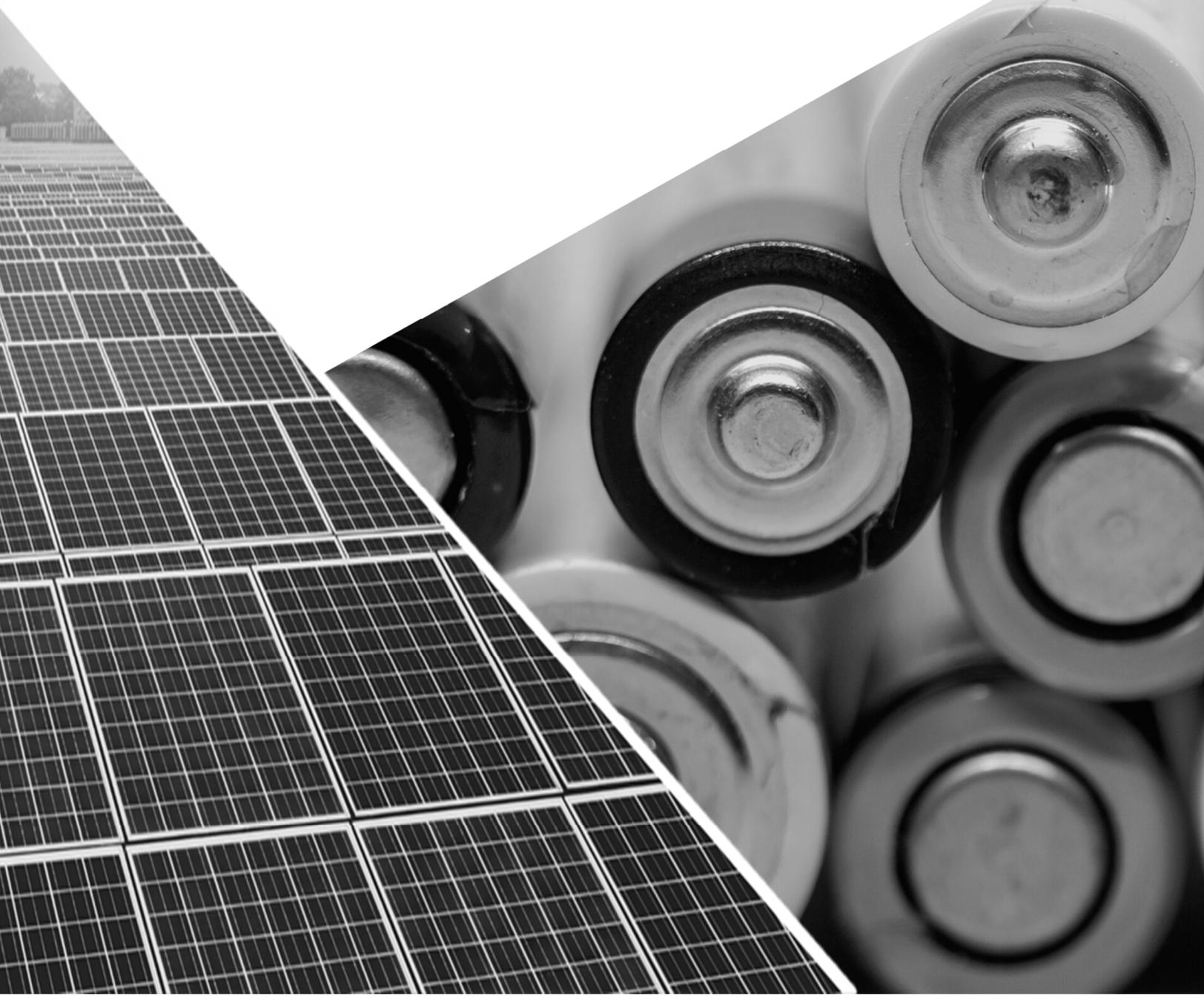


# 2019-2020 ANNUAL REPORT



# CPSC

**California Product  
Stewardship Council<sup>sm</sup>**



---

## FY 2019-2020 in Review

Throughout the year, CPSC did the following:

1. Supported the **passage of several bills**, including clean-up legislation for the carpet and mattress programs in California, adding transparency, protections on public fee money, and setting national precedent for eco-modulated fees;
  2. Conducted innovative, ground breaking **research on solar panel recycling and re-use** in California, resulting in several internationally attended webinars and peer-reviewed publication at the International Photovoltaics Specialists Conference;
  3. Continued ongoing education and outreach on product stewardship and Extended Producer Responsibility (EPR), **reaching new audiences and publications**, such as Vox and ChemicalWatch; and
  4. Provided **testimony for legislation, regulations, and program performance**, such as the SB 212 regulations, DTSC Universal Waste Designation for Solar Panels regulations, and the Safer Consumer Products program under the Department of Toxic Substances Control considering carpet, textiles, and food packaging with Per- and polyfluoroalkyl substances (PFAS) as priority products of concern.
- 

### MESSAGE FROM THE CHAIR

We have accomplished a lot together in this past year. Despite the hardships brought on by the COVID-19 pandemic, CPSC continued to work together to fulfill our mission. I would like to thank all of the 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. We accomplish all of this and more 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!

It is with great pleasure I serve as CPSC Board Chair.

With great pride,

Kristina Miller  
Board Chair



## CPSC Network (including staff & board)



### CPSC Board Members



Kristina Miller, Chair  
City of Corning



Manuel Medrano, Vice-Chair  
City of Chula Vista



Tedd Ward, Treasurer  
Del Norte WMA



Gretchen Olsen, Secretary  
Tuolumne County



Derek Crutchfield  
City of Vallejo



Colleen Foster  
City of Oceanside



Amy Hammes  
City of Burbank



Alexa KIELTY  
City & County of San  
Francisco



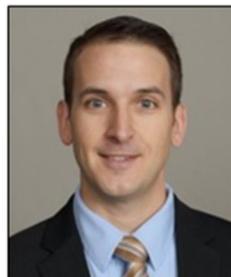
Justin Lehrer  
Alameda County  
StopWaste



Wes Nelson  
GreenWaste Carpet  
Recycling



Steve Rodowick  
Butte County



Chris Sheppard  
LA County Public Works



Christine Wolfe  
Recology

# FUNDING SOURCES

**Associates**

**Cities, Counties, Districts, and JPAs**

**Sponsors**



WASTE CONNECTIONS, INC.

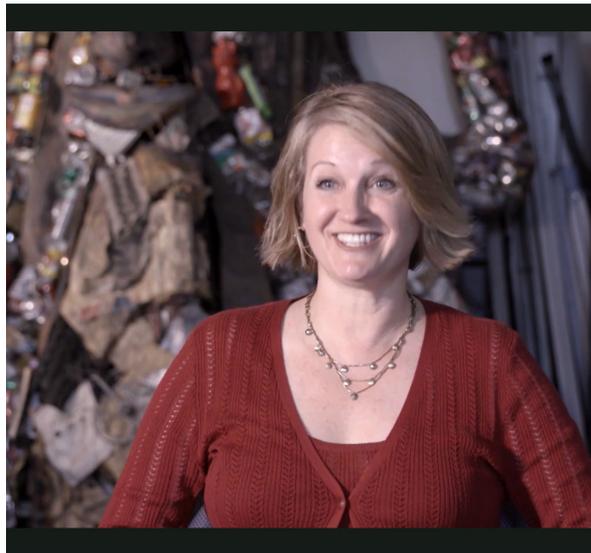
**Potential Industries**  
**Zanker Road Resource Mgt., Ltd.**  
**CA Assoc. of RMDZs**  
**Gideon Law**  
**R3 Consulting**

---

## Education & Outreach

### CPSC in the Press

CPSC had several feature publications during 2019/20, including: Vox, The Columbian, ChemicalWatch, IEEE Photovoltaics Specialists Conference, Sportswear International, Waste360, Record Gazette, Del Norte Triplicate, Waste Advantage Magazine, KCET SoCal Connected, Austin Business Journal, resource-recycling, drugtopics.com, Record-net.com, PacificSun, and Western Cities.



Pictured (**top right**): CPSC Board Member Amy Hammes interviewed for KCET's Life In Plastic: California's Recycling Woes; (**Bottom left**): A quote from Executive Director Doug Kobold in a Waste Dive article.



