



## Tire Stewardship Dialogue Survey July 8, 2004

The California *Tire Stewardship Action Plan*, e-mailed to dialogue participants on July 8, 2004, organizes topics for the upcoming dialogue into 12 key issue categories. The purpose of this survey is to prioritize those issues, as well as potential strategies to address each issue, for our stakeholder meeting in Sacramento, California, on July 28. Each of the issues and strategies are described in greater detail in the *Action Plan*. PSI recommends that dialogue participants review the *Action Plan* as they complete this survey.

**Please provide your contact information:**

Name: \_\_\_\_\_  
 Company/Agency/Org. \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

**RANKING THE ISSUES**

Please prioritize the 12 key issues listed below, based on the perspective of your agency, organization, or company. Place a number 1 through 12 to the left of the issue statements where “1” indicates the issue of highest priority, “2” indicates the issue of second highest priority, and so forth. We will use this part of the survey to prioritize issues to be discussed at our stakeholder meeting in Sacramento. Please assign a different number for each issue.

**PAINT ISSUES**

- | Priority | Issue                               |
|----------|-------------------------------------|
| _____    | Waste tire generation               |
| _____    | Waste tire markets                  |
| _____    | Tire reuse                          |
| _____    | Collection and transportation       |
| _____    | Crumb rubber markets                |
| _____    | Recycled content in new tires       |
| _____    | Rubberized asphalt concrete markets |
| _____    | Shredded tire markets               |
| _____    | Recreation markets                  |
| _____    | Tire-derived fuel                   |
| _____    | Landfill disposal                   |
| _____    | Sustainable financing               |

## PREFERENCES ON TIRE STEWARDSHIP STRATEGIES

The *Action Plan* outlines **Solutions** and **Potential Strategies** to address each of the 12 waste tire management **Issues**. In the following issue tables, please respond to the statements by placing a check in the appropriate box. These statements are designed to gauge stakeholders' interest in pursuing strategies to support the solution identified. Please prioritize each listed **Strategy** according to the degree to which you think they can resolve the associated **Issue**. For example in Issue #1 below, if your organization strongly agrees that "Manufacture longer lasting tires" should be prioritized as a **Strategy** to "Increase lifespan of tires," you would check "Strongly Agree." If your organization were neutral on this strategy, you would check "Neutral," and so on. If there are additional strategies that are not listed that you want to see addressed, please note them in the row provided at the end of each table. Any additional comments can be noted in the space provided at the end of the document.

<b>Issue #1: Waste tire generation</b>						
<b>Solution: Increase lifespan of tires</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Increase consumer education on tire maintenance at retail and other locations						
2. Provide free and convenient pressure gauges and air for tire maintenance						
3. Install "smart tire" system on new vehicles						
4. Manufacture longer lasting tires						
5. Encourage consumers to buy longer life tires						
6. Develop a unified approach to optimal tire pressure						
5. Additional Strategies (please describe)						

<b>Issue #2: Waste Tire Markets</b>						
<b>Solution: Develop performance metrics for program success</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Set measurable goals for market development and reduced disposal						
2. Additional Strategies (please describe)						

<b>Issue #3: Tire Reuse</b>						
<b>Solution: Increase reuse and retread markets for tires</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Promote use of retreads among local government and commercial fleets						
2. Reduce liability concerns over reused tires						
3. Additional Strategies (please describe)						

<b>Issue #4: Collection and Transportation</b>						
<b>Solution: Reduce regulatory barriers to lower costs of tire collection</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Streamline tire manifest system						
2. Develop cooperative collection contracts						
3. Additional Strategies (please describe)						

<b>Issue #5: Crumb rubber markets</b>						
<b>Solution: Develop sustainable and diversified crumb rubber markets</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Promote existing specifications for crumb rubber						
2. Increase government and business purchase of tire-derived products						
3. Overcome perception related to inferior quality of recycled content tires						
4. Research and develop strategies to overcome technical barriers to using crumb rubber as a raw material						
5. Equipment grants for crumb rubber manufacture						
6. Provide marketing assistance for California tire-derived product manufacturers						
7. Additional Strategies (please describe)						

<b>Issue #6: Recycled content in new tires</b>						
<b>Solution: Increase the percentage of recycled content in new tire manufacture</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Increase recycled tire rubber in new tire manufacturing and other molded products						

**Issue #6: Recycled content in new tires****Solution: Increase the percentage of recycled content in new tire manufacture**

Strategies	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Comments
2. Conduct research on technologies to increase recycled content in tires						
3. Provide financial incentives to increase demand for recycled rubber						
4. Develop recycled-content tire procurement specifications along with a strategy for procurement of recycled content tires and molded products						
5. Additional Strategies (please describe)						

**Issue #7: Rubberized asphalt concrete markets****Solution: Develop sustainable and diversified rubberized asphalt concrete markets**

Strategies	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Comments
1. Use standardized asphalt mix designs and paving standards for rubberized asphalt concrete						
2. Train and educate state and local highway engineers, and others on rubberized asphalt use, costs, and benefits						
3. Require CalTrans and others receiving state funding to purchase California tire-derived tire rubber						
4. Develop infrastructure and logistic for material delivery at jobsites						

<b>Issue #8: Shredded tire markets</b>						
<b>Solution: Increase the civil engineering applications for shredded tires</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Provide education and information on benefits of using scrap tire shreds in landfill applications						
2. Educate transportation officials about ASTM specifications for tire shreds						
3. Allow for, and promote, scrap tire use in local septic fields/drainage through local ordinances and state rule						
4. Educate about specifications to increase the use of tires in road base						
5. Additional Strategies (please describe)						

<b>Issue #9: Recreation markets</b>						
<b>Solution: Develop sustainable and diversified recreation markets</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Promote benefits of crumbed and chipped rubber over traditional materials used in sports fields, playgrounds, horse arenas, golf courses, walking trails and as mulch						
2. Develop a market development plan for recreational uses						
3. Additional Strategies (please describe)						

<b>Issue #10: Tire-derived Fuel</b>						
<b>Solution: Increase tire-derived fuel markets</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Overcome perception related to environmental hazards of burning tires for fuel						
2. Provide financial assistance for facility conversion or other start-up costs						
3. Additional Strategies (please describe)						

<b>Issue #11: Landfill Disposal</b>						
<b>Solution: Reduce tire landfilling through incentives and disincentives</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Phase in a landfill ban on tires						
2. Increase landfill tipping fees						
3. Provide recycling incentives for retailers or haulers						
4. Require storage and marketing of tires before landfilling						
5. Additional Strategies (please describe)						

<b>Issue #12: Sustainable Financing</b>						
<b>Solution: Develop agreement on long-term funding strategy</b>						
<b>Strategies</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Comments</b>
1. Develop a third party organization that can provide cost-effective system management						
2. Distribute funding according to negotiated priorities						
3. Additional Strategies (please describe)						

Please identify any additional comments in the space provided below.

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