

2018-2019 ANNUAL REPORT

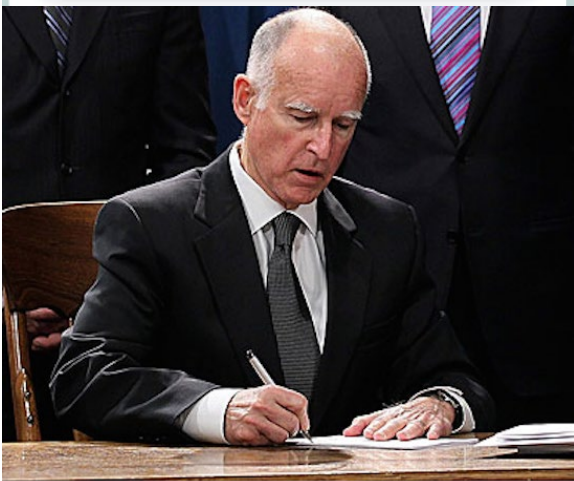
FIRST IN THE NATION

To include medicine and needles



CALIFORNIA
PASSES
STATEWIDE
DRUG & NEEDLE
TAKE-BACK
PAID FOR BY
PRODUCERS

Authors of Senate Bill 212



Senator Jackson



Assembly Member Ting



Assembly Member Gray

SB 212

Landmark Legislation Passed in 2018!



CPSC
**California Product
Stewardship Council** SM

Board Approved 11/14/19

FY 2018-2019 in Review

CPSC once again has an impressive record of accomplishments including:

1. Passage of SB 212! Thanks to the hard work of Heidi, Jason, & Melissa, SB 212 authored by Senator Jackson and Assembly Members Ting & Gray was passed with unanimous vote in the Senate and near unanimous vote in the Assembly.
2. Secured the \$3M, 2-year grant from the California Department of Health Care Services (DHCS) to place medicine collection bins all over the state (November 2018).
3. [ReFuel Your Fun](#) (RFYF) Campaign placed 8 new collection cages at regional parks and RV parks, such as Kennedy Grove Regional Park and Berry Creek Rancheria RV Park, to safely collect empty single-use 1 lb. propane cylinders.
4. National and statewide press coverage by: CalMatters, ABC7, San Francisco Estuary Institute, Ventura County Star, Lexology, Western Cities, PV Magazine, and more!
5. Presented to the California Public Utilities Commission, Bay Area Clean Water Association (BACWA), NAHMMA, CalRecycle, Sacramento Regional Builders Exchange, Clean Water Environment Association (CWEA), California Department of Public Health, and more!
6. Contracted by the California Department of Public Health Tobacco Control Branch to research and present producer responsibility policy options for tobacco products.
7. Continued to expand the market for reusable 1 lb. propane cylinder sales, refill and exchange services so there are now 357 locations.



*CPSC's version of the Dream Team!
Pictured (left to right): Melissa Immel, Heidi Sanborn, & Jason Schmelzer
(September 2018)*



We have accomplished a lot together in the last 11 years. I would like to take this opportunity to thank all of California Product Stewardship Council's (CPSC) funders, affiliates, past and present board members, staff and supporters. WE are successful because of you! CPSC continues making a difference by advancing product stewardship and extended producer responsibility in California and beyond with its founding of the National Stewardship Action Council (NSAC). We accomplish this through legislative advocacy, technical support for local government, extensive grant work, presentations, and educational efforts. It is due to these strategic efforts that California is diverting more hard-to-handle products than ever before! Critical to our success is the support from local governments, our 14 member Board, and CPSC staff. It is with great pleasure I serve as CPSC Board Chair.

"Fulfillment comes when we live our lives on purpose" (Simon Sinek). Join us as we live with purpose by supporting product stewardship. Together we succeed!

With great pride,
Kristina Miller
Board Chair



Experts in Producer Responsibility

CPSC continues to be the thought leader and expert on Extended Producer Responsibility (EPR). We bring awareness to the state, national, and international policy makers to further knowledge and experience with EPR. Because of this, we – both at the staff and board level – are called upon regularly to provide testimony to the legislature and state agencies on producer responsibility best practices. These invitations also expand to presentations at regular meetings and conferences.

