

Textile Recycling Program Update- ****DRAFT****



Zero Waste Advisory Commission
April 11, 2018

Background

- Textiles Diversion Identified as a Need:
 - Master Plan (2011)
 - Waste Characterization Study (2015)
- Request for Proposal issued through Corporate Purchasing Solicitation Process
 - Two bidders
 - Simple Recycling selected
 - Contract executed June 2016
- Collection Service Began December 2016

Background: Community Concerns

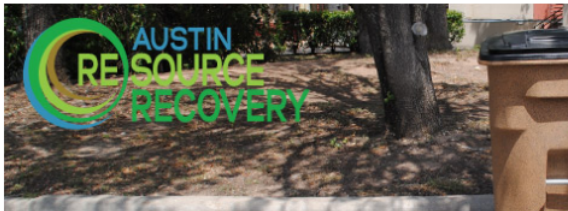
- Local reuse organizations voiced concerns about impact to donations
- Council resolution passed on Feb. 2, 2017 directed staff to:
 - Investigate options for contract with Simple Recycling
 - Return to Council with recommendations no later than 180 days
 - Gather data from stakeholders and report monthly
 - Continue collaboration with non-profit organizations
 - Implement a public awareness campaign

Background: ARR Response

- Requested data from non-profits on impact; data not received
- Communications and marketing updates
- Expanding support for reuse
- Five update memos sent to Council March- September 2017
- Recommendation to Council:
 - Continuation of the Simple Recycling contract with the local markets amendment
 - Continuation of the reuse collaboration efforts in partnership with area reuse organizations
 - Staff will evaluate data and stakeholder input to determine if new RFP for textiles and household goods diversion should be issued before enacting any extension options. Initial contract term ends in June 2019.

Examples of Communications

Website



CLOTHING AND HOUSEWARES RECYCLING

A 2015 study shows that an estimated 6.6 million pounds of textiles are going to the landfill each year from ARR's curbside customers. That's 18,000 pounds of clothes going in the trash every day rather than being reused or recycled!

Austin residents have many choices for how to make good use of unwanted clothing and housewares.

Donate First

Austin has a vibrant reuse community among local charities and thrift stores. Austin Resource Recovery encourages Austinites to consider donating to local organizations first. Donating items to local nonprofits supports many health and human service programs for residents, such as job training, drug rehabilitation programs and school clothing drives, just to name a few.

Purchasing used goods at local charities or thrift shops is another way to support local efforts and contribute to Austin's Zero Waste goal.

Curbside Clothing and Housewares Collection

Austin Resource Recovery also offers a free recycling service for clothing and housewares collection for its curbside customers. Collection is on customers' regular recycling day and week. The service is operated by Simple Recycling, a for-profit company that sells the materials in markets outside of Austin.

How It Works

Austin Resource Recovery has partnered with Simple Recycling, a for-profit company that sells the materials in markets outside of Austin, to collect clothing and housewares.

E-newsletter



You might have heard that the City Council recently discussed concerns that donations to local nonprofits may drop due to Austin Resource Recovery's curbside service to collect clothing and housewares. The Council passed a resolution calling for ARR to monitor and report on the impact of the program on local nonprofits over the next six months.

The curbside service is intended to collect the estimated 3,300 tons of clothing that go to the landfill each year. The service is provided by Simple Recycling, which is a for-profit company that sells material to communities outside of Austin.

ARR encourages residents to continue donating to charitable causes. Donating items to local nonprofits supports many health and human service programs for residents, such as job training, drug rehabilitation programs and school clothing drives, just to name a few. Purchasing used goods at local charities or thrift shops is another way to support local efforts and contribute to Austin's Zero Waste goal.



Austin Resource Recovery is beginning a public education effort to ensure that residents know all their options for keeping clothing and housewares out of the landfill, including donating to local charities and using the new curbside service.

Examples of Communications

Block Leader E-Newsletter



Feb. 15, 2017

Block Leader Update

The Austin City Council recently discussed our contract with Simple Recycling for textile and housewares recycling and heard from many nonprofits concerned about possible declines in their donations. After lengthy discussions, the Council passed a resolution that maintained the contract with Simple Recycling and gave staff direction to continue collaboration with non-profit organizations, among other items. You can read the full resolution at [this link](#).

