



U.S.-Mexico Border 2012 Program

## Tire Initiative

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## Border 2012 Tire Success!



- Over 3.2 million tires cleaned up
- Completion of Border Scrap Tire Inventory map
- Creation of Border Scrap Tire Group
- Completion of a border-wide scrap tire sustainable management framework called “U.S.–Mexico Border Scrap Tire Integrated Management Initiative” (referred to as “Tire Initiative”)
- Development of a compendium of border scrap tire projects by all stakeholders
- Endorsement of border scrap tire workshops

## Now What?

- Focus on scrap tire pile prevention and management

## But How?

- Implementation of Tire Initiative
- Creation of guidance for managing tire stockpiles including pilot project
- Development of Scrap Tire Management Experience handbook
- Continue endorsing border scrap tire workshops
- Continue updating and distributing compendium of border tire projects
- Continue holding Border Scrap Tire Group meetings



U.S.- Mexico Border Scrap Tire Integrated  
Management Initiative

“Tire Initiative”

- Defines the principles and actions necessary to develop sustainable scrap tire management plans
- Signed in October 2006 by Border 2012 National Coordinators
- Resulted from commitment made by the U.S. and Mexico during the 2004 Binational Commission meeting

## Principles

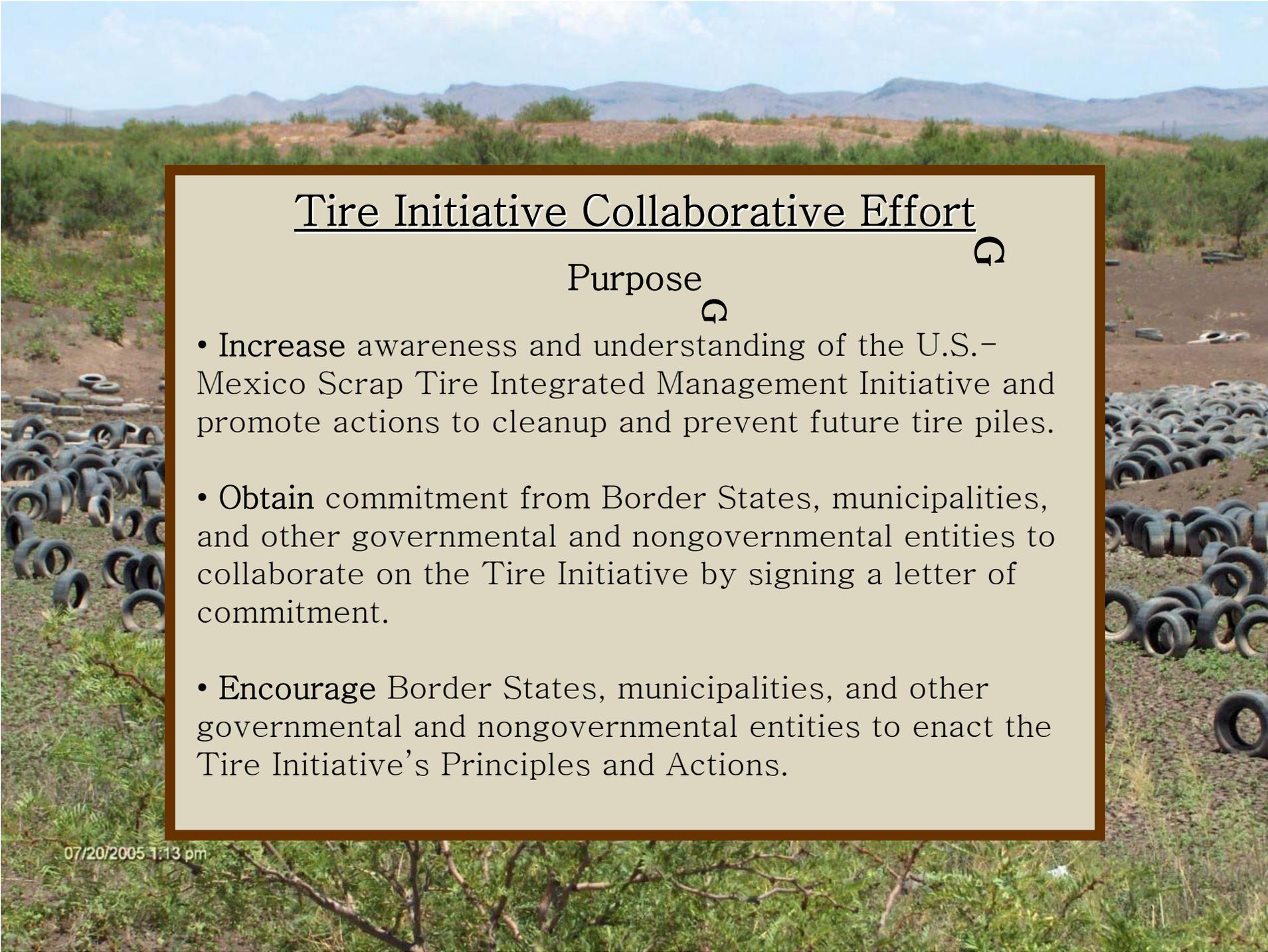


- Better understand the problems contributing to scrap tire generation;
- Prevent new tire piles;
- Clean-up “legacy” (existing) tire piles using environmentally sound and cost-effective solutions; and
- Involve stakeholders and communities in creating solutions.

## Actions



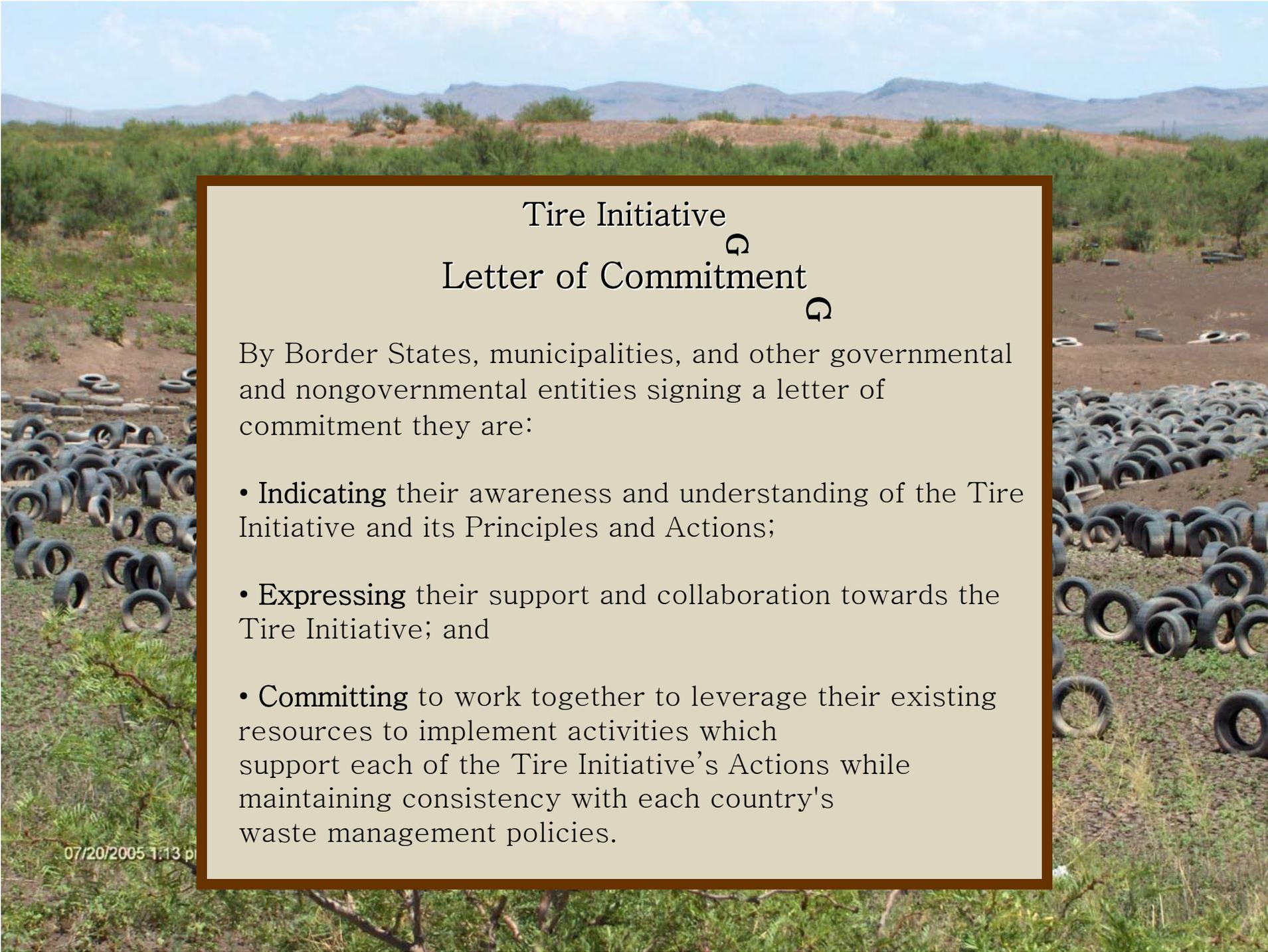
- **Gather** information to better understand scrap tire generation.
- **Consider** federal, state, and local-level regulatory options to administer scrap tire management programs.
- **Encourage** development and implementation, through incentives, of environmentally acceptable and economically viable end-use markets for scrap tires to increase recycling and reuse.
- **Abate** tire piles by seeking funding to eliminate existing scrap tire piles, and by investing in temporary storage/transfer stations to facilitate tire recycling and reuse.
- **Involve** federal, state and local government, business, universities, and nongovernmental organizations in the implementation of the Scrap Tire Integrated Management Initiative.
- **Support** educational outreach programs on scrap tire recycling and reuse targeting diverse groups of stakeholders.