**Help move California in the right direction by limiting the types of single-use plastic packaging and promote reusable packaging**

Doug Kobold,  
Executive Director



## Information Exchange & Website

The CPSC team increased their impact through an extensive website overhaul, increase in presentations and webinars, and expanded social media activity. CPSC joined new organizations, such as Textile Exchange and the California Foundation on the Environment and the Economy (CFEE). CPSC staff and board members presented to new audiences internationally and locally, as well as the regularly occurring updates, such as the monthly Associate calls, newsletters, HHW Information Exchange, etc.

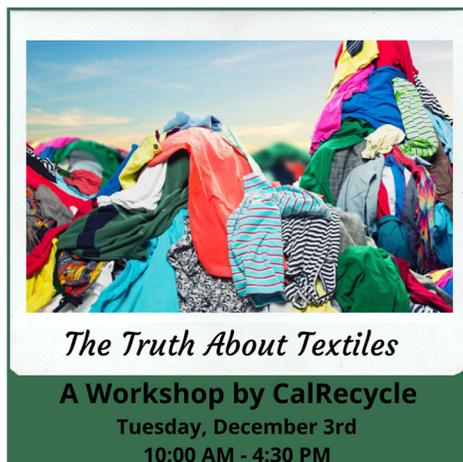
## Social Media

CPSC expanded their presence on social media by adding Instagram pages for CPSC,, as well as for the Refuel Your Fun and Don't Rush to Flush campaigns, while also increasing activity on all platforms.

## Presentations & Webinars

CPSC participated in 47 total presentations, webinars, and meetings with over 3,300 total attendees, including audiences such as:

1. Sacramento Opioid Coalition
2. CalRecycle Textiles Workshop (pictured bottom)
3. San Joaquin County Chambers Summer Diversity Mixer
4. CRRA Annual Conference (Pictured right)



## Product Specific Outreach

### Solar Stewardship

In April 2020, CPSC was featured in IEEE Photovoltaics Specialists Conference for research on solar panel recycling in California.



CPSC collected firsthand data from California residents and solar panel installers across Butte and San Mateo counties, plus the City of Santa Monica. CPSC conducted an online resident survey using similar questions in each jurisdiction. Residents shared information on solar panel education and motivations for disposal, opportunities for solar panel collection and improvement, and support for a producer funded takeback program. CPSC also interviewed solar installers in the grant areas asking how solar panel recycling can be improved locally. Ninety-three percent of survey respondents felt proper management is important and the information should come from the City/County and the installer. Eighty-six percent of interviewed installers do not have a policy or process for advising their customers on end-of-life management of the solar panels and the majority have already removed panels for customers.

The research highlights the growing need to address solar panel recycling at all stages of the solar panel lifecycle and engage the producers in end-of-life management. Both residents and installers indicated solar panel recycling is not an immediate top concern, but many expressed fears, if not addressed quickly, could become a problem in due time. CPSC has begun researching reuse opportunities for working solar panels, so they do not have to enter the waste stream.

CPSC hosted two free webinars on Solar Panel Recycling in California, with registrants from all over the world. Additionally, CPSC published the CalRecycle approved report to the IEEE Photovoltaics Specialists Conference on 6/18/20 titled: Solar Panel Recycling Research from the Counties of Butte and San Mateo and the City of Santa Monica.



## Medicine Stewardship

CPSC developed and continued to successfully administer the California Drug Take-Back Program throughout the year. The purpose of the program is to promote safe medication disposal and prevent the flushing and trashing of unwanted opioids and other prescription medications. CPSC’s mission is to shift California’s product waste management system from one focused on government funded and ratepayer financed waste diversion, to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability. The California Drug Take-Back Program continues to align with our mission by preparing takeback locations for the producer-funded take-back program, currently scheduled to commence in 2022.

The California Drug Take-Back Program recently installed approximately 250 year-round safe disposal bins at pharmacies and law enforcement offices across the state, greatly expanding the network of existing bins already in place and operational across California. Bins placed through the Program are intended to be permanent, accept both controlled and non-controlled medications for people and pets, and are available for use year-round. Each Program bin was installed at DEA-approved locations, including California-licensed pharmacies, hospitals or clinics with onsite pharmacies, and law enforcement offices with the intended purpose of using the bins as a means of lessening the nationwide opioid epidemic by removing unwanted opioids and other medicines from our homes and into the appropriate disposal process.

