

# Introduction to the Dealer Registration and Management System (DReaMS)

## (DReaMS) Webinar

### Presenters:

Jennifer Akins, Chief, Certification & Registration Branch, Division of Recycling

Krystle Thornton, Supervisor, Dealer Management Unit 2

Jesse McDonald-Ryan, Associate Governmental Program Analyst, Dealer Management Unit 1

Cameron Swinko, Supervisor, Dealer Management Unit 1 and Lisa Fernandez, Chief, Dealer Management Section

September 18<sup>th</sup>, 2024, 10am



**CalRecycle**

# General Information

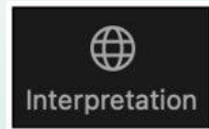
Use the Q&A button to submit questions during the presentation. These questions will be answered at the end of the session.

Please keep comments on topics related to the Introduction to Beverage Dealers and the Dealer Registration and Management System (DReaMS).

This webinar is being recorded and will be available online.

CalRecycle has Spanish interpretation of this webinar available.

If you're participating on Zoom, click on the Interpretation icon at the bottom of your Zoom window and select the appropriate language.



**Zoom – Select your language on the Interpretation icon**

**Zoom - Seleccione su idioma en el icono Interpretación**

CalRecycle is also webcasting the meeting in English and Spanish – just go to the link on your screen and select the English or Spanish webcast.



# Agenda:

1. General Information
2. Introductions
3. Opening Remarks
4. Overview of recent Legislation
  - SB 1013  
Signed in 2022, became effective 1/1/2023
5. Who is a Beverage Dealer?
6. Upcoming Changes
7. Convenience Zones
8. Understanding the Unserved Convenience Zone Notice Process
9. What Does the Act Require?
10. Introduction to the Dealer Registration and Management System (DReAMS) and Process
11. Dealer Cooperatives
12. Beverage Containers Redemption Innovation Grant Program
13. Question & Answer Session

# Introductions

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## Opening Remarks

- Jennifer Akins, Chief, Certification & Registration Branch, Division of Recycling

## Program Overview and Recent Legislation- SB 1013

- Krystle Thornton, Supervisor, Dealer Management Unit 2

## Introduction to the Dealer Registration and Management System (DReaMS)

- Jesse McDonald-Ryan, Associate Governmental Program Analyst, Dealer Management Unit 1

## Questions and Answers

- Cameron Swinko, Supervisor, Dealer Management Unit 1 and Lisa Fernandez, Chief, Dealer Management Section

# Recent Legislation – SB 1013

## Provide local places for consumers to redeem CRV beverage containers

**Signed in 2022, became effective 1/1/2023**



- Changes affecting dealers:
  - Convenience zone (CZ) expansion from 0.5 to 1-mile radius, resulting in adding thousands of new dealers.
  - Added wine and spirits to the list of CRV items 1/1/2024.
  - Authorizes dealer cooperatives on 1/1/2025.
  - Exempts unserved small dealers from choosing to redeem in-store or join a dealer cooperative.
    - If a dealer has gross annual sales (excluding fuel sales) of less than \$1.5 million or is less than 5,000 square feet of combined sales and storage area, it is considered small.
  - Dealers in CZs must register with CalRecycle.



# Who is a Beverage Dealer?

- The term “beverage dealer” refers to a retail business that sells beverages to customers.
- Vending machines or specific businesses like restaurants and bars are not dealers.
- Examples of beverage dealers in the program include:
  - Supermarkets
  - Community markets
  - Gas marts
  - Convenience stores
  - Liquor stores
  - Variety/Drug Stores
  - Bulk stores
  - Health food stores that sell program beverages

# Upcoming Changes – Dealer Registration



## Dealer Registration



Dealers previously were not required to register or provide information to CalRecycle.



Dealers are found by databases, websites, and inspections visits.



SB 1013 now requires dealers in CZs to register with CalRecycle.

- Optional registration begins now.
- Required registration begins once regulations have been approved.
- Starting January 1, 2025:
  - Registered unserved dealers under 5k sq ft or 1.5 million in annual sales will be exempt from recycling obligations.
  - Option B (\$100 per day fee) will end.
  - All non-exempt unserved dealers will be required to redeem in store or join a cooperative.

