

Oregon's Bottle Bill: A Cooperative Approach



BottleDrop[®]
Oregon Redemption Center



How the private sector made
redemption and recycling a success

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Oregon Beverage Recycling Cooperative

- Process 1.2 billion containers/year
 - 86 Members and Participants (any distributor of beverages)
 - 300 Oregon Employees
 - Eight (8) processing operations throughout Oregon
 - Portland, Eugene, Medford, Redmond, Klamath Falls, Pendleton, Astoria & Ontario
 - Tractor-trailers collecting empties from 2,600+/- Oregon grocery/c-store locations
- Annual Operating budget of \$34 million dollars
 - Builder and Operator of BottleDrop Redemption Centers in Oregon
 - Partner in ORPET (St. Helens Operation processing all Oregon PET)



MORE INFO: www.obrc.com

- All with ZERO taxpayer dollars



Modernizing the Bottle Bill

1971

Bottle Bill Signed into Law – “The Bottle Bill is Aspirational, not Prescriptive”

2009

Bottled water added

2011- 2020

BottleDrop Redemption Center statewide rollout

2017

Increase to 10 cent deposit

2018

Expansion to include energy drinks, teas, coffees, and juice. (Resulting in a 40% increase in container volume)



Current redemption rate ~64%

Our flagship:



- **Improve the customer return experience**
- **Remove high volume returns from grocery stores**



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Indoor, clean and fast!



Hand Count

- **Up to 50 containers counted by staff**



Self Serve

- **350 containers per person/per day**
- **State of the art return machines**
- **Three material types in one machine**



BottleDrop Account

- **Bag it – Fill green bags at home.**
- **Tag it – Place bar code tag on bag.**
- **Drop it – Leave it at any BottleDrop center anytime 24/7.**
- **App under development to manage account and interact with featured fundraisers**



2 Ways to Get Cash

- At BottleDrop



- Store Kiosk



Additional Convenience Features

- **Easy auto access and parking**
- **Bike racks available**
- **Open 7 days a week**
- **BottleDrop PLUS Rewards Program**