“Unused medications that are not disposed of properly can cause a myriad of serious public safety concerns,” said CPSC Executive Director Doug Kobold. “For example, if unused medications stay in your medication cabinet, they can fall into the hands of a child or senior, who could accidentally overdose. They could also be misused by a teenager, which could lead to an addiction. If unused medications are thrown away in a garbage can, it is possible that they may be illegally diverted. If drugs are flushed down a toilet, they will likely end up in our waterways, potentially harming plant and animal life. Fortunately, the med bins help to solve these issues by providing a convenient disposal option for unwanted prescription opioids and other unwanted medications.”



Pictured (above): CPSC Staff Justin Weiss standing next to an installed medicine collection bin.

“We know that the bins keep opioids from unintended recipients, whether that is relatives or strangers,” says Kristina Miller, City Manager of Corning, California. “We have a significant amount of opioid use in our community and it starts by being prescribed opioids or getting access from a medication cabinet. We see medication take back bins as one tool in our toolbox for addressing a nationwide problem.”

The California Drug Take-Back Program is funded by a \$3 million grant from DHCS through the Medication Assisted Treatment (MAT) program, which in turn was funded by grants from the federal Substance Abuse and Mental Health Services Administration (SAMHSA). The California Take-Back Program grant was part of a larger \$140 million funding allotment from the federal government with the purpose of funding a wide variety of programs aimed at combating the opioid crisis across the state.

Med bin map and FAQs:

<https://www.takebackdrugs.org/>

CPSC also promoted to medicine collection work done by the Drug Enforcement Agency (DEA).

Twice a year, the DEA hosts a drug take-back day at specific locations.

Take-back locations may be found here: [www.DEATakeBack.com](http://www.DEATakeBack.com).



CPSC designed and administers a safe medicine collection campaign, “Don’t Rush to Flush” which remains active and provides the same searchable map as [takebackdrugs.org](http://takebackdrugs.org) to find the nearest medicine collection location.



<https://www.instagram.com/dontrushtoflush/>



<https://www.facebook.com/DontRushToFlush/>

## 1 lb. Propane Cylinder Stewardship

The [ReFuel Your Fun & Save!](http://www.calpsc.org) (RFYF) campaign developed and administered by CPSC in 2015 continues to promote the use of reusable 1 lb. propane gas cylinders in lieu of single-use 1 lb. propane gas cylinders. Reusable 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 reusable option to consumers.

CPSC recruited retailers all over the state to sell/refill/exchange reusables in grant regions and in jurisdictions that fund CPSC. Recruitment resulted in an increased number of retail, refill, and exchange locations in cities and counties throughout California. There are over 360 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.

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, 2020, CPSC has **collected at least 9,027 – One lb. propane cylinders in all 39 collection receptacles**. Furthermore, in the 2019-20 Fiscal Year CPSC **hosted 8 exchange events**, where residents brought empty single-use cylinders and received a free reusable or signed the propane pledge; during these events, **516 reusables were distributed, 320 single-use cylinders were collected, and 312 pledges/coupons were utilized**.



Follow Refuel Your Fun on Social Media for news, events, and opportunities to receive a FREE reusable 1 lb. propane cylinder.



[www.facebook.com/RefuelYourFun](https://www.facebook.com/RefuelYourFun)



[www.facebook.com/RefuelYourFun](https://www.facebook.com/RefuelYourFun)



## Textiles Stewardship

On December 3, 2019, CPSC Staff Dr. Joanne Brasch spoke as the keynote at the CalRecycle hosted workshop: The Truth About Textiles. The in-person workshop was live casted bringing an international audience to the agency's first event on textiles and clothing. Recordings of each presentation are on CPSC's YouTube channel.

In April, San Francisco Fashion Week moved to an online format and hosted an Experts United conference. The panel on policies and legislation driving sustainable fashion is pictured below and featured Assembly Member David Chiu, SF Fashion Week Host Sandra Hanns, CalRecycle Staff Kate Wilkins, and CPSC Staff Joanne Brasch.



