

# CVSan's Curbside & Event-Based Textile Collection Program



**April 7, 2022**  
**SWANA Western**  
**Regional Symposium**  
**Naomi Lue**

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# TEXTILE WASTE

How global textile waste is taking a toll on the environment



**Clothing is one of the fastest-growing categories of waste to landfills.**

**1 GARBAGE TRUCK**

of clothes is dumped every

**2 MINUTES**

in the U.S.

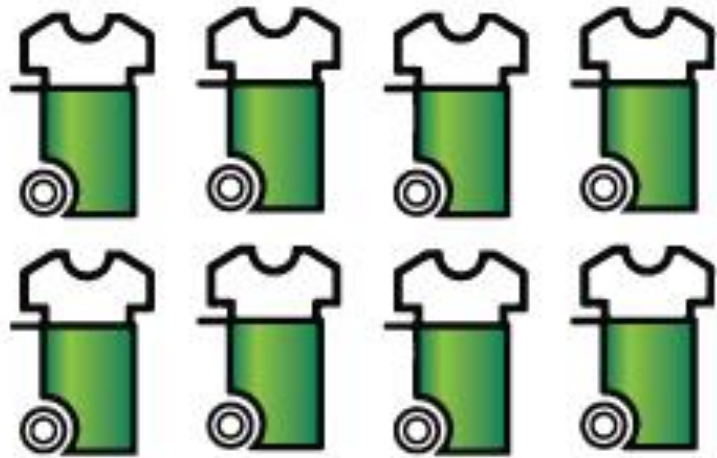
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Textile waste has increased  
**811% SINCE 1960**

and the vast majority of this is  
heading to the landfill.

Textile waste totaled more than  
**1.7 MILLION TONS**  
in 1960 and grew to more than  
**16 MILLION TONS**  
as of 2015.



1960



2015

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The utilization of clothing — the average number of times a piece of clothing is worn before being discarded — has decreased

**36% IN THE  
LAST 15 YEARS**



36%

The world now consumes about

**80 BILLION**

new pieces of clothing every year. This is

**400%**

more than the amount we consumed just two decades ago.



1 = 10 Billion

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The average American now generates  
**82 POUNDS**  
of textile waste each year.

That adds up to more than  
**11 MILLION TONS**  
of textile waste from the U.S. alone.



*Sources: Elizabeth Cline, Environmental Protection Agency, Ellen MacArthur Foundation and True Cost*

