

Scrap Tire Management Workshop

March 2014

**Taller de Llantas de Desecho en el
Paso del Norte 2014**

2014 Paso del Norte Scrap Tire Workshop



**Marzo 26 y 27 - March 26 & 27
El Paso, Texas**

Purpose statement:

Rethink scrap tires as a resource - not a waste. Develop actions to effectively manage scrap tires as a binational resource in the Paso del Norte region that can serve as a model for other regions.

Partners



TEXAS COMMISSION
ON ENVIRONMENTAL QUALITY

Why are we focusing on scrap tire management?

- ▶ Years ago, there was a huge pile of about **6.5 million tires** in Juárez
- ▶ Because of active involvement and continuous efforts to repurpose these tires,
 - ▶ About **10 million tires** have been collected and disposed of properly
- ▶ The site is **now completely clean** and has educational and recreational components
 - ▶ Plus there is a section for tree husbandry for reforestation in the city



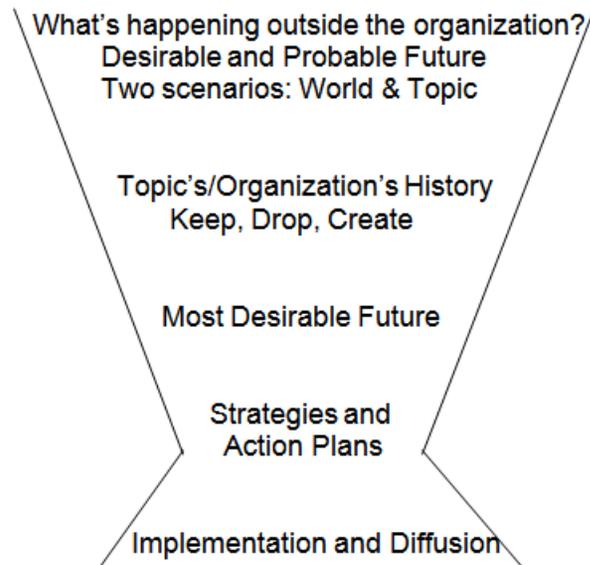
▶ **OVERARCHING GOAL: Rethink scrap tires as a resource - not a waste**

- ▶ Turn something that was once an “eye sore” into something with value
- ▶ We want the market to be the driver
- ▶ We want to connect the private sector to the correct resources so they can successfully repurpose tires

Future Search Workshop

Typical Agenda

Resembles a funnel: Starts with the widest possible perspective and narrows to specific key strategies and actions, widening out again for implementation.



Key Principles

- Define the purpose of the workshop (planning team)
- Focus on the outside before focusing on the inside (broad to specific).
- Look at the past, present and the future.
- Focus on common ground. Acknowledge disagreements but work on what we agree.
- Everyone brings pieces of the puzzle; get the right people in the room (planning team).
- Task focused-- no presentations and no speeches.
- Use 'max/mix' groups to accomplish the tasks and make decisions.
- Spend at least 20% of the workshop time on action-planning and follow-up.
- It is the participants' workshop.

Planning:

In the beginning stages, we wanted to draw in **stakeholders from all nine different sectors** - wanted to a good balance in how we set up the tables and make sure everyone had an opportunity to contribute

Paso del Norte

Competitive for water resource
in Desert / Subsidies on farmland

- MEXICO TO GET THE HISTORY IN MEXICO
- TO DEVELOP DEVELOPMENT FROM SOUTH MEXICO TO GUARANTEE WATER
- AROUND WATER MANAGEMENT FROM 1980, 1985, 1990
- 1970 WATER SHORT IN MEXICO

✓ ORGANIZING RESOURCES in Mexico in
the 1980s
✓ TRUCK TRAILERS on the border
of the El Paso region

social value of desert increasing
land deterioration
DEER DUE TO drilling of wells for farm use
uses of USES & CULTURE EDUCATION

- Baseball team in El Paso stadium
controversy

+ Agencies, entities opening through
dialogue

✓ More Environmental Awareness by the Public
- More alternatives to Global Warming
- More Community Clean-ups ✓
- Population growth //
- increased employment
- More CSR activities
- USA companies

Increased Social Construction projects
✓ Environ. Sustainability
✓ Environmental Justice
- Being out of touch
- The Economy
- Lots of environmental
- Short of resources
- Water in Mexico (Mexico, USA)
- Water in Mexico (Mexico, USA)
- Water in Mexico (Mexico, USA)

✓ Changing government
- Changing goals of budget spending
- Water to gather more data
- Water to gather more data

NO AID APPROACH TO ST.

