



Beyond the Plateau

New & Proposed
Extended Producer
Responsibility -
Mercury Thermostats

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What is the Thermostat Recycling Corporation?



- Industry stewardship program for end-of-life mercury thermostats
- Non-profit founded nearly 20 years ago by Honeywell, White-Rodgers, and General Electric; 30 manufacturers now participate
- Mission is to promote and facilitate the proper management of end-of-use mercury containing thermostats through reverse distribution



How the Program Works



1. Mercury thermostats are removed from service



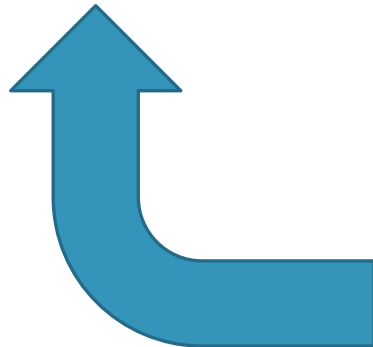
2. Thermostats are brought to closest collection point or stored in TRC's container at job site



3. When bin is filled or one year's time of accumulation, it is sent to TRC's processing facility in Golden Valley, MN



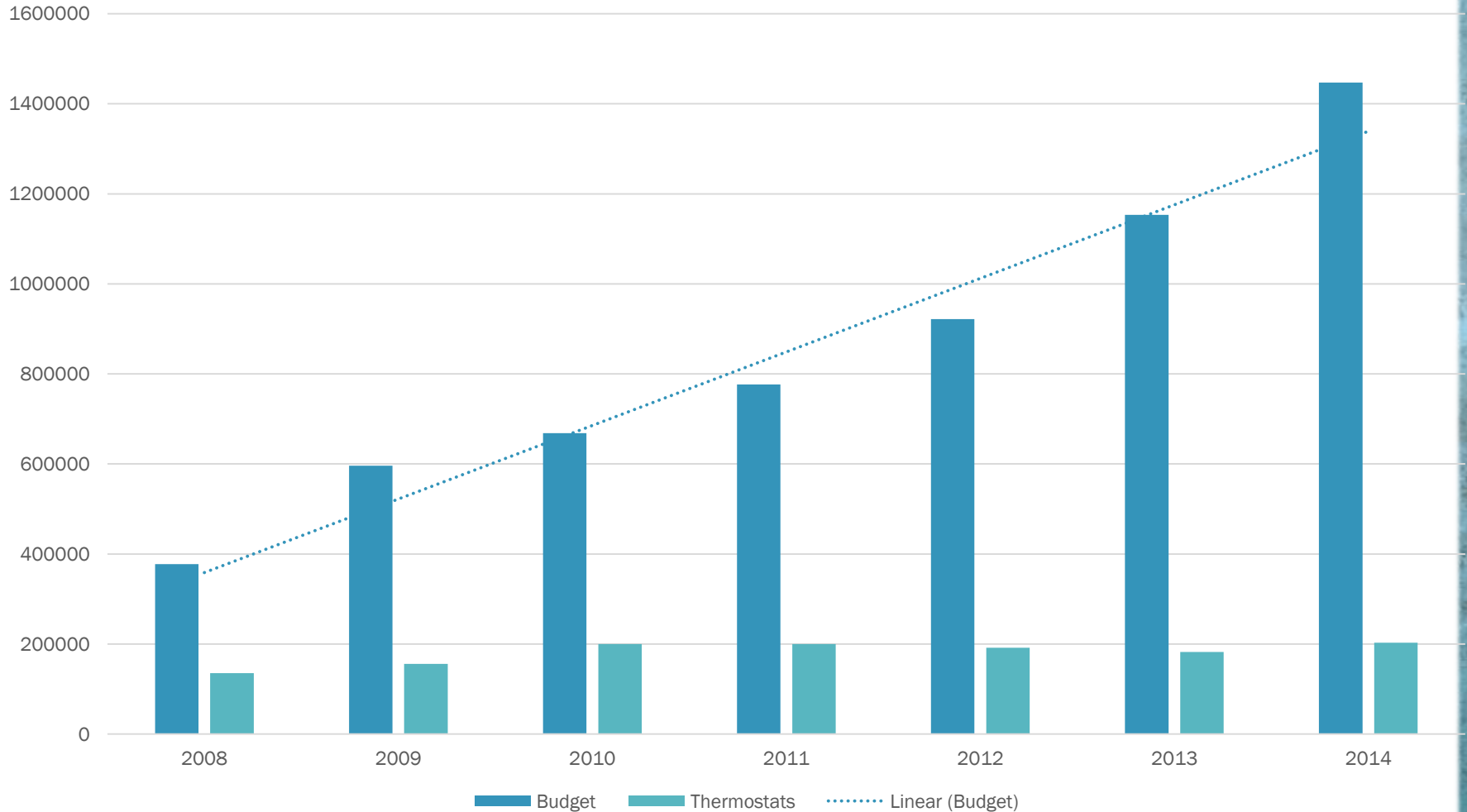
4. After processing, the empty bin is returned to start the collection process again





