

2017-2018 ANNUAL REPORT



Ten Years of Success
shifting the way we
manage problem products



CPSC
California Product
Stewardship Council SM

FY 2017-2018 in Review

CPSC once again has an impressive record of accomplishments including:

1. Heidi Sanborn was awarded the 2018 “Friend of Pharmacy” award from the California Pharmacists Association for CPSC’s working with pharmacists on expanding safe medicine disposal.
2. Partnered with local pharmacies, sanitation agencies, and law enforcement to site new med bins promoted by our [Don’t Rush to Flush](#) (DRTF) campaign in Amador, San Joaquin, Humboldt, Siskiyou, Placer, El Dorado, Monterey, and Yolo Counties.
3. [ReFuel Your Fun](#) (RFYF) Campaign placed 34 new collection cages at several state and national parks, such as Lassen National Park and Donner Memorial State Park, to safely collect empty single-use 1 lb. propane cylinders.
4. National and statewide press coverage by: Forbes, CBS News, Waste Advantage, KCRA, Waste360, Recycling Today, and the Sacramento News and Review.
5. Presented at the California Supply Chain Management Professionals (CSCMP) at the request of Levi’s; University of California, Davis; California State University, Chico; Bay Area Clean Water Association (BACWA); and more!
6. Worked with Counties of Santa Clara, San Luis Obispo, and Tehama to provide education and support as they passed pharmaceutical and sharps Extended Producer Responsibility (EPR) ordinances.
7. Expanded the market for refillable 1 lb. propane cylinder sales, refill and exchange services so there are now 497 locations.



Pictured (left to right): Colleen Foster, CPSC Board Member, Heidi Sanborn, CPSC Executive Director, and Manuel Medrano, CPSC Board Member accepting the 2018 Friend of Pharmacy Award (May 2018)



Well, September 2017 marked our 10th Anniversary and we have accomplished a lot together in those 10 years. Once again, I’d like to take this opportunity to thank all of the California Product Stewardship Council’s (CPSC) funders, affiliates, past and present board members, and supporters. We continue making a difference by advancing Product Stewardship and Extended Producer Responsibility (EPR) in California. We accomplish this through legislative advocacy, technical support for local governments, extensive grant work, and public presentations and education. These efforts have led to the diversion of more hard-to-handle products that are present in the waste stream. Critical to our success is funding from the local governments and our partners, our 14-member board, and the CPSC staff.

It has been a great pleasure to be the CPSC Board Chair, and I look forward to continuing to help build on the success we have achieved together as I transition to my new role as Executive Director beginning in September 2018.

With great pride,
Doug Kobold
Board Chair - September 2016 to August 2018



Education & Outreach

In ten years, we have brought in-house most of the public relations work we do and tried new media methods to increase effectiveness of the message. Presentations and publications included:

1. Events hosted by organizations such as California Supply Chain Management Professionals (CSCMP), UC Davis, CSU Chico and Sacramento, 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 \(HHWIE\)](#).
2. Collaborative presentations with Associates and Partners, such as Sonoma County with CPSC at the Zero Waste Sonoma Coalition Symposium and Chula Vista with CPSC at the CalRecycle HHW conference.
3. Hosted booths at the CSUS Town Hall meeting on safe medicine disposal, Stockton Recycles Recycling Exposition (REXPO), and the California Resource Recovery Association ([CRRRA](#)) Annual Conference.
4. CPSC hosted webinars on 1) Lithium Ion Battery Fires 2) Extended Producer Responsibility (EPR) and 3) Redirecting HHW Waste to Reuse.

NEW! Refillable 1 lb. Propane Cylinder Newspaper Insert



CPSC published a newspaper insert for the Refuel Your Fun Campaign in Tehama County using a CalRecycle HHW grant (April 2018)

CPSC on TV



CPSC Executive Director, Heidi Sanborn doing an on-camera interview with Pucci's Pharmacy for Channel 3 Sacramento, the most highly rated channel in the region (October 2017)

Quote from Televised Interview

"The drug manufacturer and insurance companies, they aren't paying for [Medicine disposal] service, this is something that burdens the pharmacy and we would really like to get some legislation in place to get some of the cost-share back on the people really making the profits here, which are the drug manufacturers and insurance companies."