## Financial Information

Fiscal year 2019-2020 turned out to be another good year for California Product Stewardship Council, even with the challenges of the pandemic and fires that have impacted all of our lives. While we ended the year with a small loss, this is due to the timing of payments or our very large Department of Health Care Services (DHCS) statewide medicine bins grant and other accounting requirements. CPSC remains on solid ground from a cash-on-hand basis. We continued to work on the Household Hazardous Waste Discretionary Grants (HD grants) with numerous local governments and put many of the finishing touches on the DHCS grant.

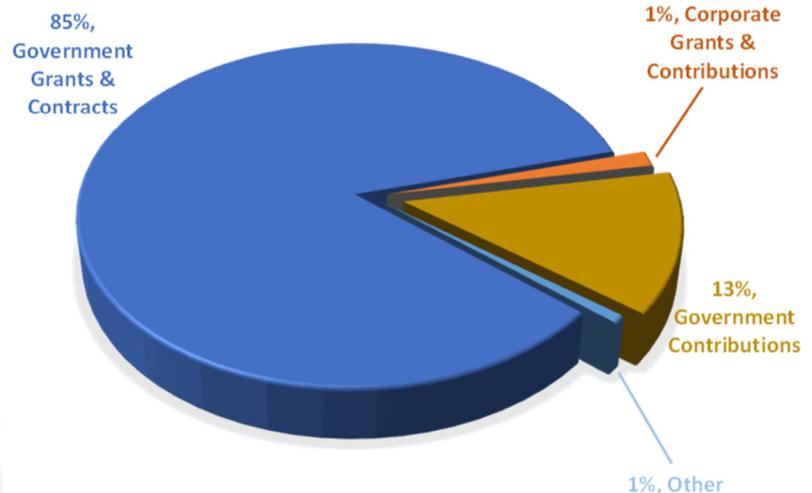
We received general funding of over \$280,000 from our local government associates and \$30,000 from our corporate sponsors. We earned a total of \$2,138,000 in revenue and incurred \$2,252,000 in expenses - spending 74% of our expenses on direct program work. We ended the year with a loss of \$114,000, much of which was due to deferred revenues from the \$3M DHCS grant and a dramatic reduction in HD grant work due to COVID-19. While that did require an initial dip into our reserves, CPSC also received a Paycheck Protection Program (PPP) forgivable loan in the amount of \$126,000. Though that loan added to our cash-on-hand, in the year-end financials it is recorded as a liability (until forgiven sometime in FY 20/21), thereby adding to the loss noted above.

Our financial outlook is strong with revenue budgeted for the upcoming fiscal year at over \$2,000,000. We will continue to work on existing grants, including finalizing the DHCS grant. We anticipate a reduction in government and corporate contributions during this upcoming fiscal year due to the impacts of the pandemic and fires, but have anticipated those reductions in our FY 20/21 budget. CPSC remains a model for our collective actions, made possible through modest fundraising and management expenses, with the greatest percentage of our annual budget going to moving product stewardship programs forward in communities across California.

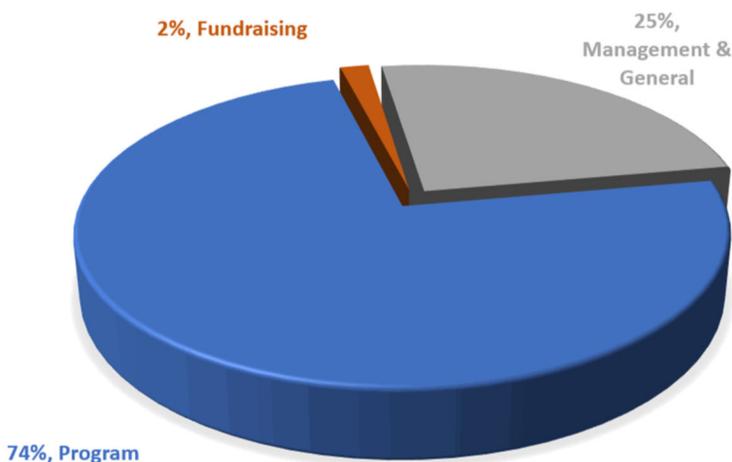
Tedd Ward  
Treasurer, Board of Directors

## Funding Sources & Efficiency

### SOURCES OF REVENUE



### PROGRAMMATIC EFFICIENCY



---

## Legislative Advocacy and Recognition

The past year, from a legislative perspective, was certainly one for the record books! The successes resulting from the end of the 2019/2020 2-year session were limited. CPSC had two sponsored bills that made great progress and remained actively supportive of several other bills.

