

CAPITAL DISTRICT REUSE **APPENDICES**

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Appendix 1

Stakeholder Conversations

This document lists key takeaways from conversations with stakeholders relevant to the reuse center data-collection project. The insights shared during these discussions helped identify important themes, challenges, and opportunities related to reuse and waste diversion in the Capital Region. These summary points offer a snapshot of the stakeholders' perspectives and contribute to shaping the project's direction and recommendations.

The project team engaged with four key stakeholders through phone calls, in-person meetings, and other email conversations. The project team was successful at connecting with the following organizations:

- **Finger Lakes ReUse** | Diane Cohen, CEO
- **Capital Region Land Bank** | Steven Strichman, Executive Director
- **Habitat ReStore at Fuller Rd.** | Dave Harrison, Store Director
- **Junk King** | Unnamed pick-up and disposal employees

Finger Lakes ReUse

Diane Cohen, CEO

diane@fingerlakesreuse.org

Interview Date: 12/11/2024

Location and Visibility

- Visibility of the storefront is critical when selecting a location.
- Proximity to transfer stations can be advantageous.

Donation and Collection Strategies

- A donation box at transfer stations simplifies the donation process for individuals.
- People prioritize convenience; donors are less likely to travel far to drop off items.

Partnerships and Collaborations

- Public/private partnerships should be explored for securing warehouses or other resources.
- Job training and community partnerships are crucial, especially in environmental justice (EJ) areas.

Economic and Environmental Impact

- Narrative focus should highlight economic benefits over environmental benefits to gain broader support.
- Finger Lakes ReUse Center diverts at least 1,200 tons of waste annually, with an estimated value of \$1 per pound.

Deconstruction and Salvage Training

- Material deconstruction training is a key service offering since others in the Albany area aren't offering that service yet.
- Liability insurance for deconstruction teams is held by Finger Lakes ReUse Center.

Operational Metrics and Needs

- Finger Lakes ReUse averages 200 cars/day and sells 22,000 items daily, with 5-15% of items recycled or trashed.
- Demand for accepting more quality goods exceeds current capacity.

Planning and Community Engagement

- Awareness of local waste management plans is essential for aligning operations with regional goals.
- Promote the new center's scalability and multiply its benefits through active networking and outreach.

Capital Region Land Bank

Steven Strichman, Executive Director

sstrichman@schenectadymetroplex.org

Date: 12/6/2024

Challenges with C&D Debris Disposal

- Albany Landfill no longer accepts asbestos, making disposal more expensive as materials are sent to Western NY.
- Single households remodeling may prefer donating C&D waste to avoid landfill fees.

Material Reuse Opportunities

- Common reusable materials include trim, floorboards, and windows; however, there's already an excess supply in Albany's historic areas.
- Deconstruction and reuse are more expensive than demolition.

Partnerships and Collaboration

- The Land Bank is interested in partnering with deconstruction crews but is unaware of any operating locally.
- They would be open to donating materials to a reuse center, but logistics of material pickup at demolition sites are challenging (timing and liability issues).
- Suggested contact: Kristie Holler (affiliation unknown) for potential collaboration.
 - *Follow up with Kristie Holler to explore potential synergies.*
- Smaller developers may be interested in forming a network to collaborate on deconstruction and reuse.

Barriers to Success

- Between 6-20 houses are demolished annually by the Land Bank, limiting the volume of reusable materials.
- Liability and timing constraints are significant obstacles for material recovery from demolition sites.

Additional Suggestions and Contacts

- Suggested contact: Renee from the City of Troy for further discussions on potential collaboration.
- SEAT may have an interest in deconstruction training.

Habitat ReStore - Fuller Rd.

Contact: Dave Harrison, Store Director

dave@habitatcd.org

Interview Date: 11/15/2024

Operational Metrics

- Habitat ReStore operates a 24,000 sq ft store with approximately \$700,000 in annual sales.
- Conversion: \$1 in sales = 1.3 lbs. diverted.
 - Takeaway: Use similar metrics to estimate the reuse center's waste diversion impact and economic value for grant applications and stakeholder reporting.

Donor and Customer Profiles

Primary donors include:

- Homeowners cleaning out homes or doing DIY renovations.
- Estate sales, which yield the highest quality goods.

- COVID shifted pickup practices from entering homes to requiring curbside donations to mitigate liability risks.

Location and Accessibility

- Central location on a high-traffic corridor (near a mall) significantly increases visibility and donations.
- Proximity to complementary businesses like outlet home improvement stores (e.g., Home Outlet) creates a market cluster.

Incentives for Donations

- Demolition crews are incentivized by:
 - Avoiding dumping fees.
 - Receiving tax-deductible donation receipts.
- Most donors are individual DIYers rather than demolition crews.