The terms EPR and Product Stewardship have become part of the regular dialogue when discussing management of most waste products and CPSC is proud to be the champion of those terms since 2007. CPSC staff have also focused on providing a better understanding to political leaders, local governments, solid waste professionals, and the general public about the differences between EPR and Product Stewardship. One tool that CPSC has been using is the graphic below showing where various programs operating in California on the “EPR/Product Stewardship Spectrum”.

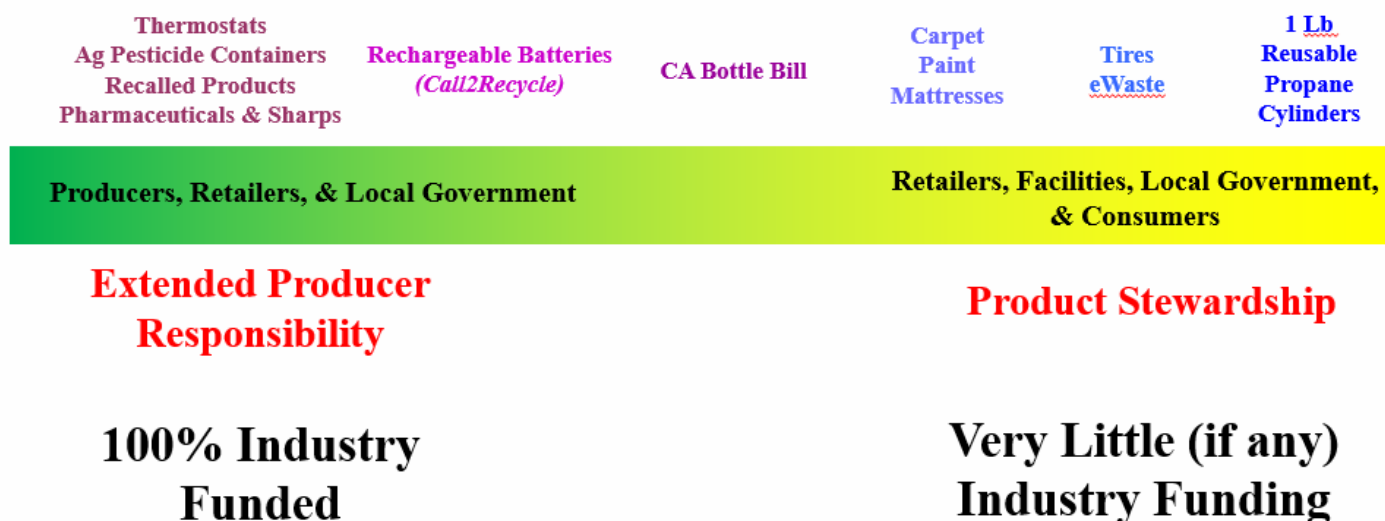
WHAT IS EPR?

Funding and Structures Vary Widely!

Product producers make design and material decisions – they are the source of waste!



EPR/Product Stewardship Spectrum



Education & Outreach

The CPSC team has increased their impact through social media and material by utilizing new design programs, social media platforms, and creative outreach methods, reaching an audience over 525,000 people this year. Presentations and publications included:

1. Featured in articles published by ABC7, CalMatters, Lexicology, KCRA, Waste360, Recycling Product News, Western Cities, PV Magazine, Go Green Radio and more!
2. Events hosted by organizations such as [Manufacturers Council of the Central Valley](#), [Genentech](#), [California Public Utilities Commission](#), [CSU Chico](#), [Bay Area Clean Water Association](#) (BACWA), [NAHMMA](#), [CalRecycle](#), [California Refuse Recycling Council \(CRRC\)](#), [Regional Council of Rural Counties \(RCRC\)](#), [Northern and Southern California Household Hazardous Waste Information Exchanges \(HHWIE\)](#), [Green CA](#), [Sacramento Regional Builders Exchange](#), [Clean Water Environment Association \(CWEA\)](#), [California Department of Public Health](#)
3. Hosted a booth at the California Resource Recovery Association ([CRRA](#)) Annual Conference; Moderated a panel at the Recycling BIN Summit; Provided regular updates to Opioid Coalition groups around the state.
4. CPSC participated on webinars covering 1) Safe Medicine Disposal for the CA Opioid Safety Network 2) Extended Producer Responsibility (EPR) for GreenEDU 3) Solar Panel Recycling for CalRecycle HHW Grants and 4) Tobacco Waste Policy Options for the CA Department of Public Health (CDPH)



