2021 Annual RAD Leadership Awards Ceremony & Partner Meeting

November 17, 2021
Welcome!

- 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.
- Introduce yourself when you speak.
Agenda

- Welcome: Sally Hamlin, Program Manager, RAD
- Introduction: Bella Maranion, Chief, Alternatives & Emissions Reduction Branch
- Key Remarks
  - Chris Grundler, Director, Office of Atmospheric Programs
- Program Overview: Sally Hamlin
  - Program Results & Partner Achievements
  - RAD Activities
- 2021 Leadership Awards Ceremony
- Partner Presentations
- Q&A
- RAD Partners Discussion
Remarks

Chris Grundler, Director, Office of Atmospheric Programs
RAD Program Overview
The Responsible Appliance Disposal (RAD) Program is a voluntary partnership program that works to protect the ozone layer, reduce greenhouse gas emissions, and benefit communities.

RAD Partners include utilities, retailers, manufacturers, state and local government agencies, waste removal service providers, and others who collect and dispose of used refrigerated appliances.

RAD Affiliates include state and local governments, industry groups, and other qualifying organizations who promote the RAD Program to potential partners.
How does RAD work?

1. RAD Partners collect used refrigerated appliances, including refrigerators, freezers, window air conditioners, and dehumidifiers, from consumers.

2. RAD Partners work with recyclers to ensure the used appliances are disposed of using best environmental practices:
   - Complying with laws on the recovery of refrigerant, used oil, and PCBs
   - Retiring old, inefficient appliances to save energy
   - Recovering appliance insulating foam
   - Recycling durable goods

3. As a result of their commitments, RAD Partners:
   - Reduce energy consumption, which saves money
   - Avoid the release of ODS and GHGs
   - Avoid the release of used oil, mercury, and PCBs that can cause adverse human health effects
   - Save landfill space and energy by recycling—rather than landfilling—the metals, plastics, and glass contained in appliances
Benefits of Joining RAD

- Tools to track your program’s environmental benefits
  - Annual reporting forms
  - Cumulative partner statistics
- Outreach and marketing resources, such as:
  - Access to the RAD logo and information
  - Outreach and program benefits flyers
  - Press release, other communications support
- Access to a national network of like-minded organizations to share information and best practices
- Annual program recognizing achievements

Cumulative RAD Results for Partner A
Since joining RAD in 2015, Partner A has responsibly disposed of...

- 50,000 Refrigerators
- 150 Dehumidifiers
- 15,000 Stand-Alone Freezers
- 150 Air Conditioning Units

Graph showing the number of appliances processed from 2007 to 2018.
RAD Program
Results &
Partner
Achievements
Celebrating 15 Years of RAD

of the Responsible Appliance Disposal (RAD) Program
# RAD Partner Achievements

<table>
<thead>
<tr>
<th></th>
<th>Refrigerators</th>
<th>AC Units</th>
<th>Dehumidifiers</th>
<th>Stand-Alone Freezers</th>
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<tr>
<td>2020</td>
<td>306,537</td>
<td>13,255</td>
<td>9,637</td>
<td>39,364</td>
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<tr>
<td>Cumulative</td>
<td>8,252,899</td>
<td>110,941</td>
<td>45,964</td>
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RAD Partners have processed more than **9.3 million** units since program inception, resulting in environmental benefits equivalent to:

- Greenhouse gas emissions from **8.7 million** passenger vehicles driven for one year
- Carbon dioxide emissions from **7.3 million** homes’ electricity use for one year
- Carbon sequestered by **49 million acres** of U.S. forests in one year
- Greenhouse gas emissions avoided by **13.6 million tons** of waste recycled instead of landfilled
RAD Activities
**New Materials**

- Community outreach flyer
- Spanish versions of information materials
- Updated RAD widgets

**Outreach and Recruitment**

- Partner check-in calls
- Outreach and targeted webinar for Tribes
- Partner webinar on environmental justice
- Discussions with universities
- 9 new Partners and Affiliates have joined in 2020 and 2021 so far!
**Website Updates**

- Partner and logo updates
- Partner spotlights
- Revamped for consumers webpage (in development)
  - Interactive refrigerator graphic
  - Equivalencies calculator
  - Partner locator widget
Opportunities for RAD

