Carpet Recycling Toolkit for Local Government Recycling Coordinators
Local Government Toolkit for Recycling Coordinators

INTRODUCTION

How to Use this Toolkit

The goal of this toolkit is to provide collateral and content to make it easier for local government recycling coordinators to educate and spread awareness about carpet recycling. These tools may support recycling coordinators to meet AB 341 requirements. Inside this toolkit, there are digital versions of flyers, postcards, email/newsletter copy, and social media content that can be used to achieve this goal.

You may request printed versions of the digital content included in this toolkit at no cost to you. Fill out this form to make your request. For more information, or if you have questions, contact CA@CarpetRecovery.org.

How this Toolkit was Developed

A survey was conducted in summer and fall of 2023 to understand the needs of California’s local government recycling coordinators. This survey assessed recycling coordinators’ existing carpet recycling knowledge and asked what resources would be most helpful for them to spread awareness and educate their communities about carpet recycling. The survey results were used to inform the contents of this toolkit.

About CARE and the California Carpet Stewardship Program

The California Carpet Stewardship Program, administered by CARE with oversight from CalRecycle, incentivizes carpet reclamation and educates stakeholders about the importance of keeping carpet out of landfills. CARE is a national non-profit organization advancing market-based solutions that increase landfill diversion and recycling of post-consumer carpet. For more information, visit CarpetRecovery.org/California.
**ADDITIONAL RESOURCES**

**Drop-Off Sites**

Would your jurisdiction benefit from adding a carpet recycling drop-off site? CARE supports the set-up of local drop-off sites across California by providing a container for collection, swap-out service, transportation and tip fee to recyclers, and assistance from CARE staff, all free of charge.

Please reach out to one of the following CARE Associates to learn more information about how to set up a drop-off site in your jurisdiction:

- Northern California: Lisa Mekis at LMekis@CarpetRecovery.org or 510-862-6033.
- Southern California: Jared Zitron at JZitron@CarpetRecovery.org or 310-699-3717.

**Carpet Recycling Presentations**

Would you like to learn more about carpet recycling? CARE offers free presentations to educate local jurisdictions about carpet recycling. Consider sharing this information with a Technical Advisory Committee (TAC) Group, Joint Powers Authority (JPA), or other local group who might benefit from learning more. Contact Claire Chang at c.chang@circlepoint.com for more information.

**Audiences**

Based on the data collected from the survey, there were two main audiences that recycling coordinators were hoping to reach:

- The General Public
- Floor Installers/C&D Professionals

The materials below are separated by audience.
The following information is provided to support outreach and education to the general public:

- Email Copy/Newsletter Language
- Social Media
- Webpage Content
- Informational Flyer including the following information: carpet recycling overview, difference between broadloom and carpet tile (flow chart), how to find your local Drop-off Site (DOS)
- Web Resources

Email Copy/Newsletter Language (General Public)

**Carpet is Recyclable!**

Are you tearing out old carpet? Don't send it to the landfill – recycle it!

Wall-to-wall carpet and carpet tiles are made of bulky, fossil-fuel based material. Discarded carpet takes up a lot of space in our landfills and remains unchanged for hundreds of years. Nearly 300 million pounds of carpet are discarded in California landfills annually!

But carpet is recyclable!

Used carpet can be recycled at specific drop-off sites across California and made into useful new products for the automotive, transportation, and construction industries.

**In YOUR COUNTY, carpet can be recycled at the following facilities:**

- LOCAL Drop-Off Site 1
- LOCAL Drop-Off Site 2

By recycling used carpet, you are helping our community reduce the amount of waste going to landfill and reach zero waste goals. Thank you!

Visit the CARE website at [CarpetRecovery.org/CA](https://CarpetRecovery.org/CA) for more information. Note: drop-off fees may apply.
# Social Media Content (General Public)

The following social media template content is written for all audiences and has placeholders for your jurisdiction’s local Drop-Off Site. Graphics can be downloaded here.

<table>
<thead>
<tr>
<th>GOAL</th>
<th>CONTENT</th>
<th>GRAPHIC</th>
</tr>
</thead>
</table>
| Raise awareness that carpet can be recycled | Did you know carpet is recyclable?  
Used carpet can be recycled at a drop-off site near you and turned into useful new products. Learn more about how and where to recycle old carpet at CarpetRecovery.org/California! | ![GOAL CONTENT GRAPHIC](image1) |
| Raise awareness that carpet can be recycled | Are you tearing out old carpet? Recycle it!  
Recycling carpet reduces landfill waste and helps make our community more sustainable. | ![GOAL CONTENT GRAPHIC](image2) |
| Inform of local Drop-Off Sites near them | Carpet is recyclable!  
Bring used carpet to one of the following carpet recycling drop-off sites near you:  
- LOCAL Drop-Off Site 1  
- LOCAL Drop-Off Site 2  
Thank you for helping reduce landfill waste in our community.  
Visit [Website] for Drop-Off Site location and hours. | ![GOAL CONTENT GRAPHIC](image3) |
| Inform of difference between Broadloom/Carpet Tile | Recycle your old carpet!  
Prepare your carpet for recycling by cutting broadloom (wall to wall carpet) to manageable lengths and strapping carpet tile. | ![GOAL CONTENT GRAPHIC](image4) |
| Share carpet landfilling statistics | Nearly 300 million pounds of carpet is discarded EVERY YEAR. Recycle old carpet and keep this bulky, fossil-fuel based material out of California landfills! | ![GOAL CONTENT GRAPHIC](image5) |
| Share how this helps state sustainability efforts. | Discarded carpet is made of bulky, fossil-fuel based material and remains unchanged in our landfills for hundreds of years.  
Recycle used carpet and help make California more sustainable! | ![GOAL CONTENT GRAPHIC](image6) |
Webpage Content

This content can be included as a sidebar or callout on your jurisdiction's recycling/waste webpage.