Pictured (above): CPSC designs graphics to use on social media to promote media interviews (April 2019)

CPSC in the News



Pictured (Left): Newspaper Insert promoting the Refuel Your Fun Campaign in Butte County, featuring CPSC Board Member Steve Rodowick, CPSC Staff Member Joanne Brasch, and Sierra Nevada Brewery Sustainability Director, Mandi McKay;

Pictured (Right): CPSC Staff Member Jordan Wells with the CalRecycle Award for "Best Public/Private partnership" for the Refuel Your Fun Campaign



Tobacco Stewardship

The 2018/19 year bore new partnerships and product stewardship opportunities, including work on tobacco waste with the California Department of Public Health (CDPH). CPSC conducted research into producer responsibility options for tobacco waste which address not only downstream



A group picture from the CA Department of Public Health's invite-only tobacco waste workshop, featuring CPSC and other tobacco experts. (April 2019)

solutions, but also upstream issues such as green design and recyclability. Results from the research were presented to CDPH at an invite-only tobacco stakeholders' workshop in April 2019. The results from the tobacco waste research influenced Senator Jackson to introduce SB 424, an extended producer responsibility (EPR) bill on tobacco waste. SB 424 on tobacco waste became a 2-year bill which we hope to pass in 2020.

Medicine Stewardship

Landmark legislation passed in 2018 as SB 212 on pharmaceuticals and sharps bringing producer-funded disposal statewide by 2022. CPSC continued work on one of a number of grants received from the [Rose Foundation for Communities and the Environment](#). Grants during 2018/19 established med bins in San Joaquin and Amador County to keep unwanted medicines from entering the waste stream and watershed.

During FY 18/19, CPSC proudly received a \$3M grant from the Department of Health Care Services (DHCS). The grant allows CPSC to design and administer the California Statewide Drug Take-Back Program, which combats the opioid crisis and general misuse of medications. The program expands safe disposal options for unwanted medicines with a statewide network of take-back receptacles (bins). The program will also promote DHCS' medication mail-back envelope program.

Applications are being accepted for free bins with paid disposal through August 2020. The bins can remain on the property of the host location beyond the duration of the grant. Pharmacies, hospitals, and law enforcement departments interested in participating in this program and receiving a free medicine collection bin may complete the application located at www.takebackdrugs.org.

Bins can accept both controlled and non-controlled medications for people and pets. They will be placed in California at Drug Enforcement Agency-approved locations, including California-licensed pharmacies, hospitals or clinics with onsite pharmacies, and law enforcement departments. Grant funds will cover the cost of the drug take-back bins, disposal services through August 2020, technical assistance, and promotion of the bin location during the project.

“Through this program, Californians all over the state will now have access to convenient, safe, and environmentally friendly options to dispose of unwanted and potentially harmful medications. By providing the public access to these

California Drug Take-Back Program

This program is funded by California Department of Health Care Services' MAT Expansion Project and developed and administered in partnership with the [California Product Stewardship Council](#). The program's goal is to increase the disposal of unwanted medicines across the state of California. Collection bins will be placed throughout the state for the express purpose of disposing unwanted medicines.

If you represent a pharmacy, hospital, or police department and are interested in hosting a bin, please [click](#) here to start the application process.



HOW IT WORKS

WHAT GOES IN

APPLY NOW

FIND A BIN

A screenshot from the website developed under the Department of Healthcare Services grant project for medicine takeback

bins at convenient locations, the program will help combat the statewide opioid crisis and help protect water quality. Bin hosts will be screened to ensure that the bins are placed in locations with the greatest need. The medication bins are a win for the health of our California communities and the environment,” said CPSC Executive Director Doug Kobold.

Although the California Drug Take-Back Program isn’t associated with our [Don’t Rush to Flush, Meds in the Bin We All Win!](#) (DRTF) campaign, the exposure CPSC receives as a result of the DHCS grant allows us to expand awareness of our campaigns and educate the public about producer pay programs such as developing [whiteboard videos](#) about the safe disposal of medications, which can be customized for any language or community. CPSC also continues to relocate unwanted bins from other organizations’ programs to locations across the state that need med and sharps bins.

