Used Mattress Recovery and Recycling Plan

July 1, 2015
Revised November 30, 2015

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TABLE OF CONTENTS

INTRODUCTION **2**

1. Used Mattress Recovery and Recycling Act **2**

2. Mattress Recycling Council **2**

3. Definitions **3**

PLAN OUTLINE **5**

§18962(a)(1). Proof of Certification 5
§18962(a)(2). Program Goals, Methods, and Activities 5
Program Objectives: 5
Manufacturers, Renovators, Brands and Retailers: 8
Consultation Process with Stakeholders: 8
Maximizing Mattress Recycling: 9
Program Funding: 11
Annual Report: 13
Research: 14
Methodology for Estimating Mattress Sales, Discards, Collections and Dispositions: 15
Coordination with Existing Mattress Collectors and Recyclers: 20
Contracted Recyclers: 21
Mattress Collector Incentive: 22
Illegally Dumped Mattresses: 23
Service to Low-Income Communities: 25
Education and Outreach: 26
No-Cost Drop-Off and Compensation to Solid Waste Facilities: 33
Impact of Article XIII of California Constitution: 34
Advisory Committee Report: 35

APPENDICES

A. Proof of Certification
B. Manufactures and Renovators
C. Brands and URNs
D. Mattress Retailers
E. Stakeholder Consultation
F. Bed Bug Awareness
G. Communications Plan
H. Notices to Manufacturers, Producers, Importers, and Renovators
I. Interested Solid Waste Facility Participants
J. Advisory Committee Report

INTRODUCTION

The Mattress Recycling Council (MRC), a non-profit corporation, is pleased to submit the California Mattress Recycling Plan (the Plan) to the California Department of Resources Recycling and Recovery (CalRecycle) pursuant to the Used Mattress Recovery and Recycling Act (the Act), codified beginning at Section 42985 of the California Public Resources Code, and the proposed Used Mattress Recovery and Recycling Program Regulations (the Regulations).

Pursuant to §18962(a)(3) and §18961(a)(1) of the Regulations, the Plan is submitted by:

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1. Used Mattress Recovery and Recycling Act

In September 2013, California enacted the Used Mattress Recovery and Recycling Act, which requires mattress producers to create a statewide recycling program (the Program) to collect and recycle mattresses and foundations discarded in the state. To implement the Act, CalRecycle has proposed the Used Mattress Recovery and Recycling Program Regulations (adoption pending). The Program will be funded by a visible recycling charge collected from consumers and other purchasers on the sale of each mattress and foundation for use in the state.

2. Mattress Recycling Council

In late 2013, the mattress industry, through its trade association, the International Sleep Products Association (ISPA), formed MRC with the sole purpose of designing, implementing, and administering recycling programs in states with mattress recycling laws. MRC serves as the responsible party for meeting the industry's obligations in this regard.

MRC is a tax-exempt non-profit corporation incorporated in the state of Delaware under Section 501(c)(3) of the Internal Revenue Code. Pursuant to Section 42987 of the Act, CalRecycle certified MRC as a mattress recycling organization on July 2, 2014. MRC's board of directors is comprised of the following individuals, including bedding manufacturers and retailers:

MRC Board of Directors	
Ryan Trainer	MRC President
Richard Diamondstein	Paramount Industrial Companies, Inc.; MRC Chairperson
Catherine Lyons	MRC Treasurer
Dale Carlsen	MFRM Family of Brands
Doug Guffey	Corsicana Bedding
Terry Johnson	Tempur-Sealy International, Inc.
Matt Kershner	Select Comfort Corporation
Kristen McGuffey	Serta Simmons Bedding LLC

MRC will oversee all aspects of the Program, including the collection and recycling of discarded mattresses. MRC's activities will be funded by a visible charge collected from purchasers of mattresses for use in California.

In addition to administrating the Program required by the Act, MRC operates under mattress recycling laws enacted in other states.

3. Definitions

In this document, MRC describes the Plan, as required by Section 42987.1 of the Act. The following terms defined in Section 42986 of the Act are relevant to the Plan:

42986(c)

"**Foundation**" means a ticking-covered structure used to support a mattress or sleep surface. The structure may include constructed frames, foam, box springs, or other materials, used alone or in combination.

42986(g):

(1) "**Mattress**" means a resilient material or combination of materials that is enclosed by a ticking, is used alone or in combination with other products, and is intended for or promoted for sleeping upon.

(2) "Mattress" includes a foundation and a renovated mattress or renovated foundation.

(3) "Mattress" does not include the following:

(A) An unattached mattress pad or unattached mattress topper, including items with resilient filling, with or without ticking, intended to be used with or on top of a mattress.

(B) A sleeping bag or pillow.

(C) A car bed, crib, or bassinet mattress.

(D) Juvenile products, including a carriage, basket, dressing table, stroller, playpen, infant carrier, lounge pad, or crib bumper, and the pads for those juvenile products.

(E) A product containing liquid- and gaseous-filled ticking, including a waterbed and air mattress that does not contain upholstery material between the ticking and the mattress core.

(F) Upholstered furniture that does not otherwise contain a detachable mattress or that is a fold out sofa bed or futon.

42986(l):

"**Recycle**" or "**recycling**" means the process of collecting, sorting, cleansing, treating, and reconstituting materials that would otherwise become solid waste, and returning them to the economic mainstream in the form of raw material for new, reused, or reconstituted products which meet the quality standards necessary to be used in the marketplace. "Recycling" does not include incineration, pyrolysis, distillation, or biological conversion other than composting.

42986(m):

"**Recycler**" means a person that engages in the manual or mechanical separation of mattresses to substantially recover components and commodities contained in mattresses for the purpose of reuse or recycling.

42986(o):

(1) "**Renovate**" or "**renovation**" means altering a used mattress for the purpose of resale and includes one or more of the following:

(A) Replacing the mattress, ticking, or filling.

(B) Adding additional filling.

(C) Rebuilding a used mattress.

(D) Replacing components with new or postconsumer materials unless the material is a clean recycled material, consists of used electronic parts or controls, or is a used mattress base that is not covered by ticking.

(2) "Renovate" or "renovation" does not include any of the following:

(A) Stripping a mattress of its ticking or filling without adding new material.

(B) Sterilizing or sanitizing a mattress without otherwise altering the mattress.

(C) Altering a mattress by a renovator when a person retains the altered mattress for lease, rental, or personal use.

(D) Refurbishing that disqualifies a mattress for a yellow wholesale renovator tag to be affixed to the mattress, in accordance with the regulations adopted by the Department of Consumer Affairs.

42986(p):

"**Renovator**" means a person who renovates used mattresses for the purpose of sale, or offering for sale, in this state.

42986(q):

> "**Retailer**" means a person who sells mattresses in the state or offers to a consumer a mattress in the state through any means, including, but not limited to, by remote offering, including sales outlets or catalogs, electronically through the Internet, by telephone, or through the mail.

In addition to the above statutory definitions, MRC for ease of reference has defined the term "Unit" or "Units" as used in this Plan to be synonymous with the terms "Mattress" or "Mattresses," respectively.

PLAN OUTLINE

The Regulations provide that the Plan contain the following:

§18962(a)(1). Proof of Certification

See Appendix A for CalRecycle's letter confirming MRC certification.

§18962(a)(2). Program Goals, Methods, and Activities

Section 42987.1 of the Act requires that the Plan contain the information enclosed in gray boxes (additional information requested by §§18961-18962 of the Regulations is also noted in the text, where relevant):

Program Objectives:

a. Program objectives consistent with the state's solid waste management hierarchy.

Likewise, §18962(a)(2) of the Regulations provides that the Plan respond to Section 42987.1(a).

The California solid waste management hierarchy is defined by the following provisions of the California Integrated Waste Management Act of 1989, codified at Sections 40051, 40052 and 40196 of the California Public Resources Code. Those specific provisions read as follows:

> **Section 40051.**
> In implementing this division, the board and local agencies shall do both of the following:
>
> (a) Promote the following waste management practices in order of priority:
>
> (1) Source reduction.
> (2) Recycling and composting.

(3) Environmentally safe transformation and environmentally safe land disposal, at the discretion of the city or county.

(b) Maximize the use of all feasible source reduction, recycling, and composting options in order to reduce the amount of solid waste that must be disposed of by transformation and land disposal. For wastes that cannot feasibly be reduced at their source, recycled, or composted, the local agency may use environmentally safe transformation or environmentally safe land disposal, or both of those practices.

Section 40052.
The purpose of this division is to reduce, recycle, and reuse solid waste generated in the state to the maximum extent feasible in an efficient and cost-effective manner to conserve water, energy and other natural resources, to protect the environment, to improve regulation of existing solid waste landfills, to ensure that new solid waste landfills are environmentally sound, to improve permitting procedures for solid waste management facilities, and to specify the responsibilities of local governments to develop and implement integrated waste management programs.

Section 40196.
“Source reduction” means any action which causes a net reduction in the generation of solid waste. “Source reduction” includes, but is not limited to, reducing the use of non-recyclable materials, replacing disposable materials and products with reusable materials and products, reducing packaging, reducing the amount of yard wastes generated, establishing garbage rate structures with incentives to reduce the amount of wastes that generators produce, and increasing the efficiency of the use of paper, cardboard, glass, metal, plastic, and other materials. “Source reduction” does not include steps taken after the material becomes solid waste or actions which would impact air or water resources in lieu of land, including, but not limited to, transformation.

Related to the above provisions, the term “recycle” used in Sections 40050 and 40051 above is defined as follows:

Section 40180.
"Recycle" or "recycling" means the process of collecting, sorting, cleansing, treating, and reconstituting materials that would otherwise become solid waste, and returning them to the economic mainstream in the form of raw material for new, reused, or reconstituted products which meet the quality standards necessary to be used in the marketplace. "Recycling" does not include transformation, as defined in Section 40201 or EMSW conversion.
Likewise, the term ‘transformation” is defined as:

Section 40201.
"Transformation" means incineration, pyrolysis, distillation, or biological conversion other than composting. "Transformation" does not include composting, gasification, EMSW conversion, or biomass conversion.

The legislative findings expressed in Section 42985(a)(2) the Act state that MRC's Plan shall "support of the statewide goal that at least 75 percent of all solid waste be recycled by January 1, 2020," a goal defined in Section 41780.01(a) of the California Public Resources Code, which provides:

> it is the policy goal of the state that not less than 75 percent of solid waste generated be source reduced, recycled, or composted by the year 2020, and annually thereafter.

MRC's Plan objectives and implementation strategy are focused on diverting discarded mattresses from landfill disposal, and instead delivering them to recyclers that will dismantle them so that the steel, foam, fiber and fabric, wood and other materials recovered from that process can be used to manufacture new products. Consistent with the above requirements, MRC intends to undertake such work in an efficient and cost-effective manner that will conserve natural resources, and that will protect the environment.

MRC's Plan will advance California's hierarchy as follows:

Source Reduction: The mattress industry manufactures durable mattresses that reduce the rate at which discards are generated. The Act, however, is intended to divert discarded mattresses from the solid waste stream through recycling and to increase the volume of discarded mattresses that are recycled.

Reduce: By increasing mattress recycling and the amount of used mattress components available for use in the manufacture of new products through the methods described in the Plan, the Program will divert mattresses from becoming solid waste disposed of in landfills.

Recycle: Consistent with the statutory provisions above, the Plan is focused on diverting used mattresses from the solid waste system for recycling. The materials reclaimed will be available for use in making new products.

Reuse: A primary goal of the Program is to divert discarded mattresses that would otherwise be disposed of as solid waste. The Plan will not interfere with reuse or renovation activity that complies with state and federal law.

Composting: If alternative end uses are not available, wood and other materials removed from mattresses and foundations may be composted.

Bio-mass Conversion: If all of the options described above are not feasible, the wood may be used for bio-mass conversion. MRC considers this beneficial use as recycling for the purposes of this Program and Section 40201 of the California Public Resources Code, quoted above.

Transformation: If economically viable end markets do not exist for certain mattress components, MRC may consult with CalRecycle regarding the use of Transformation of these materials to produce heat or electricity consistent with Section 40201 of the California Public Resources Code.

Landfill: MRC's contracts require our recyclers to recycle as much of each mattress and foundation as is reasonable and practical. Materials that may be sent to landfill because they cannot be recycled may include:

Mattresses or foundations that:

- Are severely damaged or twisted
- Are wet, frozen, or heavily soiled
- Are infested with bed-bugs or other biological contaminants that make them either unsafe to process or their constituent materials unmarketable
- Contain components for which a viable market may not yet exist, such as synthetic cotton and other fibers, foundation bottom fabric, etc. or for possibly contaminated components including soiled mattress toppers
- Have no financially viable or available end market

Manufacturers, Renovators, Brands and Retailers:

b. The names of manufacturers, renovators, and brands covered under the plan.

Likewise, §18962(a)(3) of the Regulations provides that the Plan respond to Section 42987.1(b).

Appendices B and C, respectively, list (i) manufacturers and renovators (including mailing addresses), and (ii) brands that have registered with MRC, and are therefore covered by the Plan at the time of submission.

In addition, Appendix D lists retailers (including mailing addresses) that have registered with MRC, and are therefore covered by the Plan at the time of submission, as requested by §§18961(a)(3) and 18962 of the Regulations.

Consultation Process with Stakeholders:

c. A consultation process with affected stakeholders, including, but not limited to, local government representatives, recyclers, and solid waste industry representative

Likewise, §18962(a)(4) of the Regulations provides that the Plan respond to Section 42987.1(c).

MRC held meetings with stakeholders throughout California to discuss the Plan's development Appendix E details MRC's discussions with stakeholders that occurred as it developed the Plan. Participants in this process included municipal governments, municipal waste authorities, state officials, potential recyclers and transporters, and others. In addition, MRC has directly contacted all permitted solid waste facilities in the state to discuss Program logistics.

MRC will continue stakeholder outreach as the Program is implemented, including conducting regular discussions with stakeholders, appearances at solid waste and mattress industry events and communicating regularly with Program participants. See the Education and Outreach below in Section "n" for further details.

Maximizing Mattress Recycling:

d. Methods to increase the number of used mattresses diverted from landfills, reduce the number of illegally dumped used mattresses, and increase the quantity of used materials recovered through this process and recycled for other uses.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(d), and §18962(a)(2)(D) of the Regulations provides that MRC describe its efforts to increase the quantity of materials recycled and develop markets for those materials (also required in Section 42987.1(d)). §18962(a)(2)(C) of the Regulations provides that MRC describe the proper end of life management of used mattresses and how the program intends to prevent cross contamination of bed bugs.

The Program is designed to properly manage mattresses at the end of life, increase the recovery and recycling of mattress components and reduce the number of mattresses disposed of as solid waste in California by creating diversion alternatives for discarded mattresses generated by mattress retailers, consumers, and businesses throughout California, including:

1. Solid waste facility compensation: The Program will compensate solid waste facilities at negotiated rates for handling mattresses that they accept free of charge from consumers. Additionally, MRC provides no-cost storage, transport and recycling of these units. This is expected to reduce the quantity of discarded mattresses that the facilities would otherwise landfill.

2. No-cost retailer recycling: The Program will accept for recycling discarded mattresses from any retailer providing these units to an MRC contracted recycling facility. Retailers will pay no charge for such recycling. Discarded mattresses that retailers provide for recycling will reduce the quantity of discarded mattresses that they currently send to landfills.

3. Mattress retailers: The Act requires that mattress retailers accept discarded mattresses at no cost from consumers when they deliver a new mattress. Since the Program will encourage retailers to make the discarded mattresses they collect available for recycling through the Program free of charge, this provision is expected to divert additional quantities of discarded mattresses that a consumer would otherwise have disposed of

through existing solid waste collection systems that are often sent to landfills. This provision is also expected to reduce the quantity of mattresses that consumers otherwise might illegally dump rather than pay for curbside or retailer collection.

4. No-cost business recycling: Business or large-volume mattress consumers (such as hotels, dormitories, nursing homes, etc.) generating discarded mattresses may provide these units to an MRC-contracted recycling facility at no-cost. This should reduce the quantity of discarded mattresses that such entities dispose of through solid waste facilities that are often dumped in landfills.

5. No-cost consumer drop offs at solid waste facilities: The Act provides that consumers may drop off mattresses at participating solid waste facilities throughout California at no-cost. This provision is expected to reduce the quantity of mattresses that consumers might illegally dump rather than pay for curbside collection, disposal or recycling.

6. Consumer incentive: MRC will offer California residents that deliver discarded mattresses directly to an MRC-contracted recycling facility a payment. This is expected to reduce the quantity of mattresses that consumers would otherwise have disposed of through existing solid waste collection options and sent to landfills. This provision is also expected to reduce the quantity of mattresses that consumers otherwise might illegally dump rather than pay for curbside collection.

7. Recyclers' target: MRC requires its contracted recyclers to maximize the recovery of mattress components, including metal, foam, fabric, and wood through the dismantling and recycling process. MRC has established a 75% by weight recycling target for our recyclers. Only non-recyclable scrap (which is expected to be minimal) will be disposed of through the solid waste system using appropriate means. Once the Program has been operational for several months, MRC may re-evaluate these targets and adjust as necessary.

8. Mitigating illegal dumping: As discussed in Section "l", the Program will compensate participating local governments, solid waste facilities, solid waste operations and other entities to manage illegally dumped mattresses.

9. Preventing bed-bug contamination: Mattress recyclers receive few mattresses that are infested with bed-bugs. If a contaminated unit arrives at an MRC-contracted recycling facility, the unit is isolated and treated.

   MRC will proactively address bed-bug contamination by providing participating solid waste facilities with collection guidelines as well as bed-bug specific educational

materials to prevent contaminated units from entering the Program. Secondly, MRC requires its recyclers to have a bed bug management plan. In cooperation with the Connecticut Coalition Against Bed Bugs, MRC developed an awareness sheet specifically for solid waste collectors. MRC will develop similar materials for California facilities. This document is included in Appendix F.

MRC anticipates that the quantity of discarded mattresses recycled annually in California will increase significantly as we implement these diversion tactics.

Program Funding:

e. (1) The establishment and administration of a means for funding the plan in a manner that distributes the mattress recycling organization's costs uniformly over all mattresses sold in the state.
(2) The funding mechanism shall provide sufficient funding for the mattress recycling organization to carry out the plan, including the administrative, operational, and capital costs of the plan.

Likewise, §18962(a)(6) of the Regulations provides that the Plan respond to Section 42987.1(e).

The Program will be funded by a visible recycling charge collected on all mattresses sold for use in California. More specifically, Section 42988(b) requires that the charge fund Program operations over a multi-year period in a fiscally "prudent and responsible" manner. MRC will set the charge, based on its anticipated administrative, operational, and capital costs, subject to CalRecycle's approval. Retailers and other parties selling mattresses will then collect this charge and remit it directly to MRC as required by the Act.

As required by Section 42989.1 of the Act, the recycling charge must be stated separately on the "invoice, receipt, or functionally equivalent billing document provided by the seller to the consumer" for all units sold in California. The charge description on the sales receipt, invoice or billing document shall read "Recycle Fee $11." The description may be displayed in upper or lower case letters and is not required to be displayed in a specific font, provided the description is prominently displayed in English and is readable.

In accordance with the Act, the Plan describes the "mattress recycling charge." For purposes of the Program, MRC will refer to the charge as a "Recycle Fee" in consumer education and outreach materials for the following reasons:

- "Recycle Fee" is currently used in MRC's Connecticut Program and has been proposed as the designated text for Rhode Island. Having consistent text is beneficial for consumers, as well as national and online mattress retailers selling products in each state.
- The charge must be shown on the receipt or other sales documentation provided to customers at the time of sale. Some mattress retailers have a limited number of

characters that they can use on their sales receipt. "Recycle Fee" clearly describes the additional cost and is within the allocated number of characters.

- The term "Recycle Fee" best communicates to consumers the intent of the additional receipt line item.

The charge will be collected on the following types of sales:

- Retailers must collect the charge on all sales of mattresses and foundations that take place in California
- On-line retailers must collect the charge on all mattresses and foundations sold for delivery in California, regardless of where the online retailer is located
- Manufacturers of mattresses and foundations sold to large California consumers, such as members of the hospitality industry, dormitories, hospitals, and prisons, must collect the charge on such sales (also known as "contract" or "institutional" customers) and remit it to MRC

As required by Section 42988 of the Act, MRC is separately submitting on this date the budget and proposed recycling charge that it considers necessary to fulfill its obligations under the Act. MRC has based the charge on its anticipated costs for the first calendar year of the Program (2016) and two additional years (2017 and 2018). This three-year period responds to the requirements of Section 42988 of the Act, that the charge fund Program operations over a multi-year period in a fiscally "prudent and responsible" manner. The budget also includes certain start-up expenses that MRC has incurred in developing this plan and other necessary preparations. For purposes of the Plan, we will refer to that separate document as the MRC Budget.

As detailed in the MRC Budget, we propose a charge of $11 per unit. The charge is calculated based on the assumption that the Program will commence on January 1, 2016.

The charge must be collected on each mattress and foundation sold. Each mattress and foundation is counted as an individual unit and the charge must be applied separately to each. The charge is a single, flat rate regardless of the size, type, construction, or brand of mattress or foundation purchased. For example, if a consumer buys a mattress set that consists of one mattress and one foundation, the retailer would charge $11 for the mattress and $11 for the foundation, for a total charge of $22 for the set.

Section 42989(b)(2) of the Act provides MRC discretion to set "two different charges to accommodate mattress size differentials." MRC has decided to set one flat rate charge for all mattress and foundations sizes and types when it launches the Program. MRC will review the impact of this decision annually. MRC notes that the International Sleep Products Association (ISPA) annually collects and publishes national mattress size sales data in its *Report of Sales and Trends.* MRC will review the ISPA annual data on sales of mattresses by size in assessing whether to set two different charges based on size in the future.

The MRC Budget provides a detailed explanation of MRC's proposed budget and the basis for

calculating the per unit charge.

If MRC determines within 12 months after the Program launch that the charge is insufficient or excessive to fund the Program, Section 42989(c) of the Act authorizes MRC to propose to revise the charge, provided it gives the public not less than 90 days' notice before the new charge is implemented. Once the Program has been in effect for one year or more, MRC may propose to revise the charge at most once each year, provided it gives the public not less than 180 days' notice prior to its implementation.

Under the proposed Plan, MRC intends to contract with third parties that will provide all necessary handling, storage, transportation and recycling services. As a result, MRC has no plans to purchase transport vehicles, recycling facilities or equipment or make any similar capital purchases. At this point, MRC's anticipated capital costs are limited to computers and related office equipment for MRC staff.

In preparing its budget, MRC has allocated revenues and expenses in accordance with Generally Accepted Accounting Principles, as requested by §18962(a)(6) of the Regulations.

The budget on which this charge is calculated includes the cost of an annual audit to be conducted by an independent certified public accountant as required by the Act. MRC has included this amount under administrative, research and advisory expenses. See also California Used Mattress Recovery and Recycling Plan Budget 2016-2018 (submitted to CalRecycle July 1, 2015) at page 7.

Finally, as noted in MRC's Budget, the vast majority of the money that MRC will spend in implementing and administering the Program will be spent in California for services provided by California companies that will be employing local staff. For example, fully 85.5% of the budget is either for discarded mattress collection (10.2%), mattress transport and recycling (72.8%) and MRC's reimbursement pursuant to Section 42988.2 of the Act to CalRecycle for its direct costs incurred to implement and enforce the Act (2.5%). As such, MRC expects to spend at least 85.5% of its expenses in California on operations and oversight. Furthermore, a substantial portion of its administrative, research and advisory expenses (11.5% of the budget), and a portion of its communications and consumer education expenses (3.1% of the budget) will be spent in California.

Annual Report:

f. The publishing of an annual report for each calendar year of operation.

Likewise, §18962(a)(5) of the Regulations provides that the Plan respond to Section 42987.1(f).

MRC will submit its annual report for the 2016 calendar year to meet the requirements of Section 42990.1 and §18964 of the Regulations on or before July 1, 2017, and will submit reports for subsequent years by July 1 of each year.

Research:

g. Conducting research, as needed, related to improving used mattress collection, dismantling, and recycling operations, including pilot programs to test new processes, methods, or equipment on a local, regional, or otherwise limited basis.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(g). In addition, §18962(a)(2)(D) of the Regulations provides that the Plan include information on market development research.

Once the Program has launched and MRC has sufficient funding, MRC's budget allocates funds to conduct research on how to improve the efficiency of mattress collection and recycling processes, as well as develop additional uses and end markets for recycled mattress components. Identifying better end-use markets will increase a recycler's revenues, which in turn should reduce the fee that MRC must pay to the recycler and improve the Program's recycling rate. By partnering with universities, government agencies, industry groups and individual companies, MRC intends to initiate research programs targeted at identifying new end-use markets for mattress materials. MRC anticipates that initial efforts will focus on researching the development of new uses and markets for mattress components that have limited or nonexistent end markets. Additionally, MRC intends to initiate research to identify more efficient means for preparing discarded mattress materials for transport to end-use markets, and to identify additional potential purchasers for these materials.

Possible research topics that MRC has identified at present include the following:

1. Collection containers: Mattresses are bulky and lightweight relative to the value of the used materials they contain. To improve collection and transportation efficiency, it is important to maximize the quantity of units transported in each storage container. MRC may conduct research into process, equipment and technological alternatives that will help achieve this goal more efficiently, and thereby reduce Program costs.

