



Ithaca ReUse Center – Expansion Project Update

**Diane Cohen, Executive Director, Finger Lakes ReUse, Inc.
Tompkins County Environmental Management Council
May 10, 2018**



The Challenge

- **Unchecked consumption / resource extraction**
- **Purposefully wasteful product design**
- **Lack of effective/sufficient infrastructure**
- **GLOBAL WASTE EPIDEMIC**



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People search for material to recycle at the biggest garbage dump in Jakarta, the Indonesian capital.
(Bay Ismoyo / AFP/Getty Images)

Is “Waste to Energy” a good option?

- **Mercury, dioxins, lead acid gases, toxic fly ash – picked up by grazing animals**
- **Does not eliminate need for landfills - 1 ton of ash for every 4 tons incinerated**
- **Most expensive way to make electricity**
- **Requires “recyclables” for combustion**



<https://www.wastedive.com/news/the-pros-and-cons-of-burning-waste-to-generate-energy/409416/>



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**To fight overconsumption, we need to
recreate the village.**

**-Dr. Paul Connett, Author, The Zero Waste Solution –
Untrashing the Planet One Community at a Time**



Community ReUse Centers

Resourceful people creating positive change.

**Trihammer ReUse Center
Ithaca ReUse Center**



Collaborative Partners

- **Tompkins County Recycling & Materials Management**
- **Cornell Cooperative Extension of Tompkins County**
- **Ithaca Urban Renewal Agency/Tompkins Workforce NY**
- **Human Services Coalition of Tompkins County**
- **Kendal of Ithaca**
- **GIAC, Southside Community Center & Ithaca Youth Bureau**
- **Ithaca College, Cornell University, TC3**
- **Department of Social Services – Work Experience Program**
- **Challenge Workforce Solutions**
- **Tompkins County Area Development**
- **NYS Pollution Prevention Institute**
- **NorthEast Recycling Council**
- **Appalachian Regional Commission**
- **Cascade Alliance (St Vincent de Paul Society of Lane Co.)**
- **And many more...**



Finger Lakes ReUse, Inc.

- **501(c)3** charitable nonprofit enterprise founded in Ithaca, NY
- **Triple Bottom Line Mission Statement:**
 - To enhance **community**, **economy**, and **environment** through reuse.
- **Clear Goals**
 - To reduce waste and poverty,
 - create jobs and
 - provide job training through reuse activities
- **Caring Values**
 - Safety
 - Resourcefulness
 - Respect
- **Big Vision**
 - Eliminate the global waste problem! Help build and be a part of a thriving reuse infrastructure



COMMUNITY

- **31 living-wage employees, 12 were previously long-term unemployed**
- **ReSET job skills training program: 111 completed the training to date**
- **A strong, self-sustaining business approach harvesting liabilities and transforming them into assets**



ECONOMY

Cost to dispose of waste in Tompkins County:

\$85 per ton

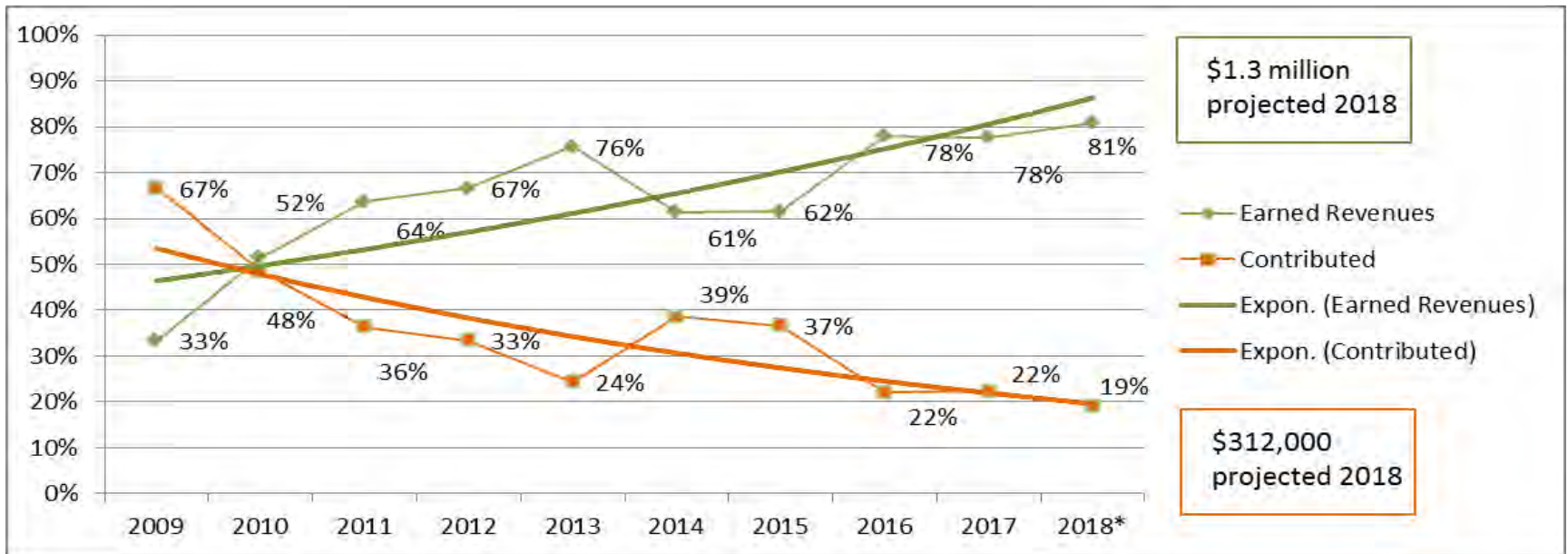
\$ earned through sales revenues at ReUse:

\$2,000-\$3,000 per ton



ECONOMY

More than **\$7.2 million in revenues** since 2009 & nearly **\$5 million in sales**
NOTE Widening gap between earned and contributed income, 2009-2018



Earned Income vs. Contributed Income - Exponential Trends

*2018 Projected Figures



ENVIRONMENT

**43% of greenhouse gases
in the U.S. are related
to materials management.**

**-Opportunities to Reduce Greenhouse Gas Emissions through
Materials and Land Management Practices**

<http://www3.epa.gov/region09/climatechange/pdfs/ghg-land-materials-management.pdf>



ENVIRONMENT

Benefits of Reducing and Reusing

- **Prevents pollution** caused by reducing the need to harvest new raw materials
- **Saves energy**
- **Reduces greenhouse gas emissions** that contribute to global climate change
- Helps sustain the environment for future generations
- Saves money
- Reduces the amount of waste that will need to be recycled or sent to landfills and incinerators
- Allows products to be used to their fullest extent

- **Reducing and Reusing Basics, US EPA Website (May 8, 2018)**

<http://www.epa.gov/recycle/reducing-and-reusing-basics#benefits>



BRIEF HISTORY OF FINGER LAKES REUSE

Planning – December 2005

Trihammer ReUse Center Opens – 2008

FURNITURE, HOUSEWARES, BUILDING MATERIALS

Deconstruction & Salvage Services – 2009

eCenter Computer Refurbishing – 2010

ADDED REFURBISHED COMPUTERS, ELECTRONICS, MEDIA

Ithaca Fixers Collective – 2012

ReSET Job Training Program – 2013

Ithaca ReUse Center – December 2015

ADDED TEXTILES, CLOTHING & BOOKS

ReUse Community Fund Pilot – 2016

ReSET Re-entry Job Training Program Pilot - 2018



Triphammer ReUse Center



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Deconstruction & Salvage Services



“In the next 30 years, 75% of all houses will be replaced.”

**- Brad Guy, President,
Building Materials Reuse Association**

Deconstruction can keep 70% to 90% of materials out of landfills, and creates jobs!















eCenter Computer Refurbishing Program



“By extending the lives of all U.S. computers by 50%, 25 million metric tons of CO2 emissions could be kept out of the atmosphere.”

- US Environmental Protection Agency

We have refurbished and sold 1,597 affordable computers and printers since opening our program in 2010.





