

**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** Approval of Marketing Material  
**Date:** Wednesday, August 03, 2016 12:52:47 PM  
**Attachments:** [image002.jpg](#)

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Hello Melissa,

I just wanted to give you a heads up that I need any requested changes along with final approval from the city on the marketing materials by EOB on Friday. We have an implementation meeting on Tuesday & our deadlines are tight. I appreciate your help.

Many thanks

Sonny Wilkins

[REDACTED]

317.607.0665



**From:** [REDACTED]  
**To:** [Gutierrez, Jocabed](#); [Heald, Melissa](#)  
**Cc:** [Hardee, Donald](#)  
**Subject:** Approval to move forward  
**Date:** Friday, August 12, 2016 8:30:37 AM  
**Attachments:** [image002.jpg](#)

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Good Morning,

Just a reminder, today is the last day that I have to get the marketing files over the printer to stay on time. Whatever we can do to get this approval done today would be very much appreciated.

Thanks!!!

Sonny Wilkins

[REDACTED]

317.607.0665



**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** FW: Marketing Proofs / Austin  
**Date:** Thursday, August 04, 2016 10:03:16 AM  
**Attachments:** [image002.jpg](#)  
[image002.jpg](#)  
[30155 Simple Recycling Austin 10x13 r1.pdf](#)  
[SimpleRecycling 7x5 T1 Back OH PROOF.pdf](#)  
[SimpleRecycling 7x5 T1 Front PROOF.pdf](#)  
[SimpleRecycling 7x5 T2 Back OH PROOF.pdf](#)  
[SimpleRecycling 7x5 T2 Front PROOF.pdf](#)  
[SimpleRecycling 11x6 T4.3 Back OH PROOF.pdf](#)  
[SimpleRecycling 11x6 T4 Front PROOF \(1\).pdf](#)  
[SimpleRecycling Trifold Austin Cover PROOF.pdf](#)  
[SimpleRecycling Trifold Austin Inside PROOF.pdf](#)

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Melissa,

These files are already in the same format the residents receive. The marketing exists of a total of 3 Postcards & 1-Tri-fold. They are sent out as follows:

2 weeks before Launch : Postcard 1 (Files T1, Front & Back)  
1 week before Launch : Tri-fold, bags & tags (Files, Trifold & 30155(envelope the bags are sent in)  
1week after Launch : Postcard 2 (T2 Front, T4.3 Back)  
6 months after Launch : Postcard 3 (T4 Front, T4.3 Back)

So on the postcards, each files a one side of the card. Same with the the Tri-fold. The last is the envelopes that the bags are sent in on the second mailout.

If you have any questions, Please call me 317-607-0665

Sonny Wilkins

[REDACTED]

317.607.0665



-----Original Message-----

**From:** [REDACTED]  
**Sent:** Thursday, July 28, 2016 11:13am  
**To:** [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
**Subject:** Marketing Proofs / Austin

Jo,

Here are the files for the marketing proofs. The city needs to sign off on them before they go to print. They chosen date was an estimated date of launch. Here's the layout on how these are distributed.

T1 Postcard : 2 weeks before launch

30155( 10 X 13 envelope & Trifold) : 1 week before Launch

T2 Postcard: 1 week after launch

T4 Postcard (11x16) : Roughly 6 months after launch

Let me know if you have any questions... Thanks!!!

Sonny Wilkins

[REDACTED]

317.607.0665





**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** FW: Operation Roll out plan  
**Date:** Wednesday, August 10, 2016 12:37:46 PM  
**Attachments:** [image002.jpg](#)

---

Hey Melissa,

So I sent this off earlier to be signed off on while we are working on the marketing. Do you have the final changes you'd like to see???

-----Original Message-----

**From:** [REDACTED]  
**Sent:** Wednesday, August 10, 2016 11:53am  
**To:** "Jo Gutierrez" <jocabed.gutierrez@austintexas.gov>  
**Cc:** "Hardee Donald" <Donald.Hardee@austintexas.gov>, "Adam Winfield" <[REDACTED]>  
**Subject:** Operation Roll out plan

Jo,

Here is our operations roll out plans as discussed in yesterday's meeting. We will need this signed off as ARR's earliest convenience so we can move forward with the marketing.

Facility:

We are currently in the process of locating the appropriate space for our operations. The requirements in terms of what we're looking for are as such:

4,000 - 7,000sf

1-2 grade level doors

1-2 loading docks

No office required

No A/C or heat required

No grade out required

\* We are working with CBRE & Stream Realty to find appropriate space. Also, we are working with AISD on the possibility of leasing space from them. If ARR has some suggestions in terms of leasing space on city owned properties, we are happy to hear them.

\* We will sign a lease on the property location 30 days prior to launch. If we come to an agreement on a city owned location, there is a possibility of an exception. Once a location has been established ARR will be immediately notified.

Coverage:

5 2015 or newer Transit Vans equipped with GPS

\*\*Each truck will cover roughly 4k Households per day

\*\*Capable of covering approxiametly 7,500 Households per day

We will have an account set up with a local truck rental company in the event of an emergency. Should that truck be used, we have Simple Recycling magnets that will be placed on the truck. We also have 20ft. Box trucks in Houston which can be brought to Austin on an as needed basis.

Personnel:

1 Dispatch Supervisor

5 Route Drivers

Our dispatch supervisor will be supervising 5 local new hire drivers. That supervisor will also provide as a "back-up driver"

Drivers will be hired roughly 2 weeks before kickoff. Each will run their "dry routes" for familiarity before launch. 3 experienced drivers to be brought from Houston to provide field training. During the 1st week of both Schedule A&B launch weeks, there will be two drivers in each truck to be sure we can handle expected volume.

\*\*Additional drivers will be on standby in the event of an unexpected volume & additional coverage is needed.

Summary:

Based on our experience in opening new markets & facilities, the above coverage will be sufficient. We will be prepared for an additional volume. Simple Recycling is the largest & fastest curbside textile recycling company in the nation. We have successfully launched these programs & will do so here also. We appreciate the support of ARR & are truly looking forward to working with you.

Please contact me at your earliest convenience with any questions.

Sonny Wilkins

[REDACTED]

317.607.0665



**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** FW: Undelivered Mail Returned to Sender  
**Date:** Friday, November 04, 2016 12:03:54 PM  
**Attachments:** [Unknown](#)

---

Same response

-----Original Message-----

**From:** "Mail Delivery System" <MAILER-DAEMON>  
**Sent:** Friday, November 4, 2016 11:56am  
**To:** [REDACTED]  
**Subject:** Undelivered Mail Returned to Sender

This is the mail system at host smtp37.relay.iad3a.emailsrvr.com.

I'm sorry to have to inform you that your message could not be delivered to one or more recipients. It's attached below.

For further assistance, please send mail to postmaster.

If you do so, please include this problem report. You can delete your own text from the attached returned message.

The mail system

[REDACTED] host gmail-smtp-in.l.google.com[74.125.22.27] said:  
552-5.2.3 Your message exceeded Google's message size limits. Please visit  
552-5.2.3 <https://support.google.com/mail/?p=MaxSizeError> to view our size  
552 5.2.3 guidelines. i129si8207507qkd.111 - gsmtip (in reply to end of DATA  
command)

**From:** Heald, Melissa  
**To:** [REDACTED]  
**Cc:** [Chanslor, Emlea](#); [Hardee, Donald](#)  
**Subject:** Marketing materials feedback  
**Date:** Friday, August 05, 2016 12:29:00 PM  
**Attachments:** [Marketing materials markup.pdf](#)  
[ARRlogo-NoTag.jpg](#)  
[COA-Seal.jpg](#)

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Hi Sonny. I've reviewed the materials and have a list of general changes that apply to all the materials. I've also attached a PDF with some markups on a couple of specific things. I suspect we might need to talk through some of these things, so let me know if you'd like to schedule a call or if we should just discuss in person during Tuesday's meeting.

- Describe the service as "brought to you by Austin Resource Recovery (a City of Austin service) in partnership with Simple Recycling." We can discuss this if you have a concern, but we definitely want it presented the same way all the time (currently, it's presented multiple ways):
  - "brought to you by" all three entities
  - "brought to you by" the City/ARR "in cooperation with Simple Recycling"
  - Simple Recycling "in partnership with" the City/ARR
- Key terms should be used consistently on all materials.
  - Instead of "textiles," use "clothing and fabric" (we believe "textiles" is harder for some people to understand, particularly those with limited English proficiency)
  - Several terms are used to describe this same thing: home goods, housewares, household items, household discards. Please pick one term and use it consistently.
  - We would like to call the service itself "Clothing, Fabric and Household Item Recycling" (or whichever term you prefer in lieu of "household items")
- Do not include the Simple Recycling website on any materials. Only [REDACTED] should be used. We will have a landing page where our customers can read about the service, and Simple Recycling contact information will be listed there (phone number and email address).
- Use high-resolution City of Austin and Austin Resource Recovery logos (attached).
- I don't see "fabric" or "fabric scraps" mentioned anywhere; please add.
- Please say "recycling cart" not "bin"
- Question: why aren't single sandals and slippers accepted? Items that aren't reusable are being recycled, correct?
- Since there are quite a few changes to be made throughout the documents, I didn't copyedit it. I noticed quite a few capitalization errors and other minor issues, so please copyedit them as well.

Thank you,

**Melissa Heald**

Public Information Specialist

Austin Resource Recovery | City of Austin

(512) 974-9216

[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)

[REDACTED]

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**From:** Heald, Melissa  
**To:** ["Sonny Wilkins"](#)  
**Subject:** marketing materials with new date  
**Date:** Friday, November 04, 2016 9:55:00 AM

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Hi Sonny. Can you please send me PDFs of the marketing materials (trifold and postcard) with the Dec. 5 date? I need them as soon as possible, please, so that I can send them to our city manager. The versions I have still say November. Thank you very much!

**Melissa Goodman**

Public Information Specialist  
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(512) 974-9216  
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[austinrecycles.com](http://austinrecycles.com)

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**From:** Heald, Melissa  
**To:** ["Adam Winfield"](#); ["Sonny Wilkins"](#)  
**Subject:** News coverage  
**Date:** Wednesday, November 16, 2016 9:52:00 AM

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Hi Adam and Sonny. In case you haven't seen it all, here's a summary of the news coverage we've received so far.

- <http://keyetv.com/news/local/as-clothing-crowds-landfills-austin-launches-recycling-program>
- <http://www.fox7austin.com/news/local-news/216828885-story>
- <http://kxan.com/2016/11/10/austin-launches-new-curb-side-clothing-recycle-service/>
- <https://communityimpact.com/austin/city-county/2016/11/10/austin-resource-recovery-curb-side-pickup-clothing-housewares-recycling/>
- <https://communityimpact.com/austin/central-austin/city-county/2016/11/14/5-things-central-austinites-know-week-nov-14-20/>
- <http://www.waste360.com/residential/austin-roll-out-new-curb-side-collection-service-december>

The Statesman has a paywall, so I'll paste the whole article for you in case you can't access it:

**Austin announces curbside recycling for clothing, household items** – Austin American-Statesman

By Taylor Goldstein

<http://www.mystatesman.com/news/news/local/austin-announces-curbside-recycling-for-clothing-h/ns6c5/>

Austin residents missing that matching sneaker or purging outgrown clothes will soon have another option for getting rid of such items that doesn't lead to the landfill.

Austin Resource Recovery, the city's trash and recycling department, announced Thursday that it will launch a free curbside recycling service Dec. 5 for clothing, shoes and other household items.

The city will partner with Ohio-based company Simple Recycling to provide the service.

"I'm excited that this is a new way to capture material that normally goes to the landfill," said Bob Gedert, Austin Resource Recovery director. "We need to break the habit of landfilling material if we don't know what to do with it, and this is a new approach."

Simple Recycling, which runs programs in cities in four states, including in the Dallas-Fort Worth and Houston areas, collects the items, primarily clothing, and then sells reusable items to resale and thrift stores. Anything that can't be reused or recycled, about 5 percent of its collections, will be disposed of in a landfill.

In return, the company will pay the city of Austin \$20 per ton of material collected and keep the rest of the profits from the sale of collected items.

This is the latest effort by the city in its [mission of achieving zero waste by 2040](#). Through other recycling and composting efforts, city currently keeps [about 42 percent of the waste stream](#) out of landfills.

A 2014 [study](#) found that Austin Resource Recovery's curbside customers send about 3,322 tons of textiles to city landfills each year. The study estimated that keeping that volume of clothing and other textiles out of the waste stream would bump up the diversion rate by 1.5 percent.

"It's purely based on the numbers and the sheer volume of material in the waste stream," said Adam Winfield, president of Simple Recycling. "That's the impetus for the whole program — how do you give residents an option that (makes it) as convenient to recycle as it is to throw away?"

In other cities where the company operates, Winfield said the company picks up on average of about 30 or 40 pounds of clothing per year per household.

None of the cities where the company operates have done a follow-up study to gauge how its services are curbing landfill waste, he said.

In other cities, the program has elicited concerns from nonprofit operations such as Goodwill that worry that Simple Recycling could hurt donations, as [NBC 5 Dallas-Fort Worth](#) and the [Cuyahoga Falls News-Press](#) have reported.

Traci Berry, senior vice president for community engagement and education at Goodwill Central Texas, said her organization learned of the program after an American-Statesman inquiry and was “caught off guard.” Berry said other Goodwill organizations she spoke to say they are feeling a negative impact on donations.

“We were surprised and disappointed that the city cares to use a for-profit vendor to accomplish their goal,” Berry said. “Goodwill is committed to Zero Waste. We are the original recycler. We’ve been accepting donations and recycling for the past 60 years.”

But Gedert said the city didn’t intend to introduce competition for charitable organizations.

“We don’t want to interrupt the flow of material going to Goodwill and other thrift stores,” Gedert said. “We want that material to be donated; we will promote that continuously. But for those that do not take that extra step, this is a convenience factor: collecting it at the curb.”

### **How the program works**

The first green bag will arrive in the mail by the beginning of December.

Fill the bag with used clothing and other household items, and place it on the curb next to your blue recycling cart.

Simple Recycle will pick up the bags on customers’ regular recycling days and will leave a new empty bag.

Items that will be accepted include clothes, shoes, purses, fabric scraps, stuffed toys, linens, tools, toys, hats, purses, kitchenware and books.

No bulk items will be accepted (good rule of thumb: make sure it fits in the bag).

For a full list of items or to request extra bags, visit [simplerecycling.com/supplies](http://simplerecycling.com/supplies).

Those who don’t receive curbside services, such as apartment dwellers, can drop off their items at the city’s Recycle and Reuse Drop-Off Center at 2514 Business Center Drive.

### **What happens to collected clothing?**

Simple Recycling sells most of its collected materials to thrift and resale stores. According to industry data, about 10 to 20 percent of used clothing is sold in thrift stores. The rest is not in good enough condition for sale in the United States, so those items are exported to other countries or broken down for sale of raw materials:

**45%** is exported as secondhand clothing.

**30%** is recycled and converted into items such as wiping rags.

**20%** is recycled into fiber for such things as home insulation or carpet padding.

**5%** is thrown away.

Source: Simple Recycling

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Source: Simple Recycling

**Melissa Goodman**

Public Information Specialist

Austin Resource Recovery | City of Austin

(512) 974-9216

[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

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**From:** Heald, Melissa  
**To:** [REDACTED] ["Adam Winfield"](#)  
**Subject:** Photos needed for news story today  
**Date:** Wednesday, November 09, 2016 3:13:00 PM  
**Importance:** High

---

Hi, Sonny and Adam. Do you have any photos, such as the ones on the marketing materials, that you can send me for a news segment? I did an interview this morning and they're asking for photos of the trucks or bags, anything that would help illustrate it. If you have any, I need to send them to the reporter today. Thank you.