STANDARDIZATION
ACROSS BUILDING

- DESERT/MEDEVAC ✓

El Paso (USA) opened facility
for WASTE (CONSTRUCTION)

PUBLIC PRIVATE PARTNERSHIP ✓
THE MEXICAN AT PORTS & ENTRY
WITH IN TRADE (2013 2010 WORLD
BILLY)

- Water (USA, MEXICO)
- Water (USA, MEXICO)

✓ Environmental Cost Offset
Reduction of Tax in the Texas Region

✓ Water (USA, MEXICO)
✓ Water (USA, MEXICO)

control
Water Program 2012 - Border 2020
Trade w/ MEXICO

- In and outflow of military
personnel
- Water (USA, MEXICO)
- Water (USA, MEXICO)

Scrap Tire Management

4.1. CLEAR UP of the Scrap Tire Management

(V) ...

There is an issue to select ...

... of the ...

...

...

...

...

...

...

...

...

...

...

...







Diff

- Guiding principles
- Levels of experience
- Degrees of regulations
- Life cycles of tires... disposal
- Product Responsibility: Cradle to Grave

Outcomes

- Slow events
- Reduce tire dumping
- More End Markets
- Change def of small generators
- More Manufacturers help w/ small generators
- Develop recommendations for legislators
- Strong markets
- Less talk more work by community group
- Better education done
- Policy clear

Themes Tables Differences

- frustration w/ legislation

- No state program

- no money funding

- describe tires by product identify, not describe back to deal w/ problem

- Current regulation - small manufacturers (too many) ^{small manufacturers} _{don't have money}

- illegal dumping

Outcomes

- consider changing definition of what tires that dealers sell permit

- Who are the manufacturers addressing this issue from the end

- What is a good recommendation to legislators

- Bring together sectors for this

- work with municipalities (out of state) who have implemented a successful scrap tire management program

Theme

- Puzzle Solving
- Complex
- Who pays?
- Array of strategies

Outcomes

- Public/Private Partnership
- Regional Solutions
- Funding Opportunities
- Common rules along Region

Regulation

Enforcement

Illegal Dumping

OUTCOMES

Legislation

Regulations

Enforcement

Infrastructure

Illegal Dumping hurt

Diff

- Local Operations
- Educating public & end users
- Ways to start this using/recycling in Mexico
- New uses for tires

Themes

- Enforcement
- Funding
- Distance/Logistics
- Regulation

Differences

Market Development

Outcomes

- Education
- Funding mechanism
- Regulation
- Enforcement

Themes

- Environmental & Health Issues
- Illegal Dumping/Tires
- Frustration/No results
- Lack of Action/Outcomes

Differences

Scrap Tires / Limited Value

Different areas of country have used tires as resource

Outcomes

- Education / A public which helps handle Tires correctly. Recycle Tire!
- Less Talk: More Work!
- Plans to use reuse

Themes

- Local Operations
- Educating public & end users
- Ways to start this using/recycling in Mexico
- New uses for tires

Outcomes

- Innovated & m

Themes

- Local Operations
- Educating public & end users
- Ways to start this using/recycling in Mexico
- New uses for tires

Outcomes

- Innovated & m



Disagree List

TABLET

- Population Increase → more fires to manage = more demands on H₂O
- Inadequate gov funding to address fires, etc
- No Standardized definition of a reusable fire (Memos + etc) or enforcement
- Illegal Dumping Problem gets worse (US + Mexico)
- Education Needed - Community apathy continues

Issues

- 1) Allocation for use of resources
- 2) Improved protection
- 3) continued cooperation
- 4) Long term budgeting
- 5) Establishment of existing regulations
- 6) Sustainable process to determine funding resources

Recommendations

- 1) Long term budgeting
- 2) Sustainable process to determine funding resources

Another man in a blue shirt and khaki pants is standing near more flipcharts in the background.

