Appendices

Appendix A: Audience A Outreach Program

Retail Toolkit Materials

Figure A-1. Retail Prepping and shipping instructions sheet

Preparing TRC Collection Container for Shipment

When your collection container is full, or when it has been one year since at least one mercury thermostat has been sitting in it, please use the following steps to prepare your container for shipping:

1. Check to make sure the items in the collection container are mercury-containing thermostats only. Remove any unacceptable items. If you find anything besides whole mercury thermostats, please contact TRC for special shipping instructions. Never accept jars or any other containers of liquid mercury as those are hazardous waste and cannot be shipped in our bins.

2. Enclose the thermostats in the liner, use the provided nylon tie to tie the liner. Close the container and secure it by using the remaining nylon ties on the two ends of the lid.

3. Review the instructions that came with your container prior to closing it in preparation for shipping. It is very important to neatly write your return address on the pre-paid shipping label and to use indelible ink if possible. Turn this page over for details.

4. Attach the shipping label to the TRC container and schedule a “Ground Return Pickup” from FedEx (turn this page over for instructions.) Make sure to keep your tracking number to help TRC track the shipment if an issue occurs.

thermostat-recycle.org | 1-888-256-0550 | trc@thermostat-recycle.org
Shipping TRC Collection Container

1. Schedule a FedEx “Ground Return Pickup” by calling 1.800.463.3339 or online at www.fedex.com/returnpickup (username and password are not required)

2. Enter Pickup Information (Note: Tracking ID is found on red label that was delivered with the container)

3. Select “Schedule Pickup.” Your confirmation number will appear on the next page. Keep your confirmation number to help TRC track the shipment if an issue occurs.

4. Attach red shipping label to container. Your container will be picked up and then a new collection container will be sent to you.

Thank you for being part of the TRC recycling program.

thermostat-recycle.org | 1-888-266-0550 | trc@thermostat-recycle.org
Figure A-2. Retail “Identifying and Disposing of Mercury Thermostats” Flyer [English]
Identifying and Recycling Mercury Thermostats

Many thermostats sold prior to 2006 contain a glass tube or "switch" of liquid mercury, which are toxic and hazardous to human health. If not disposed of at a designated collection site, mercury thermostats can expose sanitation workers, soil and groundwater to toxic mercury contamination. Because of this, failure to properly dispose of mercury-containing thermostats can result in a $70,000 fine.

1. Identify potential mercury thermostat
Mercury thermostats are manually operated and use a lever or dial to control the temperature. Digital thermostats that use a digital screen and buttons do not contain mercury.

2. Look for a glass tube of liquid mercury inside
If you can't tell whether you have a mercury-containing thermostat, put on rubber, nitrile, or latex gloves and carefully remove the cover. If you see a small glass tube full of silvery liquid, assume it contains mercury.

3. Place the cover back onto the thermostat (if removed) and remove the mercury thermostat from the wall
Wearing protective gloves, carefully remove the thermostat from the wall and place it inside a sealed clear bag. Do NOT disassemble or attempt to remove the glass tube.

4. Find a drop-off location on our website
Go to bit.ly/TRC-CA-Property-Manager or scan the below QR code with your phone to find a drop-off location near you. To receive a $5 rebate, complete and submit the California Rebate Form when you drop-off your thermostat.
Figure A-3. Retail “Identifying and Disposing of Mercury Thermostats” Flyer [Spanish]

EVITE UNA MULTA DE $70,000

Recicle su termostato
Consulte el reverso para obtener más detalles
Identificación y reciclaje de termostatos de mercurio

Muchos termostatos que se vendieron antes de 2006 contienen un tubo de vidrio o “interruptor” de mercurio líquido, y son tóxicos y peligrosos para la salud humana. Si no se desechan en un sitio de recolección designado, los termostatos de mercurio pueden exponer a los trabajadores de limpieza, al suelo y a las aguas subterráneas a una contaminación con mercurio tóxico. Debido a esto, no desechar adecuadamente los termostatos que contengan mercurio puede resultar en una multa de $70,000.

1. Identifique posibles termostatos de mercurio
Los termostatos de mercurio se operan manualmente y utilizan una palanca o una placa graduada para controlar la temperatura. Los termostatos digitales que utilizan una pantalla digital y botones, no contienen mercurio.

2. Busque un tubo de vidrio con mercurio líquido en el interior
Si no puede identificar si tiene un termostato con mercurio, póngase guantes de hule, nitrilo o látex y retire la cubierta con cuidado. Si observa un pequeño tubo de vidrio lleno de líquido plateado, asuma que contiene mercurio.

