

A Reuse Center for Tompkins County
2006 Surveys - Summary Report
12/8/06

Survey of Selected U.S. Reuse Programs
Local Tipping Floor (RSCW) Observations
Locally Active Reusers Survey
Generators Surveys:
 -*Local Retailers*
 -*Local Small Businesses*
 -*Local Manufacturers*
 -*Educational Institutions (IC, CU, TC3)*
Survey of Consumer and Generators in Collegetown

Surveys administered by:
Cornell Cooperative Extension of Tompkins County
Cornell University Certificate of Business Management Students
Historic Ithaca, Significant Elements Program
Tompkins County Area Development
Tompkins County Chamber of Commerce
Tompkins County Solid Waste Management Division

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Reuse Center 2006 Planning Team

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This document was made possible by the dedicated work by the above participants, as well as TCAD (Tompkins County Area Development), the Tompkins County Chamber of Commerce, Cornell Cooperative Extension of Tompkins County, and the Department of Applied Economics and Management students in the Certificate of Business Management program at Cornell University.

In addition, students in Rob Young's Green Cities class at Cornell University have submitted a separate report entitled *A Vision for Reuse in Tompkins County, New York (12/7/06)* which explored ongoing, positive efforts to create incentives for reusers, generators, and consumers in the U.S. and abroad. We'd like to thank Rob Young, and his student group: Jay Corbalis, Antonia Daniels, Grayson Fahrner, Matt Hendren, Julie McIntyre, and Tamar Sharabi for their excellent research and results. Their research on the economic benefits of deconstruction (vs. demolition), legislative incentives (requiring construction and demolition deposits that are only returned once a 50% diversion of waste is documented and proved, a waiting period for demolition in Florida), ways to incentivise donors, diversion credits, successful partnerships, and arts-related reuse activities to promote reuse in communities will be very useful as a component of the business plan.

Joining Forces to Promote Reuse

Reuse of goods and materials is the most efficient, environmentally friendly, and economically viable way to reduce the waste stream. Creating a convenient alternative to disposal in landfills and making used materials easily available to the community is the best way to encourage reuse.

Tompkins County Solid Waste Management Division (TCSW) is collaborating with Significant Elements (SE), Cornell Cooperative Extension of Tompkins County (CCETC), Cornell University, and Ithaca College to develop a local reuse center. This working group gathered information with cooperation from Tompkins County Chamber of Commerce and Tompkins County Area Development (TCAD).

While recycling has been the primary means for reducing waste in recent years, TCSW has been able to focus on more progressive waste reduction practices to promote reuse and education through its partnerships. TCSW's partnership with Historic Ithaca's Significant Elements program has provided alternatives to the waste stream for building materials and other household items. Other TCSW partners include two computer reuse programs: the Ithaca Youth Bureau's Computer All Stars and the Sciencenter's Babbage's Basement. Both programs have expanded as TCSW has begun to accept all household electronics.

TCSW accepts household hazardous waste at no charge to Tompkins County residents. In an effort to eliminate these particularly toxic materials in the waste stream, a partnership with Sustainable Tompkins has launched an online resource called Finger Lakes Buy Green (www.fingerlakesbuygreen.org). The website is dedicated to educating consumers to purchase environmentally friendly products. TCSW also has continued its long-standing partnership with Tompkins County Cornell Cooperative Extension to provide community education in composting and to provide educational programs in classrooms and for other interested groups and organizations.

Significant Elements (SE) has been successfully diverting building materials from the waste stream since 1991. With support from TCSW, the program was able to relocate and become a year-round operation and has successfully built on this stability. Like other existing reuse programs in the County, SE will be strengthened by partnerships with existing programs, and shared (as opposed to replicated) services and overhead. This includes retail space, educational workshops and space, and a pickup and delivery service to ease the distribution of larger items. As building materials will be a major component of a local reuse center, the Significant Elements program and staff are a valuable resource and have been central to the planning of this project.

Note: One very important arena that has not been addressed in this document is the potential for partnerships with existing social and education programs. A comprehensive investigation of how a reuse center can provide opportunities for skill building, empowerment, and community understanding will help to form some of the programs and opportunities that the center will be providing. There are exciting possibilities to explore with the Department of Social Services, Challenge Industries, Tompkins Community Action, alternatives to incarceration programs, and educational institutions, such as BOCES and Trumansburg Schools Prevocational Studies Work-based Learning program. This investigation will be conducted in conjunction with development of the business plan, which will begin in early 2007.

Why Reuse?

Tompkins County has committed to developing a reuse center as part of its 20-Year Solid Waste Management Plan that was approved in 1995. After 10 years of implementing the other components of the Plan, our community has reduced waste by 50%.

A reuse center will benefit the community by:

- Enhancing TCSW's efforts to further reduce the waste stream
- Preserving valuable material resources
- Creating jobs and job training opportunities
- Hosting educational programming to promote reuse (both practical and creative)
- Providing educational and creative studio space
- Promoting environmental awareness
- Strengthening existing programs by partnering and avoiding replication of services
- Reducing dependence on trucked-in goods
- Supplying affordable and/or free materials to non-profits and educational institutions
- Increasing supply of quality materials at reduced costs
- Keeping money in our local economy

The following questions were asked as a part of the first phase of the planning process:

- What materials are available locally, but not currently being reused?
- What are other successful reuse centers doing around the country?
- Who is currently active in reuse in our area?
- Who is interested in working with a reuse center, and how?
- What needs could be better served by a reuse center in Tompkins County?

The following surveys were developed and conducted in order to address the above questions. The methods and results of these surveys may be found in the following pages.

1. Survey of Selected U.S. Reuse Programs *conducted by Kat McCarthy and Diane Cohen*
2. Local Tipping Floor (RSWC) Observations *conducted by Kat McCarthy and Sean Williamson*
3. Locally Active Reusers Survey (local non-profits and individuals active in reuse) *conducted by Diane Cohen and Jeff Klein*
4. Generators Survey (Local Small Businesses) *conducted by TC Chamber of Commerce*
5. Generators Survey (Local Retailers) *conducted by Rob Young, Cornell Cooperative Extension of TC, and Diane Cohen*
6. Generators Survey (Local Manufacturers) *conducted by TCAD*
7. Educational Institutions Survey *conducted by Diane Cohen*
8. Collegetown Consumers and Generators Survey *conducted by CU Certificate of Business Management students*

Survey of Selected U.S. Reuse Programs

Purpose

Successful reuse centers located throughout the United States were contacted in order to inform the planning process for a reuse center in Tompkins County. This data will be used to provide useful information regarding facility logistics, operational and capital costs, estimated diversion rates, and organizational structure, and will be a key component of the business plan.

Methods

During the period of February to March 2006, a detailed survey was developed by two members of the reuse center planning team, with input from the remainder of the team. Questions were selected with the goal of gathering a broad array of specific information about each reuse center. Reuse centers were selected for interview based on a combination of online research and successful reputation.

The survey was then administered to the following seven reuse centers:

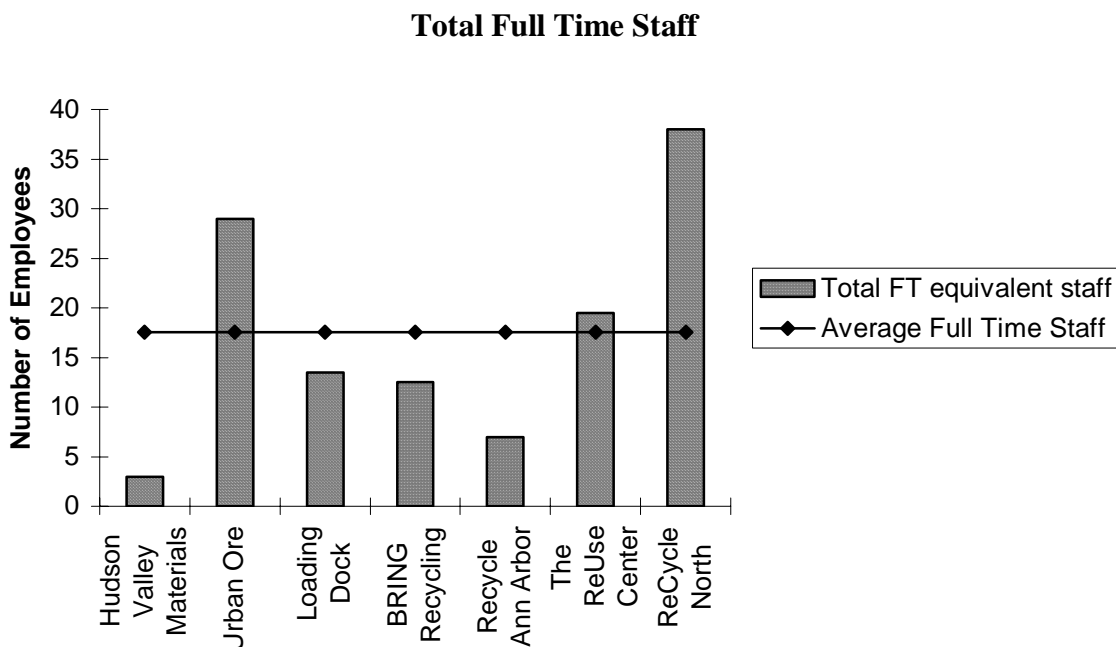
- ♦ **BRING Recycling** (Eugene, OR)- phone interview
- ♦ **Hudson Valley Materials Exchange** (New Windsor, NY)- site visit
- ♦ **Loading Dock** (Baltimore, MD)- phone interview
- ♦ **Recycle Ann Arbor** (Ann Arbor, MI)- phone interview
- ♦ **ReCycle North** (Burlington, VT)- site visit
- ♦ **The ReUse Center** (Green Institute) (Minneapolis, MN)- phone interview
- ♦ **Urban Ore** (Berkeley, CA)- phone interview

Findings

The following information is a summary of the information collected during phone interviews and on-site visits.

Staffing and Volunteers

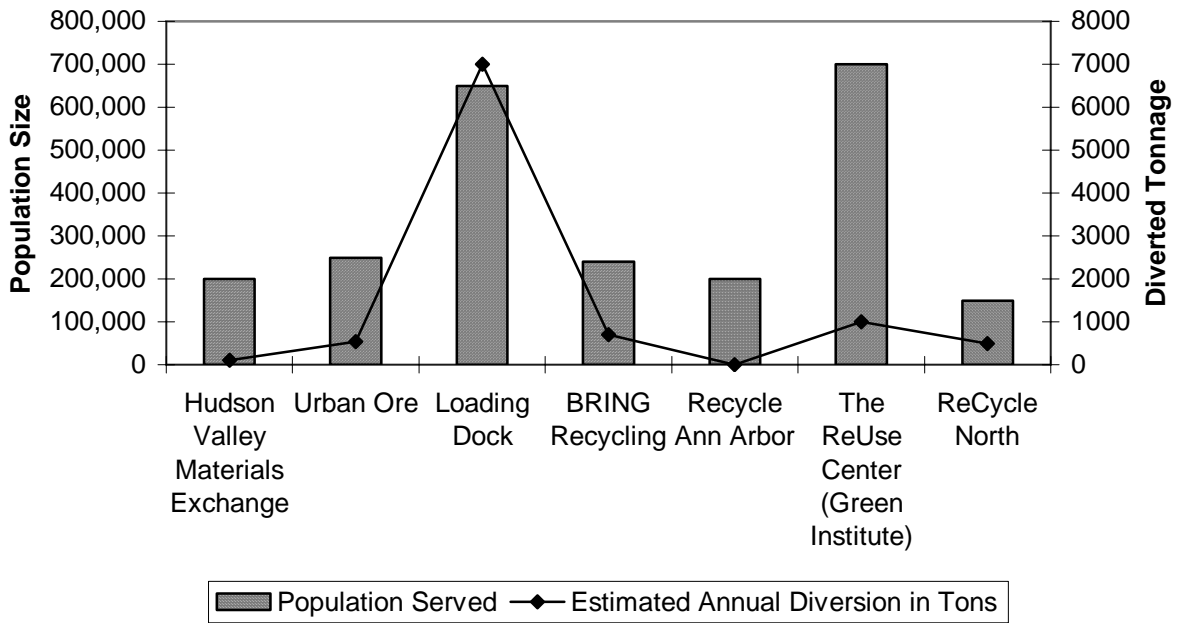
Every reuse center surveyed employs full time staff. The average number of full time staff working at each facility is 17.6 employees.



Material Diversion

Materials handled by these facilities primarily consist of building materials (with responses that included full kitchens, clean lumber, flooring, doors, and windows). Household goods, clothing, furniture, sporting goods, art supplies, books, computers and electronics are handled by many of these programs as well.

Population Served and Annual Diverted Tonnage



Estimated annual diversion rates averaged 568 tons with the anomalous 700,000 tons estimated by the **Loading Dock** removed. The **Loading Dock's** diverted tonnage is uncharacteristically high due to their acceptance of large corporate donations of items such as roofing shingles.

Location

All seven reuse centers are located either in a city, or on the city outskirts.

