Welcome!

To help make the meeting run smoothly:

- Please mute your microphone when not speaking;
- Use headphones if possible;
- Use the “hand raise” function or chat box to ask questions or to tell us that you’d like to comment; and
- Introduce yourself when you speak.

This meeting will be recorded.
Welcome to the 2020 Annual RAD Partner Meeting & Leadership Awards Ceremony!

October 21, 2020

Sally Hamlin
RAD Program Manager
Agenda

- Welcome & RAD Program Updates
  - RAD Partners
  - Recent RAD Activities
  - Partner Achievements and 2019 Program Update
- RAD Leadership Awards Ceremony
  - Remarks from Office of Atmospheric Programs Director, Chris Grundler
  - Awards Presentation
- RAD Partners Presentations: Best Practices
  - Consumers Energy
  - PPL
  - Xcel Energy
- Open Forum
RAD Program Updates
2020 RAD Partners – State and Local Governments

Butler County
Ohio
Recycling & Solid Waste

BPU
New Jersey’s cleanenergy program

DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health
2020 RAD Affiliates

maryland recycling network

west virginia department of environmental protection
Recent RAD Activities

- 2020 Partner Check-in Calls
- Foam Guidance Document
- Website Updates: www.epa.gov/rad
- 2019 Program Update
2019 Program Update

U.S. Environmental Protection Agency’s Responsible Appliance Disposal (RAD) Program

Partner Achievements

The Responsible Appliance Disposal (RAD) Program is a voluntary partnership program that works with utilities, retailers, manufacturers, state and local government agencies, waste removal service providers, affiliates, and others to collect used refrigerated appliances (e.g., refrigerators or freezers) and implement best environmental practices for the disposal of those units. RAD partners go beyond federal requirements to protect Earth’s climate system and ozone layer, and, as a result of their commitments, prevent emissions that are harmful to the environment, prevent the release of hazardous substances, save landfill space through recycling, and reduce energy consumption.

How Does RAD Work?

1. RAD partners collect used refrigerated appliances from consumers.
2. RAD partners work with recyclers to ensure that used appliances are disposed of according to best environmental practices.

2019 Results

In 2019, RAD partners collected:

- 513,508 Refrigerators
- 64,956 Freezer-Style Units
- 17,967 Air-Conditioning Units
- 12,733 Dehumidifiers

2019 and Cumulative RAD Partner Achievements

- Properly Recycled Hazardous Waste: 46,000
- Property Disposed of: 622,000
- Reduced greenhouse gas emissions: 2.3 million metric tons
- Energy Savings: 2,142,092,500 kWh
- Water Saved: 1,965,000,000 gallons

What Do RAD Benefits Mean To Consumers?

RAD partners have processed a total of 8,932,000 units since program inception in 2007, resulting in environmental benefits equivalent to:

- Carbon sequestered by 50 million acres of U.S. forests in one year.
- Greenhouse gas emissions avoided by 19 million tons of waste recycled instead of landfilled.
- Carbon dioxide emissions from 4.4 million homes’ energy use for one year.
- Carbon dioxide emissions from 4.9 billion smartphones charged.

Where Is RAD Headed?

The RAD program aims to increase public awareness of the importance of responsible appliance disposal and maximize environmental benefits by welcoming new RAD partners and increasing the appliance collection rates for existing partners through consumer outreach.

RAD Partners
The RAD Program is continuously working to expand its reach and increase the number of RAD partners and affiliates. These efforts include welcoming new organization types, such as waste removal service providers and state and local governments. In 2019, the RAD program had 46 partners and affiliates across the United States.