3. Coloque nuevamente la cubierta en el termostato (si la quitó) y retire el termostato de mercurio de la pared
Utilizando guantes de protección, retire con cuidado el termostato de la pared y colóquelo dentro de una bolsa transparente sellada. NO lo desarme ni intente retirar el tubo de vidrio.

4. Encuentre un sitio de recolección en nuestra página web
 Consulte bit.ly/TRC-CA-Property-Manager o escanee con su teléfono el siguiente código QR para encontrar un sitio de recolección cerca de usted. Para recibir un reembolso de $5, llene y presente el Formulario de reembolso de California al entregar su termostato.
Figure A-4. Retail “Identifying and Disposing of Mercury Thermostats” Flyer [Chinese]
避免
$70,000
的罰款
回收您的恆溫器
查看反向页面了解详情。
識別與回收水銀恆溫器

1. 識別可能含有水銀的恆溫器
水銀恆溫器需要手動操作，並且會使用控制桿或刻度盤來控制溫度。使用數位屏幕和按鈕的數位恆溫器不含有水銀。

2. 查看內部是否裝有含液態水銀的玻璃管
如果您不能確定您的恆溫器是否含有水銀，請戴上橡膠手套，並小心地取下外殼。如果您能看到一根裝滿銀色液體的細小玻璃管，那一般裝的就是水銀。

3. 將外殼裝回到恆溫器（如果已經取下），並從牆上取下水銀恆溫器
佩戴防護手套，從牆上小心地取下恆溫器，然後放入透明的密封袋中。切勿拆解玻璃管或試圖移除玻璃管。

4. 在我們的網站上查找回收點
瀏覽bit.ly/TRC-CA-Property-Manager或者使用您的手機掃描下方的二維碼，以查找您附近的回收點。如果獲得$5的回饋金，請填寫California Rebate Form（加州回饋金表格），並在您送恆溫器到回收點時提交該表格。
Figure A-5. Retail Shelf Talkers – Partners with a Bin/Pail

Figure A-6. Retail Shelf Talkers – Partners without a Bin/Pail (Materials Only)
Figure A-7. Retail Window Clings – Partners with a Bin/Pail

Figure A-8. Retail Window Clings – Partners without a Bin/Pail (Materials Only)
Figure A-9. Photographs of Material Send-Outs
Figure A-10. Existing Partner - Retail Collection Event Materials: Gift Voucher

Gift Voucher

Thank you for shopping at Orland Tires and recycling your mercury thermostat(s)!

As a thank you for participating in our thermostat recycling event, you have been selected to receive our $25 gift voucher to continue shopping at Orland Tires.

Important Information

This gift voucher is only valid at Orland Tires located on 707 South St. Orland, CA 95963.

Figure A-11. Existing Partner - Retail Collection Event Materials: Eventbrite Banner

MERCURY THERMOSTAT COLLECTION EVENT

December 27, 2021 - January 3, 2022

Receive a $5 mailed rebate from TRC for each mercury thermostat you drop off!

Special Offer: Visitors who recycle a mercury thermostat during this week-long event will also be entered into a giveaway to win a $25 store voucher!

Orland Tires

707 South St
Orland, CA 95963

(530) 848-6177
Figure A-12. Existing Partner - Retail Collection Event Materials: Participant Form

Orland Tires employee, thank you for ensuring that you receive information for all columns in this sheet for participants of this mercury thermostat collection event! This will help us with planning our future events to reach more people and ensure the participant that wins the voucher is able to be contacted.

Please be sure to remind them of the gift voucher giveaway and that they will receive the $5 rebate per thermostat recycled in the mail.

Name of Store ___________________________________________ Date ____________________________

<table>
<thead>
<tr>
<th>Initials</th>
<th>Email or Phone Number</th>
<th>Person also submitted a rebate form with their thermostat?</th>
<th>How did they hear about this event? (Online Ads, Flyers, In-Store, etc.)</th>
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</tr>
</tbody>
</table>
Dear San Dimas Ace Hardware,

On behalf of the Thermostat Recycling Corporation, we thank you for scheduling your promotional event with us. We are excited for our event to take place with you! If you have received this letter, that means your google ads are up and running right now and being viewed by people near your store location to promote your business during this time to shop and recycle their mercury thermostats.

In this box, you will find flyers to help you promote this event in-stores. Please feel free to hand out those flyers to store visitors or to place them somewhere where visitors can easily find them.

