



## DEPARTMENT OF RESOURCES RECYCLING AND RECOVERY

801 K STREET, MS 19-01, SACRAMENTO, CALIFORNIA 95814 • (916) 322-0195 • WWW.CALRECYCLE.CA.GOV

September 17, 2015

**DealerID: DL232083.001**

Store Manager

Plumpjack Wine Marina

3201 Fillmore St

San Francisco, CA 94123

**FIRST NOTICE:  
REQUIREMENTS TO ENSURE RECYCLING CONVENIENCE**

Dear Store Manager:

The Department of Resources Recycling and Recovery (CalRecycle) administers California's Beverage Container Recycling and Litter Reduction Act (Act). The Act, which is state law, is designed to provide consumers with convenient locations to return their empty beverage containers for the California Refund Value (CRV). As a retail store that sells beverages (dealer), you share the responsibility for providing this convenience. You may view the full Act and associated regulations via web link: <http://calrecycle.ca.gov/BevContainer/LawsRegs/>.

**How Does This Affect You?**

Your store is identified as a beverage *dealer* located within a *convenience zone* that does not contain a certified recycling center.

- A *dealer* is a retail establishment that offers the sale of CRV beverages to consumers for off-site consumption. Examples of dealers include, but are not limited to, supermarkets, community markets, gas marts, convenience stores, liquor stores, membership bulk stores and health food stores. (Public Resources Code (PRC) §14510.)
- A *convenience zone* is the area within a one-half mile radius of a supermarket. Your store is located in convenience zone #13099, which is created by Marina Supermarket, 2323 Chestnut St, San Francisco. (PRC §§ 14509.4, 14571(a).)

The Act requires that there be a recycling center established within each convenience zone, unless certain conditions exist that allow for granting or sustaining exemption from this requirement are met. In your case, exemption was not granted or sustained. This means that people who shop in your area do not have a convenient location to return their beverage containers for CRV. (PRC §14571.8.)



### What Does the Act Require?

The Act requires a recycling location to be established within 60 days from the date of this notice. The ideal solution is for a state certified recycling center to become operational within the convenience zone. However, if this does not happen, all dealers within the convenience zone must choose **one** of the following two options, in accordance with PRC §14571.6:

- A. Pay consumers the refund value for all empty CRV beverage containers they bring to your store for recycling, **or**
- B. Pay a daily fee of \$100 per day to CalRecycle. Please note that the daily fee is only an option in state law and is not a fine. By choosing this option and paying the daily fee, you are relieved of the responsibility to redeem CRV containers for consumers.

### What Should You Do Now?

The next 60 days are considered a *grace period*. During this time dealers are encouraged to work with property managers, local government and recycling center operators to establish a recycling center in your area. Supermarkets often host recycling centers; however, any dealer with enough space may accommodate a recycling center with approval from the commercial landlord and local government. CalRecycle may be able to assist you in contacting recycling center operators.

### Understanding Our Notification Process

This is the first of three notices you may receive regarding this grace period. You will receive the following notices if a convenient recycling center has not been established:

- After 30 days, you will receive a second notice. This is a reminder of the responsibilities outlined in this first notice.
- After 60 days, you will receive a final notice. This indicates that the 60-day grace period has expired. The final notice will include additional instructions and a dealer affidavit that you will need to sign and return to CalRecycle within 10 days. ***Failure to do so may result in the issuance of a Notice of Non-compliance or Notice of Violation with civil penalties.***

If a certified recycling center becomes operational within your convenience zone at any time, CalRecycle will immediately notify you in writing. We will provide the name and address of the new recycling center. At that time, you may begin directing consumers to the recycling center.

If you have any questions regarding this notice, please contact the Convenience Zone Unit at 916-322-0195. To help us assist you better, please provide your dealer identification number, DL232083.001, when you call.

Sincerely,



Walt Simmons  
Supervisor  
Convenience Zone Unit