### Highlighted bills from the 19/20 legislative session:

- AB 1509 (Mullen) — CPSC’s co-sponsored bill on lithium-ion batteries progressed to include “All Batteries” remained active into the 2020 legislative session;
- SB 1152 (Skinner) — CPSC’s second sponsored bill, focusing on solar panel management, engaged producers on labeling effort and remained active into the 2020 legislative session;
- SB 726 (Caballero) — Sponsored by the National Stewardship Action Council (NSAC) and greatly supported by CPSC focusing on Hazardous Waste Materials Exchange Programs was signed into law;
- AB 729 (Chu) — Sponsored by the National Stewardship Action Council (NSAC) and also greatly supported by CPSC, was signed into law, improving the carpet stewardship program by adding protections on public fee money and setting national precedence for eco-modulated fees;
- SB 424 (Jackson) — Sponsored by the National Stewardship Action Council (NSAC) would address producer responsibility for tobacco products remained active into the 20/21 fiscal year;
- AB 187 (Garcia) — With significant input by CPSC, this bill was signed into law reforming the mattress stewardship program; and
- AB 1080 (Gonzalez)/SB 54 (Allen) — Two related bills to enact the California Circular Economy and Plastic Pollution Reduction Act addressing packaging waste remained active into the 20/21 fiscal year.

The pandemic made its mark on every aspect of our lives, including our state’s ability to pass legislation that addresses policy issues related to waste and material management.

Through CalRecycle’s AB 1583 directive to establish the Statewide Commission on Recycling Markets and Curbside Recycling, the Commission began meeting in June 2020. The Commission includes representation from two CPSC Board members, Tedd Ward from Del Norte Solid Waste Authority (**pictured below**) and Manuel Medrano from the City of Chula Vista, as well as other CPSC supporters.





## **Ocean Protection Council (OPC)**

The OPC ensures that California maintains healthy, resilient, and productive ocean and coastal ecosystems for the benefit of current and future generations. The OPC is committed to basing its decisions and actions on the best available science, and to promoting the use of science among all entities involved in the management of ocean resources. CPSC has been assisting the OPC track its progress on many Ocean Litter Strategy actions.

CPSC is the primary organization on six Action Items under the Ocean Litter Strategy by organizing bi-annual progress reports with input from all other contributing organizations:

- Pass and implement policies that prohibit or discourage common ocean litter items at the local level
- Pass and implement legislation that prohibits or discourages common ocean litter items at the state level
- Promote reusable and refillable food and beverage packaging
- Report on lessons learned from other countries
- Include performance measures in Extended Producer Responsibility (EPR) programs for both prevention and recycling of common ocean litter items, with prevention being a higher priority
- Redesign plastic products to be circular and entirely recyclable in California, through voluntary or legislative action

**"Thank you so much for these reports - CPSC has really been leading the charge on helping us track progress on many OLS actions. We really appreciate your engagement in the process!!!"**

**- Sherry Lippiatt, PhD | California Regional Coordinator,  
NOAA Marine Debris Program**

## Boards, Committees, and State Appointments

CPSC has representation on the following boards, committees, and task forces:

SWANA California Chapters Legislative Task Force (Vice Chair), CalRecycle Illegal Dumping Technical Advisory Committee, Alameda County Illegal Dumping Task Force, CA Board for American Association for Textile Chemists and Colorists, California Carpet Stewardship Advisory Committee (Vice-Chair), California Mattress Stewardship Advisory Committee (Vice-Chair), CRRA - Household Hazardous Waste (HHW) Technical Council (Chair and Vice-Chair), CRRA Policy Committee

## California Foundation on the Environment and the Economy (CFEE)

CFEE is an independent, nonprofit institution dedicated to educating public and private sector decision makers on, and developing creative solutions to, [California's complex economic, environmental and social issues](#).