**Melissa Goodman**

Public Information Specialist  
Austin Resource Recovery | City of Austin  
(512) 974-9216  
[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

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**From:** Heald, Melissa  
**To:** [REDACTED]  
**Subject:** Press for textile recycling  
**Date:** Friday, October 28, 2016 3:20:00 PM  
**Importance:** High

---

Hi Sonny. I'm working on the timelines for media promotion about the textile recycling program. Are you all still planning to mail the first postcard on Nov. 14 and the packet with bags on Nov. 28?

We are looking at the possibility of holding a brief press conference at the Recycle & Reuse Drop-Off Center on Thursday, Nov. 10 at 10 a.m. Would a Simple Recycling spokesperson be available to speak then? Director Gedert will also speak.

**Melissa Goodman**

Public Information Specialist

Austin Resource Recovery | City of Austin

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[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

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**From:** Heald, Melissa  
**To:** [REDACTED]  
**Subject:** Press release  
**Date:** Monday, November 07, 2016 2:44:00 PM  
**Attachments:** [Austin Simple Press Release 8 1 16 ARR edits.docx](#)

---

Hi Sonny. I've attached some edits to the press release. We will be putting out a press release of our own on Thursday in conjunction with the press conference. Who are you guys planning to send yours to and when? Thanks!

**Melissa Goodman**

Public Information Specialist  
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[austinrecycles.com](http://austinrecycles.com)

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**From:** Heald, Melissa  
**To:** ["Adam Winfield"](#); [Sonny Wilkins](#)  
**Subject:** Questions from concerned citizens  
**Date:** Tuesday, November 15, 2016 9:28:00 AM  
**Importance:** High

---

Hi Adam and Sonny. We are getting some concerned citizens asking about the clothing that will be sent to other countries. Can you tell me an approximate percentage of the materials that you guys collect that is sold to local/state entities? National? International? Ends up in landfill? Of the items that are sold internationally, what countries are the materials going to?

I suspect we might get some media inquiries about this as well, because I know at least one reporter has been digging into the contract, so if you could please send me the info as soon as possible, I'd really appreciate it! Thanks!

**Melissa Goodman**

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[austinrecycles.com](http://austinrecycles.com)

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**From:** Heald, Melissa  
**To:** [REDACTED]  
**Subject:** RE: 10 x 13 envelope  
**Date:** Tuesday, August 30, 2016 9:58:00 AM  
**Attachments:** [image001.jpg](#)

---

The envelope is fine. I didn't realize the content on the bags and tags was something that could be changed. Can you please send me digital versions of those and I will review to make sure they're consistent with the mailers?

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Tuesday, August 30, 2016 9:19 AM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Subject:** 10 x 13 envelope

Good Morning Melissa,

I just wanted to confirm that this 10 x 13 envelope that the Tri-fold, bags & tags are sent in is good. Also, I'm having the hard copy marketing proofs sent to ARR this week.

Thanks!!!

Sonny Wilkins

[REDACTED]  
317.607.0665



**From:** Heald, Melissa  
**To:** ["Sonny Wilkins"](#)  
**Subject:** RE: Approval of Marketing Material  
**Date:** Wednesday, August 03, 2016 2:04:00 PM

---

I will get it back to you ASAP. I have a question – are fabric scraps and other “unwearable” items acceptable? Do you guys recycle materials that can’t be reused or is this only for items that can be reused?

---

**From:** Sonny Wilkins [mailto: [REDACTED]]  
**Sent:** Wednesday, August 3, 2016 1:51 PM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Subject:** Re: Approval of Marketing Material

No, I don't believe I was clear on that, which is my fault. I usually get approval on these very quickly so I didn't anticipate the extended time on this.  
I can have any requested changes done quickly, as we would like to have final approval on the proofs by Tuesday. I apologize about any inconvenience.

Sent from my iPhone

On Aug 3, 2016, at 1:43 PM, Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)> wrote:

Hi Sonny. Was that deadline communicated previously? I apologize; I was brought in a little late in the game so I might have missed it. I can definitely get our initial feedback to you by Friday, but we will need to see updated proofs after changes are made before we can give final approval.

**Melissa Heald**  
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**Sent:** Wednesday, August 3, 2016 12:53 PM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Subject:** Approval of Marketing Material

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on Tuesday & our deadlines are tight. I appreciate your help.

Many thanks

Sonny Wilkins

[REDACTED]

317.607.0665

<image001.jpg>

**From:** Heald, Melissa  
**To:** [REDACTED]  
**Subject:** RE: Approval of Marketing Material  
**Date:** Wednesday, August 03, 2016 3:11:00 PM

---

Thanks. I'm reviewing the materials now and I'm confused. There are 9 separate PDFs but it seems like some of these might be combined into single materials. For example, one of these pages says "Please refer to the list on the other side of this brochure" but the PDF is just one page. Can you send me the documents in the same format that customers will receive them?

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Wednesday, August 3, 2016 2:28 PM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Subject:** RE: Approval of Marketing Material

Yes, we recycle "scraps" & unwearable textiles

-----Original Message-----

**From:** "Heald, Melissa" <Melissa.Heald@austintexas.gov>  
**Sent:** Wednesday, August 3, 2016 2:04pm  
**To:** "Sonny Wilkins" <[REDACTED]>  
**Subject:** RE: Approval of Marketing Material

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**From:** Sonny Wilkins [mailto:[REDACTED]]  
**Sent:** Wednesday, August 3, 2016 1:51 PM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Subject:** Re: Approval of Marketing Material

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**From:** [REDACTED] [[mailto:](#) [REDACTED]]  
**Sent:** Wednesday, August 3, 2016 12:53 PM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Subject:** Approval of Marketing Material

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Many thanks

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[REDACTED]  
317.607.0665  
<image001.jpg>

**From:** Heald, Melissa  
**To:** [REDACTED]  
**Subject:** RE: Approval of Marketing Material  
**Date:** Wednesday, August 03, 2016 1:43:00 PM  
**Attachments:** [image001.jpg](#)

---

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**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Wednesday, August 3, 2016 12:53 PM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Subject:** Approval of Marketing Material

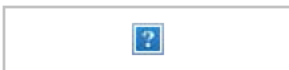
Hello Melissa,

I just wanted to give you a heads up that I need any requested changes along with final approval from the city on the marketing materials by EOB on Friday. We have an implementation meeting on Tuesday & our deadlines are tight. I appreciate your help.

Many thanks

Sonny Wilkins

[REDACTED]  
317.607.0665



**From:** [REDACTED]  
**To:** [Gutierrez, Jocabed](#)  
**Cc:** [Heald, Melissa](#); [Hardee, Donald](#); [REDACTED]  
**Subject:** RE: Approval to move forward  
**Date:** Friday, August 12, 2016 1:29:30 PM  
**Attachments:** [image001.jpg](#)

---

Jo,

Thank you for the update. We would like to address those concerns at the earliest convenience of ARR while still maintaining our established timeline and launch dates. These dates will be have to reestablished as the time to receive the requested approval extends. I appreciate ARR's time and effort on this. Have a great weekend.

Sonny

-----Original Message-----

**From:** "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Sent:** Friday, August 12, 2016 1:15pm  
**To:** '[REDACTED]' <[REDACTED]> "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Cc:** "Hardee, Donald" <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>  
**Subject:** RE: Approval to move forward

Sonny,

Approval will not be submitted today. Management had some concerns with the operation roll-out plan and timeline that must be addressed before moving forward. We'll contact you next week with more details. Please be aware that ARR has several contracts under review and these type of actions aren't approved immediately. There are multiple levels of approval that are required before services are implemented. We appreciate your patience.

Thank you,

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Friday, August 12, 2016 8:30 AM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>; Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Cc:** Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>  
**Subject:** Approval to move forward

Good Morning,

Just a reminder, today is the last day that I have to get the marketing files over the printer to stay on time. Whatever we can do to get this approval done today would be very much appreciated.

Thanks!!!

Sonny Wilkins

[REDACTED]

317.607.0665



**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** RE: Marketing materials feedback  
**Date:** Monday, August 08, 2016 10:44:56 PM  
**Attachments:** [30155 Simple Recycling Austin 10x13 r2.pdf](#)  
[SimpleRecycling 7x5 T1 Back OH PROOF \(1\).pdf](#)  
[SimpleRecycling 7x5 T1 Front PROOF.pdf](#)  
[SimpleRecycling 7x5 T2 Back OH PROOF.pdf](#)  
[SimpleRecycling 7x5 T2 Front PROOF \(1\).pdf](#)  
[SimpleRecycling 7x5 T4 Front PROOF \(1\).pdf](#)  
[SimpleRecycling 11x6 T4.3 Back OH PROOF.pdf](#)  
[SimpleRecycling Trifold Austin Cover PROOF.pdf](#)  
[SimpleRecycling Trifold Austin Inside PROOF \(2\).pdf](#)

---

Hey Melissa,

Here are the changes on the marketing proofs. I wanted you to have them for the meeting. The only requested change that hasn't been made is the removal of our contact information (website & Customer service #) We can talk about that at the meeting, but this should get us closer. Thanks!!!

Sonny

-----Original Message-----

From: "Heald, Melissa" <Melissa.Heald@austintexas.gov>

Sent: Friday, August 5, 2016 12:29pm

To: '[REDACTED]' <[REDACTED]>

Cc: "Chanslor, Emlea" <Emlea.Chanslor@austintexas.gov>, "Hardee, Donald" <Donald.Hardee@austintexas.gov>

Subject: Marketing materials feedback

Hi Sonny. I've reviewed the materials and have a list of general changes that apply to all the materials. I've also attached a PDF with some markups on a couple of specific things. I suspect we might need to talk through some of these things, so let me know if you'd like to schedule a call or if we should just discuss in person during Tuesday's meeting.

Describe the service as "brought to you by Austin Resource Recovery (a City of Austin service) in partnership with Simple Recycling." We can discuss this if you have a concern, but we definitely want it presented the same way all the time (currently, it's presented multiple ways):

- o "brought to you by" all three entities
- o "brought to you by" the City/ARR "in cooperation with Simple Recycling"
- o Simple Recycling "in partnership with" the City/ARR

Key terms should be used consistently on all materials.

- o Instead of "textiles," use "clothing and fabric" (we believe "textiles" is harder for some people to understand, particularly those with limited English proficiency)
- o Several terms are used to describe this same thing: home goods, housewares, household items, household discards. Please pick one term and use it consistently.
- o We would like to call the service itself "Clothing, Fabric and Household Item Recycling" (or whichever term you prefer in lieu of "household items")

Do not include the Simple Recycling website on any materials. Only **austinrecycles.com** should be used. We will have a landing page where our customers can read about the service, and Simple Recycling contact information will be listed there (phone number and email address).

Use high-resolution City of Austin and Austin Resource Recovery logos (attached).

I don't see "fabric" or "fabric scraps" mentioned anywhere; please add.

Please say "recycling cart" not "bin"

Question: why aren't single sandals and slippers accepted? Items that aren't reusable are being recycled, correct?

Since there are quite a few changes to be made throughout the documents, I didn't copyedit it. I noticed quite a few capitalization errors and other minor issues, so please copyedit them as well.

Thank you,

**Melissa Heald**

Public Information Specialist

Austin Resource Recovery | City of Austin

(512) 974-9216

[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

**From:** Heald, Melissa  
**To:** ["Sonny Wilkins"](#)  
**Subject:** RE: Marketing materials feedback  
**Date:** Monday, August 08, 2016 8:55:00 AM

---

Sounds good. Thanks and I look forward to meeting you.

---

**From:** Sonny Wilkins [mailto: [REDACTED]]  
**Sent:** Monday, August 8, 2016 8:25 AM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Subject:** Re: Marketing materials feedback

Good morning Melissa,

We can discuss this at the meeting. Most of the changes have been made. Have a good day

Sent from my iPhone

On Aug 5, 2016, at 12:29 PM, Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)> wrote:

Hi Sonny. I've reviewed the materials and have a list of general changes that apply to all the materials. I've also attached a PDF with some markups on a couple of specific things. I suspect we might need to talk through some of these things, so let me know if you'd like to schedule a call or if we should just discuss in person during Tuesday's meeting.

- Describe the service as "brought to you by Austin Resource Recovery (a City of Austin service) in partnership with Simple Recycling." We can discuss this if you have a concern, but we definitely want it presented the same way all the time (currently, it's presented multiple ways):
  - "brought to you by" all three entities
  - "brought to you by" the City/ARR "in cooperation with Simple Recycling"
  - Simple Recycling "in partnership with" the City/ARR
- Key terms should be used consistently on all materials.
  - Instead of "textiles," use "clothing and fabric" (we believe "textiles" is harder for some people to understand, particularly those with limited English proficiency)
  - Several terms are used to describe this same thing: home goods, housewares, household items, household discards. Please pick one term and use it consistently.
  - We would like to call the service itself "Clothing, Fabric and Household Item Recycling" (or whichever term you prefer in lieu of "household items")
- Do not include the Simple Recycling website on any materials. Only [austinrecycles.com](http://austinrecycles.com) should be used. We will have a landing page where our customers can read about the service, and Simple Recycling contact information will be listed there (phone number and email address).
- Use high-resolution City of Austin and Austin Resource Recovery logos (attached).
- I don't see "fabric" or "fabric scraps" mentioned anywhere; please add.
- Please say "recycling cart" not "bin"
- Question: why aren't single sandals and slippers accepted? Items that aren't

- reusable are being recycled, correct?
- Since there are quite a few changes to be made throughout the documents, I didn't copyedit it. I noticed quite a few capitalization errors and other minor issues, so please copyedit them as well.

Thank you,

**Melissa Heald**

Public Information Specialist

Austin Resource Recovery | City of Austin

(512) 974-9216

[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

<Marketing materials\_markup.pdf>

<ARRlogo-NoTag.jpg>

<COA-Seal.jpg>



**From:** Heald, Melissa  
**To:** ["Adam Winfield"](#)  
**Subject:** RE: marketing materials with new date  
**Date:** Friday, November 04, 2016 3:24:00 PM

---

Thank you!

---

**From:** Adam Winfield [mailto: [REDACTED]]  
**Sent:** Friday, November 4, 2016 3:18 PM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Cc:** Sonny Wilkins < [REDACTED]>  
**Subject:** Re: marketing materials with new date

Melissa,

It was nice to speak with you today.

I appreciate your support.

I have attached the case study we discussed. Please let me know if you have any other questions.

Sincerely,  
Adam Winfield  
Simple Recycling, President

-----Original Message-----

**From:** "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Sent:** Friday, November 4, 2016 11:44am  
**To:** ' [REDACTED]' < [REDACTED]>  
**Subject:** RE: marketing materials with new date

Thanks, Sonny! Adam mentioned the case study you guys did in Michigan, can you please send it to me?

**From:** [REDACTED] [mailto: [REDACTED]]  
**Sent:** Friday, November 4, 2016 10:30 AM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Subject:** RE: marketing materials with new date

Attached

-----Original Message-----

**From:** "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Sent:** Friday, November 4, 2016 9:55am  
**To:** "Sonny Wilkins" < [REDACTED]>  
**Subject:** marketing materials with new date

Hi Sonny. Can you please send me PDFs of the marketing materials (trifold and postcard) with the Dec. 5 date? I need them as soon as possible, please, so that I can send them to our city manager. The versions I have still say November. Thank you very much!