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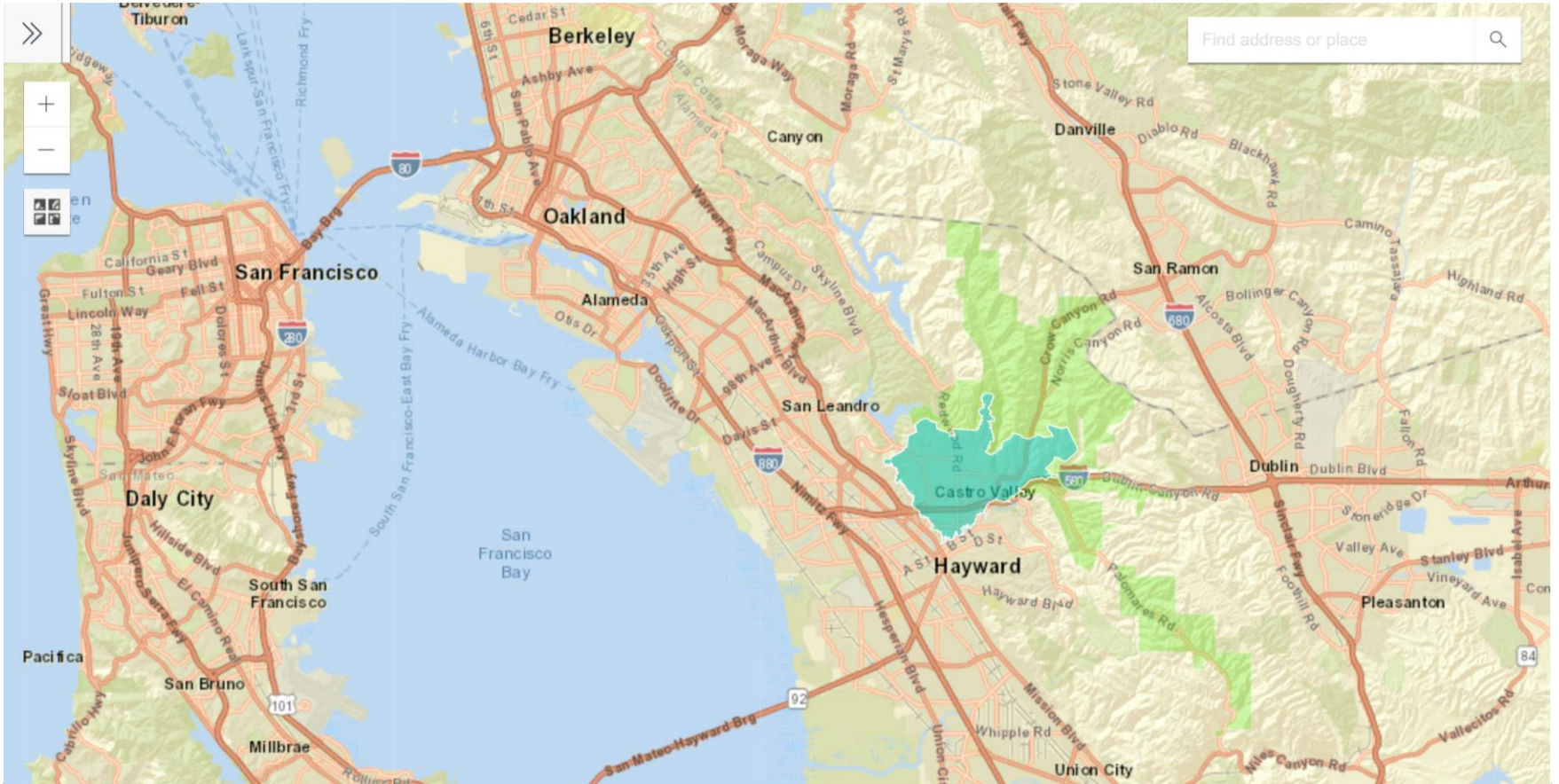
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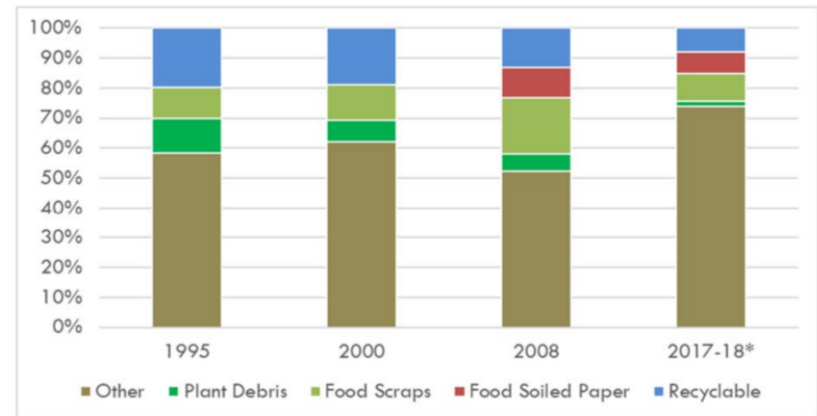
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# Research

## Alameda County residential waste characterization data

- Textiles, leather, and carpet
  - 2008: 11.2% of landfilled materials
  - 2017/18: 4.6% of landfilled materials

Figure 17. Historical Countywide Waste Composition



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# Research

## Unincorporated County

- Restrictions & dislike for clothing boxes



The Mercury News

Alameda County limits donation boxes in...

NEWS

### Alameda County limits donation boxes in unincorporated area



By REBECCA PARR | rparr@bayareanewsgroup.com | Bay Area News Group  
July 26, 2013 at 9:17 a.m.

ALAMEDA COUNTY — Those large metal donation boxes that began popping up last year will now fall under stricter county rules that ban them in unincorporated areas and require a \$1,500 application fee.

The new ordinance that goes into effect in mid-August is a response to complaints that the boxes are magnets for illegal dumping, graffiti and scavenging.

The metal boxes, most of which are almost 7 feet tall, started showing up all over Castro Valley, San Lorenzo and Cherryland last summer. It turns out the county had no ordinance regulating them or way to keep track of the owners, number of boxes or locations. The major operators listed in a county report — Campus California, Discover Books and USAgain — are not well-known but the new rules cover all organizations that use the boxes.

