

BIG CEDAR LAKE PRD 4480 GONRING DRIVE WEST BEND, WI 53095

PROPOSAL FOR SOLID WASTE COLLECTION



SUBMITTED BY:





1015 FEMRITE DRIVE MONONA, WISCONSIN 53716





March 16, 2022

ATTN: Big Cedar Lake PRD (BCLPRD) Board Members 4480 Gonring Drive West Bend, WI 53095

RE: Proposal for Solid Waste collection

Dear BCLPRD Board Members,

On behalf of Badgerland Disposal, an LRS company, thank you for the opportunity to submit the following proposal for the Big Cedar Lake. LRS has reviewed the proposal request and we are well prepared to provide the services requested.

As one of the largest privately-held waste and recycling service providers in the country, our team offers hundreds of years of combined industry experience and unique municipal service programs throughout southern Wisconsin and northern Illinois. We are confident our proposal will demonstrate why LRS is the best partner for Big Cedar Lake.

LRS acquired Badgerland Disposal (Milton, WI) in 2017 and Royal Container Service (Monona, WI) in 2018. In 2019, we created Badgerland Portables which has provided the market with an additional portable restroom company. We merged these companies together and have successfully grown our business to be the exclusive partner for over 50 municipalities, both large and small, across the region.

We have broadened our local foothold within the southern Wisconsin community with the expansion of our current DeForest location. This facility has a single-stream sorting line added onto the existing MSW sorting capabilities. This combination increases competition and provides the necessary recycling infrastructure to the Big Cedar Lake and the surrounding cities and counties. Our experience in building infrastructure and managing waste streams is unmatched within the industry. LRS successfully built a new single-stream recycling facility in 2016 (Forest View, IL) and we have built or re-engineered three of our seven other Material Recycling Facilities.

We view this RFP as a unique opportunity to partner with a rehabilitation district that cares about sustainability and a lasting partnership with local industry leaders. We look forward to answering any questions regarding our proposal.

Sincerely,

Susan Malmanger Municipal Manager, WI Badgerland Disposal, an LRS Company 4220 N. Newville Rd. | Janesville, WI 53545 SMalmanger@LRSrecycles.com 608.279.3413





I. LRS EXPERIENCE

STATEMENT OF UNDERSTANDING

LRS has examined and understands the services being requested in the Request for Proposal (RFP) for Refuse & Recycling Collection and Hauling Services for the Big Cedar Lake. LRS will provide the services as requested, unless otherwise noted in this proposal. LRS is a prominent service provider throughout the Midwest. LRS has all of the necessary equipment, staffing and financial footing to provide residents the highest level of waste and recycling beginning with a smooth transition of services. LRS has experience transitioning municipalities in the area with a similar scope of service and provides commercial services throughout southern Wisconsin and northern Illinois.

BADGERLAND DISPOSAL, LRS WISCONSIN DIVISION

Since 2017, LRS has diversified its holding within southern Wisconsin, which began with the acquisition of Badgerland Disposal. Meeting customer expectations and delivering service excellence continues to be a priority at Badgerland. Badgerland excels at offering a local "service first" approach with affordable collection services in southern Wisconsin.

Badgerland's local ownership team utilizes 50+ years of industry experience to implement a customer first atmosphere when establishing and operating Badgerland Disposal. Decisions are made quickly at a local level and executed thoroughly. Having a locally owned and operated division provides the Big Cedar Lake a personal touch, unparalleled service and energetic company led by seasoned waste consultants.



In 2018, Badgerland and LRS acquired Royal Container Services to bring an even stronger service portfolio to our communities. And just recently in 2020, Badgerland acquired Choice Disposal in Jefferson County to continue to strengthen our foothold in Wisconsin. We have since then added Landfill Reduction and Recycling in Madison, Waste Cycle in Milwaukee, and Ace Portables in Janesville.

At present time, the Badgerland Wisconsin division operates out of five local locations, employs over 120 staff and drivers, and operates a fleet of 90+ vehicles.

We encourage you to reach out to **ANY of our existing curbside collection customers** to hear from them directly about their service experience with us. Badgerland Disposal has not lost a municipal customer. The best way to learn about our service, is to ask those who have experienced it:

Town of West Bend
Village of Deerfield
City of Waterloo
Village of Johnson Creek
Town of Koshkonong
Town of Watertown
Town of Sumner
Town of Bradford
Village of Dousman
Town of Ashippun
Town of Hustisford
Town of Rubicon
Town of Clyman

Village of Waukesha
Town of Deerfield
Village of Cambridge
Village of Rockdale
Village of Sullivan
Town of Palmyra
Town of Albany
Town of Brodhead
Town of Emmett
Town of Magnolia
Town of Porter
Town of Shields
Town of Jefferson

Village of DeForest
City of Edgerton
Town of Oakland
Town of Eagle
Town of Waterloo
Town of La Prairie
Town of Avon
Town of Clinton
Town of Farmington
Town of Ottawa
Town of Union
Big Cedar Lake
Town of Reeseville

Town of Westport
City of Evansville
Town of Beaver Dam
Village of Hustisford
Town of Decatur
Town of Center
Town of Beloit
Town of Concord
Town of Ixonia
Town of Oconomowoc
Town of Portland
City of Juneau





MUNICIPAL REFERENCES

The LRS network of companies hold over 50 municipal franchise agreements throughout the Midwest. As part of the municipal references required for this proposal, we've included some contact information and additional program highlights for franchise agreements serviced for larger municipalities. Please let us know if you would like additional reference contact and program information for any of the municipalities we service and we'll gladly provide this information.

CITY OF EDGERTON

Ms. Ramona Flanagan | City Administrator 12 Albion Street Edgerton, WI 53534 608.884.3341 rflanigan@cityofedgeron.com



In January 2021, Badgerland/LRS commenced a 5 year residential waste and recycling contract with the City of Edgerton, providing services to over 1,900 homes. The contract has since been extended through the end of 2027, adding two additional years of service. Unique sites, superior operational service, local account service and relationship, along with customized bulk and e-waste services have been the driving force for the City to lock in with us.

TOWN OF WESTPORT

Mr. Bob Anderson | Chairman 5387 Mary Lake Road Waukakee, WI 53597 608.849.4372 banderson@townofwestport.org



Also starting services with Badgerland/LRS in January 2021, the Town of Westport entered into a 10 year residential waste and recycling contract. Providing services to over 1,500 homes, the Town has various communities with differing size containers, and we offer unique services and attention to detail and go the extra mile to set us apart here. Excellent operational service, local account service and relationships, along with customized bulk and e-waste services have all been factors with locking in with our organization for the foreseeable future.

