



Implementing Mattress EPR in Oregon

November 14, 2023

WHO WE ARE



International Sleep Products Association
Trade association for the mattress industry



Mattress Recycling Council (MRC)
The nonprofit ISPA created in 2013 to develop and implement recycling programs in states that enact mattress recycling laws (CT, RI, CA, +OR)



Bye Bye Mattress
The consumer-facing brand MRC developed for the recycling program

COMMON ELEMENTS



- Same non-profit PRO
- Consistent messaging (BBM + MRC)
- Externalized fee
- One reporting portal for sellers
- State oversight and enforcement
- Annual reports and budgets
- Consumer, retailer and large volume service
- Statewide access
- All matured programs

MRC PERFORMANCE

CONNECTICUT

2 Million Mattresses Recycled

- 147 communities with access
- 12 towns with events
- Fee: \$11.75



MRC PERFORMANCE

CALIFORNIA

10 Million Mattresses Recycled

- More than 220 collection sites
- 150 + events
- Expansive commercial volume program
- Fee: \$10.50



LIFE CYCLE ANALYSIS

RECYCLING **1** MATTRESS

SAVES:

 **500**
gallons of water

Enough **energy** to
power an average
household for **3** days



Greenhouse gas
emissions savings
similar to driving
60 fewer miles.

These calculations are based on the life cycle analysis of MRC 2021 California operations. The full report is available: www.mattressrecyclingcouncil.org/research

OREGON PROGRAM TIMELINE

When will the program start?

- **Sept. 29, 2023** – MRC submitted Program Plan to DEQ
- **Dec. 28, 2023** – DEQ approves, rejects, or requests additional information, this includes a 30-day public comment period.
- **7 Months to implement** – The Stewardship organization implements the program within 7 months of the initial DEQ plan approval.
- **July 1, 2024** – Potential program start date used for budgeting purposes.

INDUSTRY OUTREACH



How will MRC inform the mattress industry?

- Direct outreach – email and mail campaigns; phone calls to top sellers
- Generating coverage and placing ads in industry media
- Exhibiting and presenting at industry events and conferences
- Collaborating with other furniture industry associations
- Social media

MRC REGISTRATION & REPORTING

Welcome to the MRC Online Registration and Reporting System

California, Connecticut, Rhode Island and Oregon have enacted laws requiring the mattress industry to establish a mattress recycling program in each of these states. Businesses selling **included products** in these states must register with MRC, depending on where you conduct business. Companies selling **included products** to consumers in these states must collect and remit the fees to MRC monthly.

Each state has different registration requirements:

Connecticut

Each company that manufactures, imports or distributes **included products** for sale in the state must join MRC. To join, you must register online with MRC. Businesses selling **included products** in Connecticut or to Connecticut end users must also register online through this system, collect a \$11.75 recycling fee on each unit sold or after May 1, 2015 and submit a report and remit the collected fees to MRC monthly.

Rhode Island

Each company that manufactures, imports or distributes **included products** for sale in the state must join MRC. To join, you must register online with MRC. Businesses selling **included products** in Rhode Island or to Rhode Island end users must also register online through this system, collect a \$16 recycling fee on each unit sold or after May 1, 2016 and submit a report and remit the collected fees to MRC monthly.

California

Each company that manufactures, imports, distributes, or renovates **included products** for sale in the state must register online with MRC through this system. Businesses selling **included products** in California or to California end users must collect a \$10.50 recycling fee on each unit sold on or after December 30, 2015 and submit a report and remit the collected fees to MRC monthly.

Oregon

Each company that manufactures, imports or distributes **included products** for sale in the state must join MRC. To join, you must register online with MRC. Businesses selling **included products** in Oregon or to Oregon end users must also register online through this system, collect a \$10.50 recycling fee on each unit sold or after December 30, 2015 and submit a report and remit the collected fees to MRC monthly.

