

# City of Stratford Curbside Textile Collection

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City of Stratford



RFP Process delivered 3 bids, one not for profit and two for profit bids

City of Stratford decided to partner with Diabetes Canada, a not for profit

# Three Phases

Phase One: Curbside Collection and Bins at the Landfill

Phase Two: Designated Bins on City properties i.e. Fire Halls, Arenas, Library

Phase Three: Designated Bins on Private Properties i.e. Apartment buildings and commercial locations



# Promotion and Education Launch

- Press release generated interest with the local paper
- Radio interview
- City Website
- Waste and Recycle Calendar
- Posters at Special Events around Earth Week



# CTV interview

<https://kitchener.ctvnews.ca/video?clipId=1365445>

# MWA Fall 2018 Conference



## Curbside Textile Collection

**October 15 – 19, 2018**

During Waste Reduction Week the City of Stratford has partnered with Diabetes Canada to offer residents curbside pick up.

Help us divert waste from the landfill by cleaning out your closet and donating your old textiles.



### How to Participate in the Textile Program:

#### STEP 1:

Collect your textiles and put them in a garbage bag and mark it with a "D"

#### STEP 2:

During Waste Reduction week (October 15 – 19) place your BAGS at CURBSIDE on your waste day

#### STEP 3:

If you require a FREE pick up outside of these dates schedule a pick up at [declutter.diabetes.ca](http://declutter.diabetes.ca) or call 1-800-505-5525

Please see Waste Calendar for more information or visit [www.stratford.ca](http://www.stratford.ca) for more information

City of Stratford's textile recycling program accepts all adult and children's clothing and footwear, including undergarments, towels, pillows, and curtains, including items that are worn, torn or stained. Even single socks and shoes are welcome!

**You can also donate your textiles at the landfill**

Stratford Landfill, 777 Romeo St. South



**100% of net proceeds support Diabetes Canada**



## The life cycle of used clothing





# Single Shoes





## Stats

- First Curbside collection:
  - 174 households participated out of 12,008
  - Residents were asked to place bags to the curb on their waste collection day
  - 2 tonnes were collected (1995 kg)



## Bins at Landfill & Arenas

January 1342

February 1565 kg

March 1774 kg

April 1442 kg

May 3234 kg

June 2617 kg

July 2386 kg

August 3293 kg

**TOTAL to date 17,653 kg**



# Barriers

- We launched program just as CBC documentary aired
- Low participation rate at curbside – was the week of the ice storm
- A lot of questions from residents regarding accepted materials, does this include good items too?

# How to improve participation

- More displays – library, city hall, notices at landfill
- Create Facebook event page
- More tweets
- Updated page on city's website

## Budget

- \$0

# Questions and Answers....

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Questions?



Please put your contact info on the last slide