TOWN OF KOSHKONONG

Mr. Bill Burlingame | Chairman W5609 Star School Rd, Fort Atkinson, WI 53538 414.379.2795



In January 2017, Badgerland/LRS commenced a 5 year residential waste and recycling contract with the Town of Oakland, providing services to over 1,600 homes. The contract has since been extended through the end of 2026 after unanimous approval from the Town Board. The Town will boast of our exceptional service, attention to detail and customized services for bulk and e-waste that set us apart from our service industry peers.

TOWN OF OAKLAND

Mr. Chris Astrella | Clerk/Administrator N4450 Co Rd A, Cambridge, WI 53523 608.423.9635



In January 2019, Badgerland/LRS commenced a 5 year residential waste and recycling contract with the Town of Oakland, providing services to over 1,400 homes after unanimous approval by the Board. Oakland selected our company over other bidders due to superior operational and customer service, bulk service capabilities, as well as overall cost savings.





MUNICIPAL REFERENCES (CONTINUED)

VILLAGE OF SKOKIE

Mr. Max Slankard | Public Works Director 9050 Gross Pointe Road, Skokie, Illinois 60077 847.933.8427



LRS began its commercial franchise with Skokie in February 2012, and incorporated all of the Condominium buildings' waste and recycling services in June 2012. LRS provided a smooth transition for all Skokie businesses, as we exchanged over 4,000 containers from the previous hauler. In Skokie, LRS provided new equipment and added automation where it didn't exist. We have also increased the recycling rate by over 30% within the first year of providing service. Effective June 1, 2016, LRS began the recycling contract for over 16,000 homes in the City of Skokie.

CITY OF HIGHLAND PARK

Ms. Hayley Garard | Assistant City Manager 1707 St. Johns Avenue, Highland Park, Illinois 60035 847.926.1000



In January 2016, LRS commenced its five-year residential waste and recycling agreement with the City of Highland Park. LRS also began its five-year commercial agreement with the City. LRS was the only company that committed the time and resources to implement an RFID program. Under this chip-based system, more than 4,100 volume-based residents of the 9,200 Highland Park homes are now upgraded to a PAYT system that is less expensive, less cumbersome and more efficient. Also notable is the aesthetic impact our carts have made on the community.

CITY OF GENEVA

Rich Babica | Director of Public Works 1800 South Street, Geneva, Illinois 60134 630.232.1501



LRS commenced a five-year agreement with the City of Geneva in July of 2018. Through a thorough planning process, and strong teamwork with City staff, LRS was able to smoothly implement residential service for 7,200 homes.

CITY OF WHEATON

Mr. John Duguay | Assistant City Manager 303 W. Wesley Street, Wheaton, Illinois 60187 630.260.2033



In October 2016, LRS commenced a five-year residential waste and recycling contract with the City of Wheaton. The decision to use LRS as its hauler was driven in part by our dedication to cutting-edge technology, specifically through RFID. This technology eliminated the need for stickers on regular waste and recycling containers (except in the case of bulk items) and instead billed the 14,500 households for service on a per-use basis.





OUALIFICATIONS OF PERSONNEL

The Badgerland Disposal/LRS Management and Staff that will provide the services for the Big Cedar Lake offer hundreds of years of combined experience. We make every effort to improve on services wherever possible with a process in place for continuous improvement and thorough communication.

SUSAN MALMANGER: MUNICIPAL MANAGER, WISCONSIN

Susan is the Municipal Manager for Badgerland/LRS and lives in Janesville, Wisconsin. She acquired her Bachelor's Degree in Finance (BBA) from Loyola University of Chicago and has been a Wisconsin resident for over 25 years. In 2017, she discovered her love of the trash and recycling industry as a top producing sales professional in southern Wisconsin. She is an awarded and accomplished individual with many consecutive years of growth stemming from her excellent relationship building skills, customer service excellence and willingness to go the extra mile each day. As a top performing sales executive with a highly-focused and aggressive professional approach, Susan is now dedicated to support all Wisconsin municipal



customers at Badgerland/LRS. She will provide top-notch service with a "personal touch" and she's always just a local phone call away! Recognized as a hardworking, top performer with excellent communication skills and leadership ability, Susan brings over 12 years of B2B sales experience to her customers.



JIM LESZCZYNSKI: GENERAL MANAGER - WISCONSIN

Jim is responsible for the Wisconsin Team that consist of five operational & maintenance facilities located throughout Southeast Wisconsin.

Jim joined Badgerland Disposal/LRS in 2020, but has over 12 years of industry experience including Hauling operations, Transfer Station locations, and Material Recovery Facilities. His proactive approach with detailed focus on customer service, team engagement, and efficiency improvements is a key driver to our Wisconsin Teams Operational & Safety excellence.

ALAN T. HANDLEY: CEO

Alan serves as the Chief Executive Officer for LRS, the Midwest's leading independent recycling and waste solutions company. Under his award-winning leadership, LRS has experienced exceptional organic growth from approximately \$60 million in sales with 220 employees in 2013 to over \$280 million in sales with 1,400 employees in 2021. Alan manages all aspects of the enterprise with four direct executive reports, 1,400 employees, thousands of customers and over 25 Midwest locations.



RICH GOLF: MANAGING PARTNER

Rich Golf serves as a Managing Partner for LRS, the Midwest¹s leading independent recycling and waste solutions company. Along with his brother Jerry Golf, Rich founded Recycling Systems, Inc. in 1999. Rich was instrumental in building what would become one of the Illinois¹s largest and most sophisticated transfer facilities. Rich has a long history in logistics, commodity management and transfer station efficiencies. Rich serves as our transfer station expert and works closely with our environmental consultants, architects, commodity outlets and equipment vendors to ensure that our facilities are always running at full optimization with appropriate back-up plans in place. Rich's ability to manage waste and recycling throughput while realizing significant diversion of material is unmatched in the industry.





HISTORY OF THE MIDWEST INDUSTRY GIANT

Over 20 years ago, three Illinois recycling and waste industry veterans partnered and laid the foundation for LRS. LRS began with a Midwest Material Recovery Facility (recycle processing center) and a local waste hauler (Lakeshore Waste Services).

