



# Implementation of Oregon's Recycling Modernization Act by Circular Action Alliance Oregon

NWPSC Lunch & Learn

*October 14, 2025*



**Northwest Product  
Stewardship Council**



# Northwest Product Stewardship Council

## About the NWPSC

- Coalition of government organizations in Washington and Oregon with a mission to enhance reuse, recycling and waste management systems.
- Steering Committee Members
  - Washington State Department of Ecology
  - King County Solid Waste Division, Washington
  - Hazardous Waste Management Program in King County
  - Seattle Public Utilities, Washington
  - City of Kirkland, Washington
  - City of Spokane, Washington
  - Oregon Department of Environmental Quality
  - Metro, Oregon
  - Kitsap County, Washington
  - Thurston County Public Health and Social Services
  - City of Tacoma, Washington
  - Lane County, Oregon
- Associate Members - Local, state, regional, and federal government agencies, and non-profit organizations that support the NWPSC mission.
- Monthly newsletter: <https://productstewardship.net/join>



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Action  
Alliance®

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# Implementation of Oregon's Recycling Modernization Act

NWPSC Lunch & Learn  
October 14, 12:00 PM – 1:00 PM PT

# Anti-Trust Reminder

Circular Action Alliance is subject to federal, state, and international antitrust/ competition laws and has a policy of strict compliance with these laws, without exception.

These antitrust laws prohibit competitors from engaging in actions that could result in an unreasonable restraint of trade.

Consequently, competitors must avoid discussing certain topics when they are together, meeting virtually, or at any other time:

- Prices, fees, rates, profit margins, discounts, promotions, rebates, or other terms or conditions of sale;
- Pricing strategies, methods, trends, plans, or timing of price changes;
- Salaries, costs, and other factors that affect pricing; the hiring or recruitment of other members' employees;
- Allocation of markets or customers or division of territories;
- Topics that may lead participants to not deal with or to boycott a particular supplier, customer, or third party;
- Reductions of output; bid-rigging;
- Or any other anti-competitive topics or actions.

**Failure to comply with these antitrust laws will not be accepted.**

# The U.S. PRO – Circular Action Alliance

- Circular Action Alliance (CAA) is a 501(c)(3) nonprofit PRO dedicated to implementing effective EPR laws for paper and packaging in the U.S.
- CAA was founded by companies from the food, beverage, consumer goods, and retail industries.
- CAA has been approved to be the single PRO in California, Colorado, Maryland, Minnesota and Oregon.