**Melissa Goodman**

Public Information Specialist

Austin Resource Recovery | City of Austin

(512) 974-9216

[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

**From:** Heald, Melissa  
**To:** [REDACTED]  
**Subject:** RE: marketing materials with new date  
**Date:** Friday, November 04, 2016 11:52:00 AM

---

Sure. Try [REDACTED]

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Friday, November 4, 2016 11:51 AM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Cc:** Adam Winfield <[REDACTED]>  
**Subject:** RE: marketing materials with new date

I tried but your server rejected it because the file is too big. Can I sent it to a personal email?

-----Original Message-----

**From:** "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Sent:** Friday, November 4, 2016 11:44am  
**To:** ' [REDACTED] ' <[REDACTED]>  
**Subject:** RE: marketing materials with new date

Thanks, Sonny! Adam mentioned the case study you guys did in Michigan, can you please send it to me?

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Friday, November 4, 2016 10:30 AM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Subject:** RE: marketing materials with new date

Attached

-----Original Message-----

**From:** "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Sent:** Friday, November 4, 2016 9:55am  
**To:** "Sonny Wilkins" <[REDACTED]>  
**Subject:** marketing materials with new date

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**Melissa Goodman**  
Public Information Specialist  
Austin Resource Recovery | City of Austin  
(512) 974-9216  
[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).



**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Cc:** [Adam Winfield](#)  
**Subject:** RE: marketing materials with new date  
**Date:** Friday, November 04, 2016 11:50:39 AM

---

I tried but your server rejected it because the file is too big. Can I sent it to a personal email?

-----Original Message-----

**From:** "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Sent:** Friday, November 4, 2016 11:44am  
**To:** [REDACTED] <[REDACTED]>  
**Subject:** RE: marketing materials with new date

Thanks, Sonny! Adam mentioned the case study you guys did in Michigan, can you please send it to me?

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Friday, November 4, 2016 10:30 AM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Subject:** RE: marketing materials with new date

Attached

-----Original Message-----

**From:** "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Sent:** Friday, November 4, 2016 9:55am  
**To:** "Sonny Wilkins" <[REDACTED]>  
**Subject:** marketing materials with new date

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**Melissa Goodman**  
Public Information Specialist  
Austin Resource Recovery | City of Austin  
(512) 974-9216  
[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** RE: marketing materials with new date  
**Date:** Friday, November 04, 2016 10:30:50 AM  
**Attachments:** [SimpleRecycling Trifold Austin Cover PROOF \(2\).pdf](#)  
[SimpleRecycling 7x5 T1 HR \(1\).pdf](#)  
[SimpleRecycling 7x5 T2 HR \(1\).pdf](#)

---

Attached

-----Original Message-----

From: "Heald, Melissa" <Melissa.Heald@austintexas.gov>  
Sent: Friday, November 4, 2016 9:55am  
To: "Sonny Wilkins" <[REDACTED]>  
Subject: marketing materials with new date

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**Melissa Goodman**

Public Information Specialist  
Austin Resource Recovery | City of Austin  
(512) 974-9216  
[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).



**From:** Heald, Melissa  
**To:** [REDACTED]  
**Subject:** RE: marketing materials with new date  
**Date:** Friday, November 04, 2016 11:44:00 AM

---

Thanks, Sonny! Adam mentioned the case study you guys did in Michigan, can you please send it to me?

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Friday, November 4, 2016 10:30 AM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Subject:** RE: marketing materials with new date

Attached

-----Original Message-----

**From:** "Heald, Melissa" <Melissa.Heald@austintexas.gov>  
**Sent:** Friday, November 4, 2016 9:55am  
**To:** "Sonny Wilkins" <[REDACTED]>  
**Subject:** marketing materials with new date

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**Melissa Goodman**  
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(512) 974-9216  
[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

**From:** [Adam Winfield](#)  
**To:** [Heald, Melissa](#)  
**Cc:** [Sonny Wilkins](#)  
**Subject:** Re: marketing materials with new date  
**Date:** Friday, November 04, 2016 3:18:17 PM  
**Attachments:** [SimpleRecycling\\_CaseStudy.pdf](#)

---

Melissa,

It was nice to speak with you today.

I appreciate your support.

I have attached the case study we discussed. Please let me know if you have any other questions.

Sincerely,  
Adam Winfield  
Simple Recycling, President

-----Original Message-----

**From:** "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Sent:** Friday, November 4, 2016 11:44am  
**To:** '[REDACTED]' <[REDACTED]>  
**Subject:** RE: marketing materials with new date

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**From:** '[REDACTED]' [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Friday, November 4, 2016 10:30 AM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Subject:** RE: marketing materials with new date

Attached

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**From:** "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Sent:** Friday, November 4, 2016 9:55am  
**To:** "Sonny Wilkins" <[REDACTED]>  
**Subject:** marketing materials with new date

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**Melissa Goodman**  
Public Information Specialist  
Austin Resource Recovery | City of Austin  
(512) 974-9216



[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)


Follow Austin Recycles on [Facebook](#).

**From:** Heald, Melissa  
**To:** "Sonny Wilkins"  
**Cc:** [Gutierrez, Jocabed](#); [Chanslor, Emlea](#)  
**Subject:** RE: Marketing proofs  
**Date:** Tuesday, August 16, 2016 2:28:00 PM

---

We are satisfied with the content of the materials; however, we do not approve you moving forward with printing yet since there are still operational concerns and we're not sure whether the November launch date will be feasible.

-----Original Message-----

From: Sonny Wilkins [[mailto:](#)   
Sent: Tuesday, August 16, 2016 1:59 PM  
To: Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
Subject: Marketing proofs

Melissa,

Are we all see on your end worth these proofs??

Sonny

Sent from my iPhone

**From:** [Heald, Melissa](#)  
**To:** [REDACTED]  
**Subject:** RE: Operation Roll out plan  
**Date:** Wednesday, August 10, 2016 12:53:27 PM  
**Attachments:** [image002.jpg](#)

---

Hi Sonny. I'm in training all day but I will get the changes to you this evening.

Sent from my T-Mobile 4G LTE Device

----- Original message -----

**From:** [REDACTED]  
**Date:** 8/10/16 12:37 PM (GMT-06:00)  
**To:** "Heald, Melissa" <Melissa.Heald@austintexas.gov>  
**Subject:** FW: Operation Roll out plan

Hey Melissa,

So I sent this off earlier to be signed off on while we are working on the marketing. Do you have the final changes you'd like to see???

-----Original Message-----

**From:** [REDACTED]  
**Sent:** Wednesday, August 10, 2016 11:53am  
**To:** "Jo Gutierrez" <jocabed.gutierrez@austintexas.gov>  
**Cc:** "Hardee Donald" <Donald.Hardee@austintexas.gov>, "Adam Winfield" <[REDACTED]>  
**Subject:** Operation Roll out plan

Jo,

Here is our operations roll out plans as discussed in yesterday's meeting. We will need this signed off as ARR's earliest convenience so we can move forward with the marketing.

Facility:

We are currently in the process of locating the appropriate space for our operations. The requirements in terms of what we're looking for are as such:

4,000 - 7,000sf

1-2 grade level doors

1-2 loading docks

No office required

No A/C or heat required

No grade out required

\* We are working with CBRE & Stream Realty to find appropriate space. Also, we are working with AISD on the possibility of leasing space from them. If ARR has some suggestions in terms of leasing space on city owned properties, we are happy to hear them.

\* We will sign a lease on the property location 30 days prior to launch. If we come to an agreement on a city owned location, there is a possibility of an exception. Once a location has been established ARR will be immediately notified.

Coverage:

5 2015 or newer Transit Vans equipped with GPS

\*\*Each truck will cover roughly 4k Households per day

\*\*Capable of covering approximately 7,500 Households per day

We will have an account set up with a local truck rental company in the event of an emergency. Should that truck be used, we have Simple Recycling magnets that will be placed on the truck. We also have 20ft. Box trucks in Houston

which can be brought to Austin on an as needed basis.

Personnel:

1 Dispatch Supervisor

5 Route Drivers

Our dispatch supervisor will be supervising 5 local new hire drivers. That supervisor will also provide as a "back-up driver"

Drivers will be hired roughly 2 weeks before kickoff. Each will run their "dry routes" for familiarity before launch. 3 experienced drivers to be brought from Houston to provide field training. During the 1st week of both Schedule A&B launch weeks, there will be two drivers in each truck to be sure we can handle expected volume.

\*\*Additional drivers will be on standby in the event of an unexpected volume & additional coverage is needed.

Summary:

Based on our experience in opening new markets & facilities, the above coverage will be sufficient. We will be prepared for an additional volume. Simple Recycling is the largest & fastest curbside textile recycling company in the nation. We have successfully launched these programs & will do so here also. We appreciate the support of ARR & are truly looking forward to working with you.

Please contact me at your earliest convenience with any questions.

Sonny Wilkins

[REDACTED]

317.607.0665



**From:** Heald, Melissa  
**To:** [REDACTED]  
**Cc:** [Chanslor, Emlea](#)  
**Subject:** RE: Operation Roll out plan  
**Date:** Thursday, August 11, 2016 12:52:00 PM  
**Attachments:** [image001.jpg](#)

---

Hi Sonny. Thanks for sending the combined PDFs; it was much easier to review this time! A few things were missed, so I'll need to see the following files again, please:

- T1 postcard: the QR code still directs to [simplerecycling.com](http://simplerecycling.com)
- T2 postcard: the changes to Step 2 weren't made. Please change it to "Place your bags near your recycling cart at the curb on your regular collection day."
- T4 11x6 mailer: it still says "beside your recycling cart" at the bottom – please change it to "near."

About the logos – we need to see the final versions that are going to be sent to the printer (we can't sign off for final approval without seeing the final product). If you can't get the images updated right now, I can secure approval for the content, but we don't want anything printed without us seeing the final version that's sent to the printer.

Thank you.

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Thursday, August 11, 2016 11:50 AM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Cc:** Chanslor, Emlea <[Emlea.Chanslor@austintexas.gov](mailto:Emlea.Chanslor@austintexas.gov)>; Frazier, Jessica <[Jessica.Frazier@austintexas.gov](mailto:Jessica.Frazier@austintexas.gov)>  
**Subject:** RE: Operation Roll out plan

Hey Melissa,

New proofs attached...Let me know!!!

Thanks!!!

-----Original Message-----

**From:** "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Sent:** Wednesday, August 10, 2016 8:09pm  
**To:** [REDACTED] <[REDACTED]>  
**Cc:** "Chanslor, Emlea" <[Emlea.Chanslor@austintexas.gov](mailto:Emlea.Chanslor@austintexas.gov)>, "Frazier, Jessica" <[Jessica.Frazier@austintexas.gov](mailto:Jessica.Frazier@austintexas.gov)>  
**Subject:** RE: Operation Roll out plan

Hi Sonny. Please see the attached PDFs for my markups and let me know if you have any questions. A few general comments:

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Thank you,  
Melissa

-----Original Message-----

From: "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>

Sent: Wednesday, August 10, 2016 12:53pm

To: '[REDACTED]' <[REDACTED]>

Subject: RE: Operation Roll out plan

Hi Sonny. I'm in training all day but I will get the changes to you this evening.

Sent from my T-Mobile 4G LTE Device

----- Original message -----

From: [REDACTED]

Date: 8/10/16 12:37 PM (GMT-06:00)

To: "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>

Subject: FW: Operation Roll out plan

Hey Melissa,

So I sent this off earlier to be signed off on while we are working on the marketing. Do you have the final changes you'd like to see???

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From: [REDACTED]

Sent: Wednesday, August 10, 2016 11:53am

To: "Jo Gutierrez" <[jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)>

Cc: "Hardee Donald" <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>, "Adam Winfield" <[REDACTED]>

Subject: Operation Roll out plan

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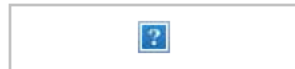
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Sonny Wilkins

[REDACTED]

317.607.0665



**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** RE: Operation Roll out plan  
**Date:** Thursday, August 11, 2016 1:38:23 PM  
**Attachments:** [image001.jpg](#)

---

[https://drive\[REDACTED\]file/d/0B53NdfGsAs58Z1RSVVQ1enhtbE0/view?usp=sharing](https://drive[REDACTED]file/d/0B53NdfGsAs58Z1RSVVQ1enhtbE0/view?usp=sharing)

Melissa,

Our graphic designer has told me the changes have been made. He says the files are large so he sent me the link above to download the files,

Sonny

-----Original Message-----

From: "Heald, Melissa" <Melissa.Heald@austintexas.gov>

Sent: Thursday, August 11, 2016 12:52pm

To: '[REDACTED]' <[REDACTED]>

Cc: "Chanslor, Emlea" <Emlea.Chanslor@austintexas.gov>

Subject: RE: Operation Roll out plan

Hi Sonny. Thanks for sending the combined PDFs; it was much easier to review this time! A few things were missed, so I'll need to see the following files again, please:

- T1 postcard: the QR code still directs to [simplerecycling.com](http://simplerecycling.com)
- T2 postcard: the changes to Step 2 weren't made. Please change it to "Place your bags near your recycling cart at the curb on your regular collection day."
- T4 11x6 mailer: it still says "beside your recycling cart" at the bottom – please change it to "near."

About the logos – we need to see the final versions that are going to be sent to the printer (we can't sign off for final approval without seeing the final product). If you can't get the images updated right now, I can secure approval for the content, but we don't want anything printed without us seeing the final version that's sent to the printer.

Thank you.

**From:** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Thursday, August 11, 2016 11:50 AM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Cc:** Chanslor, Emlea <Emlea.Chanslor@austintexas.gov>; Frazier, Jessica <Jessica.Frazier@austintexas.gov>  
**Subject:** RE: Operation Roll out plan

Hey Melissa,

New proofs attached...Let me know!!!

Thanks!!!

-----Original Message-----

From: "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>

Sent: Wednesday, August 10, 2016 8:09pm

To: '[REDACTED]' <[REDACTED]>



Cc: "Chanslor, Emlea" <[Emlea.Chanslor@austintexas.gov](mailto:Emlea.Chanslor@austintexas.gov)>, "Frazier, Jessica" <[Jessica.Frazier@austintexas.gov](mailto:Jessica.Frazier@austintexas.gov)>  
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Sonny Wilkins

[REDACTED]

317.607.0665





**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** RE: Operation Roll out plan  
**Date:** Thursday, August 11, 2016 8:58:24 AM  
**Attachments:** [image001.jpg](#)

---

Melissa,

Good Morning. The logos appear in low-resolution only for the proofs. They will print in high-resolution. I will get new proofs out back to you soon. Thanks

Sonny

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**Sent:** Wednesday, August 10, 2016 8:09pm  
**To:** '[REDACTED]' <[REDACTED]>  
**Cc:** "Chanslor, Emlea" <Emlea.Chanslor@austintexas.gov>, "Frazier, Jessica" <Jessica.Frazier@austintexas.gov>  
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317.607.0665





**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** RE: Operation Roll out plan  
**Date:** Wednesday, August 10, 2016 1:03:46 PM  
**Attachments:** [image002.jpg](#)

---

Ok, great. What was the girls name in charge of approving the operations?  
Jennifer Flowers???