Operations

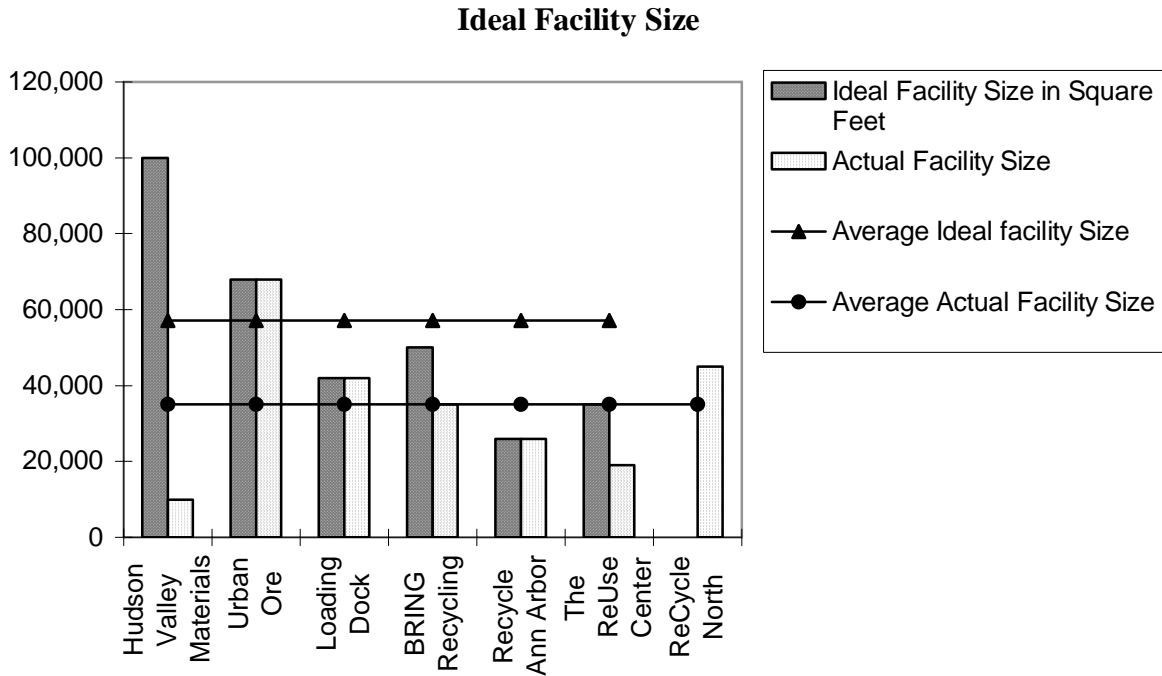
Six of the programs interviewed are independent nonprofit programs. Urban Ore is the only private operation.

Services Offered

All of the reuse facilities surveyed offer some type of service to its customers. Pickup and delivery for example, are standard services offered by most centers. Every facility provides a pickup service and all but two deliver. Four of the facilities surveyed also offer a deconstruction service. Other services vary and include education, repair, referrals, and on-site sales, and a web based exchange program.

Facility Size

Facility size ranges greatly, varying from 10,000 to 68,000 square feet, with an average size of 35,000 square feet. However, when asked, respondents recommended a range of 22,000 to 100,000 square feet, resulting in an average ideal facility size of 57,200 square feet.



Community Partnerships

According to survey results, almost all centers interviewed partner or work with local organizations to provide the community with optimal service and maximum diversion rates. Partnerships with the community appear to be an integral part of a successful reuse center. Five of the seven facilities surveyed have formed partnerships with other organizations in their community. These partnerships vary and include working with different entities, such as educators, libraries, youth services, for-profit organizations, non-profits, government, social service, and low income housing agencies.

Hudson Valley Materials Exchange (HVME) has created the Reuse A Bus, a vehicle that travels to area schools to provide interactive education about reuse to local schools. Through this program, teachers who normally would be unable to bring students to the center are offered an affordable means to provide reuse education.

The ReUse Center (Green Institute) works with other community organizations to find volunteers that help support its operations. These organizations contact the **ReUse Center** to determine its needs, are provided with a job description for empty positions, and then provide volunteers. The **ReUse Center** also works with its local Home Depot to help reduce the amount of wholesale items that are regularly thrown away.

Recycle Ann Arbor collaborates with the local university to help reduce waste. While the school has its own outlet for reuse, it does provide this local center with unwanted materials on a regular basis. In addition, **Recycle Ann Arbor** works with social service and local low income housing agencies to provide them with furniture. The local government also works with this organization to provide court-referred volunteers.

Public/Private Partnerships

There are numerous ways in which partnerships between reuse centers and local government are working together. **Recycle North** was given a building rent-free by the City of Burlington. The City of Baltimore provided **The Loading Dock** with a low interest loan for its building, which was then forgiven ten years later. **Hudson Valley Materials Exchange** receives a grant from the county to help provide funding for some of its programs.

Local Tipping Floor (RSWC) Observations

Purpose

On a daily basis, reusable materials are treated as waste and dropped off at the Tompkins County Recycling and Solid Waste Center (RSWC) tipping floor for transfer to and disposal in the landfill. Given the proper outlet, these items could be diverted from the waste stream for reuse. In order to better understand the volume and composition of materials entering the waste stream, data was collected from the tipping floor at the RSWC. The RSWC receives only one third of construction materials, the balance going to Superior Disposal transfer station in Newfield, meaning that a lot more construction material is out there and salvageable than what was observed in this study.

Methods

Staff from Tompkins County Solid Waste (TCSW) and a volunteer from Cornell Cooperative Extension of Tompkins County (CCETC) conducted two site visits to the Recycling and Solid Waste Center in the period of one week on Tuesday, September 19, 2006 and Thursday, September 21, 2006. During each two-hour session, the surveyors observed and documented any material observed on the tipping floor that may potentially be reused. Quantities, volumes, and sources were visually estimated and recorded when possible. The observers were restricted to a safe location approximately 20-35 feet from the actual tipping site.

Findings

A considerable share of what was brought to the tipping floor consisted of potentially reusable items. It is estimated that these materials may have constituted up to one third of the observed waste stream. Building materials, furniture, and household goods made up a significant portion of the waste stream. Lumber was also common, in addition to old chairs and 5-gallon buckets.

Employees at the facility cited commonly disposed items which included: games, shoes, clothes, silverware and dishware, mattresses, cribs, living room furniture, and dining room tables. Due to the fact that this large volume of materials was observed in a period of four hours, and information gathered from employees, the surveyors are led to believe that a sizeable volume of good quality, reusable materials are brought to the center throughout the day.

“In the summertime (during peak season), so much good reusable lumber comes in...over a two to three week period, you could build a house.”

–Mike, Waste Management (RSWC tipping floor staff)

Locally Active Reusers Survey

Purpose

Currently, there are many forms of reuse in Tompkins County, ranging from individual efforts (garage sales, craigslist, ithacafreecycle, and classified ads), to non-profit client distribution programs (the Computer All-Stars, RIBs, Catholic Charities, the Gathering Place), to non-profit retail efforts (Significant Elements, Salvation Army, Babbage's Basement) to for-profit retail operations (Mama Goose, Trader K's). Ongoing reuse efforts may also be identified in Tompkins County Solid Waste's free publication, the *Re-Directory (A Guide to Reuse in Tompkins County)*. However, it is clear from the materials still found in our waste stream that these efforts are only scratching the surface of materials generated locally that may be reused.

Interviews with some established programs and individuals active in the local reuse scene were undertaken to better understand the level of reuse currently going on in our community, what materials are being actively put back into reuse, which could be better supported, and how existing activities could be improved and/or made more efficient. These interviews additionally explored the potential interest for partnership with a reuse facility, and to generate ideas about how to strengthen reuse in Tompkins County, while avoiding duplication of services.

Methods

From May through November 2006, interviews were conducted with program managers or leaders, and sites were visited, if applicable. The questions administered were developed in order to discover successes and challenges within each program, what the limitations are, what materials are more easily diverted than others, and how working with a central facility could ease pressure on the individual operations.

Data was collected from the following programs and individuals:

Babbage's Basement	-Sciencenter's computer (and more) reuse program
Computer All-Stars	-Ithaca Youth Bureau's computer (and more) reuse program
Ithaca Freecycle	-Online free and open exchange of all materials
Student Reuse Project	-Volunteer-run Collegetown move-out reuse effort
Significant Elements	-Historic Ithaca's building materials reuse program
Reinvention Station	-Sciencenter's educational household goods reuse display
GIAC	-Greater Ithaca Activities Center
FLIC	-Finger Lakes Independence Center
The Gathering Place	-Facility for Child Development Council & Teen Pregnancy Ctr.
INHS	-Ithaca Neighborhood Housing Services
RIBs	-Recycle Ithaca's Bicycles
Joe Cassaniti	-Household cleanout service

Findings

Operations

Each program expressed interest in an opportunity to provide better and more accessible retail service. Expanded hours would be more convenient for shoppers and donors, and could translate into better turnover, enhancing reuse, and simultaneously increasing sales.

For example, Babbage's Basement, which is volunteer run, is only able to be open one day per week, plus an additional Saturday morning once a month. The Computer All-Star program does

not have sufficient space to retail the materials they are repairing. Ithaca Freecycle expressed an interest in having a safe drop-off and pick up location to serve its 3800 members. RIBs is in a home that is only 857 square feet, when ideally they could use 3500, and will not allow the necessary storage for their bicycles. The Student Reuse Project with its seasonal mission faced enormous challenges and spent exhaustive resources locating, obtaining, and bringing up to code four different locations in four years. This year it did not operate.

Facilities

The strongest demonstrated need was for more space to store, process, stage, and retail or distribute materials. The only noted exception was Babbage’s Basement, which is currently in an enormous (approximately 100,000 square feet) vacated manufacturing plant. More usable space could result in a greater selection of products, greater consumer or client access to products, more processing space for value-added activities and training opportunities, and shared educational/training facilities. The Gathering Place, which collects items for children’s toys and crafts, noted that they would expand their collection to hold more children’s furniture if they had the appropriate space to do so.

The total square footage being used right now by these existing reuse programs totals over 40,000 square feet, while a sum of over 70,000 was expressed to be ideal.

Staffing & Volunteers

There is a total of approximately 20-25 full time equivalent paid staff to assist with and operate the reuse programs, and an additional 30 full time, year-round equivalent volunteers.

Materials Diversion

While each program is very successful at diverting substantial quantities from the waste stream, each program sees potential to capture and divert a much higher level, based on both perceived supply and demand.

Top three material categories diverted by each program:

Babbage’s Basement	Computers	Electronics	Research Equipment
Computer All-Stars	Computers	Peripherals	Electronics
Fingerlakes Indep. Ctr.	Commodos	Elevated Toilets	Walkers & Crutches
GIAC	Craft Materials	Sports Equipment	Appliances
Ithaca FreeCycle	Baby Items	Creative Reuse Recyclables	Building Materials
INHS	NA (private contractors)		
Joe Cassaniti	Furniture	Lumber	Housewares
RIBs	Bicycles	Bike Accessories	
Significant Elements	Building Materials	Furniture	Housewares and Appliances
Student Reuse Project	Clothing	Furniture	Housewares
The Gathering Place	Containers for crafts	Books	Craft supplies

Community Partnerships & Outreach

Several of the programs are currently active or are hoping to be active in educational programming and training opportunities. The Computer All-Stars have a strong youth-training program, and Significant Elements has held occasional training workshops, often in partnership with CCETC. Babbage’s Basement has a more informal training program with volunteers of all ages.

Generators Surveys – Local Retail, Small Business, & Manufacturers

Purpose

During 2006 Tompkins County Solid Waste (TCSW), Cornell Cooperative Extension of Tompkins County (CCETC), and the Tompkins County Chamber of Commerce (Chamber) undertook two surveys to determine the practicability and need for the development of a reuse center in Tompkins County. Chamber members were surveyed, and CCETC partnered with TCSW to survey mainly large and a few smaller retail outlets in the county.

Large and medium-sized retailers are an important part of Tompkins County's economy. Retail is a major factor in the total materials flow entering, residing in, and leaving the county. Understanding the disposition of retail items that are not sold and support materials used in retail operations (such as lighting fixtures and shelving) is an important inquiry into the origin and end point of waste in the county. Such materials can potentially add to pressures on Tompkins County's solid waste infrastructure.

Methods

A. Local Small Business - Chamber of Commerce Member Survey

A one-page survey was sent by mail on February 22, 2006 to all Chamber members in conjunction with the annual TCSW Recycling Survey. The reuse survey requested information from Chamber members about materials they generate that could be reused or if they might be interested in materials and services available at a reuse center. Chamber members were also invited to attend a meeting held on March 23 to present the concept for the reuse center and programs. To encourage survey returns, a follow-up email was sent via the Chamber listserve.

B. Local Retail Survey

From May to July 2006, staff from Cornell Cooperative Extension of Tompkins County (CCETC) conducted personal interviews with managers and store personnel from retail outlets in the Pyramid Mall, along the Elmira Road corridor and on the Ithaca Commons. Interviews were conducted in person following a set interview format developed by TCSW (see appendix). Responses were compiled in spreadsheet format and then analyzed to derive policy recommendations and representative data.

C. Manufacturers Survey

Tompkins County Area Development (TCAD) distributed a survey to its members, and provided aggregated results (see Appendix L) to the planning team.