Today, LRS is the largest private waste company in the Midwest and amongst the largest in the country. LRS owns and operates multiple Material Recovery Facilities (MRFs) throughout southern Wisconsin and Illinois, including a state of the art single-stream MRF, being the first waste company in the country to implement robotics, using artificial intelligence.

LRS also owns several hauling companies throughout Wisconsin and Illinois, and most recently acquired a landfill in northern Illinois. LRS has strategically acquired companies and also partners with companies that align with common core principles, in turn, offering a much greater potential for growth in the areas of environmental stewardship, efficiency, convenience, customer service, and technology.



After several years of servicing industrial and commercial customers, and many years of researching municipal services, LRS determined to begin offering residential services. Over the past several years, the LRS companies have been newly awarded and transitioned more municipal contracted services than any other waste service provider throughout the Midwest, currently holding franchise agreements in over 50 municipalities. LRS is the catalyst to increasing competition and is the recipient of a surfeit of highly regarded awards, such as the Illinois Sustainability Award, being the only waste company to receive this award. One of our most recent awards include the Overall Safety Award from the Solid Waste Association of North America (SWANA).

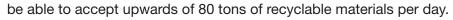
LRS offers municipal partners a multitude of services that are sustainable and convenient, with a competitive rate structure. We continue to look for the most sustainable outlet or reuse for the materials we collect, with attention to the total environmental impact. Many of our municipal partners have also recognized an increase in recycling and both cost and waste reductions.

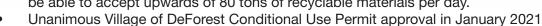




LRS SINGLE-STREAM FACILITY, WISCONSIN

- This new single-stream sorting line will work in tandem to the existing DeForest facility's layout, further elevating LRS' post-collection capabilities throughout southern Wisconsin.
- Variable Speed Revolving Sort Table: Enables "Multi-pass One Touch" sorting. Vertical or horizontal balers capture high volume material without additional handling or movement. Bins, bunkers and transfer conveyors handle lower volume material.
- Machine is made in the USA.
- This facility will have the Revolution Systems single-stream sorting line fully functional by June 2021 and will









DeForest System Prototype, courtesy of Revolution Systems

LRS SINGLE-STREAM FACILITY, ILLINOIS

- In June 2014, LRS purchased Heartland Recycling, which started operations in 1998. Our new Heartland facility processes over 1,500 tons-per-day of Municipal Solid Waste (MSW) and C&D. This facility also has two solidification pits for non-hazardous liquid waste, two separate wood grinding operations, as well as two balers for OCC processing.
- In March 2015, LRS began transforming this facility into the cutting-edge singlestream facility of the Midwest. LRS' single-stream recycling system now harvests over 110,000 tons of high-grade residential and commercial single-stream recyclables, and sorts, separates and
 - allocates over 20 tons of waste per hour. Not only did this initiative dramatically decrease the amount of waste sent to landfills, it also contributed to the growth of 100 new jobs in Illinois.
- In 2018, LRS added robotics using artificial intelligence. This ground breaking technology pioneered by LRS will soon be used throughout the country as a tool to combat contamination.





A. SERVICES OFFERED

LRS COMMERCIAL AND INDUSTRIAL SERVICES

Throughout our LRS companies, commercial and industrial businesses are offered a wide variety of container (dumpster) services. We have containers with lids ranging in size from one cubic yard up to ten cubic yards. We customize services for small spaces, alleyways, and work around certain times of the day to accommodate heavy traffic, or heavy waste generation times throughout a day. We are able to design and construct compactor units and provide the receiving containers to fit within allocated spaces. Our experienced staff of commercial and industrial professionals offer customers the most economic and overall best solutions for managing waste materials. LRS offers commercial and industrial businesses containers and collection services for refuse (waste), recycling, yard-waste, organics and universal waste.





LRS CONTRACTOR AND CONSTRUCTION SERVICES

Our LRS network offers a variety of services to accommodate the needs of contractors and construction companies. We offer roll-off containers ranging in size from 10 yards to 40 yards. We also have a large fleet of semi-dump trucks providing services for excavation and demolition debris. As a recycling company, owning one of Illinois largest construction and demolition recycling processing facilities, LRS takes great measures to ensure we are providing contractors with convenient and suitable options for recycling materials generated on construction sites.

We offer LEED Certifications and monitor materials and quantities on behalf of contractors which is very helpful for contractors who require documentation regarding the disposal.

Residents and construction contractors with large and small projects have access to multiple services within our LRS network. Our vast network of resources enable us to provide our customers with a solution for every construction project, including a various sizes of roll-off (open top) construction containers. We also provide a user friendly, online service request platform making the process for exchanging containers very simple and convenient.

BADGERLAND PORTABLES

Our network of services include Badgerland Portables which is now the second largest service provider in the Midwest for portable restroom services. Badgerland Portables provides safe and sanitary restrooms for any occasion, from construction job sites, to large community events, to outdoor weddings. Our portable restroom expertise allows us to ensure environmentally-friendly solutions with a variety of units and customizable options. Badgerland Portables has an exclusive five-year partnership with the University of Madison for portable restrooms.

All of our units include a white roof that illuminates the restroom even on the darkest of days. Our standard units are a popular option providing all necessary restroom amenities at an economical price. All standard units have the option to be equipped with a crane hook or tow behind trailer.







A. SERVICES OFFERED (CONTINUED) ELECTRONIC WASTE (E-WASTE)

Electronic waste (E-Waste) is a burden for many communities, counties and states throughout the US. We have a solution for every municipality with our comprehensive E-Waste program. This program is offered with a user friendly E-Waste Request web portal for our residents.

E-Waste items include computers, computer monitors, televisions, printers, keyboards, fax machines, videocassette recorders, portable digital music players, digital video disc players, video game consoles, computer mice, scanners, digital converter boxes, cable receivers, satellite receivers, digital video disc recorders, or small-scale servers.





HOUSEHOLD HAZARDOUS WASTE (HHW)

In late 2017, we began offering service for home collection of household hazardous waste (HHW) and it has been very well received by the communities receiving this service. Throughout the country, HHW home collection is a rarely provided in conjunction with the non-hazardous, municipal solid waste collection programs. We partner with highly qualified and reputable hazardous waste service providers. Residents experience a convenient and thorough process when submitting an online HHW Home Collection request.

Our HHW portal provides an interactive check list of items and placement instructions, ensuring residents clearly understand what materials are accepted and our safe process for packaging and collecting them.