- Build on Partner achievements and ideas
- Expand outreach to recruit new Partners and Affiliates
- Increase direct consumer engagement
- Explore point-of-sale marketing materials that encourage RAD recycling and explain its benefits
- Explore retailer direct-to-consumer RAD promotion
- Investigate new program models and possible pilots
The 2021 RAD Leadership Awards
The RAD Leadership Awards recognizes high-achieving RAD Partners for their accomplishments in reducing emissions of ozone-depleting substances and greenhouse gases through insulation foam recovery.
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!**
RAD Champion

Consumers Energy
Count on Us®
RAD Champion

Los Angeles
Department of Water & Power
RAD Champion
RAD Champion

CITY OF PALO ALTO UTILITIES
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 2019 program year!
RAD Program Growth

NYSEG
An AVANGRID Company
The RAD Ambassador award recognizes a Partner for outstanding program engagement and exemplary partner practices including:

- Promoting the RAD Program and safe appliance disposal
- Collaboratively engaging with existing partners or recruiting new partners to join RAD
- Significant participation in RAD Partner events
- Launching innovative programs or campaigns that raises awareness for the importance of safe appliance disposal

This year’s Ambassador demonstrates a commitment to their community and environmental sustainability beyond the requirements of the RAD Program!
RAD Ambassador
Congrats!
RAD Partner Presentations
Presenters

- Consumers Energy, Jennifer Binkley-Power
- Exquisite Property Services, Karima Jackson
- Sacramento Municipal Utility District (SMUD), Paula Robertson
Consumers Energy
Appliance Recycling Program

November 17th, 2021
Agenda

- Retailer agreements
- Habitat for Humanity relationship
- Improved recycling facility
- Compact unit addition
- Customer satisfaction
Retailer Agreements

- Home Depot
  - 33 stores in the Service Territory
  - Staff training
  - Process of scheduling
- ABC Warehouse
  - Program design
- Independent retailers
Habitat for Humanity

• Small appliance collection events
  • 2021 events
    • 10 events, five days

• Continuous drop-off location discussion
  • The program is working towards continuous drop-off partnerships with several Habitat for Humanity locations in the service territory.
Compact Unit Addition

• Compact refrigerators and freezers
  • Added to the MEMD beginning in the 2021 program year
  • Customer Interest

• Through October the program has collected:
  • 63 Compact Refrigerators
  • 26 Compact Freezers

• Annual contribution expected
  • Compact units are running 3% of our large unit collections. 900 compact units expected in 2022
Improved Recycling Facility - ARCA

- Michigan based location
- Improved process design
- Shared facility to reduce costs to the program and ARCA
Customer Satisfaction

• Verbatims
  • “You can’t make it much easier or quick to use. All was very clear, quick, professional and simple. Appreciate CE being part of the program”
  • “The team that picked up our fridge were exceptionally nice and professional; they deserve a super thumbs up”
  • “Keep up the good work. You are making a difference. And that is very important to me”

2021 Customer Satisfaction Results

- 9.7
- 9.5
- 9.6

Responses on a scale of 1 to 10

- Likelihood to recommend the program
- Rating of overall experience
- How would you rate the courtesy and professionalism of the technicians that came to your home?
- 2021 FY Average
Thank you!

Jennifer.BinkleyPower@cmsenergy.com
Sustainable Decisions

32 Noble Street Newark, NJ 07114. (862)237-7800. www.exquisitepropertyservices.com
Who We Are

Exquisite Property Services is a property maintenance and preservation service company.
What We Do

We deliver high quality cleaning and preservation services that help property owners add value to their real estate and their community.
How We Do It

- Research based (customer surveys, peer-reviewed studies, benchmarks, best practices)
- Trained staff
- Sustainability positions
- Sustainability employee incentives
- Local purchasing
Why We Do It

To help build and grow cleaner communities, one property at a time.
Customer Need

• 50% of current customers also requested appliance removal service

• 80% of customers in need of appliance removal had first attempted to contact their local government for pick up

• 60% of customers in need of appliance removal attempted a Google search and was unsuccessful
Our Responsibility to Community

- Our customers are our neighbors
- We largely serve customers in overburdened communities
- Our employees are members of the communities we serve
Process

- First year unable to recycle any units
- Year two local recyclers remained unmotivated
- Customers only interested in removal of unit
- Local gov't hands-off in unit collection
Current Progress