Partnerships

- Current partnerships include a transfer station with a drop-off bin for donations.
- Proximity to businesses like Home Outlet fosters:
 - Surplus inventory donations.
 - Market clustering for discount home improvement goods.
- Flexibility to explore partnerships is limited due to staffing shortages.

Waste Minimization Practices

- Items are continuously discounted until sold, ensuring minimal waste.
- Rarely discard unsold items; almost nothing goes to waste.

Additional Notes

- Habitat ReStore has a strong, recognizable brand and reputation, which attracts donors and customers.

Junk King

Unnamed pick-up and disposal employees

www.junk-king.com

Date: 11/12/2024

Current Waste Disposal Practices

- Junk King typically hauls waste to the nearest landfill or transfer station, such as:
 - Port of Albany (e.g., for office furniture disposal).

- Clifton Park Transfer Station (Exit 10).
- Proximity to the landfill or transfer station is key in deciding disposal locations.

Operational Observations

- Businesses like Junk King prioritize convenience and efficiency in disposal logistics.

Appendix 2

Compiled Resources

This document is a compiled list of resources found or shared during the duration of the Technical Assistance project. The following resources are included in this document:

- Local Reconstruction Contacts
- Times Union Article
- Developing Queensbury Reuse Shed at Transfer Station
- Reuse Centers in NYS
- New York State Association for Reduction, Reuse, and Recycling
- EPA Environmental Justice Map
- Capital District Local Solid Waste Management Plan

Local Deconstruction Contacts

The Historic Albany Foundation contributes to reuse and sustainability through its Architectural Salvage Program. While not full-scale deconstruction, this initiative focuses on salvaging valuable architectural elements from buildings slated for demolition or renovation. Items such as doors, windows, mantels, and hardware are carefully removed and made available for purchase, providing a sustainable option for restoration projects and reducing construction waste.

Paul Doyle, a local contractor, plays an active role in deconstruction within the region. He has participated in both reuse center community meetings to date. In addition to deconstruction work, Paul engages in educational initiatives, running found art programs with school groups to promote creativity and reuse.

Contact Information:

Email: pcdnv@pipeline.com

Phone: (518) 369-1533

Many local reuse leaders look to **Dave Bennick**, ([Contact](#)) from Sustainable HV, as a deconstruction expert. Dave conducted a strategic plan and feasibility study for the Ulster County Reuse Innovation Center. You can read more about Dave Bennick below and in the report here, [Reuse Innovation Center Planning Study | Ulster County](#). Nancy Tudor from Zero Waste Capital District contacted him and he expressed interest in further communication for this project.

Times Union Article

<https://www.timesunion.com/gives/article/zero-waste-capital-district-seeks-reduce-what-s-19884486.php>

Zero Waste Capital District seeks to reduce what's landfill bound

Nov 17, 2024, By Gary Hahn

“Although a location has not been selected, they have already partnered with the town of Bethlehem for 130 hours of planning time from the Capital District Regional Planning Commission to help find a building. Again, modeling after the one in Ithaca, which started in 2017 and has grown to two outlets, they would be looking for 20,000 square feet to start, then be prepared to have it grow rapidly.”

Developing Queensbury Reuse Shed at Transfer Station

Kathy Bozony has been a key person in promoting the idea of a reuse shed for the Town of Queensbury. Her efforts have led to the town purchasing a reuse shed, which is currently being fabricated. Once completed, the shed will be located at the Town's Transfer Station.

The reuse shed will serve as a hub for the community to donate and repurpose items, helping to reduce waste and promote sustainability. It will be operated by a diverse group of volunteers from various organizations in the region, fostering community involvement and environmental stewardship.

This initiative is part of a broader effort to encourage sustainable practices and reduce waste in Warren County. By providing a space for residents to donate and find reusable items, the reuse shed aims to minimize landfill contributions and extend the life of usable goods.

We believe this ongoing effort is a collaboration between the Town's Climate Smart Communities/Clean Energy Communities Task Forces + [CAAN \(Clean Air Action Network\)](#). CAAN also runs the [Zero Waste Warren County Group](#).

Kathy Bozony

Environmental Consultant for the Town of Queensbury

Contact: kbozony@hotmail.com

Clean Air Action Network (CAAN)

The Grassroots organization aims to reduce air pollution and protect public health.

Runs the Zero Waste Warren County Group, promoting sustainable practices.

Zero Waste Warren County Group

Community volunteer effort for waste reduction.
Organizes events like Repair Cafés and documentary screenings.

Reuse Centers in NYS

Nancy found a couple of tools and shared with CDRPC via email. One is a map of Reuse Centers in New York State.

<https://recyclerightny.org/reuse-locator-tool>

New York State Association for Reduction, Reuse, and Recycling

Includes the same map as ReCyclerightNY.org.