# Convenience Zones

## Provide local places for consumers to redeem CRV beverage containers

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- Usually, a one-mile radius around each supermarket in CA
  - Rural areas can expand their zones up to 5-miles
- Supermarkets are determined by using Progressive Grocers Guide, corporate store lists, and stakeholder notifications
  - Must be full-line including dry grocery items, canned goods, non-food items, and perishable items and have over \$2M in annual sales
- If there is at least one recycling center within a CZ, it is considered served.
- If a convenience zone does not have a certified recycling center operating within its boundary, it is considered unserved.



# Understanding the Unserved Convenience Zone Notice Process

## Once a convenience zone has become unserved:

- The next 60 days are considered a grace period, and dealers will receive a series of three notices. During this time, dealers are encouraged to work with dealer cooperatives operating in the CZ, property managers, local government, and recycling center operators to establish a recycling center in their area.

## Understanding CalRecycle's Notification Process:

- Dealers will receive the following notices if a convenient recycling center has **not** been established:
  - **First notice:** Provide you with information about what the Act requires that a recycling location is to be established within 60 days from the date of this first notice.
  - **Second notice:** After 30 days, dealers will receive a second notice. This is a reminder of the responsibilities outlined in the first notice.
  - **Final Notice:** After 60 days, dealers will receive a final notice. This indicates that the 60-day grace period has expired. The final notice will include additional instructions and a dealer affidavit that you will need to sign and return to CalRecycle within **10 days**. ***Failure to register your store and return the affidavit defaults you as choosing Option 1, and you will be required to redeem consumers' beverage containers in-store.***
- If a certified recycling center becomes operational within your convenience zone at any time, CalRecycle will notify you in writing, and will provide the name and address of the new recycling center. At that time, you may begin directing consumers to the recycling center.

# What Does the Act Require?

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- All dealers within an unserved convenience zone must choose one of the following two options, in accordance with PRC Section 14571.6:
  - **Option 1:** Pay consumers the refund value for all empty CRV beverage containers they bring to your store for recycling, or
  - **Option 2:** Beginning January 1, 2025, dealers may join a dealer cooperative to provide beverage container redemption opportunities.
- All Option B dealers will be changed to **Option 1 on January 1, 2025**
- Small dealers who are not registered will not receive exemption until registered
- All unserved dealers will be **Option 1** unless they join a dealer co-op.
- If zone status changes, you will be notified by CalRecycle

# DReaMS

## (Dealer Registration and Account Management System)

DReaMS is the online portal that Dealers will access to submit registration forms for their stores.

To submit a registration form, Dealers will:

- 1) Create a WebPass Account
- 2) Log into DReaMS using their WebPass credentials and complete/ submit the registration form.



# DReaMS

## Dealer Registration: Create a WebPass Account

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Links to WebPass and DReaMS can be found here:

<https://calrecycle.ca.gov/bevcontainer/dreams/>

Follow the link above and click on “Create a WebPass Account”:



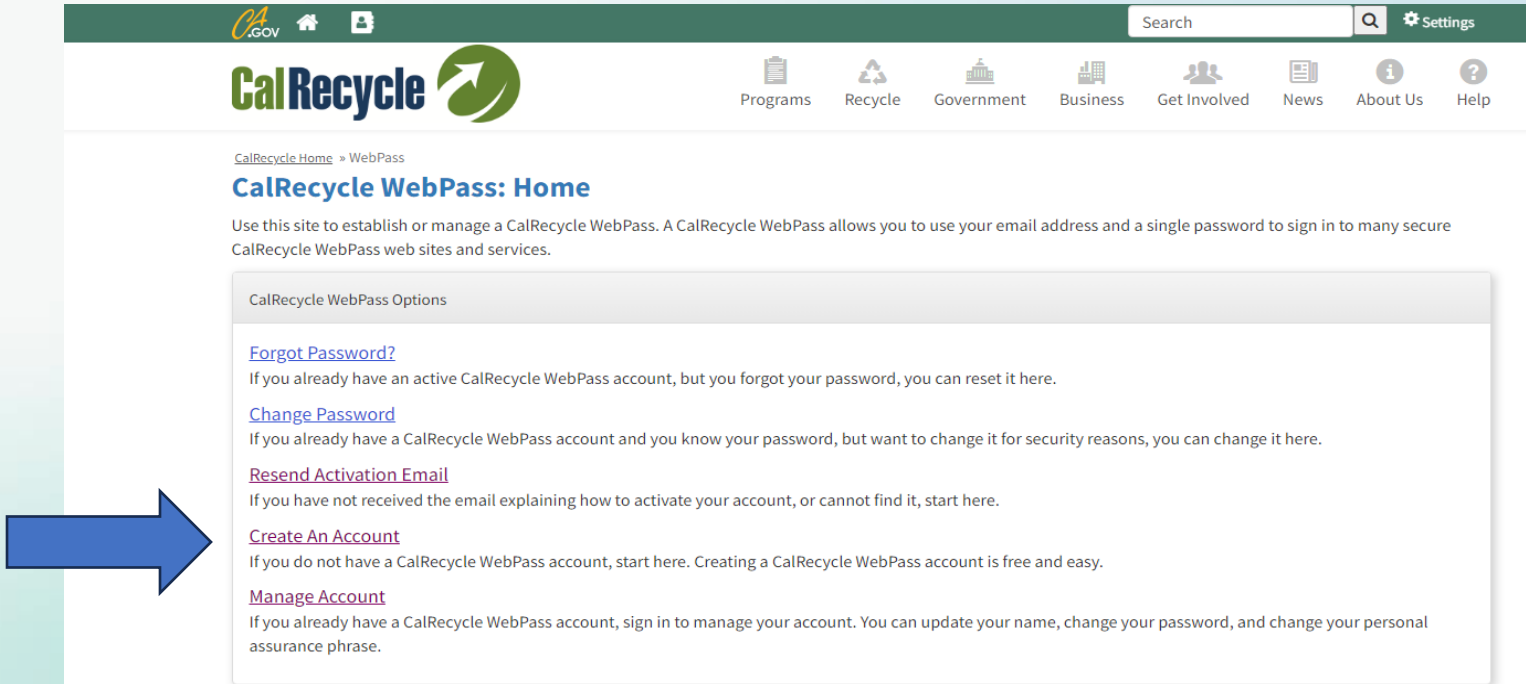
### WebPass

1. **Create a [WebPass](#) account** using an individual email address.
  - If your email changes, a new WebPass account will be required.
2. **Activate your WebPass** by following the instructions in the confirmation email.
3. **Log in to [DReaMS](#)** with your WebPass credentials.

# DReaMS

## Dealer Registration Step 1: Create a WebPass Account

Click on “Create an Account”. Dealers will need a working email address and will create their own password in WebPass.



The screenshot shows the CalRecycle website's WebPass: Home page. The page has a green header with the CalRecycle logo and navigation links: Programs, Recycle, Government, Business, Get Involved, News, About Us, and Help. Below the header, the page title is "CalRecycle WebPass: Home". The main content area contains a section titled "CalRecycle WebPass Options" with the following links and descriptions:

- [Forgot Password?](#)  
If you already have an active CalRecycle WebPass account, but you forgot your password, you can reset it here.
- [Change Password](#)  
If you already have a CalRecycle WebPass account and you know your password, but want to change it for security reasons, you can change it here.
- [Resend Activation Email](#)  
If you have not received the email explaining how to activate your account, or cannot find it, start here.
- [Create An Account](#)  
If you do not have a CalRecycle WebPass account, start here. Creating a CalRecycle WebPass account is free and easy.
- [Manage Account](#)  
If you already have a CalRecycle WebPass account, sign in to manage your account. You can update your name, change your password, and change your personal assurance phrase.

A large blue arrow points from the left side of the page towards the "Create An Account" link.

# DReaMS

## Dealer Registration Step 2:

A confirmation email will be sent from [webmaster@calrecycle.ca.gov](mailto:webmaster@calrecycle.ca.gov) with instructions on how to activate the account once created.