Austin Resource Recovery is beginning a public education effort and we need your help!

We have a short video that recaps the recent Council action. Please consider sharing the video on social media or your neighborhood lists. You can copy and paste this link <https://youtu.be/MC5Tg4bcbMU>.

You also can share the update below with your friends and neighbors. Just copy and paste the text to share it. If you would like door hangers for this outreach, please send a request to jennifer.denton@austintexas.gov.

Sticker



Examples of Communications

Video





6.6 MILLION lbs.

DONATE FIRST!

0:16 / 2:24

CC

ATXN

Don't Trash Those Textiles, Austin!

461 views

LIKE DISLIKE SHARE ...



austintexasgov
atxn.tv

SUBSCRIBE 6.6K

Published on Jun 5, 2017

An estimated 6.6 million pounds of textiles go to Austin landfills each year from residential curbside customers alone. Instead of throwing old clothes and household goods away, you can give your old stuff a second life by donating it, reselling it, or using the new Simple

[SHOW MORE](#)

Simple Recycling Marketing Materials



 **LET YOUR CLOTHING BE LOVED AGAIN**

Missed Pickup or Need More Bags?
Visit www.SimpleRecycling.com
email info@simplerecycling.com

Para obtener información en español, visite www.simplerecycling.com/austinespanol



simplerecycling
A convenient curbside collection program for
pre-loved clothing, shoes & accessories

AUSTIN RESOURCE RECOVERY CUSTOMERS
THROW AWAY AN ESTIMATED 6.6 MILLION
POUNDS OF TEXTILES EVERY YEAR.

STEP 1 Place this bag in your closet
and fill it with clothing & shoes

STEP 2 Set out your bag on your regular
recycling day by 6:30 a.m.

STEP 3 Our friendly drivers will
pick up your bags and leave
replacement bags behind

Donate First! For local donation options,
please visit: austinreusedirectory.com

**RECYCLE CLOTHING
SHOES & ACCESSORIES**



In collaboration with:



A convenient collection program for
pre-loved clothing, shoes & accessories

Place your green Simple Recycling
bags **BESIDE YOUR RECYCLING CART**
on your recycling collection day

www.SimpleRecycling.com

Simple Recycling is a for-profit company and a proud
partner of ARR to reduce textile waste. Material
collected in Austin may be sent to other markets.

Additional Reuse Support Initiatives

- Reuse market research project
- Planning to hire an independent marketing contractor
- A pilot reuse initiative for UT West Campus area move-in/move-out
- Continuing to promote the Shop Zero Waste directory on LocallyAustin.org
- Completion and promotion of online reuse directory

AustinReuseDirectory.com

AUSTIN REUSE DIRECTORY

The Austin Reuse Directory is a project from the Austin EcoNetwork, supported by Austin Resource Recovery, designed to make it as easy as possible for Austinites to find a second home for everyday items. Reuse saves items from the landfill and makes them available to your neighbors, who in turn, can use them again!

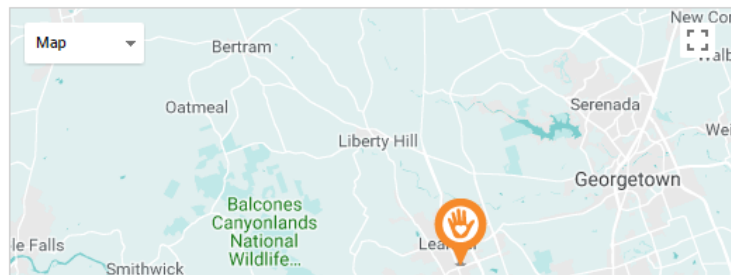
Austin residents are estimated to dispose of \$11 million in reusable items annually. A [2015 study](#) showed that an estimated 6.6 million pounds of textiles are going to the landfill each year from Austin Resource Recovery's curbside customers. That's 18,000 pounds of clothes going in the trash every day rather than being reused or recycled!

That's why we decided to create the Austin Reuse Directory.