# CAA's Mission

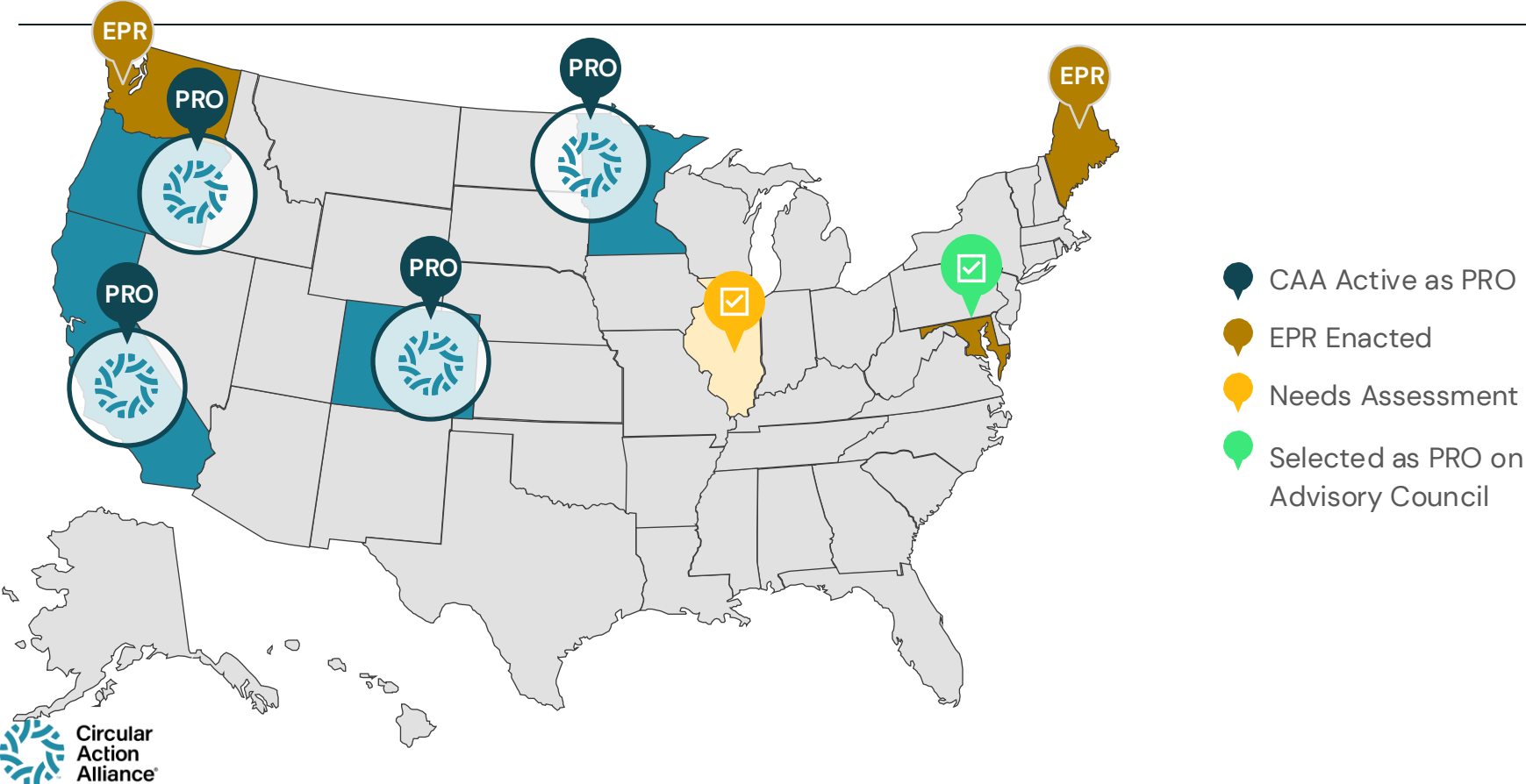
- CAA's mission is to help producers comply with EPR laws, deliver harmonized, best-in-class services and work with governments, businesses and communities to reduce waste and recycle more.

## CAA will:

- Meet state-specific regulatory requirements;
- Leverage existing recycling systems and infrastructure; and
- Advance the circularity of covered materials through collaboration with local governments, service providers, and recycling system interest holders.



# Packaging EPR in the US





# Uniform Statewide Collection List

## Plastic



**Bottles, round containers,  
buckets, and rigid plant pots**

Caps OK if screwed on. All items must be  
2 inches by 2 inches or larger.

## Metal



**Aluminum and steel cans  
and scrap metal**

Less than 10 pounds and 18 inches.

## Cardboard and Cartons



**Flattened cardboard, packaging  
boxes, food and beverage cartons**

Pizza boxes must be empty with no food residue.

## Paper



**Newspaper, magazines, office paper,  
egg cartons, mail, paperback books,  
bags, and non-metallic gift wrap**

# Program Overview



The first program plan runs from July 1, 2025, to December 31, 2027.



The program covers an estimated 415K tons of material.

CAA Oregon Program Plan Budget

	Pre-Program to the end of 2025	FY2026	FY2027
Total Budget	\$188M	\$254M	\$289.5M

# Local Government Engagement in Developing the Program Plan

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- Local government had several opportunities to provide input during the development of CAA Oregon's program plan.
  - Oregon Recycling System Advisory Committee (ORSAC)
  - Public Comment periods
  - Engaged with local government representatives to better understand existing collection systems and future program goals. CAA ensures balanced engagement with communities representing:
    - Urban and rural
    - Small, medium and large sizes
  - Local government and community-based organization (CBO) consultation on the development of E&O materials

# Importance of the Needs Assessment

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The results of the needs assessments become a foundational piece of the EPR program. The data is essential for:

- Identifying the key system gaps.
- Estimating system investment costs to create an accurate program budget.
- Prioritizing funding across the state over the program plan period.
- Creating a meaningful state-wide map.
- Identifying opportunities to drive efficiencies in the system statewide.