For more information: https://www.epa.gov/rad
RAD Program Updates

RAD partners have processed a total of **8,932,000** units since program inception in 2007, resulting in environmental benefits equivalent to the:

- Carbon sequestered by **50 million** acres of U.S. forests in one year.
- Carbon dioxide emissions from **4.4 million** homes’ energy use for one year.
- Carbon dioxide emissions from **4.9 trillion** smartphones charged.
- Greenhouse gas emissions avoided by **13 million** tons of waste recycled instead of landfilled.
The 2020 RAD Leadership Awards
Remarks

- Chris Grundler, Director, Office of Atmospheric Programs
The RAD Leadership Awards Program

- Three award categories: RAD Champion, RAD Program Growth, and RAD Ambassador
- 14 awards designated
- **All Partners are considered** annually based upon annual reporting forms and program engagement and activities throughout the year
- Awardees will be recognized at the annual RAD Partner Meeting and throughout various EPA communications
- We are launching a brand-new Awards Webpage on the RAD website
RAD Leadership Awards Categories

- **RAD Champion**: The top 10 partners with the highest number of units processed with foam recovery

- **RAD Program Growth**: The top 3 partners to achieve the greatest percent increase in the number of units processed compared to the previous reporting year

- **RAD Ambassador**: The partner that demonstrates exemplary partner practices beyond the requirements of the RAD program
RAD Champions

- RAD partners are eligible for RAD Champion recognition based on the total number of units processed with appliance foam recovery.

- **10 partners are receiving RAD Champion awards today!**

- Together, these awardees have maximized their foam recovery to avoid **over 250,000 MT CO2 Eq** of greenhouse gas emissions by reclaiming or destroying foam blowing agents.
AEP Ohio is awarded the RAD Champion Award for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA's Responsible Appliance Disposal Program

- 2020 RAD Leadership Awards -
Commonwealth Edison

is awarded the

RAD Champion Award

for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA's Responsible Appliance Disposal Program

– 2020 RAD Leadership Awards –
Consumers Energy

is awarded the

RAD Champion Award

for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA’s Responsible Appliance Disposal Program

– 2020 RAD Leadership Awards –
FirstEnergy is awarded the RAD Champion Award

for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA’s Responsible Appliance Disposal Program

– 2020 RAD Leadership Awards –
Focus on Energy

is awarded the

RAD Champion Award

for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA's Responsible Appliance Disposal Program

- 2020 RAD Leadership Awards -
GE Appliances

is awarded the

RAD Champion Award

for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA's Responsible Appliance Disposal Program

– 2020 RAD Leadership Awards –
Los Angeles Department of Water and Power is awarded the RAD Champion Award for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA’s Responsible Appliance Disposal Program

- 2020 RAD Leadership Awards -
National Grid
is awarded the
RAD Champion Award
for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA’s Responsible Appliance Disposal Program

– 2020 RAD Leadership Awards –
PPL Electric Utilities

is awarded the

RAD Champion Award

for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA's Responsible Appliance Disposal Program

– 2020 RAD Leadership Awards –
Xcel Energy

is awarded the

RAD Champion Award

for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA's Responsible Appliance Disposal Program

– 2020 RAD Leadership Awards –
This award is presented to RAD partners who have achieved the greatest percent increase in the number of units they processed in the last year.

3 partners will be receiving awards based on their outstanding increases in units collected compared to the 2018 program year!

These partners increased their number of collected by more than 100%!
Butler County Recycling & Solid Waste District is awarded the RAD Program Growth Award for achieving the greatest annual increase in units processed.

Awarded by the U.S. EPA's Responsible Appliance Disposal Program

- 2020 RAD Leadership Awards -
National Grid

is awarded the

RAD Program Growth Award

for achieving the greatest annual increase in units processed.

Awarded by the U.S. EPA’s Responsible Appliance Disposal Program

- 2020 RAD Leadership Awards -
New Jersey Board of Public Utilities

is awarded the

RAD Program Growth Award

for achieving the greatest annual increase in units processed.

