



NORTHERN CALIFORNIA RECYCLING ASSOCIATION



ANNUAL REPORT 2025

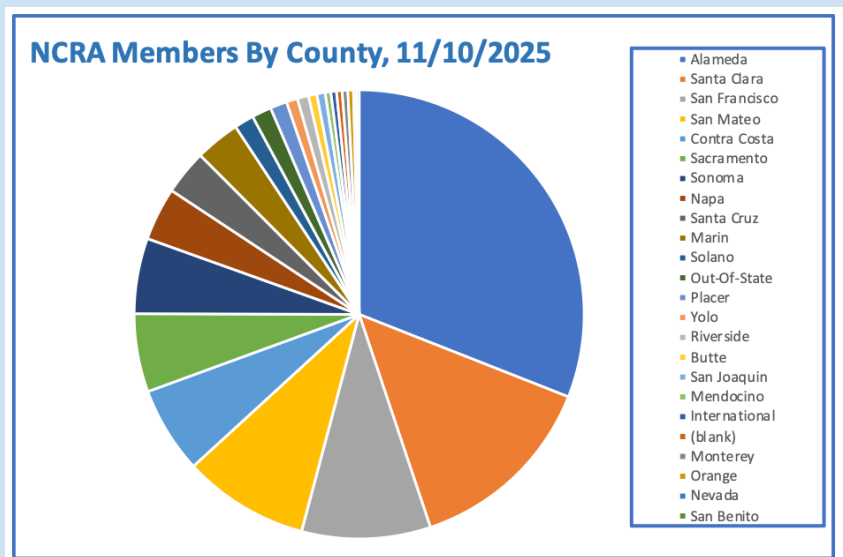
NCRA is an association of recycling businesses, community groups, municipalities and individuals committed to promoting, expanding, and institutionalizing Recycling and Zero Waste. Founded in 1978, we formally organized as a 501c6 nonprofit trade organization in the early 1990s. The majority of our 500 members are located in Northern California. Boat rockers, we are active locally, regionally, state-wide and nationally depending on what needs to be done.

- **2025 Leadership:** Freddy Coronado, President, Devin Jackson and Naama Brenner Abramovitch, Vice Presidents, Reka Abraham and Sarah Koplowicz, Co-Secretaries and Max Wechsler, Treasurer. Board-Members-at-Large: Bailey Hall, Casey Fritz, Xinci Tan, Chris Slafter and Jack Johnson.

Staff: Portia Sinnott, Executive Director, Juliana Gerber, Financial Coordinator, Bonnie Betts, Administrative and Social Media Coordinator and Chris Sparnicht, IT Contractor.

- **Membership:** 500 individuals, more than double our 2021 count, plus approximately 2,000 California contacts.

NCRA Membership By County - Top 10	
County	%
Alameda	31%
Santa Clara	14%
San Francisco	9%
San Mateo	9%
Contra Costa	6%
Sacramento	6%
Sonoma	5%
Napa	4%
Santa Cruz	3%
Marin	3%
Rest of CA	7%
Out of State	2%



- **Sponsors:** In 2025, NCRA received sponsorships from 44 organizations resulting in a revenue increase of 21%! The graphic at right displays our supporters including 7 Reciprocal Partners: Berkeley Ecology Center, Californians Against Waste, Container Recycling Institute, Greeneducation.us, Race To Zero Waste, Berkeley Ecology Center and Zero Waste USA



- **Committees:** NCRA has two executive committees - ExComm and Finance, and the six member-based committees listed below. All meet regularly online via Zoom; a few have occasional face to face meetings. This year the committees held 5 well attended webinars and many meetings and events, some of which are detailed below:
 - **Diversity, Equity and Inclusion** - What is Meaningful Community Engagement?, plus two webinars in collaboration with the Zero Food Waste Committee.
 - **Membership, Engagement and Activities** - see the Event List below.
 - **Social Media** - Numerous member interviews , 4 ZWAC Shows plus weekly postings on LinkedIn. FaceBook and Instagram.
 - **Zero Food Waste Committee** - What's Fair: Funding for Food Recovery, The Unintended JEDI Consequences of SB 1483 and Hot Date with NCRA ZFW. They are also researching the SB 1383 impacts how corporate supermarkets' backhaul and buy-back policies
 - **Zero Waste Advocacy** - Lobby Day - detailed below, plus numerous support/neutral/oppose discussions as inventoried on our Legislative Tracker
 - **Zero Waste Schools** - What's the Secret Sauce?