Program Results

Budget as a Comparison to Thermostats Collected





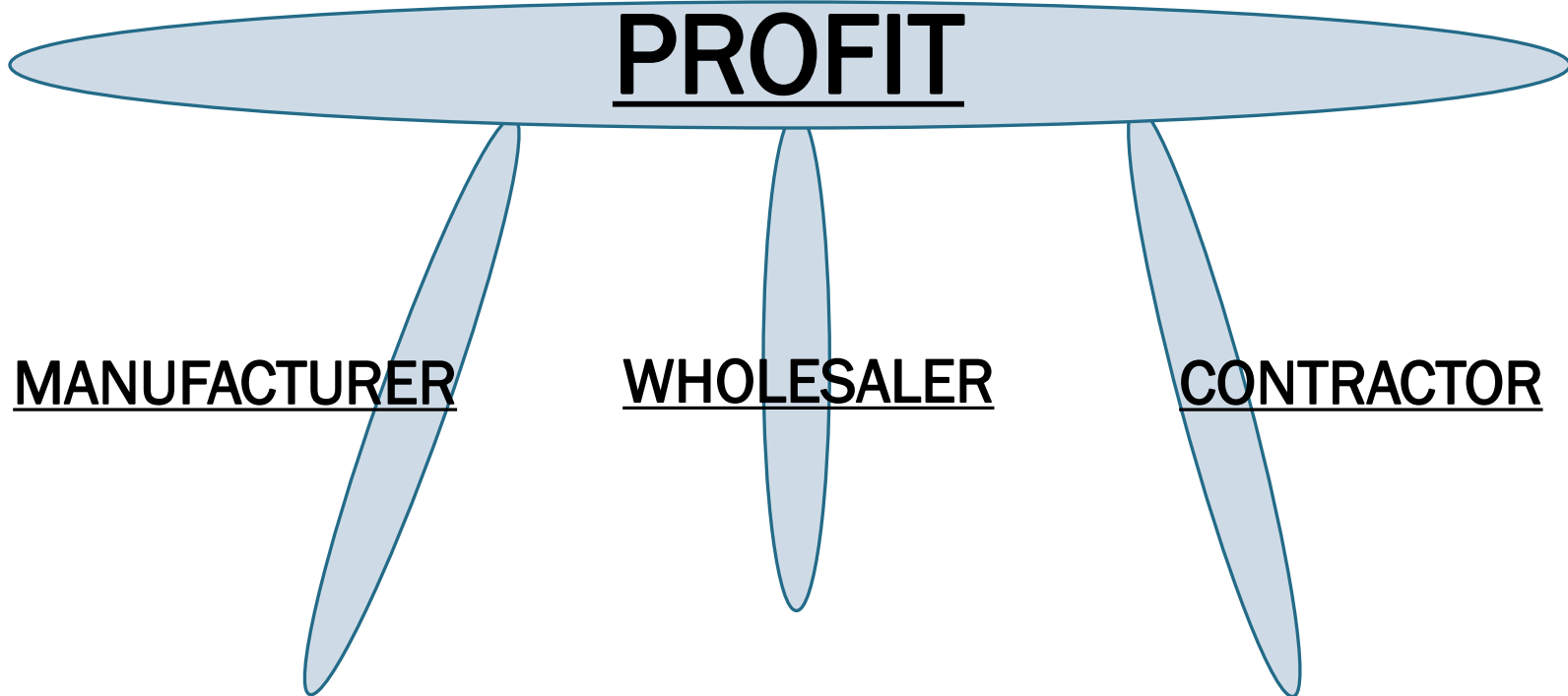
Who is generating this waste?