<https://www.nysar3.org/page/nys-reuse-locator-map-254.html>

EPA Env Justice Map

Shared by Nancy with CDRPC. EPA Environmental Justice map from Fordham University Flourishing in Communities. <https://screeningtool.geoplatform.gov/en/#3.55/38.39/-95.26>

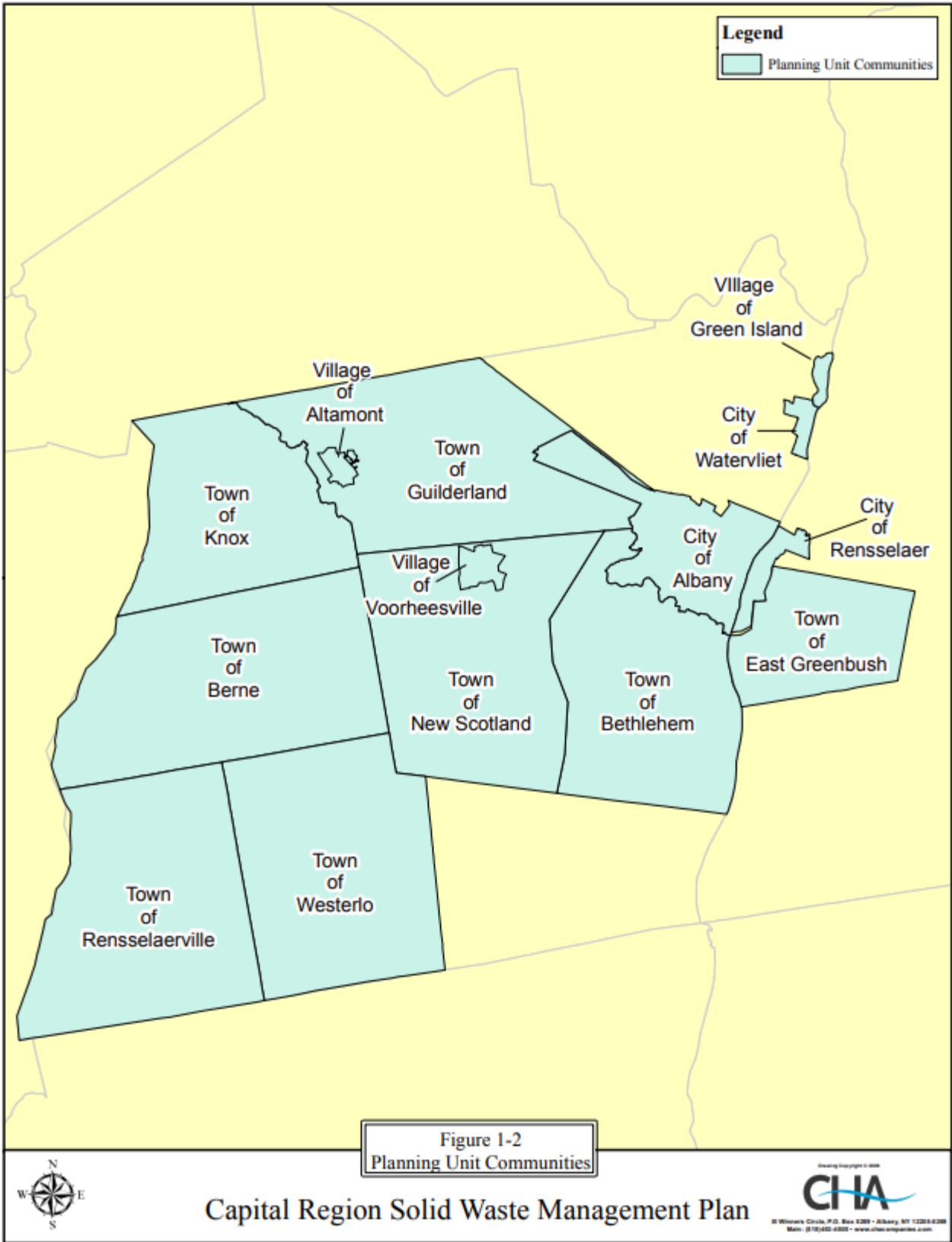
Capital District Local Solid Waste Management Plan