Responsibilities

- **Register**
 - Producer
 - Renovator
 - Retailer
- **Report**
- **Remit**

Where? **MRCReporting.org**

STEWARDSHIP ASSESSMENT

HOW IT WORKS

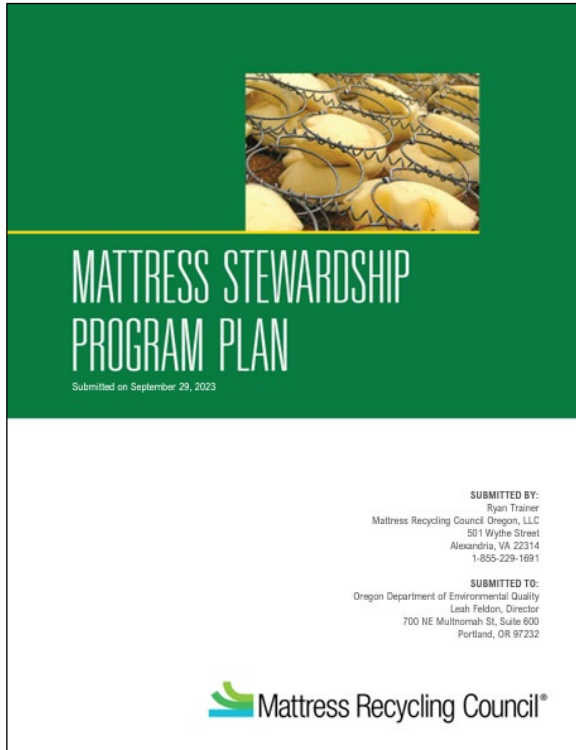
- A visible stewardship assessment on new mattresses and box springs
- **All retailers** are required to collect the assessment
- Remitted to MRC monthly



WHAT IT FUNDS

- Collection, transportation and processing
- Education and outreach
- Department of Environmental Quality Oversight
 - Program Administration
- Illegal dumping mitigation

PROPOSED PROGRAM BUDGET



- Revenue projections and expenses through 2026
- Expenses:
 - Operational (collection, handling fees, transportation, processing, illegal dumping, program studies, compliance audits)
 - Public education, advertising and promotion
 - Program Administration
 - DEQ oversight
- Reserve funding
- Per unit assessment calculation \$19.75