You will also find the following materials that are tools for you to use during the event:

- **Zip Lock Bags**: These bags are meant to be used to safely store mercury thermostats before placing them in your TRC recycling bin. Please hand them out to anyone that wants to recycle their mercury thermostat.
- **Rebate Forms**: These forms are meant for people recycling mercury thermostats to fill out in order to secure their $5 mailed rebate. Please hand them out to anyone that wants to recycle their mercury thermostat and ask them to fill it out and place it inside the zip lock bag.
- **The Participant Form**: This form is meant to be filled out by an employee after a person recycles their mercury thermostat. The information we request on this form will help us better plan how to promote this type of event with our partners and will also be used to raffle the $25 store gift card. Please ensure your employees are filling it out whenever anyone recycles their thermostat.

Lastly, in order for this program to efficiently work and to accomplish our goal of reaching as many people as possible with this important information, we politely ask that you please inform your staff of these materials and the goal of this program.

Together, we can safely and efficiently remove these mercury thermostats. Thank you in advance for helping to keep your community safe.

Sincerely,

Claudia Vasquez

Thermostat Recycling Corporation
https://www.thermostat-recycle.org/
cvasquez.trc@gmail.com
Figure A-14. Existing Partner - Retail Collection Event Materials: Photos of Flyer Send-Out with Other Retail Event Printed Materials.
Figure A-15. Existing Partner - Retail Collection Event Materials: Example of Advertisements for Google Ads Campaigns.
Example of your image ad at 160×600

Got Mercury Thermostats?

Got a Mercury Thermostat? Take it to Orland Tires for $5/thermostat! 1-Week Opportunity!

Example of your image ad at 300×250

Got Mercury Thermostats?

Got a Mercury Thermostat? Take it to Orland Tires for $5/thermostat! 1-Week Opportunity!

Example of your text ad at 300×250

Got Mercury Thermostats?

TRC
Got a Mercury Thermostat? Take it to Orland Tires for $5/thermostat! 1-Week Opportunity!

OPEN
PARTNERSHIP WITH TRC

ABOUT TRC
The Thermostat Recycling Corporation (TRC) is a non-profit organization that manages the proper disposal of mercury-containing thermostats.

WHY RECYCLE MERCURY THERMOSTATS?
- Mercury exposure from improperly disposed thermostats may cause serious health issues.
- Mercury thermostats disposed in the trash are likely to break and release mercury into the environment.

WHY PARTNER WITH TRC?
- All TRC materials such as bins, shelf-talkers and window clings are free and provided upon request.
- By partnering with TRC, you are supporting your community which may not have a safe disposal option nearby.
- Your store will be aiding in protecting our environment and public health.

Over 80 stores throughout California have already partnered with us!

To become a TRC partner, email your store name and address to aclaveland.trc@gmail.com

Visit thermostat-recycle.org for more information.
SCHEDULE YOUR FREE TRC EVENT

As a thank you for being a TRC (Thermostat Recycling Corporation) partner, we would love to create a free promotional offering for your store!

For a limited time, customers who visit your store to recycle a mercury thermostat will be eligible to be the winner of a $25 gift card at the end of the promotional period. This raffle prize will be provided by us for the winner to use at your store.

This offering also consists of a free advertising campaign that our team will run. The campaign will promote the positive impact you're making on your community's public and environmental health through mercury thermostat recycling and the $25 gift card raffle for recycling during the promotional period.

This is a hassle-free promotion. We take care of everything.

See the next page for information on how it works.

Visit thermostat-recycle.org for more information.
HOW IT WORKS

1. You select a week for the promotional offering.

2. We create and place free ads + create any in-store materials you would like to promote the offering.

3. We send you extra rebate forms + bags for customers to recycle their thermostats safely. Rebate forms are for customers to fill out and place in a provided bag. TRC will send them a $5 rebate per thermostat upon receiving their thermostat(s).

DURING/AFTER PROMOTIONAL PERIOD

4. During - Business as usual. If anyone recycles their mercury thermostat, a store employee will simply jot down their name and email on our tracking sheet for us to contact if they win the gift card.

5. After - Once the week is over, a store employee may mail back any remaining materials and we’ll pay for the shipping.

Visit thermostat-recycle.org for more information.
Figure A-18. New Retail Partnership Window Cling - With QR Code

Have Mercury Thermostats? ¿Tiene Termostatos de Mercurio? 您有水銀恆溫器嗎?