Notes from a conversation with Diane Cohen, Finger Lakes ReUse Center

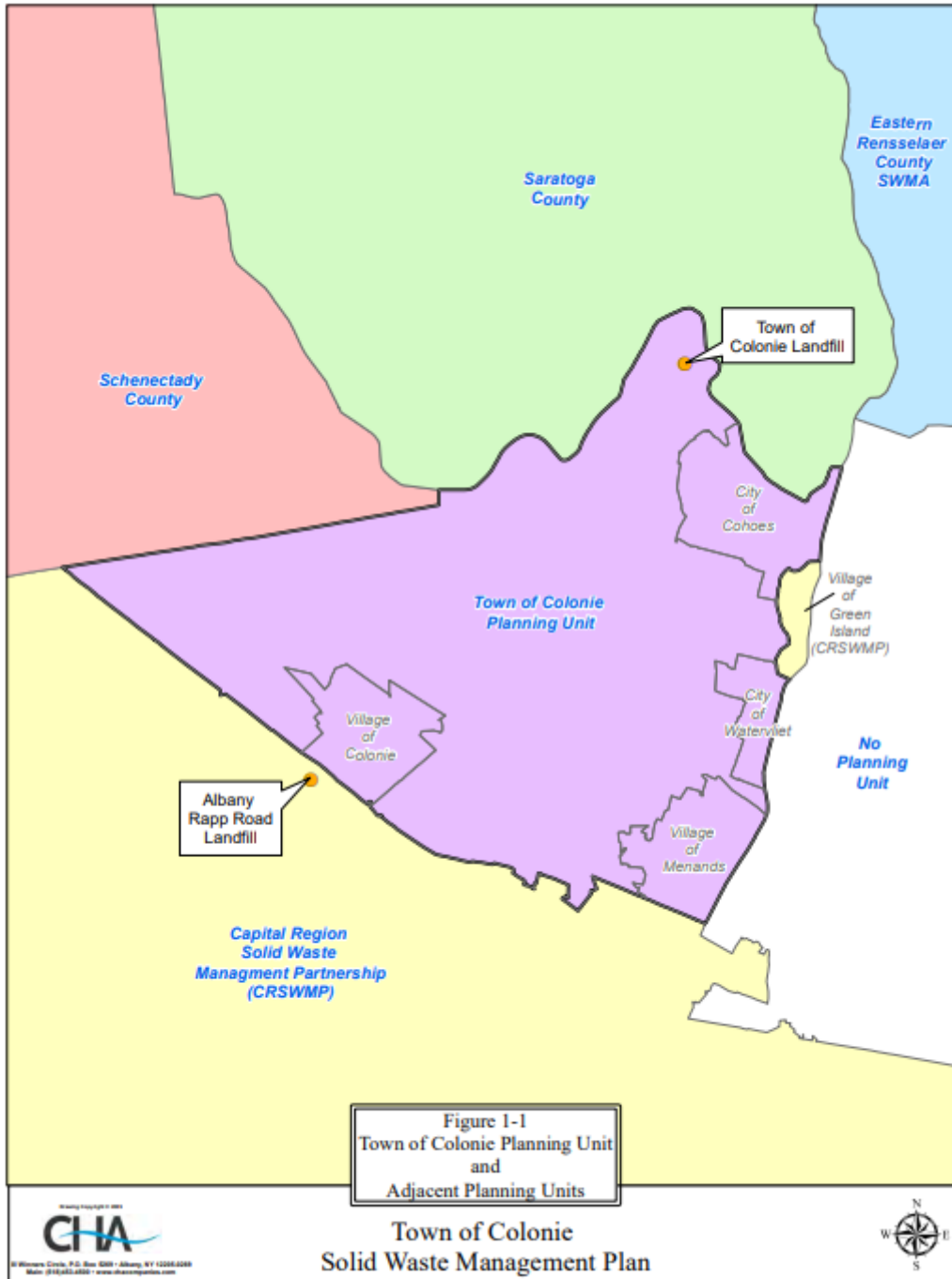
According to the plan - here are the current Planning Unit members:

Table 1-1
Member Communities*
**As of January 2009*

Municipality		
Cities:	Towns:	Villages:
Albany	Berne	Altamont
Rensselaer	Bethlehem	Green Island
Watervliet	East Greenbush	Voorheesville
	Guilderland	
	Knox	
	New Scotland	
	Rensselaerville	
	Westerlo	



"Municipalities which were former members at the completion of the original SWMP but have since left the Planning Unit include the Town of Coeymans, City of Cohoes, and the City of Schenectady. As of January 1, 2013, the City of Watervliet no longer participates in the Planning Unit."



The Town of

Colonie is also outside the Planning Unit. They have a SWMP that extends through 2027. May be worth a read to see what commitments they've made to waste reduction.

Schenectady County's draft has been received by the DEC. It might be good to see if they are willing to share their draft.

Saratoga County's LSWMP is good through 2028. should be reviewed for waste reduction goals.

City of Troy It doesn't seem to be a part of the **Eastern Rensselaer County Solid Waste Management Authority (ERCSWMA)** - on the DEC site, it says they're DRAFT LSWMP has been received. It would be good to understand how Troy fits in, and how they're regulated.

Also - on the ERCSWMA website - I found this - the ERC Community Warehouse - a reuse center started by the ERCSWMA in 1995 then spun off into its own nonprofit. On their website, they have this disclaimer - which is exactly why we need a reuse system/industry!