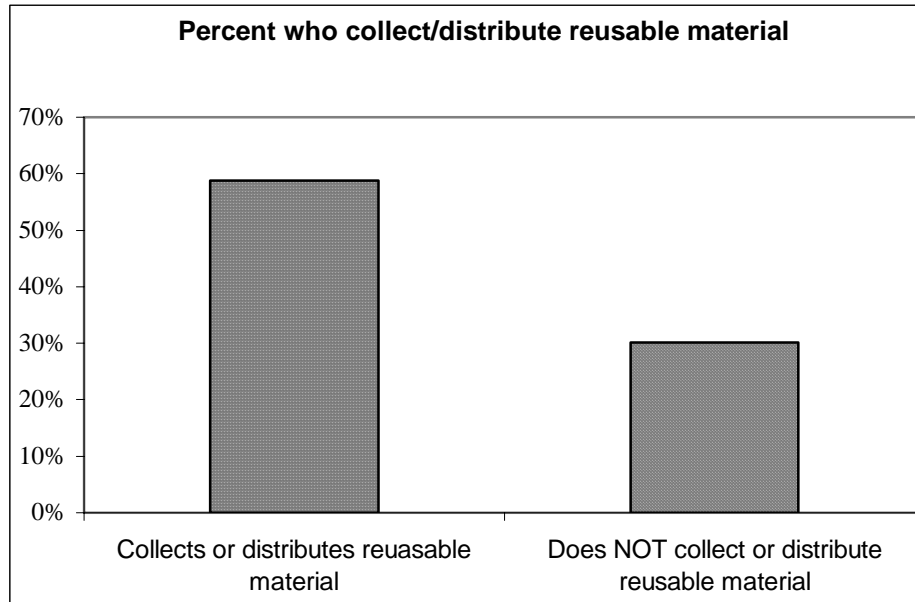
Findings

Responses from local generators clearly indicate that there is a considerable pool of materials eligible for reuse. Both the earlier Chamber of Commerce survey and the retailer survey reflect a wide range of potential materials for recovery through reuse.

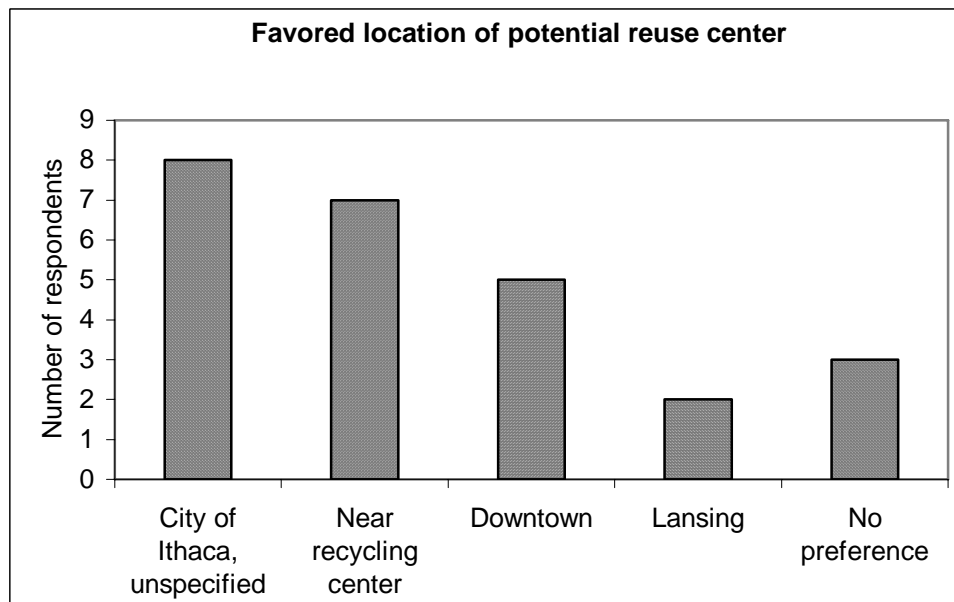
Chamber Survey Summary

A total of 64 responses resulted from the Chamber survey representing a large variety of businesses, retailers, service organizations and non-profits. Chamber members were asked if they generated materials that could be reused, about materials being reused, and what services would be useful if a reuse center is established.

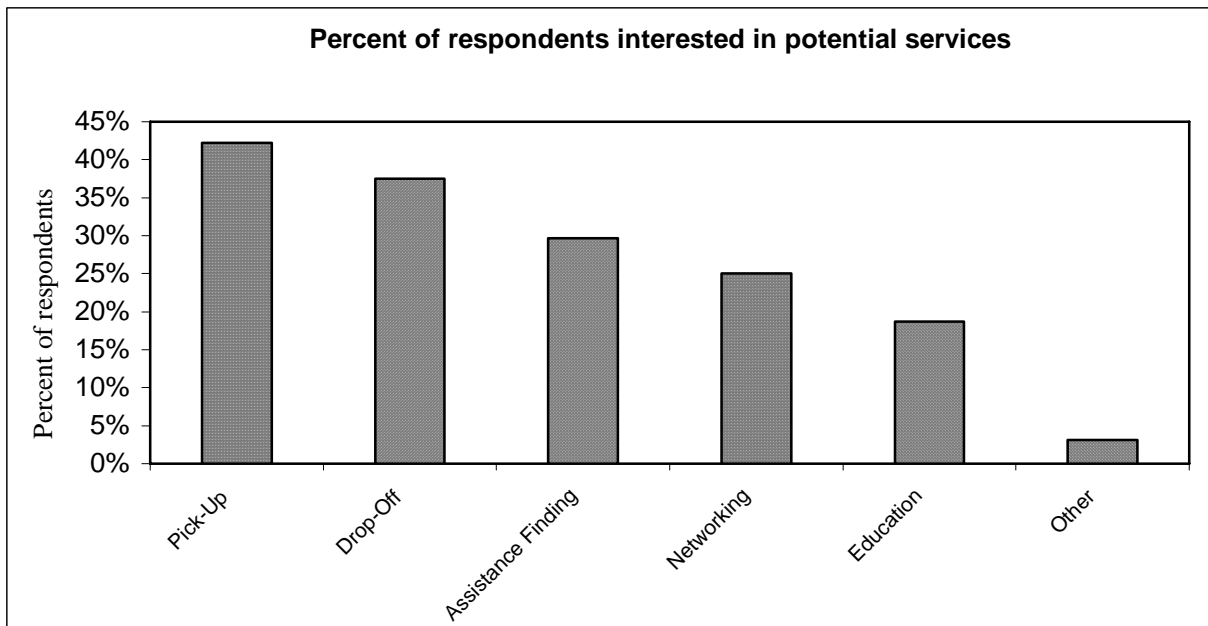
37 respondents indicated that they generate materials that could be reused, 19 indicated they did not have such materials, and 13 surveys had no response to this question. Materials that were listed as being available for reuse included: paper and cardboard which are currently recycled, plastic containers, some office furniture and fixtures, computers, building supplies and wood, including wood pallets. A number of the respondents indicate that they reuse or recycle the materials they generate.



A significant number of respondents (28) indicated interest in having access to a reuse center, and 7 additional respondents indicated they wanted to collaborate or be part of the center. Others either did not respond or indicated no interest. Most indicated a central location along the Rte. 13 corridor was preferred.



Services of interest to survey respondents included: pick-up – 26 responses, drop off – 22 responses, assistance finding markets – 16 responses, networking – 15 responses, education – 11 responses.



Retailer Findings Summary

A total of 29 retailers were interviewed including a wide representation of business types: food, furniture, books, household, crafts, general retailers, sporting goods, clothing, rental, pet supplies, and hardware.

The range of materials available for reuse is matched in breadth by the broad constituency of retailers interested in cooperating with the County on a reuse project. The retailer survey showed a strong interest in collaboration, though there remains a significant number of retail entities that are not fully aware of the type and range of materials that could be recovered from their waste stream or inventory of unsold items stream through reuse.

Large retailers, in particular, were less willing to discuss their waste stream and its disposition presumably because they have procedures in place they must follow. Many of the larger retailers have structured contracts with their suppliers in such a manner that unsold items are automatically reshipped back to the manufacturers.

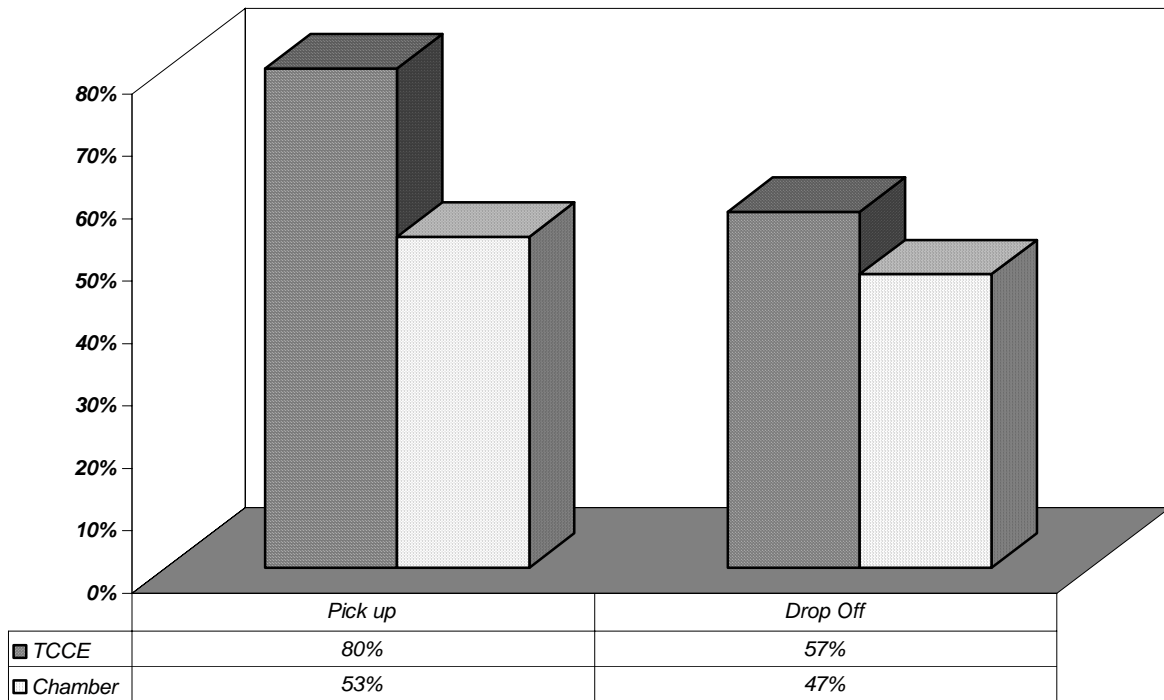
Although some of the store personnel at these chains were not in a position to talk about the final destination of waste or unsold materials generated at their facilities, they were clearly sympathetic to the idea of reuse and seemed personally interested in participating. They indicated that corporate policy would have to be addressed to enable them to participate.

Several store managers were quite forthcoming about the disposition of their materials and indicated that they were required under corporate policy to destroy any reusable items that were unsold and dispose of them in the trash. This process was usually described as crushing the items and, for some, then pouring paint on them prior to disposing of the items in order to discourage

any effort to repair or reuse them. Such activities tended to be carried out by outlets of national chains.

Although such policies are unsettling, such findings should not overshadow the clearly pronounced interest that a majority of those interviewed had about a reuse center. Many of the store personnel interviewed said that they were aware of the idea of reuse and several said that they were already sending material to local non-profit agencies such as Catholic Charities and Challenge Industries.

Generator Interest in Services



When prompted during the interview, many store personnel realized that a wider range of materials could be made available for reuse that they had previously thought and many were interested in using a pick up service should that be provided by the Center. Fewer were interested in directing their own staff to collect and drop off material at a reuse center

It was clear from the interviews that considerable benefit could be derived from store management and personnel to maximize the amount and type of materials that could become available for capture by a reuse center. Store personnel often offered only one or two items as available for reuse initially during the interview but after a brief conversation about the types of materials handled by their outlet, they realized that a much wider range of materials would be eligible for reuse. These opportunities could be addressed through the County’s Re-Business Partnership Program as a means to educate store managers and staff about increasing their diversion of waste and unsold inventory from the waste stream for reuse.

Another element that became apparent was that many retailers were unaware of the opportunity for tax deductions that a non-profit reuse center could offer. One firm said that they left products on the retail floor until they sold and if they did not sell, they just remained there. In addition, tax incentives might become a factor in changing the behavior of the firms who hold a corporate policy to destroy items that are still useful but are slow sellers.

Both of these elements, the lack of full understanding of the range of materials that could be reused and the lack of knowledge concerning the possible tax benefits points toward the importance of the reuse center having a staff person who can educate retail staff and make follow up visits. In short, it would be very beneficial for the reuse center to have a staff person who can develop a business relationship with each retail outlet to assist them in identifying opportunities for materials diversion to a reuse center helping to keep materials out of the waste stream.

Materials Generated

- Unsold inventory ranging from home electronics to furniture
- Store “reset” items such as shelving, lighting fixtures and cabinets

Current Disposal Practices

- Mark down until sale
- Donate to charitable institutions
- Destroy usefulness (i.e. crush items or pour paint) and add to waste stream
- Dispose of “as is” and add to waste stream

Services Desired

- Pick up of reusable items as the retail outlet be reuse center staff
- Education about what items can be reused
- Education about income tax implications of donating reusable materials
- Drop off location(s) for reusable items
- Public relations benefits from participating in a reuse program
- Repair function at the reuse center for damaged but reusable items

Generators Survey – Ithaca College

Purpose

Selected as a willing representative of the educational institutions in our community, Ithaca College is leading the way with its efforts toward a greener operation. Of primary importance was determining how a reuse center could be a mutually beneficial component in their ongoing efforts to reduce waste on campus.

Methods

Mark Darling, Supervisor for Recycling and Resource Management Programs, was interviewed in September 2006 regarding the ongoing reuse activities and potential for expanded reuse at Ithaca College.

Findings

Materials Generated

- Furniture - Office and Residential
- Office Supplies
- File Cabinets
- Electronics and Instructional equipment: i.e. overhead projectors, video cart stands
- Theatre set materials (1x2s, 1x3s, plywood, luan)
- Mattresses (150/year)
- Student waste flow – household goods, etc.

