

Waste Tire Advisory Committee Interim Market Development Plan Goals for Fiscal Year 2012 & 2013

Purpose and Background

The Waste Tire Advisory Committee (the Committee) is required per 25.17-202.9 to develop a Market Development Plan to encourage the use of waste tires. This fund was created pursuant to 25-17-202.9 (1) C.R.S. This interim Market Development Plan is intended as a first phase prior to a detailed Market Development Plan being completed by fiscal year 2014 (July 1, 2013).

The state of Colorado currently has the largest stockpile of waste tires in the country, with estimates ranging from 30 to 60 million tires currently stored in monofills and other designated sites. The state generates around 4.8 million waste tires per year, or approximately 1 tire per resident. Currently, 93% of newly generated waste tires are either recycled or reused, with the remaining 7% going to storage facilities¹. The intent of the Market Development Fund is to increase opportunities for the end use of waste tires, which will reduce the number of tire stockpiles.

Fiscal Year 2012 (July 1, 2011 – June 30, 2012)

The Committee, along with the Colorado Department of Public Health and Environment (the Department) will focus on the following goals:

1. Coordinate a Rubber Asphalt Workshop with the Rubber Pavement Association.

Working with the Department and the Colorado Department of Transportation (the CDOT), this workshop will be to demonstrate the use of crumb rubber asphalt in Colorado. Many states currently take advantage of this product for use in road and highway projects without state mandates. The goal of this workshop is to learn how Colorado can take advantage of crumb rubber asphalt and determine what steps are necessary to increase its use in the state.

2. Develop and implement a mini-grant program for end-use displays.

Pending committee support and time permitting this program would provide funds for permanent displays promoting tire derived material being used as landscape mulch, playground surfacing, or in civil engineering projects.

3. Develop and release a Request For Proposals (RFP) to hire a consultant to create a detailed Market Development Plan for the Committee and the Department.

Due to the complexity in the waste tire industry, the Committee and the Department will hire a professional to analyze end-use markets and provide concrete steps to strategically focus funds on those markets with the greatest end-use potential. The RFP will be developed by the Department with assistance from the Committee. The Market Development Plan will also be used as a tool to determine if

¹ "Status of Waste Tire Recycling in Colorado: 2010 Annual Report to the House Transportation Legislation Review Committee", Colorado Department of Public Health and Environment, 2010

the Waste Tire Program's current funding mechanism best achieve the program goals of reducing waste tire stockpiles and expanding end-use markets. Implementation of the plan would begin in fiscal year 2014.

Fiscal Year 2013 (July 1, 2012 - June 30, 2013)

The Committee and the Department will focus on the following goals for fiscal year 2013:

1. Complete the detailed Market Development Plan.

The professional hired through an RFP process will complete the detailed Market Development Plan by the end of fiscal year 2013. The completed plan will include: market development goals and timeline, a final report, and a presentation to the Committee, Department and other stakeholders. The plan will be implemented beginning in fiscal year 2014.

2. Coordinate a second Rubber Asphalt Workshop with the Rubber Pavement Association.

Pending available funds and Committee support, a second workshop would be held with presentations aimed at educating CDOT leadership and state representatives. The goal of this workshop would be to have a higher-level discussion on the advantages of using crumb rubber asphalt.

3. Implement a second round of mini-grants for end-use displays.

Pending committee support and time permitting this program would provide funds for permanent displays promoting tire derived material being used as landscape mulch, playground surfacing, or in civil engineering projects.

Summary

The Committee was created to assist the state in developing markets for tire-derived products and to provide a long-term plan to reduce waste tire stockpiles. This interim Market Development Plan is a first step towards achieving the goal of recycling or reusing 100% of newly generated waste tires and reducing the overall tire stockpiles in the state. The Rubber Asphalt Workshop will be an opportunity to engage with CDOT and to develop a path forward for increasing the amount of crumb rubber used in our state highways. Hiring a professional to develop a detailed Market Development Plan will provide the Committee and Department with a roadmap for increasing the markets for tire-derived products. Additional opportunities will be reviewed as funding and Committee approval allow.