From July 28 to August 1, 2019, CPSC and the California Foundation on the Environment and the Economy (CFEE) led a research mission – “California’s Recycling Challenge” – to British Columbia and Washington State to examine best practices in product stewardship, extended producer responsibility, and waste management. Representatives from both CPSC and CFEE worked tirelessly to identify the best possible delegation to join us in touring the Pacific Northwest’s best waste management facilities and participate in lectures on some of that areas best programs. The delegation consisted of a select group of California state policymakers and key stakeholders who met with government, industry, and NGO leaders and visited state-of-the-art collection and processing facilities in Vancouver and Seattle.

CPSC identified this trip as the rare opportunity to engage policy makers and key stakeholders and educate them on our supporters most important issues and challenges, while showing them best practices currently in operation in other states and countries that are more similar than different to ours.

In cohosting this study trip with CFEE, forming sound policies that address our greatest challenges in the areas of waste management, and partnering with some of California’s most supportive and powerful legislators, our state stands to gain new job opportunities and increase diversion of materials away from landfills, to serve a greater purpose, while fulfilling the public’s support of recycling, reuse, and reduction of products and materials.

**Pictured (below):** A group shot of the CFEE and CPSC co-hosted study trip in July 2019.



## Arrow Award Winners

CPSC honored California-based companies for their innovative environmental efforts during the organization's 10th Annual Arrow Awards ceremony at the California Resource Recovery Association (CRRA) conference on waste reduction.

In addition to the Arrow Awards, CPSC recognized Manuel Medrano, Environmental Services Manager for the City of Chula Vista, for his work to push the material management industry forward and CalRecycle for their partnership with CPSC promoting extended producer responsibility (EPR) programs throughout the state.



**Outerknown** won the 2019 Golden Arrow Award for overall excellence in product stewardship. Outerknown is a clothing company that creates stylish and sustainable designs from recycled, regenerated and organic materials while introducing transparency into the traditional supply chain. Outerknown works with businesses, governments and communities to create lasting changes in environmental and labor practices across the world.

**Circular Polymers** won the 2019 Green Arrow Award for system and design innovations. Circular Polymers transforms post-consumer carpet waste into new polymer raw materials for many industries, such as packaging and housing. Their newly expanded California facility will process approximately 30 million pounds of carpet per year, incorporating plastic waste back into the supply chain.

**Corona Enterprises** won the 2019 Bow & Arrow Award for coalition building for creative partnerships and demonstrating the inter-dependence amongst stakeholders. Corona is a regenerative design and implementation consultancy working with clients and numerous partners to regenerate ecosystems and preserve our planet's resources.

**Kaiser Permanente** won the 2019 Infinity Arrow Award for service and take-back. Kaiser Permanente has made impressive efforts to promote safe and appropriate pharmaceutical drug disposal through medication disposal bins and mail-back envelopes.

Pictured (**below**): Some of the 2019 Arrow award winners, associate and sponsor of the year, as well as several CPSC Board Members and staff.



## Experts in Extended Producer Responsibility

CPSC continues to be the thought leader and expert on Extended Producer Responsibility (EPR) and Product Stewardship. We continue to bring awareness to the state, national, and international policy makers to further knowledge and experience with EPR and Product Stewardship. 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 the most problematic 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.



**Pictured (above):** CPSC Director and staff touring a local electronics recycling facility to learn about the process and opportunities for improvement.

**Pictured (right):** A livecast screenshot of CPSC Staff providing testimony for DTSC's Safer Consumer Products Program's workshop considering listing textiles treated with PFAS as a priority product.