Current Reuse & Disposal Practices

- “Take it or Leave it” Sale –a program that collects unwanted items from students in May and redistributes them to charities and returning college students in the fall
- Office Supply Collection and Reuse (O.S.C.A.R.)- program to circulate reusable office supplies amongst faculty, staff, and student organizations
- Reuse office furniture several times before throwing away (estimate saving \$20-\$50K annually)
- 14 tons of metal recycled annually (including 5 tons reusable furniture)
- 43 tons of C&D waste (12-15 tons theatre productions)

Enhancing Reuse

- Pick and pull service for Steelcase modular office furniture (storage and inventory)
- Pick up service
- Drop boxes/containers for students
- Mattress sanitizing facility (clean, fumigate, re-cover)

Generators Survey – Cornell University

Purpose

With Cornell University being the largest employer and possibly largest contributor to the waste stream in the county, looking for ways to develop partnerships and reduce campus waste are of a high priority. The Sustainability Coordinator is the current point person designated by the university to help identify an overall “greening” of the campus, including reuse efforts.

Methods

Dean Koyanagi, Sustainability Coordinator for the Executive Vice President’s office, was interviewed in November 2006, regarding ongoing capital projects, current reuse efforts by the university, and the potential to reduce the overall waste stream.

Findings

Materials Generated

- Furniture - Office and Residential
- Computers
- Lab Equipment
- Building Materials

Current Reuse & Disposal Practices

- CATS – Cornell Asset Transfer System. An online equivalent of ebay or Freecycle, this system allows for an internal, intra-campus exchange of materials. The program is relatively new, and is still being smoothed out. Priority is given to those within the same department, then the circle of access slowly widening, with the ultimate goal of an offering to the non-profit community. Over 1,000 items per month are currently being exchanged through the system. Administered through Facilities Services, the full website interface is targeted to be online in June 2007.
- Dump and Run. A national non-profit that organizes collection of student reusables on campus at the end of the spring semester, and holds a large annual sale at the beginning of the fall semester. Tompkins County Probation is active in participating in the sorting of materials collected over the summer.
- Sustainable Computing. A program promoted by Facilities Services (FS), Computer & Network Support (CNS) has a goal to reuse 95% of all turned over FS computers. These computers may be purchased by staff for home use, by another department, or donated to local non-profits.
- Pilot Salvage Project. West Campus. Cornell University is currently working with Significant Elements to develop procedures in order to allow smooth operation of future salvage opportunities at the university.

Enhancing Reuse

- Work on policy development to identify potential reuse in capital projects in the early stages. Make that standard policy, as a part of the initial design phase.
- Work on communication. Use reuse activities to educate not only the students, but also the staff and the community.
- Link volunteer efforts to reuse with community volunteer days – engage fraternities for example, and highlight global impacts.

Generators Survey – Tompkins Cortland Community College (TC3)

Purpose

Tompkins Cortland Community College is a large educational institution with nearly 3,000 students, 700 of whom live in privately owned housing in very close proximity to the campus. The college has been a contributor of donated goods including computers and furniture to the non-profit community for many years.

Methods

Anita Sharpsteen, Operations Manager, was interviewed by telephone in November 2006. She additionally recommended a conversation with Kevin Caveney, Purchasing Agent for the college. He was also consulted as a part of this survey.

Findings

Materials Generated

- Computers
- Office Furniture

Current Reuse & Disposal Practices

- Materials are donated to non-profits as often as possible.
- The college used to hold auctions for office furniture, but has had difficulty finding an auctioneer to provide the service.
- Materials no longer useful to the college (such as office furniture) are temporarily staged near the trash area, with an informal policy allowing anyone who wants the abandoned items to take them. Thus far, this policy has been successful.
- State law requires that materials being given away at no charge must go to a non-profit agency.

Enhancing Reuse

- Having a place (run by a non-profit organization) to bring reusable materials would provide more opportunities for reuse by the college.
- A pick-up service would be very helpful.

Marketing Project: Survey of Consumers and Generators in Collegetown

Cornell University – Department of Applied Economics and Management (AEM)

Certificate of Business Management – Summer Session

Summarized from report presented July 20, 2006 authored by:

Justin Chang, Ciara Foran, Oscar Hernandez-Gomez, Victoria Hsia, Jessica Schaevitz, Sara Tam

Purpose

Six students enrolled in the "Cornell/AEM Certificate in Business Management" program, taught by Pedro Perez, were assigned to complete a Generator and Consumer Marketing Plan for the proposed reuse center. As part of the requirements for obtaining their certificate, the students had to participate in a project, preferably oriented towards marketing, with a real company.

The projects done by students in the past have included devising a marketing strategy for small kinetic sculptures aimed at individual collectors (George Rhoads); ascertaining the market potential of retirement communities (CBord); conducting pilot research for a marketing strategy for K-12 reading materials (Math Makes Sense); identifying new and appropriate market segments matching technological opportunities for a mature high-technology company (EMF); developing a detailed business plan and launching strategy for an innovative DJing business (Student Agencies), and proposing marketing strategies for both wholesale and retail of specialty coffee (Gimme! Coffee).

In all cases, an agreement was reached between the client, the students and the professor on a project of adequate scope and depth for the limitations of time and experience involved. This semester they were involved with the reuse center, the Green Resource Hub, and Bellwether Hard Cider Co.

In all cases, students and clients were encouraged to agree on the basic marketing framework of:

- Defining a market,
- Segmenting that market,
- Targeting one or more segments and
- Positioning the organization to approach that segment (or segments) in terms of product, ability to reach the customer, price and promotion (the marketing mix).

Methods

Two identifiable groups were targeted: consumers of reusable materials, and generators of reusable materials. The surveys were administered mainly in the Collegetown area but there was a small sample taken from the commons as well. An online version of the survey was additionally sent through several student listservs, and as a result, a high volume of data was obtained. The surveys were administered primarily to college students.

The generator-marketing plan segmented the market into students, homeowners, and businesses, although the group focused exclusively on students.

The consumer-marketing plan segmented the market and determined which areas to concentrate on in order to ensure the success of the program.

A survey was designed to gauge general consumer interest in the reuse center, determine the most important factors that would influence a consumer's decision to buy from a reuse center, and find out the types of reusable goods that people would be willing to buy. Questions about the generation of materials were included as well. The results of the surveys were reported by the students in a presentation, as part of a greater marketing plan. These survey results are summarized in the findings below.

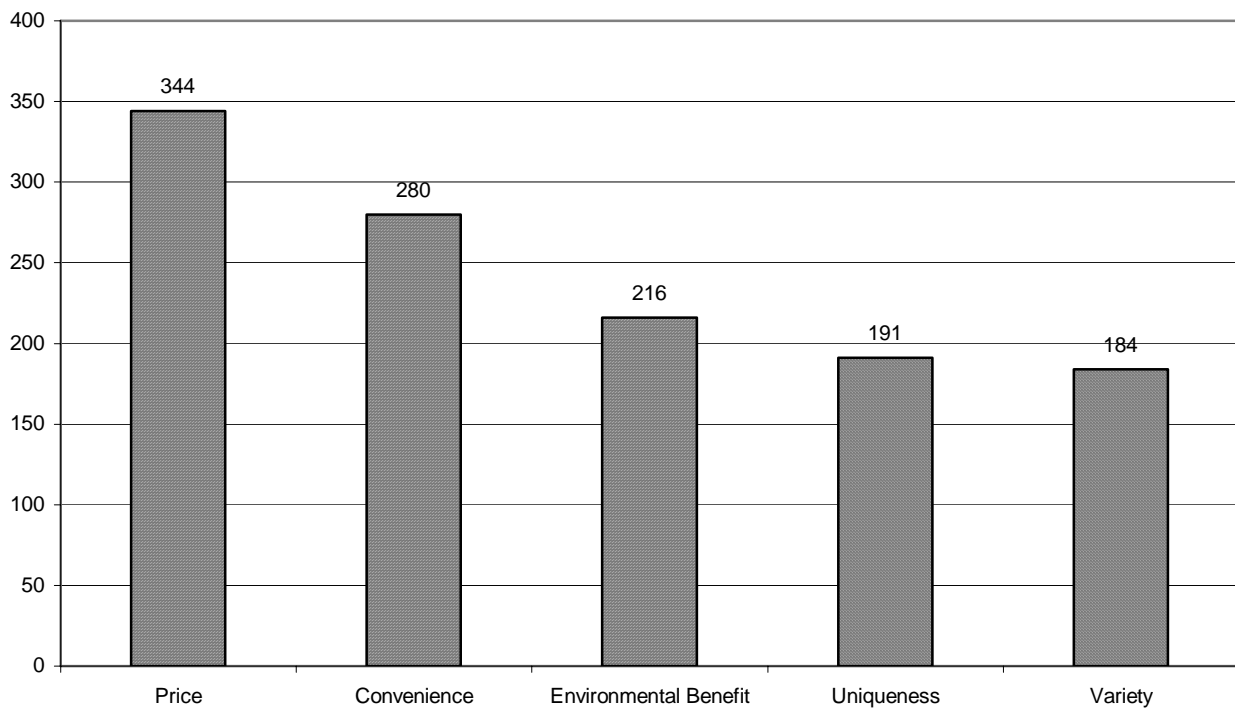
Projects began on June 7th and final presentations were presented on Thursday July 20th, 2006. Diane Cohen was the contact for the students, who also met with Tom Richardson, Linnett Short, and Barbara Eckstrom of Tompkins County Solid Waste, and Rob Young, who was administering the Generators Survey on behalf of CCETC.

Findings – Consumer Results

Motivating Factors

Almost all consumers ranked price as their number one reason why they would shop at a reuse center. Convenience was the second most important factor. Environmental benefit was ranked as third most important. Variety and uniqueness of the products came in last.

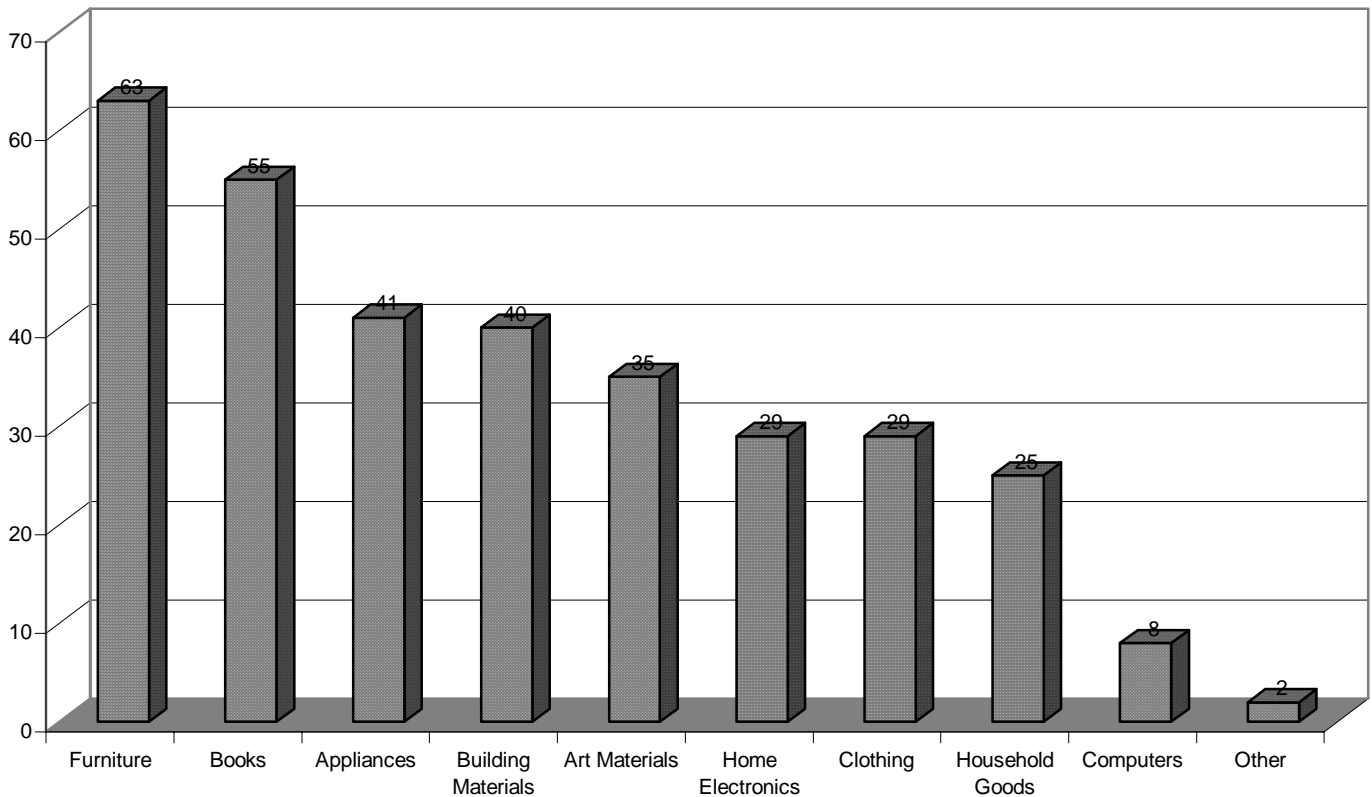
Please rank the following factors by their importance in convincing you to buy from a reuse center



Type of Materials

Both homeowners and students alike listed furniture as a product they would like to have available to them. However, homeowners were more inclined to list appliances and building materials as desirable products, whereas students would be more interested in buying books and art supplies. 35.6% of those surveyed were interested in used clothes as well as home electronics, and 11% were interested in computers.