The boxes will only be allowed at “community facilities” such as schools, churches, libraries, senior centers and parks, said Albert Lopez, county planning director. Property owners will have to get a conditional use permit to allow each box, at a cost of \$1,500 each, and the bins must be at least 2,500 feet apart.

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# Research

## SB 1383 – Finalized Regulations (2020)

- Section 18982 (a) (46) ““Organic waste” means solid wastes containing material originated from living organisms and their metabolic waste products including, but not limited to, food, green material, landscape and pruning waste, **organic textiles and carpets**, lumber, wood, paper products, printing and writing paper, manure, biosolids, digestate, and sludges.”

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# CVSan Textile Collection Prior to 2019

## Collection Drives

- One Warm Coat – Outerwear
  - Dress for Success – Business apparel
  - Nike's Reuse a Shoe – Athletic shoes
  - Goodwill Trailer
- 
- Kreature Komforts – Towels and blankets
  - Sports ReUse Week - Soccer uniforms
    - Donated to families in CVSan & Costa Rica



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# Request for Proposals

- To divert textiles from going to the landfill, CVSan included single-family residential textile collection as a requirement in their 2019 Request for Proposals (RFP) for a municipal solid waste contractor.
- Proposers required to provide a Technical Proposal
  - Describe approach to design and implementation of program as well as cost and operating impacts

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# ACI's Proposal

## Type and Number of Targeted Customers

- ACI initially proposed providing textile collection service only to SFD customers, as required.
- During negotiations, the Franchise Agreement included curbside collection for MFD customers as well.

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# ACI's Proposal

## **Basis for Estimated Tonnage and Participation**

- ACI used reports from Livermore Sanitation's (ACI affiliate) textile collection over an 8-year period as basis for estimated tonnage.

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# ACI's Proposal

## Proposed Collection Methodology

- Design and distribute outreach to customers.
- Track data in TOWER database.
- Educate drivers on new program.
  - Drivers collect properly bagged textiles.

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# ACI's Proposal

## Potential Challenges

- Extra personnel needed for tracking, materials, and infrastructure.
- Routing would need to be reviewed in anticipation of lower driver productivity.

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# 2019 Franchise Agreement with ACI



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# Determining Collection Schedule

## Considerations

- Dry part of the year
- Distribute collection dates



## CVSan Recycles Day events

- Infrastructure already built into the events
- Cost effective to add textile collection component

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# Scheduling

## Textile Collection Weeks

- First full weeks of June and October

## CVSan's Recycles Day events

- Initially scheduled for April and August



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# Scheduling

## **Bulky & Reuse Pick-Up**

- On-call, one per calendar year for SFDs and MFDs

## **Blackout: June and October Textile Collection Weeks**

- Cost effective; no additional drivers or vehicles needed for textile collection

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# Acceptable Items

- Franchise Agreement: “Textiles” means discarded fabric- or cloth-based household items including, but not limited to **clothing**, **household linens** (including bed sheets, blankets, and towels), and **shoes**.
- **Stuffed animals** without batteries.



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# Non-Acceptable Items

- Wet, moldy, or have human biowaste, blood, chemicals, or motor oil on them
- Light-up shoes or clothes
- Mattresses, toppers, or pillows



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# Textile Collection Week

- Customers instructed to place bagged, clean textiles by 6:00 a.m. curbside on their collection day
- MFD customers instructed to refer to their property manager for collection day
  - CVSan provides map online & sends link via e-newsletter to managers



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# Proper Set Out



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# Recycles Day Collection

- CVSan residents are invited to drop off bagged, clean textiles at the textile drop-off station.



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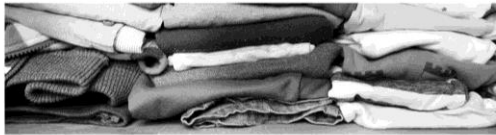
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# Publicity

## NEW! CURBSIDE TEXTILE RECYCLING



### RESIDENTS: RECYCLE YOUR TEXTILES

CVSan will begin accepting textiles curbside from all residents during the first full week of June and October.

**UPCOMING COLLECTION:** June 3-7, 2019.

**INSTRUCTIONS:** Between June 3rd-7th, place bagged textiles on the curb for no additional fee. Single-family residents, set out textiles on your normal collection day. Multi-family residents, check with the property manager for your textile collection day and collection area.

**WHAT ARE TEXTILES?** Items such as clothing, towels, linens, bath mats, curtains, shoes, stuffed animals (clean and good condition), etc.