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ReSET

Job Training

ReSET Tech

ReSET Construction

ReSET Retail & Customer Service

10-week entry level

(20 hrs/wk free)

15-week apprenticeship

(Full-time / paid)

Marketable skills

Guaranteed job interviews



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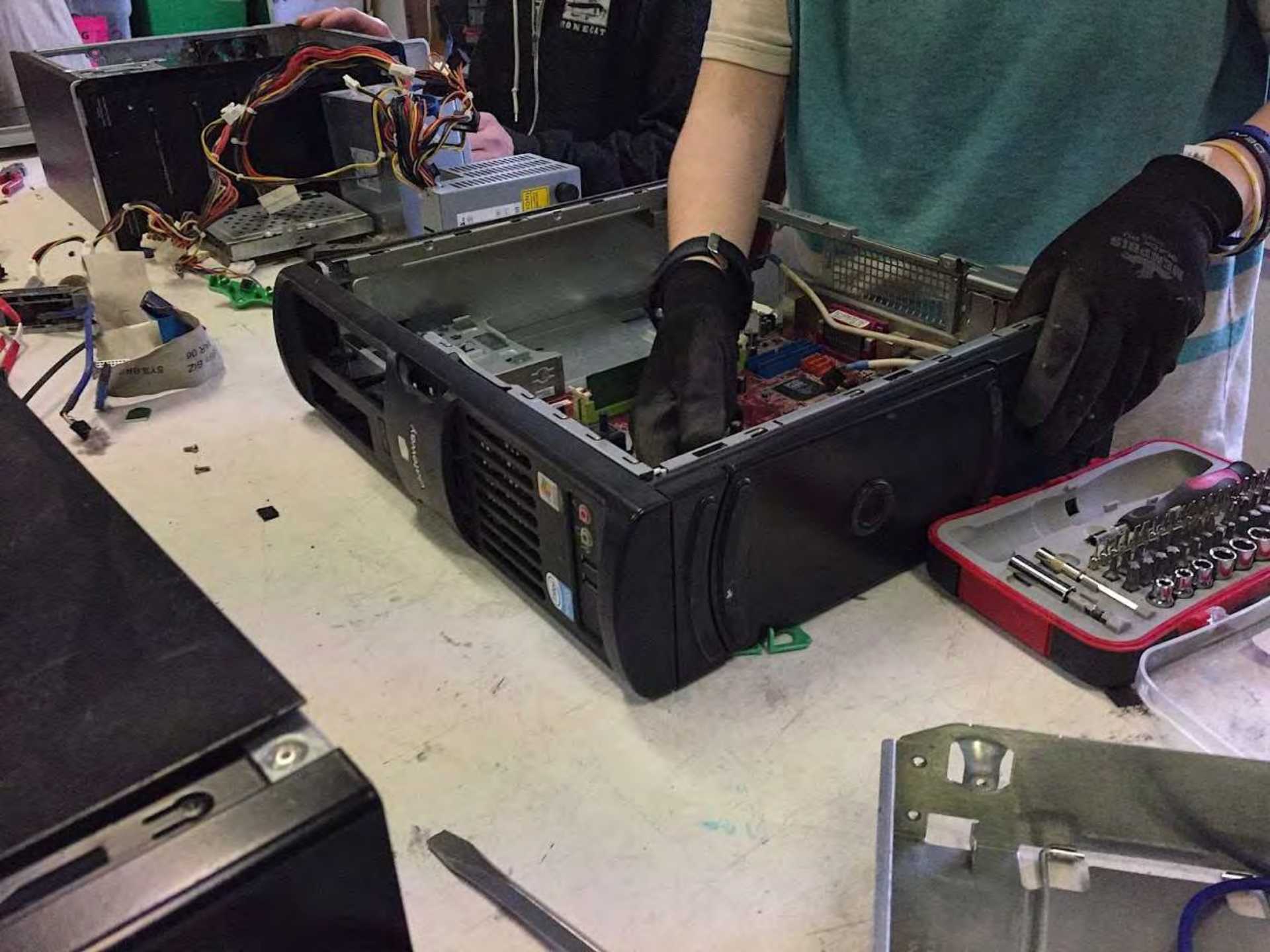
**ReSET graduates experience a
75% increase in employment.**

**“ReSET allowed me to build on my
knowledge of technology while also
playing a part to reduce e-waste and help
guide others like me to their goals.**

- Elvis Okumu, ReSET Tech Apprentice















ithaca

Fixers Collective









FINGER LAKES REUSE LEADERS
GROUND RULES
1. LISTEN WITH RESPECT
2. VALUE OTHER POINTS OF VIEW
3. EMBRACE DISAGREEMENT
4. DON'T INTERRUPT
5. NO PHONE OR EMAIL
6. KEEP MEETINGS ON TRACK
7. BE ON TIME
8. RESPECT OTHERS' TIME

United Way
Finger Lakes Region
One Thousand, Five Hundred
Jobs Skills Training



Ithaca ReUse Center

Opened December 2015





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Creative ReUse

inspiring, repurposing, upcycling





PITTSBURGH CENTER
for **CREATIVE REUSE**

Celebrating 10 Years!

turnipgreen
CREATIVE REUSE



IDEAS FOR CREATIVE REUSE



What is creative reuse?

cre-a-tive re-use |krē'ātiv rēyoōs|
noun; lifestyle

Creative reuse is the process of taking used or recycled materials and turning them into artwork, eco-friendly gifts and other fun and creative projects.