Thanks

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**From:** [REDACTED]  
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**Subject:** RE: Operation Roll out plan  
**Date:** Thursday, August 11, 2016 11:50:32 AM  
**Attachments:** [image001.jpg](#)  
[SimpleRecycling\\_7x5\\_T2\\_Front\\_PROOF\(1\).pdf](#)  
[SimpleRecycling\\_11x6\\_T4\\_Front\\_PROOF\(2\).pdf](#)  
[SimpleRecycling\\_Trifold\\_Austin\\_Cover\\_PROOF.pdf](#)  
[SimpleRecycling\\_7x5\\_T1\\_Front\\_PROOF\(1\).pdf](#)  
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**Date:** Wednesday, August 10, 2016 8:09:00 PM  
**Attachments:** [image001.jpg](#)  
[T2 v2.pdf](#)  
[trifold v2.pdf](#)  
[11x6 v2.pdf](#)  
[T1 v2.pdf](#)

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----- Original message -----

From: [REDACTED]  
Date: 8/10/16 12:37 PM (GMT-06:00)  
To: "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
Subject: FW: Operation Roll out plan  
Hey Melissa,

So I sent this off earlier to be signed off on while we are working on the marketing. Do you have the final changes you'd like to see???

-----Original Message-----

From: [REDACTED]  
Sent: Wednesday, August 10, 2016 11:53am  
To: "Jo Gutierrez" <[jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)>  
Cc: "Hardee Donald" <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>, "Adam Winfield" <[REDACTED]>

Subject: Operation Roll out plan

Jo,

Here is our operations roll out plans as discussed in yesterday's meeting. We will need this signed off as ARR's earliest convenience so we can move forward with the marketing.

Facility:

We are currently in the process of locating the appropriate space for our operations. The requirements in terms of what we're looking for are as such:

4,000 - 7,000sf

1-2 grade level doors

1-2 loading docks

No office required

No A/C or heat required

No grade out required

\* We are working with CBRE & Stream Realty to find appropriate space. Also, we are working with AISD on the possibility of leasing space from them. If ARR has some suggestions in terms of leasing space on city owned properties, we are happy to hear them.

\* We will sign a lease on the property location 30 days prior to launch. If we come to an agreement on a city owned location, there is a possibility of an exception. Once a location has been established ARR will be immediately notified.

Coverage:

5 2015 or newer Transit Vans equipped with GPS

\*\*Each truck will cover roughly 4k Households per day

\*\*Capable of covering approxiametly 7,500 Households per day

We will have an account set up with a local truck rental company in the event of an emergency. Should that truck be used, we have Simple Recycling magnets that will be placed on the truck. We also have 20ft. Box trucks in Houston which can be brought to Austin on an as needed basis.

Personnel:

1 Dispatch Supervisor

5 Route Drivers

Our dispatch supervisor will be supervising 5 local new hire drivers. That supervisor will also provide as a "back-up driver"

Drivers will be hired roughly 2 weeks before kickoff. Each will run their "dry routes" for familiarity before launch. 3 experienced drivers to be brought from Houston to provide field training. During the 1st week of both Schedule A&B launch weeks, there will be two drivers in each truck to be sure we can handle expected volume.

\*\*Additional drivers will be on standby in the event of an unexpected volume & additional coverage is needed.

Summary:

Based on our experience in opening new markets & facilities, the above coverage will be sufficient. We will be prepared for an additional volume. Simple Recycling is the largest & fastest curbside textile recycling company in the nation. We have successfully launched these programs & will do so here also. We appreciate the support of ARR & are truly looking forward to working with you.

Please contact me at your earliest convenience with any questions.

Sonny Wilkins

317.607.0665



**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Cc:** [Adam Winfield](#)  
**Subject:** RE: Photos needed for news story today  
**Date:** Wednesday, November 09, 2016 3:24:01 PM  
**Attachments:** [IMG\\_2318.JPG](#)  
[IMG\\_2326.JPG](#)

---

Attached.

-----Original Message-----

From: "Heald, Melissa" <Melissa.Heald@austintexas.gov>

Sent: Wednesday, November 9, 2016 3:13pm

To: '[REDACTED]' <[REDACTED]> "Adam Winfield"

<[REDACTED]>  
Subject: Photos needed for news story today

Hi, Sonny and Adam. Do you have any photos, such as the ones on the marketing materials, that you can send me for a news segment? I did an interview this morning and they're asking for photos of the trucks or bags, anything that would help illustrate it. If you have any, I need to send them to the reporter today. Thank you.

**Melissa Goodman**

Public Information Specialist

Austin Resource Recovery | City of Austin

(512) 974-9216

[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

**From:** Heald, Melissa  
**To:** ["Sonny Wilkins"](#)  
**Subject:** RE: Press for textile recycling  
**Date:** Tuesday, November 01, 2016 10:15:00 AM

---

Thank you.

Do you know if Adam will be able to make the 10<sup>th</sup>? If you don't know, may I please have his phone number so I can call him? Since it's next week, I need to get the press conference officially scheduled right away, but can't do that without confirmation. Thank you!

---

**From:** Sonny Wilkins [mailto: [REDACTED]]  
**Sent:** Tuesday, November 1, 2016 10:08 AM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Subject:** Re: Press for textile recycling

To be recycled.

On Nov 1, 2016, at 9:59 AM, Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)> wrote:

Hi Sonny and Adam. The date of the press conference is planned for **next Thursday, Nov. 10** (not the 14<sup>th</sup>). Will that work for you, Adam?

I think it would be a good idea for us to coordinate on talking points to make sure that you and Bob have a unified message without being too repetitive. To that end, could you send me a copy of your talking points by the end of the week? I can send you what I draft for Bob as well.

Sonny, I will look at the press release you sent as well; I apologize for forgetting about it. I will return it by tomorrow. Have you been able to find out whether the bags will be recycled?

Thank you,

**Melissa Goodman**  
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[austinrecycles.com](http://austinrecycles.com)

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**From:** [REDACTED] [mailto: [REDACTED]]



**Sent:** Monday, October 31, 2016 8:43 AM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Cc:** Adam Winfield <[REDACTED]>  
**Subject:** RE: Press for textile recycling

Good Morning Melissa,

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We had also given ARR a press release that to sign off on that we were going to request to be put into the STAR newsletter. Could you give me an update on that so we could send it over?

We're looking forward to getting started! Have a great week.

Sonny

-----Original Message-----

From: "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
Sent: Friday, October 28, 2016 4:27pm  
To: "Sonny Wilkins" <[REDACTED]>  
Subject: RE: Press for textile recycling

Thanks, Sonny! In addition to confirming the mailer dates and whether someone will be available to speak at the press conference, I was wondering if you were able to confirm what happens to the plastic bags after they're used? We discussed it at the last meeting I attended and I believe you said you were going to look into it. Will they be recycled after use? Thank you!

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**From:** Sonny Wilkins [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Friday, October 28, 2016 3:53 PM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Subject:** Re: Press for textile recycling

Hi Melissa,

I believe the answer is yes to both of your questions. I'm driving now but I'll confirm that info once I get home. I'm glad you reached out as I wanted to discuss what ARR's plan was in terms of press.  
Thank You

Sonny

Sent from my iPhone

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**From:** Heald, Melissa  
**To:** ["Sonny Wilkins"](#)  
**Subject:** RE: Press for textile recycling  
**Date:** Friday, October 28, 2016 4:27:00 PM

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[austinrecycles.com](http://austinrecycles.com)

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**From:** Heald, Melissa  
**To:** ["Adam Winfield"](#)  
**Cc:** ["Sonny Wilkins"](#)  
**Subject:** RE: Press for textile recycling  
**Date:** Friday, November 04, 2016 8:58:00 AM

---

Thanks, Adam! These look good. I have a couple suggestions that I will send along with Bob's as soon as I get his finished.

In previous meetings, I remember us discussing the impact (or lack thereof) on the donations given to charities such as Goodwill in areas where you guys pick up. I recall that very little impact was observed. Can you or Sonny please give me a little more detail about that? (e.g., what was measured to determine that and how, and in what cities?) I won't include anything about this in the talking points, but I'd like to have as much info as possible prepared in case Bob gets asked a question about the impact to local charities.

Can you also give me an overall percentage for the items that are reused, recycled, and landfilled? If you have detail about the percentage locally/nationally/internationally, that would also be great. This is also for background info just in case we get questions.

Thanks and I look forward to meeting you in person next week.

**Melissa Goodman**

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[austinrecycles.com](http://austinrecycles.com)

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---

**From:** Adam Winfield [mailto: ]  
**Sent:** Wednesday, November 2, 2016 7:09 PM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Cc:** Sonny Wilkins < >  
**Subject:** Re: Press for textile recycling

Melissa,

Here are some talking points that I would like to share:

- Simple Recycling has partnered with the City of Austin to bring it's residents the most convenient reuse and recycling option for clothing, shoes and home goods.
- As a leader and innovator in the recycling industry, we appreciate the City of Austin's

- shared passion for waste reduction and sustainability
- Simple Recycling's free, curbside collection program for clothing, shoes and home goods will begin on December 5th and will continue on resident's regular recycling collection days.
  - Simple Recycling takes great efforts to find best use for all collected clothing and shoes.
    - We try to keep as much clothing for reuse locally, then nationally, then internationally and for recycling.
  - Participation in our program is free and voluntary.
  - All resident's currently receiving traditional curbside collection will receive program information and clothing recycling bags in the mail.
  - As residents place their bags beside their recycling containers, replacement bags will be left upon collection.
  - If residents have questions or would like additional bags, please visit our website at [SimpleRecycling.com](http://SimpleRecycling.com) or call us at 866.835.5068

I am open to suggestions or recommendations.

Sincerely,  
Adam Winfield  
Simple Recycling, President  
862.268.2550

On Nov 1, 2016, at 10:59 AM, Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)> wrote:

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Sonny, I will look at the press release you sent as well; I apologize for forgetting about it. I will return it by tomorrow. Have you been able to find out whether the bags will be recycled?

Thank you,

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**From:** [REDACTED] [[mailto:\[REDACTED\]](#)]  
**Sent:** Monday, October 31, 2016 8:43 AM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Cc:** Adam Winfield <[REDACTED]>  
**Subject:** RE: Press for textile recycling

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We're looking forward to getting started! Have a great week.

Sonny

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**Sent:** Friday, October 28, 2016 3:53 PM  
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Sent from my iPhone

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**From:** [Adam Winfield](#)  
**To:** [Heald, Melissa](#)  
**Cc:** [Sonny Wilkins](#)  
**Subject:** Re: Press for textile recycling  
**Date:** Wednesday, November 02, 2016 7:09:36 PM

---

Melissa,

Here are some talking points that I would like to share:

- Simple Recycling has partnered with the City of Austin to bring it's residents the most convenient reuse and recycling option for clothing, shoes and home goods.
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**Cc:** [Sonny Wilkins](#)  
**Subject:** Re: Press for textile recycling  
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**To:** [Heald, Melissa](#)  
**Subject:** Re: Press for textile recycling  
**Date:** Tuesday, November 01, 2016 10:08:09 AM

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Sonny, I will look at the press release you sent as well; I apologize for forgetting about it. I will return it by tomorrow. Have you been able to find out whether the bags will be recycled?

Thank you,

**Melissa Goodman**

Public Information Specialist  
Austin Resource Recovery | City of Austin  
(512) 974-9216  
[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

**From:** [REDACTED] [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Monday, October 31, 2016 8:43 AM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Cc:** Adam Winfield <[REDACTED]>  
**Subject:** RE: Press for textile recycling

Good Morning Melissa,

Yes, those dates are correct for the mailers. We usually say "approximate dates" or "week of" to give flexibility to how things are running with the Postal Service. Also, Adam Winfield will be attending the press conference on behalf of Simple Recycling. He will plan on being at the RRDOC for a 10am press conference on the 14th.

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We're looking forward to getting started! Have a great week.

Sonny

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From: "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
Sent: Friday, October 28, 2016 4:27pm  
To: "Sonny Wilkins" <[REDACTED]>  
Subject: RE: Press for textile recycling

Thanks, Sonny! In addition to confirming the mailer dates and whether someone will be available to speak at the press conference, I was wondering if you were able to confirm what happens to the plastic bags after they're used? We discussed it at the last meeting I attended and I believe you said you were going to look into it. Will they be recycled after use? Thank you!

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**Sent:** Friday, October 28, 2016 3:53 PM  
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**From:** [Sonny Wilkins](#)  
**To:** [Heald, Melissa](#)  
**Cc:** [Adam Winfield](#)  
**Subject:** Re: Press for textile recycling  
**Date:** Tuesday, November 01, 2016 10:07:01 AM

---

Oh yes, I'm sorry I forgot to mention that. All of that bags being used in the program will be returned to ARR for disposal.

Sonny

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**From:** [Sonny Wilkins](#)  
**To:** [Heald, Melissa](#)  
**Subject:** Re: Press for textile recycling  
**Date:** Friday, October 28, 2016 3:53:58 PM

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**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Cc:** [Adam Winfield](#)  
**Subject:** RE: Press for textile recycling  
**Date:** Monday, October 31, 2016 8:43:47 AM

---

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**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Subject:** RE: Press release  
**Date:** Tuesday, November 08, 2016 1:56:12 PM  
**Attachments:** [Final Austin Simple Press Release 8 1 16 ARR edits.docx](#)

---

Hey Melissa..

Here's the final draft for release. I'll be sending this to STAR to hopefully include in their December newsletter. Also, the local Austin newspapers & possibly some environmental blogs, etc.

Sonny

-----Original Message-----

From: "Heald, Melissa" <Melissa.Heald@austintexas.gov>

Sent: Monday, November 7, 2016 2:44pm

To: '[REDACTED]' <[REDACTED]>

Subject: Press release

Hi Sonny. I've attached some edits to the press release. We will be putting out a press release of our own on Thursday in conjunction with the press conference. Who are you guys planning to send yours to and when? Thanks!

**Melissa Goodman**

Public Information Specialist

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**From:** [Adam Winfield](#)  
**To:** [Heald, Melissa](#)  
**Cc:** [REDACTED]  
**Subject:** Re: Press release  
**Date:** Tuesday, November 08, 2016 3:15:52 PM

---

Sounds good to me.

Let's circulate Austin's press release to local media and ours to STAR and national media/blogs.

-Adam

On Nov 8, 2016, at 3:56 PM, Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)> wrote:

Hi Sonny. The only concern I have about this press release is the inclusion of your website. We requested it be left off the marketing materials, and we'd also like to request it be left off the press release for the same reasons. We want to maintain as cohesive an experience as possible for our customers, so we prefer them to always come to our website where they can get info about all of the curbside services we provide. Additionally, you guys advertise on your website that you accept small electronics, but we're intentionally leaving that out of the messaging for our customers because electronics are a revenue stream for the City via our Recycle & Reuse Drop-off Center, and we want our customers to continue to use that service.

If your goal is to advertise Simple Recycling to other municipalities, and that's why you want the URL on there, perhaps you guys could send your release to STAR and blogs, but *not* to local Austin media. (Remember, we're sending a press release ourselves on Thursday anyway.)

What do you think?

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**To:** [REDACTED]  
**Cc:** "Adam Winfield"  
**Subject:** RE: Press release  
**Date:** Tuesday, November 08, 2016 2:56:00 PM

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**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Cc:** [Adam Winfield](#)  
**Subject:** RE: Questions from concerned citizens  
**Date:** Tuesday, November 15, 2016 11:16:35 AM  
**Attachments:** [image002.jpg](#)  
[SimpleRecycle\\_InfoPack 6.26.15 \(1\).pdf](#)

---

Melissa,

Whenever citizens and/or the media question the merits of the program, it's usually because they have a lack of understanding of the problem at hand. Therefore, it's very important we consistently put the focus on the problem & benefits of the program.

1. 3,300+ tons of textiles going in Austin's waste stream
2. Highest environmental initiative the city can implement at ZERO cost & generate revenue
3. Increased diversion rates (Austin Zero Waste plan..etc)
4. The alternative for the material we're collecting is the TRASH as shown by point #1

In the attachment, on the last page has the list of percentages. Keep in mind, that these are the numbers that are averages for the textile recycling industry.