With this directory you'll be able to easily figure out where to donate or sell your used clothing, electronics, furniture, and other households items. All you have to do is type the item you want to find a home for into the search bar below, or select an item from the drop down list. *(First time visiting the directory? Full instructions for how to use the directory are below).*

+ Expand for Full Instructions

Have a bunch of items that you want to donate/get rid of all at once? Don't want to spend the time individually searching on the directory for the perfect place to take them? [Check out this short list of organizations from the Austin Reuse Directory that accept a wide array of items \(more than 10\) so you can drop everything off in one place.](#)



START HERE

Search by location name, address/zip, or item you wish to donate:

No results? Try broadening your search. (Ex: instead of T-shirt try Clothing)

REFINE YOUR SEARCH BY:

[Clear Search](#)

[Items](#)

[Filter By](#)

[Item Quality](#)

[Categories](#)

Integrating Directory Into ARR Messaging

Austin Resource Recovery Departamento de Recuperación de Recursos de Austin

WHAT DO I DO WITH

What Do I Do With is a guide to recycling, reusing, composting and more! City of Austin residential curbside customers may wonder what to do with unwanted items. Search this list to answer those questions. Other Austin residents and businesses can consult Earth911.com for additional resources and information.

WHAT DO I DO WITH...

Need help?

Share

Back

Clothing, shoes and

Type an item

accessories

Austin Reuse Directory

- The Austin Reuse Directory makes it as easy as possible for Austinites to find a second home for everyday items. With this directory you'll be able to easily figure out where to donate or sell your used clothing, electronics, furniture, and other households items.

- [Austin Reuse Directory](#)

Clothing and housewares recycling

- Put clothing and housewares in a green Simple Recycling bag.

Set-out Time

- Put green Simple Recycling bags next to your blue recycling cart by 6:30 a.m. on your scheduled collection day.

Back

Terms of Service

List of Materials

Powered by [ReCollect](#)

AUSTIN RECYCLING GUIDE | FOR APARTMENT DWELLERS

Before trashing an item, check to see if there's an alternative option. For more info, visit austinrecycles.com



Recycle

Glass Containers



Empty Metal Containers



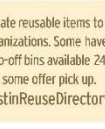
Clean Paper & Cardboard



Hard Plastic



Donate



Drop-Off

Clean Plastic Film & Bags



Clean Styrofoam



Electronics & Appliances



Hazardous Materials



Trash

Cigarettes, Diapers & Pet Waste



Coated Cups & Containers



Snack Bags & Dirty Styrofoam



Hoses & Rope



Donate reusable items to local organizations. Some have drop-off bins available 24/7, and some offer pick up. AustinReuseDirectory.com



Recycle & Reuse Drop-Off Center
2514 Business Center Drive | austintexas.gov/dropoff