Clint Hopkins, Owner, Pucci's Pharmacy

Battery Stewardship

Thanks to a multi-year partnership with [Call2Recycle](#), North America's largest and most reliable voluntary battery stewardship program, CPSC has recruited **over 200** all-battery collection boxes hosts. CPSC has facilitated the collection of just over 1,700 battery boxes, free-of-charge to local government funders and grant partners by FY end, which have collected 59,597 lbs. (almost 30 tons) of batteries and 428 cell phones! More work is needed to ensure a convenient and effective statewide solution for battery collection and recycling. CPSC conducted a survey on battery fires and found that 56% of respondents had a fire at their facility in the last two years caused by a battery which was shared in a national publication. CPSC is collecting battery fire data and getting prepared for action.



Medicine Stewardship



Staff members from SF Environment and Heidi Sanborn (Center) hold a press event for the kick-off of the new medicine disposal program at the Zuckerberg Hospital in San Francisco (October 2017)



Don't Rush to Flush Safe Medication Disposal [Whiteboard Video](#) is FREE for funders and customizable

CPSC worked on its ninth grant from the [Rose Foundation for Communities and the Environment](#) that established med bins in Amador and San Joaquin Counties which contributed to a total collection of 8,879 lbs. of meds for disposal.

For these EPR transitional projects, others in the product chain are paying for program education and disposal of medicines. [Covanta Energy](#), a waste-to-energy company, voluntarily covered the cost of disposal of medicines collected in bins located at police and fire stations that are voluntarily hosting medicine collection bins. Additionally, First5 Amador and the Amador County Board of Supervisors have contributed funds to medicine disposal in their jurisdictions. Walgreens, CVS, and Rite-Aid implemented their own program with bins around the state and country.

CPSC continued to expand the [Don't Rush to Flush, Meds in the Bin We All Win!](#) (DRTF) campaign and CPSC continues to educate the public about producer pay programs such as developing a [whiteboard video](#) about the safe disposal of medications, which is available in English and Spanish and CPSC can be customize for any language (if provided translation) and community. CPSC relocated 24 medicine bins from Santa Clara County to Associates, such as Placer, El Dorado, Mendocino, Humboldt, Monterey, Yolo, Siskiyou, and Sacramento Counties.

CPSC created fact sheets about each [local ordinance](#), [international programs](#), and one that is [specific to hospitals](#). These fact sheets are on the Pharmaceuticals webpage.

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 efforts 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 497 retailers participating in RFYF, which can be found on the RFYF [website map](#). Locations include REI, West Marine, 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.

Utilizing CalRecycle grant funding, CPSC produced an eight-page educational newspaper insert in conjunction with Tehama County Solid Waste Management Agency titled, ["This Land is Our Land"](#). CPSC also developed four whiteboard videos focused on using refillables while boating, camping, and tailgating. As part of grant projects in Tehama County, Sonoma County, and the Town of Truckee, CPSC worked with County Probation Department Metal Shop Training Programs to produce and site 34 – 1 lb. propane cylinder collection receptacles at regional parks and campgrounds. As of June 30, 2018, CPSC has collected 937 – 1 lb. propane cylinders in the 34 collection receptacles. Furthermore, CPSC hosted 16 exchange events, where residents brought two empty single-use cylinders and received a free refillable. During these events, 428 refillables were distributed in the 2017-18 Fiscal Year and 780 – 1 lb. propane cylinders were collected.