If you’d like to learn more about how CPSC can create fact sheets about [local ordinances](#), local or [international program](#), or other medicine stewardship programs that are tailored to your needs, reach out and CPSC staff and we will pull together a project that meets your specific needs, budget, and timeline.

1 lb. Propane Cylinder Stewardship

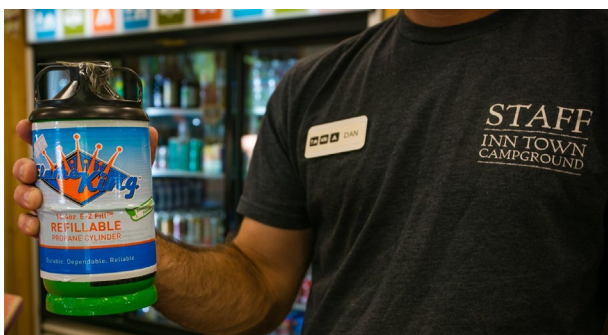
CPSC continued to expand the [ReFuel Your Fun & Save](#) (RFYF) campaign developed by grant funding from [CalRecycle](#) to promote the use of refillable 1 lb. propane gas cylinders in lieu of single-use 1 lb. propane gas cylinders, reduce waste, save local governments and consumers money, and eliminate the hassle of disposal. A California-based manufacturer redesigned the 1 lb. cylinder to offer a refillable option to consumers.

CPSC recruited new retailers all over the State to sell/refill/exchange refillables in grant regions and in jurisdictions that fund CPSC. Recruitment resulted in increased number of retail, refill, and exchange locations in cities and counties throughout California. Initially, there were no locations to refill the new cylinders, now there are currently over 357 retailers participating in RFYF, which can be found on the RFYF [website map](#). Locations include REI, U-Haul, select Ace Hardware locations, Kamps Propane, Sports Basement, and more. To recognize Sports Basement for their participation in ReFuel Your Fun, CPSC nominated the Bay Area sporting goods store for CalRecycle’s Best Public/Private Partnership Award at the 2018 Household Hazardous Waste/Used Oil Conference, which they were awarded.



Group of outdoor enthusiasts from Chico State exchanging their empty single-use cylinders for a free reusable 1 lb. propane cylinder at U-Haul of Chico using a CalRecycle HHW grant (April 2019)

Utilizing CalRecycle grant funding, CPSC produced an eight-page educational newspaper insert in conjunction with Butte County Public Works Department titled, [“Protecting Butte Together”](#). CPSC also developed four whiteboard videos focused on using refillables while boating, camping, and tailgating. As part of grant projects in Yolo County, West Contra Costa County, and Butte County, CPSC worked with County Probation Department Metal Shop Training Programs to produce and site 8 new – 1 lb. propane cylinder collection receptacles at regional parks and RV Parks. As of June 30, 2019, CPSC has collected 5,735 – 1 lb. propane cylinders in all 39 collection receptacles. Furthermore, CPSC hosted 29 exchange events, where residents brought empty single-use cylinders and received a free reusable or signed the propane pledge. During these events, 1105 reusables were distributed in the 2018-19 Fiscal Year and 1571 – 1 lb. propane cylinders were collected.



Top left- 1 lb. propane cylinder collection receptacle CPSC placed at Donner Memorial State Park; Top right- CPSC Staff, Justin running the RFYF booth at a propane cylinder exchange event; Bottom right- Propane partners, such as Inn Town Campground, help promote reusables through their retail and social media channels

Supporting Local Governments

It is core to CPSC's mission to drive costs for end-of-life of products away from local governments and to the producers of the products, in a hope to also drive green design. To that effort, CPSC conveys its support of local governments with each action it takes, including regular presentation and booths at:

- Conferences of all disciplines, such as SWANAPalooza, SWANA Western Regional Symposium, CRRA, and the CalRecycle Used Oil/HHW Conference
- Board of Supervisor or City Council meetings
- Groups, such as the Household Hazardous Waste Information Exchange (HHWIE), and Green CA
- Meetings with state and local policy makers
- Testifying and submitting public comment in hearings and public meetings



