Carpet Stewardship Program Goals
Workshop Document

Pursuant to Public Resources Code (PRC) section 42972.2, no sooner than January 1, 2020, and no less frequently than every three years thereafter, the Department of Resources Recycling and Recovery (CalRecycle) shall review and may adjust the recycling rate and carpet stewardship program goals set forth in PRC section 42972(a)(2). CalRecycle's director instructed staff in the August 27, 2021, Request for Approval to review and adjust program goals pursuant to PRC section 42972.2 that include, but are not limited to, convenient collection goals for flooring installers and retailers. CalRecycle is reviewing and determining how to adjust goals at this time so CARE can incorporate goals set by CalRecycle into its next plan, which is expected to be submitted in 2022.

This document presents draft goal concepts intended to advance California's carpet stewardship program and circular economy and guide the discussion at CalRecycle's December 16, 2021, workshop. CalRecycle identified recycling, collection, and convenience as key programmatic areas to consider prioritizing for goal setting at this time, recognizing that any goals set by CalRecycle should be designed to work in conjunction with each other, as well as goals that will be set by CARE in its plan. The draft goal concepts are based on information included in carpet stewardship plans and annual reports, other information provided by the carpet stewardship organization, and other relevant information. The tables below include various examples of baselines and goals that are for illustrative purposes only and are not actual proposed numbers.

Recycling Goal Concepts

1. **Recycling Rate**

   Example Recycling Rate Formula (based on CARE's recycling rate formula in its plan):

   $$\text{Recycling rate} = \frac{\text{Pounds of carpet reused and recycled}}{\text{Pounds of carpet discarded}}$$

   Baseline: X percent of carpet reused and recycled from estimated carpet discards.

   Goal: X percent annual recycling rate.

   Data Source: CARE reports its recycling rate in annual reports, including pounds reused, recycled, and discarded.

Table 1. Examples of Recycling Rate Baseline and Goals

Metric	Baseline	2023 Goal	2024 Goal	2025 Goal	2026 Goal	2027 Goal
1. Recycling Rate	20.9%	26%	28%	30%	32%	34%
2. Recycling Rate	24%	27%	28%	29%	30%	31%
3. Other Recycling Rate Ideas?						

Note: Baselines and goals in table are for illustrative purposes only. Workshop participants are welcome to propose options not included in the table.

Questions

- What is an appropriate baseline?
- Should we continue to calculate the recycling rate using the existing equation, or is there a better method?
- If the goal increases each year, what annual percentage increases are reasonable and appropriate?
- CalRecycle would like to establish meaningful goals that are flexible and account for changes in the market. Should CalRecycle consider a recycling rate goal for CARE to achieve by 2027 instead of annual recycling rate goals?
- Should a weight-based recycling goal be considered in addition to or instead of a recycling rate?
  - If a weight-based goal is used, how should CalRecycle accommodate for increases or decreases in carpet sales?
- Are there limitations of the example recycling rate goals that warrant a different approach?
- Is there another type of goal with available data sources that could more effectively assess the program's rate of recycling?

2. Recycling Efficiency Rate

Example Recycling Efficiency Rate Formula (based on CARE's yield formula in its plan):

$$\text{Recycling efficiency rate} = \frac{\text{Pounds of carpet reused and recycled}}{\text{Pounds of carpet collected by the program}}$$

Baseline: X percent of carpet reused and recycled from collected carpet.

Goal: X percent annual recycling efficiency rate.

Data Source: CARE reports its recycling efficiency rate in annual reports, including pounds reused, recycled, and collected.

Table 2. Examples of Recycling Efficiency Rate Baseline and Goals

Metric	Baseline	2023 Goal	2024 Goal	2025 Goal	2026 Goal	2027 Goal
1. Recycling Efficiency Rate	*65%*	*65%*	*65%*	*65%*	*65%*	*65%*
2. Recycling Efficiency Rate	*68%*	*69%*	*70%*	*71%*	*72%*	*73%*
3. Recycling Efficiency Rate	*68%*	*N/A*	*N/A*	*N/A*	*N/A*	*75%*
4. Other Recycling Efficiency Rate Ideas?						

Note: Baselines and goals in table are for illustrative purposes only. Workshop participants are welcome to propose options not included in the table.