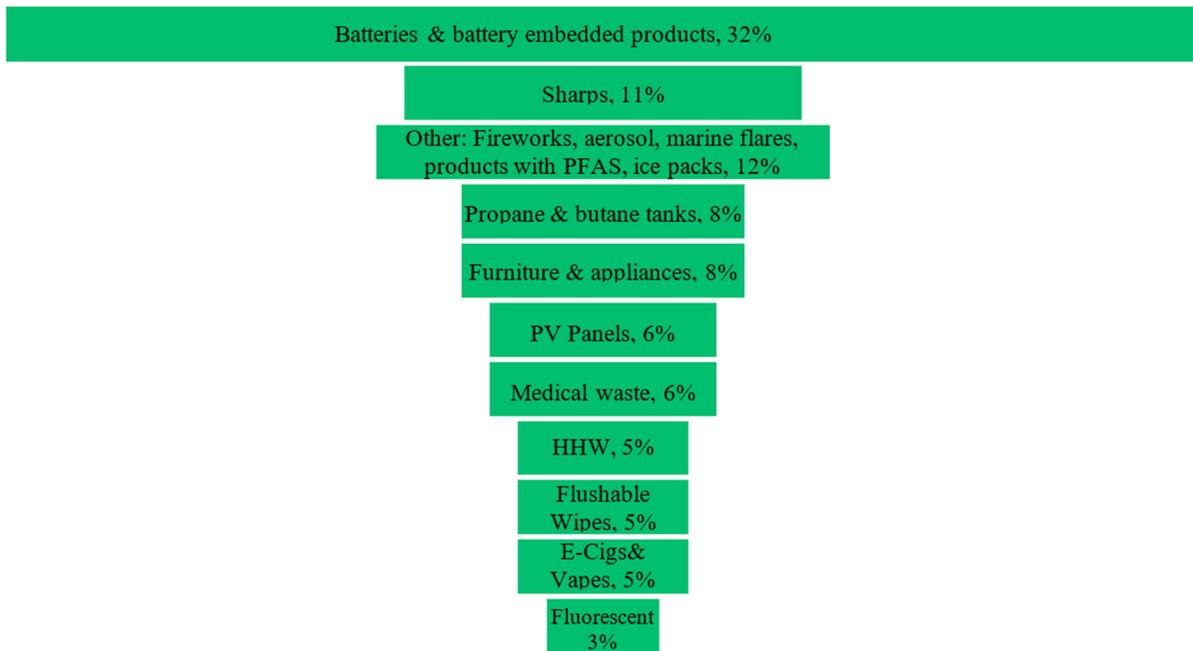


## What's Next?

The California Product Stewardship Council (CPSC) educates both the public and private sectors about Product Stewardship and Extended Producer Responsibility (EPR), or end-of-life management. CPSC closely partners with local government, businesses, waste and recycling companies, manufacturers, and others to promote and encourage sustainable practices and to recognize those companies who are taking a leadership role in waste reduction. We will continue to champion the leaders and advocate for legislation and regulations that are fair, equitable, and engage producers in complex end-of-life solutions for the products they put on the market.

Every two years, CPSC releases a survey to our network of supporters to ask what products we should prioritize for policy and program improvements. Survey results reflect at that point in time which products are most difficult to manage and pose human health risks, which is especially important in a time when COVID-19 impacts the programs and policies for material management in California.

### Products with Reported Health Risks



Pictured (above): A figure showing the frequency analysis for critical incident reporting for products posing significant health risks from CPSC's 2020 Priority Product Survey.

Emerging product streams with imposing challenges include PV panels, cannabis waste, and products treated with harmful chemicals, such as Per- and polyfluoroalkyl substances (PFAS). Communicated concerns by the survey respondents revealed the lack of protocol for unique products, such as marine flares and ammunition. This valuable input will inform CPSC's forthcoming strategies on product management, focusing on durability, reuse, reparability, and repurpose at end-of-life.



Let's protect our beautiful world. It's the only one we have!



**CPSC**  
California Product  
Stewardship Council <sup>SM</sup>

**Doug Kobold, Executive Director**

1822 21st Street, Suite 100  
Sacramento, CA 95811

916-706-3420  
info@CalPSC.org  
www.CalPSC.org



[www.facebook.com/CaliforniaPSC](http://www.facebook.com/CaliforniaPSC)



[twitter.com/CalPSC](https://twitter.com/CalPSC)



[linkedin.com/company/california-product-stewardship-council](https://linkedin.com/company/california-product-stewardship-council)



[www.instagram.com/calpsc/](https://www.instagram.com/calpsc/)



[www.youtube.com/user/CalPSC/](https://www.youtube.com/user/CalPSC/)