Paso del Norte

✓ Develop RECYCLING system in
 ✓ Track Traffic on I-10 has already
 Red River flows collecting

Office memo

Table # 2

- Create Environment that Promotes Responsibility
 - Social responsibility
 - Business growth
 - Collaboration / Producer Responsibility
- Defined Standard utilized to determine minimum standard for a used tire. Bifunctional (Paso del Norte)
- Regional Approach - Water Flows Tires Crumbed
- Clean Environment
 - reduced emissions
 - cleaner stream
 - erosion control
 - reduce illegal dumping
- Greater roads
- Create Business
- Sharing technology

Office memo

- ① Water Management that provides adequate supply + access to stakeholders/parties
- ② Enforcement Increase education to law enforcement,
 - have Law enforcement make enforcement a priority
 - increasing penalties applied at local level
 - increase public education
- ③ Regulations - uniform regulations and enforcement of local level (i.e. local city + county gov't). ~~that~~ could be realized is a change in state legislature to give ~~local~~ authority
- ④ Violence/security - improve public perception of border (beyond border)
- ⑤ Growth Trade
 - improve POE traffic wait times by implementing pre-clearance programs
 - effective transportation routes (bimodally as well)
- ⑥ Continue to improve coordination between law makers + stakeholders (i.e.)



Case Study: Scrap Tire Market

- Without enforcement, illegal dumping will increase and continue in both countries
- Increased negative environmental impact resulting in health & safety issues
- Local government agencies will spend a lot of resources cleaning up due to no regional scrap tire program

• Low or lack of funding will aggravate economic and environmental resources in the region

Scrap Tire Markets Desirable Future
Groups 4, 6, 9

- Cooperation among all sectors to support market development
 - Remove institutional obstacles
- Conditions are the same on both sides of border
 - Regulation and enforcement mechanisms are in place and are effective
 - Consumers leave scrap tires (as defined) at point of purchase
 - Retailers use permitted haulers
 - Haulers take tires to permitted processors
- Sustainable funding determined w/ stakeholder input
 - Dedicated scrap tire fee to be used for
 - stockpile abatement
 - market development
 - enforcement
 - education

B1/2

- Cultural change through comprehensive education that tires are a commodity
 - Communicate recycled product standards
- Incentives for purchase and use of recycled products
 - Expand municipal budgetary timeframes
- Multiple regional scrap tire markets sufficient to consume all scrap tires generated
- No more illegal dumping

Tables * 2

- Adequate water supply cleaner stormwater erosion control
- Enforcement: increase education to law enforcement
 - increase penalties @ local level
 - public education
- Collaboration of stakeholders to create an environment that promotes responsibility
- Grant ordinance making powers to counties
 - for land use
 - change in state statute and parallel charges in Mexico
- Improved public perception of border: Paso del Norte region as safe
- Improve POE trade wait times (pre-clearance program)
 - effective binational trade routes
- Improve coordination between law makers & stakeholders
 - Define "used" vs "scrap" tire
 - Bi-national: Regional

Desired Future: Paso del Norte

Desired Outcomes 2:5

- Clean Environment
 - reduced emissions
 - reduced illegal dumping
- Create Business
 - shared technology
 - use

Competition &
m Desert /
national valu
blend deterio
TER DUE TO
ms of US
nt Agenc
dialogue
D AID
ANDARI
Acit



✓ DISPOSAL RECYCLING up coming in
EPR/ELC/ELC/ELC
✓ Tired Traffic on I-10 has skyrocketed
Need E-Store Prices stabilizing

- OFFICE DEPOT
- ### 6) FUNDING
- Dedicated fee to manage
 - Final disposal
 - Education & research
 - Market development/projects
 - Shared funding responsibility
 - Consumer/Manufacturer
 - Government
 - Retailers
 - Sustainable funding
 - Enforcement fines
 - for enforcement activities/staff/etc
 - Cleanups
 - Deposit-based funding
 - Incentives for use of recycled materials

- ### 7) LEGISLATION
- Collaboration & uniformity of regulations binational
 - Binational treaty on tire management
 - Binational standard definitions include out not limited to
 - Scrap tire
 - Used tire
 - New/Clarify existing laws
 - Creation of regulations to address:
 - Funding for management of scrap tires
 - i.e. car registration/mandatory deposits
 - Mandate agreements to use certain percentage of crumb rubber/scrap tires for municipal/state/federal projects (or normal operations)

- ### 8) EDUCATIONAL
- Increase public awareness of value of scrap tires
 - PSA's & promotions to schools
 - Educate transporters about and usage in the tire chain
 - Law enforcement
 - prosecutors & judges

- ### 9) AWARENESS
- Awareness campaigns
 - Municipalities
 - State of awareness
 - Local awareness

Strategic Goal : TIRE ADVISORY COMMITTEE (T.A.C.)