"Due to the large amount of donations we are receiving, we can no longer accept: Televisions, Books, Christmas trees, Car seats, construction material, sinks, toilets, bed frames and exercise equipment. This might change at a later time, but we are currently busting at the seams. Remember we do accept gently used items only. Thank you for your continued support!"

Appendix 3

Potential Reduction of Trucking Carbon Emissions to a Landfill

Calculated by CDRPC and verified by the Capital Region Transportation Council
December 2024

Summary

Reduction with 379 tons diverted/year: **6.43 metric tons of CO₂/year** in trucking emissions.

This is equivalent to:

- 16,000 miles driven by a typical passenger vehicle (based on EPA's 0.404 kg CO₂/mile).
- The carbon sequestered by 7.67 acres of U.S. forest in one year. (EPA Equivalencies Calculator)
- Saving 1,518 cubic yards of landfill space OR
- Waste from 190 U.S. households. (US EPA Waste Reports)
- U.S. home energy used by 1 home/year (EPA Equivalencies Calculator)
- 15 round-trip NYC-MIA flights (ICAO Carbon Emissions Calculator)

Calculation

Tons Diversion Expected from Reuse Center

- Habitat ReStore (Fuller Rd)
 - 24,000 sq ft store
 - Every \$1 in sales = 1.3 lbs.
 - ~\$700,000 sales/year

ReStore Assumptions

- Zero Waste Capital District was quoted as expecting to start with 20,000 sq ft.

Calculation finding expected tons diverted with the new reuse center

Begin with finding expected sales based on ReStore's equation above.

- $(20,000 \text{ sq ft Reuse} \times \$700,000 \text{ sales ReStore}) / 24,000 \text{ sq ft ReStore} = \$583,333$ expected sales at reuse

Now, finding expected waste/material tons diverted

- $\$583,333 \times 1.3 \text{ lbs.} = 758,333 \text{ lbs.} = \mathbf{379 \text{ tons}}$ for a 20,000 sq ft store

Municipal Pickup to Transfer Station:

- Distance = **30 miles** (waste trucks commonly travel between 10-30 miles one way, but in rural areas can sometimes reach 50 miles ([waste360, 2012](#)))
- Load per truck = **1.5 tons** (Side Loader (truck type) carry weight compacted ([wowsoclean, 2023](#)))

Transfer Station to Landfill:

- Distance = **75 miles** (rounded up) (avg miles 73.89)
- Load per truck = **25 tons** (transfer trailers can carry 25 to 30 tons of waste (EPA's Waste Transfer Stations: A Manual for Decision-Making))

Calculate Emissions for Each Stage of Waste Transfer

Municipal pickup to transfer station

- Finding number of trips: 379 tons / 1.5 tons/trip = 252.67 trips/year
- Emissions factor = **.1618 kg CO₂/ton-mile** (heavy-duty diesel trucks conservative estimate) (source EPA and EDF)
- Emissions (kg CO₂) = 252.67 trips x 30miles x 1.5 tons x 0.1618 kg CO₂/ton-mile
- Emissions = 252.67 trips x 30 miles x 0.2427 kg CO₂
- Emissions = about 1,840 kg CO₂/year = **1.84 metric tons CO₂/year**

Transfer Station to Landfill

- Finding number of trips: 379 tons / 25 tons/trip = 15.16 trips/year
- Emissions factor = .1618 kg CO₂/ton-mile (heavy-duty diesel trucks conservative estimate)
- Emissions (kg CO₂) = 15.16 trips x 75 miles x 25 tons x 0.1618 kg CO₂/ton-mile
- Emissions = 15.16 trips x 75 miles x 4.045 kg CO₂
- Emissions = about 4599 kg CO₂/year = **4.59 metric tons CO₂/year**

Total carbon emissions from trucking waste = 6.43 metric tons CO₂/year

Reduction with 379 tons diverted/year: 6.43 metric tons of CO₂/year

Total Carbon Emissions from Trucking Waste

Same math, edited tons to 686,556.66 tons as calculated in Excel

Municipal Pickup to Transfer Station 3,342 metric tons CO₂ +

Transfer Station to Landfill 8,354 metric tons CO₂

= **Total Emissions** 11,696 metric tons CO₂

Summary of Key Impact Metrics

Impact Metric	Value
Waste Diverted	379 tons/year
Truck Emissions Avoided	6.44 metric tons CO ₂ /year
Total Truck Emissions (Baseline)	11,696 metric tons CO ₂ /year
Percent of Truck Emissions Avoided	0.055%
Distance Avoided for 379 Tons	105 miles per trip
Emissions Factor Used	0.1618 kg CO ₂ /ton-mile

Appendix 4

Local Current Initiatives

State-Wide Model Initiative

Org Name: Finger Lakes ReUse

About Org: Finger Lakes ReUse, a 501(c)3 non-profit organization based in Ithaca, New York, is an example of a successful community-based reuse program addressing environmental, economic, and social challenges. Established in 2017, the organization has made significant contributions to the circular economy, having assisted over 1,800 households and facilitated nearly \$350,000 in ReUse retail items. The organization's primary objective is to divert materials from the waste stream, and it achieves this by repurposing items that would otherwise contribute to landfill waste. Each year, Finger Lakes ReUse effectively diverts hundreds of tons of materials, thereby substantially mitigating environmental pollution and conserving natural resources.