- Trade channel account for approximately 90% of new thermostat sales.
 - While widely available at retail, not a retail product unlike CFL's or batteries.
 - Primary focus of the program is the primary generator
 - Numbers at HHW should drop as contractors are now prohibited from leaving at customers homes and program is accessible at all wholesalers.

National YTD	Share of returns by collection type
Wholesaler	80%
Contractor	13%
HHW Facility	5%
Retailers	2%
Demo	0%



3 Legged Stool of Responsibility



- All three legs are important; stool doesn't stand
- **ALL** profited from the sale of mercury thermostats
- Profit is not a dirty word however it does bear responsibility



New York State Law

- Signed on December 18th 2013 by Governor Cuomo and amends the Environmental Conservation Law and went into effect on July 1st, 2014
- Disposal ban isn't new in NY. Has been a ban since 2005, but not enforced and voluntary wholesaler participation wasn't working well.
- Wholesalers are required to act as a collection point and may not sell any thermostat if they don't collect. Must also display poster to inform customers about recycling.
- Contractors are required to recycle mercury thermostats by taking them to a collection point
- Statewide collection goals will be established by 2015 from the DEC.
- Sunset date is January 1st, 2024
- Copy of law available at http://www.dec.ny.gov/docs/materials_minerals_pdf/2013tstat.pdf



Fines and Fees of New York State Law

- Improper Disposal (ie. Throwing mercury thermostats in the trash):
 - First offense is warning and education
 - Second through fourth offense is \$50, \$75, \$100 respectively
 - \$500 fine after fourth offense
- Failure to act as collection point and continue to sell thermostats:
 - \$1,000 per day per violation
- Enforceable through Department of Conservation



Accelerating Program Adoption in 2014

- Set up the network
 - (2) Contractors
 - Territory split by Route 81 into “Western” and Eastern”
 - (175) “Eastern” HVAC wholesale locations given a collection container
 - (123) “Western” HVAC wholesale locations given a collection container
 - (298) NEW locations or 74% increase for 2014
- New website
 - State specific pages
 - Zip coder finder for closest collection site
- Laid ground work to prepare for 2015 success



2015 NY Goals

- Hit 15,500+ units collected
 - 210 bin returns with 75 in the bin
- Return a goal of 75% of HVAC wholesaler bins this year
- Add (75) new collection locations
 - Contractor / HHW

State	2012	2013	2014
New York	3601	2297	4786



2015 NY Plan To Drive Returns

Marketing outreach

- Select Wholesaler and Contractor promotions
- Wholesaler/Contractor/HHW mailing with offers
- Merchandising displays

Sales pipeline management

- HVAC Wholesalers Corporate top down
- Large Contractor engagement
 - HVAC
 - Utility implementers
- HHW