What would you be willing to buy from a reuse center (check all that apply)?



Services

There was a 74% interest rate in learning how to reuse materials.

Marketing and Outreach

Most potential consumers suggested that an online newsletter sent through different listservs would be the best way to publicize and promote the reuse center. However, these were mainly students, and homeowners tended to prefer advertisements or articles in the paper or on the radio. Also suggested were pamphlets, fliers, and a website to promote the reuse center.

40.5% of those surveyed said they would like to hear about the reuse center through an online medium. 35.4% of people want to hear about a reuse center through the newspaper.

Findings – Generator Results

Generators of potentially reusable materials include students, homeowners, and businesses. The student body of Cornell University represents a large, relatively homogenous segment of the population that has a great potential for generating materials for the reuse center. From the market research data, 84% of the individuals surveyed are students or graduate students, and 71.6% live off campus. This market segment has a very similar age, level of educational attainment, and geographic location.

Homeowners represent another segment of potential generators in the population. These property owners are generally non-student, and residents of Ithaca. Ages range from late twenties to forties.

Type of Materials

The student population produces significant amounts of reusable materials in the form of furniture, clothing, electronics, house wares and other items.

95.1% of those surveyed said that they generate waste materials that could be salvaged and reused, and 97.4% of those people said that they would be willing to donate those products to a reuse center. 54.4% preferred to donate their goods at the end of the school year, but almost all the homeowners surveyed said that they could donate their goods year-round.

Services

62.8% preferred to have their reusable goods picked up, and of those who chose the drop-off method, most students suggested Collegetown or on-campus community centers, while most homeowners suggested the commons, or areas with big parking lots. The convenience of a pick-up service would be an attractive alternative to driving materials to the transfer station.

Summary Insights: Key Considerations for Business Plan

Survey of Selected U.S. Reuse Programs

- Pick-up and delivery service can help divert higher quality materials.
- Size and location are critical.
- Should be a private, independent nonprofit with partnerships with municipalities.

Generators Survey

- Benefit of providing pick up services to retail outlets
- Benefit of having reuse staff that can develop regular contact with store managers and personnel in order to maximize reuse diversion from the waste stream
- Develop education and outreach program to increase generator awareness of financial and environmental benefits of participating in reuse center programs
- Examine incentive programs to encourage reuse of materials otherwise diverted to the waste stream
- Develop public relations benefits for participants in the reuse program

Generators Survey – Ithaca College, Cornell University, TC3

- Pick and pull service for Steelcase Furniture
- Look to Facilities for possible vehicle donation
- Research mattress requirements in NYS
- Develop and expand student reuse services – staffed trailer or shed at key times
- Pool of students of various skill levels to help with development and operations
- Help develop centralized reuse policies

Collegetown Consumers and Generators Survey

- Due to the data collected being student-heavy, this is an encouraging sign as it shows that a group with relatively low disposable income will still consider the “feel-good” factor of contributing to the environment when deciding to purchase reusable goods.
- Listserv and ads on highly visited websites like Facebook.com and Craigslist.com would be recommended channels of promotion.
- When advertising, the reuse center would most benefit from stressing things such as the amount and variety of furniture, and the convenience (hours, accessibility, large parking lot) and the environmental cause.
- Although price was the leading incentive to frequent the reuse center, the students suggest shying away from over-promoting prices. They reason that only highlighting low prices would undermine their suggested positioning strategy of attracting a variety of income levels, not just a lower income bracket.
- Highlight social responsibility: see page 13 of *Collegetown: Consumers & Generators July 20, 2006* report.
- Promote new way of thinking about disposing old materials: see “Positioning” page 5 of *Collegetown: Consumers & Generators July 20, 2006* report.

Local Reusers Survey

- Sharing the burden of a single infrastructure would be more cost effective for each program, reducing the overhead of building maintenance, and retail staffing.
- Expanded space is the most critical requirement. In order to serve the needs of a well run, well stocked, and easy to shop reuse center, a 45,000 to 65,000 square foot space is recommended.
- Reducing duplication of and sharing spaces for storage, retailing, training, and administrative space would lower the ideal projected square footage.
- Sharing space, rent or mortgage, utilities, marketing expenses, and staffing overhead will increase efficiency and reduce overhead.
- Existing staff and volunteers combine to 20-25 year-round full-time equivalents (although they don’t spend 100% of time on reuse activities), and correlates to the average staffing of 17 in the Benchmark Survey.
- Partnering with the surveyed programs may vary, but one possible scenario is to set up the new organization with the smaller programs retaining their identities within the store. As a result, the parent organizations of the programs, if applicable, will be duly identified, given credit, and will benefit from a percentage of the proceeds and internal promotion.
- A unified group would allow strong potential for training programs and practical space for social services.

List of Appendixes

- Appendix A - Notes from Community Reuse Networking Meeting - March 23, 2006
- Appendix B - Selected U.S. Reuse Programs - Survey Instrument
- Appendix C - Tompkins County RSWC (Local Tipping Floor) Observations – Sept 19, 2006
- Appendix D - Tompkins County RSWC (Local Tipping Floor) Observations – Sept 21, 2006
- Appendix E - Local Reuse Survey Instrument
- Appendix F - Local Reuse Survey Results – Raw Data
- Appendix G - Local Reuse Survey (Contact Info)
- Appendix H - Chamber of Commerce Generators - Survey Instrument
- Appendix I - Chamber of Commerce Respondents – Raw Data – General Information
- Appendix J - Chamber of Commerce Respondents – Raw Data – Desired Services
- Appendix K - Chamber of Commerce Respondents (Contact Info)
- Appendix L - TCAD Manufacturers - Survey Instrument & Aggregate Results
- Appendix M - Consumers & Generators in Collegetown – Survey Instrument

Appendix A - Community Reuse Networking Meeting - Notes

The purpose of this community meeting was to hear from community members about the potential for reuse in Tompkins County, and roles that might be played.

On March 23, 2006, Tompkins County Solid Waste (TCSW), and Cornell Cooperative Extension of Tompkins County (CCETC) hosted a networking meeting regarding the proposed reuse center. Community members present were introduced to the planning group, provided with an update on current reuse efforts within the county, and informed of the importance that reuse can play within the community. Presenters included Barbara Eckstrom, Diane Cohen, Rob Young, Monika Roth, and Lynn Leopold. In addition to introducing the topic, these individuals gave a broad overview of reuse centers and provided information on the following reuse centers: Urban Ore (Berkeley, CA) and Recycle North (Burlington, VT).

After the presentation, all attendees participated in a discussion to see how they wanted to be involved and how this involvement might work. Comments from this discussion have been organized below in visioning the different functions at the reuse center.

Services and Educational Opportunities

A local reuse center could provide the community with various services and educational opportunities, including sales, training, repair, web-based services, and value added services. One example includes expanding an online materials exchange service such as or similar to FreeCycle, a popular web-based exchange in the area that currently has no location for members to drop off or pick-up used materials. A reuse center may be helpful in providing such a location. Various educational mediums such as brochures and workshops were also discussed, and potential operational structures for providing hands-on training were explored.

Partnerships

Tompkins County has numerous existing reuse operations. Collaboration, as opposed to competition, would help increase efficiency and further the mission of all involved organizations. Shared administrative services, a centralized retail location, and extended hours of operation, are just a few examples of ways in which these organizations can work together.

Facility Layout

Facility layout will have a large impact on the operations of a reuse center. One option is to use a department store layout, in which there are numerous departments to accommodate a variety of items (building materials, art supplies, electronics, etc.) with one cash register to service all areas. The center could also take the form of a reuse cooperative or barter network, in which individuals receive some form of credit for donations.

Facility Location

Location is important for a successful reuse center and considerations include ideal parcel size, potential revenue, and sufficient funding. An ideal facility, located near TCSW, may act as a “serial MRF (materials recovery facility)” in which reusable items are dropped off on the way to the tipping floor. This would encourage individuals to reduce, reuse, and recycle before throwing items away. The reuse center may also include a centrally located facility with other locations as satellites. Satellites could provide a method of exporting goods outside of the county, or of dispersing materials throughout the county.

Appendix B – Selected U.S. Reuse Programs - Survey Instrument

Survey of U.S. Reuse Programs

Business Name: _____
Contact Name: _____
Phone: _____
Fax: _____
Address: _____

Email: _____
Web Address: _____

Tompkins County Solid Waste Management Division is collaborating with various local agencies and organizations including Significant Elements, Cornell Cooperative Extension, and Cornell University to expand its potential for promoting the reuse of various materials in our community. It is our intent to design and set up a “Reuse Center” that capitalizes on partnerships and accepts a broad range of materials, catering specifically to our community’s needs.

We have selected your program based on your reputation as a successful operation and hope your input will inform us regarding various aspects of our planning efforts. The information you provide us will remain confidential, and any results provided will be restricted to being acknowledged as part of a group cited anonymously in our business plan. This survey will help assess working models, and allow us to analyze existing potential for reuse. We greatly appreciate your best efforts at responding to the following questions:

FACILITY

1. What is the square footage of your facility?
2. Approximately how many acres are in the parcel?
3. What would the ideal amount of square footage and acreage be for your operation?
4. Do you have any plans for expansion? If so, when? Why?
5. How have you organized your store- what departments have you split it into?
6. What items do you dedicate the most space to?
7. Where is your facility located? City City outskirts Rural district Other _____
How close to City Center (# of miles)_____ What type of neighborhood? _____
8. How did you obtain the site and building?
 Purchased. Leased. Donated. If so, by whom? _____

20. Do you offer memberships, discounts, or sales of any kind?

21. What are the most popular items you sell?

22. Do you have a list of acceptable/ not acceptable materials? Could you share this with us?

23. Do you buy any of your used items? What is your policy?

24. Do you take consignments?

25. Do you purchase new or green materials to supplement your inventory?

INVENTORY TRACKING SYSTEMS

26. Do you have a computerized point-of-sale system? What software do you use?

27. What are the strengths and weaknesses of your system?

SERVICES

28. Do you offer any of the following services? Do you charge a fee? What do these services cost you?

Service	Service offered? (Yes/No)	Do you charge a fee? If yes, how much?
Pickup		
Delivery		
Repair Services		
Deconstruction Services		
Classes (home repair, craft, etc)		
Web-based exchange program		
Referral service (Please be specific)		
Other -please specify:		

29. If you do deconstruction...

- ❑ Is it profitable? _____
- ❑ What percentage of the buildings are being salvaged? _____
- ❑ What do you do with materials other than what you sell through your retail operation (roofing, clean fill, gypsum, insulation, etc)?

OUTREACH / COMMUNITY

30. Do you work or partner with other organizations in the community? If so, how does this collaboration work?
31. Have you developed a relationship with big box retailers? If so, how did you approach them and what are you helping divert?
32. What is the size of the population you are servicing?
33. How many customers do you serve annually?

CLOSING / MISCELLANEOUS

34. What are your biggest challenges?
35. What are your biggest successes?
36. Do you have additional comments or suggestions for a Reuse Center that is just starting?

Appendix C – Observations of TC RSWC Tipping Floor 9/19/06

**Recycling & Solid
Waste Center**

Observations 9/19/06 8:20am to
10:15am

Category	Material	Quantity	Estimated Wt. (lbs.)	Type of Disposer
Art Materials	Basket	2	2	
Art Materials	Metal (brake rotor)	1	4	Contractor
Art Materials	Plastic basket	1	1	
Art Materials	Wicker basket	1	2	Individual
Building Materials	2 rolls of linoleum	20 ft	10	Individual
Building Materials	Aluminum siding	20 lbs	20	
Building Materials	Broken Screen	3 or 4	4	Individual
Building Materials	Cabinet	3	45	
Building Materials	Carpet	5 ft roll	30	Individual
Building Materials	Gutters (21 feet)	7	35	
Building Materials	Mail Box	1	4	
		small pick-up		
Building Materials	Peg board	bed full	200	Individual
Building Materials	Sink Top-fiberglass with fixtures	1	25	Contractor
Building Materials	Wood countertop	2 ft x 20 ft	80	Individual
Building Materials	Wooden Boxes	2	6	
Building Materials	Plywood 4 x 6 sheet	1	25	Contractor
Building Materials	Lumber (1 x 4 x 8)	10	5	Individual
Building Materials	Miscellaneous wood (2x4, 1x4, etc)	300 lbs	300	
Building Materials	Sheet metal (long strips)	8	16	
Building Materials	Wood (1 x 4 trim)	10	50	Contractor
		2 garbage		
Building Materials	Wood (1/2 x 1/2 x 3 feet)	bags full	40	Individual
Building Materials	Wood frame from chalkboard	1	5	Individual
Building Materials	Wood paneling (3 x 5 feet sheets)	9	108	Individual
Building Materials	Wood poles	15	150	
Building Materials	Miscellaneous wooden boards	23	92	
Building Materials	Wooden lattice work		20	Individual
Building Materials	Paint cans	5	10	
Industrial/Manufacturing	Pallet	1	25	
Furniture	Bookshelf (3 x 5 ft)	1	35	
Furniture	Chairs	17	170	
Furniture	Desk Top	1	25	
Furniture	Glass table top	1	10	Contractor
Furniture	Hat Rack	1	8	Individual
Furniture	Mattress	2	60	Individual
Furniture	Plastic chair	3	12	
Furniture	Recliner	2	100	Individual
Household Goods	Armour	1	20	Individual
Household Goods	Box fan	1	8	Individual
Household Goods	Clock	1	3	Contractor
Household Goods	Curtain rod	1	1	
Household Goods	Hangers	21	5	Contractor
Household Goods	Metal bathroom rack	1	1	Individual
Household Goods	Pitcher	1	1	Contractor
Household Goods	Plastic broom handle	1	1	
Household Goods	Plastic crate	1	1	Individual