**Requires collaboration and participation to be a successful exercise!**

# How Were Reimbursement Agreements Made?



Baseline reimbursement levels were established in the program plan using data from the needs assessment and the ORSOP survey.



Consultations were undertaken according to priority group to identify the system gap properly.



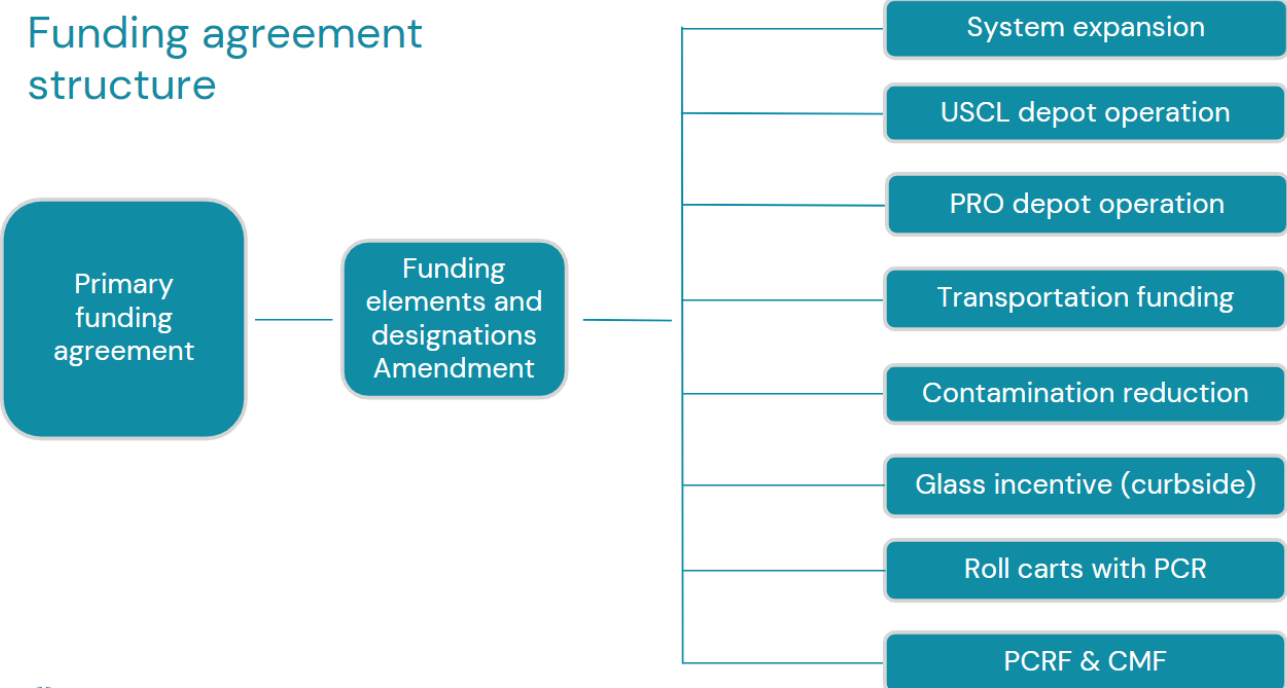
Individual funding agreements and addenda were signed that clearly outline the investments coming to each community and when those will be made.



The progress of investments is publicly reported on a quarterly basis.

# Funding Agreement Structure

## Funding agreement structure




# System Expansion Funding



Truck Purchases




Cart Purchases



Equipment Purchases



Signage Placement



Education & Outreach



Collection of all USCL Materials

# How to Prepare for System Expansion Funding?



Plan your timeline for implementation.



Start the rate-setting process, if needed, before implementing the new collection.



Get truck and container quotes.



Expect outreach from CAA for each priority group.



Complete your system expansion application and submit it with truck and container quotes.