Awarded by the U.S. EPA's Responsible Appliance Disposal Program

— 2020 RAD Leadership Awards —
The RAD Ambassador award recognizes a partner for outstanding program engagement and exemplary partner practices including:

- This year’s RAD Ambassador has demonstrated a commitment to their community and environmental sustainability beyond the requirements of the RAD Program.
- They’ve implemented a partnership with their local Habitat for Humanity and worked to optimize their collection routes.
- In 2019 alone, this partner has saved over 190,000 MT CO2 Eq in greenhouse gas emissions.
Consumers Energy is awarded the RAD Ambassador Award for outstanding practices beyond the requirements of the RAD program.

Awarded by the U.S. EPA's Responsible Appliance Disposal Program

– 2020 RAD Leadership Awards –
Congratulations!
RAD Partner Best Practices
Presenters

- Consumers Energy, Jennifer Binkley-Power
- PPL Electric Utilities, Mary Ann Kelly-Merenda and Maureen Ann Fenerty
- Xcel Energy, Bekah Schmidt
Consumers Energy Appliance Recycling Program
Agenda

• Program overview
• Program efficiencies
• Expanded reach
• Customer Satisfaction
• Marketing
Appliance Recycling Overview

- Recycling of secondary working refrigerators, freezers. Room air conditioners and dehumidifiers are also collected for recycling.
- Annual goal
  - ~30,000 refrigerator/freezer
  - Six collection trucks, teams of two
  - Consumers Energy electric territory, serving 54 counties
Program Efficiencies

- On initial launch in 2017, scheduling regions were defined by county borders.
- Using participation data from 2018, we redefined the scheduling regions and categorized them on a color-coded map. This resulted in a more focused approach and created a geographic area of 63 work teams.
- The results exceeded our expectations.
- Seven-day reduction in the average number of days between scheduling and collection in 2019.
- Collected 3,000 more appliances in 2019 while driving 40,000 fewer miles.
Program Efficiencies

Average Days Between Scheduling and Collection

- 2018
- 2019

December: 15
January: 27
February: 25
March: 24
April: 18
May: 16
June: 17
July: 19
August: 23
September: 25
October: 26
November: 23

Graph shows the average days between scheduling and collection for each month in 2018 and 2019.
Expanded Reach

In 2018 we piloted an idea to help customers wanting to recycle an air conditioner or dehumidifier, without a refrigerator or freezer

• Utilizing an established relationship with Habitat for Humanity, we held three very successful “mini-collection events” in various locations across the state, in HFH parking lots.

  Mini-events require customers to pre-register to drop off, allowing the program to only send the necessary manpower to the events keeping labor expenses as low as possible.

The success of these events compelled our team to make them a regular offering and we held 10 “mini-collection events” in 2019 and 5 events in 2020.

To date, the mini events have resulted in the collection of:
  More than 600 air conditioners and dehumidifiers
  Nearly 100 refrigerators and freezers
Customer Satisfaction

Overall Satisfaction (Average)

Likelihood to Recommend Program (Average)
Audience

- Electric-only & combination customers
- Target by geography and income
  - Seasonal areas of the state, higher focus in Q2 and Q3
  - Natural fluctuations in market, Q1 historically slow
  - Program appeals to both income-qualified and market rate customers; one is driven by the convenience of the program, the other by the rebate.
- Market research indicates convenience is the highest driver of interest
- Environmental and rebate messages are second highest, and remain compelling
- Revised messaging during pandemic, to reengage customers and promote ‘safe’ customer participation.
Marketing Strategy

Demand generation and program awareness
- Goal to schedule ~750/week
- WOM highest reported of how customers heard about the program

Demand Generation
- Email - weekly
- Direct mail - monthly
- Digital (beginning in October)
- Collection events
  - Large and mini

Re-entering the market post-lockdown
- Safety messaging
- Curbside collection
Recycle of Life Campaign

- Focused on benefits of recycling with Consumers Energy
- Customers report they appreciate knowing the process and feel good about their choice
- RAD logo included on all materials
Campaign Results

- Email and direct mail utilized for the campaign
  - Campaign materials were in-market for six weeks
  - Email delivered approximately 1,500 appointments
  - Direct mail delivered an additional 500

Demand Generation opportunity

- Bonus offering an additional $10 rebate per customer
  - Email only
  - More than 1,000 additional appointments generated in 10 days
Thank you!