CONVENIENT SERVICE REQUIREMENTS

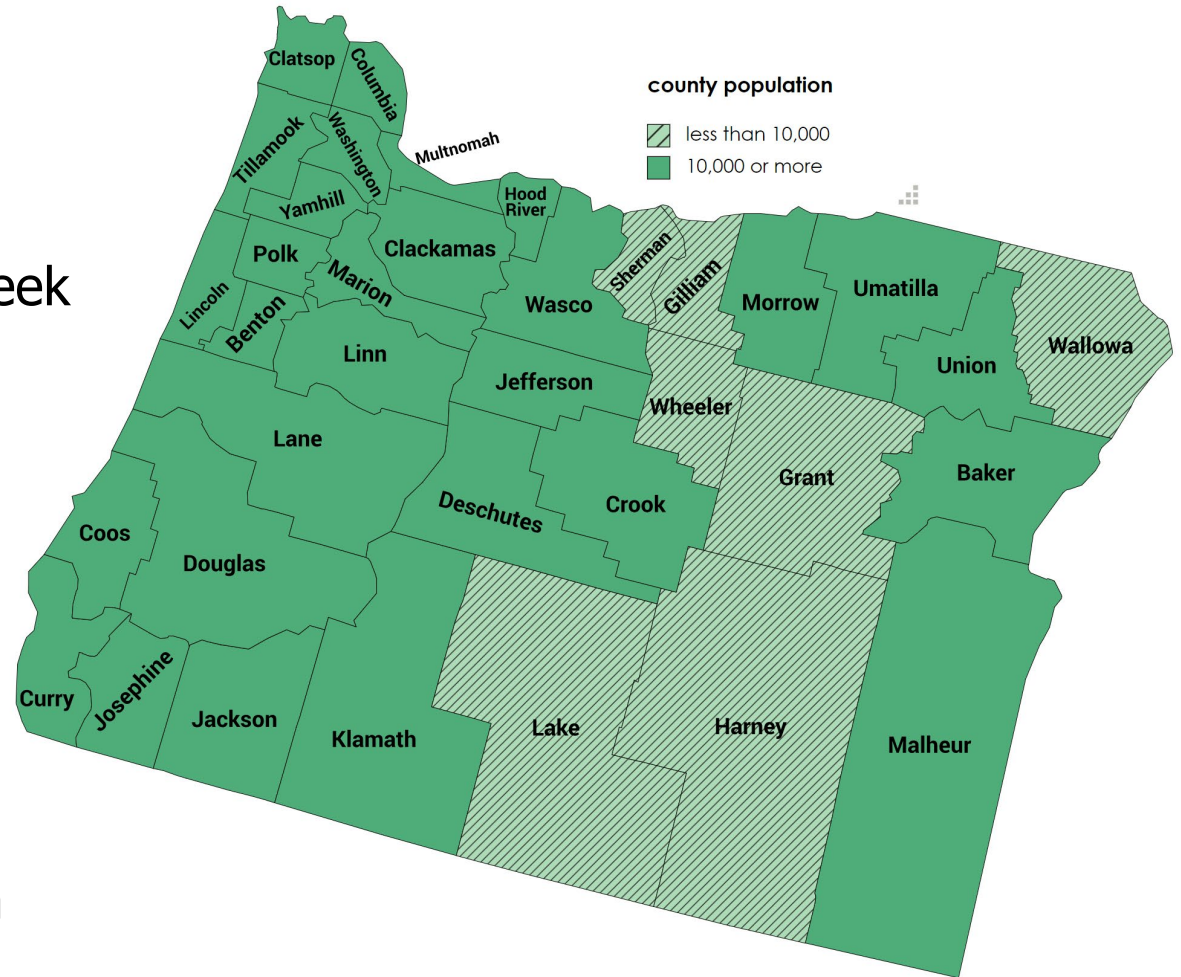
Counties with population of 10,000 or more

- 29 of 36 counties
- Permanent site open at least 6 days per week

Counties with less than 10,000 population

- 7 of 36 counties
- Permanent site open one day per week
- *Or* an Annual collection event

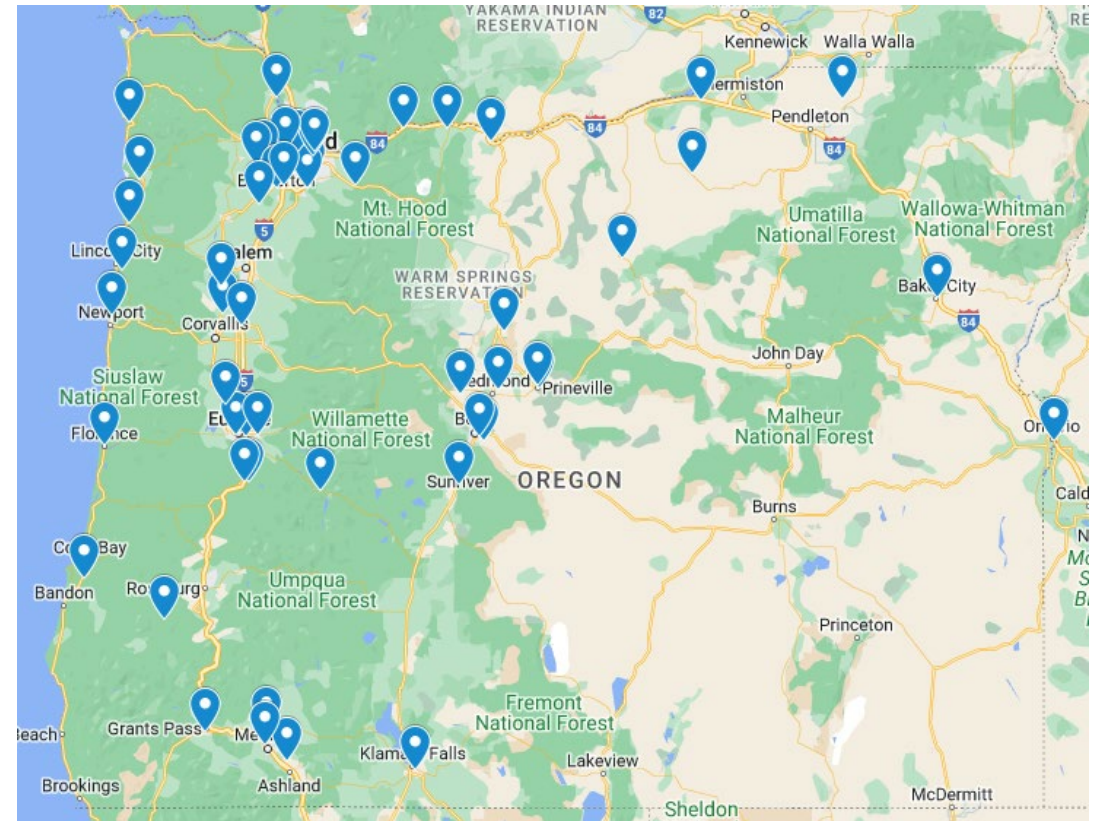
Additional 25 collection sites throughout Oregon