Also, here's something that will give you a better understanding of our industry. It takes two minutes to read but answers your questions as a whole: <http://www.npr.org/sections/parallels/2013/05/21/185596830/the-global-afterlife-of-your-donated-clothes>

Regards,

**Sonny Wilkins**

[REDACTED]

317.607.0665



-----Original Message-----

From: "Heald, Melissa" <Melissa.Heald@austintexas.gov>

Sent: Tuesday, November 15, 2016 9:28am

To: "Adam Winfield" <[REDACTED]> "Sonny Wilkins" <[REDACTED]>

Subject: Questions from concerned citizens

Hi Adam and Sonny. We are getting some concerned citizens asking about the clothing that will be sent to other countries. Can you tell me an approximate percentage of the materials that you guys collect that is sold to local/state entities? National? International? Ends up in landfill? Of the items that are sold internationally, what countries are the materials going to?

I suspect we might get some media inquiries about this as well, because I know at least one reporter has been digging into the contract, so if you could please send me the info as soon as possible, I'd really appreciate it! Thanks!

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**From:** [REDACTED]  
**To:** [Heald, Melissa](#)  
**Cc:** [Adam Winfield](#)  
**Subject:** RE: Questions from concerned citizens  
**Date:** Tuesday, November 15, 2016 11:08:10 AM

---

I am responding to your earlier email now. The short answer is yes.

-----Original Message-----

**From:** "Heald, Melissa" <Melissa.Heald@austintexas.gov>  
**Sent:** Tuesday, November 15, 2016 11:01am  
**To:** "Adam Winfield" <[REDACTED]> "Sonny Wilkins" <[REDACTED]>  
**Subject:** RE: Questions from concerned citizens

I just saw [this](#) in one of the news articles. Please see my question below.

Simple Recycling sells most of its collected materials to thrift and resale stores.

According to industry data, about 10 to 20 percent of used clothing is sold in thrift stores. The rest is not in good enough condition for sale in the United States, so those items are exported to other countries or broken down for sale of raw materials:

**45%** is exported as secondhand clothing. (So does this mean 10 to 20 percent is sold as secondhand clothing in the state or U.S. and 25 to 35 percent is sent overseas?)

**30%** is recycled and converted into items such as wiping rags.

**20%** is recycled into fiber for such things as home insulation or carpet padding.

**5%** is thrown away.

Source: Simple Recycling

---

**From:** Heald, Melissa  
**Sent:** Tuesday, November 15, 2016 9:29 AM  
**To:** 'Adam Winfield' <[REDACTED]> Sonny Wilkins <[REDACTED]>  
**Subject:** Questions from concerned citizens  
**Importance:** High

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[austinrecycles.com](http://austinrecycles.com)

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**From:** Heald, Melissa  
**To:** ["Adam Winfield"](#); ["Sonny Wilkins"](#)  
**Subject:** RE: Questions from concerned citizens  
**Date:** Tuesday, November 15, 2016 11:01:00 AM

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**From:** Heald, Melissa  
**Sent:** Tuesday, November 15, 2016 9:29 AM  
**To:** 'Adam Winfield' <[REDACTED]> Sonny Wilkins <[REDACTED]>  
**Subject:** Questions from concerned citizens  
**Importance:** High

Hi Adam and Sonny. We are getting some concerned citizens asking about the clothing that will be sent to other countries. Can you tell me an approximate percentage of the materials that you guys collect that is sold to local/state entities? National? International? Ends up in landfill? Of the items that are sold internationally, what countries are the materials going to?

I suspect we might get some media inquiries about this as well, because I know at least one reporter has been digging into the contract, so if you could please send me the info as soon as possible, I'd really appreciate it! Thanks!

**Melissa Goodman**  
Public Information Specialist  
Austin Resource Recovery | City of Austin

(512) 974-9216

[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

**From:** [Adam Winfield](#)  
**To:** [REDACTED]  
**Cc:** [Heald, Melissa](#)  
**Subject:** Re: Questions from concerned citizens  
**Date:** Tuesday, November 15, 2016 11:18:57 AM

---

Melissa,

I would also like to supplement Sonny's response, by letting you know that those are industry specific statistics since our downstream partners are responsible for the separation, grading and sorting of the collected material.

Simple Recycling takes great effort to find partners committed the "best use" for all collected materials.

Thanks,  
Adam

On Nov 15, 2016, at 11:08 AM, [REDACTED] wrote:

I am responding to your earlier email now. The short answer is yes.

-----Original Message-----

From: "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>

Sent: Tuesday, November 15, 2016 11:01am

To: "Adam Winfield" <[REDACTED]> "Sonny Wilkins"

<[REDACTED]>  
Subject: RE: Questions from concerned citizens

I just saw [this](#) in one of the news articles. Please see my question below.

Simple Recycling sells most of its collected materials to thrift and resale stores. According to industry data, about 10 to 20 percent of used clothing is sold in thrift stores. The rest is not in good enough condition for sale in the United States, so those items are exported to other countries or broken down for sale of raw materials:

**45%** is exported as secondhand clothing. (So does this mean 10 to 20 percent is sold as secondhand clothing in the state or U.S. and 25 to 35 percent is sent overseas?)

**30%** is recycled and converted into items such as wiping rags.

**20%** is recycled into fiber for such things as home insulation or carpet padding.

**5%** is thrown away.

Source: Simple Recycling

---

**From:** Heald, Melissa

**Sent:** Tuesday, November 15, 2016 9:29 AM

**To:** 'Adam Winfield' <[REDACTED]> Sonny Wilkins

**Subject:** Questions from concerned citizens

**Importance:** High

Hi Adam and Sonny. We are getting some concerned citizens asking about the clothing that will be sent to other countries. Can you tell me an approximate percentage of the materials that you guys collect that is sold to local/state entities? National? International? Ends up in landfill? Of the items that are sold internationally, what countries are the materials going to?

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[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

**From:** Heald, Melissa  
**To:** ["Adam Winfield"](#)  
**Cc:** [Sonny Wilkins](#)  
**Subject:** RE: Talking points  
**Date:** Wednesday, November 09, 2016 9:49:00 PM

---

Hi Adam. Yes, I did. Thank you! I'll be there early to set up, so if you don't see me when you arrive, feel free to call my cell: 512-825-0899. Any concerns about the suggested edits to the talking points?

---

**From:** Adam Winfield [mailto: [REDACTED]]  
**Sent:** Wednesday, November 9, 2016 8:40 PM  
**To:** Heald, Melissa <Melissa.Heald@austintexas.gov>  
**Cc:** Sonny Wilkins < [REDACTED]>  
**Subject:** Re: Talking points

Melissa,

I'm checking in to make sure you received the delivery of Simple Recycling bags today.

I look forward to meeting you in the morning.

Sincerely,  
Adam Winfield  
Simple Recycling

On Nov 8, 2016, at 3:05 PM, Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)> wrote:

Hi, Adam. For the press conference, Bob will speak first and then introduce you. I've attached Bob's talking points, followed by yours. I tracked my suggested changes on yours and also left a couple of comments to try to make sure we have a unified message. Please take a look and let me know if you have any questions or concerns. I've also attached the press release that we'll be sending on Thursday for your information.

The conference is at our Recycle & Reuse Drop-Off Center (2514 Business Center Drive). Parking is available on the street, as well as at our two facilities right next door: 4108 Todd Lane and 3810 Todd Lane.

The City of Austin's news station, ATXN, will be present at the conference. We hope to get some of the other local news media as well, but it just depends on what else comes up that day! One of my colleagues will be streaming the press conference on Facebook Live, and we'll be posting about the new service on our Facebook and NextDoor accounts.

Can you please bring several of the green bags with you to the press conference? As a

visual aid, I will have some example items there and it would be great if we could also have some bags. Additionally, would it be possible for you to bring us some postcards and brochures so that we can have some on hand to distribute at events?

Thanks!

**Melissa Goodman**

Public Information Specialist

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[melissa.heald@austintexas.gov](mailto:melissa.heald@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

<REL\_Curbside Clothing and Housewares\_11102016.doc><Talking  
points.docx>



**From:** [Adam Winfield](#)  
**To:** [Heald, Melissa](#)  
**Cc:** [Sonny Wilkins](#)  
**Subject:** Re: Talking points  
**Date:** Wednesday, November 09, 2016 8:40:19 PM

---

Melissa,

I'm checking in to make sure you received the delivery of Simple Recycling bags today.

I look forward to meeting you in the morning.

Sincerely,  
Adam Winfield  
Simple Recycling

On Nov 8, 2016, at 3:05 PM, Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)> wrote:

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[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

<REL\_Curbside Clothing and Housewares\_11102016.doc><Talking  
points.docx>

**From:** [Adam Winfield](#)  
**To:** [Heald, Melissa](#)  
**Subject:** Re: Talking points  
**Date:** Thursday, November 10, 2016 7:51:52 AM

---



All good. See you in a bit.

-AW

On Nov 9, 2016, at 9:49 PM, Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)> wrote:

Hi Adam. Yes, I did. Thank you! I'll be there early to set up, so if you don't see me when you arrive, feel free to call my cell: 512-825-0899. Any concerns about the suggested edits to the talking points?

---

**From:** Adam Winfield [<mailto:>   
**Sent:** Wednesday, November 9, 2016 8:40 PM  
**To:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Cc:** Sonny Wilkins <  
**Subject:** Re: Talking points

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Simple Recycling

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Public Information Specialist

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[austinrecycles.com](http://austinrecycles.com)

Follow Austin Recycles on [Facebook](#).

<REL\_Curbside Clothing and Housewares\_11102016.doc><Talking points.docx>

**From:** Heald, Melissa  
**To:** "Adam Winfield"  
**Cc:** [REDACTED]  
**Subject:** Talking points  
**Date:** Tuesday, November 08, 2016 2:05:00 PM  
**Attachments:** [REL\\_Curbside Clothing and Housewares\\_11102016.doc](#)  
[Talking points.docx](#)

---

Hi, Adam. For the press conference, Bob will speak first and then introduce you. I've attached Bob's talking points, followed by yours. I tracked my suggested changes on yours and also left a couple of comments to try to make sure we have a unified message. Please take a look and let me know if you have any questions or concerns. I've also attached the press release that we'll be sending on Thursday for your information.

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Follow Austin Recycles on [Facebook](#).

CURBSIDE RECYCLING PICKUP OF CLOTHING AND

HOUSEWARES



Reuse and Recycling of Clothing and Housewares Made SIMPLE.

PLACE BAG **NEAR** RECYCLING CO **CART** ER

Recyclable Items for this **Bag**:

All Clothing • Shoes • Accessories • Linens • Towels  
Coats & Jackets • Kitchenware • Tools • Toys

**CURBSIDE COLLECTION OF THESE BAGS BY ANY OTHER PARTY IS THEFT.**

~~[www.SimpleRecycling.com](http://www.SimpleRecycling.com)~~ • [Info@SimpleRecycling.com](mailto:Info@SimpleRecycling.com)  
**866.835.5068**

Brought to you by:



possible to use  
color logos?

## Recycle Clothing & Shoes PLUS housewares on your regular recycling day.

Curbside collection on your regular recycling day  
NO ENROLLMENT necessary

**\* WE ESPECIALLY APPRECIATE CLOTHING  
AND SHOES IN WEARABLE CONDITION\***

Need additional **b**ags?

~~Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)~~

Call 866.835.5068

or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

~~[simplerecycling.com](http://simplerecycling.com)~~

5425 Naiman Pkwy  
Solon, OH 44139

Please tape this postcard (Green Side Out) to any plastic bag or box and  
set it **near** your recycling cart/bin on your regular recycling collection day.





6116 Milwee St.  
Houston, TX 77092

Presort Standard  
US Postage  
PAID  
Houston, TX  
Permit 542



6116 Milwee St.  
Houston, TX 77092

Presort Standard  
US Postage  
PAID  
Houston, TX  
Permit 542



AUSTIN  
SOURCE  
RECOVERY

Contact: Adam Winfield  
Simple Recycling, President  
Phone: (440) 519-9200

5425 Naiman Pkwy  
Solon, OH 44139  
www.SimpleRecycling.com



## Free Curbside Clothing, Shoe and ~~Home Goods~~Housewares Recycling Program coming to Austin, TX residents in ~~Fall,~~ 2016December.

Commented [HM1]: This is the phrasing on marketing materials

Austin, TX —~~August 1, 2016~~—In partnership with Simple Recycling, the City of Austin & Austin Resource Recovery will soon be offering residents a free, convenient and simple way to recycle unwanted Clothing, Shoes & ~~Home Goods~~Housewares. This program continues to solidify Austin Resource Recovery's leadership in sustainability and re-affirms the City of Austin's commitment to zero waste.

*"Our program is simply an extension of the current curbside recycling initiatives that the city currently offers. 85% of clothing ends up in our landfills each year with only 15% being donated or recycled when a curbside program is not available. By offering the convenience of free, curbside collection, on your normal recycling collection day, the diversion rate sky rockets" says, Adam Winfield, Simple Recycling President.*

Commented [HM2]: Can you clarify that this is a national statistic? It sort of reads like it's Austin-specific.

Through the integration of Simple Recycling's free curbside clothing and housewares recycling program, Austin residents will receive ~~custom printed~~ recycling bags and free curbside pickup service on their regular recycling collection day and week.

Collected items are sorted and graded for condition before being reused, repurposed or recycled.

By following the existing recycling schedule, residents s don't need to remember a "special" day and replacement bags are left upon pickup.

Simple Recycling makes it simple to dramatically reduce the 40 billion tons of clothing in the nation's municipal waste stream through their free, easty, and simple curbside collection program.

MORE

If you would like more information about this topic, please contact Sonny Wilkins at 317.607.0665 or email [Sonny@simplerecycling.com](mailto:Sonny@simplerecycling.com).



Contact: Adam Winfield  
Simple Recycling, President  
Phone: (440) 519-9200

5425 Naiman Pkwy  
Solon, OH 44139  
[www.SimpleRecycling.com](http://www.SimpleRecycling.com)



## *Free Curbside Clothing, Shoe and Housewares Recycling Program coming to Austin, TX residents in December.*

Austin, TX –In partnership with Simple Recycling, the City of Austin & Austin Resource Recovery will soon be offering residents a free, convenient and simple way to recycle unwanted Clothing, Shoes & Housewares. This program continues to solidify Austin Resource Recovery's leadership in sustainability and re-affirms the City of Austin's commitment to zero waste.

*"Our program is simply an extension of the current curbside recycling initiatives that the city currently offers. According to the EPA, 85% of clothing ends up in our landfills each year with only 15% being donated or recycled when a curbside program is not available. By offering the convenience of free, curbside collection, on your normal recycling collection day, the diversion rate sky rockets. When residents recycle through our program, jobs are created, waste is reduced and clothing finds a new home" says, Adam Winfield, Simple Recycling President.*

Through the integration of Simple Recycling's free curbside clothing, shoe and housewares collection program, Austin residents will receive special clothing recycling bags and free curbside pickup service on their regular recycling collection day and week (just like traditional recycling collection). No calling or scheduling is necessary. Simply place your Simple Recycling bags beside your recycling container in plain sight.

Best and highest use is sought for all collected items which are sorted and graded for condition before being reused, repurposed or recycled.

By following the existing recycling schedule, residents don't need to remember a "special" day and replacement bags are left upon pickup.

Simple Recycling makes it simple to dramatically reduce the 40 billion tons of clothing in the nation's municipal waste stream through their free, easy, and simple curbside collection program.

