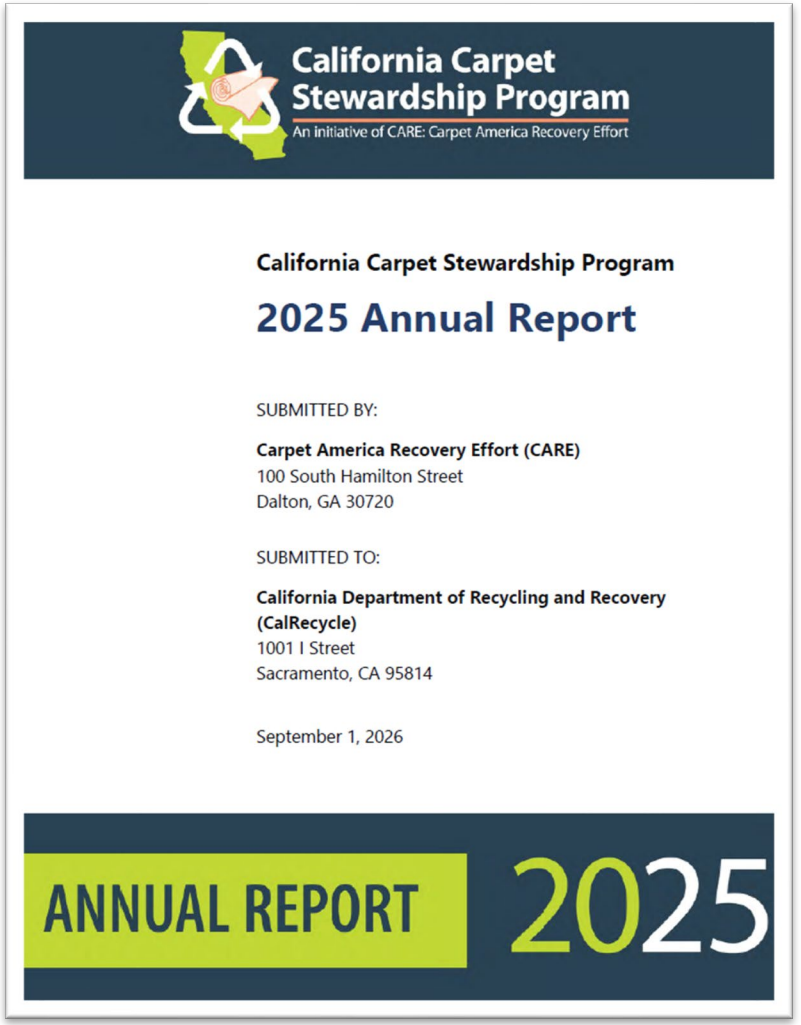
CARE California Carpet Stewardship Annual Report 2025

Public Workshop

September 23, 2026 | 10–11 am Pacific
Zoom Meeting



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

Welcome to the Workshop!

We are recording this session for future viewing

CARE Team – Annual Report 2025 Public Workshop

California Carpet Stewardship Program
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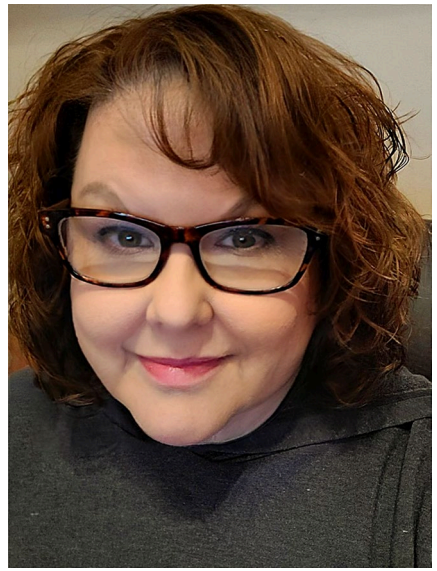
Thomas Coates
Co-Director
California Program

Rob Thiess
Co-Director
California Program
Market Development

Jared Zitron
Senior Associate
Collections



Melanie Radtke
Director of Financial Operations, CARE
Financing

Nancy Roberts
Gigantic Idea Studio (consultant)
Education & Outreach

California Carpet Stewardship Program
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Today's Workshop

- CARE & California Carpet Stewardship Program
- Overview of 2025 Annual Report
- Performance Goals – Progress, Challenges & New Actions
- Questions & Public Comments → please sign up in the Chat!

The Chat is open throughout – please be respectful & constructive

California Carpet Stewardship Program
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CARE California Carpet Stewardship Program

- CARE is a national nonprofit, and CARE California serves as the designated carpet stewardship organization for California
- Responsible for meeting California's carpet stewardship & recycling laws
- Increase Post-Consumer Carpet (PCC) **Collection** and **Reuse**
- Increase the amount of PCC **Recycled** (Recycled Output)
- Reduce the amount of PCC **Disposal** in California landfills
- Increase **Recyclability** of carpet materials
- Grow **Markets** and **Capacity** for **Recycled Carpet Products**