Executive Director, Doug Kobold, presenting at the CalRecycle Used Oil/HHW Conference in Anaheim on Lithium Batteries, September 2018

CPSC Staff

In 2018, CPSC added two new staff members to the team who bring new insight and work experience in the realm of waste reduction and circular economy. Doug Kobold joined the team as the new Executive Director. He has a degree in Civil Engineering and a minor in Planning from California State University, Chico, and has worked in the solid waste industry for over 27 years, including more than 23 years for local government. He has been a member of the Carpet Stewardship Advisory Committee and served as Chair of the Mattress Stewardship Advisory Committee. He is also a past President of the SWANA Gold Rush Chapter and currently serves as Vice Chair of the SWANA California Chapters Legislative Task Force (LTF). Nate Pelczar joins CPSC with a Master of Public Affairs degree from Indiana University with a major in Public Policy Analysis. Nate manages CPSC's largest grant project, the California Drug Take-Back Program (DTBP), via a \$3 million grant from California Department of Health Care Services to combat the opioid epidemic. He's also involved in the management of other grants related to the reduction of household hazardous waste, single-use propane cylinders, and other material management issues. Both new staff members are an asset to the CPSC team and mission.



New CPSC Staff members, Doug Kobold (Left) and Nate Pelczar



The CPSC Team

First row: Justin Weiss, Nate Pelczar

Second row: Doug Kobold, Joanne Brasch

Third row: Jordan Wells, Heidi Sanborn

Network

CPSC continues as a coalition of local governments and their associations, non-governmental organizations, and businesses related to solid waste, recycling, resource conservation, environmental protection, water quality, and other cross-media issues. CPSC's network of supporters represents about 70% of the state population.



*CPSC Board Members and Staff at the Capitol for Advocacy Day
(April 2019)*

The CPSC Board



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City of Corning



Manuel Medrano, Vice-Chair
City of Chula Vista



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Del Norte WMA



Patrick Holland, Secretary
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Amy Hammes
City of Burbank



Alexa Kielty
City & County of San
Francisco

Platinum Sponsors



Recology's services include waste collection, recovery, processing, sorting and transfer; waste recycling education and optimization consulting; organic material (i.e., yard trimmings and food scrap) collection and production into nutrient-rich compost, soil amendments, mulch products, landfill gas to electricity; and landfill management.

Edgar & Associates, Inc. is a lobbying firm and environmental engineering company specializing in solid waste management, recycling, composting, and renewable energy issues, representing locally based companies. Edgar & Associates provides representation for the California Compost Coalition regarding regulatory issues, collection and hauling, and other policies that affect the solid waste industry. Edgar & Associates also hosts the Edgar Institute, an environmental professional collaboration in Midtown Sacramento, where the CPSC office is located.



Other Sponsors

Other sponsors include a broad range of businesses, agencies and associations, at varying levels of sponsorship. A full list of sponsors can be found online at www.calpsc.org/about-cpsc/partners.



Potential Industries
Zanker Road Resource Mgt., Ltd.
CA Assoc. of RMDZs
Ecology Action of Santa Cruz
Gideon Law
R3 Consulting



WASTE CONNECTIONS, INC.

Reciprocal Partner



Information Exchange & Website

CPSC engages social media outlets to share updates and information rapidly and can target specific audiences. A single post can reach over 15,000 viewers and Refuel Your Fun can advertise to local events.

One of the many benefits for funders of CPSC is e-newsletters and listservs used to share the latest news in producer responsibility resources and legislative updates. CPSC added more product specific Listservs, including solar panels and textiles.

CPSC completely revamped our website and is updated daily as an information source for local jurisdictions, businesses, and consumers on issues related to EPR and product stewardship.

Right- A sample social media post designed by CPSC staff to promote an article about using social media to engage producers; Below- A screenshot of the new CPSC homepage at: www.calpsc.org

TRASH PROBLEMS PILING UP

ACTIVISTS
USE SOCIAL
MEDIA
TO PUT
PRODUCERS
ON NOTICE



CPSC
California Product
Stewardship Council

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We advocate for
environmental sustainability.

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PRODUCTS

Learn more about product types, disposal options, and more.



EVENTS

Click here to learn more about our events!