2. Foam: Post-consumer mattress foam has limited end markets, with the vast majority used to manufacture carpet padding. Carpet pad manufacturers use both post-consumer and post-industrial foam scrap as their primary feedstocks. MRC intends to explore alternative uses of post-consumer foam to increase the value of this material when sold into scrap markets, and thereby reduce the net cost of the recycling process.

3. Wood: Most mattress foundations contain a wooden internal frame. The Program is expected to significantly increase the quantity of used wood available in the secondary markets. MRC may conduct research to identify additional end uses for this material.

4. Fabric and Fiber: Many mattresses contain fiber batting and all mattresses and foundations have an outer fabric cover, called the "ticking." The fiber can be composed of many different kinds of fibers, including cotton, rayon, polyester, etc. The ticking is also made of multiple kinds of natural and synthetic fibers, and is often quilted or otherwise attached to layers of other materials, including foam, fiber and other fabrics.

The composite of the different materials quilted or attached to the ticking is referred to as the "quilt panel." These materials can be difficult to sell, because purchasers of post-consumer fiber and fabric often require that the materials they buy be of a single fiber type. MRC may conduct research (as requested by §18962(a)(2)(D) of the Regulations) to identify additional end uses for post-consumer fiber, fabric and quilt panels.

5. Pocketed Coil Innersprings: An increasing percentage of discarded mattresses contain steel innersprings that are comprised of steel springs that are individually wrapped in a fabric pocket that is created by sewing, gluing or other means. Removing the steel form these pockets can reduce the efficiency of recyclers dismantling mattresses and can make the resulting steel scrap less valuable to steel scrap purchasers. MRC may conduct research alternatives for removing the steel from pocketed coils, and thereby improve a recycler's scrap revenue, make the recycling process more efficient, and reduce recycling costs.

Methodology for Estimating Mattress Sales, Discards, Collections and Dispositions:

h. A program performance measurement that shall collect program data for the purpose of the annual report. The information shall include:
   (1) A methodology for estimating the amount of mattresses sold in the state, used mattresses available for collection in the state, and for quantifying the number of used mattresses collected and recycled in the state.
   (2) A methodology for determining mattresses sold in the state by the manufacturers and renovators of the mattress recycling organization.

Likewise, §18962(a)(5) of the Regulations provides that the Plan respond to Section 42987.1(h).

To assist in developing this part of the Plan, MRC retained the consulting firm of Reclay StewardEdge (RSE) to evaluate various methods for estimating California mattress discards and their final disposition. Data collected by RSE, including disposal data collected in California as part of CalRecycle's 2014 California Waste Characterization Study, form the basis of this part of the Plan.

1. Mattress sales in California

MRC is aware of no existing statistics that are specific for California for sales of mattresses or used mattresses that are available for collection. However, the International Sleep Products Association (ISPA), the trade association for the mattress industry, annually compiles and publishes data on sales of new mattresses and foundations in the United States.

For purposes of developing this Plan and the budget, MRC proposes to estimate California sales of new, used and renovated mattresses and foundations as follows:

1. *New Mattresses and Foundations: Allocate national data for new mattress sales to California based on relative population*

According to statistics published by ISPA, U.S. mattress manufacturers made and sold 37.283 million units of new mattresses and foundations in the United States (including Puerto Rico) in 2014.

In addition, official U.S. import data shows that 5.2 million mattress and foundation units were imported in 2014 into the United States from foreign countries. However, the Harmonized Tariff Schedule classification for these products includes beds for both humans and pets. MRC has no basis for estimating what percentage of this figure is represented by mattresses and foundations made for humans. For purposes of estimating U.S. sales of new mattresses, MRC has estimated that approximately 40% (or 2 million) of these imported units are for mattresses and foundations to be used by humans. Therefore, we estimate total U.S. sales of new mattresses and foundations (that is, including both U.S.-made and imported products) are approximately 39.283 million units.

Based on 2014 Census data, California represents approximately 12.04% of the total U.S. population (including Puerto Rico). Therefore, assuming that Californians purchase new mattresses at the same rate as the national average, we estimate that approximately 4.728 million new mattresses and foundations were sold in California in 2014.

ISPA data show that U.S. sales of mattresses and foundations have on average increased annually by approximately 2.6% since the recession (that is, from 2009-14). Based on that trend and the above estimates for 2014, we estimate that California's share of U.S. sales in 2016 of mattresses and foundations (allocated as above by relative population) will be approximately 4.977 million units.

Once the mattress recycling Program is launched, MRC will collect monthly data from all sellers of mattresses and foundations in the state. MRC will use such actual California mattress sales data once the Program launches instead of the above allocation method to determine the amount of mattresses sold in the state.

2. *Used and Renovated Mattresses: Survey*

In the absence of available published data on how many used and renovated mattresses are sold annually in California, MRC (as noted above) retained RSE to survey mattress renovators and used furniture stores in California. Based on the results of that survey, we estimate that approximately 277,000 renovated mattress and foundations were sold in California in 2014. Assuming that sales of these products will grow at approximately the same 2.6% rate as new products, this number would increase to approximately 292,000 by 2016.

Once the mattress recycling Program is launched, renovators and sellers of used mattresses will collect the charge and report their sales to MRC. We propose to use such reports to measure the size of this part of the market once the Program launches.

3. *Total: Sum of the new, used and renovated mattresses in California*

Based on the foregoing, MRC estimates that 2016 sales of all mattresses and foundations will be approximately 5.268 million units. MRC used this number in estimating its revenues. However, to be conservative in estimating revenues from collecting the recycling charge on sales of

mattresses and foundations in California, MRC has reduced the number for new mattresses and foundations by 10% in the event that its relative population allocation method discussed above for estimating the portion of national sales of new mattresses to California overstates (or understates) the actual quantity of mattresses sold in California. See the MRC Budget, which MRC is filing on this date under separate cover pursuant to Section 42988 of the Act.

2. Used Mattresses Available for Collection in California

No published data currently exists regarding the number of used mattresses available for collection in California or nationally. In approaching this issue, MRC has been guided by the following factors:

- The purchase of a new mattress or foundation will not always trigger a discard. Rather than replacing an existing unit, a consumer frequently purchases an additional unit for a new family member to accommodate different sleeping arrangements in the residence, for a guest room, a cabin or second home, etc. It can also provide a used unit that has been replaced by a new one to a family member or other party through a non-commercial transaction. Finally, many consumers will store used units in a garage, attic, etc. As a result, such activity does not generate a discarded unit that is available for collection.
- Some units are "exported" from California to Mexico, other foreign countries, or another state for reuse, renovation, recycling or other disposition. These are not discarded units and are not available for collection.
- Some units are resold for reuse or are acquired for renovation. In passing the Act, the California legislature expressed in Section 42985(b) its intent that MRC:

  > will not undermine existing used mattress … resale, refurbishing, and reuse operations that are in compliance with state and federal law.

  MRC has no information regarding the quantity of such units that either do or do not comply with such state and federal laws. For purposes of this analysis, we have assumed that all such units comply. These units are not available for collection by the Program.

Therefore, the remaining units that would be available for collection in California today would fall in the following categories:

- Mattresses collected through the solid waste collection system (landfills, transfer stations, etc.)
- Mattresses that are currently being recycled
- Mattresses that are illegally dumped (and are not subsequently picked up for recycling, reuse, renovation, export, or disposal through the solid waste collection system)

With regard to the last point, MRC has no data on the quantity of mattresses that are illegally dumped. However, MRC understands that a substantial number of them are currently being picked up by various governmental and other parties for disposal or other disposition, limiting the amount that are available for collection by the Program.

Given these factors, we estimate the number of used mattresses available for collection and recycling is based on the sum of the mattresses and foundations that are (1) collected through California's solid waste collection system, (2) recycled, and (3) dumped illegally and not subsequently picked up.

The details of this calculation are as follows:

a. Discarded Mattresses Sent to California Landfills and Transfer Stations

RSE, working with the Cascadia Consulting Group (CCG), analyzed the number of mattresses and foundations observed in solid waste collection data covering a 29-day period at a total of 25 California landfills or transfer stations in July and October 2014. CCG reviewed solid waste transported to these sites in a total of 377 vehicles. The waste was obtained from a broad cross-section of generator types, ranging from commercial, single-family and self-haul sources.

The results of this analysis are as follows:

Estimated Quantity of Mattresses Disposed Statewide in 2014

	Mean %	+/-[1]	Tons	Count
Commercial	0.025%	0.012%	3,749	145,652
Residential	0.037%	0.026%	3,440	134,760
Self-haul	0.648%	0.204%	40,904	1,640,065
Overall	**0.156%**	**0.055%**	**48,093**	**1,920,477**

1. Based on a 90 percent confidence interval.

Estimated Quantity of Mattresses Disposed Statewide by Sector in 2014

	Commercial		Residential		Self-haul		Total	
	Tons	Count	Tons	Count	Tons	Count	Tons	Count
Mattress	2,999	112,656	2,580	96,913	24,835	932,870	30,414	1,142,438
Foundation	750	32,996	860	37,847	16,070	707,195	17,679	778,039
Total	**3,749**	**145,652**	**3,440**	**134,760**	**40,904**	**1,640,065**	**48,093**	**1,920,477**

1. Data weighted based on results of 2008 CalRecycle California Waster Characterization Study

Applying generally accepted statistical methods to these data, RSE estimates that the number of discarded mattresses and foundations disposed of through the solid waste collection system in California in 2014 were between 1,248,000 and 2,593,000 mattresses, with a 90 percent confidence level with a mean of 1,920,477.

b. Recycling

In addition to the discarded mattresses collected through the solid waste stream, the quantity of mattresses available for collection and recycling will include those that are currently recycled. Based on a survey of existing recyclers in California conducted by RSE, MRC estimates that approximately 370,000 mattresses and foundations were recycled in 2014 in California.

c. Illegally dumped mattresses and foundations

As noted above, MRC has no data on the quantity of mattresses and foundations that are illegally dumped and available for collection for recycling. Therefore, we have included a zero quantity for this aspect of our estimate at this time.

In the future, however, we anticipate collecting such data as a result of the funding mechanism described in Section "k" below.

Total
Based on the above analysis, we estimate that the quantity of discarded mattresses and foundations that are theoretically available for collection and recycling in California in 2014 as follows:

Category	Quantity (millions)
Landfills	1.920
Recycling	0.370
Illegally Dumped	N/A
TOTAL	2.390

Note that the collectable units that MRC has calculated for this Section of the Plan is different from the number of units that MRC anticipates it will process in 2016 under the Program.

Proposed Methodology:
Based on the foregoing, MRC intends to use the following methodology to estimate sales and discards:

- MRC will use actual sales data collected through the Program to estimate the number of new, used and renovated mattresses and foundations sold in the state.
- MRC will determine the amount of used mattresses available for collection based on its own processing data, supplemented by annual processing reports required to be filed with CalRecycle and MRC by recyclers and renovators under Section 42991. MRC will supplement these figures with data submitted by solid waste facilities and operations under Section 42991, in calculating the quantity of used mattresses recycled, renovated or disposed of within the state.
- MRC will estimate the quantity of used mattresses collected and recycled in the state based on its own processing data, supplemented by annual processing reports required to be filed with CalRecycle and MRC by recyclers under Section 42991.

In each case described above, MRC may need to adjust the data to take in to account entities that fail to report to CalRecycle or MRC.

3. A methodology for determining mattresses sold in the state by the manufacturers and renovators of the mattress recycling organization

MRC will use actual sales data and other reports collected through the Program to estimate the number of new, used and renovated mattresses and foundations sold in the state. MRC may

need to adjust the data to take in to account entities that fail to report sales to MRC or (where relevant) CalRecycle.

Coordination with Existing Mattress Collectors and Recyclers:

i. A description of methods used to coordinate activities with existing used mattress collecting and recycling programs, including existing nonprofit mattress recyclers, and with other relevant parties as appropriate, with regard to the proper management or recycling of discarded or abandoned mattresses, for purposes of providing the efficient delivery of services and avoiding unnecessary duplication of effort and expense.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(i). §18962(a)(2)(E) of the Regulations also provides that MRC describe how the program will provide convenient mattress collection and drop-off, which is also covered here.

CalRecycle appointed the Advisory Committee required by Section 42987(a)(3) of the Act on March 18, 2014, the composition of which includes, among other entities, non-profit and for-profit mattress collectors and mattress recyclers in California. MRC has met with that group five times prior to the submission of this Plan. Recruiting existing collectors and recyclers that are interested in providing services to MRC has been among the topics MRC has discussed with this group. The following summarizes the results of these efforts:

Existing used mattress collection programs: MRC has asked all permitted solid waste facilities in California if they currently accept mattresses under their normal operating conditions and if they would be suitable mattress collection sites for the Program. To date, 149 of these facilities (representing 46 of California's 58 counties) have replied that they are interested. We anticipate that this number will increase over time. MRC estimates a maximum of 250 California solid waste facility locations would be suitable mattress collection sites

Existing recycling programs, including non-profit mattress recyclers: In April 2015, MRC requested proposals from parties interested in providing transportation and recycling services to MRC. In requesting these proposals, MRC directly contacted all existing mattress recyclers in California (including non-profit recyclers) that it knew existed, posted the request on the MRC's website and visited all active mattress recyclers in California to assess capabilities, interest in participating in the Program, and future Plans.

Among the respondents, two were existing non-profit recyclers in California. Pending CalRecycle's approval of this Plan, MRC anticipates awarding contracts to these mattress recyclers. In addition to these existing non-profit recyclers, MRC also intends to contract with several existing for-profit recyclers that submitted responsive proposals to provide recycling services to MRC. See Section "j" below.

Program efficiency: In selecting its contracted recyclers, MRC has been mindful of the need to manage the recycling of discarded or abandoned mattresses efficiently, and to avoid unnecessary duplication of effort and expense. The Program will substantially increase the number of

mattresses recycled in California. Therefore, MRC will require each contracted recycler (including existing non-profit and for-profit recyclers) to expand its processing capacity. MRC's contracted recyclers and transporters are strategically positioned throughout California to provide efficient services, eliminate duplication and reduce MRC's operating costs.

Contracted Recyclers:

j. Entering into contracts or agreements, which may include contracts and agreements with existing nonprofit or for-profit recyclers, that are necessary and proper for the mattress recycling organization to carry out these duties consistent with the terms of this chapter.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(j).

As noted above, pending CalRecycle's approval of this Plan, MRC anticipates awarding contracts to mattress recyclers (including existing non-profit and for-profit recyclers) that responded to MRC's request for proposal to provide recycling services. MRC will need these recyclers to process anticipated volumes of discarded mattresses.

Contracting Process: MRC issued a request for proposal to recyclers interested in processing discarded mattress units under the Program. In issuing that request, MRC did not set a fixed processing fee that it would pay the recyclers. Instead, the responses provided a starting point for negotiation between MRC and the respondents on issues regarding the processing fee and other important aspects of the recycling contract.

In the proposal, MRC also requested that each respondent list all downstream purchasers to which the respondent intended to sell the used mattress materials obtained from the recycling process. MRC did not disqualify bids that included the sale of some materials to renovators that are in compliance with state and federal law. MRC evaluated all proposals based on a combination of factors, including price, experience, transportation capabilities, geographic location and completeness of RFP response.

As a result of the proposal and negotiation process, MRC has entered into provisional contracts with seven different recyclers that will operate 11 recycling/consolidation facilities throughout California. These companies, located in geographically diverse locations, will create a statewide network for transporting and processing collected units. Contract terms will be for a minimum of two years with annual extensions possible. MRC will monitor and evaluate the performance of each contractor with on-line tracking software that monitors in-bound volumes and out-bound commodity shipments.

After the initial contract term, MRC will evaluate the performance, costs and processing capabilities of existing recyclers. Based on these factors, MRC may choose to re-bid some or all of the regions, and possibly contract with additional recyclers. MRC will publicize a request for proposals and open the contracts process to all interested parties. Driving process efficiency and reducing costs for California consumers will be a high priority for the program.

At present, MRC thinks it prudent to contract with more than one facility in the Los Angeles and San Francisco areas to allow for flexibility in the event of unanticipated volumes and back-up capabilities in case of unexpected service failures at one or more facilities.

The recyclers with which MRC intends to contract throughout California are:

	Company/Organization	**Facility Locations**	**Organization Type**	**Existing or New Recycler**
1	St. Vincent de Paul Society of Lane County, Oregon (dba DR3)	Oakland, CA	Non-profit	Existing
2	St. Vincent de Paul Society of Lane County, Oregon (dba DR3)	Woodland, CA	Non-profit	Existing
3	Goodwill of Silicon Valley	San Jose, CA	Non-profit	Existing
4	Blue Marble Materials	Commerce, CA	For-profit	Existing
5	Blue Marble Materials	San Diego, CA	For-profit	Existing
6	Blue Marble Materials	Fresno, CA	For-profit	Existing
7	Blue Marble Materials	Alameda, CA	For-profit	Existing
8	Cleaner Earth Company, Inc.	Santa Maria, CA	For-profit	New
9	Cristal Materials Inc.	Los Angeles, CA	For-profit	Existing
10	Continental Environmental Inc.	La Mirada, CA	For-profit	New
11	R5 Recycling	Monrovia, CA	For-profit	Existing

Mattress Collector Incentive:

k. Establishment of a financial incentive to encourage parties to collect for recycling used mattresses discarded or illegally dumped in the state.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(k).

The Program will provide a monetary incentive for California residents delivering their mattresses directly to MRC-designated locations. This incentive will:

- Reduce the burden of managing discarded mattresses at solid waste facilities (see Section "l" below)
- Reduce the number of illegally dumped mattresses in California by creating a financial incentive to encourage residents to recycle, rather than dump discarded mattresses

MRC incentive payment locations will pay the incentive by cash, check or other approved means. MRC has set the initial incentive at $3 per unit, with a maximum of 5 units per day, per person/vehicle. The incentive "will not undermine existing used mattress recycling, resale, refurbishing, and reuse operations that are in compliance with state and federal law" because it is less than the prices we are informed that renovators may pay for used mattresses. MRC may

change the terms of the incentive at any time depending on a variety of factors, including funds availability and the volume of discarded mattresses collected in this manner. In addition, MRC may, based on experience, decide to vary the incentive level by geographic area. The incentive program will be promoted on MRC's website in conjunction with a list of authorized California drop-off locations. Promotion of the incentive will begin once the Program commences.

Residents may qualify for this incentive by dropping off mattresses at one of the Program's contracted recyclers listed above. MRC will assess resident participation in this program during the first year and consider whether and how to expand locations where the incentive is offered, including possible municipal or private waste sites. MRC notes, however, that most municipalities currently lack the ability to administer incentive pay-outs.

Illegally Dumped Mattresses:

l. Ensuring, to the maximum extent possible, that urban and rural local governments and participating permitted solid waste facilities and authorized solid waste operations that accept mattresses are provided with a mechanism for the recovery of illegally disposed used mattresses that is funded at no additional cost to the local government, solid waste facility, or solid waste operation.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(l).

In consultation with the Advisory Committee, the CalRecycle Illegal Dumping Task Force and other stakeholders, MRC has developed the following three-prong strategy to mitigate illegal mattress dumping:

1. Intercept discarded mattresses before they are illegally dumped by:
    a. providing California residents with no cost retailer pick-up of discarded mattresses when the retailer delivers a new mattress to a consumer,
    b. encouraging no cost drop-off options for state residents at designated collection points throughout California, and
    c. providing a financial incentive to encourage residents to deliver discarded units directly to recycling facilities.
2. Provide financial compensation to participating local governments, solid waste facilities or solid waste operations to help offset their cost of managing illegally dumped mattresses.
3. Collect baseline data to measure the impact of these efforts on reducing the impact of illegal mattress dumping.

MRC anticipates that these actions will proactively address the problem by encouraging the diversion of used mattresses to recyclers. However, MRC will reassess this strategy annually and consider if adjustments or additional activities are needed to further combat illegal dumping or respond to unanticipated increases in illegal dumping.

Scope: MRC lacks sufficient data to estimate the number of illegally dumped mattresses in

California. MRC will collect baseline data on illegal mattress dumping in 2016 and will reevaluate the effectiveness of the above activities (including the amount and distribution of funding) annually.

> **Eligibility:** Urban and rural local governments and participating permitted solid waste facilities and authorized solid waste operations that collect illegally dumped mattresses may apply in advance to participate in dumped mattress collection activities for which they may then request MRC funding under this part of the Plan. In addition to urban and local governments and solid waste facilities, Caltrans, and other governmental entities involved in collecting illegally dumped mattresses may apply to participate. Mattresses collected through bulky item and curbside mattress pick-up services are not eligible for reimbursement because they are not illegally dumped.

Funding and Payment: For calendar year 2016, MRC will allocate $750,000 to fund this effort. MRC will pay all registered collectors of illegally dumped mattresses the same amount per unit collected (up to $10.00 per unit), which will be calculated after the close of a calendar year by dividing the total funded amount by the number of illegally dumped units collected during the calendar year. Because the Program is expected to mitigate illegal dumping, MRC expects funding for this effort to decline in future years as the Program collects more mattresses before they are illegally dumped.

MRC will review the effectiveness of this effort annually. Given the persistent nature of the illegal mattress dumping problem, MRC anticipates that it will be necessary to experiment with several different alternatives before one or more satisfactory solutions are identified. For example, if the data MRC collects as a result of this effort shows that the number of illegally dumped mattresses has not declined over time, MRC will solicit input from interested parties and others in an effort to identify why that has occurred and to develop additional options for further addressing the problem. The alternatives that MRC will consider may include higher funding levels or other strategies for discouraging residents and others from illegally dumping used mattresses. Furthermore, MRC anticipates that the amount and distribution of funding in future years will be influenced by a number of factors, including the number of units recovered through this effort and the number of registered collectors requesting payment.

Compensation Application and Request Process: To receive compensation for collecting illegally dumped mattresses, eligible entities must:

1. Apply to participate in the dumped mattress collection effort.
2. Provide a map showing applicant's jurisdiction and population serviced.
3. Explain applicant's role as an urban or rural local government, participating permitted solid waste facility, other governmental entity or other participating authorized solid waste operation that is eligible for compensation.
4. Describe applicant's program for collecting illegally dumped mattresses, including process for documenting quantity of illegally dumped mattresses it has collected.
5. Provide a collection log and other evidence requested by MRC documenting the quantity of illegally dumped mattresses that applicant collected subsequent to the submission of its

application to MRC during previous calendar year (for purposes of 2016, the reporting period will commence on the date the Program goes into effect until the end of the year; in subsequent years, the reporting period will be the full calendar year).

6. Document that the collected units were sent to MRC-contracted recyclers.
7. Describe current funding sources for illegally dumped mattress collection program.
8. Provide a signed statement attesting that the quantity of collected mattresses reported were illegally dumped, and were not obtained through ordinary curb-side or bulky item collection, from resident or other drop offs, or through other means.
9. Submit request for MRC funding for collecting illegally dumped mattresses in writing to MRC within 60 days following the end of a calendar period.

All requests for compensation are subject to verification, and must be submitted to MRC within the designated time period. MRC will calculate the per unit compensation rate and disburse compensation following the receipt and verification of such requests. MRC will continue to work with the Illegal Dumping Task Force to better understand the scope of the problem in California and how to prevent such conduct.

Service to Low-Income Communities:

m. Developing processes to collect used mattresses from low-income communities for recycling in accordance with the poverty line annually established by the Secretary of California Health and Human Services pursuant to the federal Omnibus Budget Reconciliation Act of 1981 (Public Law 97-35), as amended.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(m).

MRC will recycle discarded mattresses from communities throughout California without bias or discrimination based on physical location or community economic demographics. Low income communities are often plagued with illegal dumping. This Program will address these concerns by:

- Providing California residents with no cost retailer pick-up of discarded mattresses when the retailer delivers a new mattress to a consumer
- Encouraging no cost drop-off options for state residents at designated collection points throughout California
- Providing a financial incentive to encourage residents to deliver discarded units directly to recycling facilities
- Providing financial compensation to participating local governments, solid waste facilities or solid waste operations to help offset their cost of managing illegally dumped mattresses

Education and Outreach:

n. Providing outreach efforts and education to consumers, manufacturers, and retailers, for the purpose of promoting the recycling of used mattresses and options available to consumers for the free dropoff of used mattresses.

Likewise, §18962(a)(7) of the Regulations provides that the Plan respond to Section 42987.1(n).

MRC is committed to education and outreach for all stakeholders affected by the Program. Our strategy will inform manufactures and retailers about their legal obligations and Program mechanics, and consumers about the charge and how to recycle their mattresses. MRC has created a significant amount of content for our stakeholders and will continue to develop unique and effective tools as we launch the Program and provide on-going mattress recycling to California residents and businesses. MRC's Communications Plan from 2015 – 2017 is included in Appendix G. To accomplish these goals, MRC has developed two websites: one targeted at business and a second targeted at consumers.

Business-Targeted Website:
mattressrecyclingcouncil.org
MRC continues to upgrade and expand mattressrecyclingcouncil.org, which will remain the Program's online interface with businesses involved in the manufacture, sale and recycling of mattresses. Website content is focused on the legal obligations of producers and retailers, as well participating collection and recycling facilities. The following table summarizes the targeted audiences, key messages and methods of communication to these groups:

Mattress Recycling Council

TARGETED AUDIENCES	KEY MESSAGES	METHODS
Manufacturers	What is the law	Websites
Producers	What is the charge	Videos
Importers	How do I comply	Direct Mail
Renovators	How do I register	Direct Contact
Retailers	How do I report/remit the charge	Printed Publications
Solid Waste Facilities	How can I participate in recycling	E-mail/E-news
Recycling Industry		Printed Materials
Local/State Government		Traditional & Social Media
Regulatory Agencies		Events
Environmental & Civic Groups		
Hospitality Industry		
Universities		
Furniture Rental Companies		
Non-Governmental Organizations		

Video Series
In 2014 and 2015, MRC produced videos to educate the mattress industry about MRC, the new recycling laws, and the need to register with MRC. The most recently developed video focuses on recruiting collection sites and demonstrates the registration, reporting, and charge remittance processes.