## Tire Initiative Collaborative Effort

### Purpose

- **Increase** awareness and understanding of the U.S.-Mexico Scrap Tire Integrated Management Initiative and promote actions to cleanup and prevent future tire piles.
- **Obtain** commitment from Border States, municipalities, and other governmental and nongovernmental entities to collaborate on the Tire Initiative by signing a letter of commitment.
- **Encourage** Border States, municipalities, and other governmental and nongovernmental entities to enact the Tire Initiative's Principles and Actions.



## Tire Initiative Letter of Commitment

By Border States, municipalities, and other governmental and nongovernmental entities signing a letter of commitment they are:

- **Indicating** their awareness and understanding of the Tire Initiative and its Principles and Actions;
- **Expressing** their support and collaboration towards the Tire Initiative; and
- **Committing** to work together to leverage their existing resources to implement activities which support each of the Tire Initiative's Actions while maintaining consistency with each country's waste management policies.

## Success of Collaborative Effort!



### Border Legislative Conference

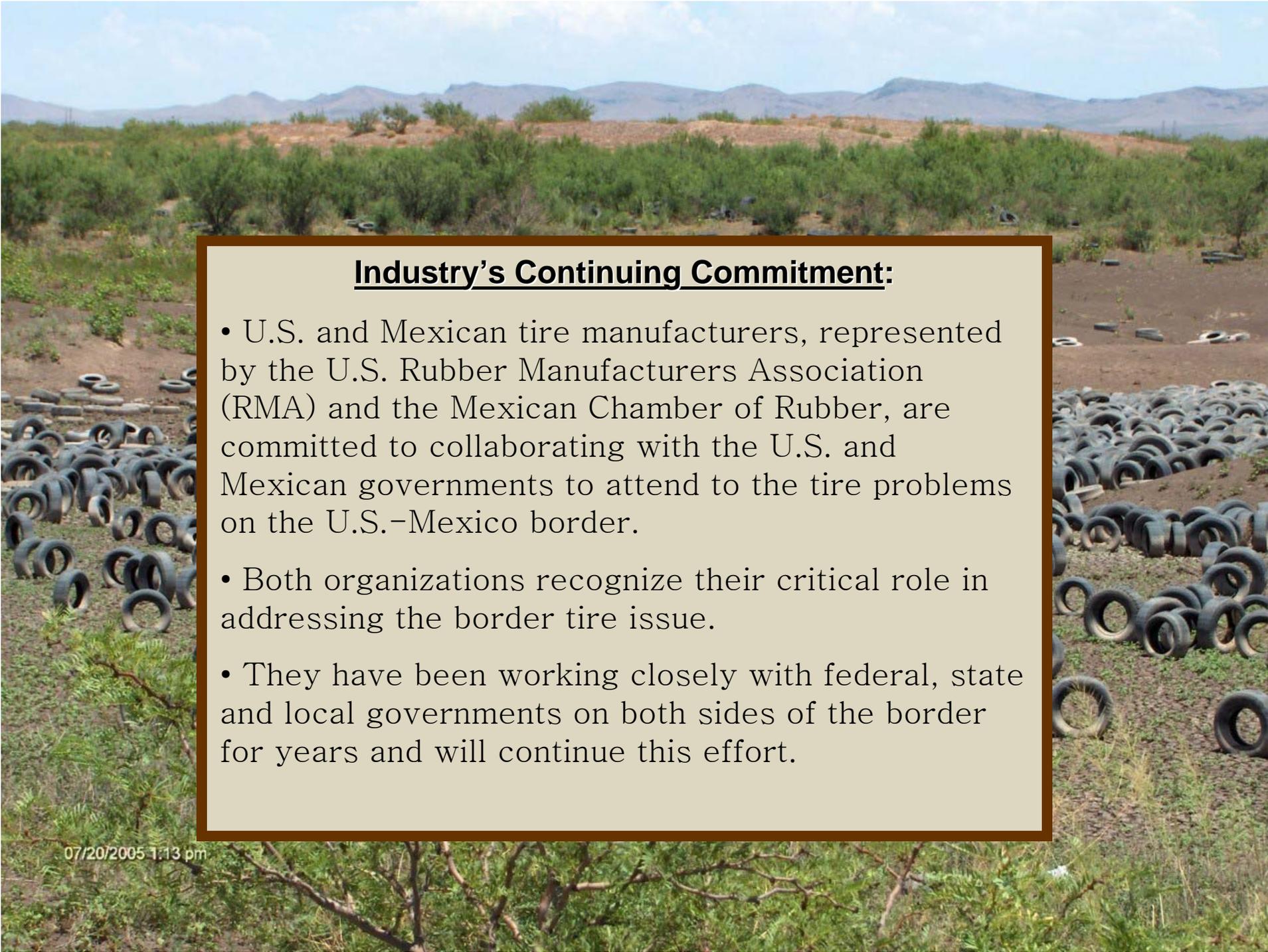
- Joint program chaired by Senator Elliot Shapleigh of the Council of State Governments – *WEST* and its regional partner, the Southern Legislative Conference. Its purpose is to enhance collaboration and communication among state legislators of the United States and Mexico.
- Supports Tire Initiative and recognizes the need to share information with border municipalities on its principles and actions.