COLLECTION SITE NETWORK

Collection Site Interest Survey *Conducted Spring 2023 to Date*

- **54** interested facilities across **26** counties
- MRC's Oregon Program Coordinator is meeting with interested respondents and contacting other potential collection locations



COMPENSATION

Will collection sites receive compensation for handling discarded mattresses?

- Flat per unit rate for the reasonable actual costs to collect
- The base rate is **\$2.25 per unit** shipped for recycling. Facilities can submit wage and forklift data may increase rate.
- Cost to dispose of non-recyclable units is incorporated in the handling rate.
- Annual adjustments based on the Bureau of Labor Statistics Producer Price Index.

Can we charge the public or commercial customers to accept their mattresses?

- No, participating collectors cannot charge a drop-off fee. Your operations may charge for at-home pick-up, curbside services, or other premium services.

SITE IMPROVEMENT FUNDING



Site improvement and equipment funding available after program launch – decrease loading times, increase safety, efficiency or recyclability

Example projects:

- **Weather coverings** and **cement pads** to protect mattress integrity
- **Fork attachments** and **mobile ramps** to help with efficient loading

“Working with the MRC has been a great partnership for the county. Funding provided improved the way mattresses are handled and has helped to reduce the number of mattresses ending up in the landfill.”

*Julie D'Ambruoso, Management Analyst II
San Joaquin County, Calif., | Department of Public Works*

CONSUMER OUTREACH

How will MRC inform consumers?

- Customer education materials provided at no-cost to retailers
- Press release issued at start of the program and ongoing media relations
- Collection sites and local leaders provided a toolkit for promoting their collection opportunities
- Seeking opportunities to participate in or disseminate information through community events
- Public Service Announcement offered to TV and radio



bye bye mattress[®]
A Program of the Mattress Recycling Council[®]



What type of promotional assistance does MRC provide?

- ByeByeMattress.com locator, social media and monthly newsletter.
- Public Service Announcements
- Durable metal signage for collection facilities, press release at start-up, information flyers, suggested online content.
 - Download the [Collection Site Promotion Toolkit](#) for full details and examples of these materials.