# RecycleOn Center Overview

- CAA has launched the first of a network of 140+ PRO-funded Recycling Centers across the state.
- RecycleOn Centers collect materials that:
  - Are not collected in home or business recycling bins.
  - Cannot be easily sorted at a recycling facility.
  - Have proven responsible end markets.
- CAA will provide the equipment, compensation, material collection and ensure materials are delivered to Responsible End Markets (REMs).



# Education & Outreach (E&O)

# How is recycling outreach and education coordinated?

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## Educational

- CAA created E&O materials in consultation with local governments, service providers and community-based organizations.
- Communities can access and customize materials within CAA's E&O Portal.
- CAA covers the cost of printing E&O materials.
- Communities distribute materials in ways that fit their community's needs.

## Outreach

- CAA developed a statewide ad campaign in consultation with local governments, service providers and community-based organizations.
- The ad campaign is fully funded and directed by CAA.
- Statewide ads include out-of-home (billboards, transit), social media, TV/streaming, podcasts, radio, etc.

# Education & Outreach Materials

**Recycling Guide**  
Thanks for recycling these items! All items must be empty and dry.

Following the guidelines of what is allowed in your recycling bin saves natural resources, reduces pollution and creates jobs.

Scan for Arabic, Chinese, Chinese T, Hindi, Korean, Russian, Somali, Spanish, Tagalog, Ukrainian and Vietnamese.

<b>Cardboard and Cartons</b> <p>Flattened cardboard, packaging boxes, food and beverage cartons Pizza boxes must be empty with no food residue.</p>	<b>Paper</b> <p>Newspaper, magazines, office paper, egg cartons, mail, paperback books, bags, and non-metallic gift wrap.</p>	
<b>Plastic</b> <p>Bottles, round containers, buckets, and rigid plant pots Caps OK if screwed on. All items must be 2 inches by 2 inches or larger.</p>	<b>Metal</b> <p>Metal cans, foil, empty aerosols, scrap metal, and empty paint cans</p>	<b>Glass</b> <p>Bottles and jars Remove caps and lids. Place in glass only bin</p>

**No!**

- No bagged recyclables
- No plastic bags or stretchy plastics (store or deposit shop-off)
- No food or liquid (empty all containers)
- No batteries
- No hoses, cords, or wires

RecycleOn [localwebsite.gov](http://localwebsite.gov) | 123-456-7890

Recycling Guide

**Recycling**

Reciclaje    回收    재활용    Переработка отходов  
 Rác Tái chế    पुनर्रचक्रण    Dibu warshadayn  
 Resiklo    إعادة التدوير    Переробка відходів

Label for identifying recycling carts

**Recycling Tip**  
Consejo de reciclaje

Don't bag your recyclables. Place recyclables loose in your cart. No cubetas for recyclables en binario. Coloque los reciclables sueltos en su contenedor.

[localwebsite.gov](http://localwebsite.gov) | 123-456-7890

Info Card

Thanks for recycling these items!

All items must be empty and dry. Todos los artículos deben estar vacíos y secos.

Plastic bottles, round containers, buckets, and rigid plant pots  
Aluminum and steel cans, and scrap metal  
Flattened cardboard boxes, food and beverage cartons  
Paper, newspaper, magazines, egg cartons, mail, paperback books, and paper bags

**No! / ¡No!**

- No bagged recyclables
- No plastic bags or stretchy plastics
- No food or liquid
- No batteries

Recycling Container Decals

Thanks for recycling these items!

All items must be empty and dry.

Scan for: 漢語中文, ភាសាខ្មែរ, español, tiếng Việt.

Plastic bottles, round containers, buckets, and rigid plant pots  
Aluminum and steel cans, and scrap metal  
Flattened cardboard boxes, and food and beverage cartons  
Paper, newspaper, magazines, egg cartons, mail, paperback books, and paper bags

**No!**

- No bagged recyclables
- No plastic bags or stretchy plastics
- No food or liquid
- No batteries

Billing insert

**Recycling**

Plastic    Metal

Cardboard and Cartons    Paper

**No!**

- No bagged recyclables
- No plastic bags or stretchy plastics

**Glass**

Bottles and Jars

**No!**

- No bagged recyclables
- No plastic bags or stretchy plastics

Thanks for recycling these items!