Jennifer Binkley-Power
Jennifer.binkleypower@cmsenergy.com
PPL Recycling Program Facts

- 1.4 million electric customers
- 10,000 square mile territory
- PPL Recycling program started in 2009 – refrigerators, freezers, room AC’s
- Added dehumidifiers in 2017
- Program to date has recycled over 65,500 units – Refrigerators, Freezers, RAC’s and Dehumidifiers
- Current Status
PPL Marketing

• Connect Newsletter
• Bill Inserts
• Website banners
• Billboards
• TV Campaign
• Recycling Events
• Energy Star Campaigns – Flip Your Fridge
• Community Events – PRIDE Festival
Let’s talk about: Dehumidifiers

Dehumidifiers reduce indoor humidity levels and that means a more comfortable home, but did you know it can also help to reduce allergies?

Mold, mildew and dust mites thrive in high humidity, so using a dehumidifier can help control those allergy triggers.

PPL Electric Utilities, through its energy efficiency programs, offers a $25 rebate on new ENERGY STAR® certified dehumidifiers. Now that’s something to sneeze at! Visit pplelectricsavings.com for more information.

If your current dehumidifier has seen better days, keep watching for information for our next dehumidifier/room air conditioner recycling event. At our most recent recycling event in Dickson City near Scranton, we collected about 400 dehumidifiers and about 600 room air conditioners.
Fall for Refrigerator Recycling
RECYCLE YOUR OLD, ENERGY-WASTING REFRIGERATOR OR FREEZER

Fall hard for these **savings**.

Carve out some time to take care of your old appliances this fall.

Let PPL Electric Utilities recycle your old, energy-wasting refrigerator or freezer and get **$35 cash back on us**. Upgrade to a new ENERGY STAR® refrigerator and you could save more than **$100 annually**.

So grab some apple cider, give us a call and enjoy saving energy with ease.

Schedule a free pickup today by calling 1-877-486-9204 or visiting
Recycle your old fridge or freezer
SO EASY, IT'S SPooky

Nothing's SCARIER than wasting energy

Got an old, energy-wasting fridge or freezer collecting cobwebs? We'll give you $35 to recycle it for you—plus another $10 for each room A/C or dehumidifier you want off your hands.

Recycling your old fridge or freezer is so easy, it's spooky:

1. Schedule a FREE pickup.
2. Get a $35 check for your fridge + $10 more for each room A/C or dehumidifier.
3. Save up to $100 a year in energy costs.

Schedule your FREE fridge pickup at pplelectric.com/recycle
Happy haul-idays!
IT'S BETTER TO GIVE THAN RECEIVE, BUT WHY NOT DO BOTH?

It's better to give than receive, but why not do both?

Between family visits and holiday shopping, you’ve likely got a lot on your to-do list this season. Let PPL check something off. Upgrade to a more energy-efficient appliance, and we'll pick up your old, energy-wasting model AND give you $35. Now that’s something you won’t have to check twice.

Schedule a Free pickup today by calling 1-877-486-9204 or visiting polelectric.com/recycle.

Happy haul-idays!
Nobody likes unwanted house guests. Recycle your old, energy-wasting appliances before the year is out, and PPL will give you $35 cash back. Upgrade to a new energy-efficient refrigerator and you’ll also save up to $100 annually. It’s a gift that keeps on giving.

Schedule a Free pickup today by calling 1-877-486-9204 or visiting polelectric.com/recycle.
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Nobody likes unwanted house guests. Recycle your old, energy-wasting appliances before the year is out, and PPL will give you $35 cash back. Upgrade to a new energy-efficient refrigerator and you'll save up to $100 annually. It's a gift that keeps on giving.