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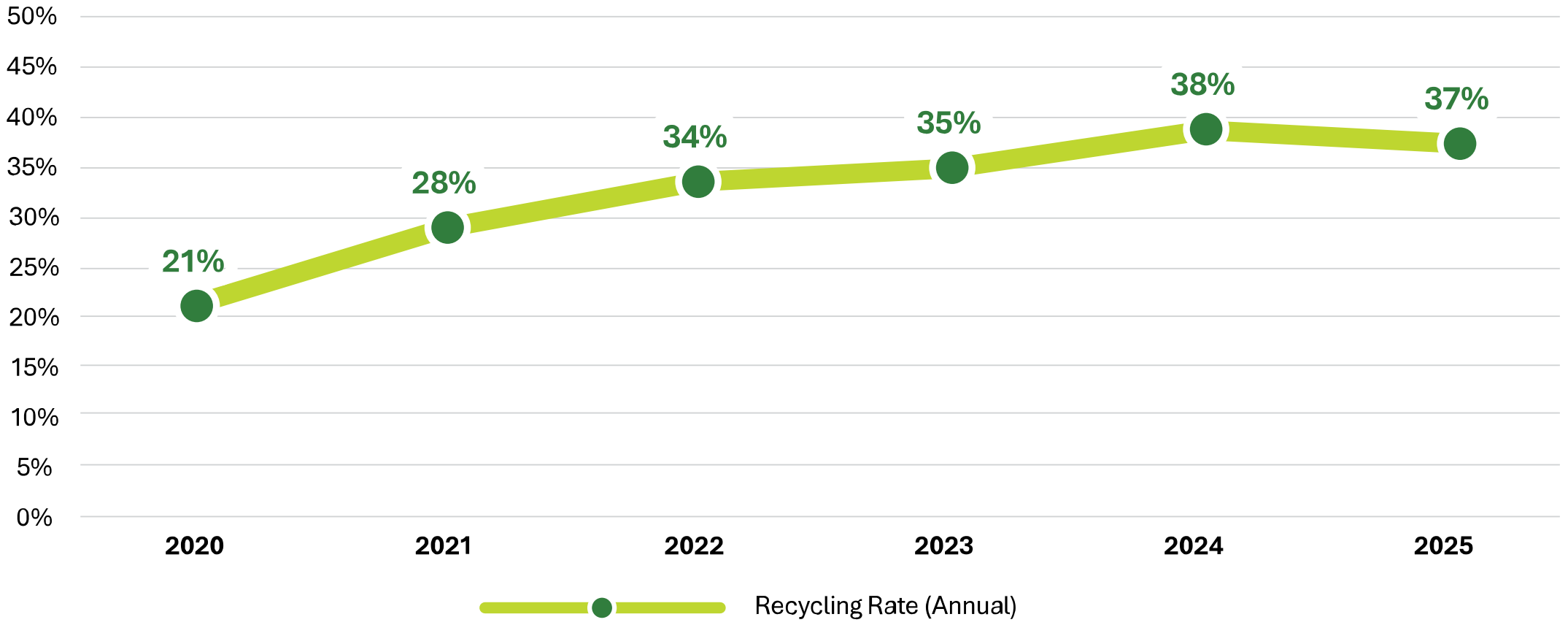
Annual Recycling Rate



174 Public Drop-off Sites

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CARE Support for Drop-off Sites

- Containers for collection
- Third-party hauling to bring carpet material to recyclers
- CARE pays recycling fee to recycler
- Promotional materials for local government and the hosting facility
- Technical assistance from CARE staff
- Ready access to micro-grants supporting site set-up and collection equipment

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2.8k Container Swaps
17 Participating Haulers
14 Container Types

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Carpet Assessments & Incentives

- Assessment fee paid on every square yard of carpet sold in California
- Funds the Program's collection, recycling, market development, grants & education as authorized in Carpet Stewardship Law
- Provides incentives (subsidies) to carpet collectors, processors & manufacturers
- Grants to support collection, recycling, markets & installer trainings
- Provides an administrative fee to CalRecycle for agency activities

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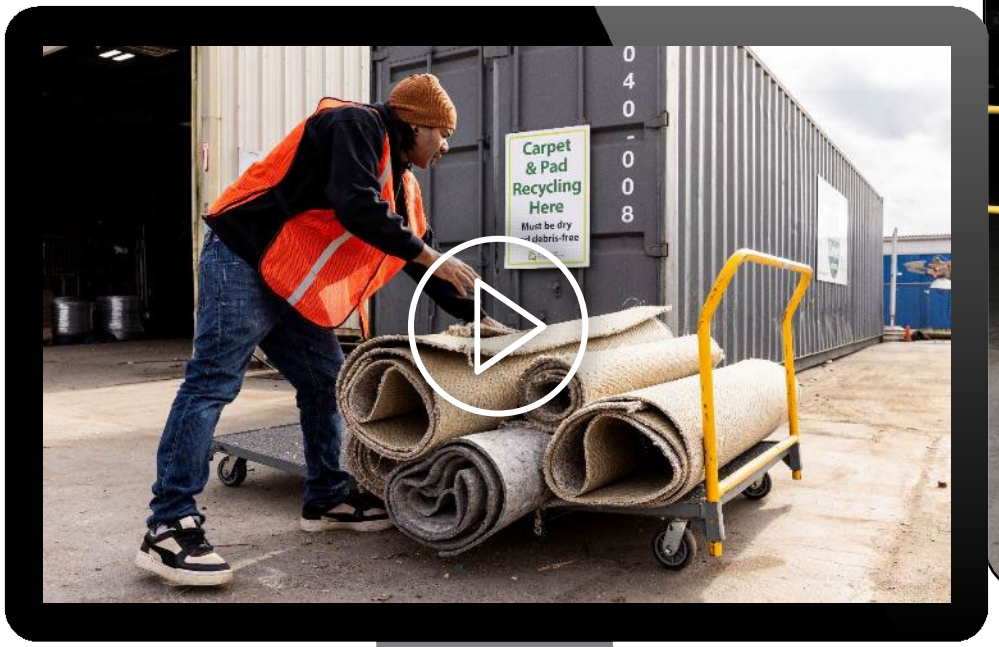
Education & Outreach supports Carpet Collection, Recycling & Market Development



