

## Green Tier Program Development 3/5/2008

Green Tier*	Development	Applications	Enrolled Entities	ECPP
Tier 1		6	22/26	
Tier 2	4	1	2	6
Charters	1/15		5/259	
General	392			

For purposes of understanding the numbers above, enrolled entities includes those participants who have received the Green Tier Letter from the Secretary even though we may not have had the formal celebration event and issued the releases related to their participation in the Green Tier Program. The most notable event over the last quarter was an initial application from Phillips Plastics. We expect to have the celebration event for the New Richmond facility on April 25 (Arbor Day). Phillips has also indicated their intent to follow with applications for their remaining 8 facilities in Wisconsin. As you will note above, there has been a continuation of the progress made to enroll more entities in the program

There are three consequential items related to charters. On February 28, 2007, Secretary Frank signed the Charter with the Municipal Environmental Group at the annual Government Affairs Seminar here in Madison with about 300 people in attendance. Six municipalities were original signatories to the Charter at the event and several other municipalities are going through approval processes with their respective governing bodies so that they can become signatories as well. We continue to work with the Printing Industries of Wisconsin to develop a charter. The parties have agreed to wait until mid March for the release of the national Sustainable Green Printing Partnership (SGPP) to determine how that might relate to the development of the charter here in Wisconsin. Significant progress has been made in the development of the Dairy Business Association Charter as we have made good progress on the anaerobic digester portion of the charter and we expect to issue contracts for EMS capacity development (part of the State Innovation Grant), which will contribute to participation levels.

During the last quarter, the majority of staff work was dedicated to the planning and execution of the Green Tier Advantage 2008 event and development of the legislative package with available remaining time spent on processing applications, planning events, and attending to the needs of ongoing participants. We were able to undertake a major publicity initiative which disseminated participation information to elected officials at both the state and federal levels. This initiative was undertaken based upon input that we had received from participants. It is important to note that proportionally more staff time is being spent on the delivery of value added services (single point of contact, brand management, publicity, etc.) than on direct contact with potential participants in order to assure that we make good on commitments.

Over the course of the next quarter, we anticipate development of the communications package and working with the Secretary's Office on an organized expansion plan. While some work was done on the expansion plan during the last quarter, completion of a plan has been delayed due to other competing priorities in the Department. Program staffing was reduced by 1.0 FTE due to an employee taking a new position and the program will proceed cautiously given current budget projections. We are hopeful that we will be able to pick up some of the time with voluntary interns over the late spring and summer months.

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\* Environmental Compliance Audit activity shows five new notifications of an audit and several have already completed the process of making corrections. One major initiative has been started with the Wisconsin Association of Independent Colleges and Universities. We would expect work to start some time in the summer of 2008 and extend through 2009.