**NOT ACCEPTED:** Textiles that are wet, moldy, or have human biowaste, blood, toxic chemicals, or motor oil on them. No light-up shoes or clothes.



Textiles also accepted at CVSan's Recycles Day: [cvsan.org/RecyclesDay](http://cvsan.org/RecyclesDay).

Customers will **not** receive a tax deductible receipt.

Questions? Please call Alameda County Industries at 510-483-1400.

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This postcard was funded by ACI Pub Ed



## Postcard

- Sent to all residents prior to June and October 2019 Textile Collection Weeks to introduce and explain the new program

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# Publicity

## Castro Valley Forum Ads

- Ads run during the weeks leading up to Textile Collection Week

### TEXTILE COLLECTION WEEK



**RESIDENTS: RECYCLE YOUR TEXTILES!**

**UPCOMING COLLECTION:** October 4-8, 2021.

**INSTRUCTIONS:** Between October 4<sup>th</sup>-8<sup>th</sup>, place bagged textiles on the curb for no additional fee. Textiles will be collected with a special vehicle that may service your block earlier or later than regular vehicles. Please ensure bags are set out by 6:00 a.m. and visible to the Alameda County Industries (ACI) driver. Do not place bags behind or on top of carts. Single-family residents: set out textiles on your normal collection day. Multi-family residents: check with the property manager for your textile collection day or visit [cvsan.org/Textiles](http://cvsan.org/Textiles).

**WHAT ARE TEXTILES?** Clothing, towels, linens, bath mats, curtains, etc. Complete list available at [cvsan.org/Textiles](http://cvsan.org/Textiles).

**NOT ACCEPTED:** Textiles that are wet, moldy, or have human biowaste, blood, toxic chemicals, or motor oil on them. No light-up shoes or clothes.



Customers will not receive a tax deductible receipt.  
Questions? Call ACI at (510) 483-1400.

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# Publicity



## Social Media

- Boosted Facebook ads
- Twitter posts

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# Publicity

## CVSan Pipeline

- Newsletter distributed to all customers
  - Included with ACI bill



### Textile Collection Week

**D**o you have clothes, linens, or towels at home that you no longer use? Between October 5<sup>th</sup> - 9<sup>th</sup>, place bagged textiles on the curb. Please ensure bags are set out by 6:00 a.m. and visible to the Alameda County Industries driver. Do not place bags behind or on top of carts.

Single-family residents: Set out textiles on your regular collection day.

Multi-family residents: Check with your property manager for your textile collection day.

For a list of acceptable items, please visit [cvsan.org/textiles](http://cvsan.org/textiles).

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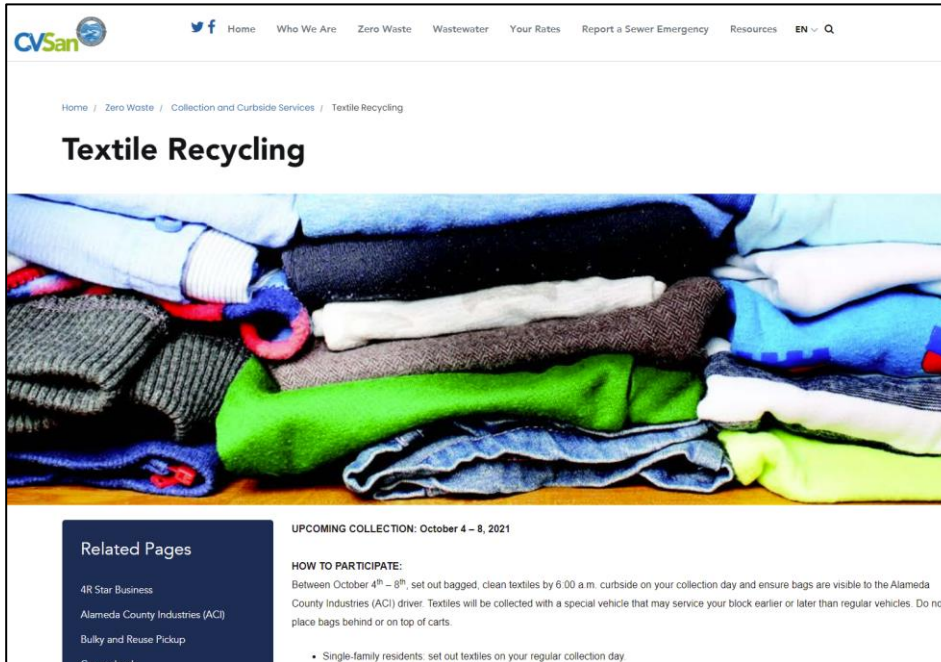
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# Publicity