Reciclaje de alfombras en California
Los Angeles County

California Carpet Stewardship Program

¿Por qué reciclar alfombras?

Cada año en rellenos sanitarios de California se entierran casi 300 millones de libras de alfombras, donde permanecen por siglos sin descomponerse. Pero hay una mejor manera: reciclar.

Reciclar alfombras ahorra recursos naturales, conserva espacio en los rellenos sanitarios y reduce la dependencia de combustibles fósiles.

Las alfombras viejas pueden ser recicladas y convertidas en nuevos productos útiles, como materiales de construcción, repuestos de autos, alfombra nueva y almohadilla para alfombras.

En 2010 California aprobó una ley de Administración de Alfombras para aumentar el reciclaje de alfombras. Desde entonces, más de 100 millones de libras de alfombra han sido derivadas de nuestros rellenos sanitarios y reciclados. ¡Trabajando juntos podemos hacer más!

Este programa es apoyado por el Programa de Recuperación de Alfombras de Estados Unidos (Carpet America Recovery Effort o CARE). CARE trabaja para crear soluciones basadas en el mercado para aumentar el reciclaje de alfombras y evitar que las alfombras vayan al relleno sanitario.

¡Gracias por reciclar!

¿Está su alfombra lista para ser reciclada?

Siga estos pasos simples para preparar alfombras para su reciclaje:

Paso 1: Manténgala seca.

Paso 2: Manténgala libre de desechos.
Retire las tiras con tachuelas, clavos, basura y tierra

Paso 3: Prepare la alfombra.
- Corte la alfombra en secciones fáciles de manejar
- Separe la alfombra de la almohadilla
- Enrolle la alfombra
- Enrolle, apile o doble la almohadilla para alfombra
- Apile, envuelva y amarre azulejos de alfombra en el palé, no más de 4 pies de altura

Paso 4: Recicle alfombras en:
American Reclamation
4560 Doran Street, Los Angeles
lun – vie 6:00 am – 5:00 pm
sáb 6:00 am – 3:00 pm)
818-552-4068

AMERICAN RECLAMATION
(888) 999-9330

Paso 5: Ahorre dinero.
Pregunte a su centro sobre la tarifa reducida para reciclar alfombras.

Escanee el código QR o visite CarpetRecovery.com/CA para el mapa de sitios de entrega.

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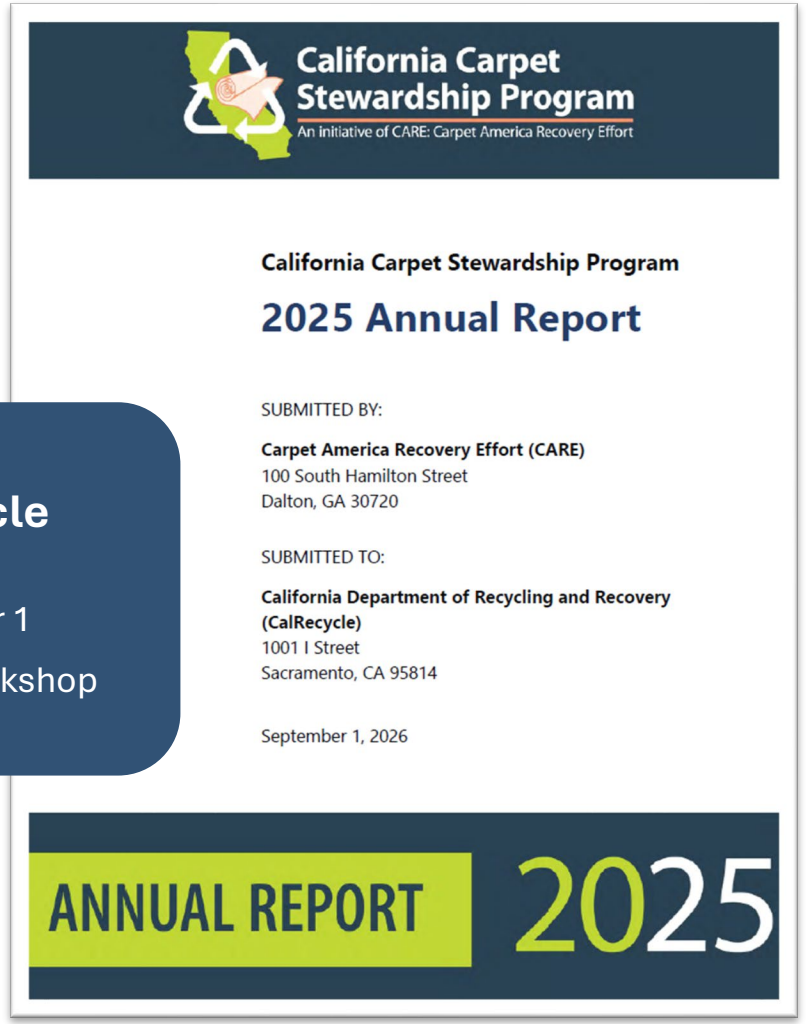
Annual Report Process