CPSC Staff member, Justin Weiss hosting an exchange event for a FREE refillable 1 lb propane cylinder in exchange for two single-use cylinders at Lassen National Park in Tehama County using a CalRecycle HHW grant (June 2018)



1 lb. propane cylinder collection CPSC placed at Volcano RV in Tehama County and paid for by a CalRecycle HHW grant



Napa Auto Parts in Corning sells and refills refillable 1 lb. cylinders and received FREE promotion from CPSC using a CalRecycle HHW grant. (store manager pictured)

Supporting Local Governments

CPSC continued to provide significant and valuable technical support to local governments to pass EPR legislation and policies. CPSC has been instrumental in establishing the current nine counties and three cities pharmaceutical EPR ordinances passed in California as of year-end. Jurisdictions that passed pharmaceutical and/or needle EPR ordinances in the 2017-18 FY include Santa Clara County adding a sharps program, and San Luis Obispo and Tehama Counties passing a new medicine and sharps ordinance. CPSC provided technical assistance to cities and counties seeking to implement other policies and programs for an array of product types. For example, Monterey County received a grant project with CPSC, then added additional bins to expand the program, including FREE bins relocated from Santa Clara County.

Alameda County Supervisor Nate Miley invited CPSC to meet with Legislators at the Capitol about illegal dumping, a costly issue faced by Alameda and other local governments. Supervisor Miley talked about possible solutions to address many products littered and dumped in California.



Left to Right: Supervisor Miley, Doug Kobold, Heidi Sanborn, and David Tucker, Consultant, at the State Capitol (June 2018)

Experts in Producer Responsibility

CPSC is the thought leader and expert on Producer Responsibility. We use the background we have built at the state, national, and international level to further our knowledge and networks. 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. During FY 2017-18, CPSC Executive Director Heidi Sanborn, as well as multiple CPSC board members and partners, provided testimony in many policy committee hearings resulting in new cost-saving collection programs, such as testifying at CalRecycle Public Meetings and County Board of Supervisor meetings. CPSC has staff appointed to the CalRecycle Advisory Committees for the Carpet and Mattress Stewardship Programs.



Heidi Sanborn Providing Testimony at the CalRecycle Public Meeting on the Second Submittal of the California Carpet Stewardship Plan to Improve the Program (May 2018)

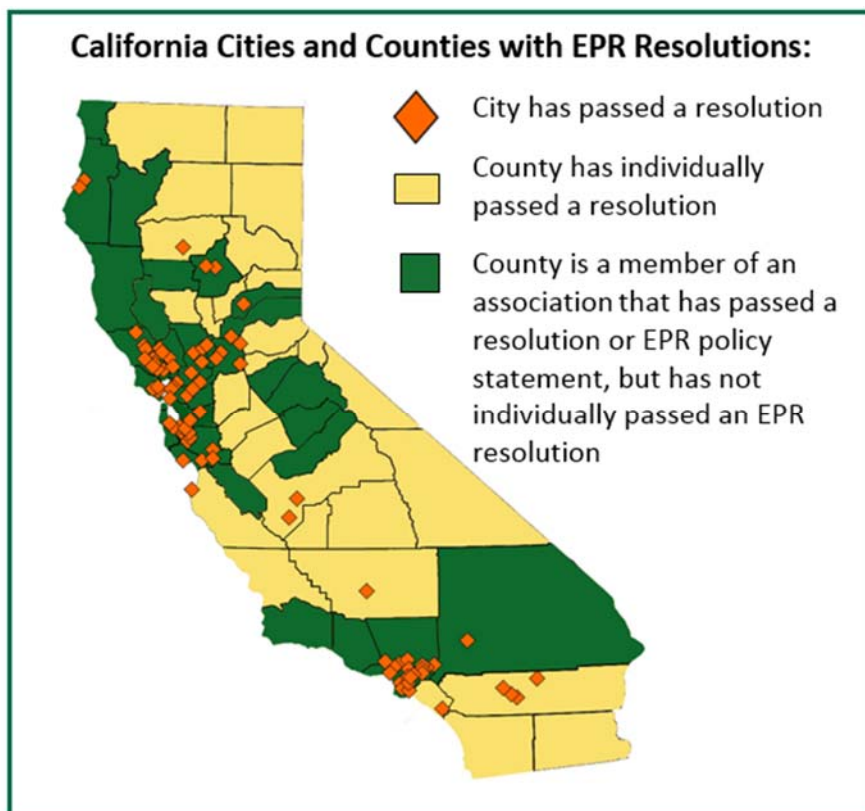
In 2017, CPSC added two new staff members to the team who bring new insight and work experience in the realm of waste reduction and circular economy. Dr. Joanne Brasch has a PhD in Industrial Economics and Environmental Analysis from the University of California, Davis, where she also teaches in the Department of Textiles on topics of global industrial systems and supply-chain sustainability. She teaches a summer course on Textile Sustainability at Donghua University in Shanghai, China. She has won awards for research in medical waste reduction and has been appointed to the Carpet Stewardship Advisory Committees as Vice-Chair and serves as an Alternate on the Mattress Stewardship Advisory Committee. Justin Weiss joins CPSC while working to achieve a Master's of Science program in Environmental Studies from California State University, San Jose. His thesis research focuses on Extended Producer Responsibility legislation, specifically looking at stakeholder interactions used in implementation of the PaintCare stewardship program in California. Both new staff members are an asset to the CPSC team and mission.