## Website

- Lists complete instructions, acceptable items, and upcoming Textile Collection Week dates

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# Publicity

## CVSan e-Newsletters

- Distributed monthly to all residents



Textile Recycling Week

Got old clothes laying around the house that you no longer wear? From June 7<sup>th</sup> - 11<sup>th</sup>, you can set out bagged, clean textiles next to your carts on your regular collection day. [Learn More](#)

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# Publicity Performance

- Social Media posts from FY 20/21
  - Total reach: 13,644
  - Total Engagement: 1,930
- Website Traffic during FY 20/21
  - Textile Recycling webpage accounted for 6.7% of total web traffic from CVSan customers
    - Second-most popular webpage

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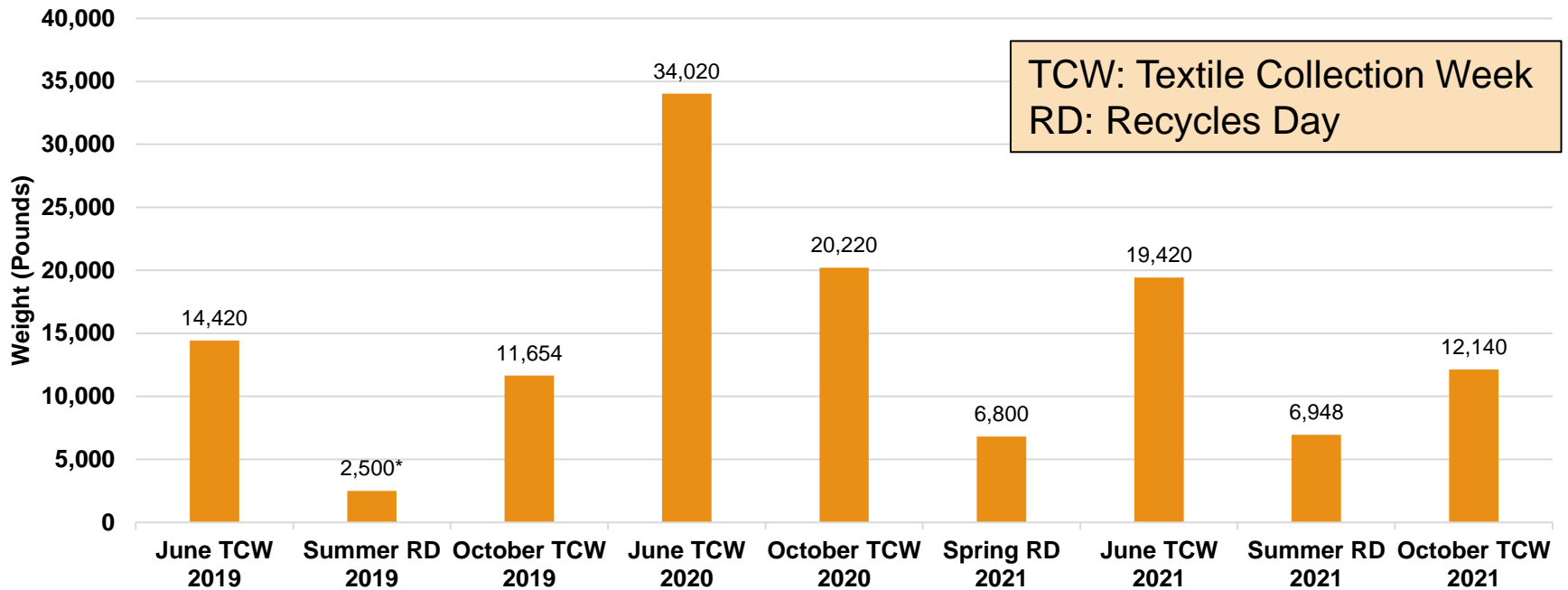
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# Participation



\*Textiles were not weighed at the 2019 Summer Recycles Day event. Weight provided is an estimate from ACI.