Schedule a free pickup today by calling 1-877-486-9204 or visiting pplElectric.com/recycle.
PPL Billboards

Old fridge haul-away and rebates

savewithppl.com
PPL Billboards

IS YOUR REFRIGERATOR RUNNING?
DON'T CHASE IT. RECYCLE IT
pplelectric.com/recycle

Flip Your Fridge
Recycle and Save

PPL
If your refrigerator is entering its angsty teenage years, it's time to send it off to college. PPL will pick it up and recycle it, plus give you $35. Upgrade to an ENERGY STAR model during #FlipYourFridge. ppllectric.com/recycle

Promoted by ppllectric
View on Twitter

Is your refrigerator old enough to vote? Send it packing. PPL will pick it up for free and you'll get $35 on us. Plus, upgrade to an ENERGY STAR model and save big during #FlipYourFridge. ppllectric.com/recycle

Promoted by ppllectric
View on Twitter

Recycle your old fridge and #FlipYourFridge this Spring. Let PPL pick up your old model and give you $35. Replace it with an ENERGY STAR model to save energy & money! ppllectric.com/recycle

Promoted by ppllectric
View on Twitter

Say "smell ya later" to your old inefficient refrigerator. Recycle it and replace with an ENERGY STAR model and cut your energy costs in half. Plus, let PPL pick it up and you'll get $35 on us. ppllectric.com/recycle

Promoted by ppllectric
View on Twitter
Energy Star® Promotions Flip Your Fridge
Google Display Ads

Recycle your fridge
Get $35.
That’s simple.
SCHEDULE A PICKUP

Recycle today

Flip your fridge,
and get $35 back
Schedule pick up

Flip your fridge
Recycle and save
Farewell, old fridge

Dealing with a retro refrigerator? Make room for something more modern. PPL makes it easy for you to dispose of your appliance—and to make money doing it. Schedule a FREE pickup of your old fridge or freezer today:

- FREE pickup
- Get a $25 check
- Save up to $100 in annual energy costs

Look for these five tell-tale signs that it is time to retire and recycle your old refrigerator:

- Accumulation of ice
- Signs of moisture
- Brokes seal
- Heat generation
- Constantly running motor

Do you also have an old room air conditioner or dehumidifier that isn’t pulling its weight? Let us know when you schedule your free fridge pickup, and we’ll take these too and give you an additional $10 rebate.

Visit pplelectric.com/recycle or call 1-877-486-9204 to schedule your FREE pickup.

Feel Good About Ditching Your Fridge

Our appliance recycling partner, Reclalm, uses state-of-the-art technology to safely de-manufacture and recycle your appliance—recovering approximately 95 percent of materials. Here are just some of the ways your old appliances will serve a new purpose:

- Steel parts are used in cells and refineries.
- Plastic components are used in computers and other products.
- Foam and insulation are used in various consumer products.
- Non-ferrous components are used to manufacture motorcycle parts.
- Compressors are converted into fan motors.

After Reclalm is done, less than 1% pounds of waste goes to the landfill, compared to the standard 5.5 pounds generated by other appliance recycling programs.

Visit pplelectric.com/recycle or call 1-877-486-9204 to schedule your FREE pickup.

PPL is a proud partner of the U.S. Environmental Protection Agency’s Responsible-End-of-Life Appliance Disposal (RA) Program.
PPL Recycling Events

- Host 2 – 3 Year
- Facebook Event Page
- Connect Newsletter
- Partner with local Boy Scout or Girl Scout troop on a charity food drive
  - Scouts helped to direct traffic
  - Customers encouraged to donate a can of food and in exchange receive an LED bulb pack
  - Scouts, in turn, donated all of the food to a local food bank
PPL Recycling Event - Social

RECYCLING ROUNDUP
May 11, 2019
9:00 a.m. – 1:00 p.m.
The Home Depot
800 Commerce Blvd, Dickson City, PA 18519

Give your old working window A/C and dehumidifier* life outside the landfill. Recycle your working equipment and get $10 for each unit from PPL. It’s that easy!