New CPSC Staff members, Joanne Brasch (Left) and Justin Weiss (Right)

Partnerships

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 now represents 68% of the state population. **139** resolutions have been passed by California jurisdictions and organizations supporting producer responsibility.



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 and/or gas through anaerobic digestion to create electricity and energy to fuel their CNG trucks; 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.



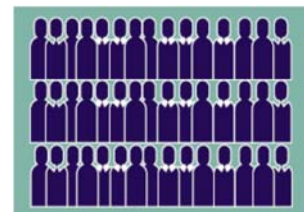
Other Sponsors

Other sponsors include a broad range of businesses, agencies and associations, such as the [California Refuse Recycling Council](#), [California Resource Recovery Association](#), [Waste Connections, Inc.](#), [CalRecycle](#), [Carton Council](#), [Product Care Association](#), [Peninsula Packaging](#), [Zanker Road Resource Management](#), [R3 Consulting](#), [California Association of Recycling Market Development Zones](#), [Potential Industries](#), and [Ecology Action of Santa Cruz](#). A full list of sponsors can be found online at www.calpsc.org/about-cpsc/partners.



Information Exchange & Website

The CPSC website remains a comprehensive information source for local jurisdictions, businesses, and consumers on issues related to EPR and product stewardship. CPSC engages social media outlets Facebook, Twitter, and LinkedIn to share updates and information on a less formal basis to over 5,500 followers. **One of the many benefits for funders of CPSC is e-newsletters sent to over 3,300 people with the latest news in producer responsibility resources and legislative updates.** CPSC now offer product specific Listservs, including batteries, carpet, mattresses, pharmaceuticals, paint, and solar panels.



Over 5,500 Followers!

Financial Information

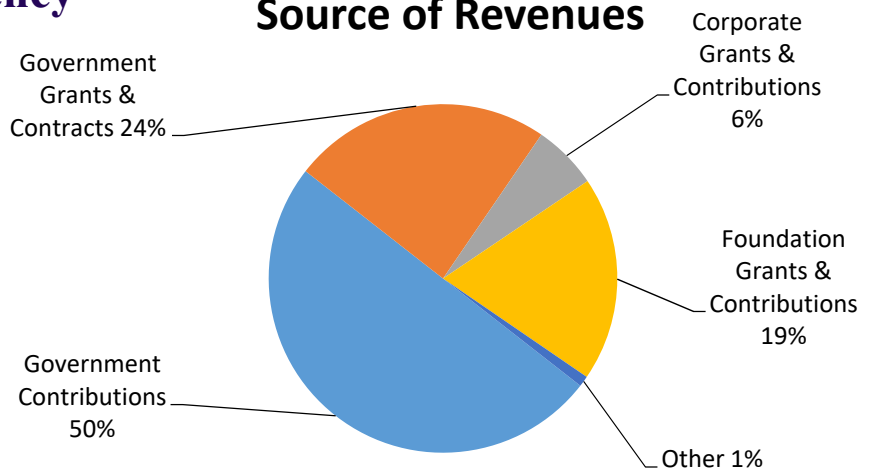
Financially, fiscal year 2017-2018 was another strong year for California Product Stewardship Council. We worked on grants with numerous local governments and received a grant from the Rose Foundation. We received general funding of \$365,000 from our local government associates and \$31,000 from our corporate partners. We earned a total of \$737,000 in revenue and incurred \$675,000 in expenses. We spent 83% of our expenses on direct program work. We ended the year with a \$62,000 increase to our net assets to add to our reserves.