NATURAL DISASTER/EMERGENCY CLEAN-UP SERVICES

LRS is well prepared to assist our municipal partners with services to accommodate natural disasters and emergency clean-ups including large 100 yard semitrailers and dump trucks.

Our network of resources will be fully engaged in the case of an emergency to ensure we meet every disposal and clean-up need, safely and efficiently.





MULCH

In a strong effort to protect the environment, we provide mulch, wholesale, for those looking to enhance their landscaping in a green way. Our mulch is made from 100% recycled wood that we take in, which were previously materials from buildings and fences. LRS' mulch keeps the soil moist and blocks the sun, which helps prevent weeds from growing in. Our array of recycled mulch options will help you find the right type for your landscape area. The four available options are Premium Red, Premium Brown, Double Ground Natural and Economy Brown.



A. SERVICES OFFERED (CONTINUED)

LRS EVENT SERVICES AND COMMUNITY OUTREACH

LRS encourages feedback and conversation with customers. In the recent past, we executed a six-month "Public Review" campaign in which we donated \$10 per customer review (good or bad) to various charities. This campaign has paid dividends in helping us achieve our goal of better customer service by increasing awareness and providing positive changes throughout the communities we serve.

LRS takes an active approach to community outreach programs— including participation in civic organizations and chambers of commerce. Our Managing Partners and Municipal Managers routinely participate in workshops and seminars that are solid waste and/or recycling-based. We are commonly the keynote speaker at these events. We will take every opportunity to work with the Big Cedar Lake as well as its civic partners and schools to continue educating at a grassroots level.





As partners to the communities we serve, LRS also considers it important to take altruistic steps that help make local events and programs more successful. This includes participating in parades throughout the year, "Touch-A-Truck" programs, street fairs, farmers markets and City-associated events.

Additionally, LRS began its volunteer relationship with many local charities and organizations, including Special Olympics, where LRS vowed to match all employee donations to this organization.





B. LRS AWARDS AND CERTIFICATIONS

LRS appeals to every type of customer having achieved certifications and awards which point to the highest industry standards when it comes to environmental impact, safety, and service. LRS has been recognized throughout the globe for many of its successes by media sources such as Forbes, Crain's, Fortune Magazine, Illinois Tribune, Waste Today, Waste360, Waste Advantage and Recycling Today. LRS has been honored to be the recipient of a multitude of prestigious awards and distinguished certifications. The proceeding list shows some of the awards that speak to the character and positive industry impact of LRS:

BETTER BUSINESS BUREAU TORCH AWARD

LRS was awarded the Better Business Bureau Torch Award in November of 2018 and is the only waste service provider in the awards' 20+ year history to ever achieve this prestigious honor.

TOP PRODUCT OF THE YEAR

Environmental Leader issued this award to LRS in 2016 which recognized our sustainable business model. This respected daily trade publication covers energy, environmental and sustainability news. The ranking showcases LRS's commitment to environmental protection based on a business model rooted in sustainability.



SUSTAINABILITY AWARD

LRS was also awarded the coveted Illinois Sustainability Award, being the only waste service provider to have ever received this great honor. Sustainability Award winners are an elite group of committed leaders reducing environmental impact, contributing to the growth of a more sustainable Illinois economy.

By prioritizing sustainability throughout their operations, programs, technology, products and company culture, we serve as a model within our industry and community. LRS has been the recipient of this award two years in row, being 2017 and 2018.



2018 SWANA OVERALL SAFETY AWARD

Ranking against all waste company entries in North America, the Solid Waste Association of North America (SWANA) awarded LRS with this high honor for continuously improving upon overall safety to include our safety program model and culture.

2019 SWANA SAFETY AWARD

LRS boasts a workers compensation experience modification rate which is significantly below the average in the waste and recycling industry. This award recognizes LRS' reduced incidents by over 50 percent from the previous year, raising the bar even higher for industry standards.

By keeping in step with an awarded model of continuous improvement, LRS increased its Live Safety principle messaging to employees, their friends and family and the communities it services.



Through consistent and highly visible monthly communications regarding different safety topics that every person can relate to, LRS was able to educate and communicate the importance of safety to not only employees but also, the general public. LRS also invested in new technology for fire prevention in the material recovery process which has contributed to this recognition.





B. LRS AWARDS AND CERTIFICATIONS (CONTINUED)

BEST AVAILABLE ENVIRONMENTAL TECHNOLOGY

The National Association of Environmental Professionals recognized LRS's investment in building an innovative, state-of-the-art, single stream recycling facility in Illinois which also serves a significant portion of the Illinois Metropolitan area. NAEP awards are granted to companies and agencies with projects that achieve outstanding environmental contributions.



TOP 50 OF TOP 100 WASTE AND RECYCLING HAULERS NORTH AMERICA - WASTE360

Waste360 recognized LRS for two consecutive years for ranking in the top 50 of the top 100 waste and recycling haulers in North America. This reflects LRS' ongoing success through organic growth and regional expansion in both Illinois and the Illinois Metropolitan area. Waste360 is the leading information, event, commerce and education provider to the solid waste, recycling, organics and sustainable communities and plays a critical role in connecting industry professionals worldwide.

ADDITIONAL AWARDS AND SPECIAL RECOGNITIONS INCLUDE:

- Illinois's Best and Brightest Companies to Work For 2016, 2017, 2018, 2019, 2020
- Company of the Year American Business Awards
- Crain's Fast 50, 2019 & 2020
- Crain's Largest Privately Held Business, 2017, 2018, 2019. 2020

LRS MATERIAL RECOVERY FACILITIES AWARDS, CERTIFICATIONS AND ATTRIBUTES

The LRS material recovery and waste transfer station facilities throughout northern Illinois and southern, WI processed nearly 1.2 million tons of MSW and recyclable materials, and 71 thousand cubic yards of organic materials. In terms of best practices in safety and environmental sustainability, every LRS facility utilizes process far exceeding industry standards. The following provides some insight on some of the facility features that contribute to the high standards of LRS.

LRS LEED CERTIFIED FACILITIES

Most municipalities, manufacturing, construction, and commercial companies have waste minimization goals and requirements which include reducing, reusing, and recycling materials they generate for disposal. The LRS facilities boast impressive environmental certifications that allow LRS customers to be more competitive in their marketplace by providing waste minimization guarantees for the end disposition of materials.



