



Georgetown University  
2020 Public Policy Challenge

# Reducing Textile Waste with goBINs in D.C.

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# Executive Summary

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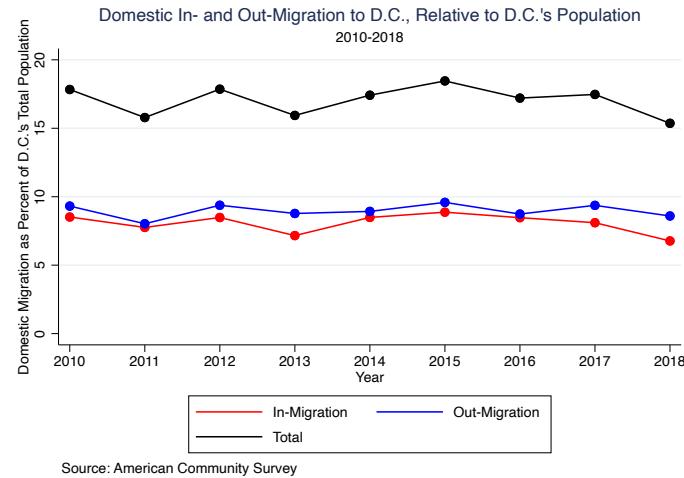
- Textile waste is a severe and growing problem environmental and budgetary problem throughout the United States, and especially in D.C.
- We propose D.C. launch a partnership with Goodwill to place textile donation bins throughout the city
  - Based on an existing partnership in San Francisco
- This partnership involves a detailed implementation and marketing plan spanning approximately seven months



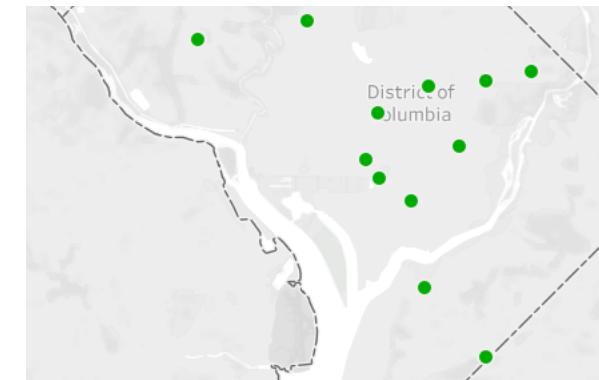
# The Problem

- Average Americans throws away 70-80 pounds of textiles per year
  - Diversion rate for textiles is only about 15%
- D.C. has among the lowest waste diversion rates of major cities (under 30%)
- D.C.'s highly transient nature likely makes textile disposal rates much higher than most other places in the U.S.
- Textile disposal has enormous environmental impacts and costs D.C. around \$1.3 million annually in disposal costs
- Existing options for textile donation are limited and inaccessible to many D.C. residents

## DC Migration Rate



## Current Donation Drop Off Locations



# Partnership with Goodwill

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- We propose D.C. launch a partnership with Goodwill
  - Goodwill will take on operations and maintenance; D.C. will provide funding
- Our proposal involves placing textile donation bins in large residential buildings and around universities
  - Brings options for textile donation directly to residents
  - Targeting universities allows students to donate during move-in and move-out
- Recycling bins use innovative goBIN™ design
  - Durable
  - Weight-based sensors
  - Scannable QR codes



# Goodwill goBIN™

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# Existing Efforts

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- Our partnership is based on a partnership between Goodwill and San Francisco
  - Main difference in our proposal is focus on colleges and universities
- San Francisco's partnership was part of its broader Zero Waste initiative
  - From 2013 to 2014, placed over 100 goBINs™ in residential buildings in San Francisco
  - Initiative included vigorous marketing to educate residents and make them aware of goBINs™
  - Launch of partnership helped reduce San Francisco's textile disposal rate to 50 pounds per resident annually

# Bin Locations and Marketing Plan

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- Bins will primarily be placed in large residential buildings
  - Some bins will also be placed on college campuses timed with academic year
- Marketing plan will consist of flyers and possibly social media
  - Target our marketing efforts around peak moving season
  - Work with property management companies that own large residential buildings to distribute flyers
  - Work with colleges' newspapers and sustainability offices to promote our efforts on campuses



# Budget

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- Costs of program must be weighed against savings in disposal costs (about \$45 per ton)
- More information is needed on exact cost of development of goBINS™
  - Likely cheaper than other alternatives
  - Cost of producing bins and placing bins will be funded by one of sustainability grants of D.C.'s Department of Energy and the Environment

San Francisco Cost Assumptions	
Total Cost	\$100,000
Design Cost, % of Total	50%
Number of Bins	100
Cost Per Bin	\$500

DC Costs based on San Francisco Assumptions	
Doubling Existing Locations	\$6,000
Tripling Existing Locations	\$12,000

# Timeline

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Dates (Week of)	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	6/29	7/6	7/13	7/20	7/27	8/3	8/10	8/17	8/24	8/31	9/7	9/14	9/21	9/28	10/5
<b>Partnership Planning</b>																											
Initial Meetings																											
Contract Preparation																											
Grant Application																											
<b>Initiative Implementation</b>																											
Identify Bin Locations & Number																											
Bin Development																											
Bin Setup																											
<b>Marketing</b>																											
Announce Partnership																											
Promote goBins																											
Advertise Bins																											

# Measuring Impact

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- Main measure of success is total volume of clothes donated (measured in pounds)
  - Savings to D.C. of \$45 per ton
  - Savings in environmental and health costs
- Secondary measure of success is based on our marketing efforts
  - Measure what percentage of targeted residents are seeing these efforts
  - Measure whether these marketing efforts make residents more likely to donate clothes

## Measuring Success

- Tons of textiles donated
- Number of partnerships with universities & apt complexes
- Percentage of residents reached