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:

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 X 6564 = $170,598

- Avoided waste hauling cost /route reduction (labor, truck gas):
  $100 X 6564 = $656,400

- Extra RRI income:
  $28 X 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
- Shoes
- Pillows
- Sheets
- Towels
- Curtains & drapes
- Stuffed Toys
- 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

<table>
<thead>
<tr>
<th>Month</th>
<th>Pounds</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar ‘17</td>
<td></td>
<td>Launch</td>
</tr>
<tr>
<td>Apr ‘17</td>
<td>68,700</td>
<td>3 mailings</td>
</tr>
<tr>
<td>May ‘17</td>
<td>64,200</td>
<td></td>
</tr>
<tr>
<td>June ‘17</td>
<td>23,396</td>
<td></td>
</tr>
<tr>
<td>July ’17</td>
<td>17,932</td>
<td></td>
</tr>
<tr>
<td>Aug ‘17</td>
<td>16,544</td>
<td></td>
</tr>
<tr>
<td>Sep ‘17</td>
<td>10,741</td>
<td></td>
</tr>
<tr>
<td>Oct ‘17</td>
<td>10,214</td>
<td></td>
</tr>
<tr>
<td>Nov ‘17</td>
<td>15,608</td>
<td>Mailing</td>
</tr>
<tr>
<td>Dec ‘17</td>
<td>10,296</td>
<td></td>
</tr>
<tr>
<td>Jan ‘18</td>
<td>11,013</td>
<td></td>
</tr>
<tr>
<td>Feb ‘18</td>
<td>8,287</td>
<td></td>
</tr>
<tr>
<td></td>
<td>256,904</td>
<td>or 128 tons</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Savings $12,800</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Income $2,569</td>
</tr>
</tbody>
</table>
Questions? Comments?
Cincinnati Office of Environmental Quality

www.cincinnatirecycles.org
sue.magness@cincinnati-oh.gov
513-352-5332