To that point, LRS is the one of the only recycling company in the Wisconsin and Illinois certified by the Recycling Certification Institute (RCI) with LEED certifications. This highly regarded certification attracts a significant amount of municipal, commercial, and industrial contractors who use LRS facilities for all of their waste disposal needs. The DeForest facility has been RCI certified since 2019.





II. LRS OPERATIONAL APPROACH

BIG CEDAR LAKE RESIDENTIAL WASTE COLLECTION SERVICES

LRS has carefully examined the RFP and understands the requirements.

LRS is well prepared to provide the services as requested. LRS will provide services between the hours of 7:00 a.m. and 5:00 p.m. on designated collection days. LRS will provide service for an unlimited volume of MSW and recycling for Big Cedar Lake homes as described in the RFP. The following section provides a summary of each service as LRS understands them.



COLLECTION DAYS AND TRANSITION

The staff of Big Cedar Lake has prepared well in advance for a potential transition of service, allowing plenty of time for thorough communication with residents of Big Cedar Lake.

LRS is well equipped for transitions and employs a full time staff dedicated to residential franchise transitions. Every transition comes with unique circumstances and LRS has likely had experience with them, having transitioned more municipalities than any other service provider over the past several years. We are truly experts when it comes to transitions. We understand change is difficult for many residents and our experienced team of customer care members ensure residents are well pleased with our services, beginning with the transition of service.

As a general overview, LRS will develop the communications first to include the program brochure, customized Big Cedar Lake program web-page, and all other correspondence used for the purpose of the transition and immediately proceeding the transition. LRS will present all materials to the BCLPRD staff for approval and input prior to publication. LRS conducts physical route reviews with the assigned drivers prior to the start of service. LRS will provide a timeline for BCLPRD upon request.







PROGRAM EDUCATION RESOURCES AND TOOLS

Our local and dedicated marketing team will thoroughly communicate the new program to the residents of Big Cedar Lake using customized program tools and resources. These tools and resources will include a Big Cedar Lake Program Brochure, cart tags and stickers, various approved mail notifications, local and social media notifications and publications. All communications will be presented to BCLPRD for approval.

BIG CEDAR LAKE PROGRAM BROCHURE

As one of the initial steps in transitioning services, we will produce a Big Cedar Lake Program Brochure, providing details on the transition and new program. This will be mailed to each household well in advance of the start of service.

Brochures will be made available on for download/print from our Big Cedar Lake webpage, by mail, and other designated Town approved locations. Our brochures are tri-fold and large in size as to ensure residents do not mistakenly throw them out and also to allow space for program details.

The following is an example of a program brochure:









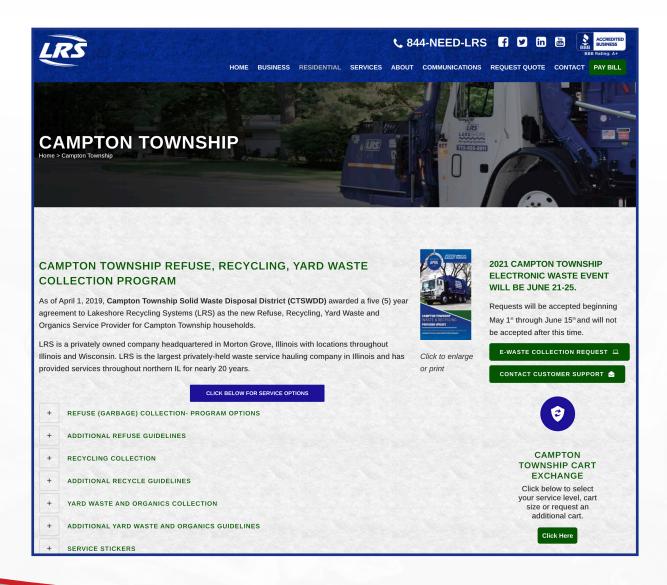
PROGRAM EDUCATION RESOURCES AND TOOLS (CONTINUED)

BIG CEDAR LAKE CUSTOM WEB PAGE

We will create a webpage specifically dedicated to the Big Cedar Lake LRS program where details on the initial transition and program will be thoroughly described. Additional tools and resources will be available through this web page including:

- Comprehensive Program Description
- Big Cedar Lake Program Brochure (downloadable and printable version)
- Designated Customer Care email address
- Recycling information and resources
- LRS Newsletter covering current industry related topics
- LRS Social Links currently including Facebook, Twitter, LinkedIn/Promotes education
- Quick Links to submit a request for special collections
- Webpage Pop Up Notifications specific to services
- On-line chat with our customer experience team

Examples of our custom residential webpages can be found online at LRSrecycles.com/Residential.







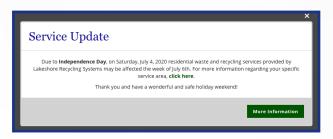
PROGRAM EDUCATION RESOURCES AND TOOLS (CONTINUED)

ONLINE TOOLS AND RESOURCES

LRS Website Notification Pop-Up's

LRS offers various communications for our customers to keep well-informed of holiday service day changes and weather related service issues or postponed services.

Our LRS Notifications are another resource for customers who may simply want to know if their service day is impacted due to a holiday or if a major snow storm or blizzard may impact when their materials will be collected. As soon as a customer is on the LRS website, they will see the notification.



LRS Facebook Page

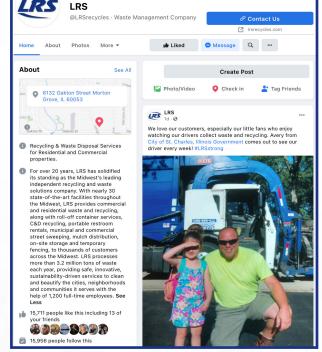
LRS provides community specific information on our Facebook Page. This is another well received method of communication as customers of every kind are using this social media tool. As with any social media page, customers are able to post questions and send messages instantly to one of our customer experience representatives. Questions and inquiries are responded to promptly and thoroughly!

LRS Twitter Page

Similar to Facebook, LRS provides shortened community specific snippets on our Twitter Page. This is a well received method of communication, especially with our construction customers, as pictures are the primary focus and it allows for a quick turnaround response.

Online Chat

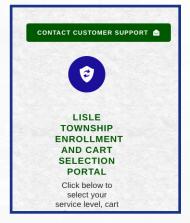
LRS offers multiple methods for our customers to communicate with our team. Customers love that they can get right through to us and always receive a thorough and friendly response. LRS Online Chat offers our valued customers the opportunity to immediately hear from one of our customer experience representatives without having to place a call.



