

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:

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.







UNACCEPTABLE ITEMS

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.





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.





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.

[OVER]

thermostat-recycle.org | 1-888-266-0550 | trc@thermostat-recycle.org





an industry-funded non-profit

Shipping TRC Collection Container

- 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)



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.

[OVER]

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.



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.



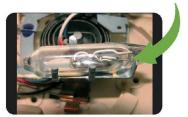




Look for a glass tube of liquid mercury inside

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.





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.

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]





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.



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.







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.





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.

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.















識別與回收水銀恆溫器

2006年之前出售的許多恆溫器都包含一個裝有液態水銀的玻璃管或「開闢」,水銀是有毒物質並且會對人體健康造成危害。如果水銀恆溫器沒有在指定的回收地點接受處理,它便可能使清潔工、土壤和地下水接觸到有毒的水銀。有鑒於此,如果未能適當地處理含水銀的恆溫器,將被處以\$70,000的罰款。

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。使用數位熒幕和按鈕的數位恆溫 器不含有水銀。







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、丁図或乳膠手套,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。





8 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。切勿拆解玻璃管或嘗試移 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。如要獲得\$5的回饋金,請填寫California Rebate Form (加州回饋金表格),並在您送交恆 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)

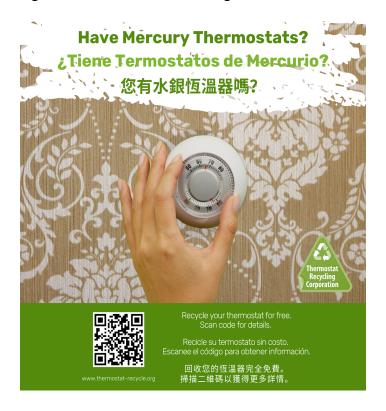






Figure A-9. Photographs of Material Send-Outs



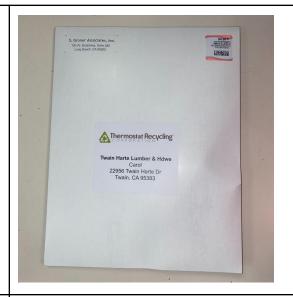








Figure A-10. Existing Partner - Retail Collection Event Materials: Gift Voucher



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





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.			
		Thermostat CORPORAT	Recycling® Thanks for reminding the participant about the \$25 gift voucher!
Name of Store			Date
Initials	Email or Phone Number	Person also submitted a rebate form with their thermostat?	How did they hear about this event? (Online Ads, Flyers, In-Store, etc.)
		Yes No	
		Yes No No	
		Yes No	



Figure A-13. Existing Partner - Retail Collection Event Materials: Letter to Retail Partner



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.

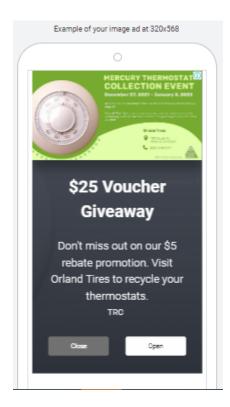


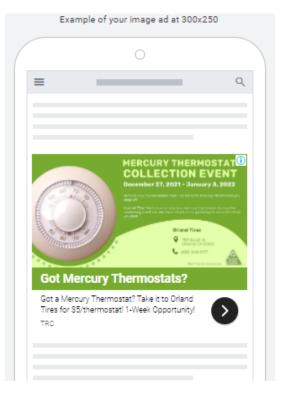




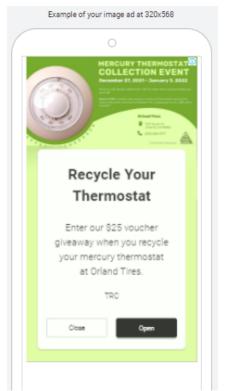


Figure A-15. Existing Partner - Retail Collection Event Materials: Example of Advertisements for Google Ads Campaigns.

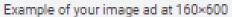














Got Mercury Thermostats?

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



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Example of your text ad at 300×250

Got Mercury Thermostats?

TRO

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

OPEN



Figure A-16. New Retail Partnership Flyer for Email Outreach

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.

Over **80** stores throughout California have already partnered with us!



- 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.



Visit thermostat-recycle.org for more information.





Figure A-17. New Event Flyer for Email Outreach



* Page 1 of TRC Event Flyer



HOW IT WORKS

1. You select a week for the promotional offering.



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

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.