From: **CalRecycle WebMaster** <[webmaster@calrecycle.ca.gov](mailto:webmaster@calrecycle.ca.gov)>  
Date: Wed, May 15, 2024 at 12:58 PM  
Subject: Action Required: Please Activate Your CalRecycle WebPass Now  
To: <[XXXXXXXX@gmail.com](mailto:XXXXXXXX@gmail.com)>

A new CalRecycle WebPass account has been requested for [XXXXXXXX@gmail.com](mailto:XXXXXXXX@gmail.com) (Jesse Mcdonald Ryan).

To complete this request, and begin using this account, you must **ACTIVATE** the account by selecting the link below.

<https://secure.calrecycle.ca.gov/WebPass2/Activate/WLYFJRI7>

If you DID NOT initiate this request, or wish to **CANCEL** this request, select the link below.

<https://secure.calrecycle.ca.gov/WebPass2/Cancel/WLYFJRI7>

# DReaMS

## Dealer Registration Step 3: Complete the Registration Form in DReaMS

Return to CalRecycle's Dealer Registration Page and click on "Log in to DReaMS"

<https://calrecycle.ca.gov/bevcontainer/dreams/>

### WebPass

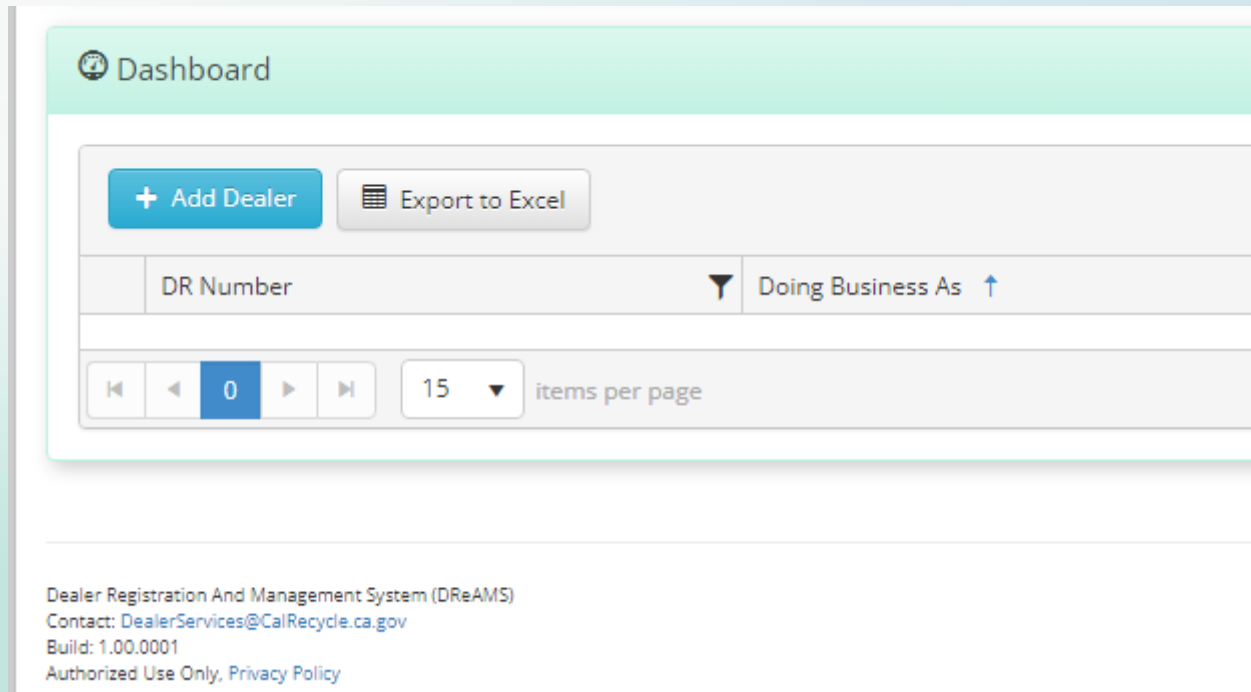
1. **Create a WebPass account** using an individual email address.
  - If your email changes, a new WebPass account will be required.
2. **Activate your WebPass** by following the instructions in the confirmation email.
3. **Log in to DReaMS** with your WebPass credentials.
4. **Complete your Registration, Store Updates, and/or Annual Certification** in DReaMS.
5. **Confirmation Email:** You will receive an acknowledgment from CalRecycle for any submissions.