If you would like more information visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com) or email [Info@SimpleRecycling.com](mailto:Info@SimpleRecycling.com),





Curbside  
Pick-Ups

**simple**  
**recycling**

Curbside  
Pick-Ups

Clothing and Household Discards  
(216) 438-7109  
[www.SimpleRecycling.com](http://www.SimpleRecycling.com)

**simple**  
**recycling**





6116 Milwee St.  
Houston, TX 77092

Presort Standard  
US Postage  
PAID  
Houston, TX  
Permit 542

# RECYCLE CLOTHING & SHOES

plus Housewares

A FREE ~~WEEKLY~~ PICK-UP service  
NO ENROLLMENT necessary  
Watch for more information to come

Brought to you by:



in cooperation with

**simplerecycling.com**

866.835.5068

5425 Naiman Pkwy  
Solon, OH 44139

**CURBSIDE**



**Austin Resource  
Recovery customers  
can now**

recycle

unwanted clothing, shoes, and household items with free, curbside pick-up on your regular recycling collection day.

You will receive specialized green Simple Recycling collection bags via U.S. mail soon.

This program is being offered in addition to your current recycling program. Your regular recycling collection day will remain the same.

**Items that are acceptable for recycling collection:** All types of men's, women's and children's clothing, shoes and accessories. Home goods such as kitchenware, books, toys, etc.

Need additional Bags?

Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)

Call 866.835.5068

or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

# Begins: November 7, 2016



Logo order 1. City of Austin, 2. Austin Resource Recovery, 3. Simple Recycling

Brought to you by:

**simplerecycling**



## Resource Recovery

**Austin** and **Simple Recycling** are offering a new simple, easy, and free service to recycle your clothing, shoes, accessories and other items such as kitchenware, tools, toys, home goods and books.

Here's how...

**STEP 1** Place **items** ~~clothes and home goods~~ into the green bags provided by Simple Recycling.

**STEP 2** Place your bags at the curb on your regular collection day **BESIDE** your trash and recycling containers.

**STEP 3** Simple Recycling will collect the bags and recycle the items ~~for reuse!~~

**Items that are acceptable for recycling collection:** All types of men's, women's and children's clothing, shoes and accessories. Home goods such as kitchenware, books, toys, etc.

Need additional Bags?

Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)

Call 866.835.5068

or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

 **simplerecycling.com**

5425 Naiman Pkwy  
Solon, OH 44139

# NOW AVAILABLE!



Need additional Bags? Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)  
Call 866.835.5068 or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

**simple**recycling

## Clothing, Shoes & Housewares Recycling!

Brought to you by:



Recycle clothing and accessories curbside using your Simple Recycling bags & labels on the same day as your regular recycling pick-up ~~schedule~~.

This program is being offered in addition to your current recycling program. Your regular recycling collection day will remain the same.



In partnership with:



## Recycle Clothing & Shoes PLUS housewares on your regular recycling day.

Curbside Collection on your Regular Recycling Day  
NO ENROLLMENT necessary

**\*WE ESPECIALLY APPRECIATE CLOTHING  
AND SHOES IN WEARABLE CONDITION\***

Need additional Bags?  
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[simplerecycling.com](http://simplerecycling.com)

5425 Naiman Pkwy  
Solon, OH 44139

Please tape this postcard (Green Side Out) to any plastic bag or box and set it beside your recycling cart/bin on your regular recycling collection day.

CURBSIDE RECYCLING PICKUP OF CLOTHING AND HOUSEHOLD DISCARDS



Reuse and Recycling of Clothing and Housewares Made SIMPLE.

**PLACE BAG BESIDE RECYCLING CONTAINER**

**Recyclable Items for this bag:**

All Clothing • Shoes • Accessories • Linens • Towels • Coats & Jackets • Kitchenware • Tools • Toys

**CURBSIDE COLLECTION OF THESE BAGS BY ANY OTHER PARTY IS THEFT.**

**[www.SimpleRecycling.com](http://www.SimpleRecycling.com) • [Info@SimpleRecycling.com](mailto:Info@SimpleRecycling.com) • 866.835.5068**



## ITEMS THAT ARE ACCEPTABLE FOR SIMPLE RECYCLING COLLECTION...

- ☐ Men's Clothing
- ☐ Children's Clothing
- ☐ Women's Clothing
- ☐ Boots & Shoes

- ☐ Bedding  
(sheets, pillow cases, blankets, comforters)
- ☐ Belts & Ties
- ☐ Books
- ☐ Bras
- ☐ Coats & Jackets
- ☐ Fashion Accessories
- ☐ Handbags & Purses
- ☐ Hats & Gloves
- ☐ Kitchenware
- ☐ Linens
- ☐ Pillows
- ☐ Sandals & Slippers  
(in pairs)
- ☐ Socks  
(single or in pairs)
- ☐ Stuffed Animals
- ☐ Table Linens
- ☐ Tools
- ☐ Towels
- ☐ Toys
- ☐ Undergarments

Items we CANNOT collect include: Appliances, Furniture, Tires, Paint, Carpeting, Mattresses, Traditional Recyclables (metal, glass, paper), Hazardous Waste.



## DID YOU KNOW:

Clothing and shoes are 100% recyclable, but 85% still ends up in landfills!

You can help change that by recycling your unwanted clothing and small household items through this free curbside pick-up service on your regular recycling collection day!



Place green bags beside your recycling cart for collection.

Questions?  
Call Simple Recycling:

**866.835.5068**  
[info@simplerecycling.com](mailto:info@simplerecycling.com)

Recycle Clothing and Textiles on your normal recycling day!



Please remove or make a generic statement rather than a specific statistic

This text might be hard to read when printed.



Residents can recycle unwanted clothing and more with free, curbside pick-up.

Brought to you by:



In cooperation with:

**simple**recycling.com



# THE CITY OF AUSTIN AND SIMPLE RECYCLING ARE EXCITED TO ANNOUNCE A **SIMPLE, EASY AND FREE** NEW WAY TO RECYCLE YOUR CLOTHING, SHOES, ACCESSORIES AND OTHER HOUSEHOLD DISCARDS SUCH AS KITCHENWARE, HOME GOODS AND BOOKS.

These items are not 100% recyclable. Please rephrase so it's not implying all clothes and household goods can be 100% recycled

In cooperation with the City of Austin Simple Recycling provides a simple and convenient way to keep ~~this 100% recyclable and reusable material~~ out of landfills to give these items a second life.



## Step 1

Place clothing, shoes and housewares in the bag provided or other waterproof bag with the Simple Recycling tag provided.



Enclosed are two Simple Recycling collection bags to get you started. Whenever you use the Simple Recycling Collection bags and/or tags, the collecting driver will leave another bag for you to use the next time you have materials for collection.

If you need more Simple Recycling collection bags, please call us at **866-835-5068** or email [info@SimpleRecycling.com](mailto:info@SimpleRecycling.com).

## Step 2

Leave the filled bag(s) **beside** your recycling bin on your regular recycling pickup day.



- This program is in addition to your current recycling program.
- Your recycling collection day will remain the same.

Please refer to the list on the other side of this brochure for items that are acceptable for recycling and collection.

## Step 3

Simple Recycling will collect the bags and recycle their contents ~~for reuse!~~



"of" cut off?



## CITY OF AUSTIN NEWS RELEASE

### FOR IMMEDIATE RELEASE

November 10, 2016

**Contact:** Melissa Goodman 512-974-9216  
Austin Resource Recovery Media Line 512-974-1800

#### **New Curbside Recycling Service Collects Clothing and Housewares**

*Free Service Begins Dec. 5 for Austin Resource Recovery Curbside Customers*

AUSTIN, TEXAS – Austin Resource Recovery will launch a free new service for its curbside customers this December: clothing and housewares recycling. Austin Resource Recovery has partnered with an independent company – Simple Recycling – to provide the service, which will occur on customers' regular recycling day and week beginning Dec. 5. Many types of clothing and housewares can be recycled, including shoes, accessories, fabrics scraps, stuffed toys, linens, tools, toys, hats, purses, kitchenware and books.

A 2014 waste characterization study found that ARR curbside customers send approximately 3,322 tons of textiles to Austin landfills each year. "This new service is a step in the right direction to help us get on track to meet our benchmarks for Zero Waste," said Bob Gedert, Austin Resource Recovery Director. "The most recent figures show our diversion rate is about 42 percent, so if we hope to meet our next benchmark – keeping 75 percent of waste out of landfills by 2020 – we are asking all customers to use this program to ensure these materials are not going to the landfill."

Customers will use green bags provided by Simple Recycling to collect their items and leave them on the curb next to their blue recycling cart on their recycling collection day. When Simple Recycling collects a bag, they will leave a new bag in its place for the resident. The plastic bags will be recycled after the items are collected.

This new service will be provided free of charge. Simple Recycling will pay the City of Austin \$20 per ton of material collected and they will keep the remaining profits from the sale of the collected items. This allows them to make a profit while providing the service to the City and its residents free of charge. They will sell as many items for reuse as possible, first within the state of Texas, then nationally, then internationally. Items that cannot be reused will be sold for recycling. Only items that cannot be reused or recycled will be disposed of in the landfill.

Austinites who don't receive curbside services from Austin Resource Recovery, such as those who live in apartments, can still participate, by dropping off clothing and housewares at the City's Recycle & Reuse Drop-Off Center at 2514 Business Center Drive.

For more information about this new service, visit [austintexas.gov/clothing](http://austintexas.gov/clothing).

Commented [HM1]: Not published yet – working on it!

###

[austinrecycles.com](http://austinrecycles.com)



[/austinrecycles](https://www.facebook.com/austinrecycles)



## CITY OF AUSTIN NEWS RELEASE

### **About Austin Resource Recovery**

Austin Resource Recovery provides a wide range of services designed to transform waste into resources while keeping our community clean. Services include curbside collection of recycling, trash, yard trimmings and large brush and bulk items; street sweeping; dead animal collection; household hazardous waste disposal and recycling; and outreach and education. Austin Resource Recovery offers free, voluntary, and confidential consulting services to help Austin businesses reduce waste and comply with the City's recycling ordinances. In December 2011, the Austin City Council approved the Austin Resource Recovery Master Plan, which is the City's roadmap to Zero Waste. The City of Austin is committed to reducing the amount of waste sent to area landfills by 90 percent by 2040. Learn more at [austinrecycles.com](http://austinrecycles.com).

[austinrecycles.com](http://austinrecycles.com)



 [/austinrecycles](https://www.facebook.com/austinrecycles)



**FREE CURBSIDE  
CLOTHING & HOME GOODS  
RECYCLING PROGRAM**

**FREE**

**TURN  
KEY**

**SIMPLE  
& EASY**

**SAVE \$  
MAKE \$**



## Who is Simple Recycling?

We have over 50 years of experience in clothing & household discard collection

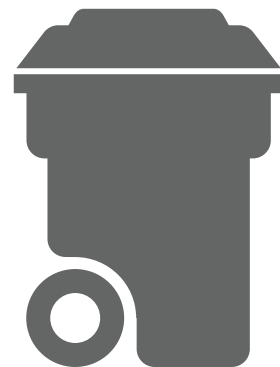
Our sister company manages clothing & household discard donation programs in partnership with non-profit organizations<sup>1</sup>

## Environmental Impact Facts

Clothing, Appliances, Durables, & Furniture account for 15% of local waste stream



**85% OF TEXTILES  
ARE NOT RECYCLED  
OR DONATED**



**EPA ESTIMATES  
70 LBS./PERSON OF CLOTHING  
ARE THROWN AWAY EACH YEAR**

**(YOUR CITY'S POPULATION X 70LBS = MILLIONS OF LBS./YEAR)**

Source:  
1. <http://www.weardonaterecycle.org>

# THE FACTS ABOUT TEXTILE WASTE

The U.S. generates an average of **25 BILLION POUNDS** of textiles\* per year.<sup>1</sup> → That's about **82 POUNDS** per U.S. resident.

\* Textiles includes clothing, footwear, accessories, towels, bedding, drapery, etc.

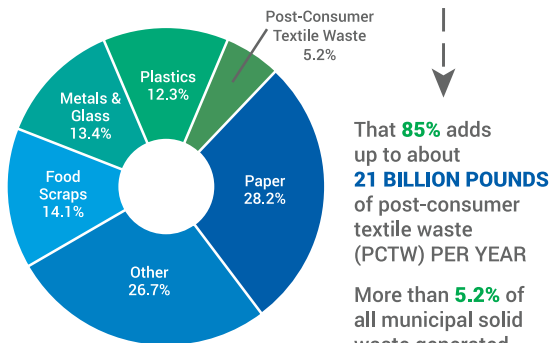
Of That 82 pounds...

**15%**

gets donated or recycled  
3.8 billion lbs recovered through donation/recycling;  
(12 lbs. per person.)

**85%**

goes to our landfills.<sup>2</sup>  
(70 lbs. per person)



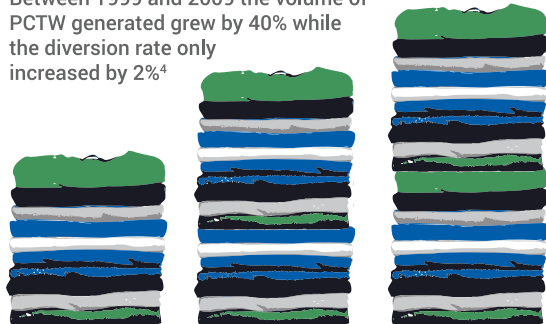
USEPA Municipal Solid Waste Generation

That **85%** adds up to about **21 BILLION POUNDS** of post-consumer textile waste (PCTW) PER YEAR

More than **5.2%** of all municipal solid waste generated in the U.S.<sup>3</sup>

## AND THIS AMOUNT IS GROWING

Between 1999 and 2009 the volume of PCTW generated grew by 40% while the diversion rate only increased by 2%.<sup>4</sup>



## This Model has been Tested & Proven

Excerpt from USA Today, April 23, 2013 -

"Clothes recycling is going curbside in more U.S. towns as global prices rise for the used apparel, shoes and linens that Americans often toss in the trash.

Since September, more than a dozen local governments -- in Arizona, Massachusetts, New Jersey, Pennsylvania and Washington State -- have begun curbside pickup of textiles, often in special bags next to bins containing paper and cans."<sup>2</sup>



Source:  
2. <http://www.usatoday.com/story/news/nation/2013/04/20/recycling-clothes-expands-curbide/2092351/>



**COST TO YOUR RESIDENTS = \$0**  
**COST TO YOUR CITY = \$0**



### Details & Logistics

#### **Simple Recycling provides:**

- Free residential curbside pickup service
- Specially designed recycling collection bags
- All informational materials
- All trucking, pickup expenses & program management
- Local jobs
- All related insurance coverage
- Drop boxes in locations of city's choosing (if desired)

#### **Your city provides:**

- Supplemental notification & information to residents





# THE LIFE CYCLE OF SECONDHAND CLOTHING



## WHAT HAPPENS TO YOUR RECYCLED USED CLOTHING?

Once a resident determines that their clothing, shoes, handbags, or household textiles have reached the end of their useful life, materials are collected by Simple Recycling and collected clothing is sorted and graded for condition.



**10-20%**

Top quality materials are sold to local thrift stores where they create access to low cost clothing and jobs for local residents.



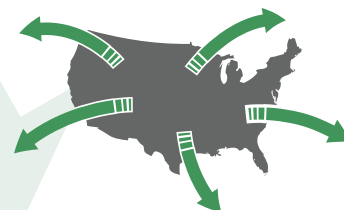
**80%**

The vast majority of clothing collected is not resaleable in the U.S. so it is further sorted for international export or broken down for raw materials.



**45%**

Reused and Repurposed  
Majority exported as secondhand clothing.