Questions

- What is an appropriate baseline?
- Should the goal remain constant or increase over time?
- Should CalRecycle set separate recycling efficiency rate goals for broadloom carpet and carpet tile?
- Are there limitations of the example recycling efficiency goals that warrant a different approach?
- Would increases in the recycling efficiency rate indicate increases in the program's contribution to a circular economy?
- Is there another type of goal, with available data sources, that could more effectively assess how efficiently carpet is recycled through the program?

Collection Goal Concepts

1. Collection Rate

Example Collection Rate Formula (based on CARE's reported annual gross collections and discards formula in its plan):

$$\text{Collection rate} = \frac{\text{Pounds of carpet collected by the program}}{\text{Pounds of carpet discarded}}$$

Baseline: X percent of carpet collected from estimated carpet discards.

Goal: X percent annual collection rate.

Data Sources: Staff calculated the baseline using information in CARE's 2020 Annual Report. CARE reports its collection rate in annual reports, including pounds collected and discarded.

Table 3. Examples of Collection Rate Baseline and Goals

Metric	Baseline	2023 Goal	2024 Goal	2025 Goal	2026 Goal	2027 Goal
1. Collection Rate	31%	32%	33%	34%	35%	36%
2. Collection Rate	31%	33%	35%	37%	39%	41%
3. Collection Rate	31%	34%	34%	34%	34%	34%
4. Other Collection Rate Ideas?						

Note: Baselines and goals in table are for illustrative purposes only. Workshop participants are welcome to propose options not included in the table.

Questions

- What is an appropriate baseline?
- Should the goal remain constant or increase over time? What annual percentage increases are reasonable and appropriate?
- Should CalRecycle set a collection goal for CARE to achieve by 2027 instead of annual collection goals?
- Should a weight-based collection goal be considered in addition to or instead of a collection rate?
  - If a weight-based goal is used, how should CalRecycle account for increases or decreases in carpet sales?
- Are there limitations of the example collection goals that warrant a different approach?
- Is there another type of goal, with available data sources, that could more effectively assess the performance of the program at collecting carpet?

Collection Convenience Goal Concepts

Examples of Consumer Convenience Goals:

1. Consumer Access to Drop-off Sites in Each County (modification from CARE's convenience goal in its plan)

Baseline: X counties out of 58.

Goal: One public drop-off site per X residents in each county, with a minimum of one public drop-off site per county.

Data Source: Staff calculated the baseline using information in CARE's 2020 Annual Report and using 2021 population data from the Department of Finance. If CalRecycle established this collection convenience goal concept, CARE would need to start reporting data in its annual reports.

<u>Draft definition of public drop-off site</u>: a collection site that is part of CARE's program and is open to any member of the public.

Table 4. Examples of Consumer Access Baseline and Goals

Metric	Baseline	2023 Goal	2024 Goal	2025 Goal	2026 Goal	2027 Goal
1. One public drop-off site per 500,000 residents in each county (minimum of one public drop-off site per county)	*46 out of 58 counties*	*One per 500,000 residents in each county (at least one per county)*	*One per 500,000 residents in each county (at least one per county)*	*One per 500,000 residents in each county (at least one per county)*	*One per 500,000 residents in each county (at least one per county)*	*One per 500,000 residents in each county (at least one per county)*
2. One public drop-off site per X residents in each county (minimum of one public drop-off site per county)	*All 58 counties with a minimum of one site per county*	*One site per 500,000 residents in each county (at least one per county)*	*One site per 490,000 residents in each county (at least one per county)*	*One site per 480,000 residents in each county (at least one per county)*	*One site per 470,000 residents in each county (at least one per county)*	*One site per 460,000 residents in each county (at least one per county)*
3. Other Consumer Access Goal Ideas?						

Note: Baselines and goals in table are for illustrative purposes only. Workshop participants are welcome to propose options not included in the table.

Questions
- What is an appropriate baseline?
- Should there be exceptions for counties that request a site in another county or have a low population (e.g., a site in El Dorado County currently counts for Alpine County)?
- What is an appropriate population increment?
- Should the population increment remain constant (e.g., per X residents 2023 to 2027), decrease annually (e.g., per 500,000 in 2023, decrease 10,000 people annually to per 460,000 people in 2027), or should there be a goal only for 2027 to allow time to work toward achievement (e.g., one site per X residents in each county by the end of 2027)?
- Are different goals needed for rural and urban counties?
- How should "public drop-off site" be defined? E.g., Should there be a minimum number of days or hours that a site must be open to the public to be counted as a public drop-off site?
- Should the goal consider the number of carpet retailers or carpet sales per county instead of the number of residents? If so, what data source(s) are available?