# DReaMS

## Dealer Registration Step 4: Complete the Registration Form in DReaMS

On the DReaMS site, log in using your WebPass credentials (email and password). Once logged in, click on “Add Dealer” to complete the registration form.





# DReaMS

## Step 4: Complete the Registration Form in DReaMS

Complete all the required sections (marked with a red asterisk\*) and click on the “Submit” button at the bottom of the page.

A list of the information you will need to complete your registration will be on the next slide

Once submitted, an email will be sent to the Signing Authority (the person who created the WebPass account) confirming that the registration has been submitted successfully.

Dealer Registration Form

**Company Information**

Doing Business As \*

Is there a gas station on this location? \*  
 Yes  No

Legal Name of the owner of the Dealer \*

Federal Tax Identification Number (EIN) \*

Website

**Store Manager Information**

Store Manager First Name \*

Store Manager Last Name \*

Store Manager Title \*

Store Manager Phone \*

Store Manager Email \*

**Primary Contact Information**

Same as Store Manager Information

First Name \*

Last Name \*

Title \*

Phone \*

Email \*

# DReaMS

## Registration Requirements

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**All dealers in convenience zones must register with CalRecycle through DReaMS to comply with state regulations. The information you will need to complete your registration includes:**

- The legal name of the dealer and the Doing Business As (DBA) name.
  - If applicable, the gas station name if different from the DBA name.
- Dealer's federal tax identification number (EIN).
- Contact details of the store manager and other store representatives.
- Physical and mailing addresses of the dealer.
- Store phone number, email, and website address (if available).
- Declaration of sales and storage area in square feet.
- Declaration on gross annual sales, excluding fuel sales.
- The date the dealer started business at that location.
- Types of beverages sold.
- Name, title, email, and e-signature of the person registering the dealer.

# DReaMS

## Step 5: Your registration will be reviewed and processed by CalRecycle staff, and an email will be sent to the Signing Authority with your Dealer Registration (DR) Number.

Once your registration has been confirmed, you will then receive a "Confirmation of Registration and Essential Responsibilities" email as a CalRecycle Registered Dealer from: [dealersigns@calrecycle.ca.gov](mailto:dealersigns@calrecycle.ca.gov)

Dear Store Owner [name],

Welcome to the Department of Resources Recycling and Recovery (CalRecycle), a division of the California Environmental Protection Agency. Your store's successful registration marks a pivotal commitment to environmental stewardship through participation in California's Beverage Container Recycling Program.

**Registration Confirmation:** Your store [Store Name] at [physical address, city, zip code] has been successfully registered with CalRecycle, and we have assigned you a Dealer Registration (DR) number: **DRXXXX.001**. This number is crucial for all future communications with our department, so please keep it readily accessible.

**Key Obligations for Registered Dealers:** Your registration brings with it important responsibilities designed to support California's recycling efforts and reduce environmental impact. While not all obligations may apply to every dealer due to varying store sizes and locations, it is essential to familiarize yourself with the following requirements:

- 1. Mandatory Recycling Signage:** All dealers must display a sign at their entrance, indicating the nearest recycling center or confirming that they redeem CRV-eligible containers in-store. This signage is critical in guiding consumers on how to return their empty beverage containers.
- 2. Unserved Convenience Zones:** Through the end of 2024, dealers located within unserved convenience zones have a choice to either redeem CRV-eligible containers in-store (Option A) or opt for a daily \$100 fee arrangement with CalRecycle (Option B). If you've previously chosen an option under an old DL number, please continue with your selected option. New dealers will receive additional notices to clarify their obligations in this regard.