10 cents has sparked huge demand

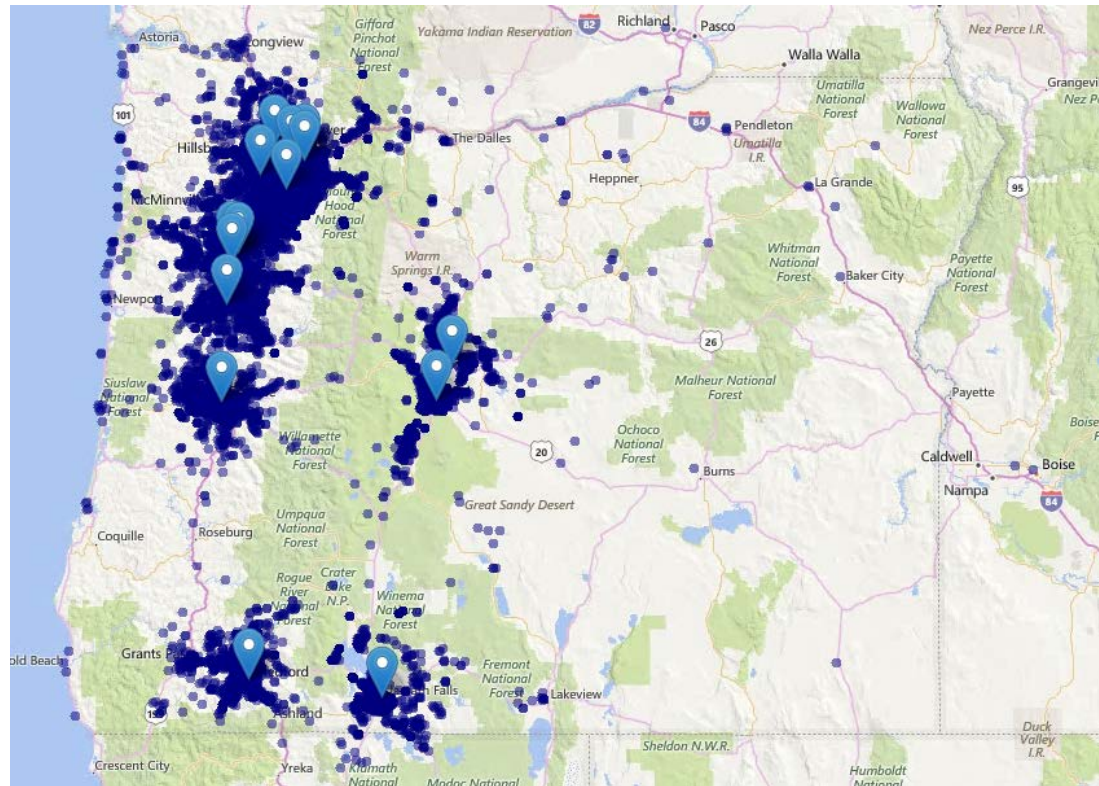


Initial numbers show over double normal volume at BottleDrop

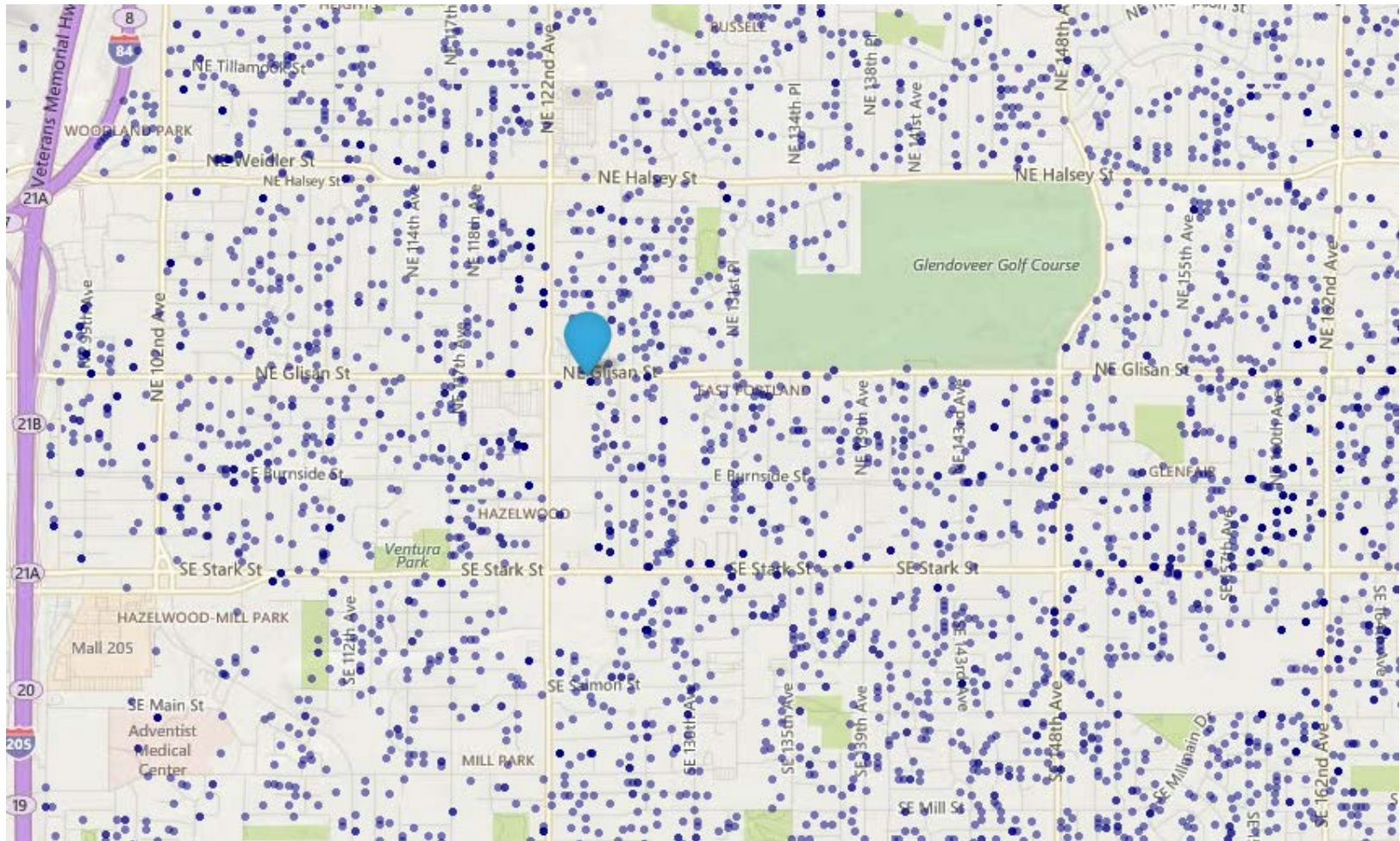


12 Express boxes opening this year

Measurements of Success



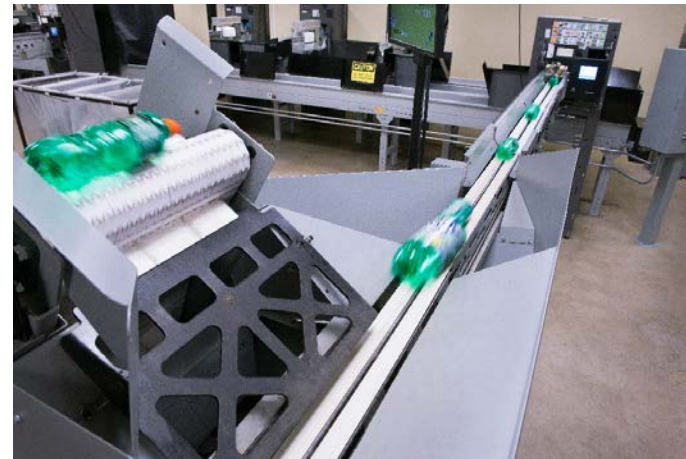
- **Over 130,000 Households with BottleDrop Accounts**





- **50% of redeemed containers coming through 19 BottleDrop Centers**
- **Projected 60% by end of 2017, through 25 BottleDrop Centers**

- **Areas with a BottleDrop Center have seen an average increase in volume of 20% over grocery store redemption**