- Window A/Cs and dehumidifiers only—must be in working condition.

Event Details:
- PPL Electric Utilities customers only. Please bring your account number to the event.
- Boy Scouts of America will be on-site to accept canned-good donations. Any donation of two (2) or more items receives a free pack of LED bulbs while supplies last.
- Event will occur rain or shine.

*Window A/C and dehumidifiers only—must be in working condition.

RECYCLING ROUNDUP
October 13, 2018
10:00 a.m. – 2:00 p.m.
The Home Depot
1700 D Feustel Pike, Lancaster, PA 17601

Give your old working A/C and dehumidifier life outside the landfill. Recycle your working equipment and get $10 from PPL. It’s that easy!

Event Details:
- Arborist or arborists accepted.
- Landlords: Do you have an abundance of old units from your rental properties? We welcome as many as you have, so bring them in.
- Girl Scouts of America will be on-site to accept canned-good donations. Any donation of two (2) or more items receives a free pack of LED bulbs!
Energy Star – Flip Your Fridge

- Bob Vila
- Buy New/Recycle

https://youtu.be/SEM4DP6mlz0
PPL Refrigerator Art

Pride Festival - Bradbury Sullivan – LGBQT organization

- Participated 2018, 2019, and virtually 2020
- Recycled Refrigerator Art
- Local Artists
- Crowd Choice
- Recycling Information
- Gala Exhibit
calling all ARTISTS

Pride isn’t the only thing that starts with P.
At PPL, we place great value on inclusivity. It’s one of our core values. That’s why we’ve teamed up with the Bradbury-Sullivan LGBT Community Center to sponsor Lehigh Valley’s Pride In the Park event.

PPL is proud to support local artisans at the Artist Promenade, where we’re offering a unique chance to take something mundane and make it beautiful. Show your colors by using one of our recycle-ready refrigerators as your canvas, and the crowd favorite will win the artist a $500 gift card.

If interested, email both makelly-merenda@pplweb.com and MAFenery@pplweb.com by July 22nd.

The first 5 respondents will be selected to have their work showcased during the Pride in the Park event. A voucher for art supplies will be provided.

Find more information about Pride in the Park at bradburysullivancenter.org/summer
Xcel Energy Refrigerator Recycling

By: Bekah Schmidt
COVID-19 Response

- COVID-19 Response (mid-March)
  - Deemed essential business under Solid/Hazardous Waste Removal
  - ARCA call center and Xcelenergy.com
    - No-Contact Pickups (release form, gloves, sanitize)
  - Positive customer feedback
Communications

• June/Sept awareness email
• Updated xcelenergy.com
• Call center
  • Emails release form
  • Informs customers of current pickup strategy
• Facebook
  • Awareness
  • Testimonials
Summer Achievements

• June Awareness email (June-Sept)
  
  • CO
    • 2243 (2901) = 77% of 2019
  
  • MN
    • 2216 (2182) = +34 units

• 4,459 total units
Q4 Strategy

• Halloween Email

• Social Media testimonials
  • Contact-free
  • In-home

• Generate awareness and participation despite changing seasons
Resources

www.xcelenergy.com

Bekah.R.Schmidt@xcelenergy.com
RAD Partner Discussion
Discussion Questions

- Any questions for our presenters?
- Would any other partners like to share their best practices or lessons learned?
- How can RAD support you in increasing your appliance collection rates (e.g., marketing materials, EPA presence at events)?
- Are there any other topics of partner interest?

**Reminder:** Please identify yourself when speaking.
Discussion Questions

- What have been some challenges your organization has faced in implementing your appliance recycling program?
- What innovative or novel methods has your organization adopted?
- What are ways your programs, and the RAD Program in general, can garner more consumer interest?
- What can we do to expand the RAD Program to include more Partners and different Partner types?

**Reminder:** please identify yourself when speaking.
Thank you for joining us at the 2020 RAD Fall Partner Meeting!