The Long Beach Depot for
Creative Reuse



TRANSFERABILITY



The screenshot shows the homepage of the 'Community ReUse Center Template' website. At the top left is the 'ReUSE' logo with 'Finger Lakes' written above it. To the right of the logo is the title 'Community ReUse Center Template' in orange. In the top right corner, there are links for 'Login' and 'Register'. Below the title is a navigation menu with the following items: 'Home', 'Steps', 'Resources', 'About', 'Why ReUse?', 'Request a Consultation', and 'Webinar'. The main content area features a large heading 'Want to start a Community ReUse Center?' followed by a paragraph: 'This site will walk you through a set of steps to help with every detail needed to start a Community ReUse Center in your community.' Below this text is a prominent green button labeled 'Get started' with a mouse cursor pointing to it.





Steps

Resources

About

Why ReUse?

Request a Consultation

Webinar

You have completed 8 of 38 steps.



[Preview your Business Plan](#)

Have a story you want to share on the site?

[Share it!](#)

Introduction

Step	Complete?	Date Completed	Business Plan Content	Notes
1. Mission Statement	<input checked="" type="checkbox"/>	September 25, 2015	Our mission is to enhance community, economy, and environment through reuse.	Our triple bottom line mission is to enhance community, economy, and environment through reuse.

Introduction

1. Mission Statement

Write a sentence that describes the purpose of your Community ReUse Center.

💡 Tips

Keep it simple and clear, and get ready to repeat this mission statement a lot. You will use it to explain your Community ReUse Center to people all the time! Involve your stakeholders in this process! Have a brainstorming session!

💬 Our Story

The mission statement of Finger Lakes ReUse is "**To enhance community, economy, and environment through reuse.**"

We invited our key stakeholders and facilitated a 2 hour mission statement brainstorming meeting. We were delighted to arrive at the simple mission statement we are still proudly using to highlight and inspire our **triple-bottom line** principles today!

❓ Questions to Ask

What do you want your Community ReUse Center to accomplish, and how will it do it?

📄 Resources

www.kinesisinc.com

Have a story you want to share on the site?

[Share it!](#)

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III. General Organizational Description

Mission Statement

The mission of Finger Lakes ReUse is to enhance community, economy, and environment through reuse.

Other reuse-related mission statements: "to increase awareness of, and access to, reuse — by educating the public about its social, environmental and economic benefits and by providing capacity-building services that strengthen the reuse community." - Reuse Alliance

Why ReUse? Key Issues

To complete this section, return to the website.

Info to gather: Employment data - city, county, state, country Waste reduction - how much/what types of reusable material is actually being landfilled?

Goals and Objectives

To complete this section, return to the website.



COMING SOON....



Ithaca ReUse Center Expansion

Funding: \$1.89 million Cleaner Greener, \$500K ESD

Phase I – 2018

\$700,000 - 7,500 square foot pole barn

Phase II – 2019

\$___million - 4 story addition? TBD

Discussing possibilities with potential housing partners to defray costs and support feasibility





file:///C:/Users/Diane/Downloads/CONCEPTUAL%20DESIGN%20PRESENTATION-reduc.ed%20(4).pdf





SCHEMATIC SITE PLAN

TITUS TOWER

N 87°22'50" E 56'