Program Overview
This video provides an overview of MRC and explains in general terms how the Program works. It touts the benefits of recycling and encourages public and private sector entities to become registered collectors. It also answers common questions about why MRC was created and why the charges are applied. Video link.

Retailer Registration
This video provides a step-by-step description of the online registration process and answers questions about who needs to register and how to do so. Video link.

Retailer Reporting & Remittance
The third video is a sequel to the retailer registration video. It explains the reporting and charge remittance process. It answers questions about how to use the features and highlights major points in the charge remittance policy. The video is under production at time of Plan submittal, but will be accessible through mrcreporting.org.

Since these videos are targeted at commercial participants in the Program (not consumers), they are only accessed through www.mattressrecyclingcouncil.org and www.mrcreporting.org. MRC will continue to uses these tools at industry events and through social media targeted at commercial participants.

Direct Mail
In February 2015, MRC mailed an initial notice to California manufacturers, producers, importers, and renovators about their upcoming obligations under the Act. This letter is included in Appendix H.

In March 2015, MRC also contacted approximately 50 online mattress retailers that sell mattresses to consumers in California and other states with mattress recycling laws (that is, Connecticut and Rhode Island), informing them of MRC activities in all three states (including the anticipated launch of the Program in California in early 2016).

Once the Plan is approved by CalRecycle, MRC will notify these audiences about the details of the Program, as approved. MRC will send a reminder notice approximately one month before the Program start date. Once the Program begins, MRC will send an urgent notice via certified mail to any unregistered retailer.

Direct Contact
MRC has held in-person meetings with manufacturers and retailers throughout the Program Plan development. In addition to answering questions about Program details and implementation, these meetings have been useful in understanding how and when retailers discuss the recycling charge with customers, and whether they are interested in sending discarded mattresses to MRC-contracted recyclers. MRC developed its consumer FAQs from this feedback.

MRC staff has contacted all solid waste facilities in California to assess their interest in participating in Program. Additionally, MRC staff will visit all participating municipal collection locations before and after launching the Program. Maintaining an effective and efficient collection network will be an on-going requirement of the Program and is critical to meeting our recycling goals.

Printed Publications
MRC leverages ISPA's industry publications, *BedTimes* and *SleepSavvy*, to keep manufacturers and retailers informed of Program developments. *BedTimes* is a monthly magazine targeted at mattress manufacturers and suppliers to the mattress industry, while *SleepSavvy* is published eight times a year and is targeted at mattress retailers.

Each publication has a sustainability section that MRC regularly supplies with content. These publications combined reach approximately 30,000 readers, while the online versions of each magazine (which are publicly accessible) extend the audience for MRC and mattress recycling content even further. MRC will continue to provide content to these publications before, during and after the Program is implemented.

E-mail/E-news
MRC regularly supplies content to ISPA Insider, a weekly electronic newsletter sent to 2,200 ISPA members.

MRC disseminates Program news to over 200 parties that have subscribed to MRC's updates. We have also found targeted e-mail campaigns to solid waste facilities helpful in recruiting collection sites and generating interest in the Program. Once the Program launches, MRC will continue to issue program updates to its subscribers and supply ISPA Insider with content. MRC will also send quarterly email reminders to retailers about customer education materials, to collection sites with best program practices, and to other targeted audiences as necessary.

Printed Materials
MRC developed a series of information sheets to educate other generators of discarded mattresses about the benefits of recycling their mattresses through the Program. These information sheets are distributed by MRC staff as they network throughout their designated

regions. The sheets are housed online in the resources area of mattressrecyclingcouncil.org and are disseminated through social media and e-mail.

Traditional and Social Media
Upon the Plan's approval and commencement of the Program, MRC is prepared to distribute press releases to all major media outlets in the state announcing these achievements. It also anticipates hosting a press conference when the Program officially begins.

MRC's Facebook, Twitter and Google+ pages will also aid in distributing these announcements and generating awareness and conversation about Program milestones and achievements. MRC also will use social media to make followers aware of new resources added to the websites.

Events
MRC's participation at ISPA's Industry Conference, Las Vegas Market (a large biannual international market for finished mattresses and other interior furnishings products) and the North American Home Furnishings Association Networking Conference has raised visibility and awareness of the Act, mattress recycling developments and MRC among the mattress industry. We informed those subject to the Act about their registration and charge collection obligations, and the benefits of the California mattress recycling Program.

To build the network of municipal partnerships, MRC attended local and regional events in California that attracted municipal representatives, solid waste management professionals and recycling and environmental leaders.

Once the Program launches, MRC will continue to attend major events in the furniture/mattress and recycling industries. In future years, MRC may expand participation to nationwide recycling events and creating its own conferences where program participants can share best practices for mattress recycling, developing markets for recycled materials, and innovations that make mattress recycling more efficient.

MRC has allocated funding in the Program Budget (California Government and Oversight Expenses) for attendance and participation by a CalRecycle representative at ISPA events, capped at $2,000 per year. This will foster a constructive relationship and direct feedback between CalRecycle and the mattress industry.

Consumer-Targeted Outreach:

bye bye mattress

A Program of the Mattress Recycling Council

TARGETED AUDIENCES	KEY MESSAGES	METHODS
Consumers General Public	What is the charge amount Why is the charge needed What does the charge fund How/Where can I recycle my mattress	Website Customer Communications Public Service Announcements Online Advertising Traditional & Social Media Special Events

MRC has retained Williams Whittle Associates (WWA), an Alexandria, VA-based marketing firm with extensive experience working with non-profit organizations, to develop a customer-targeted identity known as "Bye Bye Mattress." WWA will develop and place public service announcements, create retailer point-of-sale materials, assist with branding and creative services, and provide media relations strategy and social media guidance.

ByeByeMattress.com

The consumer-targeted website:

- Explains Program details using consumer-friendly language.

- Uses zip-code-based map locator to help consumers find the nearest mattress drop-off location.
- Hosts online videos that educate consumers about the recycling process and why the Program is important.
- Publishes announcements about special community events and Program milestones/improvements.
- Houses public service announcements that WWA will distribute via radio, print and outdoor outlets in California and the other two states (see below for further discussion of these media tools).

Retail Customer Communications
To help retailers explain why a recycling charge is collected on each mattress sale in California, MRC has prepared an informative card that it provides free of charge to mattress retailers. Although designed primarily to be attached to the sales receipt at the end of the transaction, retailers may use this card at any point during the mattress purchase process to educate customers about the charge or how to recycle their mattress. Sales associates may also refer to MRC's comprehensive Q&A document to answer common customer questions.

Additional customer communication items are available to retailers through MRC's media library at mattressrecyclingcouncil.org, including:

- Posters
- Rack Cards
- Social Media Content
- Newsletter Content

A retailer may customize these materials for in-house branding, or use in their existing format.

Public Service Announcements
The public service announcement (PSA) campaign will include print, radio and outdoor media formats. Targeting residents over 18-years-old, the main message will encourage them to recycle their mattress.

Radio
Radio stations will have the option to use recorded spots or "live-read" scripts that will include the following:

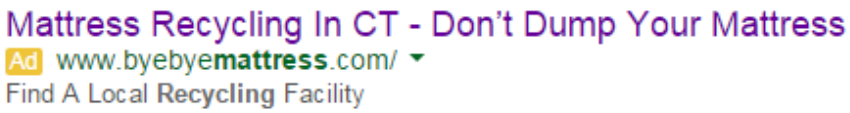
- Recorded 15 and 30 second spots.
- Live-read scripts that can be customized for specific needs, such as local collection events or to fit the timing of important mattress sale periods. For example:
  - Presidents Day sales (February)
  - Residential moving peak (May - September)
  - Earth Day (April)

- College move out (May)
- Memorial Day sales (May)
- Independence Day sales (July)
- Back-to-school/college and downsizing/empty nesters (August)
- Labor Day sales (September)
- Columbus Day sales (October)
- America Recycles Day (November)

Print
Ads for use in full-size magazine and quarter-page newspaper are in development. Local publications will be the primary targets. The timing of the placement will be determined by each publication and as space is available.

Outdoor Media
An ad for use on 60-foot billboards is in development. This can be easily resized to fit other spaces, such as dioramas, spectaculars, bus benches, banners, rail cards, and all forms of digital outdoor spaces.

Online Advertising



As a non-profit organization, MRC is eligible to participate in GoogleGrants, a Google AdWords Program that provides free in-kind AdWords advertising. We will launch campaigns that will target residents who are disposing of an old mattress or seeking mattress removal services in California.

Traditional & Social Media
When we launch the Program, MRC will distribute a press release to all major media outlets in the state. It has also developed a template for municipalities to use in their local media. This allows them to customize the announcement with specific details about their collection site and any special instructions.

MRC also anticipates hosting a press conference when the Program officially begins. This was successful in Connecticut in generating local coverage prior to, during and immediately following the Program launch.

Bye Bye Mattress has its own Facebook and Twitter profiles to generate awareness of the Program, share Program developments and milestones, and inform the public about the benefits of recycling.

Special Events
MRC will leverage the momentum that Earth Day (April 22) and Keep America Beautiful's (KAB) America Recycles Day (Nov. 15) give to environmental awareness about mattress recycling. We will also work with local KAB chapters to coordinate efforts on community clean-up days.

No-Cost Drop-Off and Compensation to Solid Waste Facilities:

o. A provision that allows an individual to drop off, at no charge, a mattress at a recycler, renovator, mattress recycling center, permitted solid waste facility, authorized solid waste operation, or other municipal facility that accepts mattresses consistent with state solid waste regulations, and that provides for the payment to a municipal or solid waste facility or operation that accepts mattresses an amount determined by the municipal or solid waste facility or operation and the mattress recycling organization to be reasonable for accepting, collecting, storing, transporting, and handling used mattresses.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(o).

In addition, §18962(a)(2)(F) of the Regulations provides that MRC describe how California consumers of mattresses will have convenient opportunities to recycle and properly manage their used mattresses, which is also covered here.

As required by the Act, California residents may drop off their discarded mattresses at no charge at a participating "recycler, renovator, mattress recycling center, permitted solid waste facility, authorized solid waste operation, or other municipal facility that accepts mattresses consistent with state solid waste regulations." MRC will post on its consumer-focused website (byebyemattress.com) a list of such entities (as well as any other interested parties) that notify MRC that they will accept free drop-offs of discarded mattresses and that are in compliance with state and federal law, along with their location and hours of operation.

Convenience:

To promote convenient participation in the Program, MRC will use existing discarded mattress collection infrastructure (in the form of retailer take back and current solid waste collection mechanisms), supplemented as needed with local collection events and consumer incentive payments. Each of these used mattress collection channels is discussed in further detail as follows:

- A consumer's purchase of a new mattress often results in an old mattress being discarded. The Act requires a mattress retailer to provide no-cost discarded mattress take back (upon a consumer's request) when it delivers a new mattress to a consumer. This requirement has the potential to provide a comprehensive mechanism for

increasing the collection of discarded mattresses. To promote the recycling of these mattresses, MRC will encourage mattress retailers to participate in the Program.

- In addition to the retailer take back requirement, California residents that live in a participating municipality may conveniently recycle mattresses through their normal municipal curbside collection or waste site drop-off services. Participating municipalities will then provide the mattresses they collect to recyclers.
- Participation by a municipality in the program is voluntary, however. For residents whose municipal solid waste facility is not participating in the Program, MRC will seek to identify alternative drop-off options for area residents. These could include MRC-funded recycling events where residents may drop of their used mattresses free of charge.
- Finally, residents that do not participate in one of these collection channels may drop off their discarded mattresses at contracted recyclers and receive a collection incentive, as discussed above.

In terms of MRC's timeline for implementing a convenient collection system:

- Since July 1, 2014, retailers that deliver a new mattress to a consumer must, at the consumer's request, pick up a discarded mattress at the same time free of charge.
- MRC expects to identify at least one free drop-off site in each county in California by December 31, 2016.
- But participation by municipal or solid waste facilities or operations in the Program is voluntary. For those counties that are not served by a free drop-off site by the end of 2016, MRC will offer at least one MRC-funded community used mattress collection event annually.
- Once the program is operational, MRC will annually evaluate the volumes of discarded mattresses collected through each of these channels throughout the state. If MRC finds that some geographic areas are underserved, MRC will consider establishing additional collection alternatives, including more no-cost mattress collection events, or consider possible partnerships with neighboring jurisdictions or host sites to provide collection opportunities.

MRC will negotiate reasonable payments to be made to a municipal or solid waste facility or operation that agree to accept discarded mattresses dropped off free of charge for accepting, collecting, storing, transporting, and handling such mattresses.

IMPACT OF ARTICLE XIII C OF CALIFORNIA CONSTITUTION:

p. Ensuring that the impact of Article XIII C of the California Constitution is addressed for local governments participating in the program.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(p).

MRC understands that if a local government needs to increase the taxes, levies, charges or exactions that it collects from its residents related to the solid waste services it provides because MRC's proposed Plan, as directed by the Act, requires the local government to incur new costs, it may be necessary for that local government to comply with the requirements of Article XIII C of the California Constitution.

It is important to note that a local government's participation in MRC's Program is entirely voluntary. Therefore, to the extent that a local government would incur any additional costs by participating in MRC's Program, it may instead decline to participate in the Program, and thereby avoid incurring additional costs and triggering the impact of Article XIII C, if it so chooses.

In consultation with the Advisory Committee and other stakeholders, MRC has been cautious in developing this Plan so as to not impose mandatory obligations on local governments beyond those described in the Act, and to promote policies that should reduce the number of discarded mattresses (including illegally dumped mattresses) that local governments handle. For example, to reduce the number of mattresses picked up by solid waste services that are owned or operated by local governments, MRC will establish processes for participating mattress retailers and large mattress purchasers (such as hotels, universities, military bases, etc.) to have their discarded mattresses delivered to MRC-contracted recyclers.

Additionally, California residents may deliver their discarded mattresses directly to recyclers under contract with MRC free of charge. As discussed above, Section 42987.1(l) requires MRC to compensate local governments that volunteer to pick up illegally dumped mattresses and request compensation from MRC. MRC will also negotiate payment agreements with solid waste facilities, authorized solid waste operations, and other municipal facilities that, in accordance with applicable solid waste regulations, voluntarily accept used mattresses dropped off by individuals, the payments will compensate these entities for accepting, collecting, storing, transporting, and handling such discarded mattresses.

In none of these instances (or any other aspects of MRC's proposed Plan) does MRC require local governments to incur any additional costs that could require them to increase the taxes, levies, charges or exactions that they collect from their residents related to solid waste services they provide, and as a result possibly trigger the requirements of Article XIII C of the California Constitution.

Advisory Committee Report:

q. A report from the advisory committee, established pursuant to paragraph (3) of subdivision (a) of Section 42987, which includes a summary of the consultative process between the advisory committee and the mattress recycling organization during the development of the plan, as well as any other information deemed pertinent by the advisory committee to maximizing the recovery and recycling of used mattresses in the state.

Likewise, §18962(a)(2)(B) of the Regulations provides that the Plan respond to Section 42987.1(q). The advisory committee's report is included in Appendix J.

The Act requires MRC to consult the advisory committee at least once prior to submittal of the Plan. MRC met with the advisory committee multiple times in person and by conference call. During these discussions, MRC examined a number of issues identified by the committee as critical to developing the Plan and the Program. As a result of those discussions, MRC adopted several of the committee's proposals and worked with the committee on two pilot projects, the results of which were useful in developing the Collector Incentive discussed in Section "k." MRC expresses its appreciation to all members of the committee for their time, support and cooperation over the past year. MRC looks forward to further work with the committee after the Program is implemented. The committee's report details the consultative process.

APPENDICES

California Environmental Protection Agency Edmund G. Brown Jr., Governor

CalRecycle

DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

1001 I STREET, SACRAMENTO, CALIFORNIA 95814 • WWW.CALRECYCLE.CA.GOV • (916) 322-4027
P.O. BOX 4025, SACRAMENTO, CALIFORNIA 95812

November 5, 2014

Mr. Ryan Trainer
President
Mattress Recycling Council
501 Wythe Street
Alexandria, VA 22314

Re: Mattress Recycling Organization Certification Approval

Dear Mr. Trainer,

In accordance with the Used Mattress Recovery and Recycling Act, Public Resources Code section 42986(h), the mattress recycling organization must be, among other things, exempt from taxation under Section 501(c)(3) or Section 501(c)(6) of the Internal Revenue Code. CalRecycle provided conditional approval of the Mattress Recycling Council (MRC) as the mattress recycling organization defined in section 42986(h), which was noted in a letter sent to the MRC on July 2, 2014. Recently, CalRecycle received MRC's approval letter from the Internal Revenue Service for tax exempt status under section 501(c)(3) of the Internal Revenue Code, dated October 1, 2014. Therefore, CalRecycle now finds that the MRC meets all of the requirements for certification and approves the MRC's certification as a designated mattress recycling organization under the Act.

You may contact Ashley Harley at (916) 341-6075 or Nikki Castagneto at (916) 341-6491 if you have additional questions.

Sincerely,

Howard Levenson

Howard Levenson, Ph.D.
Deputy Director, Materials Management and Local Assistance Division

Cc: Ashley Harley, CalRecycle
Nikki Castagneto, CalRecycle
Mike O'Donnell, MRC
Chris Hudgins, MRC

ORIGINAL PRINTED ON 100 % POST-CONSUMER CONTENT, PROCESS CHLORINE FREE PAPER

APPENDIX B - MANUFACTURERS AND RENOVATORS

Registered California Producers

Manufacturer Name (DBA Name)	Street Address	City	State/Province	Country/Region	ZIP
a.diamond production, inc	2150 Cesar Chavez St	San Francisco	California	United States	94107
Aaron's, Inc.	309 E. Paces Ferry Road NE	Atlanta	Georgia	United States	30305
AC MATTRESS MFG	7245 MADISON ST.	PARAMOUNT	California	United States	90723
Alessanderx SpA - (Alessanderx SpA)	Via San Leonardo Da Porto Mauizio 24/26/28	Prato		Italy	59100
American Excelsior Company - (American Excelsior Company)	850 Ave H E	Arlington	Texas	United States	76011
American Pacific Plastic Fabricators Inc	7311 Doig Drive	Garden Grove	California	United States	92841
Anodyne Medical Device, Inc.	4200 NW 120th Ave.	Coral Springs	Florida	United States	33065
Ashley Furniture Industries, Inc - (Ashley Furniture Industries, Inc)	One Ashley Way	Arcadia	Wisconsin	United States	54612
Banner Mattress Inc. - (Banner Mattress)	1501 E. Cooley Drive, Unit B	Colton	California	United States	92324
Bedinabox, LLC - (Bedinabox.com)	220 E Millard Street	Johnson City	Tennessee	United States	37601
Bob Barker Company, Inc. - (Bob Barker Company, Inc.)	134 North Main St	Fuquay-Varina	North Carolina	United States	27526
Bourdon's Institutional Sales, Inc. - (Bourdon's Institutional Sales, Inc.)	85 Plains Road	Claremont	New Hampshire	United States	03743
Boyd Flotation Inc. - (Boyd Specialty Sleep)	2440 Adie Road	Maryland Heights	Missouri	United States	63043
Boyd Flotation, Inc.	2440 Adie Road	Maryland Heights	Missouri	United States	63043
Brick Church Manufacturing LLC - (Brick Church Mfg.)	2618 Brick Church Pike	Nashville	Tennessee	United States	37207
Carico International, Inc. - ("Carico" or "Carico Internaitonal, Inc.")	2851 Cypress Creek Road	Fort Lauderdale	Florida	United States	33309
Carpenter Co - (Carpenter Co)	5016 Monument Ave	Richmond	Virginia	United States	23230
City of Santa Maria	Utilties Department, 2065 East Main St.	Santa Maria	California	United States	93454
Comfort Revolution, LLC. - (Comfort Revolution, LLC.)	187 Highway 36, Suite 205	West Long Branch	New Jersey	United States	07764
Corsicana Bedding, Inc. - (Corsicana Bedding, Inc.)	3001 S. Hwy. 287	Corsicana	Texas	United States	75109
DENVER MATTRESS COMPANY,LLC - (DENVER MATTRESS COMPANY, LLC)	10800 E. 45TH AVE.	DENVER	Colorado	United States	80239
Dorel Home Products - (Ameriwood Industreis Inc.)	12345 Albert Hudon	Montreal	Quebec	Canada	H1G3L1
DUX Interiors, Inc. - (DUX Interiors, Inc.)	235 East 58 Street	New York	New York	United States	10022
E.S. Kluft & Company, LLC - (Aireloom Mattress)	11096 Jersey Blvd., Suite 101	Rancho Cucamonga	California	United States	91730
Elite Foam, Inc. - (Elite Foam, Inc.)	76 Sprayberry Road	Newnan	Georgia	United States	30263
Elyzeht Pena & Gerardo Pena	4466 Worth St., Unit D	Los angeles	California	United States	90063
Emerald Home Furnishings LLC - (Emerald Home Furnishings LLC)	3025 Pioneer Way	Tacoma	Washington	United States	98443
Ergomotion Inc. - (Ergomotion Inc.)	19 E. Ortega St.	Santa Barbara	California	United States	93101
Ethan Allen Operations, Inc. - (Ethan Allen)	25 Lake Ave Ext	Danbury	Connecticut	United States	06811
Exel Inc. - (Exel Inc.)	570 Polaris Parkway	Westerville	Ohio	United States	43082
Factory Direct Inc.	3920 W I-40 Service Road	Oklahoma City	Oklahoma	United States	73108
foamorder.com - (foamorder.com)	1325 Howard Street	San Francisco	California	United States	94103
Fredman Bros. Furniture Company, Inc - (Glideaway Sleep Products)	8226 Lackland Rd.	St. Louis	Missouri	United States	63114
Friendship Upholstery Company Inc.	6035 Church Road	Taylorsville	North Carolina	United States	28681
Future Foam Inc.	3803 Comanche Rd.	Archdale	North Carolina	United States	27263
Future Foam Inc. - (Foam Craft)	2441 Cypress Way	Fullerton	California	United States	92831
FXI, Inc.	Rose Tree Corporate Center II	Media	Pennsylvania	United States	19063
Gateway Mattress Co., Inc. - (Gateway Mattress Co., Inc.)	624 S. Vail Ave	Montebello	California	United States	90640
GF Health Products, Inc. - (GF Health Products, Inc.)	2935 Northeast Parkway	Atlanta	Georgia	United States	30360
Heartland Mattress LLC	1770 N 500 W	Shipshewana	Indiana	United States	46565
Hickory Springs Manufacturing Company - (HSM)	235 2nd Avenue, NW	Hickory	North Carolina	United States	28601
Hickory Springs of California, LLC - (HSM)	235 2nd Avenue, NW	Hickory	North Carolina	United States	28601
Hill-Rom, Inc. - (Hill-Rom Company, Inc.; Hill-Rom Holdings, Inc.; Hill-Rom DTC, Inc.)	1069 State Route 46 East	Batesville	Indiana	United States	47006
Inncor, Inc. - (Sleep Innovations, Inc.)	187 Route 36	West Long Branch	New Jersey	United States	7764
Invacare Corporation	One Invacare Way	Elyria	Ohio	United States	44035
James S. Kotrous	4301 Power Inn Road	Sacramento	California	United States	95826
Jeffco Fibres, Inc	12 Park St	Webster	Massachusetts	United States	01570
Jiaxing Taien Springs Co.,LTD	No.363 Xinyonglian Road	JIAXING	Zhejiang	China	314024
KEETSA, INC. - (KEETSA)	68 DIVISION STREET	SAN FRANCISCO	California	United States	94103
Kingsdown, Inc. - (Kingsdown, Inc.)	126 West Holt Street, PO Box 388	Mebane	North Carolina	United States	27302
Kingsdown, Incorporated	126 West Holt Street, PO Box 388	Mebane	North Carolina	United States	27302
Klaussner Home Furnishings, INC - (Enso Sleep Systems)	PO Box 220, 405 Lewallen Road	Asheboro	North Carolina	United States	27204
Lavin Industries	2966 Adeline St.	Berkeley	California	United States	94703
Leggett & Platt, Inc. - (Leggett & Platt, Inc.)	1 Leggett Rd	Carthage	Missouri	United States	64836
M&R Mattress	1408 S.Santa Fe Ave	Compton	California	United States	90221
Made Rite Bedding Company	11221 Melrose Ave	Franklin Park	Illinois	United States	60131
Magniflex USA Ltd - (Magniflex USA Ltd)	3050 Biscayne Blvd, Suite 200	Miami	Florida	United States	33137
Medical Depot, Inc. - (Drive Medical Design and Manufacturing)	99 Seaview Blvd	Port Washington	New York	United States	11050
MFL, Inc. - (MFL, Inc.)	PO Box 19161	Topeka	Kansas	United States	66619
National Mattress corp - (National Mattress corp)	1214 East florence ave	Los Angeles	California	United States	90001
Norix Group Inc. - (Norix Furniture)	1800 West Hawthorne Lane, Suite N	West Chicago	Illinois	United States	60185
Norix Group, Inc.	1800 West Hawthorne Lane, Suite N	West Chicago	Illinois	United States	60185
Oddello Industries, LLC - (Oddello Industries, LLC)	430 Berg Lane,	Morristown	Tennessee	United States	37813
Organic Mattresses, Inc. - (Organic Mattresses, Inc)	1335 Harter Pkwy	Yuba City	California	United States	95993
Pacific Urethanes, LLC	1671 S. Champagne Ave.	Ontario	California	United States	91761
Pleasant Mattress, Inc	375 S West Ave	Fresno	California	United States	93706
Pragma Coroporation	94 County Line rd	Colmar	Pennsylvania	United States	18915
Prestige Fabricators Inc.	905 Hwy. 49 South, PO BOX 816	Asheboro	North Carolina	United States	27205
Progressive Products, Inc. - (Progressive Products, Inc.)	1650 7th Street	Riverside	California	United States	92507
Restwell Mattress Co - (Restwell Mattress Factory)	9901 West 74th St #120	Eden Prairie	Minnesota	United States	55344
Revive Sleep Inc - (Revive Sleep)	2136 Brevard Rd	High Point	North Carolina	United States	27263
Rio Home Fashions, Inc.	9601 John Street	Santa Fe Springs	California	United States	90670
SACRAMENTO VALLEY MATTRESS INC.	4160 14TH AVENUE	SACRAMENTO	California	United States	95820
Safe For Home Products LLC - (Naturepedic)	16925 Park Circle Drive	Chagrin Falls	Ohio	United States	44023
Salinas Mattress Co	540 Brunken Ave Ste A	Salinas	California	United States	93901
Select Comfort Retail Corporation - (Sleep Number)	9800 59th Avenue North	Minneapolis	Minnesota	United States	55442
SELECT COMFORT SC CORPORATION - (COMFORTAIRE)	103 SHAW ST	GREENVILLE	South Carolina	United States	29609
Serta Simmons Bedding, LLC - (Serta and Simmons)	3560 Lenox Rd., Suite 1100	Atlanta	Georgia	United States	30326
Slagle's Mattress Factory Inc	5727 Rosedale Hwy	Bakersfield	California	United States	93308
Sleep Studio, LLC - (Authentic Comfort)	295 Fifth Avenue, Suite 1121	New York	New York	United States	10016
Sommex Bedding Corporation - (Sommex Bedding Corporation)	53 Bakersfield Street	Toronto	Ontario	Canada	M3J 1Z4
Southerland Inc - (Southerland Inc)	1973 Southerland Drive	Nashville	Tennessee	United States	37207
Span America Medical Systems, Inc. - (Span America Medical Systems)	70 Commerce Center	Greenville	South Carolina	United States	29615
Suite Sleep, Inc.	1501 Lee Hill Rd., Unit #3	Boulder	Colorado	United States	80304
Suite Sleep, Inc. - (Suite Sleep)	1501 Lee Hill Rd., Unit #3	Boulder	Colorado	United States	80304
Technogel US Inc - (Technogel US)	401 Wood Street Suite 1400	Pittsburgh	Pennsylvania	United States	15222
Tempur Sealy International, Inc. - (Tempurpedic, Tempur, Sealy, Stearns & Foster)	1000 Tempur Way	Lexington	Kentucky	United States	40511
The Bedding Group Inc. - (The Bedding Group Inc.)	2350 5th Street	RockIsland	Illinois	United States	61201
The Foam Store of Marin - (The Foam Store of Marin)	813 A street	San Rafeal	California	United States	94901
The Lantern Group, Inc.	1 Woodside Drive, Suite L-101	Richmond	Indiana	United States	47374
The Natural Mattress Store LLC	816 4th Street	San Rafael	California	United States	94901
Therapedic of New England, LLC - (Therapedic of New England)	135 Spark Street	Brockton	Massachusetts	United States	02302
University Loft Company	2588 Jannetides Blvd	Greenfield	Indiana	United States	46140
UREBLOCK S.A. DE C.V.	CALLE 4 NUM 300, FRACC LOS ROBLES	ZAPOPAN		Mexico	45134
Venture Products LLC - (Venture Products, LLC)	376 Hollywood Ave., Suite 209	Fairfield	New Jersey	United States	07004
Vinyl Products Mfg. Inc. - (Vinyl Products Mfg. Inc.)	PO Box 649, 10117 Highway 50 East	Carson City	Nevada	United States	89702
Vi-Spring LImited - (Vispring)	9550 S Eastern Ave., Suite 253	Las Vegas	Nevada	United States	89123
Zhejiang Alright Home Textiles Co.,Ltd. - (Mattress Protector,Mattress Cover)	501-98, Dongrui Fourth Road	Xiaoshan District	Hangzhou	China	311201
Zinus Inc. - (Zinus Inc.)	1951 Fairway Drive, Suite A	San Leandro	California	United States	94577

