

ULSTER COUNTY RESOURCE RECOVERY AGENCY

RESOLUTION NO. 2649

RE: Approving Contract Between Sustainable Hudson Valley and UCRRA

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

WHEREAS, Sustainable Hudson Valley (“SHV”) previously consulted with Ulster County on the Reuse Innovation Center Feasibility Study and submitted a proposal on March 21, 2025 for consulting services at a price not to exceed \$25,0000, and

WHEREAS, it is desirous for the Agency and SHV to enter into an agreement based on the proposal dated March 21, 2025, 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 March 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: April 10, 2025

Financial impact: Not to exceed \$25,000



PROPOSAL:
CIRCULAR ECONOMY FACILITATION
AND ENGAGEMENT SERVICES
MARCH 21, 2025

SUMMARY

Sustainable Hudson Valley and Circularly will provide UCRRA with stakeholder engagement, data analysis, events management and strategic facilitation to support launch of the RePOWER Project and give rise to a circular economy strategy that is implementable by UCRRA and the executive branch of Ulster County and identifies opportunities for regional coordination. The proposed project revolves around stakeholder convening to gather and organize data and working relationships, supporting the launch of the RePOWER Project and subsequent development of an actionable strategic framework for circular materials management at the county and regional scale.

ULSTER'S RePOWER PROJECT AS CATALYST FOR CIRCULAR ECONOMY

Ulster County is an epicenter for the reuse and repair ethic, with a population and government that strongly support the development of the circular economy. The Legislature funded a \$70,000 Feasibility Study and Strategic Plan for a Reuse Innovation Center to serve as a hub for many innovative projects. UCRRA, under contract to Ulster County, has committed to bringing the RePOWER Project (formerly known as the Reuse Innovation Center) to life. For more than two years, collaborating organizations have built up a vision of the facility that can be a magnet for innovative reuse of hard-to-manage materials and an example of a catalytic project for diversion of significant quantities of materials. Sustainable Hudson Valley and Circularly have been long-standing supporters of these efforts.

PROPOSED SCOPE OF WORK AND DELIVERABLES

We propose to provide a coordinated suite of services for 6 months, to engage stakeholders in the pre-launch and launch of RePOWER Project with supporting research and analysis, event coordination, outreach and promotion, and facilitation of a strategic planning process that will tie the launch of RePOWER Project with a wider county and regional circular economy initiative.

Identify key stakeholders related to an Ulster County circular economy, with a focus on reuse

We will:

- Compile, review and segment lists of stakeholders (anticipated 200 – 300) identified in SHV's strategic planning for the RIC and both organizations' involvement with the wider regional ecosystem.
- Identify potential participating enterprises, markets and marketing partners, suppliers and others directly interested in the RePOWER Project.
- Identify additional stakeholders with interests in the Ulster County circular economy including businesses, experts, advocates, investors, and others.

Provide outreach to stakeholders identified above

We will initiate outreach with a professionally designed Constant Contact email outlining the initiative and ways to participate, and will reach out directly by phone to the several dozen of the most essential stakeholders to secure their involvement. We will follow up with specific outreach messaging for each designated event, with follow up communications as needed to ensure robust participation in all events.

Assist with coordination of events, ie forums, roundtable discussions, and a RIC kickoff event, all of which will be led by Agency staff

Concentrating in the first half of the project, we will establish scope and schedule for a series of no more than 5 strategic events such as:

- a community-building and networking event at a prestigious venue for initial stakeholder engagement,
- 2 - 3 roundtables on strategies for specific materials or stakeholder subgroups,
- and a formal, high-profile launch event for the RePOWER Project.

We will plan these events in detail with Agency staff; manage logistics, handle procurement of light refreshments and handle registration where needed.

Assumption: costs of refreshments, venues etc. will be covered separately by UCRRA.

Identify key materials that should be a priority for the RIC, utilizing the RIC feasibility study and other sources

We will review and update materials recommendations in the 2023 RIC feasibility study noting major changes in the economic or policy landscape with

respect to the basic viability of reuse, as well as connection to broader efforts underway throughout the state. Primary criteria for priority materials are those with:

- ✓ High environmental impact
- ✓ High social impact
- ✓ Considerable community need
- ✓ Reuse value and related Economic Impact
- ✓ Considerable supply & demand
- ✓ Opportunities for regional collaboration
- ✓ Existing Infrastructure

Deliverable: An updated matrix of priority materials for reuse, repair, and remanufacturing through the RePOWER Project.

Assumptions: We recognize that gaining a comprehensive understanding of material supply—including detailed insights into material type, quantity, and condition—will require further research at UCRRA’s facilities. For this project, we will utilize existing waste characterization studies (The RIC Feasibility Study, Ulster County Annual Waste Recycling Reports, and Stony Brook Waste Characterization Studies), supplemented by key economic drivers. Should more precise material prioritization be needed related to supply, additional support from UCRRA—such as conducting reuse-specific audits—will be required.