- Sees the importance of soliciting input from local government officials on state–local collaboration strategies.

### Municipalities' Commitment

- San Luis, Sonora
- Nogales, Sonora

### Other Relevant Developments

Discussions at the state level are in their initial stages. Cal/EPA management, specifically the Assistant Secretary for Border Affairs, Ricardo Martinez, is currently reviewing the Letter of Commitment.



### **Industry's Continuing Commitment:**

- U.S. and Mexican tire manufacturers, represented by the U.S. Rubber Manufacturers Association (RMA) and the Mexican Chamber of Rubber, are committed to collaborating with the U.S. and Mexican governments to attend to the tire problems on the U.S.-Mexico border.
- Both organizations recognize their critical role in addressing the border tire issue.
- They have been working closely with federal, state and local governments on both sides of the border for years and will continue this effort.



## Border Scrap Tire Group Meeting

### A Forum for Developing Sustainable Scrap Tire Management Plans

**When:** May 8-9, 2008

**Where:** San Diego, CA

**Purpose:** To discuss actions that when implemented could create sustainable scrap tire management plans.

**Sponsors include:** California Integrated Waste Management Board, EPA, SEMARNAT, Sacramento State University

**\*\*** The meeting will be a part of an **International Tire Conference** during the week of May 5, 2008.



### For Additional Information

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