**30%**

Recycled and Converted  
Reclaimed wiping rags are used in various ways as industrial and residential absorbents.



**20%**

Recycled into Fiber  
Post-consumer fiber is used to make home insulation, carpet padding, and raw material for the automotive industry.



Only **5%** ends up as waste.

Thrift industry employs nearly 100,000 workers in the U.S. with over \$1 billion wages paid. In addition, private sector recyclers create an additional 15,000 to 20,000 jobs nationally.<sup>1</sup>

# WE MAKE IT SIMPLE TO DRAMATICALLY REDUCE TEXTILE WASTE.

Source:  
1. "Textile Recycling in the U.S." Report submitted to  
SMART by Dr. Jana Hawley PhD, Univ. of Missouri 2009

[www.SimpleRecycling.com](http://www.SimpleRecycling.com) • [Info@SimpleRecycling.com](mailto:Info@SimpleRecycling.com)

# RECYCLE CLOTHING & SHOES

plus Housewares

A FREE CURBSIDE PICK-UP service  
NO ENROLLMENT necessary  
Watch for more information to come

Brought to you by:



in cooperation with

**simplerecycling.com**

866.835.5068

5425 Naiman Pkwy  
Solon, OH 44139

# RECYCLE CLOTHING & SHOES

plus Housewares

A FREE WEEKLY PICK-UP service  
NO ENROLLMENT necessary  
Watch for more information to come

Brought to you by:



in cooperation with

**simplerecycling.com**

866.835.5068

5425 Naiman Pkwy  
Solon, OH 44139

# Begins: November 7, 2016

**Austin Resource Recovery** customers can now recycle unwanted clothing, shoes, and housewares with free, curbside pick-up on your regular recycling collection day.

You will receive specialized green Simple Recycling collection bags via U.S. mail soon.

This program is being offered in addition to your current recycling program. Your regular recycling collection day will remain the same.

**Items that are acceptable for recycling collection:** All types of men's, women's and children's clothing, shoes and accessories, plus housewares such as kitchenware, books, and toys

Need additional bags?

Call 866.835.5068

or email [info@simplerecycling.com](mailto:info@simplerecycling.com)



Brought to you by:



**simplerecycling**



# RECYCLE CLOTHING & SHOES

plus Housewares

A FREE CURBSIDE PICK-UP service  
NO ENROLLMENT necessary  
Watch for more information to come

Brought to you by:



in cooperation with

**simplerecycling**

866.835.5068

5425 Naiman Pkwy  
Solon, OH 44139

## Austin Resource Recovery

customers can now recycle unwanted clothing, shoes, and housewares with free, curbside pick-up on your regular recycling collection day.

You will receive specialized green Simple Recycling collection bags via U.S. mail soon.

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**Items that are acceptable for recycling collection:** All types of men's, women's and children's clothing, shoes and accessories. Housewares such as kitchenware, books, toys, etc.

Need additional Bags?

Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)

Call 866.835.5068

or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

# Begins: November 7, 2016



Brought to you by:



**simplerecycling**

**Austin Resource Recovery** customers can now recycle unwanted clothing, shoes, and housewares with free, curbside pick-up on your regular recycling collection day.

You will receive specialized green Simple Recycling collection bags via U.S. mail soon.

This program is being offered in addition to your current recycling program. Your regular recycling collection day will remain the same.

**Items that are acceptable for recycling collection:** All types of men's, women's and children's clothing, shoes and accessories, plus housewares such as kitchenware, books, and toys

Need additional bags?

Call 866.835.5068

or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

# Begins: December 5, 2016



Brought to you by:



**simplerecycling**

# RECYCLE CLOTHING & SHOES

plus Housewares

A FREE CURBSIDE PICK-UP service  
NO ENROLLMENT necessary  
Watch for more information to come

Brought to you by:



in cooperation with

**simplerecycling**

866.835.5068

6116 Milwee  
Houston, Tx 77092

**Austin Resource Recovery and Simple Recycling** are offering a new simple, easy, and free service to recycle your clothing, shoes, accessories and other items such as kitchenware, tools, toys, housewares and books.

Here's how...

**STEP 1** Place items into the green bags provided by Simple Recycling.

**STEP 2** Place your bags at the curb on your regular collection day **BESIDE** your trash and recycling containers.

**STEP 3** Simple Recycling will collect the bags and recycle the items!

**Items that are acceptable for recycling collection:** All types of men's, women's and children's clothing, shoes and accessories. Housewares such as kitchenware, books, toys, etc.

**Need additional Bags?**

Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)

Call 866.835.5068

or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

 **simplerecycling.com**

5425 Naiman Pkwy  
Solon, OH 44139

# NOW AVAILABLE!



Need additional Bags? Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)  
Call 866.835.5068 or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

**simple**recycling

## Clothing, Shoes & Housewares Recycling!

Brought to you by:



Recycle clothing and accessories curbside using your Simple Recycling bags & labels on the same day as your regular recycling pick-up.

This program is being offered in addition to your current recycling program. Your regular recycling collection day will remain the same.



# NOW AVAILABLE!



Need additional Bags? Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)  
Call 866.835.5068 or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

**simple**recycling

## Clothing, Shoes & Housewares Recycling!

Brought to you by:



Recycle clothing and accessories curbside using your Simple Recycling bags & labels on the same day as your regular recycling pick-up schedule.

This program is being offered in addition to your current recycling program. Your regular recycling collection day will remain the same.



# NOW AVAILABLE!



Need additional bags?

Call 866.835.5068 or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

**simple**recycling

## Clothing, Shoes & Housewares Recycling!

Brought to you by:



Recycle clothing and accessories curbside using your Simple Recycling bags & labels on the same day as your regular recycling pick-up.

This program is being offered in addition to your current recycling program. Your regular recycling collection day will remain the same.

**Austin Resource Recovery and Simple Recycling** are offering a new simple, easy, and free service to recycle your clothing, shoes, accessories and other items such as kitchenware, tools, toys, housewares and books.

Here's how...

**STEP 1** Place items into the green bags provided by Simple Recycling.

**STEP 2** Place your bags near your recycling cart at the curb on your regular collection day.

**STEP 3** Simple Recycling will collect the bags and recycle the items!

**Items that are acceptable for recycling collection:** All types of men's, women's and children's clothing, shoes and accessories, plus housewares such as kitchenware, books, and toys.

Need additional bags?

Call 866.835.5068

or email [info@simplerrecycling.com](mailto:info@simplerrecycling.com)



6116 Milwee  
Houston, Tx 77092

CURBSIDE RECYCLING PICKUP OF CLOTHING AND HOUSEHOLD DISCARDS



Reuse and Recycling of Clothing and Housewares Made SIMPLE.

**PLACE BAG BESIDE RECYCLING CONTAINER**

**Recyclable Items for this bag:**

All Clothing • Shoes • Accessories • Linens • Towels  
Coats & Jackets • Kitchenware • Tools • Toys

**CURBSIDE COLLECTION OF THESE BAGS BY ANY OTHER PARTY IS THEFT.**

**[www.SimpleRecycling.com](http://www.SimpleRecycling.com) • [Info@SimpleRecycling.com](mailto:Info@SimpleRecycling.com)  
866.835.5068**

Brought to you by:



## Recycle Clothing & Shoes PLUS housewares on your regular recycling day.

Curbside collection on your regular recycling day  
NO ENROLLMENT necessary

**\* WE ESPECIALLY APPRECIATE CLOTHING  
AND SHOES IN WEARABLE CONDITION\***

Need additional Bags?  
Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)  
Call 866.835.5068  
or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

**simplerecycling.com**

5425 Naiman Pkwy  
Solon, OH 44139

Please tape this postcard (Green Side Out) to any plastic bag or box and set it beside your recycling cart/bin on your regular recycling collection day.

**CURBSIDE RECYCLING PICKUP OF CLOTHING AND HOUSEHOLD DISCARDS**



Reuse and Recycling of Clothing and Housewares Made SIMPLE.

**PLACE BAG BESIDE RECYCLING CONTAINER**

**Recyclable Items for this bag:**

All Clothing • Shoes • Accessories • Linens • Towels • Coats & Jackets • Kitchenware • Tools • Toys

**CURBSIDE COLLECTION OF THESE BAGS BY ANY OTHER PARTY IS THEFT.**

**[www.SimpleRecycling.com](http://www.SimpleRecycling.com) • [Info@SimpleRecycling.com](mailto:Info@SimpleRecycling.com) • 866.835.5068**

# CURBSIDE RECYCLING PICKUP OF CLOTHING AND HOUSEWARES



Reuse and Recycling of Clothing and Housewares Made SIMPLE.

## PLACE BAG NEAR RECYCLING CART

### Recyclable Items for this Bag:

All Clothing • Shoes • Accessories • Linens • Towels • Coats & Jackets • Kitchenware • Tools • Toys

**CURBSIDE COLLECTION OF THESE BAGS BY ANY OTHER PARTY IS THEFT.**

**Info@SimpleRecycling.com • 866.835.5068**

Brought to you by:



## Recycle Clothing & Shoes

PLUS housewares on your  
regular recycling day.

Curbside collection on your regular recycling day  
NO ENROLLMENT necessary

**\*WE ESPECIALLY APPRECIATE CLOTHING  
AND SHOES IN WEARABLE CONDITION\***

Need additional bags?  
Call 866.835.5068  
or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

The logo for simplerecycling, featuring the word 'simplerecycling' in a sans-serif font. The 'simple' part is in blue and the 'recycling' part is in green. A green curved line arches over the 'i' in 'simple'.

5425 Naiman Pkwy  
Solon, OH 44139

Please tape this postcard (Green Side Out) to any plastic bag or box and  
set it beside your recycling cart on your regular recycling collection day.



# Impact of Simple Recycling on Charity Clothing Donation Programs



## CASE STUDY



### INTRODUCTION:

According to EPA data, 85% of all clothing ends up in the landfills (only 15% is donated or recycled) in communities without a curbside program. The purpose of this case study is to further explore impact of curbside clothing recycling on local organizations collecting clothing donations.

### CASE BACKGROUND:

Make it Simple. Make it Easy. Make it Free. Simple Recycling launched in 2013 with the ambition of dramatically reducing the amount of waste entering the landfill in an effort to help cities drive further towards sustainability. Through extensive review of regional and national residential waste audits, it became clear that clothing, shoes and home goods were the largest and highest value material that could be eliminated through a curbside program without cost to the city or residents.

### PRESENTATION OF DATA:

Exhibit A

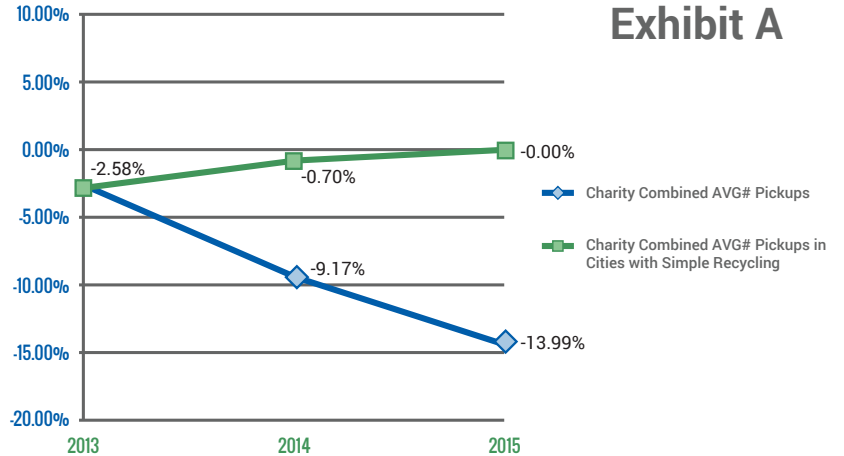


Exhibit B

Between 1999 and 2009 the volume of PCTW generated grew by 40% while the diversion rate only increased by 2%<sup>4</sup>

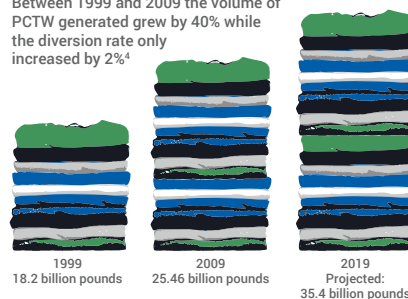
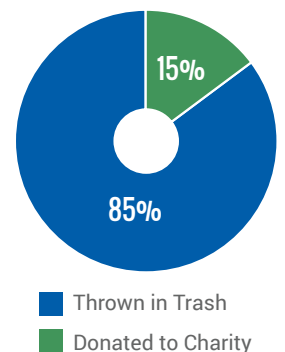


Exhibit C





## INTERPRETATION OF DATA:

### Exhibit A:

Two primary data sets were considered in this case study.

1. Cumulative charity donation pickup counts from 2013 through 2015 for three leading regional/local charities across three states. These 3 areas account for trends in areas where Simple Recycling is not offered.

2. Cumulative charity donation pickup counts from 2013 through 2015 for municipalities with Simple Recycling having launched and operated for more than 24 months.

### Exhibit B:

Between 1999 and 2009, the volume of PCTW generated grew by 40% while the diversion rate only increased by 2%

### Exhibit C:

EPA data shows that 85% of clothing is thrown in the trash versus 15% of clothing that is donated or recycled across all available options including charity drop off locations, pickup services, etc.

## EVALUATION OF DATA:

The three non-profits surveyed in the case study were:

- Central Indiana AMVETS clothing and household discard donation program (In operation for 42 years)
- Southeast Michigan Military Order of the Purple Heart clothing and household discard donation program (In operation for 51 years)
- Northeast Ohio The City Mission clothing and household discard donation program (In operation for 15 years)

Each of these examples have been selected to provide a large cross section of donation trends in various regions and collection methods. The organizations collect donations of clothing through;

- **Direct mail solicitation**
- **Telephone solicitation**
- **Drop off bins & locations**
- **Online scheduled free pickup services**

From 2012 to 2013, the average number of donations across all three organizations declined by 2.58%

From 2013 to 2014, the average number of donations across all three organizations declined by 9.17%

From 2014 to 2015, the average number of donations across all three organizations declined by 13.99%

In communities where Simple Recycling has launched and operated, there is a significant reduction in the decline of charity donation pickups. This can be attributed to the increased exposure of "alternatives" to throwing clothing in the trash.

Residents who prefer to support local organizations continue to do so because of their belief in the charitable cause they are supporting or because of the tax benefits received from a charitable contribution tax receipt. Many are actually motivated to donate to charity because of the increased dialogue around disposal options for clothing, shoes and home goods.

## "AS RISING TIDE RAISES ALL SHIPS"

There is a clear need for a convenient and simple alternative to throwing clothing in the trash that has remained unmet by other organizations and programs for decades. This has resulted in millions of pounds of unnecessary waste and environmental degradation that continues to grow each year.

There is a need for convenience and simplicity for residents that only curbside recycling can provide.

What is even more encouraging, is that local organizations collecting donations of clothing, benefit from Simple Recycling's entry into the marketplace by the increased exposure textile recycling and donation options.