**Recycling & Solid
Waste Center**

Observations 9/19/06 8:20am to
10:15am (cont'd)

Category	Material	Quantity	Estimated Wt. (lbs.)	Type of Disposer
Household Goods	Small plastic trash can	1	1	Contractor
Household Goods	5 gallon plastic bucket	3	6	Individual
Household Goods	Air pump	1	5	Individual
Household Goods	Basket ball	1	2	Individual
Household Goods	Gable top jugs, Tupperware	20 x 10 ft pile	100	Recycling truck
Household Goods	Garden hose	1	5	Individual
Household Goods	Metal lock box	2 x 2	5	Individual
Household Goods	Plastic bags	Large bagful	1	Individual
Household Goods	Pool noodle	1	1	Individual
Household Goods	Rowing machine	1	25	Individual
Household Goods	Stroller	1	10	Individual
Household Goods	Suitcase	1	5	Individual
Household Goods	Tackle box	1	2	
Textiles	Cloth rag/t-shirt	1	1	Individual
Textiles	Clothes		40	Contractor
Textiles	Fabric		40	Contractor
Textiles	Rag- bed sheet size	1	2	Individual
		ESTIMATED TOTAL REUSABLES (LBS)	2026	

Appendix D – Observations of TC RSWC Tipping Floor 9/21/06

Recycling & Solid Waste Center Observations 9/21/06 8:00am to 10:00am

Category	Material	Quantity	Estimated Wt. (lbs.)	Type of Disposer
Appliances	Blender	1	4	
Appliances	Coffee Maker	1	5	Contractor
Appliances	George Foreman Grill	1	5	Individual
Appliances	Microwave	1	20	Contractor
Appliances	Fridge drawer	1	1	Individual
Appliances	Vacuum cleaner	1	15	Individual
Art Materials	Basket	2	1	Contractor
Books	Book- Dictionary	1	5	Individual
Books	Books	12	6	Contractor
Building Materials	Light covers	3	3	
Building Materials	Light post	1	10	
Building Materials	Screen door	1	25	Individual
Building Materials	Window frame	1	5	
Building Materials	Wooden door with glass paneling	1	45	Individual
Building Materials	Carpet	5 ft x 2 ft 6 ft pile x9 x	15	Contractor
Building Materials	Ceiling panels/plaster board	4	500	Contractor
Building Materials	Dowel		1	Individual
Building Materials	Fencing (lattice)	20 sq feet plastic garbage bag	20	Individual
Building Materials	Insulation	full	10	Individual
Building Materials	Sheetrock		25	
Building Materials	Stove Pipe	1	5	Contractor
Building Materials	Stove Piping	1	5	Contractor
Building Materials	Toilet tank	1	10	Contractor
Building Materials	Water pump	1	15	Contractor
Building Materials	Wood lattice	6 ft long	5	Individual
Building Materials	Wood scraps		15	Individual
Building Materials	Wood scraps (2 x 4)	3 4 x 6 x 3 ft	12	Individual
Building Materials	Wood Scraps (misc)	pile	100	Individual
Building Materials	Wood scraps with nails	truck full	400	Contractor
Building Materials	Cable	2	1	
Building Materials	Cement mix	1/2 bag	20	Individual
Industrial/Manufacturing	Wooden pallet	1	25	Contractor
Furniture	Bag Chairs	2	30	Individual
Furniture	Chair	1	20	
Furniture	Cushions	6	12	Contractor
Furniture	metal bed frame	1	20	Contractor
Furniture	Sleeper couch	1	100	Individual
Home Electronics	Clock	1	3	Individual
Home Electronics	Stereo	1	8	Individual
Home Electronics	Tape Deck	1	8	Individual
Home Electronics	Television	1	30	Individual
Home Electronics	Extension cords		1	Individual
Home Electronics	Joystick	1	1	Individual
Home Electronics	Wires		1	
Household goods	Bowls/dishes	6	5	Contractor

Recycling & Solid Waste Center

Observations 9/21/06 8:00am to 10:00am (cont'd)

Category	Material	Quantity	Estimated Wt. (lbs.)	Type of Disposer
Household goods	Laundry basket	2	2	Individual
Household goods	Metal bowls	2	1	Contractor
Household goods	Metal trash can	1	8	Individual
Household goods	Picture with frame	1	2	Individual
Household goods	Wire dish rack	1	1	Individual
Household goods	5-gallon buckets	5	5	
Household goods	Aluminum cans	12	1	Contractor
Household goods	Aquarium	1	10	
Household goods	Brush	1	1	
Household goods	Car floor mats	2	1	Individual
Household goods	Card game	1	1	Contractor
Household goods	children's slide	1	15	Individual
Household goods	Clothes boxes	36	72	Individual
Household goods	Coal	1/2 bag	20	
Household goods	Door snake	1	3	Individual
Household goods	Filler Paper	2	2	Contractor
Household goods	Golf bags	2	10	Contractor
Household goods	Notebooks	2	1	Contractor
Household goods	Paint bucket (formerly held candy)	1	1	Contractor
Household goods	Plastic flat- for plants	1	0.5	Individual
Household goods	Plastic forks	box	0.5	Individual
Household goods	Plastic fruit	3	1	Contractor
Household goods	Plastic Shoe box	1	1	Contractor
Household goods	Plastic snow shovel	1	2	Individual
Household goods	Sign	1	5	Individual
Household goods	Suitcase	1	5	Contractor
Household goods	Tote sized Tupperware	1	1	Individual
Household goods	Water cooler/jug	1	5	Individual
Textiles	Blanket	1	3	Individual
Textiles	Canvas bag	1	1	Individual
Textiles	Clothes	Few	15	Contractor
Textiles	Rain Coat	1	2	
Textiles	Sneaker and slipper	1	1	Contractor
Textiles	Winter Hat	1	1	Contractor
		ESTIMATED TOTAL REUSABLES (LBS)	1774	

Appendix E – Local Reusers - Survey Instrument

LOCAL REUSERS SURVEY

We are collecting data to help develop a local reuse center, a sort of centralized warehouse for reuse materials that might help to divert even more material from the landfill.

Name: _____	Title: _____	Phone: _____
Address: _____	Email: _____	Fax: _____

I'm going to begin with some general questions about your organization and then get a little more specific. If you aren't sure of something, just answer as best you can.

1. Can you describe your business/organization? What are your main activities?

2. What types of reuse activities do you engage in? (e.g. Do you use the materials or redistribute them? Do you store donated materials in your building?)

3. Would your organization be interested in partnering with a central reuse facility?

Yes No Maybe

4. Of the following options, how would you define your operation?

Non-profit Business Retail Service Educational institution
 Manufacturing Informal organization Other _____

5. How many employees or volunteers do you have?

Full-time: ___employees ___volunteers **Part-time:** ___employees ___volunteers

Specific job titles: _____

6. First, what is the current square footage of your operation? _____

7. What square footage would be ideal for your operation? _____

8. What is your annual operating budget? _____

9. What are the hours of operation in which you:

Collect materials: _____

Distribute materials: _____

I'd now like to ask you some questions about the material you collect or distribute.

10. What are the top three reusable materials that you collect?
11. How much of each would do you collect annually? You can answer in tonnage, cubic yards, or some other measurement that fits your materials (for example, "200 bicycles").
12. Of that material, how much gets reused and how much do you have to dispose of?

Material collected	Annual collection	Annual Reused	Annual disposal
#1			
#2			
#3			

Finally, we have just a few questions about the prospect of a reuse facility.

13. Would you be interested in helping develop and/or working with a central reuse facility? In what way?

14. Where would you like to see a reuse center located?

15. What would enable greater reuse by your business or organization?

16. Do you have any other comments regarding your operation or the potential reuse center?

Appendix F – Local Reusers - Raw Data

Organization or Program Name	Description	Mission / Purpose	Activities	What is done with "waste"	Interested in Partnering?	Top 3 materials	Top 3 materials	Top 3 materials
Babbage's Basement	A volunteer run program that reuses computers and more	generate income for Sciencenter	diagnose and repair computers, retail systems, office furniture, lab equipment	n/a (haven't yet run out of space)	yes	Computers	Electronics (no TVs)	Research equipment
Computer All Stars	After-school program 10-19 yrs, Summer employment opps 14-19	Training opportunities for youth, waste stream reduction	Diagnose, repair, & upgrade donated computers Recycle remaining parts	Recycled 100%	Yes	Computers	Peripherals	Electronics
Finger Lakes Independence Center	Disability advocacy agency	skills training and advocacy for members of the community with disabilities	Loan equipment for people to try out (e.g. wheelchairs, TTYs, commodes, etc)	Stored or given away	Maybe	Commodes	Elevated toilets	Walkers & Crutches
GIAC	Youth and teen resource center.	"Serves the... Ithaca area by providing multicultural, educational and recreational programs..."	Programs for youth, collection of materials for arts and crafts	They do not accept items they cannot use	no	Craft materials	Sports equipment	Appliances for specific needs (they put out a call for a couch or fridge)
INHS (Ithaca Neighborhood Housing Services)	1. providing affordable housing for low income	2. revitalizing downtown neighborhoods	purchase and rehab properties, new construction, energy efficiency	what can be salvaged generally is, some outdated items disposed of	Yes	NA (private contractors handle these materials)		
Ithaca Freecycle	Online community that traffics in a "gift economy"	Founded as an environmental movement	Bulletin board where people post offers or wanteds for items needed or no longer needed	Recommend sending to Salvation Army	Yes	Baby items	Creative reuse Recyclables (egg cartons, baby food jars, yogurt containers)	Building materials
Joe Cassaniti	Independent Reuse hero	Reducing the waste stream	House cleanouts and former retailer of used items	Redistribution	Maybe	Furniture	Lumber	Housewares
RIBs (Recycle Ithaca's Bicycles)	Bicycle reuse effort	to get bikes back into out community	fixing bikes, mechanics classes, training programs	small amount of metal recycled	Yes	bicycles	bike accessories	
Sciencenter	Educational science museum	education	build & display exhibits	tiny amount for RS	Maybe	household recyclables		
Significant Elements	Architectural Salvage and Used Bldg Materials Warehouse	Promote reuse of bldg mats, and identify, acquire, and provide an avenue for the reuse of such materials.	Accept by donation or actively salvage building mats. Retail to public at discount	recycled, given away at Free Friday events, or landfilled	yes	Doors	Windows	Plumbing Fixtures
Student Reuse Project	Volunteer reuse effort to glean cast-offs from departing students at CU		Picking up (primarily in Collegetown), sorting, retailing, and donating materials	Free day for Human Service Agencies, Quilts for Homeless, Salvation Army	yes	Clothing	Furniture	Housewares
The Gathering Place (Facility for Child Dev Council and Teen Pregnancy center)	Resource for inexpensive "trash to treasures," books, and other supplies	Diverting resources to benefit the Child Care and Development Council	Collect, then sell art supplies for kids. They also give away items for needy parents.	Thrown away or given to Salvation Army	Maybe	containers for crafts	books	miscellaneous other craft supplies

Appendix G – Local Reusers - Contact Info

Program Name	Central Organization	Contact Name	Address	Email
Babbage's Basement (also Einstein's Attic, Trautmann's Office Treasures)	Sciencenter	Ted Sobel	601 First Street	tedsobel@mac.com
Computer All-Stars	Ithaca Youth Bureau	Marty Schreiber	1 James L. Gibbs Drive	martys@cityofithaca.org
Ithaca Freecycle	Freecycle	Susan Mueller		suehaasmueller@yahoo.com
Student Reuse Project		Lynn Leopold (Steering Committee: Marci Meixler, Jeff Deutsch, Lynn Leopold)	1203 E. Shore Drive	lynnbird58@yahoo.com
Significant Elements	Historic Ithaca	Diane Cohen	212 Center Street	elements@lightlink.com
GIAC	GIAC	Michael Thomas	318 N. Albany St.	michaelt@cityofithaca.org
Finger Lakes Independence Center		Lenore Schwager	215 5th St.	flic@clarityconnect.com
The Gathering Place	Day Care & Child Development	Cathy Currier	609 W. Clinton St.	
Joe Cassaniti	CPI Commercial Properties of Ithaca		103 W. Seneca St. Suite 3	joe_cassaniti@hotmail.com
Reinvention Station	Sciencenter	Charlie Trautmann	601 1st Street	cht2@cornell.edu
RIBs	Southside Community Center	Bernadette Schrem	530 W. Buffalo Street	bschrempf@sscc-ithaca.org
INHS		Paul Mazzarella	115 W. Clinton Street	pmazzarella@ithacaNHS.org

Appendix H – Generators: Local Small Business - Chamber of Commerce Survey Instrument

LOCAL REUSE SURVEY

In 2005, as part of its 10-year Solid Waste plan, Tompkins County successfully achieved its goal of recycling over 50% of its waste. In an effort to further reduce the waste stream, Tompkins County Solid Waste is collaborating with multiple organizations to develop a concept for a local “Reuse Center”. Although this project is in its very early “visioning phase,” the end result is intended to provide an avenue for useful materials that might otherwise be lost forever to landfills. Through the Reuse Center, these materials will be available to the public at highly discounted rates.