TRC Outbound Touches

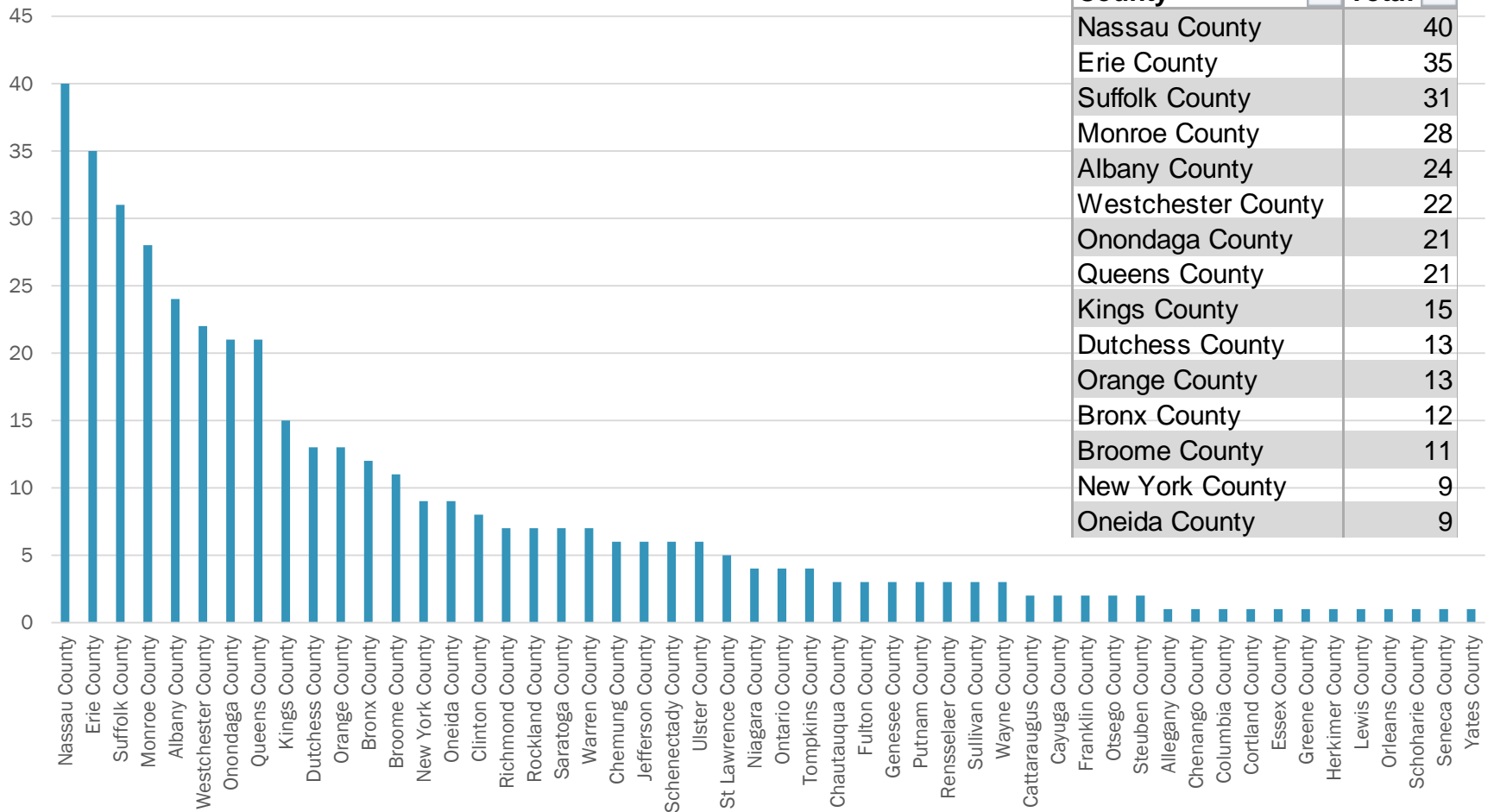
- Field work
 - HVAC Wholesaler visits Contractor
- Touch Campaign
 - Postcards
 - Outbound calling campaign to collection sites