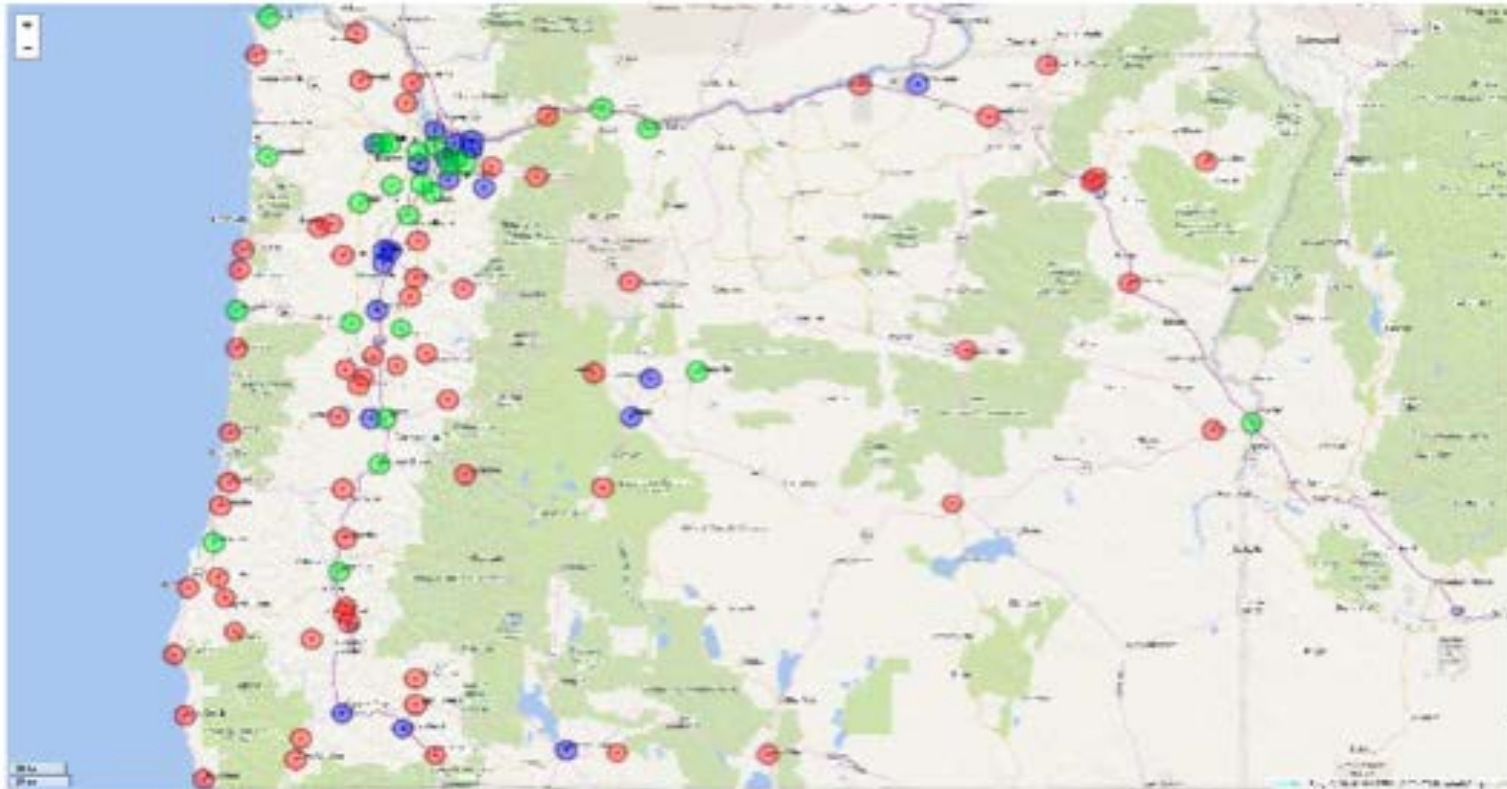


Lots of BottleDrops coming

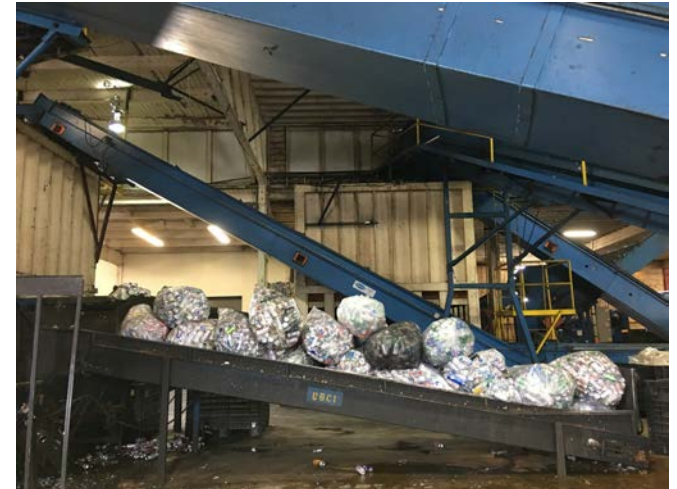
Blue = BottleDrop Center

Green = Proposed BottleDrop Center

Red = Proposed BottleDrop Express Location



All material processed by OBRC



How has cooperative model been effective?

Efficiency through vertical integration

- Collection
- Facilities
- Processing



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Not-for-profit with a long-run horizon

What's Next?





BottleDrop Give, or the “blue bag program,” supports nonprofits like SOLVE





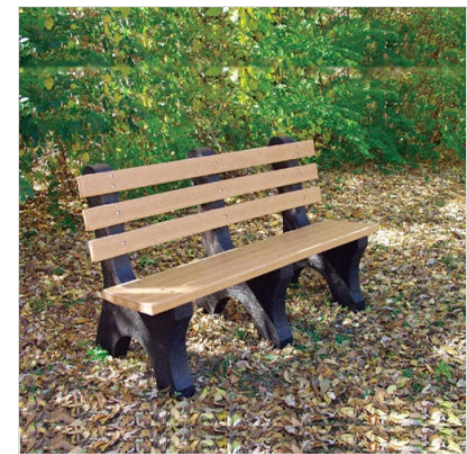
Refillable bottles now in
pilot phase



**DOUBLE
MOUNTAIN**
bottles are refillable.
Please take to the
service counter for a
hand count.



bottledropcenters.com





To Find Out
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www.BottleDropCenters.com