Draft Annual Report
- CARE Team
- CARE CA Board (CCB) reviews

Carpet Advisory Committee
- June 23 review
- 1 Motion

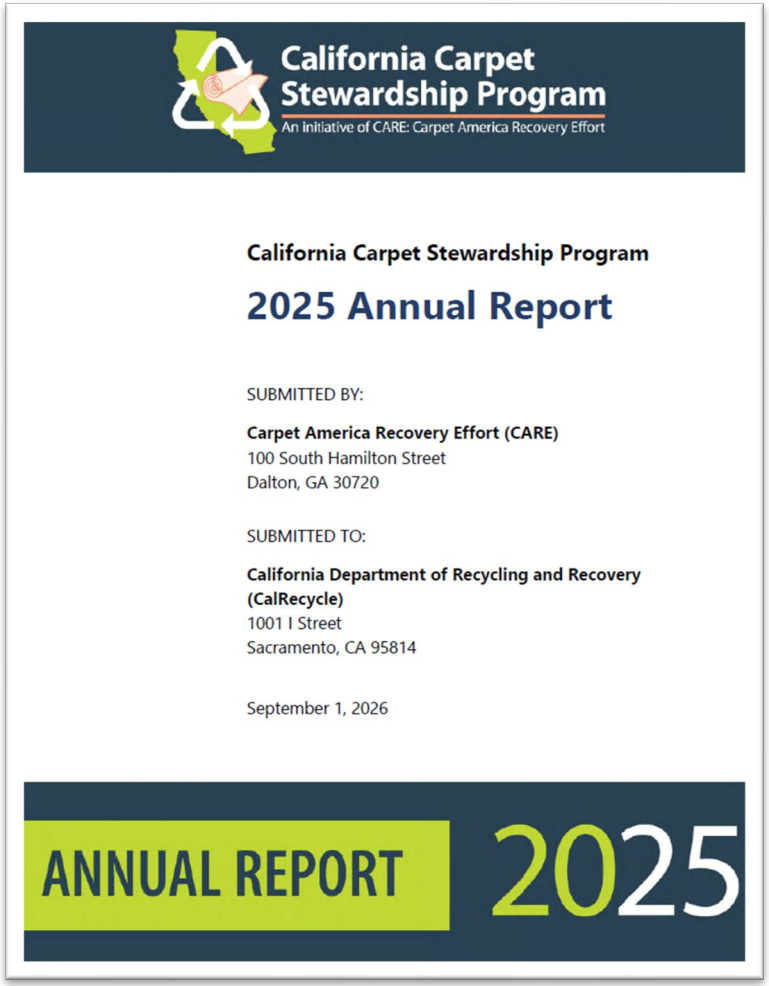
Final Draft
- Independent financial & performance audit
- CCB approval

Final for CalRecycle
- Submitted September 1
- Public Workshop



Annual Report 2025 – Overview

Chapter/Section	Topic
Front material	Cover, Acknowledgments, Table of Contents
Chapter 1	Contact Information
Chapter 2	Executive Summary
Chapter 3	Scope & Changes
Chapter 4	Collection & Recycling (Program Outline)
Chapter 5	Goals & Activities
Chapter 6	Grants
Chapter 7	Market Development
Chapter 8	Financing Mechanisms
Chapter 9	Education & Outreach
Chapter 10	Audits
Appendices	*(various)*



2025 Program Performance Metrics (Table 2-1)

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Table 2-1. Summary of 2025 Program Performance Metrics

Metric	Unit	2021 Baseline	2024	2025
Carpet Sold in California	square yards	67,339,933	53,068,635	**49,011,571**
Assessment (dollars per square yard) [1]	dollars	$0.35	$0.68-0.99	January: **$0.68–0.99** Feb.–Dec.: **$0.96–1.49**
Assessment Paid (total dollars)	dollars	$23.6 million	$39.5 million	**$53.1 million**
Total Program Costs	dollars	$29.8 million	$35.4 million	**$37.3 million**
Recycling Rate	percent	28%	38%	**37%**
Recycling Efficiency Rate [2]	percent	82%	90%	**86%**
Gross Collection [3]	pounds	82,150,621	82,726,893	**78,517,075**
Recycled Output (RO) [4]	pounds	67,622,801	74,861,213	**67,863,831**
Reuse	pounds	829,815	2,894,786	**3,560,359**
Carpet Weight and Source Reduction, per square yard	pounds	4.11	Q1-Q2: 4.14 Q3-Q4: 4.22	**4.29**
Post-Consumer Carpet (PCC) Discards [5]	pounds	242,780,121	194,595,951	**184,439,756**
Process Waste to Landfill [6]	pounds	8,957,936	6,043,034	**6,479,285**
Disposal of PCC (Discards minus RO) [7]	pounds	175,157,320	119,734,738	**116,575,925**