Recycles Day events were cancelled in 2020 due to COVID-19

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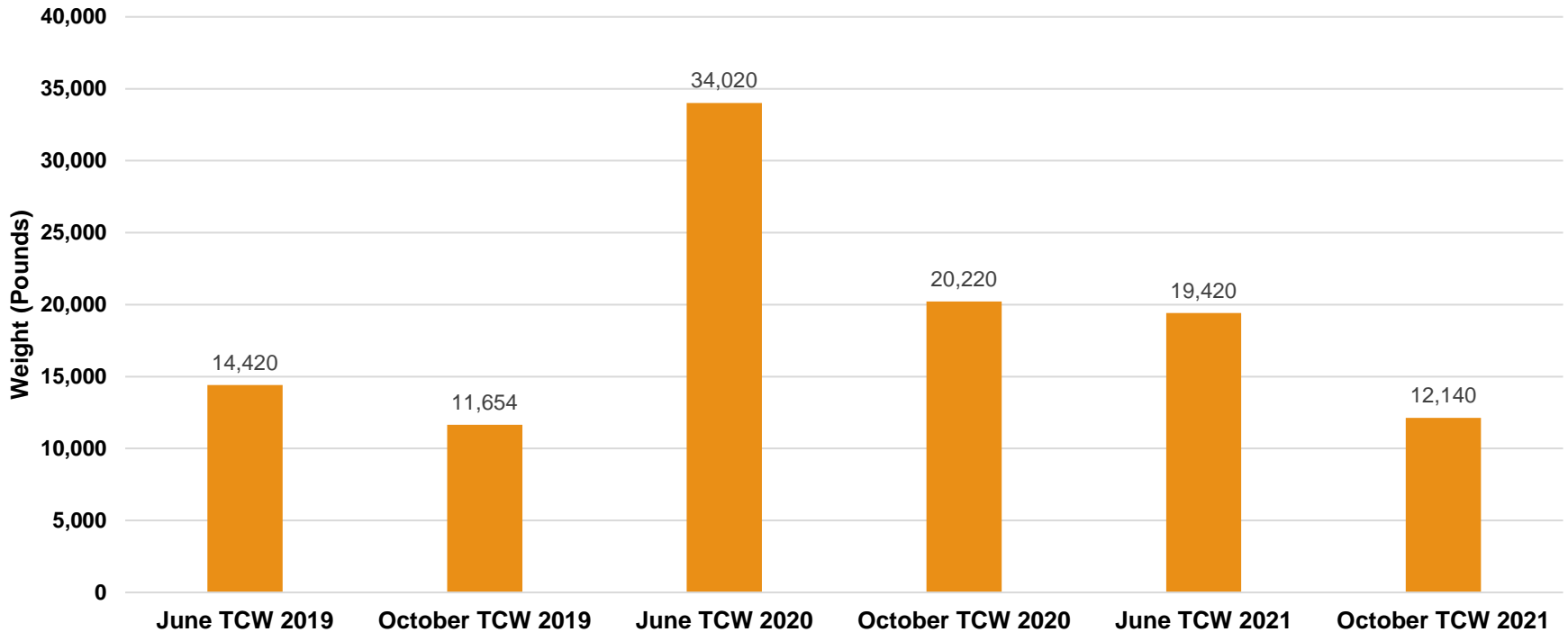
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# Participation