- Customer and community events to educate the public
- Collaboration with RAD to secure education literature and local recyclers
- Increased customer interest in responsible unit collection
- Collaboration with local government (DPW, Chief Sustainability Officer, etc.)
- Increased interest and meetings with local recyclers
- Membership/participation on local environmental boards
- Tentative recycling program being initiated for commercial customers
Defend Newark, we demand clean air.
It is not easy, but it is worth it!
SMUD’s Responsible Appliance Disposal (RAD) Recycling Program

Paula Robertson, Program Manager for Refrigerator Recycling Program

November 17, 2021
Agenda

• Overview of SMUD’s current RAD Recycling Program
• Overview of SMUD’s new RAD Recycling Approach
SMUD is the nation’s sixth-largest, community-owned, not-for-profit electric service provider. SMUD has been providing low-cost, reliable electricity to Sacramento County for nearly 75 years. SMUD provides service to over 600K customers. SMUD is a recognized industry leader and award winner for its innovative energy efficiency programs, renewable power technologies and for its sustainable solutions for a healthier environment. SMUD’s power mix is about 50 percent non-carbon emitting.
SMUD’s Current Recycling Program

- SMUD has been a RAD partner since 2007 and has recycled thousands of refrigerators and stand-alone freezers responsibly each year.
- SMUD puts out a Request For Proposal (RFP) to select the recycler. ARCA has been recycling for SMUD since 2016.
- ARCA provides turnkey services for customer-direct appliance recycling including scheduling, appliance pickup from homes, transportation to the recycling facility and RAD recycling.
  - In 2021, SMUD/ARCA offered free customer pick-up.
  - In 2020, SMUD offered a $50 rebate.
  - In 2019, SMUD offered a $75 rebate.
- This customer focused portion of the program will end on December 31, 2021.
SMUD-ARCA Partnership

We provide safe, no-contact pick-up for FREE and we’ll recycle it responsibly.

We're committed to doing what's best for our customers and staff. Due to the impact of COVID-19, we're only collecting refrigerators and freezers* from the outside of customer residences (garage, patio, porch or behind garage) at this time. By moving your refrigerator or freezer ("appliance") outside prior to your pick-up appointment, you'll enable our staff to safely collect and recycle it without physical contact with you. Thank you for your understanding.

Schedule your pick-up
Is the appliance(s) in working condition? *

- [ ] Yes
- [ ] No

Last name: (as it appears on your bill) *

EXAMPLE: Smith
Recycling signage in retail
2019 SMUD RAD total results

• In 2019, ARCA collected and processed 8,289 refrigerators and stand-alone freezers.
SMUD’s 2030 Clean Energy Vision

- By 2030, SMUD's power supply will be 100% carbon free, making Sacramento a cleaner and healthier region.
- SMUD is shifting away it’s focus on energy savings to greenhouse gas emission savings.
- SMUD’s environmental commitment with **Sustainability** is part of its environmental leadership.
  - Waste reduction and recycling is important for SMUD utility operations and offices, and for SMUD, landfills are a last resort.
SMUD’s new recycling approach

• Going forward, ARCA will focus on its partnerships with other companies for bulk pickup and RAD-level recycling for appliances that would otherwise go to the landfill or back onto the secondhand market.

• ARCA’s current partnership is with Schnitzer Steel, who recently won the RFP at the Sacramento County Landfill to dispose of appliances.

• Through this partnership which started in July, ARCA is responsible for picking up refrigerators and freezers from the landfill, transporting the units to the ARCA’s local recycling facility and recycling the units according to RAD protocols.
Why is SMUD doing this?

• SMUD is continuing with RAD recycling because

It’s the right thing to do!
Q&A
RAD Partner Meeting
1. What are some best practices you learned or implemented over the last year?

2. What persistent challenges does your program face? Both related to COVID-19 and otherwise?
3. How does your program foster community/consumer engagement?

4. How could the RAD Program garner greater direct consumer participation?
5. Are there opportunities for RAD Partners to collaborate with other types of partners, such as universities or tribes (e.g., set up collection events)?

6. How could RAD better promote environmental justice concerns and equity?
7. Do the categories of accomplishments recognized by the RAD awards create incentives for partners? Are there changes you would suggest?
8. Are there areas where RAD could provide more support for your efforts? What kind of support would be helpful?

9. Do you have ideas of additional forums where RAD participation and engagement may further the goals of the program?

10. Are there additional resources or formats for materials you would find helpful for RAD to consider developing?
Thank you for joining us at the 2021 RAD Fall Partner Meeting!
Learn More:
www.epa.gov/rad

Sally Hamlin
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