CROSS-BORDER UNITS



Only Oregon mattresses accepted

- Collection sites along state borders must segregate out of state units and only put program units into MRC containers
- Commercial generators must provide a collection log at drop off to verify mattress origin.
- Recyclers may accept out-of-state units:
 - Must report all out-of-state units to MRC
 - MRC will not compensate for processing out-of-state units

COMMERCIAL VOLUME PROGRAM

- **No-cost transportation provided for more than 100 units**
- Eligible entities include retailers, hotels, universities, healthcare facilities, military, and others
- Reduces burden on collection sites

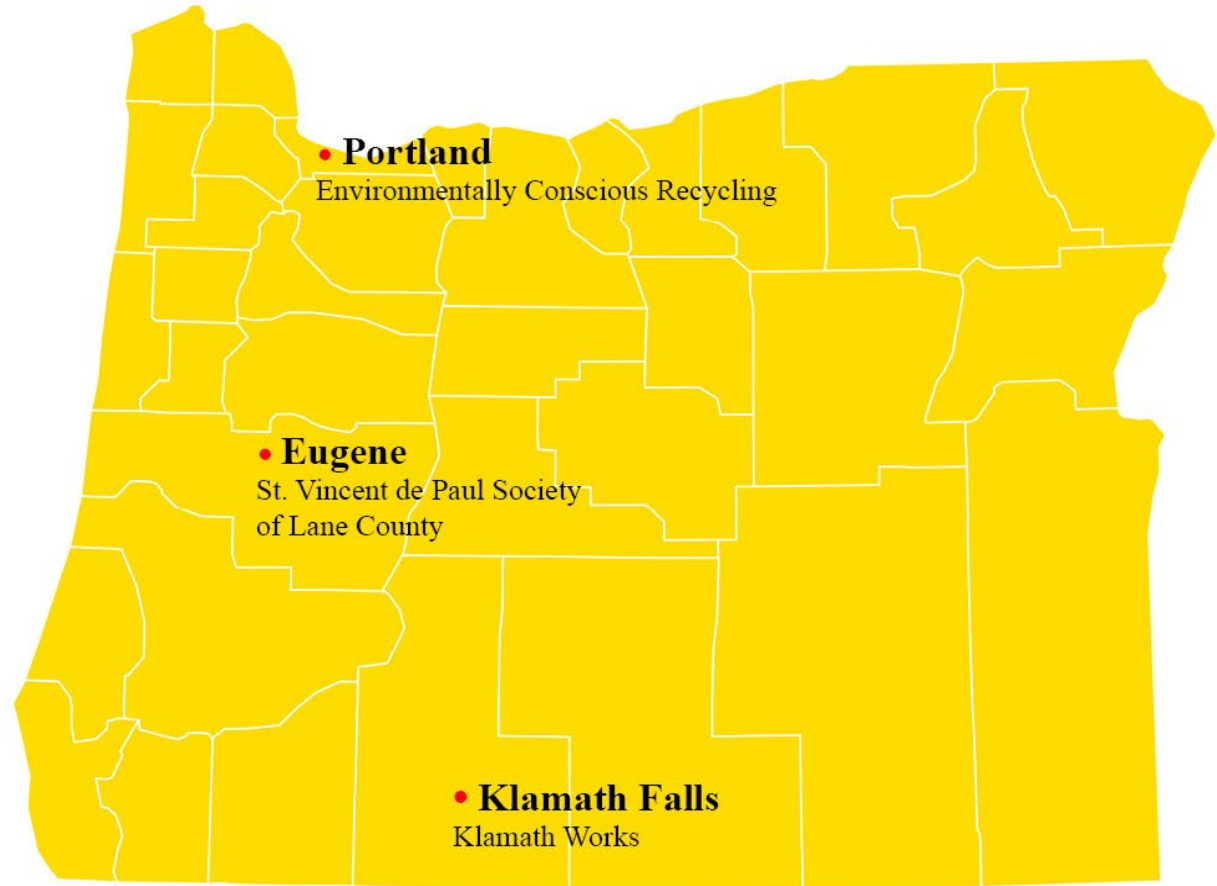


RECYCLERS

MRC selected 3 Oregon mattress recyclers

An RFP for recycling services was posted this past Spring

- Currently in contracting process



TRANSPORTATION

MRC will contract with a network of transportation providers and assign one to each collection facility.

- Completed RFP for transportation services in Spring 2023.
- Collections sites are not required to provide their own transportation.
- Service requests will be made through an online portal, with 2 business day pickup in most areas of the state.
- MRC's transportation vendors will supply covered containers and trailers to keep units dry and free from weather.