Draft a Circular Economy Strategy Plan for Ulster County

This short conceptual plan will synthesize strategic recommendations for actionable steps that UCRRA and Ulster County’s executive branch can take over the next 2–3 years. These recommendations will be informed by materials prioritization research and insights gathered through the stakeholder engagement process. Additionally, the plan will outline a scalable framework to guide how this work can be expanded and replicated in other counties—supporting regional collaboration on infrastructure development and end-market creation for reused, repaired, and remanufactured materials.

Examples of potential recommendations may include:

- Expanding collection infrastructure for priority re-usable materials throughout the county in collaboration with the existing network of transfer stations – for example greatly expanding options for collection of C & D materials, textiles, organics, electronics and other priority materials of interest to Ulster County;
- Opportunities of building end markets for these priority materials and support the initial cluster of enterprises in and aligned with the RePOWER Project;
- Identify a short list of priority strategic initiatives for collaboration with other Mid-Hudson counties and stakeholders to expand infrastructure, markets, funding and political will for a regional circular economy.

Deliverables:

1. A brief report synthesizing recommendations for circular materials management in Ulster County that may be adopted by UCRRA & the Executive Branch in the near term, providing a replicable county-level model for a creation of a regional circular materials management strategy, designed for adoption and implementation by other counties separately or together in the Hudson Valley.

Assumptions:

1. UCRRA will be involved and will review progress throughout the project. Two formal rounds of review on the final report will be included in this scope of work.
2. This final report will be an estimated 10 pages.
3. The basic methodology developed here is a simplified version of a more robust, comprehensive regional strategy that we hope to catalyze through this pilot.

TIMELINE AND DELIVERABLES

With anticipated project kickoff in May of 2025 (Month 1), we propose the following timeline for completion to maximize synergies with the launch of RePOWER Project and the development of circularity initiatives elsewhere in the region.

MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
<u>Stakeholders, Outreach, Events:</u> Build lists, schedule events, initial announcement/invitation	Initial networking event	Round tables	Round tables	RePOWER Project Launch	Report-back email / phone engagement w stakeholders
<u>Research:</u> Confirm scope of strategic analysis	Conduct research on opportunities	Conclude research on opportunities			
<u>Strategic Plan</u>		Data analysis & planning meetings with UCRRA	Discussion draft	Submit final plan	Review, edits, finalize

BUDGET

Project kickoff and develop annotated stakeholder list	\$3,000.00
Design and deliver initial stakeholder briefings	4,800.00
Design and administer stakeholder survey and up to 3 roundtables	4,000.00
Design and assist with production of RePOWER launch event. ¹	6,000.00
Facilitate strategic plan with UCRRA & key collaborators ²	<u>7,000.00</u>
	24,800.00

¹ May include up to \$2,000 honorarium for keynote speaker with UCRRA approval.

² Includes written report draft, incorporation of UCRRA board and staff feedback and final presentation to UCRRA board and staff.

PROPOSING TEAM QUALIFICATIONS

About Sustainable Hudson Valley

Sustainable Hudson Valley is a strategic regional organization connecting systemic climate solutions with economic development opportunities. SHV opened up the solar marketplace with a 3-year Solarize Hudson Valley consumer education and group purchase program and has educated hundreds of thousands of consumers with the annually published Clean Power Guide. To accelerate action on climate change by building common vision, SHV led the creation of a Regional Climate Action Road Map and Tool Kit, involving over 90 stakeholders in imagining how local to regional scale partnerships will actually implement New York's ambitious and necessary climate law. Designing a Circular Economy Strategic Plan is a key strategy. Repair Cafe of the Hudson Valley, 70 community teams strong, was founded by SHV's late board member John Wackman and is hosted by the organization today, serving as our constant point of connection with circularity and grassroots creativity. SHV worked under contract with Ulster County's Department of the Environment to develop a feasibility study and strategic plan for the RePOWER Project.

About Circularly PBC

Circularly PBC is a women- and queer-owned impact consulting firm dedicated to building just, local circular economies. As a Certified B Corp™, we partner with businesses in essential industries—housing, food, apparel, and beyond—to design and implement impact-driven strategies that meet community needs. Our expertise spans from startups to Fortune 100 companies, guiding them through circular economy program development, impact measurement, and alignment with third-party standards. With a commitment to regeneration, equity, and interdependence, Circularly helps organizations design out waste, maximize material use, and embed humane, community-focused business practices. Based in the Hudson Valley, we work at the intersection of impact strategy and circularity—leveraging local partnerships and global expertise to shape resilient, thriving economies. Learn more at circularly.co.