



CARE
Outreach in the States

CARE
2008 Annual Conference
May 6, 2008

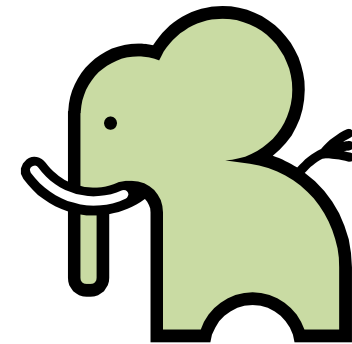
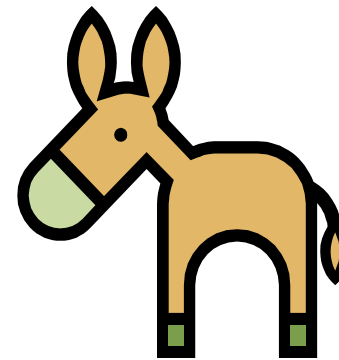


Jennifer Mendez
The Carpet and Rug Institute

PARTY AFFILIATION AT THE STATE LEVEL

Legislative Control at the State Level

- 23 States Democrat
- 16 States Republican
- 10 states split
- 1 unicameral (Nebraska)



Legislation in the States

- Climate Change
- Landfill restrictions
- State Building Green Requirements
“recycled content”
- Green Procurements
- E-Waste



Politics Aside....

STATES ARE GOING GREEN!!

- **Green Building**

(AZ, CA, CT, FL, HI, IA, IL, MA, MD, MN, MO, NJ, NY, OH, OK)

- **Tax Credits for Green Building**

(CT, IL, MA, MD, NJ)

- **Green Cleaning**

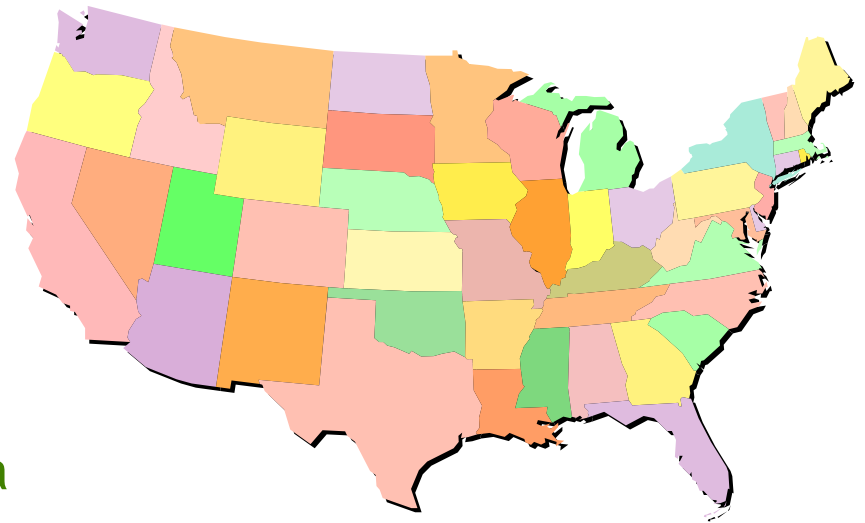
(IA, IL, MD, ME, MO, NY, VA, WA)

Outreach in the States

Originally Targeted States

Alabama
Arkansas
California
Connecticut
Delaware
Florida
Georgia
Iowa
Louisiana
Maine
Massachusetts

Minnesota
New Jersey
New York
Ohio
Pennsylvania
North Carolina
Rhode Island
South Carolina
Tennessee
Texas
Washington



Outreach (cont.)

First Tier Criteria

- center upon states that had national or regional leadership and influence
- be most likely to adopt practices, legislation, or activities that directly supported sustainable industry as described by NSF 140.
- regional dispersion that provides broad coverage
- provide synergistic impact on CARE

Outreach (cont.)

Second Tier Criteria

- lower potential for adoption
- less regional prominence
- still adequate potential for a “payoff”
- maintenance of existing relationships
- uncertain political status (such as New York’s gubernatorial situation)

Outreach (cont.)

Third Tier Criteria

The remaining, states may present unexpected opportunities in the coming months. The outreach group will meet again in six months to review progress and seek new opportunities.

Outreach (cont.)

Presentation to Democratic Governors Association (DGA)

- Kansas
- Montana
- Pennsylvania
- West Virginia *

Outreach (cont.)

Prioritized by Tiers

Tier 1

California
Georgia
Maine
Minnesota
New Jersey

Tier 2

Iowa
Massachusetts
Ohio
Pennsylvania
New York
South Carolina

Tier 3

Alabama
Arkansas
Connecticut
Louisiana
North Carolina
Tennessee
Texas
Washington

Outreach (cont.)