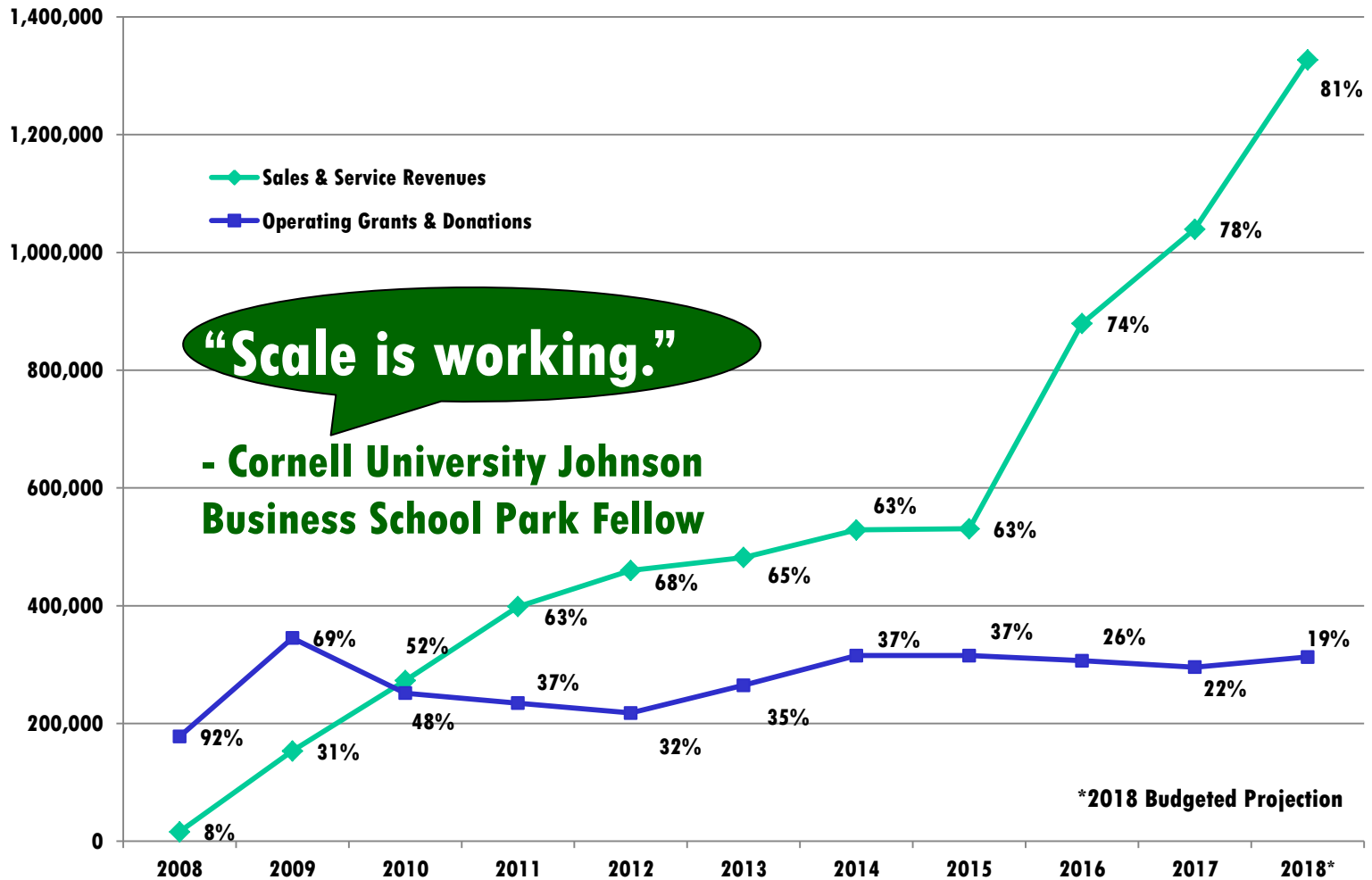
Parking Requirements

- Workshop 1 per 2 f/t employee = 4 spaces
- Retail Storage 1 per 2 f/t employee = 12 spaces
- Mixed-Use Retail 15,800 nsf @ 1:500 = 32 spaces
- Mixed-Use Office 4,200 nsf @ 1:500 = 9 spaces
- Residential 22 units @ 1:Unit = 22 spaces

Total = 79 Required, 79 provided



Earned vs Contributed Income 2008-2018



THANK YOU TO ALL OF OUR SUPPORTERS. This presentation was made possible thanks to



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A large group of approximately 30 people of various ages and ethnicities are posing for a group photo in front of a large mural of the Earth on a building wall. The mural shows a detailed view of the planet with swirling blue oceans and green continents. The people are arranged in two rows, with some standing and some kneeling or sitting in the front. They are dressed in casual outdoor attire like jackets and sweaters. The building has several windows with blinds visible behind the group.

THANK YOU

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#ThinkReUseFirst

www.ithacareuse.org