Desirable Future : Have a permanent, regional tire advisory committee that meets on a regular basis.

Measurement/Indicator	ACTIONS	WHO	WHEN
Each sector represented	1. Recruit representatives from key sectors of the Scrap Tire management system (from our booklet)	Rio Grande Council of Governments, to include repr. from chinwahua + cd. Juarez	Within three months
Number of people reached	2. Utilize current workshops and summits as a resource and a source for education	TCEQ SWANA	Within one year
Getting feedback from each sector	3. Identify important objectives of public + private entities	Rio Grande Council of Governments + New members of the T.A.C.	Within nice months
to submit legislation to environmental committees of respective legislators + review bills prior to submitted	4. The 13-15 member T.A.C. Committee + Director will serve as the legislative advisor to all government entities (Page 2011 10/10)	T.A.C. Committee members	Within one year

Strategic Objective #1

Enforcement Working Group

- ▶ Held monthly conference calls
 - ▶ May 15, June 11 and July 16. Planning August call
- ▶ El Paso Code Compliance presented their **draft ordinance**
 - ▶ To surrounding towns and TCEQ Scrap Tire Program Coordinator
- ▶ TCEQ presented on **Texas' scrap tire regulatory program**
 - ▶ Shared the state registration database with local programs
- ▶ **Distributed ordinances** from Houston, Pharr, Harlingen, and Laredo
 - ▶ For further analysis and discussion
- ▶ Next topics:
 - ▶ **Legislation to refine definition of "disposal"** in TH&SC and draft proposals for budget line item for sustainable city and county enforcement

Strategic Objective #2

Tire Advisory Committee (TAC)

- ▶ Held a workgroup meeting on May 14th
 - ▶ Discussed membership and recruiting from tire market sectors that were not yet represented
 - ▶ Created tentative TAC Roster (below)
 - ▶ Planning an upcoming call for August

Scrap Tire Sector	Representatives			
Local Government	Eloisa Portillo-Morales	Lauren Baldwin	Ken Sholar	Tiffany Pegoda
State Government	Pam Aguirre	Gina Posada		
Federal/Binational Organizations	Debra Tellez			
NGO's, Associations and Academia	Dr. Hargrove (UTEP)			
Elected Officials	Senator Rodriguez			
Generators & Retailers	Jim Ramsey			
Transporters, Processors & Recyclers	John Waters	Susan Babenco	Ron Rodriguez	
End Users	Cheryll Lambright	CJ Tredway		
Tire Manufacturers				
SWAC				
Fort Bliss	Lilia Lenhart			

TAC to include 13-15 Representatives + Director

Legend:

Founding Members (9)

Potential Members (3)

Willing to participate (8)

Unable to participate (2)

Strategic Objective #3

End Markets Working Group

- ▶ Held a workgroup meeting on June 9th
 - ▶ There are at least four current prospective projects/entrepreneurs
 - ▶ Laying the ground infrastructure / equipment investment / contracts in the Paso del Norte
 - ▶ There have been work sessions within the last three months with these groups.
 - ▶ Gathering information about the **cement kiln in New Mexico** that is being permitted for tire-derived fuel
 - ▶ Capacity
 - ▶ Status of the operations

Strategic Objective #4

Secure Funding Working Group

- ▶ Held monthly meeting call on May 8th and June 20th
 - ▶ Planning upcoming August call.
- ▶ June 10th - Had a meeting with the Tire Manufacturing Companies Directors at Mexico
 - ▶ **Goal:** Create a Civil Association to facilitate the funds attainment and coordination with the government agencies (Economy and Transportation).
 - ▶ Next steps: Obtain support to create a fee.
- ▶ On May 16th we had a **Scrap Tires collection activity in Santiago (Nuevo Leon)**, promoting the first state free of Scrap Tires.
 - ▶ Had support from companies that are big generators of Scrap Tires and the County government
 - ▶ **Topic:** Everyone is responsible from scrap tires
- ▶ Met with Semarnat (**Secretaría de Medio Ambiente Y Recursos Naturales**) in June 2014 to involve them in the topics of Securing Funding, Legislation and Enforcement.
- ▶ Next topics: Define a **model for scrap tires collection**