Section 2.3, Program Evaluation & Performance Improvements, page 6

2025 Program Performance Goals & Status (Table 5-1, part 1)

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Table 5-1. Program Performance Goals per 2023–2027 Plan, Baseline, and 2025 Status

Program Goals & Report Sections	Baseline (2021)	2024 Actual	2025 Actual	2025 Annual Goal	Met Goal?
1. Recycling Rate Section 5.2	27.9%	39%	**37%**	37%	met ✓
2. Recycling Efficiency Rate* Section 5.3	82.3% as updated (76.4% in Plan)	91%	**86%**	75%	met ✓
3. Collection Rate* Section 5.4	34% as updated (36.4% in Plan)	43%	**43%**	50%	not met
4. Public Access to Drop-off Sites (Collection Convenience) Section 4.3 & Appendix 11.3	51 out of 58 counties had one site per 500,000 residents in each county, with a minimum of one site per county	• All 58 counties have at least one site • 159 public sites • Met population service standard	• **All 58** counties have at least one site • **174** public sites • **Met** population service standard	• Minimum of one site per county • One site per 425,000 residents in each county	met ✓
5. Flooring Professional Proximity Section 4.4 & Appendix 11.2	72% of residents within 15 miles of a location that accepts carpet from all flooring professionals	95%	**More than 90%** of residents live in a Census tract that is located all or partially within a 15-mile radius of a location that accepts carpet from all flooring professionals	82%	met ✓

Section 5.1, Performance Goals, Baseline, and Status in 2025, page 28

2025 Program Performance Goals & Status (Table 5-1, part 2)

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Program Goals & Report Sections	Baseline (2021)	2024 Actual	2025 Actual	2025 Annual Goal	Met Goal?
6. Reuse of PCC (% of Recycled Output, RO) Section 5.5	1.2% of Recycled Output	3.9% of Recycled Output	**5.2% of Recycled Output**	2.0% of Recycled Output	met ✓
7. Gross Collection* (thousand pounds) Section 5.6	82,151 thousand pounds as updated (88,466 in Plan)	82,727 thousand pounds	**78,517 thousand pounds**	91,000 thousand pounds	not met
8. Disposal of PCC (thousand pounds) Section 5.7	175,157 thousand pounds	119,735 thousand pounds	**116,576 thousand pounds**	107,000 thousand pounds (or less)	not met
9. Processor Capacity (West Coast) Section 4.7	132 million pounds	155.3 million pounds	**120 million pounds**	140 million pounds	not met
10a. Recyclability: Recyclable PCC Types Section 5.8	Estimated at 70% based on 2021 sales	Estimated at 97%	**Estimated at 97%**	Ensure Program capacity to recycle 75% of PCC types	met ✓
10b. Recyclability: Innovation & Design Grants Section 6.6	Awarded zero Innovation & Design (I&D) grants	Awarded 2 I&D grants	**Awarded 2 I&D grants**	Award 2 I&D grants	met ✓

Section 5.1, Performance Goals, Baseline, and Status in 2025, page 29

2025 Program Performance Goals & Status (Table 5-1, part 3)

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Program Goals & Report Sections	Baseline (2021)	2024 Actual	2025 Actual	2025 Annual Goal	Met Goal?
11a. Markets: New Products Section 7.2	103 products using California PCC	• 3 new products • 113 total products	• **28 new products** • **131 total products**	• 3 new products • 111 total products	met ✓
11b. Markets: New Vendors Section 7.2	27 vendors using California PCC	• 2 new vendors • 30 total vendors	• **3 new vendors** • **32 total vendors**	• 2 new vendors • 32 total vendors	met ✓

*Table Notes: The baseline year is 2021, as stated in the Carpet Stewardship Plan 2023–2027. *The Recycling Efficiency Rate (metric 2), Collection Rate (metric 3), and Gross Collection (metric 7) were updated as noted starting with the 2024 Annual Report. The annual goals were based on the original 2021 baseline data and have not yet been updated. The baseline shows both the updated version as well as the original baseline as included in the 2023–2027 Plan.*

Section 5.1, Performance Goals, Baseline, and Status in 2025, page 30

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Recycling Rate ✓

- **Recycling Rate** in 2025 was **37%**, increased from baseline of 28% in 2021
- Calculated from **Recycled Output** divided by estimated **Discards**
- **Met annual goal** of 37% for 2025
- Decreased from 38% in 2024, related to market collapse in second half of 2025

Table 5-2. Recycling Rate, Recycling Efficiency Rate & Collection Rate Over Time

Metric	2021 Baseline	2024	2025
Recycling Rate (Annual)	28%	38%	**37%**
Recycling Efficiency Rate (Yield)	82%	90%	**86%**
Collection Rate	34%	43%	**43%**

Section 5.2, Recycling Rate (Goal 1), page 32

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Recycling Efficiency Rate ✓

- **Recycling Efficiency Rate** in 2025 was **86%**, increased from baseline of 82% in 2021
- Calculated from **Recycled Output** divided by **Gross Collection** of carpet
- **Exceeded annual goal** of 75% for 2025

