

city of
CINCINNATI

**Textile Reuse and Recycling
Opportunities
March 2018**

*Sue Magness
Recycling Coordinator*

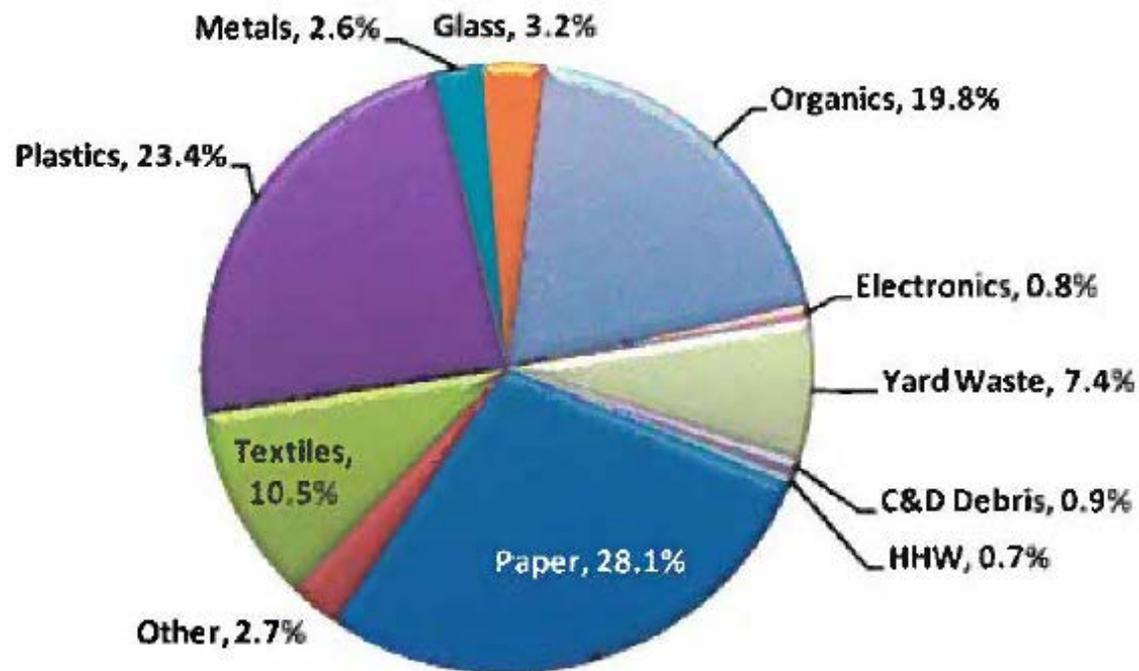
The Opportunity

Each ton we move from landfill to recycle/reuse saves the city about \$100

- Landfill tipping fees – Cost now \$25.99 per ton
- Residential Recycling Incentive (RRI) – Average \$28 per ton
(Earned \$411,418 in 2014, \$400,031 in 2015)
- Garbage hauling cost – Reduced 3 routes (labor, trucks, gas) with last enhancement (moved from bins to carts)
- Revenue sharing?

The Textile Opportunity:

Exhibit 5. City of Cincinnati Waste Composition – May 2012



Cincinnati landfilled 62,517 tons in 2015.

10.5% = 6564 tons

The Textile Opportunity:

Cincinnati landfilled 62,517 tons of garbage in 2015.
10.5% = 6564 tons was textiles

Potential savings

- Avoided landfill tip fees:
 $\$25.99 \times 6564 = \$170,598$
- Avoided waste hauling cost /route reduction (labor, truck gas):
 $\$100 \times 6564 = \$656,400$
- Extra RRI income:
 $\$28 \times 6564 = \$183,792$

Textile Reuse/Recycling

Out With the Old Message... In With the New

- Overcoming old message.... Only want 'Gently Used' VS. anything 'Clean and Dry'
- Identify secondary market partners who will help with diversion goals and use new message 'Damaged, stained, ripped, torn' textiles are wanted for recycling
- Hold 'Damaged textiles' recycle drives



THE CITY WANTS YOUR OLD SOCKS

The City of Cincinnati, in partnership with St. Vincent de Paul and The Kroger Company, is holding a textiles recycling drive to collect worn, torn or otherwise damaged clothing or household items to be recycled.

THE FOLLOWING ITEMS ARE ACCEPTABLE:

- Old Clothing
- Pillows
- Towels
- Stuffed Toys
- Shoes
- Sheets
- Curtains & drapes
- Fabric scraps

Textiles in any condition (worn, torn or stained). All items should be clean and dry.

June 13th - 10am to 1pm

Kroger parking lot, 3609 Warsaw Ave.



Current Efforts: Operations and Education

Nobody would want this! Yes, they do!

Change messaging

- 1) Social media
- 2) Website
- 3) Donation boxes
- 4) Support NEW Curbside collection of textiles and household items

Enhanced Recycling Benefits

For each 10,000 tons of waste diverted to recycling...

- **Job Creation:**

- If recycled: 25 jobs created
- If land-filled: 5 jobs created
- If incinerated: 1 job created

- **Saves Energy:** It take 90% less energy to make a 'can' from recycled aluminum, rather than virgin material

- **Reduces Pollution:** Equivalent to taking 8,000 cars off the road a year

Curbside Textile Recycling Results

March 2017 to Feb 2018

Month	Pounds	Comments
Mar '17		Launch
Apr '17	68,700	3 mailings
May '17	64,200	
June '17	23,396	
July '17	17,932	
Aug '17	16,544	
Sep '17	10,741	
Oct '17	10,214	
Nov '17	15,608	Mailing
Dec '17	10,296	
Jan '18	11,013	
Feb '18	8,287	
	256,904	
	or 128 tons	Savings \$12,800 Income \$2,569

Questions? Comments?
**Cincinnati Office of Environmental
Quality**

www.cincinnati-recycles.org

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