CAMPAIGNS

From medicine disposal to carpet recycling, propane tank reuse to battery stewardship, we've got it covered.



LEGISLATION

Learn more about what we're watching and working on at the capitol.



Financial Information

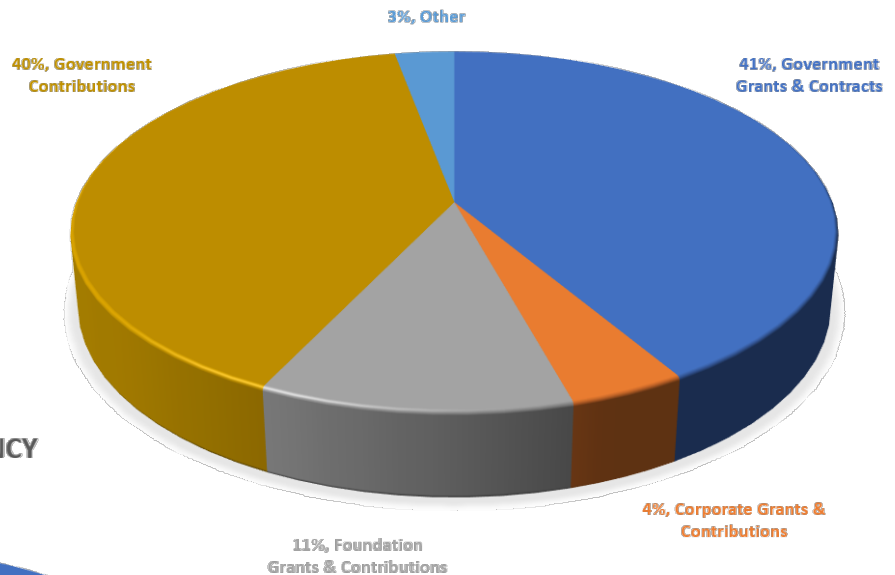
Financially, fiscal year 2018-2019 was another good year for California Product Stewardship Council, even though we ended the year with a small loss. We worked on grants with numerous local governments and a grant from the Rose Foundation. We also began work on the Department of Health Care Services (DHCS) statewide medicine bins grant. We received general funding of \$350,000 from our local government associates and \$38,000 from our corporate partners. We earned a total of \$875,000 in revenue and incurred \$889,000 in expenses. We spent 79% of our expenses on direct program work. We ended the year with a loss of \$14,000 due to delays related the start of the \$3M DHCS grant, and as a result, had to dip into to our reserves.

Our financial outlook for the upcoming fiscal year is strong with revenue budgeted at over \$2,560,000. We will continue to work on existing grants and service contracts and anticipate receiving additional funding throughout the year. We also anticipate maintaining or increasing government and corporate contributions during this upcoming fiscal year. We will continue to apply a high percentage of our funding toward program expenses and keep fundraising and management expenses to a minimum. We have budgeted an increase in net assets of over \$30,000 for the upcoming fiscal year.