Table 5-2. Recycling Rate, Recycling Efficiency Rate & Collection Rate Over Time

Metric	2021 Baseline	2024	2025
Recycling Rate (Annual)	28%	38%	**37%**
Recycling Efficiency Rate (Yield)	82%	90%	**86%**
Collection Rate	34%	43%	**43%**

Section 5.3, Recycling Efficiency Rate (Goal 2), Table 5-2, page 32

Collection Rate

- **Collection Rate** in 2025 was **43%** – same as in 2024, up from 2021 baseline of 34%
- **Did not meet** annual goal of 50% for 2025 *(note 7/31/25 corrections, goals not yet reset)*
- Calculated from **Gross Collection** divided by estimated **Discards**
- Downturn in nylon/polymer recycling markets
- Decline in new carpet sales and resulting decline in tear-out carpet

Table 5-2. Recycling Rate, Recycling Efficiency Rate & Collection Rate Over Time

Metric	2021 Baseline	2024	2025
Recycling Rate (Annual)	28%	38%	**37%**
Recycling Efficiency Rate (Yield)	82%	90%	**86%**
Collection Rate	34%	43%	**43%**

Section 5.4, Collection Rate (Goal 3), page 33; Table 5-2, page 32

CARE Actions: Collection Rate

1. Incorporate carpet recycling language into model ordinance language for local governments and into bid language templates for commercial projects
2. Require subsidized collectors to share data on private collection site locations and quantities, to help CARE identify and address gaps in collection
3. Increase Collections staff capacity and expand outreach to small and medium-sized retailers
4. Develop and pilot an approach to no-fee carpet drop-off (in preparation for AB 863)
5. Propose corrected baseline and adjusted annual targets for *Gross Collection* and *Collection Rate* goals

Appendix 11.10, Audited Financial Statements (CARE Response to Auditor's Finding 2025-001 Regarding Annual Report), Section 3.2.1, pages 224-225

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Public Access to Drop-off Sites ✓

- **174** CARE-sponsored public Drop-off Sites, increased from 159 in 2024 and more than the minimum of 111 required sites (across 58 counties)
- **Met annual goals** for 2025:
  - All 58 counties have at least 1 site (met or exceeded standard of minimum of 1 site per county)
    - Met or exceeded population service standard of one site per 425,000 residents in each county
      - Increased from 2021 baseline of sites in 51 counties and one site per 500,000 residents

Section 4.3, Public Access & Collection Convenience (Goal 4), pages 16-17

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Flooring Professional Proximity ✓

- **% of residents within 15 miles of a location that accepts carpet from all flooring professionals**
- Estimated at more than 90%
- **Exceeded annual goal** of 82%
- Increased from 2021 estimated baseline of 72%
  - Based on the 174 CARE-sponsored public Drop-off Sites listed in Appendix 11.2 (though some additional sites, such as independent sites or regional carpet distribution centers may also be open to flooring professionals)
  - Population based on 2020 U.S. Census tracts that intersect 15-mile radius around Drop-off Sites

Section 4.4, Flooring Professional Proximity (Goal 5), page 17

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Carpet Reuse ✓

- **Carpet Reuse** in 2025 was 3.6 million pounds: **5.2% of Recycled Output**
- **Exceeded annual goal** of 2.0% of RO for 2025
- Increased from 2.9 million pounds and 3.9% of RO in 2024
- Increased from baseline of 1.2% of RO in 2021 (0.8 million pounds)

Table 5-3. Carpet Reuse, Gross Collection, Recycled Output & Disposal Over Time

Metric (millions of pounds)	2021 Baseline	2024	2025
Carpet Reuse	0.8	2.9	**3.6**
Gross Collection	82.2	82.7	**78.5**
Recycled Output (RO)	67.6	74.9	**67.9**
Disposal (Discards minus RO)	175.2	119.7	**116.6**

Section 5.5, Carpet Reuse (Goal 6), pages 34-35

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Gross Collection

- **Gross Collection** in 2025 was **78.5 million pounds**
- **Did not meet** annual goal of 91 million pounds for 2025
- Decreased from 82.7 million pounds in 2024, related to recycling market collapse in 2025
- Decreased from baseline of 82.2 million pounds in 2021

Table 5-3. Carpet Reuse, Gross Collection, Recycled Output & Disposal Over Time

Metric (millions of pounds)	2021 Baseline	2024	2025
Carpet Reuse	0.8	2.9	**3.6**
Gross Collection	82.2	82.7	**78.5**
Recycled Output (RO)	67.6	74.9	**67.9**
Disposal (Discards minus RO)	175.2	119.7	**116.6**

Section 5.6, Gross Collection (Goal 7), page 36; Table 5-3, page 34

CARE Actions: Gross Collection

1. Expand public Drop-off Site network & flooring professional participation beyond minimum convenience standards

2. Increase grant & outreach emphasis on capture of commercial tear-out carpet

3. Monitor monthly carpet sales volumes & market price indices as leading indicators of *Gross Collection* risk, supporting early-warning trigger process

Appendix 11.10, Audited Financial Statements (CARE Response to Auditor's Finding 2025-001 Regarding Annual Report), Section 3.2.2, pages 225-226

