

ULSTER COUNTY RESOURCE RECOVERY AGENCY

RESOLUTION NO. 2643

RE: Approving Contract Between Finger Lakes Reuse and UCRRA

WHEREAS, The Ulster County Resource Recovery Agency (the “Agency”) is engaged in Solid Waste Management and Recycling in Ulster County, and

WHEREAS, Finger Lakes Reuse operates a successful reuse program in the Finger Lakes Region, and has submitted a proposal for consulting services, and

WHEREAS, it is desirous for the Agency and Finger Lakes Reuse to enter into an agreement based on the proposal provided and attached hereto, and

NOW, THEREFORE, BE IT

RESOLVED, by the Ulster County Resource Recovery Agency, that the Executive Director is authorized to work with Agency Counsel to draft an agreement based on the proposal dated February 21, 2025, and be it,

FURTHER RESOLVED, that the Executive Director of the Agency is hereby authorized and empowered to execute said Agreement on behalf of the Agency, and, and be it,

FURTHER RESOLVED, that this Resolution shall take effect immediately.

Moved by: _____ Seconded by: _____

Vote: Ayes: _____ Nays: _____ Absent: _____

Date: March 13, 2025

Financial impact: Not to exceed \$25,000



Finger Lakes ReUse, Inc.

214 Elmira Road
Ithaca, NY 14850
(607) 257-9699 ext. 9914
diane@fingerlakesreuse.org

February 21, 2025

Marc Rider
Ulster County Resource Recovery Agency (UCRRA)
999 Flatbush Road, PO Box 6219
Kingston, NY 12401
Email: mrid@ucrra.org

RE: Ulster County Consulting Proposal

Dear Mr. Rider:

I am pleased to submit a brief consulting proposal to help with efforts to improve and transform our materials management systems through reuse. As CEO of [Finger Lakes ReUse](http://FingerLakesReUse.org), New York State's pioneering and award-winning reuse organization, I believe we can leverage our experience to help Ulster County, and the greater Hudson Valley and Catskills regions, not just reduce waste, but provide tremendous economic opportunity for job creation and workforce development in the process.

We applaud Ulster County's goals to reduce the impacts of consumption and waste by exploring innovative systems to shift behaviors and develop systems to effectively return materials to markets.

We look forward to working with you and UCRRA to develop an action plan to offer achievable goals, practical guidance and tools for municipal staff, community organizations, business leaders and entrepreneurs and others who join a growing effort across New York State and beyond to achieve a more sustainable future.

We appreciate your consideration for our proposal. Please contact us if you require additional information regarding the services and deliverables, corresponding budget and team members.

Best wishes,

A handwritten signature in blue ink, appearing to read 'Diane', with a long, sweeping underline.

Diane Cohen
Chief Executive Officer
Finger Lakes ReUse, Inc.

Project outline / scope of work components

Purpose: to develop an actionable plan to pilot a reuse facility as part of a system that can scale to build a materials management system that effectively redirects materials back into viable marketplaces.

In order to achieve this, community engagement will be key and will help accelerate the development of enterprises and marketplaces for reusable and repairable materials.

Finger Lakes ReUse / Diane Cohen, CEO and supporting staff will

- Help support UCRRA's 6 Project Goals:
 - Support UCRRA's goal to divert 90% of waste from landfills by 2050.
 - Create reuse, repair, and deconstruction jobs.
 - Generate revenue through the sale of reclaimed materials and products.
 - Educate the public on the benefits of reuse, repair, and deconstruction.
 - Extend the lifespan of materials to reduce new resource consumption.
 - Encourage sustainable building practices to minimize construction waste.
- work with UCRRA to identify and engage key stakeholders
- develop a set of questions for community meetings, focus groups and surveys
- provide data sets and reports from Finger Lakes ReUse's 16 years of experience and operations.
- attend and offer presentations at community and stakeholder meetings and be present for Q&A and discussions
- tours of relevant facilities
- review and critique potential properties and plans
- help identify and recommend funding sources, and assist with grant applications
- provide regular updates (timing and audience TBD)

Deliverables may include:

- establish and participate in an advisory committee or task force with a clear role and goals
- Identify and develop plans for a pilot site
- Help develop an action/business plan draft for an accessible and robust reuse marketplace as part of a greater system

Proposed fees, timeline and payment terms

Diane Cohen will perform the majority of the services with some assistance from supporting Finger Lakes ReUse staff, devoting approximately 4-6 hours weekly to assist with the above listed activities from March 1, 2025 through August 31, 2025. With a consulting fee of \$175 per hour, the total for this phase is not expected to exceed \$25,000. Invoicing will be quarterly and disbursements may be directed % *Finger Lakes ReUse, Inc., re: Consulting Services, 214 Elmira Road, Ithaca, NY 14850*

Finger Lakes ReUse Consulting Services - Building Up the ReUse Industry with UCRRA

CIRCULAR ECONOMY: The reuse sector and creation of circular economies can bring environmental, social and economic benefits to the residents and businesses of Ulster County by increasing access to “locally generated” affordable materials, reducing waste and carbon emissions; creating living wage jobs; providing material feedstocks and incubation for new enterprises; offering cost savings for businesses; and supporting a culture that recognizes the value of reuse. At the same time, Ulster County’s actions can serve as an example by demonstrating the importance of and opportunities that result from the reduction, reuse, repair, and recycling of material streams.

WORKFORCE DEVELOPMENT & SOCIAL IMPACTS: At Finger Lakes ReUse, we have learned that through an engaging workforce development program with the correct resources, we can not only return high volumes of reusable materials to local markets, we can engage a “disengaged” workforce in the process. The reuse industry will create meaningful, equitable careers, including among under-employed and hard-to-employ populations and can also help develop skilled professionals. Workers and trainees do an excellent job sorting and separating materials, and the process can be converted into career development and skill-building work experience.

COMMUNITY ENGAGEMENT: A key component of successful systems change is inclusivity. Casting a broad net to bring key stakeholders and those who may be affected by the impacts of current and future waste management practices and decisions will help engage the public’s imagination and involvement at the early stages, including the existing reuse business community. See the Capital District Regional Planning Commission’s report on reuse infrastructure in the Capital District¹. Bringing key stakeholders to the table, through a series of public meetings, focus groups and surveys will also help identify leaders, champions and supporters who can assist with the effort.

Consulting support may include a series of efforts including forming an advisory committee or taskforce, establishing communications channels and reporting preferences, drafting an Action Plan including clear goals and milestones, identifying funding sources, site review, and personnel training and development.

Diane Cohen is Chief Executive Officer at Finger Lakes ReUse and has been partnering with Tompkins County in furthering its waste reduction efforts through reuse since 2001. Founded in 2007 by a number of collaborating community organizations in partnership with Tompkins County, Finger Lakes ReUse has been recognized as a pioneering organization in NYS, receiving the **Nonprofit of the Year Award** from the Tompkins County Chamber of Commerce, [NYSDEC Environmental Excellence Award](#), the [US EPA Environmental Champion Award](#), and the Richard Fischer Environmental Conservation Award from the Town of Ithaca Conservation Board. They won **Best Thrift Store** from the Ithaca Times Readers Poll 6 years in a row, they are also quite proud of winning out **Best Department Store** from an Ithaca Journal Best of the Best Readers Poll in 2021, ahead of Kohl's and Target.

¹ Advancing the Circular Economy in the Capital Region
<https://storymaps.arcgis.com/stories/65e82b94629548d28053fb9546cfbddd>