In addition to its environmental impact, Finger Lakes ReUse has made notable strides in economic and social dimensions through its ReUse Skills and Employment Training program. This initiative has created over 80 active fair-wage employment opportunities, fostering economic stability and skill development within the community. By providing training and employment, the program not only enhances individual livelihoods but also strengthens the local economy. Finger Lakes ReUse exemplifies the principles of the circular economy, demonstrating that sustainable practices can simultaneously address environmental concerns, promote economic growth, and support social well-being. This integrated approach makes it a valuable model for other regions seeking to implement similar initiatives.

Local Current Initiatives

Org Name: Zero Waste Capital District (Project Partner for this report)

About Org: Zero Waste Capital District is a community-driven organization dedicated to promoting sustainable waste management practices in the Capital Region of New York. Their mission is to reduce waste, conserve resources, and advance a circular economy by advocating for zero-waste policies, educating residents, and supporting local initiatives focused on reuse, recycling, and composting.

About Effort Related to Reuse: Zero Waste Capital District plays a key role in the ReUse effort by promoting community awareness and engagement around reducing landfill waste through reuse and repair programs. The organization collaborates with municipalities, businesses, and nonprofits to implement waste reduction education campaigns, promote community repair events, and advocate for policies that support the establishment and expansion of ReUse Centers.

Org Name: Habitat for Humanity ReStore

About Org: Habitat for Humanity ReStore is a national chain of nonprofit home improvement stores and donation centers that sell building materials, appliances, and used furniture at marked-down prices. There are two locations in the Capital Region, one in Albany and another in downtown Schenectady, and several more in adjacent counties.

About Effort Related to Reuse:

Run by staff and volunteers, ReStore raises money through the sale of donated goods to build homes throughout the Capital District. They also prevent tons of home improvement items from ending up in the landfills and are providing gently used home improvement goods to the public at a lower-than-average price.

Org Name: Sustainable Saratoga

About Org: Saratoga is a nonprofit organization focused on promoting sustainability and environmental stewardship in Saratoga Springs and the surrounding areas. They work to inspire and support local efforts to reduce waste, conserve resources, and foster a sustainable community.

About Effort Related to Reuse:

Sustainable Saratoga actively contributes to the ReUse effort through several impactful initiatives:

- Saratoga Recycles Day: An annual event that collects unwanted items for reuse or sustainable recycling, reducing waste sent to landfills.
- Reuse Repair, Recycle Directory: An online resource providing information on where to donate household items, recycle them responsibly, or repair broken goods.

- Repair Cafe: Free community events held 3-4 times a year at the Saratoga Springs Public Library, where residents can bring items to be repaired by skilled volunteers, fostering a culture of reuse and repair.

Org Name: Eastern Rensselaer County (ERC) Community Warehouse

About Org: [Eastern Rensselaer County \(ERC\) Community Warehouse](#) is a nonprofit organization committed to diverting reusable goods from waste disposal. By accepting donations from individuals, businesses, and institutions, the ERC Community Warehouse resells items at low cost to support individuals and families in need. Donors benefit from reduced disposal fees and potential tax deductions, while shoppers access affordable, quality goods.

About Effort Related to Reuse:

The ERC Community Warehouse contributes significantly to the ReUse effort by preventing reusable items from entering the waste stream and making them accessible to the community. Its current high volume of donations demonstrates strong public support and highlights the organization’s importance in the region. However, the temporary suspension of accepting certain items, such as televisions, books, and construction materials, underscores challenges in storage and processing capacity. This situation reveals a growing demand for expanded donation centers and strategic resource management, reinforcing the need for systemic solutions to sustain and scale their impact.

Org Name: Repair Cafes around the region (non-comprehensive)

About Effort: What do you do with a broken kitchen appliance? Or a chair with a broken rung? Or a shirt with a rip or a lost button? Toss it? No way! The Repair Foundation supports the following Locations and has the goals:

- to bring back repairing into local society in a modern way.
- to maintain repair expertise and to spread this knowledge; and
- to promote community cohesion by connecting neighbors from different backgrounds and experiences through an inspiring and low-key event.