We will be holding a meeting for interested parties to learn more and contribute ideas on Thursday, March 23rd at Cornell Cooperative Extension from 8:30 to 10:30am.

This survey will help assess what materials are out there in the business community, and help us analyze the potential for reuse. We would greatly appreciate your best efforts at responding to the following questions:

Name of Organization/Business

How do you define your operation? (Check all that apply.)

Nonprofit Retail Manufacturing
 Education Service Other

1. Does your operation currently generate materials that could potentially be reused, or are currently being reused? YES NO

Please list the materials that could potentially be reused: _____

Please list materials that are currently being reused, and how: _____

2. Would you be interested in collaborating with others in being part of a central Reuse Center in Tompkins County? YES NO PERHAPS

3. Where would you like to see a Reuse Center located?

4. What services would you consider using if offered through the Reuse Center? (Check all that apply.)

Pick up Drop off
 Assistance with finding markets for your “waste” products
 Networking connections to users or suppliers of reused materials
 Education
 Other suggestions for services a Reuse Center could offer: _____

5. Are you interested in attending a breakfast forum on March 23, 8:30-10 AM to discuss the concept of a Reuse Center further? YES NO If yes, please list contact email: _____

Thank you for your input. Please mail your reply to: TCSWMD or FAX to 607-272-7088

Appendix I – Chamber of Commerce – Raw Data – General Information

Chamber of Commerce Response
Data - p.1 of 3

Business name	Reuse material? Y or N	If Yes: Materials with Reuse potential	If Yes: Current reused materials	Need for other reused materials? Y or N	Interest in Collab? Y, N or Perhaps	Reuse Center location suggestion
AES Cayuga	N			N	N	by the current recycling center
American Crafts by Robbie Dein						
Atlantic Harvest	Y	Paper recycling	Paper recycling	N	N	
Bond, Schoeneck and King, PLLC	N			N	N	
Briar Patch Veterinary Hospital, P.C.	Y		cardboard boxes for storage of records. Merdical record folders are reused. Plastic prescription bottles are reused	N	Perhaps	Along Rt. 13
Bridges Cornell Heights	N	used paper, mixed recycleable (food) containers - are being recycled	used paper, mixed recycleable (food) containers - are being recycled	N	N	
Cariba	Y	refrig/stoves/chairs/sofa		N	Y	In the city of Ithaca
Carson Design and Remodeling	Y	Plywood and framing wood	plywood and framing wood	N	Perhaps	
Catholic Charities of Tompkins/Tioga	Y	clothing	clothing	N	N	
Cayuga Lake Cruises	N			N	Perhaps	At the current recycle facility
Cayuga Medical Center at Ithaca	Y		cardboard, plastic, glass, metals	N	Perhaps	
Ciaschi Dietershagen Little Mickelson & Co	Y	Paper, scrap steel	not currently	N	N	
Cornell University	Y	office furniture	file cabinets, desks, chairs	N	Perhaps	no preference
Dewey Neild Photography	Y	Plastic bags from groceries, paperscraps from photo pringint machines	recycle plastic bags	N	Perhaps	Near Pyramid Mall
DL Instruments LLC						
Dryden Mutual insurance Company	N			N	N	Ithaca Recycling center
Finger Lakes Electric Supply Co. Inc.	Y	Cardboard, misc. paper		N	Perhaps	
Finger Lakes Fabricating, Hearth and Home						
Foodnet	N			N	Perhaps	Ithaca
Foster Custom Kitchens, Inc.	Y	packing materials, used cabinets, countertops and other kitch/bath items	packing materials, kitchen/bath items	Y, Wood	Perhaps	
Fransizka Racker Centers	Y	Various Toys, Electronics, Furniture	Desk stores until used, copiers replaced going to other non-profits or staff for home use	N	Y	Ithaca
Gesslein Real Estate	Y	Surplus building materials	surplus building materials donated to significant elements	N	N	
Gimme! Coffee	Y	coffee grounds = compost	coffee grounds = compost	N	Perhaps	
Grant Systems	N			N	Y	
Hampton Inn	Y	wood dust/saw dust and chips, used oil and gas, peanuts	oil and gas given to h&h auto who burns in their special furnace, give peanuts to other businesses	N	Perhaps	possibly at D.O.T.
Hopsicare And Palliative Care Services	Y	Furniture, electronics	donate furniture t not-for-profits	N	N	
Inlet Glass and Mirrow, Inc.	N			N	Perhaps	
Instant Replay Sports	Y	cardboard, paper, bottles/cans	cardboard, paper, bottles/cans	N	Y	downtown
Iron Design	Y	Unused Paper	Office paper reused for printing or sketchng	N	Perhaps	

Chamber of Commerce Response
Data - p.2 of 3

Business name	Reuse material? Y or N	If Yes: Materials with Reuse potential	If Yes: Current reused materials	Need for other reused materials? Y or N	Interest in Collab? Y, N or Perhaps	Reuse Center location suggestion
Ithaca Bakery	Y	35 gal Plastic barrels w/ Sealing Lids			Perhaps	City of Ithaca
Ithaca Board of Realtors	Y	Computers	we give our old computers to T.C. recycling	N	Y	At the recycling center
Ithaca Bus Terminal	N			N	N	
Ithaca College	Y	Furniture, Tires, Electrical and Electronic Equipment, Pallets, Building Materials, Theater Sets	Office Supplies, Computers, Vehicles, Pails and Buckets, Furniture	N	Y	within 5 miles of the commons
Ithaca Farmers Market	Y	recycled paper goods		Y paper goods	Y	Rt 13
Ithaca Housing Authority	N			N	N	
Ithaca Stove Works	N	Pallets			Perhaps	
Ithaca Tompkins Regional Airport	Y	Scrap metal	scrap metal taken to Wallace Steel - Cherry St.	N	N	
Johnson Apartments	N			N	Perhaps	
Lifelong (TC. Sr Citizens Council, Inc.)						
Littletree Orchards	Y	Plastic, Wood, metal	Plastic, Wood, Metal	Y Lumber various sizes	Perhaps	Outside Ithaca
Longview, and Ithacare Community	Y	Kitchen waste could be composted, This is about 1/2 of our garbage		N	Perhaps	Not sure
Lost Dog Café	Y	Plastic Buckets	Fryor Oil - car fuel	N	Perhaps	
Mama Goose	Y		We are a resale store. People sell us gently used children's items. We resell clothing, shoes, books, toys, baby equipment, furniture, etc.	Y, retail racks, shelving, large paper for signs, storage boxes	Perhaps	Downtown/Commons
Mastercraft Custom Framing	Y	SSB, ultraviolet conservation glazing, museum glazing - glass	Foam board, matboard, area public schools collect these materials for use in art projects	N	Perhaps	just make sure it's easy to get to and use
Michael Edmond Lane, Attorney At law	Y		cardboard, paper, metal, plastic, glass	N	N	Central
Monroe-Tompkins-Watkins Tile Agency						
Mountain Edge Outfitters	N		shipping materials that we receive are re-used in our outgoing shipments	N	Perhaps	somewhere along Rt. 13 in the flat or downtown area - not up on one of the hills
P.W. Wood and Son	Y	News print, brochures		N	Perhaps	Center of town
Re/Max Associates, Inc.	N			N	N	Lansing
Security Mutual Ins. Co.	Y	paper and cardboard	we use recycled materials when we can		N	
Six Mile Creek Vineyard	Y	glass bottles, cardboard boxes	office scrap paper	Y, decks and furniture from plastic, milk cartons?	N	Elmira Rd. area of Lansing
Stafkings Personnel Systems	N			N	N	
Starlane Farms	N			N	Perhaps	At recycling center
Students Agencies						
The First National Bank of Dryden	Y		shredded paper with red for animal bedding	N	N	
The Ink Shop PrintMaking Center	Y	paper, cardboard	paper, cardboard	N	N	
The William Henry Miller Inn	N			N	N	
Tompkins County Chapter of the American Red Cross	Y	paper, boxes	paper, boxes	N	Perhaps	

Chamber of Commerce Response
Data - p.3 of 3

Business name	Reuse material? Y or N	If Yes: Materials with Reuse potential	If Yes: Current reused materials	Need for other reused materials? Y or N	Interest in Collab? Y, N or Perhaps	Reuse Center location suggestion
Tompkins Employees FCU	N		we use both side of any paper possible for internal use	N	N	
Trasonic Systems, Inc.	N			N	N	
Wegmans Food Markets		?	?			
Wyllie Dry Cleaning	Y	Wire Hangers	Wire Hangers, reused	N	Perhaps	Downtown Ithaca
Yellow Barn B & B		we are a B & B, our trash and recyclables are not different then any household		N	Perhaps	
YMCA of Ithaca & Tompkins County	Y	only cardboard	cardboard dumpster	N	Perhaps	

Appendix J – Chamber of Commerce – Raw Data – Desired Services

Chamber of Commerce - Desired Services Data - p.1 of 2	Services you would use at Reuse Center:					
Business name	Pick-Up	Drop-Off	Assis-tance Finding	Net- working	Educ.	Other
AES Cayuga	Y	Y	Y	Y	Y	
American Crafts by Robbie Dein						
Atlantic Harvest	Y					
Bond, Schoeneck and King, PLLC						
Briar Patch Veterinary Hospital, P.C.	Y	Y	Y	Y		
Bridges Cornell Heights						
Cariba		Y		Y		
Carson Design and Remodeling	Y	Y			Y	
Catholic Charities of Tompkins/Tioga	Y					
Cayuga Lake Cruises	Y	Y		Y		
Cayuga Medical Center at Ithaca	Y				Y	
Ciaschi Dietershagen Little Mickelson & Co			Y		Y	
Cornell University		Y	Y			
Dewey Neild Photography	Y					
DL Instruments LLC						
Dryden Mutual insurance Company		Y				
Finger Lakes Electric Supply Co. Inc.			Y		Y	
Finger Lakes Fabricating, Hearth and Home						
Foodnet						
Foster Custom Kitchens, Inc.	Y	Y	Y	Y		
Fransizka Racker Centers		Y		Y		
Gesslein Real Estate						
Gimme! Coffee	Y	Y	Y	Y	Y	
Grant Systems						
Hampton Inn	Y		Y			
Hopsicare And Palliative Care Services			Y			
Inlet Glass and Mirrow, Inc.		Y				
Instant Replay Sports	Y			Y	Y	
Iron Design	Y	Y	Y			
Ithaca Bakery	Y	Y	Y			
Ithaca Board of Realtors	Y	Y	Y	Y	Y	Facilitating a network of places that can reuse/ recycle materials
Ithaca Bus Terminal						

**Chamber of Commerce - Desired
Services Data - p.2 of 2**

Services you would use at Reuse Center:

Business name	Pick-Up	Drop-Off	Assis-tance Finding	Net- working	Educ.	Other
Ithaca College	Y	Y		Y	Y	
Ithaca Farmers Market	Y					
Ithaca Housing Authority						
Ithaca Stove Works						
Ithaca Tompkins Regional Airport						
Johnson Apartments	Y	Y				
Lifelong (TC. Sr Citizens Council, Inc.)						
Littletree Orchards		Y		Y		
Longview, and Ithacare Community						
Lost Dog Café	Y	Y	Y			
Mama Goose			Y	Y		
Mastercraft Custom Framing	Y			Y		
Michael Edmond Lane, Attorney At law						Bottle deposit return
Monroe-Tompkins-Watkins Tile Agency						
Mountain Edge Outfitters				Y	Y	
P.W. Wood and Son	Y		Y	Y	Y	
Re/Max Associates, Inc.	Y	Y	Y			
Security Mutual Ins. Co.						
Six Mile Creek Vineyard	Y	Y	Y			
Staffkings Personnel Systems						
Starlane Farms	Y				Y	
Students Agencies						
The First National Bank of Dryden						
The Ink Shop PrintMaking Center		Y				
The William Henry Miller Inn		Y				
Tompkins County Chapter of the American Red Cross	Y	Y	Y	Y		
Tompkins Employees FCU						
Trasonic Systems, Inc.						
Wegmans Food Markets						
Wyllie Dry Cleaning	Y	Y	Y			
Yellow Barn B & B						
YMCA of Ithaca & Tompkins County	Y					

Appendix K - Chamber of Commerce Respondents (Contact Info)