“Maintenance”

Florida



Progress To-Date

Have met with representatives from the following states:

Alabama (pending)

New Jersey

Connecticut

Rhode Island

Massachusetts

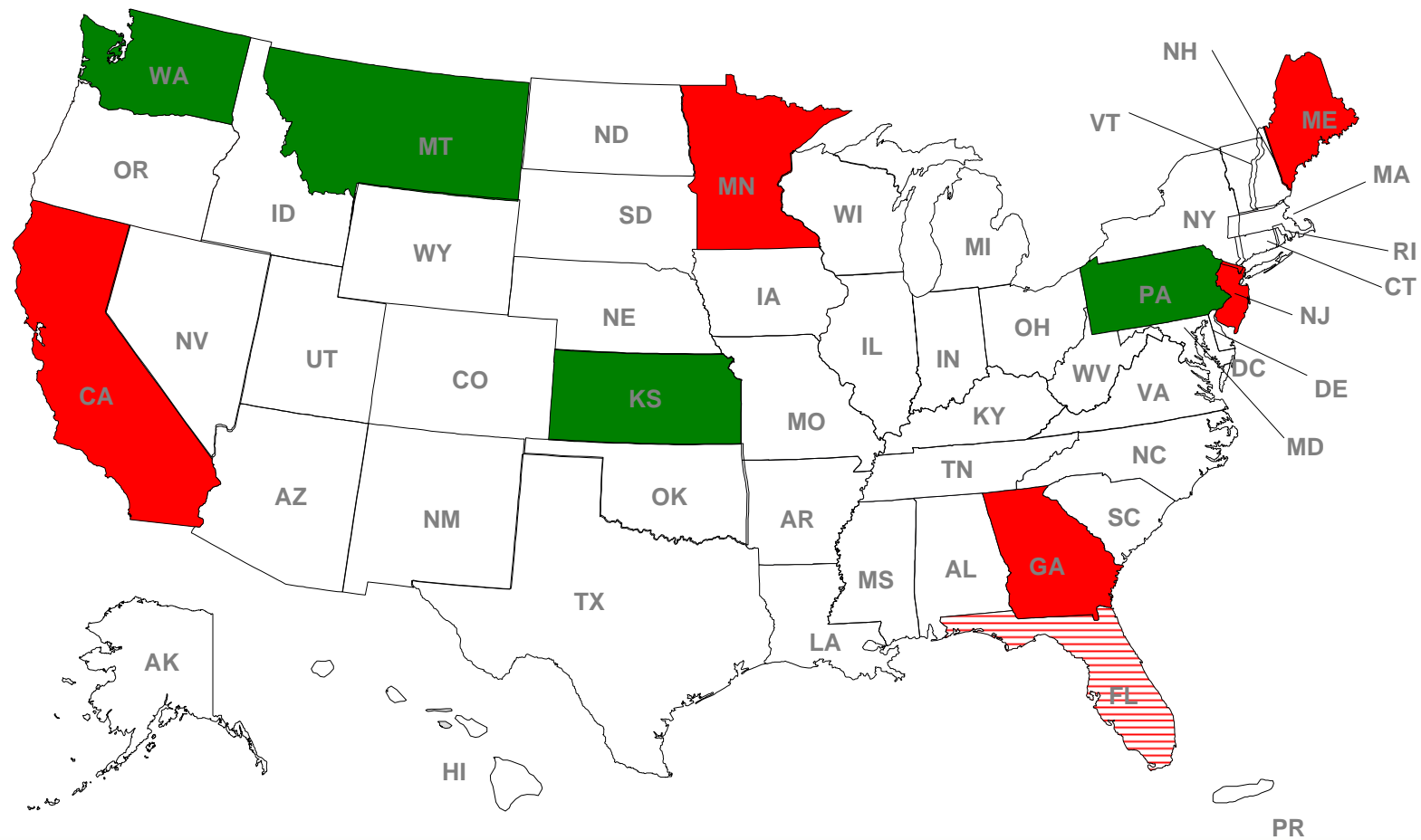
South Carolina

Maine

Tennessee

North Carolina

CARE State Outreach



■ Expressed interest
Following DGA

■ Tier 1 states



Maintenance

Opportunities in the States

- Green Procurement
- State Green Building Guidelines



Green Procurement

Many locations (cities & states)
passing legislation regarding
Environmentally Preferable
Purchasing (EPP)



State Building Green Requirements

Many states legislating that state building projects require materials containing “recycled content”



Next Steps

- Follow-up in target states
- Get MOU signatories in targeted states
- Get MOU signatories to actively **ENGAGE!**



Additional Outreach

American Road & Transportation
Builders Association (ARTBA)

American Association of State
Highway and Transportation
Officials (AASHTO)



The Good News

CARE has a great story to tell at the state and federal !!!

- Voluntary initiative
- Promotes sustainability
- Market Maker!



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