Nassau County has the highest distribution of collection points

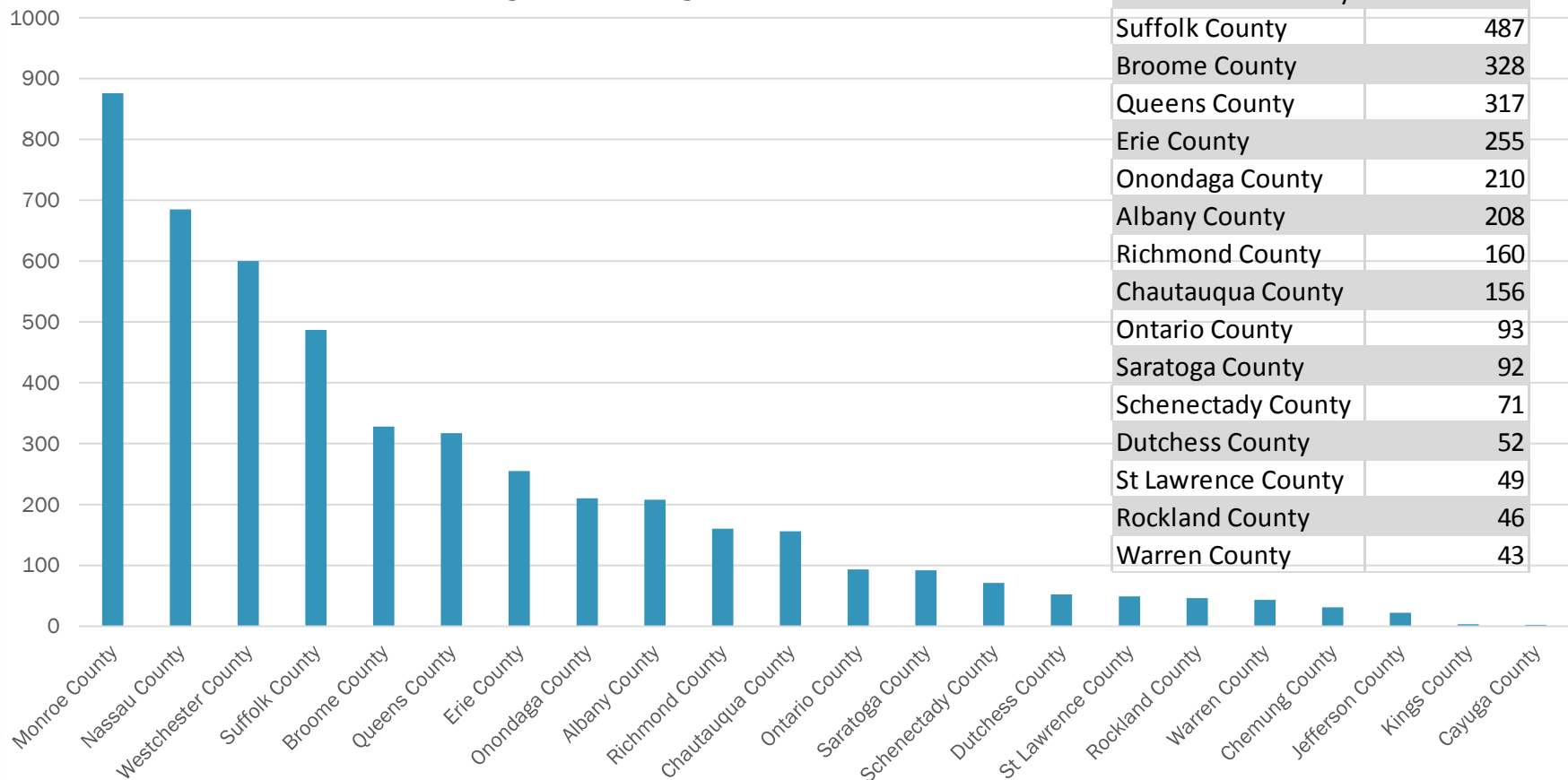
Collection Locations by County





Yet....Monroe County has been our best performing county historically

Historical Total Stats Collected by county



County	Total Stats
Monroe County	876
Nassau County	685
Westchester County	600
Suffolk County	487
Broome County	328
Queens County	317
Erie County	255
Onondaga County	210
Albany County	208
Richmond County	160
Chautauqua County	156
Ontario County	93
Saratoga County	92
Schenectady County	71
Dutchess County	52
St Lawrence County	49
Rockland County	46
Warren County	43



Planned HHW Outreach / Ask

Name	Total
TOWN OF HUNTINGTON - RECYCLING CENTY	429
MONROE COUNTY DES-FEV WATER POLLUTION CONTROL/DES	348
OCRRA	181
Onondaga County Resource Recovery Agency (OCRRA)	88

*Returns since 2012

Name	Total	↑
City of Buffalo Dept. of Public Works	0	
Finger Lakes ReUse, Inc.	0	
FULTON COUNTY DEPT OF SOLID WASTE	0	
Gouverneur Transfer Station	0	
Hazman	0	
Lewis County Solid Waste/Recycling	0	
Massena Transfer Station	0	
NYS Department of Environmental Conservation	0	
Ogdensburg Transfer Station	0	
Oneida-Herkimer Solid Waste Authority	0	
Schenectady County HHW	0	
Schodack Transfer Station	0	
Star Lake Transfer Station	0	
TOWN OF BETHLEHEM - HIGHWAY GARAGE	0	
TOWN OF SMITHTOWN D.E.W.	0	
TOWN OF SMITHTOWN M.S.F.	0	
Ulster County Resource Recovery Agency	0	



Thank you NY Federation!

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