

City of
Gainesville

ID# 200631A

Mike Heimbach
Sustainability Manager
Public Works Department

Zero Waste Subcommittee
Reuse in the Community
January 5, 2021

Reuse

Current Infrastructure

- Thrift Stores
- Consignment Shops
- Architectural Salvage
- Creative Reuse Center
- Repair and Sell
- Online Peer to Peer
- Government Surplus

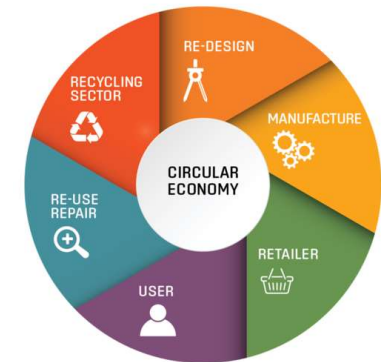


Reuse

True Circular Economy

Does an Item Become Waste or an Asset?

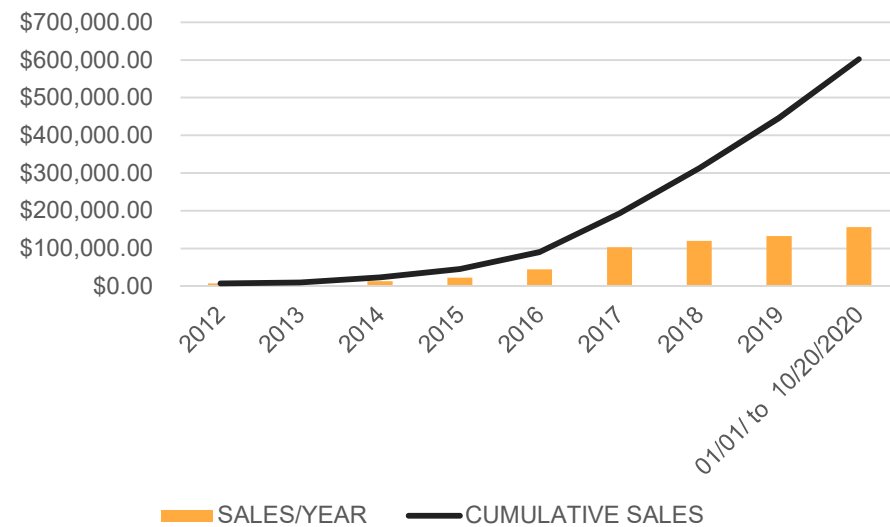
- Creates Jobs in the Community
- Raises Funds for Non-Profits
- Money Stays in the Community
- Money Flows into the Community



City Surplus

Commission Support
for Staffing Increases
Productivity

Increases Sales Due to Staffing and Marketing



Repurpose Project

Wages
Higher than
Retail

- 75%+ Goes to Wages
- Increasing Revenue and Positions Each Year
- Significant Amount of Business From Out of Area
- Provides a Source of Goods for Low Income
- Provides Materials for DIY and Repair Community
- Educates Community on Value of Reuse

Reuse

Challenges



Supply Greater Than Demand

- Appliances, Furniture, and Other Similar Items Get Landfilled
- Quality Material is Placed at Curb or Taken to Alachua Transfer Station
- Clothing Fiber May be Exported or Donated to International Charities

Reuse Challenges

Difficult Materials Not Getting Reused/Recycled

- Large Items that People Can't Transport
- Items that Don't Display or Fit Well in a Traditional Thrift Store
- Items that are of Lower Value but Still Useful
- Small Quantities of Material

Reuse Solutions

Difficult to Reuse/Recycle Materials

- Center for Hard to Recycle Materials
- Creative Reuse Centers
- Construction Project Materials-Processing and Retail Facility

Reuse Solutions

Center for Hard to Recycle Materials (CHaRM)

- Zero Waste Plan Will Recommend Feasibility Study
- Takes Furniture, Mattresses, Appliances, Non-Program Recyclables
- Maybe in Good Condition or Need Repair
- Acts as a Clearinghouse for Material

Reuse Solutions

Increase Infrastructure

- Warehousing Ability
- Larger Facilities
- Increase Collection Abilities
- Delivery Service

Reuse

Solutions

Change Business Model of Reuse

- Co-Location (e.g. New Car Dealerships, Strip Mall)
- Market Segmentation (e.g. price points, specialty, mass marketer)

Reuse

Solutions

Education

- Public Not Always Aware of What is Valuable or Not Valuable
- High Quality of Materials are Available at Reuse Stores
- Environmental and Economic Value

Reuse

Gainesville Specific



Student Move Outs (2 x year)

- Quality Materials
- Large Volume Short Period
- Storage Issues
- Landlords Focused on Prepping and Renting
- Significant Coordination Necessary

Reuse

Gainesville Specific

Student Move Out Pilot

- COVID prevented 2020 Pilot
- City Staff to Work with UF, SFC, WCA, and Non-Profits Next Year



Reuse

C&D Reuse



Repurpose Project:

- Only Facility in Area that Sells Deconstructed Demolition Debris
- City Ordinance Could Create Capacity Issues
- One of a Few Reuse Centers that is not Funded with Government Assistance
- Current Location Does Not Have Adequate Processing Capabilities (e.g. Nail Removal from Boards)

Reuse

C&D Reuse



Repurpose Project: Popular C&D and Deconstruction Items

- Kitchen Cabinets
- Windows
- Doors
- Wood
- Brick
- Sinks and Toilets

Thank You.