Locations:

- **Sustainable Saratoga Repair Cafe**
 - Located at Saratoga Springs Public Library.
 - Free community events. 3-4 events a year.
- **Schenectady Repair Cafe**
 - <https://www.facebook.com/Repair-Cafe-Schenectady-1275086795924103/>
 - Electric City Barn, 400 Craig St, Schenectady, NY 12307, USA
 - Contact: westfir50@gmail.com
- **Rensselaer Polytechnic Institute Repair Café – Troy**
 - RPI campus in the SAGE building, 110 8th St, Troy, NY 12180, USA
 - Contact: cardij3@rpi.edu
- **City of Albany Repair Café NY**
 - 161 Washington Ave, Albany, NY 12210, USA
 - Contact: kparker@historic-albany.org

Program Name: Drop It - Swap It by Albany Recycles

About Effort Related to Reuse: Drop It - Swap is a free community event where the public is invited to bring clean, reusable, portable items such as clothing, housewares, games, books, and toys that you no longer need, and take home something new to you, free.

Org Name: Historic Albany Foundation

About Org: The Historic Albany Foundation is a nonprofit organization dedicated to preserving and protecting the architectural heritage of Albany, New York. Through advocacy, education, and hands-on preservation efforts, the foundation works to safeguard the historic character of the community for future generations.

About Effort Related to Reuse: The Historic Albany Foundation contributes to reuse and sustainability through its Architectural Salvage Program. While not full-scale deconstruction, this initiative focuses on salvaging valuable architectural elements from buildings slated for demolition or renovation. Items such as doors, windows, mantels, and hardware are carefully removed and made available for purchase, providing a sustainable option for restoration projects and reducing construction waste.

Climate Smart Communities

The Climate Smart Communities (CSC) program is a New York State initiative that helps local governments reduce greenhouse gas emissions, enhance climate resilience, and promote sustainability. Municipalities can earn certification by completing actions in areas like energy use, land use, transportation, and waste management. CSC-certified communities gain access to funding, free technical support from the Capital District Regional Planning Commission, and public recognition, enabling them to lead in climate action and improve residents' quality of life.

In the Capital Region, seven communities are CSC-certified. Five of these communities have implemented actions aligned with reuse initiatives. These five, four in Albany County and one in Schenectady, have directly supported one or more reuse initiatives, as identified by filtering CSC criteria relevant to the mission and communities within the four-county focus area.

Filter Criteria for Albany, Schenectady, Rensselaer, and Saratoga Counties' Communities:

- PE3 Action: Waste & Energy Provisions in Government Contracts
- PE3 Action: Environmentally Preferable Purchasing Policy
- PE5 Action: Government Solid Waste Audit
- PE5 Action: WasteWise Program
- PE5 Action: Construction & Demolition Waste Policy
- PE5 Action: Reuse Programs
- PE5 Action: Recycling Program for Public Places & Events
- PE5 Action: Waste Reduction Education Campaign
- PE5 Action: Community Repair
- PE8 Action: Green Jobs Training
- PE8 Action: Green Economic Development Plans
- PE8 Action: Incentives for Green Businesses

Participating Community	Contact	Certification	ReUse-Related Implemented Actions
Albany County Communities			
Albany, City	Jason West	Bronze	<ul style="list-style-type: none"> • PE5 Action: Construction & Demolition Waste Policy • PE5 Action: Reuse Programs • PE5 Action: Recycling Program for Public Places & Events • PE5 Action: Waste Reduction Education Campaign
Albany County	Lucas Rogers	Bronze	<ul style="list-style-type: none"> • PE5 Action: Waste Reduction Education Campaign • PE8 Action: Green Economic Development Plans
Watervliet City	Chris Chartrand	Bronze	<ul style="list-style-type: none"> • PE3 Action: Environmentally Preferable Purchasing Policy
Colonie, Town	Andris Blumbergs	Bronze	<ul style="list-style-type: none"> • PE5 Action: Waste Reduction Education Campaign
Schenectady County Communities			
Schenectady County	Charles Davidson	Silver	<ul style="list-style-type: none"> • PE5 Action: Waste Reduction Education Campaign • PE8 Action: Green Jobs Training • PE8 Action: Incentives for Green Businesses

Appendix 5

Priority Zones Methodology

High Impact Areas

Urbanized Areas for Density & Visibility

Aggregation of Census Blocks with a unit density of 425 housing units per square mile.

Source: US Census

Major Roads for Regional Access

Buffer: ½ mile

Roads with >9,000 vehicles/day, excluding interstates

Source: Transportation Council (DOT)

Name Brand Reuse Centers for Regionally recognized as donation centers

Buffer: ½ mile

Stores: ReStore, Salvation, Goodwill

Within the ½ mile buffer if there are 2 or more non brand name ReUse Centers OR Outlet Home Improvement Retail Store - it is included in the high priority zone. If it contains less than 2 non-brand name reuse centers or Outlet Home Improvement Retail Stores it is a Medium Impact Zone.

Outlet Home Improvement Retail for Consumer market & market cluster

Example of Stores: Home Outlet, etc.