Email specific for Big Cedar Lake Residential Customers

LRS will provide a designated customer service e-mail address specific for Big Cedar Lake residents and businesses. Our customer service receiving these emails responds promptly. Customers may submit any question or request and know they will be thoroughly and promptly responded to by the LRS team.

LRS also has a general email mailbox for customers located on our Homepage This is also monitored by our Customer Experience Representatives and responded to promptly. The customer simply inputs their name, address, phone number and email (if applicable) and the question or issue, then clicks on send. Customers are usually responded to within the hour depending on the time of day the issue was submitted.







PROGRAM EDUCATION RESOURCES AND TOOLS (CONTINUED)

Online Bill Pay

LRS provides a quick and simple, user-friendly method for our customers to pay for services with our LRS Online Bill Pay system. We accept all major credit cards as well as a check by phone, providing every possible convenient method of payment for our customers.

Request a Quote

Request a Quote is a link a customer can hover over that is available through our LRS website is a simple way for customers to receive a quote for various services. Customers who simply want to know the rate for an open-top container (dumpster) for construction or clean-out projects, a portable restroom for an event or a commercial business looking to establish recycling and/or waste services. It can all be done online through our Request a Quote link on our webpage.

Automatic Payment Options and Paperless Invoicing

LRS Customers are offered the opportunity to set up an automatic payment so there is no need to hassle with making a payment. It's simple and easy to establish this free service.

LRS also offers paperless invoice options which also has a positive impact on the environment.

Improperly Prepared Materials - Sorry Tag

LRS will always take the friendliest approach to notifying residents if there is an issue with the materials placed out for collection.

We take extra steps to communicate with residents in order to prevent miscommunication or a misunderstanding, with a phone call or e-mail, if the customer has provided this contact information.

Residents who place improperly prepared or unaccepted material out for collection will be notified with a tag that indicates the reason the material was not removed. The tag provides various scenarios for the driver to check or a blank section for the driver to write in reason. It also includes our customer service contact information. The following is an example of a "Sorry" tag our driver may use to communicate with the resident.

Service Day Change Notification - Cart Hanger or Sticker

This example of a cart hanger reflects a communication tool we've used to inform residents of a day change. Depending on the season or potential weather, we may use a sticker.











CUSTOMER SERVICE

We place the highest value on customer experience and our success would not be possible without it. Our customer service department is staffed for growth with industry veterans in all departments of our company. Led by our Customer Experience Manager, our customer service representatives are continuously undergoing training on providing exceptional service.

As noted throughout this proposal, we utilize many resources to ensure customers are able to communicate with us in convenient ways. We make it a point to ensure customers that call in to speak with a customer service representative are not on hold for long periods of time and also present multiple methods they can communicate with us. Residents are always able to reach us and we also quickly respond. This has been a key component of our success and our customer satisfaction.



Our team of professionals diligently handle each call, email or online chat inquiry and ensure they are properly handled. Additionally, we house several bilingual customer service representatives to assist with all customers. All calls are tracked and reviewed by a Customer Experience Manager on a daily basis. We truly value all aspects of customer service and our experience with communities similar to the Big Cedar Lake will prove to be another value for residents.

CUSTOMER SERVICE DAY-TO-DAY

Hours of Operation: 7:00 am-4:30 pm (Monday-Friday); 7:00 am-1:00 pm (Saturdays during

holiday weeks)

Center Location: Monona and Janesville Customer Service Center

PROCEDURES FOR HANDLING COMPLAINTS, MISSED PICKUPS AND OTHER CUSTOMER CALLS

Residents may call our Customer Service Center. Customers can also submit inquiries through a dedicated link and email that will be set up on our website. Concerns will be addressed immediately by one of our experienced Customer Service Representatives (CSRs). Should a call need to be escalated, one of our experienced managers will be available to help. Our program provides a dedicated municipal staff including a Municipal Coordinator, a Municipal Manager and two Customer Service Managers as well as Operations Managers. All matters will be responded to and/or handled promptly.

MISSED PICKUPS

Residents can report missed pickups by calling our Customer Service Center. One of our experienced Customer Service Representatives will collect detailed information about the missed pickup, properly document the information and then schedule a recovery pickup.

Missed pickup recovery will be dispatched; a recovery pickup will occur the same day or the following day (depending on the time of day the call is received), as described in the RFP. If the call is received late Friday, the recovery will occur on the following Monday.

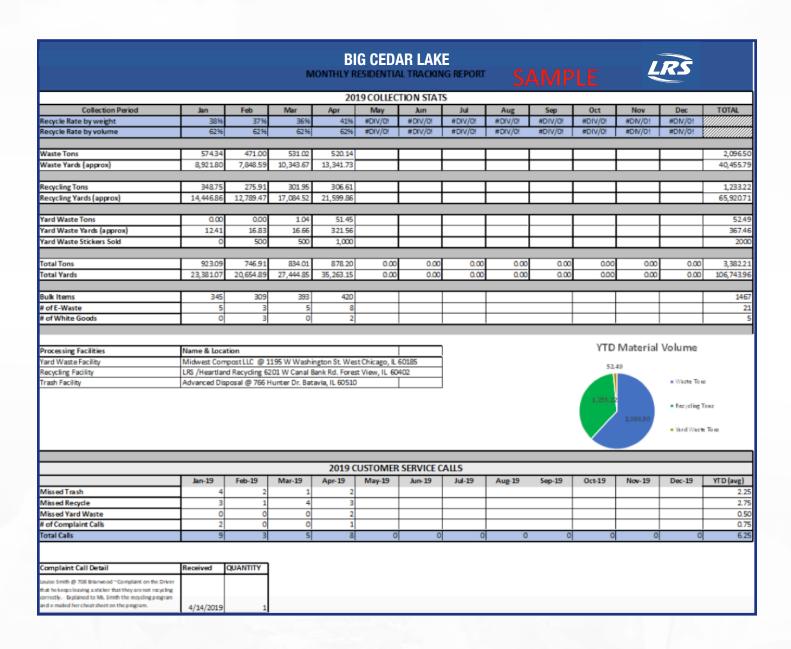






REPORTING AND DATA

LRS will prepare and submit reports to BCLPRD. The following provides an example of one of our custom reports.







