as a shared guide for decision-making.