**A. Changes Starting January 2025:**

**Mandatory In-Store Redemption or Dealer Cooperative Participation:** Beginning in January 2025, stores located in an unserved zone and not qualifying for an exemption will be required to either redeem CRV-eligible containers in-store (Option 1) or participate in a dealer cooperative (Option 2). The option to pay the daily \$100 fee will end on January 1, 2025. These new requirements are designed to enhance the accessibility of recycling options for consumers across California.

**Exemptions:** Stores less than 5,000 square feet in size or with less than \$1.5 million in annual sales (excluding gas) will be exempt from Options 1 and 2, starting January 2025. This change aims to accommodate the unique challenges faced by smaller retailers.

- 3. Annual Information Confirmation and Updates:** To maintain accurate records and ensure effective communication, all registered dealers must confirm their store information with CalRecycle annually. Any changes to your store's details should be reported promptly per the regulations.

**Support and Resources:** CalRecycle is committed to supporting your efforts in meeting these obligations. For detailed guidelines, resources, and forms, please visit [CalRecycle's Dealer Information Page](#). Our Dealer Management Unit is also available to assist with any queries or concerns at 916-322-0195 or [DealerServices@calrecycle.ca.gov](mailto:DealerServices@calrecycle.ca.gov), using your DR number for reference.

Your role is crucial in achieving California's recycling and environmental conservation goals. We thank you for your commitment and look forward to your active participation in the program.

Sincerely,

CalRecycle Dealer Management Section

# DReaMS

## Annual Certification

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- Registered dealers are required to verify annually that their operational and financial declarations remain accurate and current. The same WebPass account will be used to log into DReaMS.
- Annual submissions must be completed each year on July 1st.
- Confirmation of Declarations
  - During the annual declaration, dealers must confirm the following:
    - Store size and sales figures previously provided are current.
    - The dealer's contact information and operational status have not changed.
    - All other operational details provided at the time of the last declaration or registration remain accurate.



# Dealer Cooperatives

**A dealer cooperative is a Section 501(c)(3) non-profit stewardship organization redeeming California Redemption Value (CRV) containers in convenience zones not served by a recycling center.**

Dealer cooperatives are an innovative program to:

- Increase places for Californians to redeem beverage containers and
- Help the state recycle more beverage containers.

These cooperatives are California retailers (dealers) with an approved dealer cooperative redemption plan.

See [Public Resources Code \(PRC\) section 14510.2](#) for the full definition.

## Contact information:

Website: <https://calrecycle.ca.gov/BevContainer/DealerCooperatives/>

Email: [dealercoops@calrecycle.ca.gov](mailto:dealercoops@calrecycle.ca.gov)

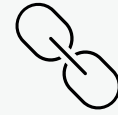
# Beverage Container Redemption Innovation Grant Program

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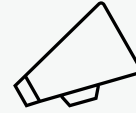
- The Beverage Container Redemption Innovation Grant Program provides funding for mobile recycling, reverse vending machines (RVM) and bag drop programs. The next round of funding is tentatively scheduled to open Winter 2024.
- Sign up for the Beverage Containers Redemption Innovation Grant Program Listserv to receive updates about the Program. [CalRecycle \(govdelivery.com\)](https://govdelivery.com)
- <https://calrecycle.ca.gov/bevcontainer/grants/RIG/>



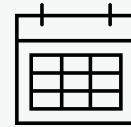
## Ways to stay informed



**Sign-up for our Beverage Container Recycling Program: General Information, Listserv:** [CalRecycle \(govdelivery.com\)](http://govdelivery.com)



**Announcing information about the next Informational Session on November 20th, 2024. Will be covering the same material.**



### Upcoming Webinar:

- November 20th, 2024, at 10am
- Zoom/Webcast

**Contact:** Dealer Management Unit:  
(916) 322-0195



**Email:** [dealerservices@calrecycle.ca.gov](mailto:dealerservices@calrecycle.ca.gov)



## Questions and Answers

- Please keep comments on topics related to Introduction to the Dealer Registration and Management System (DReaMS) and Beverage Dealer topics.





*Thank You Very Much*