Carpet Recycling in California

Carpet Recycling Drop-Off Site Program

California Carpet Stewardship Program
An initiative of CARE: Carpet America Recovery Effort

CARPET RECYCLING DROP-OFF SITE PROGRAM

Carpet America Recovery Effort (CARE) has established and supports at least one Carpet Recycling Drop-Off Site in every county in California. The sites are selected based on interest, accessibility and generation potential, as well as other factors. For the most current listing of CARE drop-off sites in California, see *www.CarpetRecovery.org/CA*.

Why Participate

CARE supports Drop-Off Sites in many ways. We provide free of charge:

- A container for collection
- On-call pick-up, transportation and tip fee to recyclers
- Promotional materials for local government and the hosting facility
- Assistance from CARE staff

How to Participate

1. Identify a Facility

Carpet Recycling Drop-Off Sites are generally established at a Transfer Station, Landfill, or Material Recover Facility (MRF). Ideally the facility should be centrally located and selected to maximize convenience and participation from residents, contractors and carpet retailers.

2. Arrange a Site Visit with a CARE Associate

Once a location has been selected (e.g., a Transfer Station), the facility will need to arrange a site visit with a CARE Associate to receive an overview of the CARE program and work through the operational logistics of how to collect and consolidate the received material.

3. Arrange On-Boarding Conference Call

Once an agreement is reached to establish a new Carpet Recycling Drop-Off Site, a conference call will be scheduled to review program procedures and order promotional materials. We suggest including administrative and operational personnel for this detailed meeting.

4. Start Accepting Carpet for Recycling

Once the container is delivered, accept and collect carpet while fine-tuning administrative and operational logistics.

Prepare carpet for recycling:

Carpet must be kept clean, dry and debris free. It should be cut in manageable sections and rolled or folded separately from carpet pad. Carpet tile should be stacked or in boxes. The collection trailer must be loaded efficiently to maximize capacity.

Reduced tip fee:

We encourage the facility to offer a reduced tip fee to incentivize recycling and proper handling by contractors and carpet installers.

5. Request Swap-Out Service

Once your CARE carpet collection container or trailer is full, request a pick-up and swap-out for an empty one. You can make the request at *CarpetRecovery/CA-Service*. Note: One week's notice is required when placing a swap-out request. You will need to upload a photo of your (nearly) full trailer when placing the request.

6. Promote Your Program

Once the logistics are in place, reach out to your community and customers to inform them of the new carpet recycling drop-off service.

Website, brochures, rate sheets and other existing materials:

Include carpet recycling on your website and in all existing outreach that lists what is accepted at your facility. Be sure to include lower rates for carpet (if applicable), rules for preparation, etc. Consider a "new service" announcement on your website's homepage, in electronic or printed bills and any other communication going out to customers.

Bilingual (English/Spanish) signs:

Signs in English or Spanish can be requested from CARE for posting at your facility.

Bilingual (English/Spanish) handouts:

CARE will customize a bi-lingual flyer for your facility that is intended for carpet installers and contractors with instructions on handling carpet for recycling. Scale house staff can often tell which customers handle carpet and point them to the new service by handing them a flyer at their next visit. If your facility has an area for printed informational materials, display the handouts there.

Templates for outreach to local media:

Your facility's participation in the program and the resulting new service you are offering to the community is news! Take advantage of free coverage by local media such as newspapers, online news outlets, radio and TV stations to get the word out about your Carpet Recycling Drop-Off Site. The CARE website provides templates in English and Spanish for:

- A press release
- A newsletter article
- A 30-second Public Service Announcement (PSA) script for radio

To customize the content of each template, download the file at *CarpetRecovery/CA-Service*, then fill in the yellow highlighted items with your facility's information and edit as indicated.

Contacts for editorial and newsroom staff at local media outlets can typically be found online, or call the outlet and ask to whom the materials should be directed.

7. Submit Quarterly Report & Attend Twice-Yearly Webinar

CARE requires you to submit a simple report on a quarterly basis, including amounts of carpet collected and other information. A link to the online report form and a calendar of submission due dates can be found at *CarpetRecovery/CA-Service*.

Also required is your participation in a twice-yearly webinar typically on Thursday at 11 a.m. See the call schedule at *CarpetRecovery/CA-Service* and check your email for call number and other specifics prior to each call.

Questions?

California CARE website: *CarpetRecovery.org/CA*
Service Questions: Contact Cheryl Duran at *Service@CarpetRecovery.org*
Program questions: For Northern California, contact Lisa Mekis at *LMekis@CarpetRecovery.org* or 510-862-6033. For Southern California, contact Jared Zitron at *JZitron@CarpetRecovery.org*