APPENDIX B - MANUFACTURERS AND RENOVATORS

Registered California Renovators

Renovator Name (DBA Name)	Street Address	City	State/Province	Country/Region	ZIP
AC MATTRESS MFG	7245 MADISON ST.	PARAMOUNT	California	United States	90723
ALIJON Inc. - (ALIJON Trucking)	1111 Snyder Ln	Bakersfield	California	United States	93304
Elyzeht Pena & Gerardo Pena (RG Real Good Mattress)	4466 Worth St., Unit D	Los angeles	California	United States	90063
Gateway Mattress Co., Inc.	624 S. Vail Ave	Montebello	California	United States	90640
James S. Kotrous (Mattress Factory)	4301 Power Inn Road	Sacramento	California	United States	95826
M&R Mattress	1408 S.Santa Fe Ave	Compton	California	United States	90221
National Mattress corp	1214 East florence ave	Los Angeles	California	United States	90001
SACRAMENTO VALLEY MATTRESS INC.	4160 14TH AVENUE	SACRAMENTO	California	United States	95820
West Coast Hotel Liquidation, Inc.	845 W. Grove Ave.	Orange	California	United States	92865

Registered Mattress Brands

Brand Names
Ace Hotel Mattress
AH Beard
Anew
Anti-Gravity
Ascent
Bob Barker
Body Flex
Body Solutions
Boyd Mattresses
Broyhill Mattresses
CHIVALROUS
Cirrus
ComforPedic
ComforPedic Loft
Comfort Dreams
Comfort Shield
Cumulus
Custody
Dream Rest
DUXIANA
Eco
Eco-Cloud
Essential
Ethan Allen Kingsdown
European Sleep Works
FACTORY SELECT
FE Inverted Seam Innerspring
FE1500
FE1800
Flame Chek Foam Maximum Security
Flame Chek Supreme
Flame Chek Ultra (sewn or sealed styles)
Flame Chek ValueLine
Geo-gel
Geo-Mattress: Geo-comfort
Grande Hotel
HD Super Duty
Invacare
Keetsa

Brand Names
Kingsdown
Little Lamb Organics
Luminous
Luxury Solutions
M&R Mattress
Made Rite
MAGNIFLEX
Mattress Factory-In House Brand
MFL Inc.
microAIR
Natural Sense Posture Sense
Natures Spa
OK 799 FACTORY DIRECT INC.
PFS Fiber Core
PragmaBed
Pure Rest
Reguvigel
Relax the Back
Remedy
Rescue
Rg mattress
Rg mattress
RN 143552 MFG.
Seafoam. Astral
Select Comfort SC Corporation
Sentech
Silver Rest
Silver Spring
Slagle's Mattress Factory
Sleep Assure
Sleep Creations
Slumber Perfect
Slumber Solutions
SMOOTH TOP
Softform
Solace
Spring Air Cannon Sleep Products
Stellar Foam Core
Stellar Performance Core
Sterling Sleep Systems
Stratus

APPENDIX C - BRANDS AND URNs

Brand Names
Suite Dreams Suite Essentials
SUPER QUILT PILLOW TOP
The DUX Bed
the futon shop
Thomasville Mattresses
University Sleep Products' Enhanced Style B Mattress
University Sleep Products' Enhanced Style C Mattress
University Sleep Products' Style D Mattress
Valeo
Woodhaven

Registered URNs

Uniform Registrty Numbers
CA 38929
CA 39508 (MN)
CA 43267
CA 43303
CA29168
CA-34263
CA43026
CA43026
CA-43767
CA-43767
MFG.OH.0001165.NC
MFG.OH.0001165.NC
NC1724FL
NC1724FL
NC1726VA
NC1726VA
OH00001165NC
OH00001165NC
OH1165NC
OH1165NC
OH-1165-NC-0
OH-1165-NC-0
OH71445UK
OK174
OK174
PA 24700 CD
PA 28284 CN
PA 28396 CN
PA 28521 CN
PA 28649 CN
PA 28745 CN
PA 28938 CN
PA 29426 CN
PA 29636 CN
PA 29838 CN
PA 29878 CN
PA 29988 CN
PA 29989 CN
PA 40038 CN

Uniform Registrty Numbers
PA 40039 CN
PA 40090 CN
PA 40220 CN
PA 40221 CN
PA 40222 IT
PA 40232 CN
PA 40267 CN
PA-28330 (IN)
TX 14469 PT
TX16112
TX16112
UT2671(KS)
UT-3798(SC)

APPENDIX D - MATTRESS RETAILERS

Registered California Retailers

Retailer Name (DBA Name)	Street Address	City	State/Province	Country/Region	ZIP
1800Mattress.com, LLC (1800 Mattress.com)	1000 South Oyster Bay Road	Hicksville	New York	United States	11801
a.diamond production, inc (the futon shop)	2150 Cesar Chavez St	San Francisco	California	United States	94107
All World Furniture Inc.	981 Stockton Ave.	San Jose	California	United States	95136
Allied Trade Group, Inc.	11410 NE 122nd Way, STE 200	Kirkland	Washington	United States	98034
angelus furniture outlet, inc (West Coast Lving)	12622 monarch st	garden grove	California	United States	92841
ann charlie inc (United Furniture Club)	10075 E.ESTATES DR	CUPERTINO	California	United States	95014
Arcata Exchange, Furniture on the Plaza	813 H Street	Arcata	California	United States	95521
Ashley Furniture Industries, Inc	One Ashley Way	Arcadia	Wisconsin	United States	54612
Banner Mattress Inc. (Banner Mattress)	1501 E. Cooley Drive, Unit B	Colton	California	United States	92324
Bassett Direct NC, LLC	4501 Landover Rd	Greensboro	North Carolina	United States	27407
BEDDING INNOVATIONS INC (Sleep Center)	12555 Mariposa rd ste i	Victorville	California	United States	92395
Bedinabox, LLC (Bedinabox.com)	220 E Millard Street	Johnson City	Tennessee	United States	37601
Big Lots Stores, Inc. (Big Lots)	300 Phillipi Road	Columbus	Ohio	United States	43228
Bob Barker Company, Inc.	134 North Main St	Fuquay-Varina	North Carolina	United States	27526
Bourdon's Institutional Sales, Inc.	85 Plains Road	Claremont	New Hampshire	United States	03743
Boyd Flotation, Inc. (Boyd Specialty Sleep)	2440 Adie Road	Maryland Heights	Missouri	United States	63043
COSTCO WHOLESALE CORPORATION	ATTN TAX DEPT, PO BOX 34331	SEATTLE	Washington	United States	98124
CTF Enterprises, Inc. (Wallbeds "n" More, Rocklin)	4415 Granite Drive, Ste. 100	Rocklin	California	United States	95677
Cuenca Enterprises (Michaels Furniture)	5949 Pacific Blvd	Huntington Park	California	United States	90255
Del Monte Furniture Rental, inc. (Ashley Furniture Homestore)	1688 N Main st	Salinas	California	United States	93906
Delta Bedding and Furniture	4241 Sunset Lane	Shingle Springs	California	United States	95682
DEPAOLO'S INC	83 CENTER STREET	SOUTHINGTON	Connecticut	United States	06489
Design Source	1058 North Ontare Road	Santa Barbara	California	United States	93105
Drewek Inc. (Creson's Mattress Gallery)	2355 ATHENS AVE	REDDING	California	United States	96001
DZINE, Inc (DZINE)	128 Utah St	San Francisco	California	United States	94103
Elyzeht Pena & Gerardo Pena (RG Real Good Mattress)	4466 Worth St., Unit D	Los angeles	California	United States	90063
EMS Home Furnishings, Inc (EMS Home Furnishings)	2350 Athens Ave	Redding	California	United States	96001
et oyeblikk: Retail Strategies, llc (Sleep.)	300 Santana Row, #105	San Jose	California	United States	95128
Ethan Allen Retail, Inc. (Ethan Allen)	25 Lake Ave Ext	Danbury	Connecticut	United States	06811
EUROMARKET DESIGNS INC (Crate & Barrel)	1250 TECHNY RD	NORTHBROOK	Illinois	United States	60062

APPENDIX D - MATTRESS RETAILERS

Retailer Name (DBA Name)	Street Address	City	State/Province	Country/Region	ZIP
foamorder.com	1325 Howard Street	San Francisco	California	United States	94103
Furniture and Mattress86, Inc. (Furniture and Mattress 86)	2330 Churn Creek Rd	Redding	California	United States	96002
furniture design center	1205 airport park blvd.	ukiah	California	United States	95482
Goodwill Industries of Orange County (Goodwill Industries)	410 N. Fairview	Santa Ana	California	United States	92703
Goodwill Industries of Sacramento Valley & Northern Nevada, Inc.	8001 Folsom Blvd., STE 200	Sacramento	California	United States	95826
Groupon Goods, Inc.	600 W. Chicago Ave	Chicago	Illinois	United States	60654
H&K INTERNATIONAL TRADE LTD (international trade)	15F tower B Intl plaza No.518 Shuanglong South	Jinhua	Zhejiang	China	321000
Hank Coca Enterprises Inc. (Hank Coca's Downtown Furniture)	82 E. Santa Clara St.	San Jose	California	United States	95113
Heroic Companies LLC (Shop Heroic Wholesale Outlet)	9744 Dino Dr	Elk Grove	California	United States	95624
Hill-Rom, Inc. (Hill-Rom Company, Inc.; Hill-Rom Holdings, Inc.; Hill-	1069 State Route 46 East	Batesville	Indiana	United States	47006
IKEA North America Services, LLC	420 Alan Wood Road	Conshohocken	Pennsylvania	United States	19428
Invacare Corporation	One Invacare Way	Elyria	Ohio	United States	44035
James S. Kotrous (Mattress Factory)	4301 Power Inn Road	Sacramento	California	United States	95826
JCPenney Corporation, Inc. (JCPenny)	310 S. Main Street	Salt Lake City	Utah	United States	84101
Jennifer Convertibles, Inc.	335 Crossways Park Dr	Woodbury	New York	United States	11797
Johnson Design Associates, Inc. (Duxiana)	901 A Street, STE A	San Rafael	California	United States	94901
Kashiwa Inc. (Poppleton's)	299 Lighthouse Avenue	Monterey	California	United States	93940
KEETSA, INC. (KEETSA)	68 DIVISION STREET	SAN FRANCISCO	California	United States	94103
Kmart Corporation (Kmart)	3333 Beverly Road	Hoffman Estates	Illinois	United States	60179
Kohl's Department Stores, Inc.	N56W17000 Ridgewood Dr.	Menomonee Falls	Wisconsin	United States	53051
Kuebler's Furniture, Inc.	1894 Churn Creek Rd	Redding	California	United States	96002
Lavin Industries (European Sleep Works)	2966 Adeline St.	Berkeley	California	United States	94703
Leggett & Platt, Inc.	1 Leggett Rd	Carthage	Missouri	United States	64836
Lillian August Designs	32 Knight Street	Norwalk	Connecticut	United States	06851
Macy's Retail Holdings, Inc. (Macy's)	7 W 7th St	Cincinnati	Ohio	United States	45202
Mancini's Sleepworld, Inc	599 Hawthorne Place	Livermore	California	United States	94550
Mattress Discounters Operations LLC	1000 South Oyster Bay Road	Hicksville	New York	United States	11801
McCreery's Home Furnishings, Inc.	3140 Auburn Boulevard	Sacramento	California	United States	95821
Meadowbrook LLC (The Land of Nod)	1250 Techny Rd	Northbrook	Illinois	United States	60062
MFL, Inc.	PO Box 19161	Topeka	Kansas	United States	66619
Michelle Rae Gomez	100 S. Milwaukee Ave.	Vernon Hills	Illinois	United States	60061

APPENDIX D - MATTRESS RETAILERS

Retailer Name (DBA Name)	Street Address	City	State/Province	Country/Region	ZIP
National Mattress corp	1214 East florence ave	Los Angeles	California	United States	90001
Nikkie Ansari Inc. (Duxiana Newport Beach)	319 Newport Center Drive	NEWPORT BEACH	California	United States	92660
Norix Group, Inc.	1800 West Hawthorne Lane, Suite N	West Chicago	Illinois	United States	60185
Quality California L.L.C. (Thomasville Home Furnishings of San Diego	601 N 44TH AVE	Phoenix	Arizona	United States	85043
R.C. Willey Home Furnishings, Inc. (R.C. Willey)	2301 S. 300 W.	SALT LAKE CITY	Utah	United States	84115
Rio Home Fashions, Inc. (Rio Home Fashions)	9601 John Street	Santa Fe Springs	California	United States	90670
Ron Baron Jr. sole proprietor (Roxco Furniture)	1180 northcrest dr	Crescent city	California	United States	95531
Room & Board, Inc. (Room & Board)	4600 Olson Memorial Highway	Golden Valley	Minnesota	United States	55422
Rosso's Furniture Inc. (Rosso Furniture)	6881 Monterey Rd	Gilroy	California	United States	95020
Saint Dizier Design, Inc.	118 Matheson Street	Healdsburg	California	United States	95448
Salinas Mattress Co	540 Brunken Ave Ste A	Salinas	California	United States	93901
Sam's West, Inc	702 SW 8th St, MS 0555	Bentonville	Arkansas	United States	72716
Santa Clara furniture inc (Direct Factory Furniture)	3535 Kifer rd	Santa clara	California	United States	95051
Sauder Woodworking Co. (Sauder)	502 Middle Street	Archbold	Ohio	United States	43502
SDS Furniture Inc. (The Furniture Deal)	2238 S. MOONEY BLVD	VISALIA	California	United States	93277
Sears Authorized Hometown Stores, LLC	5500 Trillium Blvd, Suite 501	Hoffman Estates	Illinois	United States	60179
Sears Outlet Stores, LLC	5500 Trillium Blvd, Suite 501	Hoffman Estates	Illinois	United States	60179
Sears, Roebuck & Co.	3333 Beverly Road	Hoffman Estates	Illinois	United States	60179
SELECT COMFORT SC CORPORATION (COMFORTAIRE)	103 SHAW ST	GREENVILLE	South Carolina	United States	29609
Semon Shabke (The Rest Stop)	1650 7th Street	Riverside	California	United States	92507
Senate Furniture & Mattress (Senate Furniture & Mattress)	3651 Soquel Dr	Soquel	California	United States	95073
Serta Simmons Bedding, LLC (Serta and Simmons)	3560 Lenox Rd, Suite 1100	Atlanta	Georgia	United States	30326
Siesta Company Incorporated (Duxiana)	9680 South La Cienega Blvd	Inglewood	California	United States	90301
Siesta DnK,Inc (Duxiana)	534 Bryant St	Palo Alto	California	United States	94301
Sit 'n Sleep, Inc. (Sit 'n Sleep)	14300 S, Main Street	Gardena	California	United States	90248
Sleepy's, LLC (Sleepy's)	1000 S. Oyster Bay Road	Hicksville	New York	United States	11801
Specialized Foam Products LLC	1227 N Peachtree PKWY, #222	Peachtree City	Georgia	United States	30269
ST San Diego, LLC	2205 Plaza Drive	Rocklin	California	United States	95765
STMG, LLC (Mattress Nation)	296 Lighthouse Ave, Suite D	Monterey	California	United States	93940
Suite Sleep, Inc. (Suite Sleep)	1501 Lee Hill Rd., Unit #3	Boulder	Colorado	United States	80304
Target Corporation (Target Stores)	33 South 6th Street, CC-1028	Minneapolis	Minnesota	United States	55402

APPENDIX D - MATTRESS RETAILERS

Retailer Name (DBA Name)	Street Address	City	State/Province	Country/Region	ZIP
Tempur-Pedic North America, LLC	1000 Tempur Way	Lexington	Kentucky	United States	40511
The Foam Store of Marin	813 A street	San Rafeal	California	United States	94901
The Natural Mattress Store LLC (The Natural Mattress Store)	816 4th Street	San Rafael	California	United States	94901
The Sleep Train, Inc.	2205 Plaza Drive	Rocklin	California	United States	95765
United Consumers Club Inc. (DirectBuy)	8450 Broadway	Merrillville	Indiana	United States	46410
University Loft Company	2588 Jannetides Blvd	Greenfield	Indiana	United States	46140
USA Discounters, Ltd. (USA Living)	PO Box 41007	Norfolk	Virginia	United States	23541
virginia carolyn keyes (Naturwood Home Furnishings)	2711 mercantile drive	rancho cordova	California	United States	95742
Wal-Mart Stores, Inc	702 SW 8th St, MS 0555	Bentonville	Arkansas	United States	72716
Walmart.com USA LLC	702 SW 8th St, MS 0555	Bentonville	Arkansas	United States	72716
YogaHome LLC (YogaBed)	6805 Morrison Blvd, Suite 380	Charlotte	North Carolina	United States	28211

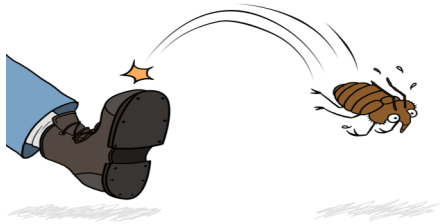
APPENDIX E - STAKEHOLDER CONSULTATION

Date	Organization
6/4/14	Advisory Committee Meeting
8/6/14	Advisory Committee Meeting
10/28/14	Advisory Committee Meeting
11/18/14	National Recycling Coalition Webinar Presentation
11/24/14	Advisory Committee Meeting Reminder sent to MRC's contact list
12/9/14	Advisory Committee Meeting
1/14/15	Program Updates Email sent to MRC's contact list
1/15/15	Orange County Waste & Recycling
1/28/15	Advisory Committee Meeting
2/5/15	San Diego County
2/11/15	Advisory Committee Meeting
2/11/15	Public hearing of the proposed regulations
2/11/15	Program Updates Email sent to MRC's contact list
2/18/15	Western Riverside Council of Governments (Temecula)
2/19/15	LA County Solid Waste Management Committee
3/9/15	Riverside County Sanitation
3/11/15	Southern California Waste Management Forum (Downey)
3/12/15	Interest survey sent to CalRecycle's Local Assistance Liaison Contacts
3/12/15	Los Angeles Bureau of Sanitation Department
3/17/15	NCRA's Recycling Update (Berkeley)
4/13/15	SWANA Western Regional Symposium (Palm Springs)
4/17/15	Palmdale Public Works Yard
4/17/15	Redlands Landfill
4/17/15	Redlands Public Works Yard
4/20/15	Interest survey re-sent to CalRecycle LAL's that did not respond
4/20/15	Huntington Public Works Yard
4/22/15	San Gabriel Valley Council of Governments (Monrovia)
4/23/15	Ontario Public Works Yard
4/26/15	Downey Area Regional Transfer Station
4/26/15	Grand Central Recycling and Transfer Station (City of Industry)
4/26/15	Rainbow Recycling (Huntington Beach)
4/27/15	Compton Public Works Yard
5/5/15	Claremont Public Works Yard
5/6/15	Glendale Public Works Yard
5/12/15	El Sobronte Landfill (Riverside)
5/13/15	West Valley MRF and Transfer Station (Fontana)
5/13/15	Agua Mansa MRF and Transfer (Riverside)
5/15/15	Burbank Public Works Yard
5/15/15	Burbank MRF and Transfer Station
5/18/15	Del Norte Regional recycling and Transfer (Oxnard)
5/19/15	Program Updates Email sent to MRC's contact list

APPENDIX E - STAKEHOLDER CONSULTATION

Date	Organization
5/19/15	Lancaster Public Works Yard
5/19/15	Chiquita Canyon Landfill (LA County unincorporated area)
5/20/15	SoCal Waste Management Annual Business Forum (Buena Park)
5/21/15	Environmental Services Joint Powers Authority (Sacramento)
5/21/15	Solano County SWA
5/27/15	Inglewood Public Works Yard
5/28/15	SWANA Founding Chapter Workshop
6/4/15	Sacramento SWA
6/9/15	Lake County SWA
6/10/15	Indiana Recycling Conference 2015 (Indianapolis)
6/10/15	CRRC North Industry Meeting (Sacramento)
6/10/15	Anacapa Recycling Drop-Off Yard (Victorville)
6/10/15	East Valley Recycling and Transfer (San Bernardino)
6/10/15	Victory Valley MRF (Victorville)
6/10/15	Victorville Public Works Yard
6/12/15	Sonoma County SWA
6/15/15	Cedar Avenue Recycling and Transfer (Fresno)
6/15/15	Kerman Recycling and Transfer Station
6/15/15	Elm Avenue Recycling and Transfer Station (Fresno)
6/15/15	Reedley Public Works Yard
6/15/15	San Joaquin Public Works Yard
6/15/15	Sanger Public Works Yard
6/30/15	Product Stewardship Institute Webinar Presentation
8/4/15	CRRC Annual Conference (Los Angeles)
9/30/15	California League of Cities Annual Convention (San Jose)

CCABB
CONNECTICUT COALITION AGAINST BED BUGS



GIVE BED BUGS THE BOOT!