## Textile Collection Weeks (2019 – 2021)



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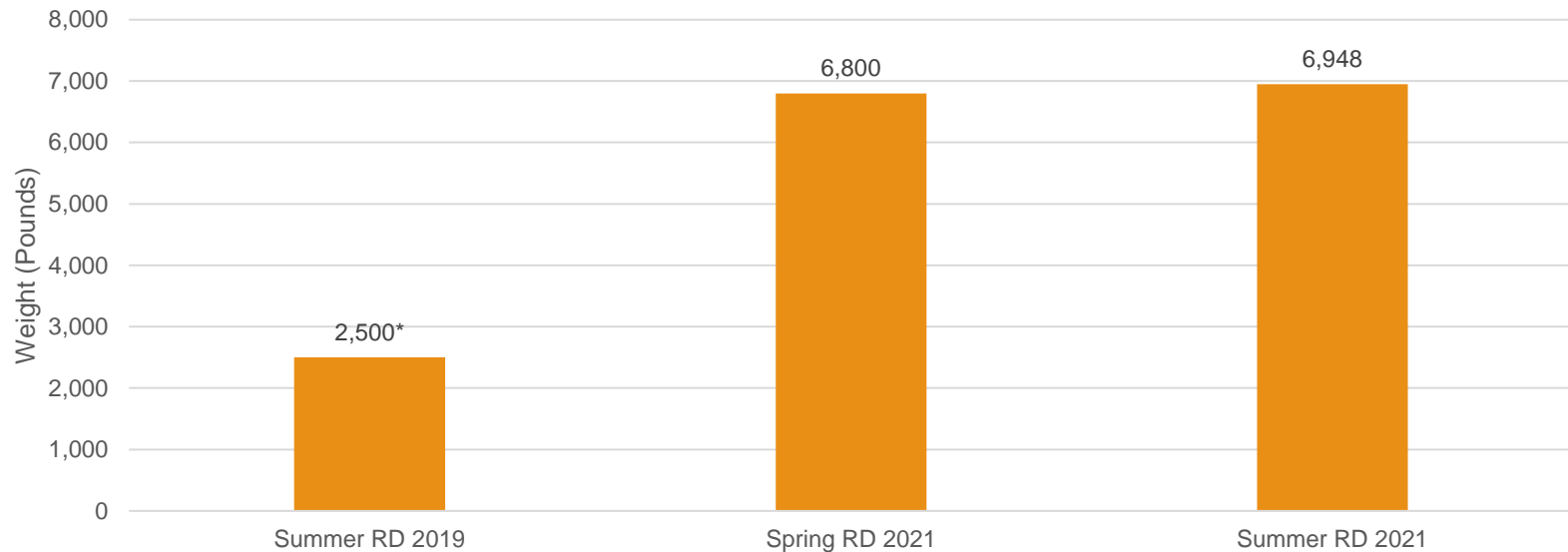
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# Participation

## Recycles Day Events (2019 – 2021)



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# Lessons Learned

## Set-Outs Curbside

- Residents called in to report Missed Pick-Ups because:
  - Bags were behind their carts on the sidewalk.
  - The collection vehicle (bulky team) was different from their usual drivers.



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# Lessons Learned

## Modifications

- Ensure bags are visible to driver.
- Bags should not be placed behind or on top of carts.
- Textiles will be collected with a special vehicle that may service your block earlier or later than regular vehicles.



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# Secondary Processors

## St. Vincent de Paul of Lane County, Oregon (St. Vinnie's)

- May 1, 2019 – June 2020
- December 2021 – present
- [svdp.us](http://svdp.us)



## Recycle for Change Richmond, CA

- July 2020 – present
- [recycleforchange.org](http://recycleforchange.org)



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# St. Vinnie's

Textiles are brought to St. Vinnie's warehouses where they are sorted for resale or recycling.



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# St. Vinnie's

Items sorted for resale are either sold online or at one of St. Vinnie's thrift stores (12 as of 4/2022).



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# St. Vinnie's

Textiles that are below St. Vinnie's' resale standards are baled then sold to domestic buyers, who sort and sell them internationally.



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# St. Vinnie's

Unwearable scrap fabric are sent to be recycled into products, such as carpeting pads or mattress filler.



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# Recycle for Change



- 95-100% of textiles are exported to Central America
  - Guatemala, El Salvador, and Nicaragua
- End Uses:
  - More than 98% of clothes and shoes are reused
  - Less than 2% of material is discarded as waste

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# Cost

## Transportation

- May 2019 – June 2020
  - No additional cost
    - Trailers provided by St. Vinnie's
- July 2020 – June 2021
  - \$547.44 for Recycle for Change trailer rental in 2021

## Public Outreach (Postcards, Castro Valley Forum Newspaper and Social Media Advertisements)

- May 2019 – Present
  - \$8,786.87

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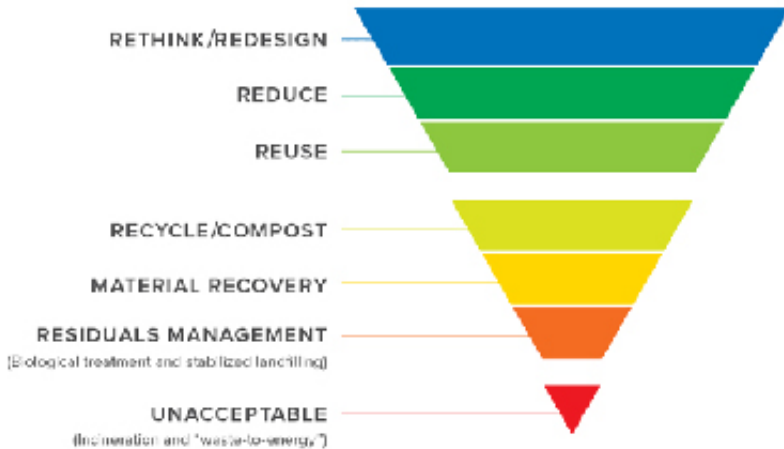
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# Benefits

