

CALIFORNIA IS TAKING ON BEVERAGE CONTAINER REDEMPTION CHALLENGES – BY EXPANDING A FIRST-EVER PILOT PROGRAM TO MAKE IT EASIER FOR PEOPLE TO CASH IN THEIR EMPTY BOTTLES AND CANS.

THE LEGISLATURE APPROVED FUNDS FOR 5 MORE PILOT PROJECTS TO CUSTOMIZE RECYCLING PROGRAMS TO LOCAL NEEDS.

THE PURPOSE OF THE PILOT IS TO EXPLORE INNOVATIVE, CREATIVE AND CONVENIENT METHODS FOR CALIFORNIANS TO GET THEIR DEPOSITS BACK ON THEIR EMPTY BEVERAGE CONTAINERS.

“There was 10 million allocated to the BCRP pilot project.”

AS PART OF THE FIRST ROUND OF FUNDING - COMMUNITIES AROUND THE STATE LAUNCHED INNOVATIVE PROGRAMS INCLUDING DROP OFF SERVICE, PICK UP SERVICE, MOBILE RECYCLING CENTERS AND FIXED LOCATIONS WITH LIMITED HOURS.

“They come here, it’s clean, people are friendly, they get in and out really quickly.”

AS WITH THE LAST AWARDED PILOTS - COMMUNITIES WITH REDEMPTION CHALLENGES WILL HAVE THE FREEDOM TO PROPOSE MORE FLEXIBLE OPERATIONS THAN THE BOTTLE BILL ALLOWS FOR TRADITIONAL RECYCLING CENTERS.

AND PILOTS RECEIVE FUNDS TO HELP THEM LAUNCH.

“Luckily with the grant from CalRecycle we’ve been able to offset a lot of the startup costs.”

INTEREST IS ALREADY BUILDING IN COMMUNITIES WHERE RECYCLING CENTERS HAVE CLOSED AMID THE COVID-19 PANDEMIC AND DECLINING SCRAP MATERIAL VALUES ON THE INTERNATIONAL MARKET.

“Last time we had more applications than we had spots available. So... I would get your application in as soon as possible if you’re interested.”

CALRECYCLE IS ACCEPTING APPLICATIONS NOW - AND THE PROCESS IS EASY TO NAVIGATE.

“First thing they need to do is request a map. We will provide that map for them if they tell us what area they’d like that pilot project to occur in and then we’ll... work with them on how to complete... a pilot project application.”

CALRECYCLE WILL REVIEW THE APPLICATION – DETERMINE WHETHER THE PROPOSED PROJECT WILL MEET THE COMMUNITY’S NEEDS, AND IF APPROVED – WILL ASK FOR TWO MAIN DOCUMENTS INCLUDING A COMPLETED WORK PLAN... AND A BUDGET IDENTIFYING COSTS.

One of the goals... is to consider geographic diversity and to consider rural areas as well. It's not just limited to cities within a specific county, it could also be counties working together to service an area. some of the information we're hoping to glean is how we can better get convenient redemption into communities and that's why it's so important to have local jurisdictions partner with us to implement these pilot projects.

IF ALL THE DOCUMENTS ARE COMPLETED AND THE GRANT IS AWARDED, CITIES AND COUNTIES COULD LAUNCH THEIR PROJECTS AND START INCURRING COSTS FOR REIMBURSEMENT - IN AS SOON AS 30-45 DAYS.

This has a huge impact for California and our environment for generations to come.

THESE PROJECTS WILL HELP CALIFORNIA UPDATE ITS BEVERAGE CONTAINER RECYCLING PROGRAM SO IT CAN BETTER SERVE ALL CALIFORNIANS.