The Connecticut Coalition Against Bed Bugs (CCABB) was established in 2009 to educate, train and support citizens in the state of Connecticut regarding bed bug biology, behavior and prevention. The CCABB works both directly with the public and also with pest management professionals, local health departments and state agencies etc.

Our goal is to reduce social stigma by providing accurate, up to date information about bed bugs, their life cycle, behavior, the latest research on control and prevention, and to support and conduct further scientific research on bed bugs.

This pamphlet is written for waste & recycling transfer station personnel to provide knowledge and empowerment to recognize, prevent, and deal with this insect.

Published in collaboration with the Mattress Recycling Council (855) 229-1691 and DEEP (860 424-3440

Information: www.ct.gov/bedbugs

Expert Resources:

Find Your Local Health Department
https://www.han.ct.gov/local_health/localmap.asp

CT Department of Public Health
860-509-7660
Webmaster.dph@ct.gov

Bed Bug Identification
The CT Agricultural Experiment Station
203-974-8600
www.ct.gov/bedbugs
gale.ridge@ct.gov

Pesticide Enforcement & Certification
diane.jorsey@ct.gov

Legal Aid
State of CT Division of Criminal Justice Housing Session
New Haven: 203-773-6755
Bridgeport: 203-579-7237
Hartford: 860-756-7810
New London: 860-443-8444
judith.dicine@ct.gov (write 'bed bug' in subject box)

This brochure was developed by CCABB under the leadership of The Connecticut Agricultural Experiment Station.

The Connecticut Agricultural Experiment Station (CAES) prohibits discrimination in all of its programs and activities on the basis of race, color, ancestry, national origin, sex, religious creed, age, political beliefs, sexual orientation, criminal conviction record, genetic information, learning disability, present or past history of mental disorder, mental retardation or physical disability including but not limited to blindness, or marital or family status.

Worried About Bed Bugs at Transfer Stations?

DON'T PANIC:

Give them the boot!
(we'll show you how)

Learn to recognize bed bugs and signs of bed bugs:

Actual Size Adult

- Adult bed bugs are brown, oval-shaped, flat, and the size of an apple seed, 1/4 inch.
- Young bed bugs (nymphs) are about the size of a sesame seed when they hatch.
- Bed bug eggs are tiny, white, and barrel-shaped
- All life stages of bed bugs are **visible to the naked eye.**
- Bed bugs hide in cracks, crevices and are very shy.
- They feed on our blood but unlike lice, **hate to be on us.**
- When frightened, they cling to objects and this is how they are accidentally moved.
- When bed bugs know they have been discovered, they'll try and squeeze and flatten into a tuft or crack or run in many jagged directions before sprinting for cover. They will not deliberately chase after a person in this situation.
- Bed bugs are very timid so will only feed on people when it is very quiet.

Prevention

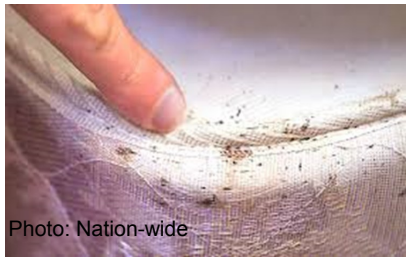


Photo: Nation-wide

In areas of the country with established mattress collection programs, only a small percentage are found to have bed bugs. Know what to look for.

Look along tufts and corners of mattresses for:

Clusters of small black spots or smeared black spots.

Insect sign such as shed-skins, eggs, and/or the insects themselves, usually trying to hide.

APPENDIX F - BED BUG AWARENESS

Adult Female

You are in control, <u>not</u> the bug!

Tools and actions:

Flashlight: A halogen or bright flashlight is useful to illuminate inspections of suspicious mattresses.

Magnifying Glass: If more careful observation is necessary, this tool is useful to enlarge inspection-area(s).

Spray bottle: If needed, use soapy water, to disable and/or kill insects.

Disposal Procedures: If bed bugs are found, follow predetermined protocols. Infested mattresses should be diverted from recycling to proper disposal through your current solid waste stream.

Clothing: If worried about bed bug hitchhikers, change clothes, insert in trash bag, and seal. Empty clothes into dryer for 20 minutes on high heat. No more bed bugs!

Home: Professionals who work with bed bugs rarely bring them home. Sometimes single insects are moved but they rarely cause a problem. If concerned, remove work cloths before entering home and put into dryer for 20 minutes or wash.

Know More

You are in control, <u>not</u> the bug!

- Bed bugs are medically harmless in comparison to mosquitoes and ticks who vector human disease causing pathogens. **Bed bugs do not pass on any disease agents.**
- Bed bugs cause anxiety and fear. Their shyness and nervous erratic behaviors around us, make us nervous. We also don't like them feeding on us.
- If we accidentally bring them home, Social stigma such as association with uncleanliness and high cost for treatment, can increase anxiety. **Bed bugs do not care about your income-level;** they can be a nuisance in any home. But they are easy to manage, **if detected early.**
- If someone reports bed bugs, rather than being thanked, they are often stimagtized. This slows prompt reporting and allows bed bug infestations to get out of control. Be thankful someone speaks up, now you can protect yourself and others around you!
- **Beware of urban myths, "fear talk," and misinformation.**

Don't let the stigma of bed bugs become your burden!

APPENDIX G - COMMUNICATIONS PLAN

2015			
Quarter 1	**Jan-15**	**Feb-15**	**Mar-15**
Advertising			
Collateral		Solid waste facility info sheet finalized	
Retailer Outreach		Notices mailed to retailers, producers and renovators	Notices mailed to online retailers
Communications & Media Relations	***Jan. 14 - Program Updates issued***	***Feb. 11 - Program Updates issued***	***Mar. 12 - Interest survey email blast to SWFs***
	BedTimes/Sleep Savvy/ISPA Insider submissions	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
Events & Presentations	Jan. 15 - Orange County Waste & Recycling		***Mar. 4-5 - ISPA's 100th Anniversary/Industry Conf.***
	Jan. 18-22 - Las Vegas Winter Market		Mar. 11 - Southern California Waste Management Forum
			Mar. 17 - NCRA Recycling Update
Quarter 2	**Apr-15**	**May-15**	**Jun-15**
Advertising			
Collateral	MRC and Bye Bye Mattress Logos finalized	Recycling participation video launched	Reporting & fee remittance video launched
	Rebranding of MRC and MRCreporting.org	Registration how-to video launched	
	Event display materials created (banners, table runner)		
Retailer Outreach	Receipt attachments finalized	In-store posters made available	Online content made available
	Customer Q&A finalized		
Communications & Media Relations	Consumer education materials announced	***May 19 - Program Updates issued***	***June 17 - Program Updates issued***
	Apr. 20 - Interest survey re-sent to SWFs	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
	BedTimes/Sleep Savvy/ISPA Insider submissions		
Events & Presentations	***Apr. 13 - SWANA Western Regional Symposium***	***May 17-19 - Home Furnishings Networking Conf.***	June 10 - Indiana Recycling Coalition 2015 Conference
		May 20 - SoCal Waste Mgt. Annual Business Conf.	***June 10 - CRRC North Industry Meeting***
		May 21 - Enviro. Pwrs. Joint Services Authority	June 30 - Product Stewardship Institute
		May 28 - SWANA Founding Chapter Workshop	
Quarter 3	**Jul-15**	**Aug-15**	**Sep-15**
Advertising	PSA concept & online video finalized	Testing of PSAs & online video in Connecticut	Testing of PSAs & online video in Connecticut
Collateral			
Retailer Outreach	Joint notice with California Retail Association (NAHFA)		
	Notices mailed to retailers, producers & renovators		
Communications & Media Relations	Announcement of plan submission	***Aug. 19 - Program Updates issued***	***Sept. 16 - Program Updates issued***
	July column in RetailerNOW	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
	July 15 - Program Updates issued		
	BedTimes/Sleep Savvy/ISPA Insider submissions		
Events & Presentations		***Aug. 2-6 - Las Vegas Summer Market***	***Sept. 30 - Calif. League of Cities Annual Convention***
		Aug. 4 - CRRA Annual Conference	
Quarter 4	**Oct-15**	**Nov-15**	**Dec-15**
Advertising	Revisions of PSA based on CT test (if needed)	Finalize California's PSA strategy	Begin PSA placement in California
			AdWords campaign development complete
Collateral	Revise receipt attachment and Q&A as needed	Finalize other industry recycling program info sheets	
	Revise in-store posters as needed	Finalize municipal tool-kits	
	Revise provided online content as needed		
Retailer Outreach	Notices with final program details mailed	Receipt attachment orders begin for CA retailers	
		One-month warning notice (after Thanksgiving)	
		Start promoting compliance specialist services	
Communications & Media Relations	Announcement of plan approval/final details	***Nov. 18 - Program Updates issued***	***Dec. 16 - Program Updates issued***
	Oct. 21 - Program Updates issued	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
	BedTimes/Sleep Savvy/ISPA Insider submissions		
Events & Presentations		***Nov. 15 America Recycles Day***	Solidify 2016 consumer event opportunities
		Nov. 18 Southern Calif. Waste Mgt. Annual Conf.	
	Example: America Recycles Day	Designates re-occuring events	

APPENDIX G - COMMUNICATIONS PLAN

2016			
Advertising	***PSAs & online video***	***PSAs & online video***	***PSAs & online video***
	AdWords campaign launches	***AdWords campaign continues; revise as needed***	***AdWords campaign continues; revise as needed***
	Local advertising for collection events as needed	Local advertising for collection events as needed	Local advertising for collection events as needed
Collateral	Produce items for compliance service visits	Retailer reimbursement process info sheet/brochure	Produce outdoor event displays/giveaways
		Video about retailer reimbursement claim process	
Retailer Outreach	Certified mail sent to remaining unregistered parties	Phone calls to unregistered participants	Phone calls to unregistered participants
	Compliance services - on-site visits/presentations	Compliance services - on-site visits/presentations	Compliance services - on-site visits/presentations
	Program start reminder emails via MRCreporting.org	***Report/Remit reminder emails via MRCreporting.org***	***Report/Remit reminder emails via MRCreporting.org***
Communications & Media Relations	Press release announcing program launch	***Program Updates issued***	***Program Updates issued***
	Media alert about press conference	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
	Letter to ISPA members/board		
	Program Updates issued		
	BedTimes/Sleep Savvy/ISPA Insider submissions		
Events & Presentations	***Jan. 24-28 - Las Vegas Winter Market***	Feb. 3-5 - California League of Cities Presentation	***Mar. 9-12 - ISPA Expo (Orlando)***
	TBD - Press conference	Support local collection events as needed	***NCRA Recycling Update***
	Support local collection events as needed		Support local collection events as needed
Quarter 2	**Apr-16**	**May-16**	**Jun-16**
Advertising	***PSAs & online video***	***PSAs & online video***	***PSAs & online video***
	AdWords campaign continues; revise as needed	***AdWords campaign continues; revise as needed***	***AdWords campaign continues; revise as needed***
	Local advertising for collection events as needed	Local advertising for collection events as needed	Local advertising for collection events as needed
Collateral	Revise customer education materials if needed		
Retailer Outreach	***Receipt attachments order reminder***	***Report/Remit reminder emails via MRCreporting.org***	***Report/Remit reminder emails via MRCreporting.org***
	Retail reimbursement notice to all compliant retailers	Compliance services - on-site visits/presentations	Compliance services - on-site visits/presentations
	Report/Remit reminder emails via MRCreporting.org		
	Compliance services - on-site visits/presentations		
Communications & Media Relations	First month's recycling performance articles	***Program Updates issued***	***Program Updates issued***
	Program Updates issued	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
	BedTimes/Sleep Savvy/ISPA Insider submissions		
Events & Presentations	***SWANA Western Regional Symposium***	***May 22-24 Home Furnishing Net. Conf. (Long Beach)***	WasteExpo or similar national recycling industry event
	Apr. 22 - Earth Day	***SoCal Waste Mgt. Annual Business Conf.***	***CRRC North Industry Meeting***
	Support local collection events as needed	***College move-out collection event***	Support local collection events as needed
		Support local collection events as needed	
Quarter 3	**Jul-16**	**Aug-16**	**Sep-16**
Advertising	***PSAs & online video***	***PSAs & online video***	***PSAs & online video***
	AdWords campaign continues; revise as needed	***AdWords campaign continues; revise as needed***	***AdWords campaign continues; revise as needed***
	Local advertising for collection events as needed	Local advertising for collection events as needed	Local advertising for collection events as needed
Collateral	***Annual report graphics and/or video***		
Retailer Outreach	***Receipt attachments order reminder***	***Report/Remit reminder emails via MRCreporting.org***	***Report/Remit reminder emails via MRCreporting.org***
	Retail reimbursement notice to all compliant retailers	Compliance services - on-site visits/presentations	Compliance services - on-site visits/presentations
	Report/Remit reminder emails via MRCreporting.org		
	Compliance services - on-site visits/presentations		
Communications & Media Relations	***Press release announcing annual report highlights***	***Program Updates issued***	***Program Updates issued***
	Media alert about press event	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
	Program Updates issued		
	BedTimes/Sleep Savvy/ISPA Insider submissions		
Events & Presentations	***July 31-Aug. 4 - Las Vegas Summer Market***	***Aug. 4 - CRRA Annual Conference***	***Sept. 30 - Calif. League of Cities Annual Convention***
	TBD - Press event celebrating annual report	Support local collection events as needed	Support local collection events as needed
	Support local collection events as needed		
Quarter 4	**Oct-16**	**Nov-16**	**Dec-16**
Advertising	***PSAs & online video***	***PSA campaign evaluation***	Finalize 2018 PSA strategy
	AdWords campaign continues; revise as needed	***AdWords campaign continues; revise as needed***	***AdWords campaign continues; revise as needed***
	Local advertising for collection events as needed	Local advertising for collection events as needed	Local advertising for collection events as needed
Collateral	***Revise customer education materials if needed***		
	Revise municipal publicity tool kit if needed		
	Revise industry information sheets if needed		
Retailer Outreach	***Receipt attachments order reminder***	***Report/Remit reminder emails via MRCreporting.org***	***Report/Remit reminder emails via MRCreporting.org***
	Report/Remit reminder emails via MRCreporting.org	Compliance services - on-site visits/presentations	Compliance services - on-site visits/presentations
	Compliance services - on-site visits/presentations		
Communications & Media Relations	***Program Updates issued***	***Program Updates issued***	***Program Updates issued***
	BedTimes/Sleep Savvy/ISPA Insider submissions	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
Events & Presentations		***Nov. 15 America Recycles Day***	Solidify 2017 consumer event opportunities
		Southern California Waste Mgt. Annual Conf.	

APPENDIX G - COMMUNICATIONS PLAN

2017			
Quarter 1	**Jan-17**	**Feb-17**	**Mar-17**
Advertising	***PSAs & online video***	***PSAs & online video***	***PSAs & online video***
	AdWords campaign launches	***AdWords campaign continues; revise as needed***	***AdWords campaign continues; revise as needed***
	Local advertising for collection events as needed	Local advertising for collection events as needed	Local advertising for collection events as needed
Collateral	***Revise customer education materials if needed***		
	Revise municipal publicity tool kit if needed		
	Revise industry information sheets if needed		
Retailer Outreach	Notice sent to unregistered parties	Phone calls to unregistered participants	Phone calls to unregistered participants
	Report/Remit reminder emails via MRCreporting.org	***Report/Remit reminder emails via MRCreporting.org***	***Report/Remit reminder emails via MRCreporting.org***
Communications & Media Relations	***Program Updates issued***	***Program Updates issued***	***Program Updates issued***
	BedTimes/Sleep Savvy/ISPA Insider submissions	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
Events & Presentations	***Las Vegas Winter Market***	Support local collection events as needed	***ISPA Industry Conference***
	Support local collection events as needed		***NCRA Recycling Update***
			Support local collection events as needed
Quarter 2	**Apr-17**	**May-17**	**Jun-17**
Advertising	***PSAs & online video***	***PSAs & online video***	***PSAs & online video***
	AdWords campaign continues; revise as needed	***AdWords campaign continues; revise as needed***	***AdWords campaign continues; revise as needed***
	Local advertising for collection events as needed	Local advertising for collection events as needed	Local advertising for collection events as needed
Collateral	***Revise customer education materials if needed***		
	Revise municipal publicity tool kit if needed		
	Revise industry information sheets if needed		
Retailer Outreach	***Receipt attachments order reminder***	***Report/Remit reminder emails via MRCreporting.org***	***Report/Remit reminder emails via MRCreporting.org***
	Report/Remit reminder emails via MRCreporting.org		
Communications & Media Relations	***Program Updates issued***	***Program Updates issued***	***Program Updates issued***
	BedTimes/Sleep Savvy/ISPA Insider submissions	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
Events & Presentations	***SWANA Western Regional Symposium***	***Home Furnishing Net. Conf.***	WasteExpo or similar national recycling industry event
	Apr. 22 - Earth Day	***SoCal Waste Mgt. Annual Business Conf.***	***CRRC North Industry Meeting***
	Support local collection events as needed	***College move-out collection event***	Support local collection events as needed
		Support local collection events as needed	
Quarter 3	**Jul-17**	**Aug-17**	**Sep-17**
Advertising	***PSAs & online video***	***PSAs & online video***	***PSAs & online video***
	AdWords campaign continues; revise as needed	***AdWords campaign continues; revise as needed***	***AdWords campaign continues; revise as needed***
	Local advertising for collection events as needed	Local advertising for collection events as needed	Local advertising for collection events as needed
Collateral	***Annual report graphics and/or video***		
	Revise customer education materials if needed		
	Revise municipal publicity tool kit if needed		
	Revise industry information sheets if needed		
Retailer Outreach	***Receipt attachments order reminder***	***Report/Remit reminder emails via MRCreporting.org***	***Report/Remit reminder emails via MRCreporting.org***
	Report/Remit reminder emails via MRCreporting.org		
Communications & Media Relations	***Press release announcing annual report highlights***	***Program Updates issued***	***Program Updates issued***
	Program Updates issued	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
	BedTimes/Sleep Savvy/ISPA Insider submissions		
	Letter to ISPA members/board		
Events & Presentations	***Las Vegas Summer Market***	***CRRA Annual Conference***	***Calif. League of Cities Annual Convention***
	TBD - Press event celebrating annual report	Support local collection events as needed	Support local collection events as needed
	Support local collection events as needed		
Quarter 4	**Oct-17**	**Nov-17**	**Dec-17**
Advertising	***PSAs & online video***	***PSA campaign evaluation***	Finalize 2018 PSA strategy
	AdWords campaign continues; revise as needed	***AdWords campaign continues; revise as needed***	***AdWords campaign continues; revise as needed***
	Local advertising for collection events as needed	Local advertising for collection events as needed	Local advertising for collection events as needed
Collateral	***Revise customer education materials if needed***		
	Revise municipal publicity tool kit if needed		
	Revise industry information sheets if needed		
Retailer Outreach	***Receipt attachments order reminder***	***Report/Remit reminder emails via MRCreporting.org***	***Report/Remit reminder emails via MRCreporting.org***
	Report/Remit reminder emails via MRCreporting.org		
Communications & Media Relations	***Program Updates issued***	***Program Updates issued***	***Program Updates issued***
	BedTimes/Sleep Savvy/ISPA Insider submissions	***BedTimes/Sleep Savvy/ISPA Insider submissions***	***BedTimes/Sleep Savvy/ISPA Insider submissions***
Events & Presentations		***Nov. 15 America Recycles Day***	Solidify 2018 consumer event opportunities
		Southern California Waste Mgt. Annual Conf.	
	Example: America Recycles Day	Designates re-occuring events	

MATTRESS RECYCLING COUNCIL

February 2015

NEW LEGAL REQUIREMENTS FOR CALIFORNIA MATTRESS PRODUCERS AND IMPORTERS

In September 2013, California enacted the Used Mattress Recovery & Recycling Act, which requires the mattress industry to create a statewide recycling program (the Program) for mattresses discarded in the state. The Program is expected to launch in early 2016 and is funded through a recycling fee collected when consumers and other end users buy a mattress or box spring.

The law requires mattress producers and importers to register with the Mattress Recycling Council. Producers that fail to register are prohibited from selling mattresses in California. Register now at www.mrcreporting.org.

What is the Mattress Recycling Council?

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage this recycling program. Using recycling fees collected when end users (like consumers, hotels, universities, etc.) buy mattresses or box springs, MRC will contract with service providers to administer California's mattress recycling program.

How will the Program affect mattress producers and importers?

Registration with MRC

Under the law, each producer and importer must register with MRC. Those who do not register will be prohibited from selling mattresses and box springs in the state.

Registration is easy and free of charge. Just visit the online registration portal at **www.mrcreporting.org**.

Registering with MRC will also allow you to report and remit the fees you collect from your sales to end users through a secure online portal. Further details will be provided on the reporting and remittance processes soon.

Fee Collection

When the Program begins in 2016, ***producers selling directly to end users in California must collect a recycling fee on each mattress and box spring sold***. The fee applied to each sale will be:

- A flat rate per unit. Each mattress and each box spring is considered a separate unit.
- Visible on the invoice or sales receipt.
- Subject to sales tax.

The fee does not apply to mattresses sold to retailers. Retailers will collect the fee when they sell to the end user. The fee must only be collected from the end user.

Fees will be remitted to MRC monthly via the online reporting portal accessible at www.mrcreporting.org

Are producers required to recycle used mattresses and box springs?

No. The law does not require producers to recycle used mattresses or box springs. However, they may voluntarily participate in the program to take advantage of the transportation and recycling services that MRC will provide.

MATTRESS RECYCLING COUNCIL

For assistance:
Toll Free: 1-888-646-6815
support@mattressrecyclingcouncil.org

www.mattressrecyclingcouncil.org

MATTRESS RECYCLING COUNCIL

February 2015

NEW LEGAL REQUIREMENTS FOR CALIFORNIA MATTRESS RENOVATORS

In September 2013, California enacted the Used Mattress Recovery & Recycling Act, which requires the mattress industry to create a statewide recycling program (the Program) for mattresses discarded in the state. The Program is expected to launch in early 2016 and is funded through a recycling fee collected when consumers and other end users buy a mattress or box spring.

The law requires mattress renovators to register with the Mattress Recycling Council. Renovators that fail to register are prohibited from selling mattresses in California. Register now at www.mrcreporting.org.

What is the Mattress Recycling Council?

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage this recycling program. Using recycling fees collected when end users (like consumers, hotels, universities, etc.) buy mattresses or box springs, MRC will contract with service providers to administer California's mattress recycling program.

How will the Program affect mattress renovators?

Registration with MRC

Under the law, each renovator must register with MRC. Those who do not register will be prohibited from selling mattresses and box springs in the state.

Registration is easy and free of charge. Just visit the online registration portal at **www.mrcreporting.org**.

Renovator
A person who renovates used mattresses for the purpose of sale, or offering for sale, in California.

Renovate
Altering a used mattress for the purpose of resale and includes one or more of the following: Replacing the mattress, ticking or filling; adding additional filling; rebuilding a used mattress; or replacing components with new or postconsumer materials.

Fee collection

When the Program begins in 2016, renovators that sell mattresses directly to end users in California must collect a recycling fee on each mattress and box spring sold. The fee applied to each sale will be:

- A flat rate per unit. Each mattress and each box spring is considered a separate unit.
- Visible on the invoice or sales receipt.
- Subject to sales tax.

The fee does not apply to mattresses sold to retailers.
Retailers will collect the fee when they sell to the end user. The fee must only be collected from the end user.

Fees will be remitted to MRC monthly via an online reporting portal accessible at www.mrcreporting.org.

Annual reporting

Beginning in 2017, renovators are required to submit annual reports to CalRecycle, the state agency overseeing the Program, and MRC.

Reports must include, but are not limited to, quantitative information on the number of mattresses received and recycled or renovated in the state during the preceding calendar year and any other information deemed necessary by CalRecycle

MATTRESS RECYCLING COUNCIL

For assistance:
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support@mattressrecyclingcouncil.org

www.mattressrecyclingcouncil.org

MATTRESS RECYCLING COUNCIL

February 2015

NEW LEGAL REQUIREMENTS FOR CALIFORNIA MATTRESS RETAILERS

In September 2013, California enacted the Used Mattress Recovery & Recycling Act, which requires the mattress industry to create a statewide recycling program (the Program) for mattresses discarded in the state. The Program is expected to launch in early 2016 and is funded through a recycling fee collected from consumers at retail when a mattress or box spring is sold.

Several requirements for retailers under the law are already in effect.
Failure to adhere to these requirements can prohibit you from selling mattresses in the state.

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage this recycling program. Using recycling fees that retailers collect from consumers, MRC will contract with service providers to administer California's mattress recycling program.

How will the Program affect mattress retailers?

Registration with MRC

Under the law, each retailer must register with MRC. Those who do not register will be prohibited from selling mattresses and box springs in the state.

Registration is simple and free of charge. Just visit the online registration portal at **www.mrcreporting.org**.

Registering with MRC will allow you to report and remit the fees you collect through a secure online portal. Further details will be provided on the reporting and remittance processes soon.