Recycle your thermostat for free.
Scan code for details.
Recicle su termostato sin costo.
Escaneé el código para obtener información.
回收您的恆溫器完全免費。
掃描二維碼以獲得更多詳情。

* QR code window cling is only for stores that do not accept a bin

Figure A-19. Existing Retail Partnership Window Cling

Have Mercury Thermostats? ¿Tiene Termostatos de Mercurio? 您有水銀恆溫器嗎?

Recycle & in-store today! ¡Reciclelos en la tienda hoy! 立即在店內回收！

*May also be sent to new partners who accept a bin
Figure A-20. New Retail Partnership Shelf Talker - With QR Code

* QR code window cling is only for stores that do not accept a bin

Figure A-21. Existing Retail Partnership Shelf Talker
Recycle your **THERMOSTAT** for free at this store. See a store associate for details.

Recicle su **TERMOSTATO** sin costo en esta tienda. Consulte con un empleado de la tienda para obtener más información.

在此商店內免費回收您的恆溫器。
請諮詢店員以獲取更多詳情。

*May also be sent to new partners who accept a bin

Figure A-22. New Retail Partnership Letter
Dear Retailers,

On behalf of the Thermostat Recycling Corporation (TRC), thank you for partnering with us to continue the safe and easy disposal of all mercury thermostats. You have joined our list of over 80 stores who have partnered with us to help us reach our goal of providing California residents with the information and resources necessary to properly dispose of these harmful non-digital thermostats. The removal of mercury thermostats from public and private spaces is instrumental in keeping our communities safe - especially children and pregnant women for whom mercury exposure is most dangerous.

In this envelope, you will find the materials you need to help us reach this goal: A shelf-talker, a shelf-talker holder, and a static window cling.

The included shelf-talker and window cling inform store visitors they may safely dispose of their thermostats for free by visiting our website to locate the nearest thermostat recycling site.

Using the shelf-talker holder provided, please place the shelf-talker near your store’s thermostat selection so interested customers can easily read the related messaging and access the information provided. Please also place the static window cling on a visible window by the store’s entrance. Below are some instructions on how to place the window cling.

Lastly, in order for this program to efficiently work and to accomplish our goal of reaching as many people as possible with this important information, we politely ask that you please inform your staff of these materials and the goal of this program.

Together, we can safely and efficiently remove these mercury thermostats. Thank you in advance for helping to keep your community safe.

Sincerely,

Claudia Vasquez
Thermostat Recycling Corporation
https://www.thermostat-recycle.org/
cvasquez.tro@gmail.com

Figure A-23. Existing Retail Partnership Letter
Dear Retailers,

On behalf of the Thermostat Recycling Corporation (TRC), thank you for your continued partnership with us to continue the safe and easy disposal of all mercury thermostats. You have joined our list of over 60 stores who have chosen to continue their partnership with us to help us reach our goal of providing California residents with the information and resources necessary to properly dispose of these harmful non-digital thermostats. The removal of mercury thermostats from public and private spaces is instrumental in keeping our communities safe - especially children and pregnant women for whom mercury exposure is most dangerous.

In this envelope, you will find the materials you need to help us reach this goal: A shelf-talker, a shelf-talker holder, and a static window cling.

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Lastly, in order for this program to efficiently work and to accomplish our goal of reaching as many people as possible with this important information, we politely ask that you please inform your staff of these materials and the goal of this program.

Together, we can safely and efficiently remove these mercury thermostats. Thank you in advance for helping to keep your community safe.

Sincerely,

Claudia Vasquez

Thermostat Recycling Corporation
https://www.thermostat-recycle.org/
cvasquez.trc@gmail.com

Figure A-24. Photos of Material Sendouts
Figure A-25. Retail Partnership Letter - New Partners

Dear Retailers,

On behalf of the Thermostat Recycling Corporation (TRC), thank you for partnering with us to continue the safe and easy disposal of all mercury thermostats. You have joined our list of over 60 stores who have partnered with us to help us reach our goal of providing California residents with the information and resources necessary to properly dispose of these harmful non-digital thermostats. The removal of mercury thermostats from public and private spaces is instrumental in keeping our communities safe – especially children and pregnant women for whom mercury exposure is most dangerous.

In this envelope, you will find the materials you need to help us reach this goal: A shelf-talker, a shelf-talker holder, and a static window cling.

The included shelf-talker and window cling inform store visitors they may safely dispose of their thermostats for free by visiting our website to locate the nearest thermostat recycling site.

Using the shelf-talker holder provided, please place the shelf-talker near your store’s thermostat selection so interested customers can easily read the related messaging and access the information provided. Please also place the static window cling on a visible window by the store’s entrance. Below are some instructions on how to place the window cling.