All items must be empty and dry. Todos los artículos deben estar vacíos y secos.

Aluminum cans  
Flattened cardboard boxes  
Paper, newspaper, magazines, egg cartons, mail, paperback books, and paper bags

**Recycling Tip**  
Consejo de reciclaje

Containers don't need to be spotless. This is clean enough.  
Los contenedores no necesitan estar impecables. Esto es suficiente.

[localwebsite.gov](http://localwebsite.gov) | 123-456-7890

Cart tags

Additional E&O materials include brochures and mailers, door hangers, posters, and enclosure signage.



# Statewide Ads



*Together, we can do this video ad*

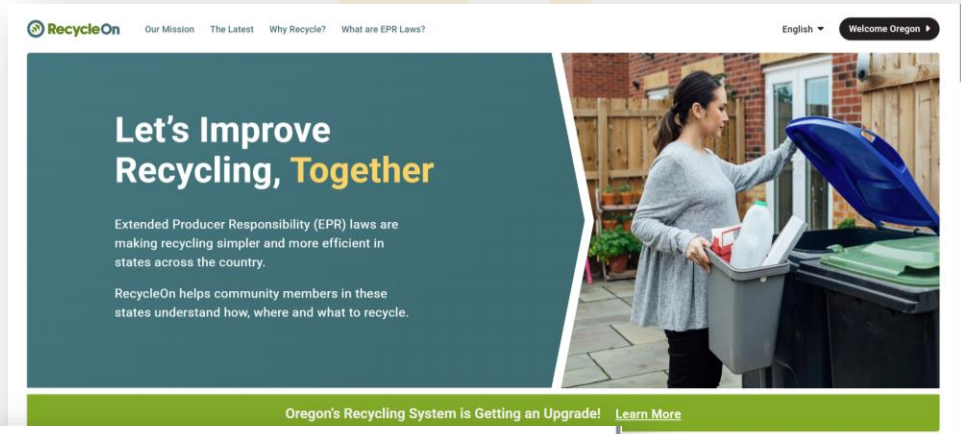


*Examples of social media ads*



*Billboard and Transit Ad*

**RecycleOn.org** serves as another trusted source for community members to get information about recycling in the state.



# Audit Center

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CAA's audit system will primarily focus on communities with a population of 4,000+ and smaller communities with curbside recycling.



An estimated 90% of Oregon's population will be covered by the audit sampling protocol.



The focus of the audits will be on sampling from on route collection. Some sampling of USCL depot material will occur at a smaller scale.



To start, the number of samples from a given community will depend on the population size. Overtime, the sampling will be based on tonnage generated rather than population.



The audit center will also consolidate materials collected at Recycling Centers.

# Service Provider Portal – It's live!

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## A web platform for working with CAA:

- Submit data required to track material from communities to responsible end markets (REMs).
- Submit requests for transportation reimbursement.
- Submit invoices along with required documentation for reimbursement.
- Check the status of invoices.
- Submit questions and requests to CAA staff.

Sign the Primary Funding Agreement to get access.

# CAA is Hiring!

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CAA aims to be the PRO in Washington and is seeking a Program Manager, who will:

- Help develop the program plan.
- Work with National teams to support the producer registration process.
- Engage on rulemaking.
- Early engagement with local governments, service providers and non-profits across the state.

[Visit circularactionalliance.org/careers for job details](https://circularactionalliance.org/careers)



# Questions?

# Thank you



[OregonInfo@CircularAction.org](mailto:OregonInfo@CircularAction.org)



[CircularActionAlliance.org](http://CircularActionAlliance.org)



Circular Action Alliance



[@CircActAlliance](https://twitter.com/CircActAlliance)



[@CircularActionAlliance](https://www.youtube.com/CircularActionAlliance)



# Q&A



# Thank you for joining us!

## Contact

- **NWPSC** [info@productstewardship.net](mailto:info@productstewardship.net)
- **Sara Kirby**, Metro [Sara.Kirby@oregonmetro.gov](mailto:Sara.Kirby@oregonmetro.gov)
- **Adrian Tan**, King County Solid Waste Division [adtan@kingcounty.gov](mailto:adtan@kingcounty.gov)