## THE ZERO WASTE HIERARCHY 7.0



## Zero Waste

- Efficiently recovers reusable & recyclable textiles.
- Redistributes back into domestic resale markets.
- Diverts from landfills towards goal of Zero Waste by 2029.

[The Zero Waste Hierarchy 7.0](#) provided by Zero Waste International Alliance (ZWIA).

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# MAKE SECONDHAND FASHION YOUR FIRST CHOICE

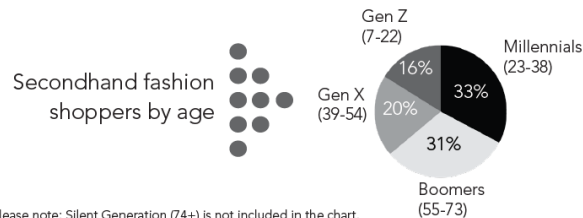
Join the millions of shoppers that are making a statement with secondhand fashion! Add unique clothing to your wardrobe with low impact to the environment and your wallet.

**Secondhand fashion** refers to used clothing that is purchased for its unique style, durability, and typically lower price. In contrast, **fast fashion** focuses on lower quality clothing that is mass-produced to reflect current fashion trends.

Secondhand will outgrow fast fashion within 10 years.



Secondhand fashion is popular amongst all age groups.



Please note: Silent Generation (74+) is not included in the chart.  
Source: Positive.News

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This ad was funded by Measure D



## Benefits

### Parallel campaigns

- Secondhand Fashion will outgrow Fast Fashion in 10 yrs
- Minimalism
- Swap & Sew Repair Workshop at Zero Waste Week
- RE:Source Guide [resource.stopwaste.org](http://resource.stopwaste.org)

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# Benefits

## Regulatory Requirement

- Meets SB 1383 requirement to divert organics waste (textiles).

## High Value Service

- Provides service at minimal cost by utilizing existing collection drivers / vehicles, partnership with secondary processors.



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510-537-0757 | [www.cvsan.org](http://www.cvsan.org)

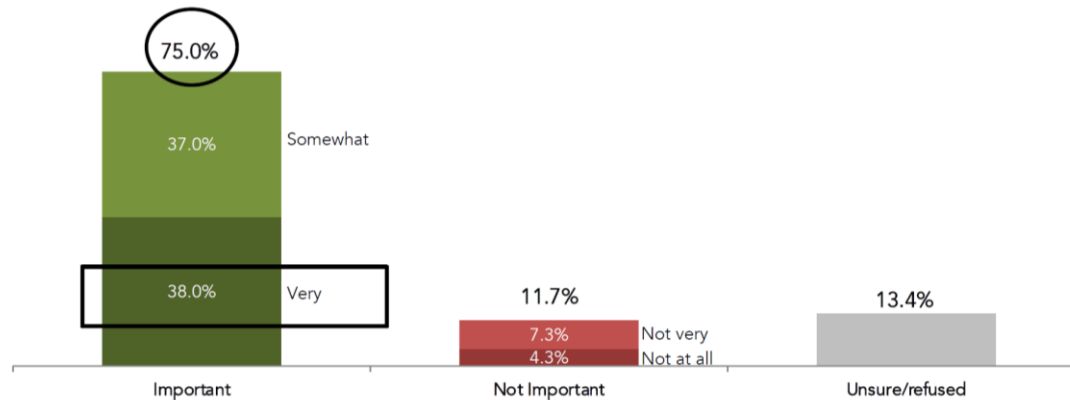
"Effective environmental services since 1939."

**CVSan**

# Benefits

Three-quarters (75.0%) say that Textile Collection Weeks  
Are important (intensity is high; 38.0% say it is very important)

Question: Textile Collection Weeks the first full weeks of June and October



(714) 906-2061  
jwallin@jwallin.com



19

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# Thank You!

**Naomi Lue**

Zero Waste Supervisor

Castro Valley Sanitary District

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