All proprietary information submitted to MRC will be kept confidential. However, MRC must report certain aggregated data to the state.

Used mattress pick-up

Any retailer (or third-party working on behalf of a retailer) that delivers a mattress to a consumer in California must also offer to pick up the used mattress free of charge. The law, however, does not restrict the retailer's ability to charge for the delivery and/or set up of a new mattress. Note that even though the Program will not formally begin until 2016, the free pickup obligation is in effect now.

There are two exceptions:
1) A common carrier delivering a new mattress purchased through an online transaction is not required to pick up a used mattress.
2) A retailer may refuse pickup if "the used mattress is contaminated and poses a risk to personnel, new products, or equipment."

Fee collection

When the Program begins in 2016, retailers will collect a recycling fee on each mattress and box spring sold to California consumers.

The fee applied to each sale will be:

- A flat rate per unit. Each mattress and each box spring is considered a separate unit.
- Visible on the invoice or sales receipt.
- Subject to sales tax.

Fees will be remitted to MRC monthly via the online reporting portal accessible at www.mrcreporting.org.

Are retailers now required to recycle the used mattresses they collect from consumers?

No. The law does not require retailers to recycle used mattresses or box springs. They may voluntarily provide those products to recyclers through the Program free of charge. As a result, retailer participation in the Program can be cost effective.

MATTRESS RECYCLING COUNCIL

For assistance:
Toll Free: 1-888-646-6815
support@mattressrecyclingcouncil.org

www.mattressrecyclingcouncil.org

APPENDIX I - INTERESTED SOLID WASTE FACILITY PARTICIPANTS

County	City	Name of Facility
Alameda	San Leandro	City of San Leandro - Public Works Department
Alameda	San Leandro	Davis Street Transfer Station
Alameda	Oakland	Warehouse and Delivery Solutions Inc.
Alameda	Union City	Tri-City Community Recycling
Butte	Paradise	Neal Road Recycling and Waste Facility
Butte	Chico	Fair Street Recycling
Calaveras	Milton	Rock Creek Landfill
Contra Costa	Walnut Creek	Bay Area Recycle
Del Norte	Crescent City	Del Norte County Transfer Station
El Dorado	Placerville	El Dorado Disposal
Fresno	Coalinga	Coalinga Transfer Station
Fresno	Fresno	Fresno Material Recovery Facility and Transfer Station
Fresno	Fresno	Kerman Material Recovery and Transfer Station
Fresno	Fresno	Mid Valley Disposal's Recycling and Transfer Station
Fresno	Reedley	City of Reedley
Fresno	Sanger	City of Sanger Corporation Yard
Fresno	San Joaquin	City of San Joaquin
Imperial	El Centro	El Centro Facility
Imperial	El Centro	CR&R El Centro
Inyo	Bishop	All Inyo County Landfills
Inyo	Bishop	Lone Pine and Independence Landfills
Humboldt	Eureka	Hawthorne Street Transfer Station
Kern	Bakersfield	Alianza Recycling
Lake	Lakeport	East Lake Landfill
Lassen	Susanville	Bass Hill Landfill
Lassen	Westwood	Westwood Transfer Station
Lassen	Herlong	Herlong Transfer Station
Lassen	Bieber	Bieber Transfer Station
Los Angeles	Agoura	Calabasas Landfill
Los Angeles	Burbank	Burbank Recycle Center
Los Angeles	Compton	M & R Mattress
Los Angeles	Gardena	Waste Resource Recovery
Los Angeles	Castaic	Chiquita Canyon Landfill
Los Angeles	Claremont	City Yard
Los Angeles	Commerce	Commerce Refuse to Energy Facility
Los Angeles	Downey	Downey Area Recycling and Transfer
Los Angeles	Glendale	School Canyon Landfill
Los Angeles	Inglewood	Inglewood City Yard
Los Angeles	City of Industry	Grand Central Recycling and Transfer
Los Angeles	City of Industry	Puente Hills Material Recovery Facility
Los Angeles	Huntington Park	City of Huntington Park Public Works Yard
Los Angeles	Los Angeles	CLARTS
Los Angeles	Palmdale	Public Works Yard
Los Angeles	South Gate	South Gate Transfer Station
Los Angeles	Sun Valley	Waste Management
Los Angeles	Whittier	Puente Hills Material Recovery Facility

APPENDIX I - INTERESTED SOLID WASTE FACILITY PARTICIPANTS

County	City	Name of Facility
Los Angeles	Gardena	American Transfer Station
Los Angeles	Long Beach	Bel Art Transfer Station
Los Angeles	Los Angeles	East Los Angeles Transfer Station
Los Angeles	Vernon	Innovative Waste Control
Los Angeles	Los Angeles	Compton Transfer Station
Los Angeles	Wilmington	Falcon Refuse Transfer Station
Los Angeles	Santa Monica	City Yards
Madera	Madera	City of Madera Public Works
Marin	San Rafael	Marin Resource Recovery Center
Mariposa	Yosemite	Delaware North of Yosemite
Mariposa	Mariposa	Mariposa County Solid Waste Facility
Mariposa	Fish Camp	Fish Camp Transfer Station
Mariposa	La Grange	Don Pedro Subdivision Transfer Station
Mariposa	Mariposa	Coulterville Transfer Station
Mariposa	Hornitos	Hornitos Transfer Station
Mendocino	Willits	Willits Transfer Station
Mendocino	Mendocino	Casper Transfer Station
Mendocino	Ukiah	Mendocino Transfer Station
Merced	Merced	Highway 59 Landfill
Merced	Los Banos	Billy Wright Landfill
Mono	Crowley Lake	Benton Crossing Landfill
Mono	Mammoth Lakes	Mammoth Disposal
Monterey	Marina	Monterey Regional Waste Management District
Monterey	Salinas	Salinas Valley Solid Waste Authority dba Salinas Valley Recycles
Napa	American Canyon	Devlin Road Recycling and Transfer Facility
Napa	American Canyon	Napa Recycling and Composting Facility
Orange	Costa Mesa	Costa Mesa Corporation Yard
Orange	San Juan Capistrano	CR&R Prima MRF
Orange	Santa Ana	Goodwill of Orange County
Placer	Roseville	Nortech Waste
Placer	Truckee	Eastern Regional Landfill
Riverside	Corona	USA Waste of California - El Sobrante Landfill
Riverside	Moreno Valley	Moreno Valley Solid Waste Recycling and Transfer Station
Riverside	Perris	CR&R Perris
Riverside	Riverside	Agua Mansa MRF
Sacramento	North Highlands	North Area Recovery Station
Sacramento	Sacramento	Appliance Distribution
Sacramento	Sacramento	Elk Grove Waste Management
Sacramento	Sacramento	Florin Perkins Public Disposal Site
Sacramento	Sloughhouse	Kiefer Landfill
San Bernardino	Fontana	West Valley MRF
San Bernardino	Ontario	Ontario Municipal Services Center
San Bernardino	Redlands	Redlands California Street Landfill
San Bernardino	San Bernardino	East Valley Recycling and Transfer
San Bernardino	San Bernardino	The Salvation Army
San Bernardino	Victorville	Anacapa Drop Off Center

APPENDIX I - INTERESTED SOLID WASTE FACILITY PARTICIPANTS

County	City	Name of Facility
San Bernardino	Victorville	Victorville Recycling Drop off Center
San Bernardino	Victorville	Victory Valley MRF
San Diego	El Cajon	El Cajon Transfer Station
San Diego	Ramona	Ramona Disposal
San Diego	San Diego	Recycle San Diego
San Diego	San Marcos	NXG Inc.
San Francisco	San Francisco	Recology San Francisco
San Joaquin	Lodi	North County Landfill
San Joaquin	Manteca	Lovelace Transfer Station
San Joaquin	Tracy	Tracy Material Recovery
San Luis Obispo	Paso Robles	Buckeye Processing and MRF
San Luis Obispo	Paso Robles	Paso Robles Landfill
San Luis Obispo	Templeton	Chicago Grade Landfill
San Luis Obispo	San Luis Obispo	Cold Canyon Landfill
San Luis Obispo	Nipomo	Santa Maria Transfer Station
San Luis Obispo	Santa Maria	Santa Maria City Landfill
San Luis Obispo	Santa Maria	HSS Recycling Center
San Mateo	Half Moon Bay	CA Ox Mtn. Sanitary Landfill
Santa Barbara	Santa Maria	HSS Recycling Center
Santa Barbara	Buellton	HSS Recycling Center
Santa Barbara	Los Olivos	Santa Ynes Valley Recycling and Transfer Station
Santa Barbara	Santa Barbara	South Coast Recycling and Transfer
Santa Clara	Milpitas	New Island Landfill
Santa Clara	San Jose	Green Waste Recovery Inc. San Jose
Santa Clara	Sunnyvale	Bay Counties SMART Station
Santa Cruz	Salinas	Sun Street Transfer Station and HHW Facility
Santa Cruz	Santa Cruz	Resource Recovery Facility
Santa Cruz	Watsonville	Waste and Recycling Drop off
Santa Cruz	Watsonville	Buena Vista Landfill
Shasta	Redding	City of Redding Solid Waste Transfer Station
Siskiyou	Mt. Shasta	Black Butte Transfer Station
Solano	Fairfield	Fairfield Corporation Yard
Solano	Rio Vista	Rio Vista Corporation Yard
Solano	Suisun	Potrero Hills Landfill
Solano	Vacaville	Vacaville Corporation Yard
Solano	Vacaville	Recology Hay Road Landfill
Solano	Vallejo	Recology Vallejo
Sonoma	Santa Rosa	Global Materials Recovery Services
Stanislaus	Crowns Landing	Stanislaus County Fink Road Landfill
Stanislaus	Turlock	Turlock Transfer Station
Tehama	Red Bluff	Red Bluff Landfill
Trinity	Weaverville	Weaver Transfer Station
Trinity	Hayfork	Hayford Transfer Station
Trinity	Burnt Ranch	Burnt Ranch Transfer Station
Trinity	Junction City	Junction City
Trinity	Trinity Center	Trinity Center (Hobel) Transfer Site

APPENDIX I - INTERESTED SOLID WASTE FACILITY PARTICIPANTS

County	City	Name of Facility
Trinity	Mad River	Van Duzen Transfer Station
Tulare	Dinuba	City of Dinuba Public Works
Tulare	Kingsburg	Kingsburg Transfer Station
Tulare	Visalia	Visalia Landfill
Tulare	Cutler	Pena's Material Recovery Facility
Tulare	Porterville	Teapot Dome Landfill
Tuolumne	Sonora	Cal Sierra Transfer Station
Tuolumne	Groveland	Groveland Transfer Station
Ventura	Oxnard	Del Norte Regional Recycling and Transfer
Ventura	Simi Valley	Simi Valley Landfill and Recycling Center
Ventura	Ventura	Gold Coast Recycling
Yolo	Woodland	Yolo County Central Landfill
Yolo	Davis	Davis Waste Removal

CALIFORNIA MATTRESS RECYCLING ADVISORY COMMITTEE

Helping to answer the question of what to do with that old mattress!

REPORT TO CALRECYCLE

June 16, 2015

CALIFORNIA MATTRESS RECYCLING ADVISORY COMMITTEE

Helping to answer the question of what to do with that old mattress!

ADVISORY COMMITTEE MEMBERS

Doug Kobold (Co-Chair) – County of Sacramento

Frank Chin (Co-Chair) – County of Los Angeles

Teresa Bui – Californians Against Waste

Heidi Sanborn – California Product Stewardship Council

Rebecca Jewell – Davis Street Transfer Station

Veronica Pardo – California Refuse Recycling Council

David Goldstein – County of Ventura

Jo Zientek – City of San Jose

Don Franco, Jr. – Gateway Mattress Company, Inc.

Terry McDonald – St. Vincent de Paul Society of Lane County, Inc.

Tchad Robinson – Blue Marble Materials

Sharron Bradley – North American Home Furnishings Association

Mike Combest – The Sleep Train, Inc.

CALIFORNIA MATTRESS RECYCLING ADVISORY COMMITTEE

Helping to answer the question of what to do with that old mattress!

EXECUTIVE SUMMARY

The Mattress Recycling Organization Advisory Committee ("Committee") is pleased to present this report on the consultative process between the Mattress Recycling Council ("MRC") and the Advisory Committee in the development of the California Used Mattress Recycling Plan ("Plan"). This report is being submitted by the Committee in accordance with *Section 42987.1(q) of the Public Resources Code*. The Committee is made up of thirteen representatives from local government, the environmental community, the solid waste industry, private sector collectors/processors/recyclers, and the retailers. Those representatives are listed on the preceding page. All representatives on the Committee were appointed by the Director of California Department of Resources Recovery and Recycling (CalRecycle) on March 18, 2014.

The Committee was formed in accordance with *Section 42987(a)(3) of the Public Resources Code* to assist the MRC with the development of the Plan and to maintain an advisory role to the MRC during program implementation and ongoing operation. The information contained within this report summarizes the activities of the Committee as it fulfilled its role in the development of the Plan.

The Committee looks forward to continuing its consultative role to the MRC as the new mattress recycling program is rolled out throughout California sometime in early 2016.

Respectfully,

Doug Kobold
Co-Chair

Frank Chin
Co-Chair

CALIFORNIA MATTRESS RECYCLING ADVISORY COMMITTEE

Helping to answer the question of what to do with that old mattress!

MATTRESS RECYCLING ADVISORY COMMITTEE REPORT

June 16, 2015

Background:

On September 27, 2013, Governor Brown signed into law the Used Mattress Recovery and Recycling Act (SB 254). The bill authorized the State to certify a mattress recycling organization that would develop, implement, and administer a mattress recycling program pursuant to the act. To facilitate this goal, SB 254 mandated the formation of an advisory committee made up of various stakeholders for development and implementation of the Plan. The Director of CalRecycle received letters of interest from various stakeholders who wanted to be representatives on the Committee and from those interested stakeholders, the Director selected and appointed members to the committee. Meeting several times in various combinations, with extensive email and phone coordination between meetings, committee members, in consultation with the MRC, reached many understandings on issues of general consensus and provided input for future consideration by both CalRecycle and the MRC.

Mattress Recycling Council
every mattress matters

Introduction:

Many members of the Committee had previously been involved in conceptualizing, crafting, or advocating for legislation that eventually became SB 254. As we worked together, the committee realized the extent to which an effective statewide mattress recycling program will depend on a large network of government, non-profits, businesses, and the public to turn a work of vision, compromise, and synthesis into an implemented reality that will make mattress recycling easier and more cost effective. Committee members are now eager to see understandings that were reached during committee meetings be reflected in adopted policies and implemented through the MRC's administration of California's Mattress Recycling Program ("Program").

Advisory Committee Process

California is one of three states (Connecticut & Rhode Island being the other two) that have recently passed a product stewardship law for mattress recycling. MRC, the stewardship organization, was certified to develop and implement the Program in California with input from the Committee, composed of members representing local government, environmental community, solid waste industry, retail and manufacturing trade associations, mattress recyclers, and renovators. The advisory committee is a first-of-its-kind for product stewardship in

California. Given the poor, and frustrating at times, experiences in implementing previous product stewardship laws (i.e. paint and carpet), stakeholders for the mattress recycling legislation pushed to include amendments into SB 254 to have an advisory committee set up to provide advice, insight and concerns during the development of a mattress recycling plan and eventually during its implementation and future modifications to make mattress recycling in California a success. It is with this purpose in mind that the Committee began meeting with MRC on June 4, 2014.

The June 4th meeting laid out most of the groundwork in how the meetings were to be run and what the priorities of the MRC and the Committee would be. The MRC indicated they were willing to meet with the Committee as many times it would be necessary to develop the Plan. This was a good sign since SB 254 only required MRC to meet a minimum of once before the Plan was submitted. Two Co-chairs of the Committee were selected and responsibilities of the Co-chairs were identified later amongst the Committee members. The MRC and the Committee identified nine (9) areas of concern that needed to be addressed in the Plan. These nine areas became topics for future meetings and were:

- Illegal Dumping
- Payments to Solid Waste Facilities
- Servicing Rural California
- Collector Incentives
- Waste Hierarchy
- Education & Outreach
- Consumer Recycling Charge
- RFP Development
- Solid Waste Survey

At each meeting, the MRC provided a status update on the progress they were making on the California Program, as well as providing updates for the Connecticut and Rhode Island programs.

Early on, the Committee raised concerns that retailers were not informed about the take-back requirement of the Act when new mattresses are delivered. MRC initially indicated they were informing retailers at industry event and talking with individual retailers about this portion of the Act. The Committee suggested more should be done like a mass mailing by MRC to the retailers.

The Committee also raised concern that MRC was not planning any stakeholder's meeting and requested them to hold at least one. MRC agreed and a stakeholder's meeting was held in December 2014 in Oakland. Though the meeting did not have any webinar or phone conferencing capabilities, there was a good representation of stakeholders in attendance, with most being from Northern California. While a stakeholder's meeting was not held in Southern California, MRC and the Committee Co-chairs did attend other events, such as the

CRRA/SWANA Conference, the Antelope Valley Illegal Dumping Task Force, and CalRecycle's Illegal Dumping Technical Advisory Committee to brief those members of the upcoming program. MRC also attended a retailer conference in Las Vegas.

The MRC was initially limited in staffing, but has since hired additional staff to handle Northern California and Southern California respectively. Additional staff for public outreach was also hired in early 2015.

The MRC in some instances appeared to be conflicted due to their strong ties with the International Sleep Products Association (ISPA), which formed the MRC. In one case, the MRC wanted to make the decision to not pay mattress recyclers if recycled materials were sent to mattress renovators. The new mattress manufacturers did not want to have recycled materials funded by the Program be used in refurbished mattresses that would compete against their products in the retail outlets. Only after lengthy discussions with the Committee did the MRC agree to allow dismantled recyclable materials be sold to refurbishers and the mattress recyclers would still receive payment from MRC for disassembling those mattresses.

In most cases, the Committee believes MRC had heard our concerns, but how the MRC ultimately addressed those concerns in the Plan was unknown at the time of this report. The Committee was disappointed in not being able to review a draft of the Plan before it is submitted to CalRecycle. The Committee did request at its February 2015 meeting to see an advance draft copy of the Plan. The Committee also wanted to review a draft of the Request for Proposals for Transportation and Recycling Services ("RFP") before it was released to the public, but the MRC believed that pre-release to the Committee could compromise the integrity of the process since some of the Committee members would be also submitting proposals. As a solution, the Co-chairs expressed a willingness to review the document, maintain complete confidentiality, and identify any issues they found without informing the rest of the committee members due to concerns of potential unfair business practices. Ultimately, the MRC felt that even having the Co-chairs see the RFP in advance posed a risk of fair competitiveness. In future producer responsibility type programs, the Committee suggests language in the bill to include enough review time for an advisory committee to view a recycling plan so that the advisory committee's report would be more informative and complete.

Evaluation

Section 1: Servicing Rural California

SB 254 *Section 42987.1* states the Mattress Recycling Organization shall develop and submit to the department a plan for recycling used mattresses in an economically efficient and practical manner that includes many elements and includes the following:

Section (l) Ensuring, to the maximum extent possible, that urban and rural local governments and participating solid waste facilities that accept mattresses are provided with a mechanism to local governments and certain solid waste facilities for the recovery of illegally disposed used mattresses that is funded at no additional cost to local government or solid waste facility.

Section (o) ..."provides for the payment to a municipals or solid waste facility that accepts mattresses a reasonable amount for accepting, collecting, storing, transporting, and handling used mattresses."

In short, the Committee believes the legislature intended that rural and urban counties benefit equally from passage of the bill to reduce illegal dumping and recover the costs of illegally disposed mattresses and significantly reduce their costs to manage mattresses.

There have been some problems with previous producer run programs such as paint and carpet, which have led to concerns by rural governments that the Committee hopes to avoid with the mattress program. Those include:

1. Contracting for services: Based on the challenges rural agencies experienced negotiating agreements with PaintCare and Carpet America Recovery Effort, we suggest that MRC develop model agreements in partnership with the Regional Council of Rural Counties to assure that these negotiations do not delay program roll-out or rural county cost savings while providing a means for local government agencies to rapidly negotiate fair agreements.

2. Compensation for location of trailers at facilities: There are many factors that increase transport and disposal costs in rural areas such as windy roads require smaller trailers, lack of loading dock space, etc. and if trailers need to be left on site there are costs associated with that and MRC should provide some financial support to do so.

3. The goal of the MRC program is to significantly reduce costs to rural local government and clean-up rural areas of existing illegally dumped mattresses and prevents future illegal dumping.

4. The Plan should provide for appropriate compensation to the haulers who have to travel greater distances to collect mattresses in the rural areas.

5. Locating consolidation, processing or remanufacturing of mattresses in rural areas would be encouraged.

The Committee hopes these issues are addressed appropriately in the Plan.

Section 2: Request for Proposals (RFP)

The Committee discussed various aspects that it desired to see included in the RFP for Transportation & Recycling Services that was released on March 23, 2015 by the

MRC. Discussions regarding the RFP occurred at several of the Committee meetings wherein all members had opportunities to express their comments or concerns over the ultimate format and content of the RFP. The MRC advised the Committee on February 11, 2015 that the Rhode Island RFP was available to the Committee and would provide some idea of the format and content that the MRC intended to insert in the California RFP. Further, the MRC would attempt to address comments and concerns raised by the Committee members in earlier meetings.

Due to the potential conflict of interest of some of the Committee members, no draft of the California RFP was circulated to the Committee members in advance of its public release. The MRC believed that even the two Co-Chairs of the Committee should not see an advance copy in order to guarantee a fair and competitive process for all proposers when the RFP was ultimately released to the public.

The Committee was disappointed in not being able to weigh in on the RFP before its public release. For future RFPs to be released by the MRC, the Committee would like to see the RFP have a more clear emphasis on the use of renovation. The Committee had also hoped that the RFP would give preference to contracting with nonprofit recyclers who provide community benefit by hiring people with multiple barriers to employment, even it is not the lowest bid.

Section 3: Illegal Dumping

Illegal dumping is a major issue in California, primarily because it poses a threat to the health and safety to its residents, but also because it impacts the quality of life of residents, impairs wildlife, and hurts property values. Local governments are unable to keep up in collecting illegally dumped items with the limited resources they have. Illegal dumping of mattresses is one of the primary reasons why SB 254 was introduced.

The Committee presented and discussed how local governments handle illegal dumping at its August 6, 2014 meeting. Various methods exist statewide, from utilizing local government crews to private waste haulers, to pick up illegally dumped items. The funding typically comes from the local government's general fund, road taxes, and/or residential collection rates. Private individuals ("mosquito fleets", scavengers, etc.) also are known to pick up mattresses along the public right-of-way due to financial incentives offered by mattress refurbishers. This occurred mostly in the urban areas where there are mattress refurbishing operations. *California Public Resource Code 42987.1(k) requires "establishment of a financial incentive to encourage parties to collect for recycling of used mattresses discarded or illegally dumped in the state"*. The Committee believes if a financial incentive was offered by MRC through recyclers and other authorized facilities, more

private individuals will search for and collect these mattresses, thus reducing the use of local government or waste haulers, which tends to be higher in cost. A proposal to test a "collector's incentive" was suggested. More detail on this topic is reflected in Section 4 of this report. A presentation was also made to the Committee by the City of Los Angeles on October 28, 2014 on how they handle illegally dumped mattresses, which includes utilizing dedicated trucks to pick up illegally dumped mattresses. The City of Los Angeles had also conducted a project to provide a monetary incentive to residents for bringing mattresses to a collection center. A $3.00 bounty was offered and residents did utilize this service. The City believed the program was successful, but due to funding issues the project was cancelled.

Though the collector's incentive may motivate individuals to collect illegally dumped mattresses, it is recognized that not all areas will have the same result and government forces and waste haulers who currently collect them will have to continue to do so to some extent. It is with this in mind and pursuant to *California Public Resource Code 42987.1(l)* that an illegal dumping fund be established to provide reimbursements for the cost of collection of illegally dumped mattresses. These reimbursements would be provided to local governments, participating permitted solid waste facilities, and authorized solid waste operations. Initially, for budgeting purposes, a set amount of $500,000 will be set aside for the reimbursement in the first year of the program. Without hard data, the MRC estimates only 1% to 2% of annual sales turn into illegally dumped mattresses. Local governments, solid waste facilities, or solid waste operations could apply for reimbursement for collection of illegally dumped mattresses. They would describe their operations, identify the jurisdiction served, and provide the number of mattresses that were collected through illegal dumping cleanup, not through existing curbside bulky item collection programs. Reimbursement would be the $500,000 divided by the total number of mattresses reported. In future years, the amount of money set aside will be adjusted depending on the number of mattresses collected as a baseline would form. The Committee hopes that a combination of free disposal at solid waste facilities and the collector's incentive would be successful in reducing the number of illegally dumped mattresses that would need to be collected by local government.

California Public Resource Code 42987.1(l) ensures, to the maximum extent possible, that urban and rural local governments and participating permitted solid waste facilities and authorized solid waste operations that accept mattresses are provided with a mechanism for the recovery of illegally disposed used mattresses that is funded at no additional cost to the local government, solid waste facility, or solid waste operation.