## ITEMS THAT ARE ACCEPTABLE FOR SIMPLE RECYCLING COLLECTION...

- ☐ Men's Clothing
- ☐ Children's Clothing
- ☐ Women's Clothing
- ☐ Boots & Shoes



- |   |   |
|---|---|
| <input type="checkbox"/> Bedding<br>(sheets, pillow cases,<br>blankets, comforters) | <input type="checkbox"/> Kitchenware        |
| <input type="checkbox"/> Belts & Ties   | <input type="checkbox"/> Linens             |
| <input type="checkbox"/> Books  | <input type="checkbox"/> Pillows            |
| <input type="checkbox"/> Bras   | <input type="checkbox"/> Sandals & Slippers |
| <input type="checkbox"/> Coats & Jackets  | <input type="checkbox"/> Socks              |
| <input type="checkbox"/> Fabric & Fabric Scraps                                     | <input type="checkbox"/> Stuffed Animals    |
| <input type="checkbox"/> Fashion Accessories  | <input type="checkbox"/> Table Linens       |
| <input type="checkbox"/> Handbags & Purses  | <input type="checkbox"/> Tools              |
| <input type="checkbox"/> Hats & Gloves  | <input type="checkbox"/> Towels             |
|   | <input type="checkbox"/> Toys               |
|   | <input type="checkbox"/> Undergarments      |

**Items we CANNOT collect include: appliances, furniture, tires, paint, carpeting, mattresses, traditional recyclables (metal, glass, paper), hazardous waste.**

## DID YOU KNOW:

Most clothing & shoes are recyclable, yet most still ends up in landfills?

You can help change that by recycling your unwanted clothing and housewares through this free curbside pick-up service on your regular recycling collection day!



### Place green bags near your recycling cart for collection.

Questions?  
Call Simple Recycling:

**866.835.5068**

**info@simplerecycling.com**

Recycle clothing and housewares  
on your normal recycling day!



**BEGINS**  
Dec. 5, 2016\*

\*Collection Begins on your regular recycling day

**Residents can recycle  
unwanted clothing and more  
with free, curbside pick-up.**

Brought to you by:



In cooperation with:

**simple**recycling

# AUSTIN RESOURCE RECOVERY AND SIMPLE RECYCLING ARE EXCITED TO ANNOUNCE A **SIMPLE, EASY AND FREE** NEW WAY TO RECYCLE YOUR CLOTHING, SHOES, ACCESSORIES AND OTHER HOUSEWARES SUCH AS KITCHENWARE, TOOLS, TOYS, AND BOOKS.

In cooperation with the City of Austin, Simple Recycling provides a simple and convenient way to keep this recyclable and reusable material out of landfills to give these items a second life.



## Step 1

Place clothing, shoes and housewares in the bag provided or cardboard box with the Simple Recycling tag provided.



Enclosed are two Simple Recycling collection bags to get you started. Whenever you use the Simple Recycling collection bags or tags, the collecting driver will leave another bag for you to use the next time you have materials for collection.

If you need more Simple Recycling collection bags, please call us at **866-835-5068** or email **[info@SimpleRecycling.com](mailto:info@SimpleRecycling.com)**.

## Step 2

Leave the filled bag(s) **near** your recycling cart on your regular recycling pickup day.



- This program is in addition to your current recycling program.
- Your recycling collection day will remain the same.

Please refer to the list on the other side of this brochure for items that are acceptable for collection.

## Step 3

Simple Recycling will collect the bags and recycle their contents!







## ITEMS THAT ARE ACCEPTABLE FOR SIMPLE RECYCLING COLLECTION...

- ☐ Men's Clothing
- ☐ Children's Clothing
- ☐ Women's Clothing
- ☐ Boots & Shoes

- ☐ Bedding  
(sheets, pillow cases, blankets, comforters)
- ☐ Belts & Ties
- ☐ Books
- ☐ Bras
- ☐ Coats & Jackets
- ☐ Fashion Accessories
- ☐ Handbags & Purses
- ☐ Hats & Gloves
- ☐ Kitchenware
- ☐ Linens
- ☐ Pillows
- ☐ Sandals & Slippers  
(in pairs)
- ☐ Socks  
(single or in pairs)
- ☐ Stuffed Animals
- ☐ Table Linens
- ☐ Tools
- ☐ Towels
- ☐ Toys
- ☐ Undergarments

**Items we CANNOT collect include: Appliances, Furniture, Tires, Paint, Carpeting, Mattresses, Traditional Recyclables (metal, glass, paper), Hazardous Waste.**

## DID YOU KNOW:

That most clothing & shoes are recyclable, yet most still ends up in landfills!

You can help change that by recycling your unwanted clothing and small household items through this free curbside pick-up service on your regular recycling collection day!



Place green bags beside your recycling cart for collection.

Questions?  
Call Simple Recycling:

**866.835.5068**

**info@simplerecycling.com**

Recycle Clothing and Housewares  
on your normal recycling day!



**BEGINS**  
Nov. 7, 2016

Residents can recycle  
unwanted clothing and more  
with free, curbside pick-up.

Brought to you by:



In cooperation with:

**simplerecycling.com**

# THE CITY OF AUSTIN AND SIMPLE RECYCLING ARE EXCITED TO ANNOUNCE A **SIMPLE, EASY AND FREE** NEW WAY TO RECYCLE YOUR CLOTHING, SHOES, ACCESSORIES AND OTHER HOUSEWARES SUCH AS KITCHENWARE, TOOLS, TOYS, HOME GOODS AND BOOKS.

In cooperation with the City of Austin Simple Recycling provides a simple and convenient way to keep this recyclable and reusable material out of landfills to give these items a second life.



## Step 1

Place clothing, shoes and housewares in the bag provided or other waterproof bag with the Simple Recycling tag provided.



Enclosed are two Simple Recycling collection bags to get you started. Whenever you use the Simple Recycling collection bags and/or tags, the collecting driver will leave another bag for you to use the next time you have materials for collection.

If you need more Simple Recycling collection bags, please call us at **866-835-5068** or email [info@SimpleRecycling.com](mailto:info@SimpleRecycling.com).

## Step 2

Leave the filled bag(s) **beside** your recycling cart on your regular recycling pickup day.



- This program is in addition to your current recycling program.
- Your recycling collection day will remain the same.

Please refer to the list on the other side of this brochure for items that are acceptable for recycling and collection.

## Step 3

Simple Recycling will collect the bags and recycle their contents for reuse!





# THE CITY OF AUSTIN AND SIMPLE RECYCLING ARE EXCITED TO ANNOUNCE A **SIMPLE, EASY AND FREE** NEW WAY TO RECYCLE YOUR CLOTHING, SHOES, ACCESSORIES AND OTHER HOUSEHOLD DISCARDS SUCH AS KITCHENWARE, TOOLS, TOYS, HOME GOODS AND BOOKS.

In cooperation with the City of Austin Simple Recycling provides a simple and convenient way to keep this 100% recyclable and reusable material out of landfills to give these items a second life.



## Step 1

Place clothing, shoes and housewares in the bag provided or other waterproof bag with the Simple Recycling tag provided.



Enclosed are two Simple Recycling collection bags to get you started. Whenever you use the Simple Recycling Collection bags and/or tags, the collecting driver will leave another bag for you to use the next time you have materials for collection.

If you need more Simple Recycling collection bags, please call us at **866-835-5068** or email [info@SimpleRecycling.com](mailto:info@SimpleRecycling.com).

## Step 2

Leave the filled bag(s) **beside** your recycling bin on your regular recycling pickup day.



- This program is in addition to your current recycling program.
- Your recycling collection day will remain the same.

Please refer to the list on the other side of this brochure for items that are acceptable for recycling and collection.

## Step 3

Simple Recycling will collect the bags and recycle their contents for reuse!





# RECYCLE CLOTHING & SHOES

plus Housewares

A FREE CURBSIDE PICK-UP service  
NO ENROLLMENT necessary  
Watch for more information to come

Brought to you by:



5425 Naiman Pkwy  
Solon, OH 44139

delete QR code or  
direct it to  
[austinrecycles.com](http://austinrecycles.com)

in cooperation with

The logo for simplerecycling.com, featuring the word "simplerecycling" in blue and green, with ".com" in blue. A red line is drawn through the logo.

866.835.5068

# Begins: November 7, 2016

**Austin Resource Recovery** customers can now recycle unwanted clothing, shoes, and housewares with free, curbside pick-up on your regular recycling collection day.

You will receive specialized green Simple Recycling collection bags via U.S. mail soon.

This program is being offered in addition to your current recycling program. Your regular recycling collection day will remain the same.

**Items that are acceptable for recycling collection:** All types of men's, women's and children's clothing, shoes and accessories, **plus** housewares such as kitchenware, **books and toys.**

Need additional **b**ags?

~~Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)~~

Call 866.835.5068

or email [info@simplerecycling.com](mailto:info@simplerecycling.com)



Brought to you by:



**simplerecycling**

**Austin Resource Recovery and Simple Recycling** are offering a new simple, easy, and free service to recycle your clothing, shoes, accessories and other items such as kitchenware, tools, toys, housewares and books.

Here's how...

**STEP 1** Place items into the green bags provided by Simple Recycling.

**STEP 2** Place your bags at the curb on your regular collection day **near your recycling cart.**  
~~recycling containers.~~

**STEP 3** Simple Recycling will collect the bags and recycle the items!

**Items that are acceptable for recycling collection:** All types of men's, women's and children's clothing, shoes and accessories, plus housewares such as kitchenware, books, and toys.

Need additional **b**ags?

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 ~~[simplerecycling.com](http://simplerecycling.com)~~

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# NOW AVAILABLE!



Need additional **b**ags? ~~Visit [www.SimpleRecycling.com](http://www.SimpleRecycling.com)~~  
Call 866.835.5068 or email [info@simplerecycling.com](mailto:info@simplerecycling.com)

**simplerecycling**

## Clothing, Shoes & Housewares Recycling!

Brought to you by:



Recycle clothing and accessories curbside using your Simple Recycling bags & labels on the same day as your regular recycling pick-up.

This program is being offered in addition to your current recycling program. Your regular recycling collection day will remain the same.

**Bob Gedert, Director, Austin Resource Recovery**

- Austin Resource Recovery has partnered with an independent company called Simple Recycling to provide **FREE** pickup of clothing and housewares to all our residential curbside customers.
- A 2014 waste characterization study found that ARR curbside customers send about 3,322 TONS of textiles to Austin landfills each year, meaning that this program is an important step toward achieving the City's Zero Waste goal.
- This new service is a step in the right direction to help us get on track to meet our benchmarks for Zero Waste. The most recent figures show our diversion rate is about 42 percent, so if we hope to meet our next benchmark – 75 percent by 2020 – we are asking all customers to use this program to ensure these materials are not going to the landfill.
- The service will begin December 5, 2016. Pickup will happen on the same day and week as regular recycling collection.
- Customers will use green bags provided by Simple Recycling to collect their items and leave them on the curb next to their blue recycling cart on their recycling collection day.
- Austinites who don't receive ARR curbside services, such as those who live in apartments, can still participate in the program. They can drop off clothing and housewares to be recycled here, at the Recycle & Reuse Drop-Off Center.
- Clothing, accessories, fabrics scraps, shoes, stuffed toys, linens, tools, toys, hats, purses, kitchenware and books are all examples of items residents can now recycle from home.
- This service is completely free of charge. Simple Recycling will pay the City \$20 per ton of material collected. The collected items will be sold for reuse or recycling and Simple Recycling will keep the remaining profits, allowing them to provide the service to the City and its residents free of charge.
- We look forward to providing this new service to Austinites and taking this step toward a Zero Waste future. Please visit [austinrecycles.com](http://austinrecycles.com) for more information about this exciting new service. I'd now like to welcome Adam Winfield, President of Simple Recycling, to tell you more about the program.

## Adam Winfield, President, Simple Recycling

- Simple Recycling has partnered with the City of Austin to bring its residents the most convenient reuse and recycling option for clothing, shoes and ~~home goods~~housewares. Participation in our program is free and voluntary.
- As a leader and innovator in the recycling industry, we appreciate the City of Austin's shared passion for waste reduction and sustainability. ~~Simple Recycling's free, curbside collection program for clothing, shoes and home goods will begin on December 5th and will continue on resident's regular recycling collection days.~~
- Simple Recycling takes great efforts to find best use for all collected clothing and shoes.
- We ~~try to~~ keep as ~~much clothing~~many items as possible for reuse: first, locally within Texas, then nationally, then internationally. ~~Items that can't be reused are sold -and-~~for recycling.
- Only items that cannot be reused or recycled are disposed of in the landfill.
- ~~Participation in our program is free and voluntary.~~
- All resident's currently receiving traditional curbside collection will receive program information in the mail next week, and ~~clothing-green~~ recycling bags ~~in the mail~~at the end of this month.
- As residents place their bags beside their recycling containers, Simple Recycling will leave replacement bags in their place~~will be left upon collection.~~
- If residents have questions or would like additional bags, please visit our website at SimpleRecycling.com or call us at 866.835.5068 or email info@SimpleRecycling.com.

**Commented [HM1]:** Covered by Bob

**Commented [HM2]:** It's going to Houston, right? Not staying in Austin.

**Commented [HM3]:** To avoid confusion for our customers and make sure the message stays unified, we prefer not only direct folks to our webpage (under construction).





## ITEMS THAT ARE ACCEPTABLE FOR SIMPLE RECYCLING COLLECTION...

- ☐ Men's Clothing
- ☐ Children's Clothing
- ☐ Women's Clothing
- ☐ Boots & Shoes

- ☐ Bedding  
(sheets, pillow cases, blankets, comforters)
- ☐ Belts & Ties
- ☐ Books
- ☐ Bras
- ☐ Coats & Jackets
- ☐ Fashion Accessories
- ☐ Handbags & Purses
- ☐ Hats & Gloves
- ☐ Kitchenware
- ☐ Linens
- ☐ Pillows
- ☐ Sandals & Slippers  
(in pairs)
- ☐ Socks  
(single or in pairs)
- ☐ Stuffed Animals
- ☐ Table Linens
- ☐ Tools
- ☐ Towels
- ☐ Toys
- ☐ Undergarments

Items we CANNOT collect include: Appliances, Furniture, Tires, Paint, Carpeting, Mattresses, Traditional Recyclables (metal, glass, paper), Hazardous Waste.

lowercase all words

## DID YOU KNOW:

That **M**ost clothing & shoes are recyclable, yet most still ends up in landfills **?**

You can help change that by recycling your unwanted clothing and ~~small~~ housewares through this free curbside pick-up service on your regular recycling collection day!



Place green bags **near** your recycling cart for collection.

Questions?  
Call Simple Recycling:

**866.835.5068**

[info@simplerecycling.com](mailto:info@simplerecycling.com)

Recycle **clothing** and **h**ousewares on your normal recycling day!



**BEGINS**  
Nov. 7, 2016

Residents can recycle unwanted clothing and more with free, curbside pick-up.

Brought to you by:



In cooperation with:

[simplerecycling.com](http://simplerecycling.com)

# AND SIMPLE RECYCLING ARE EXCITED TO ANNOUNCE A **SIMPLE, EASY AND FREE** NEW WAY TO RECYCLE YOUR CLOTHING, SHOES, ACCESSORIES AND OTHER HOUSEWARES SUCH AS KITCHENWARE, TOOLS, TOYS, ~~HOME GOODS~~ AND BOOKS.

In cooperation with the City of Austin, Simple Recycling provides a simple and convenient way to keep this recyclable and reusable material out of landfills to give these items a second life.



does it have to be waterproof? I thought they could also do cardboard boxes?

## Step 1

Place clothing, shoes and housewares in the bag provided **or other waterproof bag** with the Simple Recycling tag provided.



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If you need more Simple Recycling collection bags, please call us at **866-835-5068** or email **info@SimpleRecycling.com**.

## Step 2

Leave the filled bag(s) **near** your recycling cart on your regular recycling pickup day.



- This program is in addition to your current recycling program.
- Your recycling collection day will remain the same.

Please refer to the list on the other side of this brochure for items that are acceptable for ~~recycling and~~ collection.

## Step 3

Simple Recycling will collect the bags and recycle their contents ~~for reuse!~~