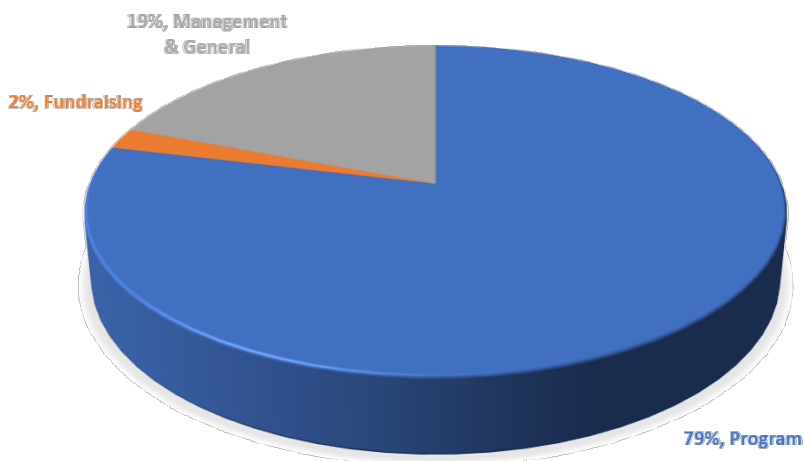
Tedd Ward
Treasurer, Board of Directors

Funding Sources & Efficiency

SOURCES OF REVENUE



PROGRAMMATIC EFFICIENCY



Legislative Advocacy and Recognition

During FY 18/19, the CPSC staff lobbied to support a number of bills, including SB 212 (Jackson) on pharmaceuticals and sharps which CPSC sponsored and AB 1509 (Mullin) in lithium-ion batteries which it Co-Sponsored with the South Bayside Waste Management Authority (SBWMA) and Californians Against Waste (CAW). CPSC also supported the National Stewardship Action Council (NSAC), the sponsor of AB 729 (Chu) on Carpet, SB 424 (Jackson) on Tobacco Waste, and SB 726 (Caballero) on HHW Reuse. A complete list of legislation that CPSC was involved in can be found on the CPSC website (www.calpsc.org/legislation).

CPSC recognized the following legislators with awards:

[Senator Hannah-Beth Jackson](#) – For Co-Authoring SB 212 for pharmaceutical and sharps take-back

[Assembly Member Phil Ting](#) – For Co-Authoring SB 212 for pharmaceutical and sharps take-back

[Assembly Member Adam Gray](#) – For Co-Authoring SB 212 for pharmaceutical and sharps take-back

[Senator Jeff Stone](#) – For stellar support of SB 212 of pharmaceutical and sharps take-back



NSAC Executive Director, Heidi Sanborn, presenting the Legislative Leadership Award on behalf of CPSC to Senator Jeff Stone for his stellar support of SB 212.

9th Annual ARROW Awards

CPSC recognizes California businesses for outstanding leadership, innovation and partnerships in product stewardship and green design. The Arrow Awards recognize innovative product stewardship programs, outstanding partnerships in product stewardship and serve to inspire organizations to integrate the principles of product stewardship.



2018 Award Winners

Golden Arrow Award for Overall Excellence in Product Stewardship – **[Smarter Sorting](#)**

Green Arrow Award for System Design and Innovations – **[NewGen Surgical](#)**

Bow & Arrow Award Winner for Outstanding Business Partnerships – **[CEAR](#)**

Infinity Arrow Award for Service and Take-Back – **[Sports Basement](#)**

Associate of the Year: **[San Francisco Department of the Environment](#)**

Partner of the Year: **[Recology](#)**

SF Department of the Environment accepted their Partner of the Year award at the CRRA conference in Oakland, CA



What's Next?

With the passage of SB 212, the stage has been set to hold industries accountable for the products they produce. Passing a fair share of the end of life costs of products back to the manufacturers may just help them decide how to design their products of the future to be more reusable, repairable, recyclable, and durable. CPSC has learned a great deal over the past 11 years and will strive to use that experience at each opportunity to guide legislation and regulation that is fair, reasonable, and implementable.

In the years to come, CPSC will continue to engage our continually growing network of supporters to promote EPR and Product Stewardship at the local and state levels. Through CPSC's national affiliate, NSAC, the same values will be applied at the national level. Funders of CPSC will continue to benefit from cost-savings of keeping products out of landfills, whether it be products already covered under an EPR or Product Stewardship program like thermostats, paint, carpet, mattresses, gas cylinders, needles, and/or pharmaceuticals, or products still needing EPR or Product Stewardship, such as lithium-ion batteries, solar panels, tobacco waste, or packaging waste. Successful implementation of these programs will continue to bring a cleaner environment, safer communities, and savings of millions of taxpayer dollars.

However, we still need your help. Join us in the fight to encourage manufacturers to design greener products and share in the responsibility to manage them at end of life.

Your support will continue to make a difference to California's environment, economy, and future!

Help us help you. **Share our posts for CPSC**, and the [Don't Rush To Flush, Meds in the Bin We All Win](#) and [ReFuel Your Fun](#) Campaigns!



facebook.com/CaliforniaPSC



twitter.com/CalPSC



linkedin.com/company/california-product-stewardship-council



facebook.com/DontRushToFlush



twitter.com/DontRushToFlush



facebook.com/RefuelYourFun

Producer Responsibility Addresses Multiple Issues

Solid waste

Hazardous waste

Resource depletion

Stormwater

Ocean litter

Climate change

Wastewater

Public health

Energy usage



CPSC
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Doug Kobold, Executive Director

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