Section 4: Collector Incentive (Bounty) – The purpose of the Collector Incentive is to help mitigate illegal dumping of mattresses. A couple of pilot incentive programs for mattress collection have been in effect for a couple months in Northern California. The City of San Rafael

and Alameda County both ran these pilot programs. The City of San Rafael graciously offered $20,000 to implement the pilot program in their area. Under their program, the bounty was set at a fixed amount of $3.00 per mattress. Illegally dumped mattresses were tagged by the San Rafael Public Works department and tracked by the Marin Resource Recovery Center (MRRC) to measure the success of the program. The program ran from February 1 through February 28, 2015. During this time, only one mattress was returned to MRRC. It was determined that $3.00 may not have been enough of an incentive for the public to collect the mattresses and transport them to the recycling facility. Further, the short duration of the pilot (one month) combined with limited outreach of the program may have also contributed to the apparent lack of participation.

The Alameda County program (funded by StopWaste) consisted of a bounty set at $6.00-$12.00 per piece based on mattress/box spring size. Illegally dumped mattresses/box springs were located with the help of city public works staff throughout Alameda County. The project resulted in a return of 543 of the 718 mattresses that were originally tagged with the bounty incentive. The County program also geo-located each mattress with unique identifying numbers and the associated bounty value of each mattress. Higher and lower value bounties were applied to illegally dumped mattresses in the same general area. This approach allowed appropriate evaluation regarding the willingness of entrepreneurs to collect mattresses/box springs and transport them a given distance for a bounty. This program was not intended to target mattresses that have established recycling or reuse avenues; only illegally dumped mattresses were tagged with bounty information. It was noted that the private individuals were enthused about the pilot program and they collected these mattresses, but in turn, did not bring back any non-tagged mattresses to the recycling facility in Oakland.

Section 5: Reimbursements to Solid Waste Facilities

SB 254 requires MRC to pay a reasonable amount to municipal or solid waste facilities that accept, collect, store, transport and handle used mattresses. Analysis and discussion by the Committee led to the collection of data, which was followed up with work by Committee members and MRC staff to document handling cost data points. Although the Committee did not reach a consensus on exactly what the payment should be and how it would be administered, Committee members expect payments to recyclers will give them sufficient incentive to separate mattresses, keep mattresses dry, load mattresses, and cover the cost of loading trailers or other

containers provided by contractors of the MRC. The costs for transporting and recycling of the mattresses will be covered by the MRC.

A concern was raised in the Committee that a potential exists wherein a company could be receiving funding to cover mattress management but also receive additional funds from the MRC for the same mattresses. The MRC should consider including some provision within the hauling and processing contracts limiting these potential redundant payments.

Section 6: Consumer Recycling Charge

Public Resource Code 42989(b)(2) The mattress recycling organization shall set the charge as a flat rate and not as a percentage of the purchase price. The organization shall not set more than two different charges to accommodate mattress size differentials.

The Committee discussed with MRC about the option of the mattress recycling charge being split into a tiered system with twins/fulls being a lower charge and queens/kings being a higher charge. A two tiered system would help low-income consumers who tend to purchase twins and full sizes. Twins and fulls already have a lower purchase price than queens and kings since they are less costly to produce. The MRC explained the reasoning for having a single charge since payments to recyclers, solid waste facilities, and local governments is on a per unit basis. The Committee still recommends a two-tiered charge structure approach to address the customer fairness issue and that the collection of the funds can still be paid out on a per unit basis.

The mattress recycling charge is the summation of administrative, operational, and capital costs of the plan. The exact charge had not yet been set at the time of this report, but the Committee recognizes that the mattress recycling charge will likely be higher than that Connecticut's mattress recycling charge, $9.00 per unit. This is primarily due to the geographical size of California, increased travel distances, and typically higher labor rates. The Committee was sensitive to setting the charge too high so as to run a successful program and setting the charge too low so as to reduce financial impacts to consumers. The MRC appears to recognize this issue and we hope the charge will be reflective of our concerns.

Section 7: Waste Hierarchy

SB 254 specifically calls for the stewardship plan to include program objectives that are consistent with the state's solid waste management hierarchy, which can be found section in Public Resources Code, Section 40051.

As per the tenets of producer responsibility programs, SB 254 was not prescriptive in what that would entail, leaving it up to the MRC to decide so long as it achieves and follows the waste hierarchy.

It should be noted that there was no discussion of source reduction during the advisory committee meetings.

However, the committee interprets that the highest priority, mattress waste reduction, to mean measures likes durability and greener design. Next in the hierarchy, mattresses should be renovated by licensed renovators whenever possible, followed by mattresses recycled by recyclers.

During initial discussions regarding this topic, the MRC and the Committee were not in agreement as to how reuse would be achieved. After several discussions, the MRC and the Committee agreed that the MRC will not be responsible to pay recyclers for mattresses that are sold to renovators as whole units, as they already have an existing market value to the renovators. However, the MRC has agreed to pay an approved recycler an agreed upon processing fee regardless of whether the recycler sells the separated components, such as foam, steel, etc. to the recycling market or to licensed renovators and/or carpet rebonders. The licensed renovators receiving the components will be subject to inspection and approval by the MRC. The Committee believes this will give the recycler the option to sell the components for the highest value which will help maximize profits for the recycler, the renovator, and reduce processing cost paid out by the MRC.

Section 8: Education and Outreach

As the first mandate for recycling action by retailers passed in July 2014, the Committee saw how much cooperation will be required by various parties to achieve effective implementation of SB 254. Although governments and non-profit organizations made efforts to inform the public of the new requirements, mattress industry contacts were central to the role of informing all retailers of a new responsibility to accept an old mattress for recycling without a charge every time they deliver a new mattress to a customer's home. In a few specific cases, committee members brought problems to the attention of the MRC, and MRC staff followed up with contacts to ensure compliance. The MRC, in February 2015, developed "New Legal Requirements for California Mattress Retailers," a one-page flier which they distributed to retailers.

Based on this precedent and on discussions between the Committee and the MRC, Committee members expect timely, expert, and influential outreach by the MRC to the mattress industry for implementation of future requirements of SB 254. In particular, outreach by the MRC will soon be essential to ensure the cooperation of the regulated mattress industry in compliance with a mandate calling for the registration of every California-based manufacturer, retailer, and renovator of mattresses.

Non-profit organizations and government entities will also boost efforts and ensure compliance. Just as non-profits and governments used tools including web site notices, social media postings, fliers, and news articles to inform the public of their right to the new recycling service initiated by SB 254 in July 2014, efforts will continue when additional aspects of the mattress recycling program are implemented.

MRC outreach, combined with government and non-profit educational efforts, should ensure each customer receives this service from the retailers that serve them and will encourage consumers to report to their city or county recycling coordinator any non-compliance.

Additionally, fee and rebate based programs, payments, and coordination will depend on outreach to the mattress industry and the public, informing and motivating people to keep an "eye on the environment."

Section 9: Solid Waste Survey

In an effort to determine a "reasonable amount" to compensate participating municipal or solid waste facilities that accept, collect, store, transport and handle used mattresses in the California mattress recycling program, the MRC collected industry data via Committee members. Through this method, at least 25 solid waste entities provided information on labor costs, time needed, and equipment used to collect, store, and handle mattresses at these facilities. The data is being used to determine an average cost per mattress at these facilities, if they participate in the State program and accept mattresses. This average, in addition to other costs, will ultimately be used to estimate the consumer recycling charge placed on California sold mattresses.

Additionally, the MRC supported two pilot programs to estimate incentive price points that may encourage the collection and subsequent recycling of illegally dumped mattresses in California. The Committee hopes the MRC can include lessons learned from the pilot programs when developing the Program for California.

Recommendations from the Committee

We appreciate the opportunity to have our advice integrated into the Plan development process. As Committee members, we have all learned from each other, the MRC, and CalRecycle. We believe the approach of having an advisory committee has created for a more holistic and transparent process.

Here are some of our recommendations based on what the Committee has experienced so far:

- **Rural jurisdictions** – Rurals should have equal access to a collection program and get compensated appropriately pursuant to the intent of SB 254 and the requirements of Proposition 26.

- **Education and Outreach** – The Committee recommends that the MRC test key messaging points with focus groups to make sure message is effective and to repeat that process every 2 -3 years. Further, the MRC should take the lead in outreach efforts related to retailers, providing clear, complete, and timely information about mandates and procedures. The MRC should also actively enlist the assistance of public sector recycling coordinators and non-profit organizations, providing brochure templates, sample letters, and other materials emphasizing requirements.

- **Retailer –** The retailer is an integral part of the Program and the Committee recommends more frequent and effective outreach to retailers to get them more engaged in the process.

- **Hierarchy –** The Committee believes that following the waste hierarchy is an integral part of achieving the goal of maximizing the reduction of abandoned and landfilled mattresses. We recommend the MRC come up with concrete plans for source reduction.

> *Public Resources Code §§ 40051*
> *40051. Implementation requirements. In implementing this division, the board and local agencies shall do both of the following:*
> *(a) Promote the following waste management practices in order of priority:*
> *(1) Source reduction.*
> *(2) Recycling and composting.*
> *(3) Environmentally safe transformation and environmentally safe land disposal, at the discretion of the city or county.*
> *(b) Maximize the use of all feasible source reduction, recycling, and composting options in order to reduce the amount of solid waste that must be disposed of by transformation and land disposal. For wastes that cannot feasibly be reduced at their source, recycled, or composted, the local agency may use environmentally safe transformation or environmentally safe land disposal, or both of those practices.*
>
> *Public Resources Code §§ 40196*

> *40196. **"Source reduction."** "Source reduction" means any action which causes a net reduction in the generation of solid waste. "Source reduction" includes, but is not limited to, reducing the use of nonrecyclable materials, replacing disposable materials and products with reusable materials and products, reducing packaging, reducing the amount of yard wastes generated, establishing garbage rate structures with incentives to reduce the amount of wastes that generators produce, and increasing the efficiency of the use of paper, cardboard, glass, metal, plastic, and other materials. "Source reduction" does not include steps taken after the material becomes solid waste or actions which would impact air or water resources in lieu of land, including, but not limited to, transformation.*

- **Renovation –** The Committee recommends renovation be the first choice solution, where possible. We believe that this is in line with the waste hierarchy that SB 254 specifically calls for.

- **Collector Incentive –** Although the program has been successful for the collection of discarded mattresses both the MRC and the Committee felt similar results could have been achieved with a much lower incentive. The MRC and the Committee also agree that the incentive to be paid to collectors should be set high enough to encourage collection of discarded mattress, but low enough so as not to encourage theft or fraud. The initial consensus was that the incentive should be set in the $3.00-$5.00 per piece range and will be paid to collectors only upon drop off at approved recyclers, not solid waste facilities. However, this value range may need to be revisited as the results from the pilot projects are fully evaluated and as the Program matures. In order to stop the threat of mattresses from coming in from other states, and to stop businesses from profiting from the MRC on a service they have routinely performed in the past, it was agreed that there will be a limit set on the quantity of mattresses brought in to a recycler at any one time and businesses will not be eligible for the incentive.

- **Reimbursements to Solid Waste Facilities –** Reimbursement rate should be based on the following assumptions:
  - Cost for labor used to load mattress units into containers supplied by the MRC.
  - Cost for equipment used to load mattress units into containers supplied by the MRC.
  - Cost to landfill units not reusable or recyclable.

  Due to the potential for double dipping of funds supporting mattress collection as part of an existing contractual relationship and being paid again by the MRC, the MRC should consider language in its hauling and processing contracts that limits these potential redundant payments. The Committee felt that a company or entity should not be paid twice for the same mattress.

- **Consumer Recycling Charge –** The Committee recommends setting two distinct mattress recycling charges for customers. The primary purpose of two fees would be to increase the appearance of fairness amongst the consumers. Further, there is some

additional costs associated with the disassembly and recycling of the larger units, such as king sized mattresses versus twin sizes. As for the appearance of fairness to the consumers, a consumer buying a twin set and paying a set recycling charge for the two units may feel unfairly treated if a consumer before them paid the same charge for their three piece set (the MRC plans to treat the two box springs, typically sold with each king mattress, as one piece).

Authority for Role

PRC 42987

(3) Prior to certification by the department, the department's director shall appoint an advisory committee to be part of the mattress recycling organization.

(A) The advisory committee may be comprised of members of the environmental community, solid waste industry, local government, and public and private representatives involved in the collection, processing and recycling of used mattresses, and other interested parties.

(B) The mattress recycling organization shall consult the advisory committee at least once during the development and implementation of the plan required pursuant to Section 42987.1, and annually prior to the submittal of both an annual report required pursuant to Section 42990.1 and an annual budget required pursuant to Section 42988.

…

(q) A report from the advisory committee, established pursuant to paragraph (3) of subdivision (a) of Section 42987, which includes a summary of the consultative process between the advisory committee and the mattress recycling organization during the development of the plan, as well as any other information deemed pertinent by the advisory committee to maximizing the recovery and recycling of used mattresses in the state.

CALIFORNIA MATTRESS RECYCLING ADVISORY COMMITTEE

Helping to answer the question of what to do with that old mattress!

APPENDIX A

Roles and Responsibilities of the Advisory Committee

Environmental Advocates

- Teresa Bui, Legislative and Policy Analyst, Californians Against Waste
- Heidi Sanborn, Executive Director, California Product Stewardship Council

Solid waste industry

- Rebecca Jewell, Recycling Program Manager, Davis St. Transfer Station
- Veronica Pardo, Regulatory Affairs Associate, California Refuse Recycling Council

Local government

- Frank Chin, Civil Engineer, Los Angeles County Dept. of Public Works **(Co- Chair)**
- David Goldstein, Recycling Market Development Zone Administrator, Ventura County
- Doug Kobold, Waste Management Program Manager, Sacramento County **(Co-Chair)**
- Jo Zientek, Deputy Director, Environmental Services Dept., City of San José

Private representatives involved in the collection, processing, and recycling of used mattresses

- Don Franco, Jr., Vice President, Gateway Mattress Co., Inc.
- Terry McDonald, Executive Director, St. Vincent de Paul Society of Lane Co., Inc.
- Tchad Robinson, President, Blue Marble Materials

Other interested parties

- Sharron Bradley, CEO, North American Home Furnishings Association
- Mike Combest, Executive Vice President of Operations, The Sleep Train, Inc.

CALIFORNIA MATTRESS RECYCLING ADVISORY COMMITTEE

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APPENDIX B

Advisory Committee Meetings

June 4, 2014 – Sacramento, CA

August 6, 2014 – San Jose, CA

October 28, 2014 – Montebello, CA

December 9, 2014 – Oakland, CA
(Included an open Stakeholder's meeting prior to the Committee meeting)

January 21, 2015 – Conference Call

February 11, 2015 – Sacramento, CA

CALIFORNIA MATTRESS RECYCLING ADVISORY COMMITTEE

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APPENDIX C

Mattress Handling Costs Examples

Two examples of handling costs included the following:

1. Del Norte Regional Recycling and Transfer Station, Oxnard

Using data provided by David Goldstein, the following shows the calculation for Oxnard's Del Norte Regional Recycling and Transfer Station in Southern California. (Note: Although Del Norte staff reported the below costs for handling and transporting mattresses for recycling, totaling $3.94 per mattress, this cost does not include amortization of equipment and administration of the program. The MRF manager, when considering administrative costs places the cost at $5.50 per mattress. These costs include reporting requirements, negotiating with a mattress vendor, supervising workers, organizing the program, arranging for storage, and revising gate rates.)

SORTING AND PROCESSING
125 mattresses per load
$26.00 Sorter per hour rate for unloading and sorting from customer vehicle and tip floor
2.5 to 3.5 minutes per unit to unload and sort (125 units @ 3 minutes per unit = 375 minutes or 6.25 hours)
$162.50 Labor cost of Sorter per one full tractor-trailer load

LOADING
125 mattresses per load
$28.00 Lift Truck Operator per hour rate
0.5 minutes per unit to load (125 units @ 0.5 minutes per unit = 60 minutes or 1.0 hours)
$28.00 Labor cost of Lift Truck Operator per one full tractor-trailer load
125 mattresses per load
$26.00 Sorter per hour rate for staging and support for lift truck loader
0.5 minutes per unit to load (125 units @ 0.5 minutes per unit = 60 minutes or 1.0 hours)
$26.00 Labor cost of Sorter per one full tractor-trailer load

TRANSPORT
132 miles roundtrip = 3 hours and 30 minutes
30 gallons of diesel used
$3.11 per gallon at MacValley Oil date: 01-05-15
$93.30 per trip on fuel
1 Equipment Operator of Tractor-Trailer
$41.31 per hour rate with benefits
3.5 hours driving and .5 hours unloading wait
$165.24 per trip on labor cost
$0.18 Tractor-Trailer Repair and Maintenance per mile
132 miles roundtrip
$23.76 per trip on routine repair and maintenance

OVERHEAD 5% Includes support staff, grounds, utilities, indirect
$498.80 Cost per load and trip of 125 mattress units
$24.94 Add overhead of 5%

TOTAL COST $523.74 Total cost per trip
125 units
TOTAL COST PER UNIT $4.19 Total cost per unit mattress

2. Davis Street Transfer Station, San Leandro

Using data provided by Rebecca Jewell, the following shows the calculation for the Davis Street Transfer Station in northern California:

Receiving/Loading:

~120 mattress per load
$26/hour fully loaded for the sorter
2.75 hours/day loading the mattresses = 16.5 hours per six day week = 1000 minutes per six day week
$108.33/load
$50/hour fully loaded for the fork lift operator
2 hours/day loading the mattresses = 12 hours per six day week = 720 minutes per six day week
4 loads per week = 480 mattresses per week

Therefore, costs are **$1.90/ mattress** to load.

Transportation:

120 mattresses per load
5.0 miles Round Trip (RT)
5.00/gal of diesel used
$2.38/gal for diesel
$11.90/load for fuel

$60/hour fully loaded for Teamster to bring trailer to DR3 = $1 per minute
Trip takes 2 hours, round trip to DR3 = 120 minutes

$1.20/mi for Repairs and Maintenance
5.0 miles RT
$6.00/load

Therefore mattress hauling costs **$1.15/ mattress** to haul.

Total Cost is **$3.05/mattress**.

CALIFORNIA MATTRESS RECYCLING ADVISORY COMMITTEE

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APPENDIX D

Public Education and Outreach Information

Two examples of public education:

Article on Alameda County Pilot, testing incentive levels required to induce collection of illegally dumped mattresses

http://waste360.com/business/program-strives-get-discarded-mattresses-out-landfills?NL=WST-08&Issue=WST-08_20150305_WST-08_603&sfvc4enews=42&cl=article_1&YM_RID=CPEQW000001117107&YM_MID=2983&elqaid=2983&elqat=1&elqTrackId=74af07e1805d470b8d1962f0a3e27e15

Eye on the Environment column, featured in several publications, publicizing the July mandate requiring retailer pick-up of old mattresses during drop-off of new mattresses.

http://pwaportal.ventura.org/WSD/News%20&%20Events/News%20Publications/docs/Mattress%20Recycling%20Mandate%20for%209-7-14.pdf

APPENDIX E

Advisory Committee Meeting Minutes

(See Attached)

Mattress Recycling Council Advisory Committee Meeting

June 4, 2014
10:30 AM – 12:30 PM
Sacramento, CA

COMMITTEE MEMBERS:

RYAN TRAINER, International Sleep Products Association/Mattress Recycling Council
CHRIS HUDGINS, International Sleep Products Association/Mattress Recycling Council
MIKE O'DONNELL, Mattress Recycling Council
SHELLY SULLIVAN, Mattress Recycling Council
HEIDI SANBORN, California Product Stewardship Council
DOUG KOBOLD, Sacramento County
JO ZIENTEK, City of San Jose
REBECCA JEWELL, Davis St. Transfer Station
MIKE COMBEST, The Sleep Train, Inc.
VERONICA PARDO, California Refuse Recycling Council
TERESA BUI, Californians Against Waste
TERRY MCDONALD, St. Vincent DePaul
ASHLEY HARLEY, CalRecycle
FRANK CHIN, LA County Dept. of Public Works (via phone)
DAVID GOLDSTEIN, Ventura County (via phone)
DON FRANCO, Gateway Mattress (via phone)
TCHAD ROBINSON, Blue Marble Recycling (via phone)

Mike O'Donnell opened the meeting. Mike serves as MRC's program director for the Mattress Recycling Council (MRC), and has oversight for the three states that have enacted mattress recycling laws: Connecticut, Rhode Island and California. Chris Hudgins of the MRC welcomed attendees and gave some background on the MRC. MRC was created by the International Sleep Products Association, the trade association for the mattress industry, to design and implement state mattress recycling programs. MRC will be applying for certification from CalRecycle to serve as the stewardship organization that will implement the state's recycling law, SB 254.

ADVISORY COMMITTEE'S DUTIES

MRC staff reviewed the statutory provisions in SB 254 that are relevant to the Advisory Committee. The law requires MRC to consult the Advisory Committee at least once during program plan development and annually prior to submitting its annual report and annual budget to CalRecycle. MRC stated that it anticipates meeting more frequently than required during the plan development phase. As part of the plan, the Advisory Committee must submit a report to CalRecycle that summarizes the consultation process between the Committee and MRC. The Committee will be responsible for submitting the report, but MRC offered to assist in preparing summaries of each meeting and a draft of the report, subject to review by the Committee.

STATE MATTRESS RECYCLING PROGRAM
MRC staff reviewed the law and how the program is expected to function. MRC's goal is to meet the obligations of SB 254, increase the number of mattresses currently coming into the recycling facilities throughout California, and reduce illegal dumping.

The program will be funded through a visible recycling fee established by MRC and approved by CalRecycle. Retailers and other parties that sell mattresses to end-users will add this fee at the point of sale mattress and/or box spring transactions. Retailers and other sellers will periodically remit such fees directly to MRC. MRC will use these funds to pay service providers (transporters and recyclers), public education and outreach, and administrative and other program expenses.

The Committee then moved on to discuss a number of topics related to the law and the mattress recycling program.

REDUCING ILLEGAL DUMPING
Many on the Committee agreed that reducing illegal dumping is an important goal for the program. One option for addressing this issue is to provide an incentive to encourage parties to recycle used mattresses. Participants discussed the challenge that if the incentive is too low, mattresses will not be brought into the system, but could promote fraud if it is set too high.

SOLID WASTE FACILITY PAYMENTS
SB 254 requires MRC to pay a reasonable amount to municipal or solid waste facilities that accept, collect, store, transport and handle used mattresses. Further analysis and discussion is needed to determine exactly what the payment should be and how it would be administered.

RETAILER TAKE-BACK PROGRAM EFFECTIVE JULY 1, 2014
The Committee discussed the upcoming retailer take-back requirement that takes effect on July 1, 2014. The Committee asked what outreach had been done so far on this requirement. MRC responded that is has been in contact with a number of individual retailers and retail organizations and associations and has appeared at industry events to inform the retail sector of the upcoming requirement. MRC supplied language to retailer organizations for use in notifying their members. MRC will continue these efforts up to the deadline and thereafter.

MATTRESS RECYCLING RFP
The Committee discussed the request for proposal (RFP) that MRC will develop to solicit proposals to provide the transport and recycling services that will be needed to implement the California program. MRC is targeting early 2015 for the California RFP. It will likely be similar to the RFP used to obtain similar proposals in Connecticut, but may include California-specific provisions related to transportation and collection.

PROGRAM IMPLEMENTATION
If CalRecycle approves the plan within the timeframes set in SB 254, MRC anticipates that the program will launch on or about February 1, 2016. At that point, retailers and other sellers will

begin collecting the visible fee, and mattress collection and recycling under the program will begin.

MATTRESS BASELINE
MRC noted that understanding the current state of mattress disposal is important in developing the program budget and fee. MRC will be distributing a survey across the state to municipalities, private haulers, retailers, and renovators to determine where the used mattresses for recycling will be sourced.

TRANSFER STATIONS
MRC will seek to find out the storage preferences for transfer stations and the best practices that they currently use or can use to keep mattresses dry and easily recyclable.

RECYCLER VERIFICATION
The Committee inquired how the MRC intends to verify that the recycling processes required by SP 254 have in fact been performed. MRC will periodically audit contracted processors. MRC will also develop a process for documenting the total number of mattress/box-spring units obtained for recycling corresponds to the weight of dismantled materials that the recycler sells to downstream recyclers (or landfills if not recyclable).

ADVISORY COMMITTEE CO-CHAIRS
The Committee discussed how it would like to structure itself for future meetings and work. The Committee decided to select two co-chairs to work with MRC in planning and facilitating meetings: Doug Kobold and Frank Chin.

FUTURE TOPICS FOR DISCUSSION
The committee developed a list of topics for future input and consideration. These topics include:

- Collector incentive
- Consumer recycling fees
- Education and outreach program
- Illegal dumping
- Payments to solid waste facilities
- RFP development
- Servicing rural California
- Solid waste survey
- Waste hierarchy

NEXT ADVISORY COMMITTEE MEETING
The Advisory Committee will next meet in San Jose on Wednesday, August 6, 2014 from 1:30-3:30 PM, immediately following the CRRA/SWANA conference.

