

Email message received to CalRecycle 6-25-2013

Public Education and Market Development:

There is no plan to tell the public which carpet is recyclable and even if it has PET recycled content, they should know it's not recyclable or how to ask if their retailer is participating in the program? The public has a right to knowledge so they can help drive the system by voting with their dollars. Having posters saying "Ask the clerk about AB 2398" is not an effective public education program which, would be verified if there were any focus groups or common testing of a public education message.

There is nothing telling the public they could ask their retailer or contractor whether their used carpet will be recycled. Putting the fee on the receipt is not enough.

Heidi

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