REUSE

Reuse organizations as collection sites

- Reuse organizations participating as collection sites will select clean units for renovating or reuse. Unusable units will be recycled by MRC.
- Reuse organizations included on the Bye Bye Mattress locator.

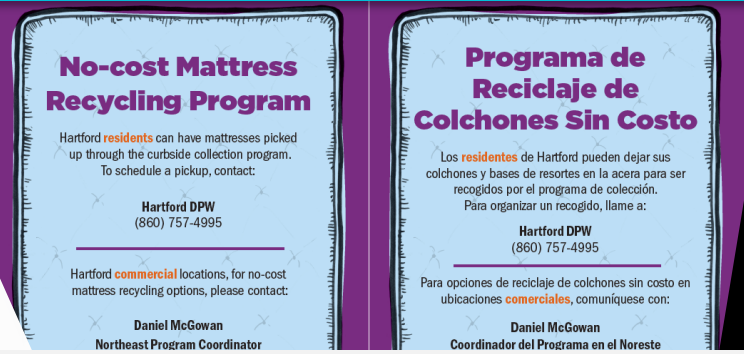
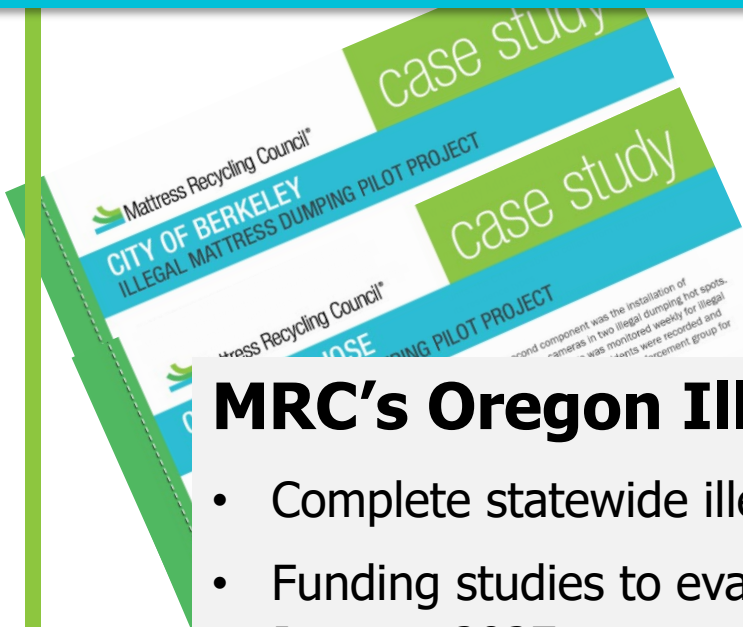
Additional coordination

- Recyclers can sell whole units and materials for renovation or reuse.
- MRC requires recyclers to achieve a diversion rate; reuse and renovation improves these data points
- MRC will coordinate with reuse organizations to receive sufficient volume.

Reporting

- MRC will provide information on the number and tonnage of program mattresses sent to renovation or reuse from contracted recycler facilities.

ILLEGAL DUMPING



MRC's Oregon Illegal Mattress Dumping Plan:

- Complete statewide illegal mattress dumping census by December 2026
- Funding studies to evaluate the causes of and pilot solutions for illegal dumping starting January 2027
- At program launch, implement diverse education and outreach tactics, including:
 - A lesson plan MRC developed to teach students to recycle will be circulated among schools, libraries and community environmental groups.
 - Public Service Announcements.

FUTURE DELIVERABLES & STUDIES

Program Goals:

- A proposal on program performance goals no later than two years from program launch

Studies and reports:

- A study evaluating the most effective methods of providing discarded mattress collection services to low-income individuals and multifamily housing structures
- A report on the scope of discarded mattresses that are not being collected as part of the program and recommendations on how to direct the discarded mattresses to the program
- A life cycle assessment
- Studies and reports will be published in 2026 annual report

THANK YOU

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