Disposal Reduction

- **Disposal** of Post-Consumer Carpet in 2025 was estimated at **116.6 million pounds**
- Calculated from estimated **Discards** minus **Recycled Output**
- Downward trend, but **did not meet** annual reduction goal of ≤107 million pounds in 2025
- Recycled Output was lower related to declines in recycling markets

Table 5-3. Carpet Reuse, Gross Collection, Recycled Output & Disposal Over Time

Metric (millions of pounds)	2021 Baseline	2024	2025
Carpet Reuse	0.8	2.9	**3.6**
Gross Collection	82.2	82.7	**78.5**
Recycled Output (RO)	67.6	74.9	**67.9**
Disposal (Discards minus RO)	175.2	119.7	**116.6**

Section 5.7, Recycled Output & Disposal (Goal 8), pages 36-37; Table 5-3, page 34

CARE Actions: Disposal Reduction

1. Pursue diversion of currently nonrecyclable materials (e.g., wool, jute) as identified in 2025 carpet waste characterization study by reevaluating logistics & economics with fiber-agnostic processors

2. Link *Disposal* reduction directly to *Recycled Output* recovery, such that every action related to *Processor Capacity* & *Market Development* is also considered a "lever" for reducing *Disposal*

3. Expand development of end markets (new products & vendors using post-consumer carpet content) to increase capacity for incorporating *Recycled Output* & reducing process wastes sent to disposal

Appendix 11.10, Audited Financial Statements (CARE Response to Auditor's Finding 2025-001 Regarding Annual Report), Section 3.2.3, page 226

Processor Capacity

- **Processor Capacity** in 2025 was **120 million pounds** (West Coast)
- **Did not meet** annual goal of 140 million pounds for 2025, reflecting operational and reporting adjustments and the closure of a processor in Arizona
- Decreased from 155 million pounds in 2024 and from baseline of 132M pounds in 2021
- Current capacity remains sufficient to handle anticipated pounds of Recycled Output to achieve the Recycling Rate goals through 2027

Table 4-5. West Coast & California Processor Capacity (millions of pounds)

Processor Capacity	2021 Baseline	2024	2025
West Coast Capacity	132	155	**120**
California-Only Capacity	99	122	**95**

Section 4.7, Tier 1 Processors & Processor Capacity (Goal 9), pages 21-23

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CARE Actions: Processor Capacity

1. Confirm and track the timeline for California replacement processing capacity to come online, with monthly status updates

2. Identify and qualify at least one additional backup Tier 1 Processor on the West Coast to reduce the risk of a single point of failure in reported *Processor Capacity*

3. Continue prioritizing subsidy allocation toward California-based operators (81% of 2025 subsidies) to support *Processor Capacity* growth in California

Appendix 11.10, Audited Financial Statements (CARE Response to Auditor's Finding 2025-001 Regarding Annual Report), Section 3.2.4, pages 226-227

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Recyclability ✓

- **Carpet that can be recycled based on current technologies, markets & economics**
- **Goal 10a:** The Program had **capacity to recycle** an estimated **97% of PCC Types** in 2025
  - **Exceeded the annual goal** of 75%
  - Remained the same (97%) as in 2024, estimated from samples in a waste characterization study
  - Exceeded the estimated baseline of 70% in 2021
- **Goal 10b:** The Program **awarded 2 Innovation & Design grants** in 2025
  - **Met the annual goal** of awarding 2 I&D grants
  - Remained the same (2 grants) as in 2024
  - Increased from the baseline of zero grants in 2021

Section 5.8, Recyclability (Goal 10), pages 37-38

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Markets: Products & Vendors ✓

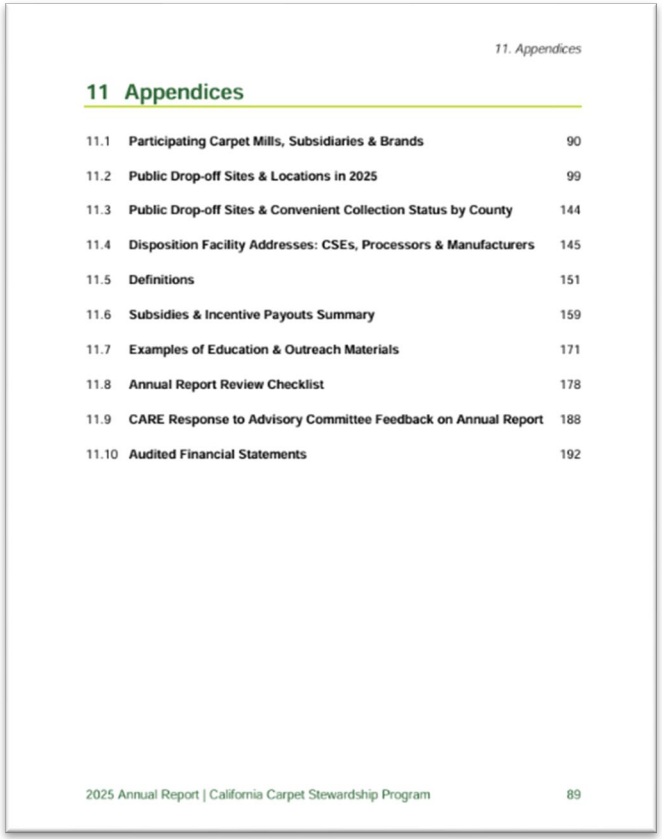
- ✓ **Goal 11a: 28 new products** containing post-consumer carpet (PCC) recycled content and **131 total products** in 2025
  - **Exceeded the annual goals** of 3 new products and 111 total products
  - Increased from 113 products in 2024
  - Increased from baseline of 103 products in 2021