SAFETY MANAGEMENT

Beginning with our executive management, our entire management team and staff are continuously being trained on safety and proper material management. Our Operation and Safety management hold daily, weekly and monthly meetings where material and overall safety are covered on a regular basis. We ensure safety is a number one priority and always on the forefront of our service programs. In addition, we've committed to safely managing materials by partnering with proven and renowned hazardous waste service providers to properly manage, dispose or recycle household hazardous waste materials, collected from the home or at events.



Our Vice President of Risk Management has been asked to speak to the largest audience of waste service providers in the country this year at the Waste Expo held in Las Vegas, NV. In addition to the 2018 Overall Safety Award from SWANA highlighted in the Awards section of this proposal, in 2019, SWANA also recognized our Communication, Education and Marketing Division. This SWANA award recognizes the exemplary actions in education and our extensive communication outreach with our safety program and strong safety culture. LRS has become a model within the industry when it comes to the safety and health of our employees and also, the general public.

Should an incident involving one of our vehicles or staff occur, our Municipal Manager or Operations Manager will immediately notify the designated program liaison by phone and email, if needed. Our operation team has additional resources with a fleet of street sweepers to assist with any type of clean up that may benefit from a sweep as well as emergency response resources.

The following indicates some of our standard safety practices, resources and tools:

• EMPLOYEE INJURY AND ILLNESS PREVENTION

- Live Safety Initiative
- Using data and analytics to predictively identify emphasis areas
- Route audits to help identify unsafe stops
- Updated Safety Manual, Driver Guidebook and Employee Safety User-manual (working copy for front-line facility workers)

VEHICLE ACCIDENT AND PROPERTY DAMAGE PREVENTION

- Use of 3rd eye and DriveCam Installed on all solid waste and recycling vehicles
- Continuous recording benefits for safety, training, missed collection verification, law enforcement
- Smith System Proven and Renowned driving system
- 9 FireRover units deployed over 5 sites for early detection and suppression, including 2 units for Fleet oversight
- Site specific training for fire-brigades and emergency response
- Collaboration with all corresponding FD to ensure site knowledge and enhance SOP for emergency response

SAFETY CULTURE

LRS has a vital interest in maintaining safe and efficient working conditions for its employees and ensuring that all company vehicles and equipment are properly maintained and operated. Our current and ongoing safety success has provided us with a workers compensation experience modification rate which is significantly below the average for the waste and recycling industry.

In addition to the expansion of Customer Service, LRS expanded the company safety program for internal operations, adding a team of experienced individuals to assist our Safety Director with problem resolutions and providing preemptive processes to avoid or stabilize potential issues that may arise.





VEHICLES

The Big Cedar Lake will be serviced with newer model vehicles that meet the required weight limit provisions described in the RFP.

3RD EYE RECORDING EQUIPMENT

Each solid waste and recycle truck is fitted with video recording equipment both inside and outside of the vehicle. Cameras record for a minimum of 20' as well as audio. This system provides significant benefits for safety, service, law enforcement and productivity.

3rd EYE Benefits:

Tool for coaching and mentoring on Best Practices and Standard Operating Procedures

'Real life' in-house examples for training videos used in safety meetings

Provides verification of missed collection calls

Incident review for law enforcement/insurance







III. BIG CEDAR LAKE SERVICE

BIG CEDAR LAKE PRD

CURBSIDE COLLECTION SERVICES MONTHLY PER UNIT PRICE SCHEDULE INCLUDES WEEKLY WASTE/REFUSE SERVICE

3 YEAR CONTRACT

TERM	WASTE
6/1/22 – 5/31/23	
6/1/23 – 5/31/24	
6/1/24 – 5/31/25	

BIG CEDAR LAKE PRD

CURBSIDE COLLECTION SERVICES MONTHLY PER UNIT PRICE SCHEDULE INCLUDES WEEKLY WASTE/REFUSE SERVICE

5 YEAR CONTRACT

TERM	WASTE
6/1/22 – 5/31/23	
6/1/23 – 5/31/24	
6/1/24 – 5/31/25	
6/1/25 – 5/31/26	
6/1/26 – 5/31/27	





III. BIG CEDAR LAKE SERVICE (CONTINUED)

FUEL REBATES OR FUEL SURCHARGE

If on-highway diesel fuel decreases below \$2.50 per gallon, a fuel rebate will be issued per household according to schedule below. If diesel fuel rises above \$3.25 per gallon, a fuel surcharge will be added per household according to schedule below. Fuel pricing evidence will be based on national diesel fuel averages reported by the U.S. Department of Energy On-Highway Diesel Price Index each month.

FUEL PRICE		REFUND	FUEL	FUEL PRICE		
\$2.00	\$2.04	\$0.18	\$3.25	\$3.29	\$0.02	
\$2.05	\$2.09	\$0.16	\$3.30	\$3.34	\$0.04	
\$2.10	\$2.14	\$0.13	\$3.35	\$3.39	\$0.06	
\$2.15	\$2.19	\$0.12	\$3.40	\$3.44	\$0.08	
\$2.20	\$2.24	\$0.10	\$3.45	\$3.49	\$0.10	
\$2.25	\$2.29	\$0.09	\$3.50	\$3.54	\$0.12	
\$2.30	\$2.34	\$0.06	\$3.55	\$3.59	\$0.14	
\$2.35	\$2.39	\$0.04	\$3.60	\$3.64	\$0.16	
\$2.40	\$2.44	\$0.03	\$3.65	\$3.69	\$0.18	
\$2.45	\$2.49	\$0.01	\$3.70	\$3.74	\$0.20	
\$2.50	\$2.54	N/A	\$3.75	\$3.79	\$0.22	
\$2.55	\$2.59	N/A	\$3.80	\$3.84	\$0.24	
\$2.60	\$2.64	N/A	\$3.85	\$3.89	\$0.26	
\$2.65	\$2.69	N/A	\$3.90	\$3.94	\$0.28	
\$2.70	\$2.74	N/A	\$3.95	\$3.99	\$0.30	
\$2.75	\$2.79	N/A	\$4.00	\$4.04	\$0.32	
\$2.80	\$2.84	N/A	\$4.05	\$4.09	\$0.34	
\$2.85	\$2.89	N/A	\$4.10	\$4.14	\$0.36	
\$2.90	\$2.94	N/A	\$4.15	\$4.19	\$0.38	
\$2.95	\$2.99	N/A	\$4.20	\$4.24	\$0.40	
\$3.00	\$3.04	N/A	\$4.25	\$4.29	\$0.42	
\$3.05	\$3.09	N/A	\$4.30	\$4.34	\$0.44	
\$3.10	\$3.14	N/A	\$4.35	\$4.39	\$0.46	
\$3.15	\$3.19	N/A	\$4.40	\$4.44	\$0.48	
\$3.20	\$3.24	N/A	\$4.45	\$4.49	\$0.50	

^{**}For every \$.05 increase in fuel, the table will increase \$.02 as above table ends at \$4.49/gal. (i.e. \$4.50 - \$4.55, surcharge = \$0.52)





III. BIG CEDAR LAKE SERVICE (CONTINUED)

SUPPLEMENTAL SERVICE OPTION

In addition to curbside residential services, LRS/Badgerland Disposal offers large rolloff dumpsters, commercial dumpsters and portable restroom and sanitation equipment and services.