Are you tearing out old carpet? Recycle it!

Recycled carpet material can be turned into useful new products and reduces landfill waste in our community. The California Carpet Stewardship Program can help you recycle old carpet at a drop-off site near you – learn more about how and where at CarpetRecovery.org/CA. Visit CarpetRecovery.org/CA-Installers for information about:

- California's drop-off sites
- A How-To Video: Carpet Recycling for Flooring Contractors
- A How-To Video: Carpet Recycling for Installers (English)
- A How-To Video: Carpet Recycling for Installers (Spanish)
- Flyer: Carpet is Recyclable! Flyer for Flooring Professionals
- Email List Sign-Up
The following information is provided to support outreach and education to floor installers and Construction and Demolition (C&D) professionals:

- Email Copy/Newsletter Language
- Social Media Content
- Informational Flyer
- Postcard
- Web Resources

Email Copy/Newsletter Language (C&D Professionals)

Carpet Recycling Offered in [YOUR COUNTY]

Do your Construction and Demolition (C&D) projects include carpet tear-out? Don’t dump it in the landfill — recycle it!

Carpet is a recyclable C&D material that can be made into useful new products like synthetic wood siding/trim and underlayment for flooring. These post-recycled products replace the need for other expensive and environmentally taxing resources.

In YOUR COUNTY, carpet can be recycled at the following facilities:

- LOCAL Drop-Off Site 1
- LOCAL Drop-Off Site 2

Local C&D contractors and flooring professionals are crucial to increasing the amount of carpet that is recycled and reducing waste in local landfills. Note: drop-off fees may apply.

Visit the CARE website at CarpetRecovery.org/CA-Installers for more information.
## Social Media Content (C&D Professionals)

The following social media template content is written for floor installers/C&D professionals and has placeholders for your jurisdiction's local Drop-Off Site. Graphics can be downloaded here.

<table>
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<tr>
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<tbody>
<tr>
<td><strong>If your local Drop-Off Site offers reduced rates, encourage C&amp;D professionals to take advantage of them</strong></td>
<td>Save money and go green! LOCAL Drop-Off Site accepts carpet for recycling at a reduced rate. Visit <a href="#">Link to Drop-Off Site/facility website</a> for location and hours.</td>
<td><img src="#" alt="GOAL CONTENT GRAPHIC" /></td>
</tr>
<tr>
<td><strong>Raise awareness that carpet is recyclable</strong></td>
<td>Carpet is a recyclable C&amp;D material! Recycling carpet reduces landfill waste and helps make our community more sustainable.</td>
<td><img src="#" alt="GOAL CONTENT GRAPHIC" /></td>
</tr>
<tr>
<td><strong>Share information about post-recycled carpet products</strong></td>
<td>Did you know recycled carpet is used in products for the automotive, transportation, and construction industries? Recycle used carpet by taking it to LOCAL Drop-Off Sites!</td>
<td><img src="#" alt="GOAL CONTENT GRAPHIC" /></td>
</tr>
<tr>
<td><strong>Inform of difference in preparation between broadloom and carpet tile</strong></td>
<td>If your C&amp;D projects include carpet tear out, prepare your carpet for recycling by cutting broadloom (wall to wall carpet) to manageable lengths and strapping carpet tile. Thank you for helping divert yours from the landfill!</td>
<td><img src="#" alt="GOAL CONTENT GRAPHIC" /></td>
</tr>
<tr>
<td><strong>Inform of local Drop-Off Site</strong></td>
<td>Carpet is a recyclable C&amp;D material! Bring used carpet to one of the following carpet recycling drop-off sites near you:  - LOCAL Drop-Off Site 1  - LOCAL Drop-Off Site 2 Thank you for helping reduce landfill waste in our community. Visit <a href="#">Website</a> for Drop-Off Site location and hours.</td>
<td><img src="#" alt="GOAL CONTENT GRAPHIC" /></td>
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Flyer/Postcard Downloads

Informational Flyer - English
Distribute this English flyer physically or digitally to inform C&D professionals about how they can recycle carpet in California.

Download this flyer here.

Informational Flyer - Spanish
Distribute this Spanish flyer physically or digitally to inform C&D professionals about how they can recycle carpet in California.

Download this flyer here.

Postcard - English
Distribute this English postcard physically or digitally to inform C&D professionals about how they can recycle carpet in California.

Download this postcard here.

Postcard - Spanish
Distribute this Spanish postcard physically or digitally to inform C&D professionals about how they can recycle carpet in California.

Download this postcard here.
Web Resources

Visit CarpetRecovery.org/California/CA-Installers for information about:

- California’s drop-off sites
- A How-To Video: Carpet Recycling for Flooring Contractors
- A How-To Video: Carpet Recycling for Installers (English)
- A How-To Video: Carpet Recycling for Installers (Spanish)
- Flyer: Carpet is Recyclable! Flyer for Flooring Professionals
- Email List Sign-Up