NCRA Events & Partnership Collaborations 2025	
February	Green Love Mixer at Presidio Sports Basement in San Francisco and Introduction To Recycling Class (ITR) at Recology San Francisco
March	Zero Waste Week (ZWW): Recycling Update at Scottish Rite Temple in Oakland, Green Drinks, Sunnyvale MRF and Textile Reuse Tour and Mini Zero Waste Film Festival
May	NCRA Lobby Day at the State Capitol
July	Annual Members Meeting at San Francisco Environment Department
August	NCRA Update presentation at CRRA and NCRA Players Show
September	Coastal Clean-Up Day and Member Appreciation Picnic in Alameda, CA
October	North Bay Zero Waste Week Reuse Fair Clothing Swap in collaboration with Zero Waste Sonoma and Zero Waste Marin
November	Meet the Candidates (virtual)

- **Introduction To Recycling Class:** Since the 90's, NCRA has taught ITR 37 times - most if not all at the Recology SF's Tunnel Road Environmental Learning Center, ITR offers both newcomers and seasoned professionals a critical overview of current Recycling and Zero Waste concepts, practices and terminology, with guest speakers, thought-provoking exercises and group discussions. Another sold-out class was held in February 2025. Day 1 started with a presentation on San Francisco's recycling and composting programs, followed by a visit to the Artist in Residence Studio and around the rest of the Transfer Station site. Day 2 was held via Zoom. The 2026 class will be held on January 26 and 27. Thank you, Recology SF!
- **Recycling Update:** Recycling Update 2025 was held in March at Scottish Rite Center in Oakland, CA. The program included presentations from 25 Zero Waste industry leaders from across Northern California and Nevada. With 542 registrants - the great majority in-person, were resource recovery professionals, job seekers and students from around Northern California, The 2025 Recycling Update was one of our most successful conferences to date receiving an 80% approval rate from survey respondents on the quality of speakers and presentation topics.

The 30th Recycling Update will be held on Tuesday, March 25, 2026 at San Francisco State University's McKenna Theater. We expect another high energy Zero Waste conference with a continued focus on the latest in extended producer responsibility, local and state legislation, recycling markets, highlighting innovative repair and reuse programs. Visit our new [RU website](#) for more information.

- **Zero Waste Tour:** Sixteen NCRA members toured the SMaRT Station (Sunnyvale Materials Recovery and Transfer) and FabMo, an amazing creative reuse non-profit which works to keep textiles and designer goods out of the landfill.
- **Annual Meeting:** In July, SF Environment Department hosted the Annual Members Meeting at their new office. Fifty-eight members registered for the hybrid meeting to network and celebrate NCRA's yearly achievements. Members provided important feedback on member activities, Recycling Update, among other topics. It was one of the most engaging to date.
- **Legislative Partnerships and Advocacy in Sacramento:** In May, the Zero Waste Advocacy Committee organized "NCRA Visits the Capitol," marking our second legislative day in over a decade. More than 31 members from across Northern California met at the state Capitol to learn about NCRA's 2025 priority bills and lobbied the State Legislature. Committee leadership, Californians Against Waste, and the California Product Stewardship Council led discussions on the legislative process, and provided essential background on Waste and Toxic Reduction.

Over 28 meetings were conducted with State Legislators to ask for their vote on NCRA's priority bills and help answer any questions they had. Twenty-eight meetings were held with legislators and/or staff including Senators Scott Weiner and Tim Grayson, and Assemblymembers Catherine Stefani and Chris Rogers.

- **CRRA:** NCRA is now designated a California Resource Recycling Association Regional Organization along with Zero Waste San Diego. We have been working cooperatively since inception, and since 1999, the beloved NCRA Players have performed to large crowds at the annual California Resource Recycling Association Conference. This year in Monterey, Finding Zero was the theme and as usual musical chaos was the scene! President Freddy Coronado delivered a well received presentation on the State of NCRA during the closing plenary, while the Zero Food Waste and Zero Waste Schools Committee led important topic lunches.
- **ZWUSA:** For the sixth year, NCRA assisted Zero Waste USA with the virtual National Zero Waste Conference by providing online conference tech support. ZWUSA also collaborates with NCRA in organizing and teaching Introduction To Recycling.

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