Mattress Recycling Council Advisory Committee Meeting

August 6, 2014
1:30 – 3:00 PM
San Jose, CA

COMMITTEE MEMBERS:

CHRIS HUDGINS, International Sleep Products Association/Mattress Recycling Council
MIKE O'DONNELL, Mattress Recycling Council
ASHLEY HARLEY, CalRecycle
DOUG KOBOLD, Sacramento County
HEIDI SANBORN, California Product Stewardship Council
JO ZIENTEK, City of San Jose
REBECCA JEWELL, Waste Management - Davis St. Transfer Station
STEPHANIE TSEU, The Sleep Train, Inc.
VERONICA PARDO, California Refuse Recycling Council
TERRY MCDONALD, St. Vincent De Paul
FRANK CHIN, LA County Dept. of Public Works (via phone)
DON FRANCO, Gateway Mattress (via phone)
TERESA BUI, Californians Against Waste (via phone)
DAVID GOLDSTEIN, Ventura County (via phone)
TCHAD ROBINSON, Blue Marble Recycling (via phone)
SHARRON BRADLEY, North American Home Furnishings Association (not attending)

Mike O'Donnell opened the meeting and provided an update on MRC's activities in Connecticut and Rhode Island. MRC submitted the CT program plan to regulatory officials on July 1, 2014. The plan is available on MRC's website and the Connecticut Department of Energy and Environmental Protection's (DEEP) website. DEEP is accepting public comments on the plan and has until the end of September to make a ruling on the plan. The plan has also been shared with Rhode Island and CalRecycle.

Both CA and RI are expected to go live in early 2016. MRC will be meeting with Rhode Island officials in the next few weeks to discuss that state's program and MRC has regularly scheduled meetings with CalRecycle to provide update on program development.

<u>Illegal dumping</u>
The Committee then turned to the two discussion topics on the agenda. First, the group discussed the issue of illegal dumping. Municipal representatives each shared their experience with illegal dumping of mattresses.

In L.A. County, illegal dumping mitigation is addressed by contracted waste companies in the garbage disposal districts (GDD) and residential franchise area and is funded as part of residents' waste costs. In the areas without a GDD or franchise, County road crews picks up illegal dumping within the public right-of-way and is funded by the County's Road Fund.

Haulers provide on call and bulky waste pick-up services. The county allows residents two bulky item pickups a year. The county estimates it picks up around 50,000 illegally dumped mattresses a year.

In Ventura County, illegally dumped mattresses and other waste are collected either for at a cost, or, periodically, as a goodwill gesture by contracted waste haulers in 8 cities and the County, by city crews in the two cities with municipal service or by the County's Transportation Dept. within unincorporated areas of the county. Typically, the party on whose land the material is dumped pays the cost, and when waste is dumped on public land, the responsible party is the landowning public entity.

Countywide, to prevent illegal dumping all haulers offer at least two free bulky item collections per year from residents, funded by refuse rates. Additionally, most cities and most unincorporated communities hold periodic (at least once per year) events for free bulky item drop-off, funded either directly by refuse rates or at the sole expense of the hauling company. Instead of relying on bin/box-based drop-off events, three cities contract with Waste Management for free drop-off events at the landfill, and nearby unincorporated area residents are invited to participate.

In San Jose City, illegal dumping in handled through the city's waste haulers but due to Prop 218 concerns, the costs cannot be funded through municipal waste taxes. Instead, illegal dumping cleanup is funded through the general fund. Because the general fund also funds many other services, including police and fire, funding dedicated to illegal dumping is often low resulting in underfunded services. The city offers bulky item pick-up to residents at a cost of $26 for up to 3 items for single family homes. Multi-family facility bulk pickup is funded through a designated fund.

In Sacramento County, illegal dumping is addressed by the County using its own equipment and labor and is funded through residential curbside collection rates. The County also offers Appointment Based Neighborhood Clean-Up (ABNCU) to its residents once per year with additional pickups within that year for an additional fee. Illegal dump clean-up is based on citizen reports through the County's 311 phone reporting system. Because the County's service is quick and reliable, illegal dumping has been a reoccurring problem.

In the East Bay, Waste Management conducts regular pickups of illegal dumps that are funded as part of residents' curbside collection rates. It is suspected that illegal dumping of mattresses is largely tied to multi-family housing. Waste Management estimates it handles 25,000 – 30,000 mattresses a year in this area.

The Committee further discussed illegal dumping and noted that college and university towns also have a large illegal dumping mattress issue at the end of semesters. It most cases, local towns are taking responsibility; not the university or colleges.

<u>Collector Incentive</u>

In determining how best to address illegal dumping, the Committee turned to the next discussion topic on the agenda, incentives to encourage parties to recycle mattresses.

The Committee discussed the incentive compensation amount. If set too high, the incentive will encourage fraud and promote out-of-state mattresses contamination of the program. Too low, it may not incentivize participation or help mitigate illegal dumping. The Committee also examined who should be eligible to receive the incentive and whether it should include waste haulers, who already pickup mattresses, and retailers.

To better inform the Committee, members suggested a pilot project to offer the incentive in a local area and survey respondents who deliver mattresses and receive the incentive. Committee members suggested seeking a grant from StopWaste to offer a $2 incentive in Alameda County and survey participants. The Committee agreed to move forward with the project. Rebecca Jewell volunteered to reach out to StopWaste.

The Committee set the next meeting for October in southern California dependent on participants' schedules. MRC will send out a Doodle poll to select the date.

Committee participants also stated that it would be helpful to have invited speakers/experts to address the Committee to help better inform them and MRC. MRC will work with the chairs to set the agenda for the next meeting and determine possible guest speakers.

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Mattress Recycling Council Advisory Committee Meeting

October 28, 2014
10:30 AM to 12:00 PM
Montebello, CA

COMMITTEE MEMBERS:

DOUG KOBOLD, Sacramento County
FRANK CHIN, LA County Dept. of Public Works
HEIDI SANBORN, California Product Stewardship Council (via phone)
JO ZIENTEK, City of San Jose (via phone)
REBECCA JEWELL, Waste Management - Davis St. Transfer Station (did not attend)
STEPHANIE TSEU, The Sleep Train, Inc. (via phone)
VERONICA PARDO, California Refuse Recycling Council (via phone)
TERRY MCDONALD, St. Vincent De Paul
DON FRANCO, Gateway Mattress
TERESA BUI, Californians Against Waste (via phone)
DAVID GOLDSTEIN, Ventura County (via phone)
TCHAD ROBINSON, Blue Marble Recycling
SHARRON BRADLEY, North American Home Furnishings Association (via phone)

ADDITIONAL ATTENDEES:

CHRIS HUDGINS, International Sleep Products Association/Mattress Recycling Council
MIKE O'DONNELL, Mattress Recycling Council
MARK PATTI, Mattress Recycling Council
SHELLY SULLIVAN, Mattress Recycling Council (via phone)
ASHLEY HARLEY, CalRecycle (via phone)
NICOLE CASTEGNETO, CalRecycle (via phone)
NAT ISAAC, City of Los Angeles
DANA JOHNSON, Victorville
EMILY CHANG, LA County Dept. of Public Works
MIGUEL ZERMENO – City of Los Angeles

MRC Update: The Connecticut Program plan is pending approval from the State. The recycling fee has been externally audited and approved by all parties at $9.00. MRC is currently registering manufacturers and is developing a portal for retailers to report and remit fees. The Rhode Island implementation timeline is the same as California.

Introductions: Mark Patti was introduced as the new Southern California Coordinator for MRC. Nat Isaac from the City of Los Angeles and Emily Chang from LA County were our invited guests for the meeting.

Collector Incentive Pilot Projects: The committee discussed two possible incentive programs that could help craft MRC policy to effectively mitigate illegal dumping in California communities. The

information from the programs will be helpful to determine a strategy and incentive fee when California's program is implemented. Ideally, these pilots will begin in January 2015 and run through the spring or until available funding is exhausted. Results from the pilot studies need to be collected by May of 2015 to incorporate into the Program plan due July 1, 2015.

The City of San Rafael, CA has offered $20,000 to initiate a pilot project. MRC is working with the City to develop a program that would offer a cash payment for mattresses brought in for recycling. Marin Sanitary currently collects and recycles mattresses on-site at a cost to the public of $15 a unit. The pilot would begin January 2015and target the City of San Rafael and possibly Marin County. The city would use web-site and direct mail to advertise the program.

Rebecca Jewel and Terry McDonald have been working on a possible pilot project for Alameda County to target 1,000 illegally dumped mattresses for recycling. They have asked cities in the county where the illegal dumping hot spots are and proposed tagging these mattresses for a bounty if they are brought to DR3 for recycling. The bounty amount could be tested at different price points on a sliding scale.

Previously, the City of LA had a pilot program (Washington Blvd Drop-Off Program) offering a bounty for illegally dumped goods for 1 year. Participants were paid $3 per unit during the program. LA spent $25,000 per month on the pilot program. The program was successful and Nat Isaac has offered to share the data on this project with the committee.

Payments to Solid Waste Facilities: The committee discussed the provisions in the law that requires MRC to reimburse solid waste facilities for certain costs. To develop a reasonable rate, MRC needs to understand these costs and how they are calculated. Advisory committee members offered data on existing mattress collection costs including Tehama County at $3.10 per mattress for collection and $7.33 a mattress to recycle.

The City of LA has been collecting mattresses since 2011 and has determined their cost for collection, transportation, labor, and disposal at $7 - 12 per unit. 70% of this cost is the transportation component. The City of LA has dedicated trucks picking up mattresses in the amount of 35 to 40 per load. They collect about 4000 units per month with 40% of the mattresses picked up through their bulky item collection program. Mattresses are identified in the residents requests for bulky item pickup and through the illegal dumping program. The costs were the same whether the load was collected using a front loader or box truck. The city is using a front loader that compacts the mattresses minimally to reduce damage.

The challenges for participating locations include mattress acceptance criteria, packing into storage containers, available space for storage containers, and dangers of pulling mattresses off of the tipping floor.

The following Advisory Committee staff or other facility operators will provide cost data to Mike O'Donnell to help MRC better understand handling costs as we develop a solid waste handling compensation proposal.

1. David Goldstein - Ventura County cost data from two facilities
2. Doug Kobold – Sacramento, perhaps run a pilot at their transfer facility
3. Kristina Miller – Redding, CA and Chico, CA

4. Terry McDonald – Berkeley, CA

In discussing this issue, committee members stated that some facilities are currently charging a tipping fee to collect mattresses at their facility and the law prohibits this practice if they participate in the program.

Consumer Recycling Fee: The committee discussed the fee paid by consumers on new mattress and box springs that is used to fund the program. Doug compared redemption values as a percentage to the cost of the product. He found the following: CRV for bottles and cans is equal to about 5% of the products value, Paint fee is about 3% of the products value, and e-waste is between 1 and 6% of the products value.

The entire group discussed potential options of using a tiered fee structure vs. using a flat fee for all mattress types. The law allows up the establishment of up to two different fees based on mattress size. The committee suggested that having a set fee for twin and full mattresses and a different fee for queen and king mattresses may be beneficial for addressing consumer about the amount of the fee (environmental justice). The committee will need to further discuss how to address the two box-spring under king mattresses.

Other discussion items: The committee suggested that renovators should be included on the MRC website. MRC responded that they are not currently listed but may explore this option in the future.

The committee suggested holding a stakeholder meeting right before the next advisory committee meeting. MRC committed to scheduling such a meeting.

The committee discussed the retailer take-back requirement that went into effect in July 2014. MRC stated that they had reached out numerous retailers and retailer organizations to inform them of these requirements. CalRecycle stated that possible violators should be sent to them.

Next Meeting: Potential dates for the 9th, 10th and 11th of December were discussed for a meeting in Oakland. Mike stated he would send out a survey to see which dates would work best for the Committee.

Mattress Recycling Council Advisory Committee Meeting

December 9, 2014
1:00 PM to 2:30 PM
Oakland, CA

COMMITTEE MEMBERS:

DOUG KOBOLD, Sacramento County
FRANK CHIN, LA County Dept. of Public Works
REBECCA JEWELL, Waste Management - Davis St. Transfer Station
CHRISTINE FLOWERS for HEIDI SANBORN, California Product Stewardship Council (via phone)
JO ZIENTEK, City of San Jose
VERONICA PARDO, California Refuse Recycling Council
TERRY MCDONALD, St. Vincent De Paul
DON FRANCO, Gateway Mattress
TERESA BUI, Californians Against Waste
DAVID GOLDSTEIN, Ventura County (via phone)
TCHAD ROBINSON, Blue Marble Recycling
MIKE COMBEST, Sleep Train (via phone)

COMMITTEE MEMBERS NOT ATTENDING:
SHARRON BRADLEY, North American Home Furnishings Association

ADDITIONAL ATTENDEES

CHRIS HUDGINS, International Sleep Products Association/Mattress Recycling Council
MIKE O'DONNELL, Mattress Recycling Council
MARK PATTI, Mattress Recycling Council
ASHLEY HARLEY, CalRecycle
LARRY SWEETSER, Regional Council of Rural Counties, ESJPA Consultant

MRC Connecticut Update The Connecticut Program plans are submitted but not approved. The fee has been proposed at $9.00 per unit. MRC is developing a portal for retailers and others sellers to report and remit fee. Although the plan is not approved, MRC anticipates it will be in coming weeks.

Waste Hierarchy: The committee discussed materials generated during the mattress deconstruction process and ability of mattress recyclers contracted by the program to sell this material to refurbishers.

- MRC expressed concern this would subsidize a secondary market that is highly unregulated and already profitable. A significant number of refurbished mattresses enter the market without proper sanitization or labeling. MRC is comfortable with whole units being diverted to the secondary market. The Program would not pay for these units since they have a positive value. By doing so, the Program does not pay for, or subsidize already profitable businesses and funds can be directed toward mattresses that may otherwise be headed for landfill.

- DR3 and Gateway would like material extracted from mattress deconstruction to go where they receive the highest value including renovation. They also believe this is consistent with the waste management hierarchy.
- Others on the committee agreed that materials should be permitted to go for refurbishment

The group discussed retailers or solid waste entities that may want their mattresses completely deconstructed rather than refurbished. All parties agreed the program can, and should, accommodate these requests.

As part of the discussion, the group wanted to know how documentation would track materials from Recycler receipt to final destination. It was explained that there would be an auditing process in place. The RFP will require potential recyclers to identify their end markets.

A request was made by MRC to table the item and report back in January to clarify if mattress refurbishers would be eligible to receive mattress components from the deconstruction process.

Request for Proposals (RFP) MRC gave an update on the RFP process to identify mattress recyclers and transporters for the Program. RFP forms will include a per unit deconstruction rate, transportation costs, facility capabilities, rolling stock evaluation, and financial analysis. While price is an important factor, geography and transportation resources are also considerations. Contractors will be required to track in-bound mattress volumes and outbound commodity sales to verify claimed recycling percentages. The group requested the following:

- Requests were made to allow price escalators and longer termination clauses. MRC confirmed they would allow proposals to include price escalators and asked for feedback regarding terms.
- There were concerns about the recyclers walking away from their responsibilities under their contract as had happened with other stewardship programs. A recommendation was made to require performance bonds or security check as financial assurance.
- Some on the committee suggested longer term contract. MRC is open to discussion on the point.
- MRC discussed the timeline to release the RFP at the early part of the new year.
- The Connecticut Plan includes a copy of the RFP and is a publically available from MRC's website for reference.

Transportation: MRC discussed the importance of the transportation component of the RFP. It is anticipated that the rural areas will be challenging to service. A per unit cost which factors in the cost of transportation is the easiest way for the MRC to budget for this expense, however, there may be instances where this cost structure will not work. A flat rate stop charge per zone or per location will be the likely course.

MRC made some comparisons to the Connecticut Program. The "milk run" option may work in some rural California areas, but the cost per unit is very high.

Abandon Mattress Pilot Programs: The group discussed the Alameda County and San Rafael pilot programs to incentivize the collection of abandoned mattresses. Mike will forward the San Rafael tag concept to Rebecca for review. The tag labels will include:

- Rate paid per mattress

- Basic instruction for remitting for payment
- Unique ID# to identify location of mattress and size
- Bilingual instructions
- Only mattresses found in the public right-of-way will be tagged for recycling

In Alameda, one day per week will be set aside for staff to tag abandoned mattresses in the public right-of-way. The mattresses can be brought to DR3 for payment. Different values will be assigned to each mattress size to evaluate a price point at which the mattress is too far away, or too large to bother remitting for payment.

In San Rafael, a flat rate will be paid for all mattress types, regardless of size or distance from Marin Sanitary – the remittance location. We anticipate beginning the Program February 1.

Next Meetings: There will be a conference call in January to continue the waste hierarchy discussion.

The next in-person Mattress Advisory Committee Meeting is scheduled for February 11, 2015 in Sacramento from 10:30 to Noon. Topics for next advisory meeting include:

1. Education and Outreach
2. Servicing Rural California
3. Solid Waste Survey

Mattress Recycling Council Advisory Committee Meeting

January 21, 2015
1:00 PM
Phone Conference Call

COMMITTEE MEMBERS VIA PHONE CONFERENCE:

JO ZIENTEK, City of San Jose
REBECCA JEWELL, Waste Management - Davis St. Transfer Station
VERONICA PARDO, California Refuse Recycling Council
TERRY MCDONALD, St. Vincent De Paul
FRANK CHIN, LA County Dept. of Public Works
DON FRANCO, Gateway Mattress
TERESA BUI, Californians Against Waste
TCHAD ROBINSON, Blue Marble Recycling

ADDITIONAL ATTENDEES

CHRIS HUDGINS, International Sleep Products Association/Mattress Recycling Council
MIKE O'DONNELL, Mattress Recycling Council
ASHLEY HARLEY, CalRecycle
MARK PATTI, Mattress Recycling Council, Southern California Coordinator

Waste Hierarchy Mike O'Donnell opened up the conference call with the Advisory Committee welcoming everyone and reminding the group that today's discussion was focused on Program mattresses entering the renovation market. He recapped the MRC perspective. MRC does not support revenue collected through the Program financially supporting renovators that are not in compliance with state law and regulations administered by the Bureau of Home Furnishings.

As stated in previous meetings, recyclers may divert whole units to renovators. The MRC Program will not pay processing fees for any of these units. Compensating a recycler for diverting individual components to renovation will be more challenging. As is the case with all downstream recyclers, MRC will need to know where individual components will be going and processors of these components must follow all applicable state laws.

Concerns and Solutions:

1. MRC has heard from solid waste companies and retailers expressing liability and other concerns if their units are renovated and resold. Some collection sites may request assurance that their units are only dismantled and recycled. MRC will provide them the opportunity to "opt-out" of renovation activities.

2. MRC will not disqualify bids by recyclers who are sending individual components to be used for renovation. MRC will verify that renovators processing components from the Program are following applicable state laws as it does with all processors.

Rebecca Jewell and Terry McDonald expressed concerns about solid waste entities not participating in the program, and gave the following example; WM charges the public $21 and sends to Terry's facility. WM wanted to know why they would join the program and incur reduced revenue and

profit. Mike O'Donnell explained the benefits of being a collection center and he touched on the RFP process of how the labor will be compensated and each location could become a contracted transporter under the program.

Veronica Prado asked about the methodology for compensating solid waste facility for bad mattresses that cannot be recycled. Will they be compensated and how? Mike O'Donnell explained that in some cases, heavily contaminated mattresses should be diverted to a landfill. However, any individual delivering a mattress to a participating solid waste facility will be able to drop off the unit at no cost. If an individual drops off a mattress that cannot be recycled, MRC will compensate the solid waste facility for disposal costs.

Veronica had concerns that 50% of the mattresses will be to damaged and wet and will be unable to be recycled. From experience, MRC does not think the percentage of units will be that high. Unless the solid waste facility is compacting and mixing mattresses with putrescible municipal solid waste, the recovery rate will be high. Terry McDonald stated rain events can damage foam but steel can still be pulled out.

Veronica Prado asked if there was going to be a bounty. Mike O'Donnell – Yes. Mattresses from consumers or scrappers that are taken directly to a recycler will be eligible for the bounty on a per unit basis. The Program will prescribe the number of units eligible for compensation and the amount.

Frank Chin discussed having one-day collection events for mattresses and wanted to know if those types of events would be eligible. Mike responded if they are held by a solid waste entity that this is a logical extension of the program and a good service option for some communities.

Terry wanted to know if there had been any research on mattresses that are kept out of landfills and what that equates to in financial terms. To state it a different way, Is there a financial benefit to put a mattress in the landfill vs. put into a trailer for recycling. In rural areas, the answer differs because they have large amounts of empty space so sometimes it is more cost effective to trash than to recycle.

Retailer take-back took effect July 1, 2014, however a number of exemptions exist in this provision. Theresa Bui requested the Advisory Committee discuss retailer take-back during the next Advisory Committee meeting.

Mattress Recycling Council Advisory Committee Meeting

February 11, 2015
10:30 - Noon

COMMITTEE MEMBERS ATTENDING:

JO ZIENTEK, City of San Jose, (Via Phone)
TERRY MCDONALD, St. Vincent De Paul, (Via Phone)
FRANK CHIN, LA County Dept. of Public Works
DON FRANCO, Gateway Mattress, (Via Phone)
TERESA BUI, Californians Against Waste
TCHAD ROBINSON, Blue Marble Recycling, (Via Phone)
DOUG KOBOLD, Sacramento County
HEIDI SANBORN, California Product Stewardship Council

ADDITIONAL ATTENDEES

CHRIS HUDGINS, International Sleep Products Association/Mattress Recycling Council
MIKE O'DONNELL, Mattress Recycling Council
MARK PATTI, Mattress Recycling Council
RODNEY CLARA, Mattress Recycling Council
AMANDA Wall, Mattress Recycling Council, Marketing and Communications, (Via Phone)
CHRISTINA MILLER, Tehama County (Via Phone)
LARRY SWEETSER, ESJPA Consultant

Mike O'Donnell completed the introductions to start of the meeting.

Mike O'Donnell and Chris Hudgins gave an update on the Connecticut Mattress Stewardship Program. The plan is approved and the program is scheduled to commence on May 1, 2015. Retailers will start collecting fees at that time. Approximately one-third of cities and towns in Connecticut have expressed an interest in participating in the program and there have been no roadblocks at this point.

Rhode Island is on the same path as California in terms of timeline. Program plans are both due on July 1, 2015. February 11, 2015 is the deadline to submit comments for California's proposed regulations with the workshop later today. Mike asked if there were any questions about the Connecticut and Rhode Island programs. There were no questions from the group.

Amanda Wall gave an update regarding the MRC's communications efforts. MRC will be selecting a PR Firm to assist with messaging and outreach. The selected firm's projects will include PSA development, point-of-sale info, media relations/social media strategy and branding/creative services. An initial notice was mailed to California retailers, manufacturers and renovators last week. The goal of the outreach was to inform the various parties of their obligations under California law and encourage them to register with MRC. The MRC is also finalizing an email blast to send to solid waste facilities statewide. It will encourage them to become a participant in the program.

MRC will be producing another series of informational videos for the website. The videos will be used to focus on MRCReporting.org registration, how to use the reporting and remittance functions, and how retailers can answer common questions from customers. MRC is currently using a distribution list of

approximately 10,000 entities to distribute the information. Additionally, MRC has committed to being present at numerous solid waste conferences.

Teresa Bui discussed the retailer take-back requirement in the law. She expressed concerns that the roll-out is spotty across the state. She requested there be a strategy to deal with the fact that common carriers are not required to take back mattresses under the law. Chris Hudgins said we are addressing options for the public that use common carriers with the MRC outreach so individuals know where they are able to drop off their mattresses at no cost. Chris Hudgins urged everyone if they identify retailers not taking back mattresses per the legislation, please contact CalRecycle. Doug Kobold requested CalRecycle provide a legal interpretation of this section of the law. Doug and Teresa will report back as more information becomes available.

The group discussed the two pilot programs evaluating collector incentives:

1. Marin County - There was no update. This pilot runs from February 1 – 28 and has set a $3 per unit bounty.

2. Oakland – This pilot has tagged 219 mattresses and 178 have been returned. The pilot program began January 19th, 2015. There is a six to twelve dollar range which is based on size. The committee stated that the price point is too high and could have been set lower with similar results. Don Franco thought we should have started in the $3-5 range. The program is covering all of Alameda County and some mattresses have traveled significant distances to collect the bounty. There is a very consistent group of vendors that are looking for, and returning the abandoned mattresses. Checks are used to pay out collectors. Larry Sweetser and Christina Miller feel paying a bounty would not address rural areas because it still won't make economic sense to transport a mattress 70 or 80 miles.

Frank Chin and Mike O'Donnell talked about the mattress grant program to mitigate illegal dumping. Frank suggested the grant structure and reimbursement could be based on jurisdictional population; each city would be eligible to get a certain amount of money back from the MRC through the grant payout at end of year. Mike O'Donnell stated that MRC needs a simple format that is auditable and that we need mattress counts to report to CalRecycle. Rodney Clara expressed the grant program may be good for the Conservation Corps because they provide job training and work with cities. Currently, there are no good statewide numbers to quantify the number of illegally dumped mattresses. Mike O'Donnell questioned the group to see if there was a way to get that number. Yolo, Tehama, ESJPA, SWANA and the California illegal dumping task force collect some information.

Mike O'Donnell provided an RFP Update. Rhode Island's RFP is posted on the MRC website. California's RFP is still being written and will be released after we evaluate Rhode Island. MRC is encouraging competition and would like a statewide network of recycling facilities. Heidi Sanborn asked if there are incentives to keep mattresses and recycling in the State. Mike O'Donnell expressed that transportation costs serve as a disincentive to moving mattresses long distances and that MRC has been contacted by out of state recyclers wanting to establish recycling facilities in California.

Doug Kobold discussed the committee's obligation to submit a report from the Advisory Committee to the MRC so it can be submit with the MRCs plan to the State. Doug, Frank and Teresa will work on the first draft of the report.

The group agreed to reconvene for an update regarding the pilot programs this spring.