If any of these services could be of use to BCLPRD during the course of the contract, we are offering a \$1,000 annual stipend over the course of the contract to be used for any of Badgerland/LRS services beyond what is included in the contract.

APPENDIX / CHECKLIST

LRS/Badgerland is committed to providing the following services as part of our offering to the Big Cedar Lake:



- Weekly refuse service at per home rate for 3 year or 5 year agreement.
- Six (6) 8 yard and one (1) 2 yard commercial trash containers with weekly service (or service TBD) at locations provided within the community.
- Roll-off containers available as needed: Area rate available upon request.
- \$1,000 annual stipend included for use towards any additional service portfolio needs including roll-off dumpsters, commercial dumpsters, portable restroom services for parks, events, special needs, etc.
- Additional carts for both refuse and recycling can be contracted directly with LRS/Badgerland at BCLPRD monthly rate (or lesser amount to be negotiated at signing of contract) and paid directly to contractor on a quarterly or annual basis.
- Amazing customer service team available to answer questions, schedule added services and handle any issues promptly and professionally along with your local Wisconsin municipal manager, Susan!





IV. CERTIFICATION FORM

ACORD®
THIS CERTIFICA

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 3/9/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s)

and doranteate adde not domor righte to the doranteate notati in nea or datir diadredinent(d).					
PRODUCER		CONTACT NAME:			
Cottingham & Butler Michael Saladino		PHONE (A/C, No, Ext): 563-587-5000 FAX (A/C, No): 5		33-583-7339	
800 Main St.		E-MAIL ADDRESS:			
Dubuque IA 52001		INSURER(S) AFFORDING COVERAGE		NAIC#	
		INSURER A: American Zurich Insurance Company		40142	
MOUNED	LAKEREC-01	INSURER B : Zurich American Insurance Company	16535		
LRS Holdings, LLC Lakeshore Recycling Systems LLC		INSURER C : Landmark American Insurance Compa	any	33138	
6132 Oakton Street		INSURER D: Navigators Insurance Company	42307		
Morton Grove IL 60053		INSURER E :			
		INSURER F:			

COVERAGES CERTIFICATE NUMBER: 1993624995 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

E	EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.							
INSR LTR			ADDL SUI		POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMIT	S
В	Х	COMMERCIAL GENERAL LIABILITY		GLO0111153-05	12/31/2021	12/31/2022	EACH OCCURRENCE	\$ 2,000,000
		CLAIMS-MADE X OCCUR					DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 50,000
							MED EXP (Any one person)	\$ 5,000
							PERSONAL & ADV INJURY	\$ 2,000,000
	GEN	L'L AGGREGATE LIMIT APPLIES PER:					GENERAL AGGREGATE	\$ 4,000,000
	Х	POLICY X PRO- JECT LOC					PRODUCTS - COMP/OP AGG	\$ 4,000,000
		OTHER:						\$
Α	AU1	OMOBILE LIABILITY		BAP0111154-05	12/31/2021	12/31/2022	COMBINED SINGLE LIMIT (Ea accident)	\$ 5,000,000
	Х	ANY AUTO					BODILY INJURY (Per person)	\$
		OWNED SCHEDULED AUTOS ONLY					BODILY INJURY (Per accident)	\$
	HIRED NON-OWNED AUTOS ONLY					PROPERTY DAMAGE (Per accident)	\$	
								\$
С	Х	UMBRELLA LIAB X OCCUR		LHA096603	12/31/2021	12/31/2022	EACH OCCURRENCE	\$ 3,000,000
		EXCESS LIAB CLAIMS-MADE					AGGREGATE	\$ 3,000,000
		DED X RETENTION \$ 0						\$
A		RKERS COMPENSATION EMPLOYERS' LIABILITY		WC0111152-05 WC7550640-04	12/31/2021 12/31/2021	12/31/2022 12/31/2022	X PER OTH-	
	ANYPROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)		N/A	WC7550640-04	12/31/2021	12/31/2022	E.L. EACH ACCIDENT	\$ 1,000,000
			(Man	Mandatory in NH)				
	If yes	s, describe under CRIPTION OF OPERATIONS below					E.L. DISEASE - POLICY LIMIT	\$ 1,000,000
D	Exc	ess Umbrella		CH21EXCZ03X3BIC	12/31/2021	12/31/2022	Occ/Agg Limit	\$5,000,000
-	_			-				

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Additional Named Insureds: Heartland Recycling, L.L.C., Hoving Clean Sweep, LLC and Hoving Pit Stop, LLC, K. Hoving Recycling & Disposal, LLC, Dekalb County Recycling Systems, LLC, Active Disposal Co; Badgerland RE Holdings, LLC, Ecology Solutions, LLC, LRS Holdings, LLC; Roy Strom Refuse Removal Services, LLC; Greenwood Development, LLC; Greenwood Transfer, LLC; LRS Strom RE Holdings, LLC; LRS Portables LLC; LRS Exchange, LLC; LRS Septic, LLC, LRS of Minnesota, LLC; LRS Portables, LLC dba Jimmy's Johnnys, Inland Waste Solutions LLC Dba Orion Waste Solutions, LRS Portables LLC dba Joy's Johns; Badgerland Disposal, LLC dba Royal Container Services & dba Badgerland Portables

CERTIFICATE HOLDER	CANCELLATION
Big Cedar Lake PRD	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
4480 Gonring Drive West Bend WI 53095	AUTHORIZED REPRESENTATIVE ME Salach

© 1988-2015 ACORD CORPORATION. All rights reserved.

ACORD 25 (2016/03)

The ACORD name and logo are registered marks of ACORD