Local Considerations

Medium-High Income for Donor base

Households with an annual income of \$80,729 or higher (Census Block Group data)

Transfer Stations for Donor convenience

Environmental Justice areas for Consumer market, Workforce

Bus Stops for Access to families without vehicles

Methodology Overview

This methodology outlines the approach used to identify high-impact areas for potential reuse center development in the Capital Region. The analysis incorporates multiple spatial layers to pinpoint opportunity zones with the greatest potential for success.

1. High Impact Zones

To identify areas with the greatest potential for donor engagement, visibility, and regional access, the Capital Region was analyzed using the following three spatial criteria.

- **Urbanized Areas (Density & Visibility)**
 - Definition: Aggregation of Census Blocks with a unit density of 425 housing units per square mile.
 - Rationale: Urbanized areas provide population density and increased visibility, essential for maximizing reuse activity and community engagement.
- **Major Roads (Regional Access)**
 - Definition: Roads with daily traffic volumes of over 9,000 vehicles, excluding interstates. A 1/2-mile buffer was applied to capture areas near these corridors.
 - Rationale: Proximity to major roads ensures accessibility and visibility, making it easier for donors and customers to access reuse centers.
- **Existing Reuse Centers & Outlet Retail Stores (Potential Collaboration & Market Clusters)**
 - Definition: Through original data collection, the locations of existing ReUse and Outlet Retail Stores across the Capital Region were gathered. Special attention was given to well-known reuse centers such as Habitat for Humanity Restore, Salvation Army, and Goodwill, prioritizing these stores due to their established recognition and larger customer base.
 - Rationale: A 1/2-mile buffer was applied around these well-known reuse centers (Habitat for Humanity Restore, Salvation Army, and Goodwill) because these brand-name centers act as regional magnets for donations, and proximity to them can promote collaboration or complementary reuse activity. Additionally, the proximity to home improvement stores offers access to a key consumer market for secondhand building materials, appliances, and household items.
- **Further Selection**

- Definition: Within the ½-mile buffer around the well-known reuse centers (Habitat for Humanity Restore, Salvation Army, and Goodwill), areas with 2 or more other reuse centers or retail outlet locations were flagged as **high impact zones**. These zones are identified as having a higher concentration of reuse services and retail outlets, which could enhance opportunities for collaboration, yield greater impact if these centers were in closer proximity, and potentially increase both donors and consumers. Areas with fewer than 2 reuse centers or retail outlets within the buffer were flagged as **medium impact zones**, indicating a moderate presence of these services with the potential for further growth and outreach.

2. Local Considerations

The above criterion provides a basis for finding a potential reuse center in the Capital Region, however, there are other considerations that the Zero Waste Group might want to explore further. Some of these considerations may be:

Medium-High Income Areas (Donor Base)

- Definition: Households with an annual income of \$80,729 or higher (based on Census Block Group data).
- Rationale: Higher-income areas are associated with a greater capacity for charitable donations.

Existing Reuse Centers (Market Clusters)

- Definition: Buffer areas around existing reuse centers within the region.
- Rationale: Existing centers provide insight into where reuse activity is already occurring, and clustering can promote a "hub" effect, driving more traffic and awareness.

Transfer Stations (Donor Convenience)

- Definition: Buffers around transfer stations where residents already drop off materials.
- Rationale: Since transfer stations act as a common touchpoint for waste disposal, nearby reuse centers can intercept potentially reusable items before they reach the landfill.

Environmental Justice (EJ) Areas (Consumer Market & Workforce)

- Definition: Areas classified as Environmental Justice (EJ) communities according to New York State's EJ mapping criteria.
- Rationale: EJ areas represent priority communities for equitable access to services, workforce development, and waste diversion opportunities. Ensuring proximity to EJ areas supports social equity goals.

Bus Stops (Transit Access)

- Definition: Locations of public bus stops in the region.
- Rationale: Proximity to public transit increases accessibility for households without vehicles, expanding access for consumers, donors, and employees.

Although the above considerations are not part of the initial criteria, they serve as contextual and supplemental information that the Zero Waste Group can use as they continue to refine their business plan and pursue grant opportunities. By integrating these factors, the group can strengthen its approach and ensure its plans are well-rounded, strategically focused, and aligned with its mission.

Summary

This methodology employs a layered, data-driven approach to identify optimal locations for reuse center development. By focusing on areas with high population density, strong regional connectivity, and established market activity, this approach ensures that selected zones offer the best opportunities for success in terms of donor engagement, accessibility, and collaboration.

With access to the additional local considerations' layers, the group can further refine their analysis and focus on specific characteristics as needed, such as for grant applications or other evolving priorities. This mapping application and StoryMap serve as the Zero Waste group's dynamic toolbox, capable of adapting to shifting priorities and providing a foundation for informed decision-making and strategic planning.