1. Clean your window. Use glass cleaner to remove dirt from glass. Once clean, use a lint-free microfiber cloth to remove residue and dry glass.
2. Wet the surface. Window clings adhere best to wet surfaces. Spray the area window cling will be placed on with a mixture of liquid soap and water.
3. Apply the window cling. Once window surface is wet, peel back paper and smooth window cling’s sticky side over the window.
4. Remove air bubbles. Press down on the window cling to remove any air bubbles.

Lastly, in order for this program to efficiently work and to accomplish our goal of reaching as many people as possible with this important information, we politely ask that you please inform your staff of these materials and the goal of this program.

Together, we can safely and efficiently remove these mercury thermostats. Thank you in advance for helping to keep your community safe.

Sincerely,

Claudia Vasquez
Thermostat Recycling Corporation
https://www.thermostat-recycle.org/
CVasquez.TRC@gmail.com
Dear Retailers,

On behalf of the Thermostat Recycling Corporation (TRC), thank you for your continued partnership with us to continue the safe and easy disposal of all mercury thermostats. You have joined our list of over 60 stores who have chosen to continue their partnership with us to help us reach our goal of providing California residents with the information and resources necessary to properly dispose of these harmful non-digital thermostats. The removal of mercury thermostats from public and private spaces is instrumental in keeping our communities safe, especially children and pregnant women for whom mercury exposure is most dangerous.

In this envelope, you will find the materials you need to help us reach this goal: A shelf-talker, a shelf-talker holder, and a static window cling.

The included shelf-talker and window cling inform store visitors they may safely dispose of their thermostats for free by visiting our website to locate the nearest thermostat recycling site.

Using the shelf-talker holder provided, please place the shelf-talker near your store’s thermostat selection so interested customers can easily read the related messaging and access the information provided. Please also place the static window cling on a visible window by the store’s entrance. Below are some instructions on how to place the window cling.

1. Clean your window. Use glass cleaner to remove all dirt from glass. Once clean, use a lint-free microfiber cloth to remove results and dry glass.
2. Wet the surface. Window clings attach best to wet surfaces. Spray the area window cling will be placed on with a mixture of liquid soap and water.
3. Apply the window cling. Once window surface is wet, peel off back paper and smooth window cling’s sticky side across the window.
4. Remove air bubbles. If possible, use a squeegee to press the window cling against the glass and to get rid of any air bubbles.

Lastly, in order for this program to efficiently work and to accomplish our goal of reaching as many people as possible with this important information, we politely ask that you please inform your staff of these materials and the goal of this program.

Together, we can safely and efficiently remove these mercury thermostats. Thank you in advance for helping to keep your community safe.

Sincerely,

Claudia Vasquez

Thermostat Recycling Corporation
https://www.thermostat-recycle.org/
cvasquez.trc@gmail.com
Figure A-27. New “Thermostat Care” Shelf Talker (Program Rebranding)

* Only for stores that do not accept or have a bin

Figure A-28. New “Thermostat Care” Shelf Talker (Program Rebranding)

* Only for stores that accept or have a bin
Figure A-29. New “Thermostat Care” Window Cling (Program Rebranding)

* Only for stores that do not accept or have a bin

Figure A-30. New “Thermostat Care” Window Cling (Program Rebranding)

* Only for stores that accept or have a bin
HHW Outreach Materials

Figure 1. Newspaper Advertisement for Mariposa County Public Works

Figure 2. Facebook Ads for Mariposa County Public Works
Figure 3. Google Ads for City of Palmdale Community Development

Let's Keep Palmdale Safe
Mercury thermostats pose risks to human health and the environment. Drop yours off.
City of Palmdale and TRC

Drop it off, get $30
Drop off your old thermostats and receive a $30 mail-in rebate.
Free Thermostat Collection
Upgrading your HVAC system? Bring in old mercury thermostats and get a $30 rebate

Let's Recycle, Together
Mercury thermostats pose risks to human health and the environment. Drop yours off!
Figure 4. Digital Flyer for City of Palmdale Community Development

![Digital Flyer Image]

Figure 5. Social Media Posts for City of Palmdale Community Development

![Social Media Posts Image]
Figure 6. Social Media Posts Promoting Nearest Drop-off Location for City of Palm Desert Public Works

Figure 7. Digital Flyer Promoting Nearest Drop-off Location for City of Palm Desert Public Works
Appendix B: Audience B

Utility Outreach Materials

Figure B-1. Utility Flyer