- Are there limitations of the example consumer access goals that warrant a different approach?
- Is there another type of goal with available data sources that could more effectively assess how convenient it is for consumers to access the program?

2. **Consumer Proximity to Drop-off Sites (CARE does not have a similar goal in its plan)**

Baseline: X percent of residents lived within X miles of a public drop-off site.

Goal: X percent of residents within X miles of a public drop-off site.

Data Source: Cascadia's Convenient Collection Study reported that 63 percent of residents lived within 10 miles of a public drop-off site and 89 percent of residents lived within 20 miles of a public drop-off site in 2019. If CalRecycle established this collection convenience goal concept, CARE would need to start reporting data in its annual reports.

Table 5. Examples of Consumer Proximity Baseline and Goals

Metric	Baseline	2023 Goal	2024 Goal	2025 Goal	2026 Goal	2027 Goal
1. Percentage of residents within 20 miles of a public drop-off site	89%	90%	91%	92%	93%	94%
2. Percentage of residents within 10 miles of a public drop-off site	63%	65%	67%	69%	71%	73%
3. Other Consumer Proximity Goal Ideas?						

Note: Baselines and goals in table are for illustrative purposes only. Workshop participants are welcome to propose options not included in the table.

Questions
- What is an appropriate baseline?
- Is 10 or 20 miles an appropriate distance? Should another distance be considered (e.g., 15 miles, similar to mattress and paint programs)?
- Should the goal increase annually, or should there only be a five-year goal to allow time to work toward achievement?

- Are there limitations of the example consumer proximity goals that warrant a different approach?
- Is there another type of goal with available data sources that could more effectively assess how convenient it is for consumers to access the program?

Example of Flooring Professional Convenience Goals:
1. **Flooring Professionals Proximity to Drop-off Sites (CARE does not have a similar goal in its plan)**

Baseline: X percent of residents lived within X miles of a location that accepts carpet from all flooring professionals.

Goal: X percent of residents within X miles of a location that accepts carpet from all flooring professionals. Note: a retail collection location or regional distribution center that only accepts carpet from installers it works with would not count.

Data Source: Cascadia's Convenient Collection Study reported that 63 percent of residents lived within 10 miles of a public drop-off site and 89 percent of residents lived within 20 miles of a public drop-off site in 2019 (not including alternative sites, such as regional distribution centers or supply houses). If CalRecycle established this collection convenience goal concept, CARE would need to start reporting data in its annual reports.

Draft definition of flooring professionals: hard or soft surface installers that tear out postconsumer carpet and hard or soft surface retailers and wholesalers that work with installers that tear out postconsumer carpet in California.

Table 6. Examples of Flooring Professional Convenience Baseline and Goals

Metric	Baseline	2023 Goal	2024 Goal	2025 Goal	2026 Goal	2027 Goal
1. **Percentage of residents within 20 miles of a location that accepts carpet from all flooring professionals**	*About 89%*	*90%*	*91%*	*92%*	*93%*	*94%*
2. **Percentage of residents within 10 miles of a location that accepts carpet from all flooring professionals**	*About 63%*	*65%*	*67%*	*69%*	*71%*	*73%*
3. **Other Flooring Professional Proximity Goal Ideas?**						

Note: Baselines and goals in table are for illustrative purposes only. Workshop participants are welcome to propose options not included in the table.

Questions

- What is an appropriate baseline?
- Is 10 or 20 miles an appropriate distance? Should another distance be considered?
- Should the goal consider the proximity to carpet retailers instead of proximity to residents? If so, what data source could CalRecycle use to determine the location of carpet retailers?
- Should the goal increase annually (e.g., by 1 percent), or should there only be a five-year goal to allow time to work toward achievement?
- Is the draft definition of flooring professionals appropriate? Is there another definition CalRecycle should consider?
- Are there limitations of the example flooring professional convenience goals that warrants a different approach (e.g., is there a way to take into account the convenience that private sites provide to some flooring professionals without knowing the exact locations of private sites)?
- Is there another type of goal with available data sources that could more effectively assess how convenient it is for flooring professionals to access the program?