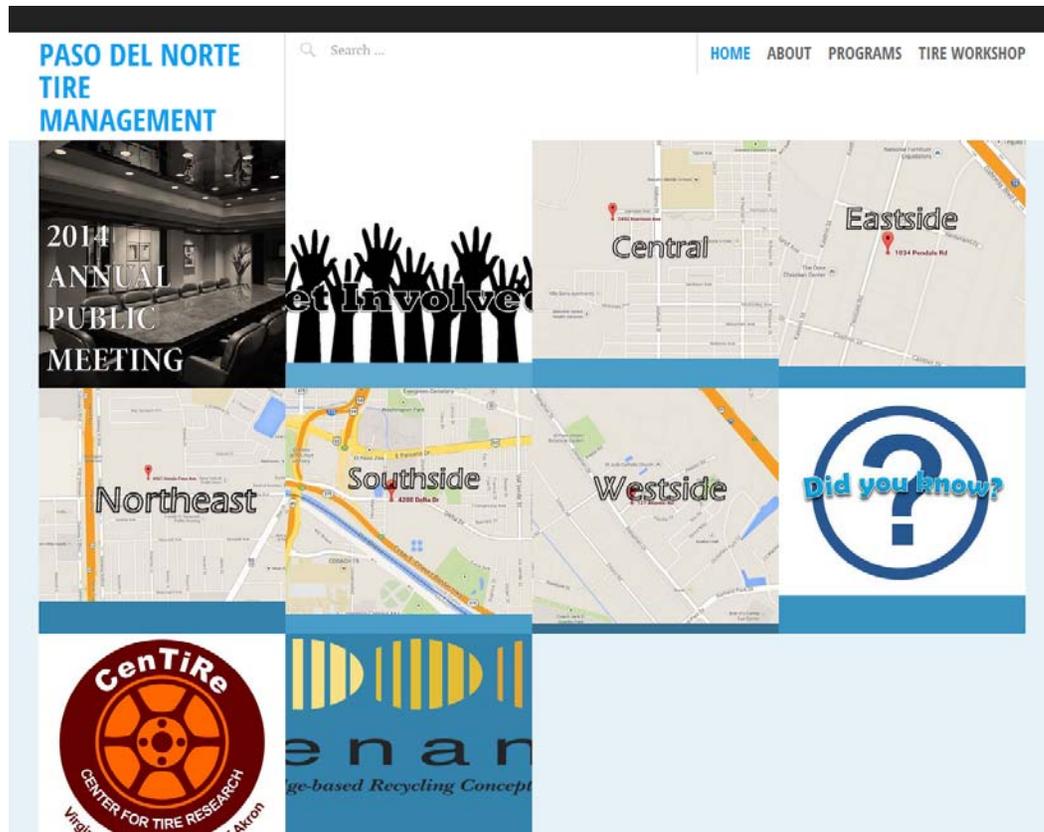
Strategic Objective #5

Legislative Working Group

- ▶ Senate's Research Group provided synopsis of **Scrap Tire Statues in the US** to the legislative working group
- ▶ Added tire stakeholders to group, representing:
 - ▶ Metal recyclers
 - ▶ Auto dismantler/parts reseller
 - ▶ Texas Tire Dealer Association
 - ▶ Texas Automotive Recyclers Association
- ▶ **Met with newest stakeholders (listed above) and Sen. Rodriguez staff** to provide them information about the workshop goals
 - ▶ Sen. Rodriguez staff led meeting on June 30
 - ▶ Webinar to introduce **Genan** (world's largest recycler of scrap tires) to group

Website

- ▶ Created a website for continued collaboration
- ▶ <http://PasoDelNorteTires.Wordpress.com>



Discussion Group Leaders

▶ Enforcement Working Group

- ▶ Eddie Moderow, TCEQ

▶ Tire Advisory Committee Working Group

- ▶ Lauren Baldwin, City of El Paso
- ▶ Debra Tellez, EPA Region 6 El Paso Border Office

▶ End Markets Working Group

- ▶ Renee Bellew, EPA Region 6
- ▶ Carlos Rincon, EPA Region 6 ,El Paso Border Office

▶ Secure Funding Working Group

- ▶ Javier Garcia, Bridgestone Mexico

▶ Legislative Working Group

- ▶ Maia Corbitt, State of Texas Alliance for Recycling (STAR)

Thank you!