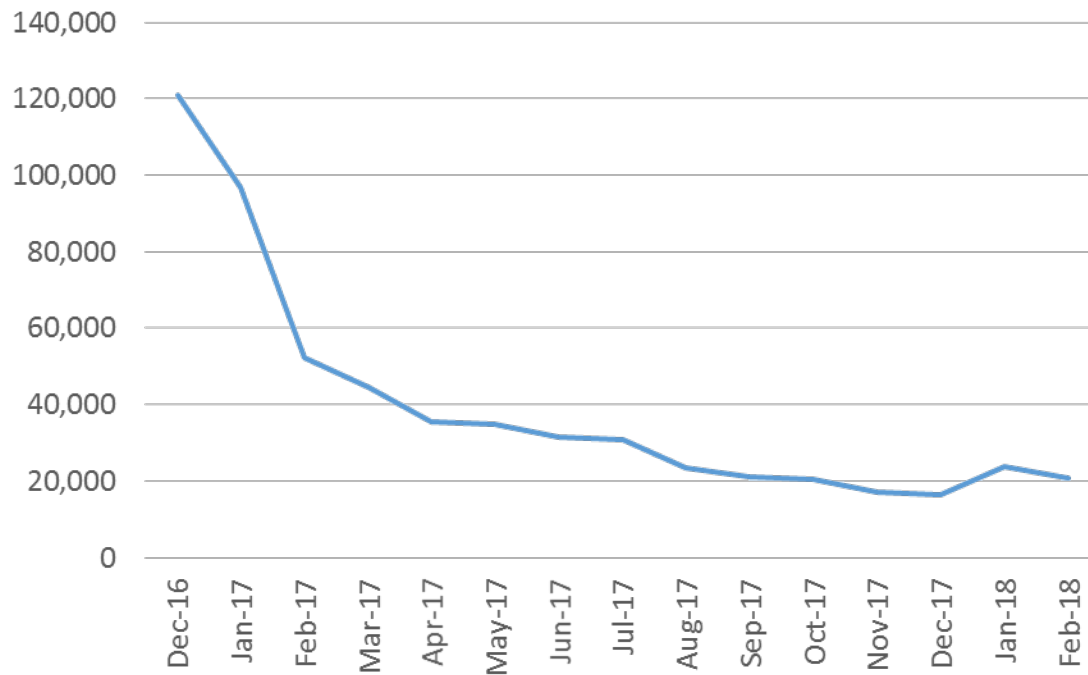
Local Markets Amendment

- Contract amendment executed September 2017
- Simple Recycling required to sell **40% of material to local end markets** by June 2018 or demonstrate good faith efforts to do so



Simple Recycling Collection Data

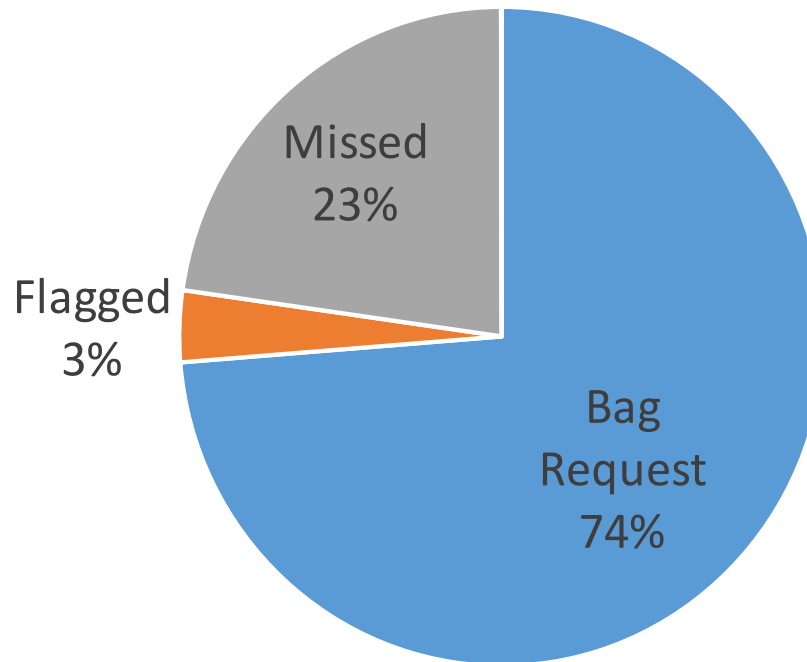
Monthly Collection (lbs)



- Up to 14% of ARR customers participating
- 590,273 lbs of materials collected since program start
- 2017 collections represent approximately 6% of textiles previously estimated to be going to landfills per year
- Among other US communities served by the same vendor, Austin ranks 112 of 113 in average lbs per household, according to Simple Recycling

Customer Response

Customer Service Calls by Category



Note: January 2017 call log not categorized by call type; not included in figures

Alternative Textile Collection Models

Details in handout

Next Steps

- Today: Zero Waste Advisory Commission Input
- May-June 2018: Additional Stakeholder Input
 - Reuse Organizations
 - ARR Customers
- Late 2018: Determine next steps for textile recycling program and report back to ZWAC

Topics for ZWAC Feedback

- Current program feedback
- Important topic areas for stakeholder input
- ZWAC's priorities & areas of concern related to textiles diversion

Questions & Feedback

Month	Number of Pick-Ups	Material Collected (lbs)
December 2016	5,192	121,075
January 2017	4,318	96,706
February 2017	2,710	52,119
March 2017	2,386	44,493
April 2017	1,579	35,536
May 2017	1,501	34,745
June 2017	1,357	31,477
July 2017	1,232	30,770
August 2017	1,158	23,621
September 2017	1,015	21,126
October 2017	1,036	20,419
November 2017	1,043	17,228
December 2017	855	16,301
January 2018	1,291	23,840
February 2018	1,109	20,816
PROGRAM TOTAL	27,782	590,273