#	Contact Info Business name	Street Address	City, State, Zip	Phone	Email	Respondent name
1	AES Cayuga	228 Cayuga Dr.	Lansing, NY 14882	(607) 533- 7913 x. 286	marty.hilliard@aes.com	Marty Hilliard
2	American Crafts by Robbie Dein	158 E. State St.	Ithaca, NY 14850	(607) 277- 2846	manager@americancraf tsbyrobbiedein.com	Joseph Gaylord
3	Atlantic Harvest	900 Taber St.	Ithaca, NY 14850	(607) 275- 9550		Robin Makinster
4	Bond, Schoeneck and King, PLLC	10 Brown Rd., Sutie 201	Ithaca, NY 14850	(607) 330- 4001	johnsoc@bsk.com	Christa Johnson
5	Briar Patch Veterinary Hospital, P.C.	706 Elmira Rd.	Ithaca, NY 14850	(607) 272- 2828	cm@briarpatchvet.com	Carolyn McMaster
6	Bridges Cornell Heights	407(+ 403) Wyckoff Ave.	Ithaca, NY 14850	(607) 257- 5777	office@bridgescornellh eights.com	Cynthia Hebbard
7	Cariba	969 Taughannock Blvd.	Ithaca, NY 14850	(607) 272- 5012	cariba@lightlink.com	Kash Idaggi- Wignn
8	Carson Design & Remodeling	129 West Falls St.	Ithaca, NY 14850	(607) 272- 8866	carsondesign@lightlink. com	Amber Simmons
9	Catholic Charities of Tompkins/Tioga	324 W. Buffalo St.	Ithaca, NY 14850	(607) 272- 5062	csanchinico@dor.org	Chris Sanchirico
10	Cayuga Lake Cruises	708 W. Buffalo St.	Ithaca, NY 14850	(607) 256- 0898	info@cayugalakecruises .com	BJ Bliss
11	Cayuga Medical Center at Ithaca	101 Dates Drive	Ithaca, NY 14850	(607) 274- 4114	mbrickey@cayugamed. org	Mary Brickey
12	Ciaschi Dietershagen Little Mickelson & Company LLP	401 E. State St., Suite 500	Ithaca, NY 14850	(607) 272- 4444	barryo@cldm.com	Barry
13	Cornell University	307 East Palm Rd.	Ithaca, NY 14850	(607) 254- 1666	recycle@cornell.edu	Walter Smithers
14	Dewey Neild Photography	700 Warren Rd. 11-1F	Ithaca, NY 14850	(607) 257- 0688	dewey@deweyneild.co m	Dewey Neild
15	DL Instruments LLC	233 Cecil A. malone Dr.	Ithaca, NY 14850	(607) 277- 8498	dave@dlinstruments.co m	Dave Woolston
16	Dryden Mutual Insurance Co	12 Ellis Drive	Dryden, NY 13053	(607) 844- 8106	bob@drydenmutual.co m	Robert B. Baxter
17	Finger Lakes Electric Supply Co. Inc.	802 W. Seneca St.	Ithaca, NY 14850	(607) 272- 1711	steve@fingerlakeselectr ic.com	Steve Austen
18	Finger Lakes Fabricating, Hearth and Home	726 W. Court St.	Ithaca, NY 14850	(607) 273- 3066	seaney@clarityconnect. com	Tom Seaney
19	Foodnet	2422 N. Triphammer Rd.	Ithaca, NY 14850	(607) 266- 9553	sgriffin@foodnet.org	Stephen Griffin
20	Foster Custom Kitchens, Inc.	212 S. Albany St.	Ithaca, NY 14850	(607) 272- 8102	jen@fostercustomkitche ns.com	Jennifer Wright
21	Fransizka Racker Centers	3225 Wilkins Rd.	Ithaca, NY 14850	(607) 272- 5891 x.	rickd@rackercenters.or g	Richard A. Darfur

22	Gesslein Real Estate	118 Sharpsteen Rd.	Locke, NY 13092	(607) 533-7237	george@gesslen.com	George Gesslein
23	Gimme! Coffee	506 W. State St.	Ithaca, NY 14850	(607) 273-0111 x.202	alexiszaharis@gimmecoffee.com	Alexis Zaharis
24	Grant Systems	200 Pleasant br Rd.	Ithaca, NY 14850	(607) 257-1282	candyce@baka.com	Candyce Hardy
25	Hampton Inn	26 River St.	Ithaca, NY 14850	(607) 662-0007		Kevon Radform
26	Hospicare And Palliative Care Services	172 E. King Rd.	Ithaca, NY 14850	(607) 272-0212	jgeuder@hospicare.org	Jim Geuder
27	Inlet Glass and Mirror, Inc.	209 Willow Ave.	Ithaca, NY 14850	(607) 272-3015	iglass1@twcnny.rr.com	Laura Hollenbeck
28	Instant Replay Sports	315 Third St. Ste. 1	Ithaca, NY 14850	(607) 277-7366	ithacainstantreplay@yahoo.com	Dan Scherer
29	Iron Design	120 N. Aurora St.	Ithaca, NY 14850	(607) 275-9544	todd@irondesign.com	Todd Edmonds
30	Ithaca Bakery	400 N. Meadow St.	Ithaca, NY 14850	(607) 273-7110	ramsey@ithacabakery.com	Ramsey Brouse
31	Ithaca Board of Realtors	903 Hanshaw Rd.	Ithaca, NY 14850	(607) 257-1001	ibr@ithacarealtors.com	Frances Welch
32	Ithaca Bus Terminal	710 W. State St.	Ithaca, NY 14850	(607) 277-8800		Brena and David Wallace
33	Ithaca College	201 Physical Plant Bldg.	Ithaca, NY 14850	(607) 274-1777	mdarling@ithaca.edu	Mark Darling
34	Ithaca Farmers Market	Third St.	Ithaca, NY 14850	(607) 273-7109	ckoken@ithacamarket.com	Cathy Koken
35	Ithaca Housing Authority	800/798 S. Plain St.	Ithaca, NY 14850	(607) 273-8629 x.231	jefft@ithacaha.com	Jeffery Tilton
36	Ithaca Stove Works	414 N. Meadow St.	Ithaca, NY 14850	(607) 273-1106		Michael Leach
37	Ithaca Tompkins Regional Airport	72 Brown Rd.	Ithaca, NY 14850	(607) 266-7073	jstrehle@tompkins-co.org	Jim Strehle
38	Johnson Apartments	138 Linn St.	Ithaca, NY 14850	(607) 273-5091	johnapt@lightlink.com	Kera Groves
39	Lifelong (Tompkins Co. Senior Citizens Council, Inc.)	119 W. Court St.	Ithaca, NY 14850	(607) 273-1151	whawley@tclifelong.org	William Hawley
40	Littletree Orchards	345 Shaffer Rd.	Newfield, NY 14867	(607) 564-9246		Dennis Hartley
41	Longview, and Ithacare Community	1 Bella Vista Drive	Ithaca, NY 14850	(607) 375-6300	swoodams@ithaca.edu	Stefani Woodams
42	Lost Dog Café	106-112 S. Cayuga St.	Ithaca, NY 14850	(607) 277-9143		John Hughes
43	Mama Goose	491 W. Seneca St.	Ithaca, NY 14850	(607) 269-0600	mamagoose1@verizon.net	Kelly Moreland/ Michelle Stuhr
44	Mastercraft Custom Framing	502 W. State St.	Ithaca, NY 14850	(607) 272-6637	mike@bestframer.com	Michael W. Thuessen
45	Michael Edmond	12 South St.	Dryden, NY	(607) 844-		Michael Lane

	Lane, Attorney At law		13053	8440		
46	Monroe-Tompkins-Watkins Tile Agency	310 N. Aurora St.	Ithaca, NY 14850	(607) 272-6644		C. Redditt
47	Mountain Edge Outfitters	171 E. State St. #102	Ithaca, NY 14850	(607) 273-5158	lotilgirl@verizon.net	Laurie Shaver
48	P.W. Wood and Son	2333 N. Truphammer Rd.	Ithaca, NY 14850	(607) 266-3303	kathleen@thewoodoffice.com	Kathleen
49	Re/Max Associates, Inc.	2377 N. Tripphammer Rd.	Ithaca, NY 14850	(607) 257-6866	remax001@txcny.rr.com	Carolyn Blaylock
50	Security Mutual Ins. Co.	2417 N. Tripphammer Rd.	Ithaca, NY 14850	(607) 257-5000	truanec@securitymutual.com	Thomas Ruanec
51	Six Mile Creek Vineyard	1551 Slaterville Rd.	Ithaca, NY 14850	(607) 273-6219		Nancy Battistella
52	Stafkings Personnel Systems	224 South Fulton St.	Ithaca, NY 14850	(607) 273-5335	jeremy@stafkings.com	Jeremy Dizel
53	Starlane Farms	860 Ridge Rd.	Lansing, NY 14882	(607) 279-0702	dave@starflinn.com	David G. Flinn
54	Students Agencies	409 College Ave.	Ithaca, NY 14850	(607) 272-2000 x. 229		Ed Galbreth
55	The First National Bank of Dryden	P.O. Box 25	Dryden, NY 13053			Bob Portews
56	The Ink Shop PrintMaking Center	102 W. State St., 2nd Floor	Ithaca, NY 14850	(607) 277-3884	artists@ink-shop.org	Pamela Drik
57	The William Henry Miller Inn	303 N. Aurora St.	Ithaca, NY 14850	(607) 256-4553	millerinn@aol.com	Dan D Dir
58	Tompkins County Chapter of the American Red Cross	201 W. Clinton St.	Ithaca, NY 14850	(607) 273-1900 x. 10	cnocera@tompkins-redcross.org	Charles Nocera
59	Tompkins Employees FCU	322 W. State St.	Ithaca, NY 14850	(607) 272-8567	tefcu@tefcu.com	Barbara Emiry
60	Transonic Systems, Inc.	34 Dutch Mill Rd.	Ithaca, NY 14850	(607) 257-5300 x. 308		Bruce Kilmartin
61	YMCA of Ithaca & Tompkins County	Graham Rd. West	Ithaca, NY 14850	(607) 257-0101		Paul Grennel
62	Wegmans Food Markets	PO Box 30844 (1500 Brook Ave)	Rochester, NY 14603	(585) 783-4274	suzanne.dunn@wegmans.com	Suzanna Dunn
63	Wyllie Dry Cleaning	425 W. Seneca St.	Ithaca, NY 14850	(607) 273-4500	bretley7@aol.com	Bret Wyllie
64	Yellow Barn B & B	125A Yellow Barn Rd.	Freeville, NY 13068	(607) 844-4942	lmj3@cornell.edu	Richard Jorgensen

Appendix L - Generators - TCAD Manufacturers Survey
LOCAL GENERATORS OF POTENTIALLY REUSABLE MATERIALS

Tompkins County has committed to developing a reuse center as part of its 20 year Solid Waste Management Plan that was approved in 1995. After 10 years of implementing the components of the Plan, our community has reduced our waste by 50%. In an effort to divert many useful materials from going to a landfill, the Tompkins County Solid Waste Management group is collaborating with Significant Elements, CCETC, Cornell University, and Sustainable Tompkins to develop a local reuse center. Although the project is in its very early “visioning phase”, the end result is intended to provide an avenue for useful materials to be made available in our community at highly discounted prices.

This survey will help assess what materials are out there in the business community, and help us analyze the potential for reuse. We would greatly appreciate your best efforts at responding to the following questions:

Name of Organization/Business (9 out of 30 responders)

How do you define your operation? (Check all that apply.)

Nonprofit	Private Enterprise (1)	Retail	Manufacturing (8)
Educational Institution	Service (1)	Other (1)	Engineering & Design

Does your operation currently generate materials that could potentially be reused, or are currently being reused? **5 YES 4 NO**

If possible, please list the materials (and quantify i.e. volume, weight, # of units monthly or annually)...

...that could potentially be reused:

Obsolete computers, printers etc. about 15/month- presently going to Rochester Recycling; wooden pallets – crushed and land filled
Pallets – various qty, 55 gal drums plastic and metal – 10 to 15 per week

...that are currently being reused, and how:

Normal recycling (cardboard, plastic, paper), waste chemicals (reused @ TSDF)
Printing waste papers – recycle; printing aluminum plater – recycle
We share wooden pallets with suppliers

Would you be interested in using, participating in, or collaborating with a central reuse center in Tompkins County? **3 NO 5 YES** If yes, in what way?

Providing the above materials
Not sure how but would be interested to help out
Review the list to see if we can use any materials

Our materials are recycled not for reuse

Not at this time

Unknown. At this time (the company) generates no reusable waste and has no need for recycled products.

Where would you like to see a reuse center located?

At recycling center

Lansing

No opinion

What services would you consider using if offered through the reuse center? (Check all that apply.)

3 Pick up 2 Drop off

3 Assistance with finding markets for your “waste” products

3 Networking connections to users or suppliers of reused materials

1 Education

Other suggestions for services a reuse center could offer:

Appendix M – Collegetown Marketing - Survey Instrument

Hi! My name is _____. We are working with Tompkins County Solid Waste Management and we want to establish a reuse center for the community that aims to reduce the amount of reusable materials that is going to the landfills as trash. We want to get feedback from the community to see what people think so we can figure out how to organize the program.

Age ____ **Sex** : Male / Female **Location**: On campus / Off campus
Status: Student (graduates _____) /homeowner /renter

Consumer Questions:

1) Would you use salvage materials when renovating/building a house? **Yes** / **No**

2) What would prompt you to buy from a reuse center?

- | | |
|-----------------------------------|-------------------------------------|
| <input type="radio"/> Price | <input type="radio"/> Environmental |
| <input type="radio"/> Convenience | <input type="radio"/> Other: |
| <input type="radio"/> Variety | _____ |
| <input type="radio"/> Uniqueness | |

3) What kind of items are you more willing to buy?

- | | |
|--|--|
| <input type="radio"/> Furniture | <input type="radio"/> Household Goods |
| <input type="radio"/> Appliances | <input type="radio"/> Computers |
| <input type="radio"/> Art materials | <input type="radio"/> Home Electronics |
| <input type="radio"/> Books | <input type="radio"/> Other: |
| <input type="radio"/> Clothing | _____ |
| <input type="radio"/> Building materials | |

4) How would you prefer to get information on the Reuse Center?

- | |
|---------------------------------------|
| <input type="radio"/> Newspaper _____ |
| <input type="radio"/> Radio _____ |
| <input type="radio"/> Listserv _____ |

Generator Questions:

1) Are you interested in learning more about how to use reusable materials artistically/environmentally? **Yes** / **No**

2) Do you generate materials that can be reused? If yes, would you be willing to donate them to the Reuse Center? What types of materials?

3) Where would you be willing to drop off your items? Or would you prefer the items to be picked up from your home? **Drop Off** / **Pick Up**

Where: _____