- ✓ **Goal 11b: 3 new vendors** and **32 total vendors** in 2025 using California-sourced PCC
  - **Exceeded the annual goal** of 2 ***new*** vendors
  - **Met the annual goal** of 32 ***total*** vendors
  - Increased from the baseline of 27 vendors in 2021

Section 7.2, Market Development – Products & Vendors (Goal 11), pages 58-59

Appendices

Appendix	Topic
11.1	Participating Mills, Subsidiaries & Brands
11.2	Public Drop-off Sites & Locations in 2025
11.3	Public Drop-off Sites & Convenient Collection Status by County
11.4	Disposition Facility Addresses: CSEs, Processors & Manufacturers
11.5	Definitions
11.6	Subsidies & Incentive Payouts Summary
11.7	Examples of Education & Outreach Materials
11.8	Annual Report Review Checklist
11.9	CARE Response to Advisory Committee Feedback on Annual Report
11.10	Audited Financial Statements



11. Appendices

11 Appendices

11.1 Participating Carpet Mills, Subsidiaries & Brands 90
11.2 Public Drop-off Sites & Locations in 2025 99
11.3 Public Drop-off Sites & Convenient Collection Status by County 144
11.4 Disposition Facility Addresses: CSEs, Processors & Manufacturers 145
11.5 Definitions 151
11.6 Subsidies & Incentive Payouts Summary 159
11.7 Examples of Education & Outreach Materials 171
11.8 Annual Report Review Checklist 178
11.9 CARE Response to Advisory Committee Feedback on Annual Report 188
11.10 Audited Financial Statements 192

Appendices, pages 89-230

CARE
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Public Comments

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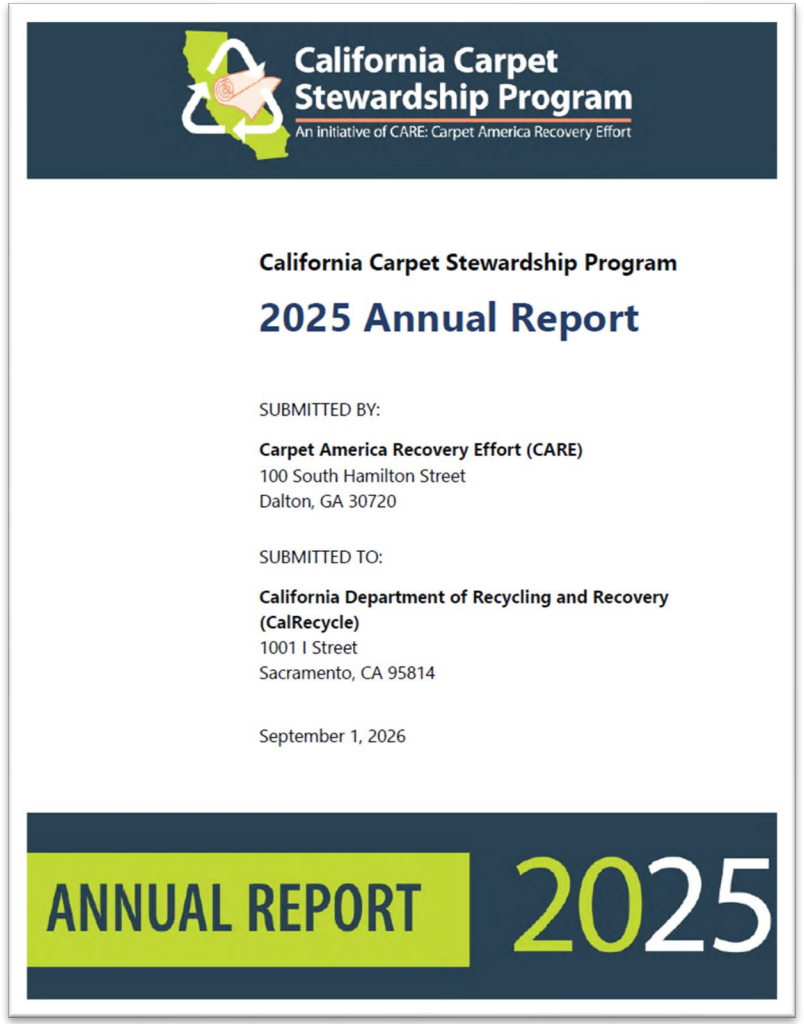
Questions & Comments on 2025 Annual Report

- Questions?
- Public Comments?



CARE
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What's Next

California Carpet Stewardship Program
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Upcoming Public Workshop: October 6, 10 a.m. Pacific

Five-Year Plan Development

CarpetRecovery.org/Plan

Thank You!

If you registered with an email address, we will send a follow-up message with today's workshop materials and other opportunities to provide input to CARE

California Carpet Stewardship Program

An initiative of CARE: Carpet America Recovery Effort

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