Our financial outlook for the upcoming fiscal year is strong with revenue budgeted at over \$890,000. 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 a healthy increase in net assets for the upcoming fiscal year.

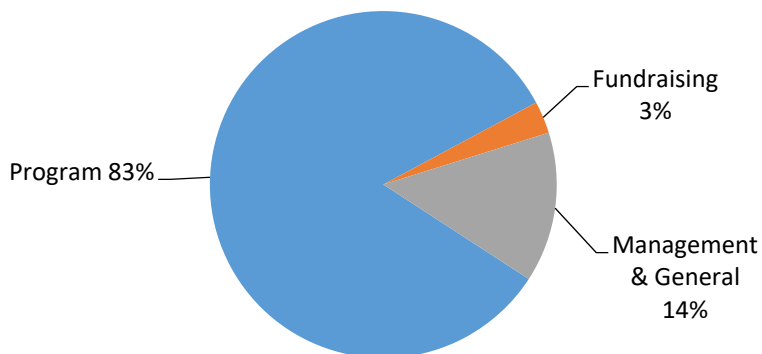
Kristina Miller
Treasurer, Board of Directors

Funding Sources & Efficiency

Source of Revenues



Programmatic Efficiency



Legislative Advocacy and Recognition

In 2017, the CPSC staff lobbied to support the National Stewardship Action Council (NSAC), the sponsor of AB 1158 (Chu) on carpet recycling.

CPSC recognized the following legislators with awards:

[Assemblymember Kansen Chu](#) – For Leadership on Carpet Stewardship Authoring AB 1158

[Assemblymember Mark Stone](#) – For Leadership on Carpet Stewardship Co-Authoring AB 1158

[Senator Hannah-Beth Jackson](#) – For Co-Authoring SB 1229 for liability protection for pharmacists hosting med bins

[Senator Jeff Stone](#) – For Co-Authoring SB 1229 for liability protection for pharmacists hosting med bins

[Rachel Machi Wagoner](#) - For providing the Environmental Quality Committee a thoughtful analysis of all producer responsibility policies



CPSC Executive Director, Heidi Sanborn, presenting the Legislative Leadership Award to Senator Hannah-Beth Jackson (October 2017)

8th 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.

2017 Arrow Award Winners

Golden Arrow Award for Overall Excellence in Product Stewardship – [Labcon](#)

Green Arrow Award for System Design and Innovation – [Smart Planet Technologies](#)

Bow & Arrow Award Winner for Coalition Building – [Planet Recycling](#)

Infinity Arrow Award for Service and Take-Back – [Walgreens](#)



2017 Associate of the Year: **Kreigh Hampel**, [City of Burbank](#)

2017 Partner of the Year: **Jeff von Kaenel**, [Sacramento News and Review](#)



Pictured above: CPSC Board Members and 2017 Arrow Award winners

The Next Ten Years ...

Over the last ten years, CPSC has taken big strides in promoting EPR policies and voluntary stewardship programs in the State of California. Ensuring producers design for the environment and have a fair share of responsibility for the end-of-life for their products could not be more important if the state is to achieve its goals. CPSC is exactly where we planned on being after the first decade of work with a clear path of marching forward.

In the next ten years, CPSC will continue to engage our network of supporters to promote EPR and product stewardship at the local, state, and national levels. Our funders will continue to benefit from cost-savings of keeping products out of landfills, whether it be thermostats, paint, carpet, mattresses, gas cylinders, needles, and/or pharmaceuticals. Successful implementation of these programs has brought a cleaner environment, safer communities, and savings of millions of taxpayer dollars. **But we still need your help.** Join us in the fight to encourage manufacturers to design greener products and share in the responsibly to manage them at end of life.

Your support will 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



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