

I. Background

AB 2398 Regulations stipulate:

Description of how each consumer that pays a carpet stewardship assessment, including but not limited to those in rural areas, will be provided reasonably convenient opportunity(ies) in each county to conveniently and properly manage their post-consumer carpet.

II. Definition:

“Conveniently and properly manage”: Provide a trailer to collect carpet from the county in a location that is selected by the county; and provide the means to collect the trailer at no cost to the counties.

III. Goals/Purpose

The carpet stewardship and recycling pilot program’s aim is to evaluate a post-consumer carpet recycling model in 6 rural counties of California, to determine if the model may be successful, economically feasible, and provide a cost savings versus landfilling post-consumer carpet. This will be achieved by testing a model that includes dropping a trailer at a location selected by the county, for collecting and transporting carpet to recycling processors, educating consumers and installers, and providing measureable results. The costs associated with this program will be covered by AB 2398 assessments.

IV. Team members and their Roles and Responsibilities

The pilot programs are a team effort among:

- a. **Regional Council of Rural Counties’ (RCRC)/ Environmental Services Joint Powers Authority (ESJPA)**: Co-facilitate pilot effort, lead on site locations, communications, and reporting
- b. **Carpet America Recovery Effort (CARE)**: Contact recyclers about pilot source and manage trailers, consolidate data and prepare report to CalRecycle and RCRC; assist with educational materials.
- c. **Carpet processors** (i.e. The Carpet Recyclers, LA Fibers, and Carpet Collectors etc): Assist in establishing logistics for trailers. Assist in developing education materials and training of county employees (whoever is accepting carpet); assist with educational materials for local use, flag issues that arise so the team can address them.
- d. **Local governments** (Calaveras, Del Norte, Humboldt, Plumas, Siskiyou and Tehama Counties): Establish space for trailers at assigned locations. Assist in data collection for pilot, assist in educating county employees, consumers and installers.
- e. **Collection sites** (transfer stations, counties’ landfills): Participate in training, share information that will be used in preparing results; flag issues that arise so the team can address them.
- f. **CalRecycle**: Facilitate effort with ESJPA.

V. Requirements

Participants agree to the goals of the pilot, to participate in pilot activities, and to assist in documenting results.

VI. Timing

Pilot programs will start up in February and program results will be measured for a 12 month period from March 1, 2012 through February 28, 2013. Quarterly reports will be sent to CARE. CARE will consolidate and produce quarterly reports for the team.

VII. Measurements

- i. Pounds of carpet collected as percent of total carpet landfilled
- ii. Dates of collection period
- iii. Distance traveled to consolidation point
- iv. Education methods employed
- v. Costs and/or savings including:
 1. Cost of Trailers
 2. Communications Costs
 3. Tipping Fees collected
 4. Processor Bids received
- vi. Discussion on results, assumptions and factors that impact results

VIII. Key Success factors for this pilot program

- a. Full participation and timely reporting by all participants in the pilot
- b. Easy to reproduce this option in other counties not currently serviced
- c. Recycling discarded carpet is less costly to the participating counties than it would be to landfill these carpets.
- d. Carpet collected is recycled into raw materials used to make new products.
- e. Participants are overall satisfied with the pilot program on various factors such as: team communication, learning how to develop successful programs, environmental benefits, cost management, etc.
- f. Results are shared and used as a tool to improve post-consumer carpet recycling programs. CARE will review pilot for lessons learned and fold this into annual report to CalRecycle (or do special report for CalRecycle) and will update its stewardship plan as appropriate.

IX. Detailed Work Plan, Timing and Responsibilities:

a. Site Locations

- vi. Responsibility: ESJPA, CARE and carpet processors
- vii. Goal: Locations ready to accept trailers for carpet recycling
- viii. Next Steps:
 1. Mary to confirm locations in each of the 6 counties
 2. Guidelines for accepting carpet approved by CARE, ESJPA, and carpet processors
 3. Training of personnel completed in month of February (review guidelines for accepting carpet, review any videos or other training materials, review of reporting needed)
 4. Signage available for each of the 6 counties
- ix. Timing: Next Steps completed by February 28, 2012

b. Logistics

- i. Responsibility: Carpet Processors and CARE
- ii. Goal: Have agreements in place with trailer vendors by February 28, 2012
- iii. Next Steps:
 1. Identify Vendors
 2. Request Bids
 3. Secure agreements

- iv. Timing: Agreements in Place by February 28
- c. **Communications and Education Materials**
 - i. Responsibility: EJSPA, CARE, and carpet processors
 - ii. Goal: Create communications and education materials for all participants in the program that maximizes that amount of post-consumer carpet collected to meets the needs of the processors.
 - 1. Consumer Education: Brochures and Posters
 - 2. Installers and Retailers: Contact Information and Guidelines for dropping off carpet
 - 3. County Collection Sites: Guidelines for Accepting Carpet
 - iii. Timing: Communications Materials Approved and Ready for Distribution by February 28, 2012
- d. **Education and Training**
 - i. Goal: Develop Training program for County Officials and employees
 - ii. Responsibility: EJSPA and CARE
 - iii. Next Steps:
 - 1. Produce Guidelines for accepting carpet
 - 2. Provide videos and other tools for training county employees
 - 3. Get input from Counties on other training materials needed
 - iv. Timing: All materials for training available by February 28, 2012
- e. **Data Collection and Reporting**
 - i. Goal: Collect and report data that will inform decisions on pilot project success and expansion
 - ii. Responsibilities; EJSPA, CalRecycle and CARE
 - iii. Next Steps:
 - 1. Develop Quarterly Reporting Format
 - 2. Data to be collected quarterly
 - a. Pounds of carpet collected
 - i. as percent of total carpet landfilled
 - b. Dates of collection period
 - c. Education methods employed
 - d. Costs and/or savings including:
 - i. Cost of Trailers
 - ii. Communications Costs
 - iii. Tipping Fees collected
 - iv. Processor Bids received
 - e. Discussion on results, assumptions and factors that impact results (narrative)
 - iv. Timing: Report Format available by February 28, 2012. Reports submitted to CARE quarterly. (end of May 2012, August 2012, November 2012, March 2013)