Rebate Forms

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



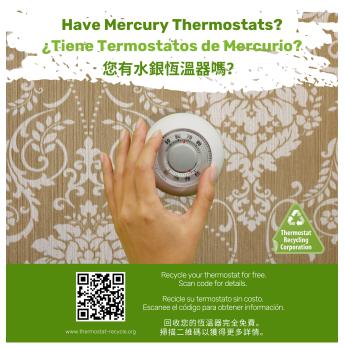


Visit thermostat-recycle.org for more information.

* Page 2 of TRC Event Flyer

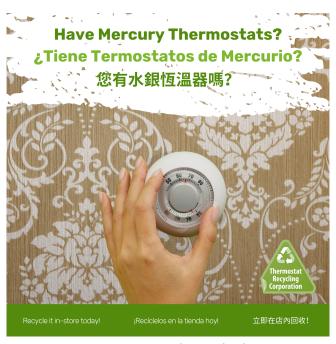


Figure A-18. New Retail Partnership Window Cling - With QR Code



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

Figure A-19. Existing Retail Partnership Window Cling



*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





*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 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.



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

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.

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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.

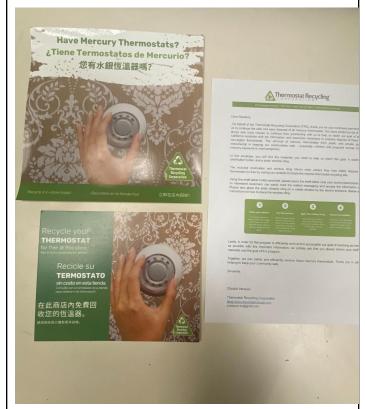
Together, we can safely and efficiently remove these mercury thermostats. Thank you in advance for helping to keep your community safe.

Sincerely,

Claudia Vasquez

Figure A-24. Photos of Material Sendouts





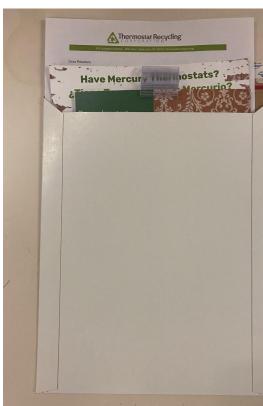




Figure A-25. Retail Partnership Letter - New Partners



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.

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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



Figure A-26. Retail Partnership Letter - Existing Retail



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.

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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.



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

Sincerely,

Claudia Vasquez



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)

Most manual thermostats contain mercury and must go through a proper disposal process. Disposing of them in regular trash or recycling bins is **prohibited**.



^{*} 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

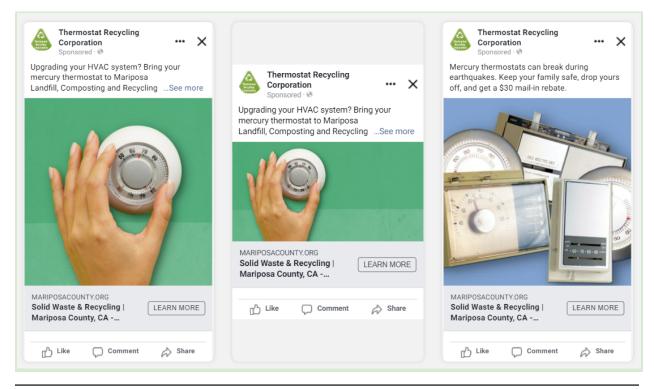
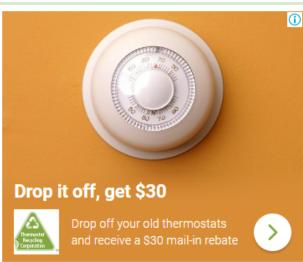




Figure 3. Google Ads for City of Palmdale Community Development







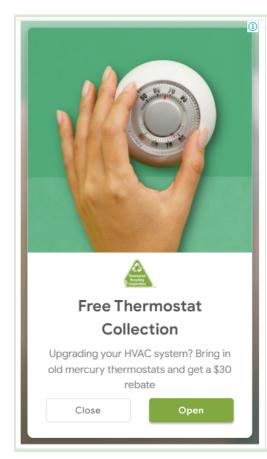






Figure 4. Digital Flyer for City of Palmdale Community Development

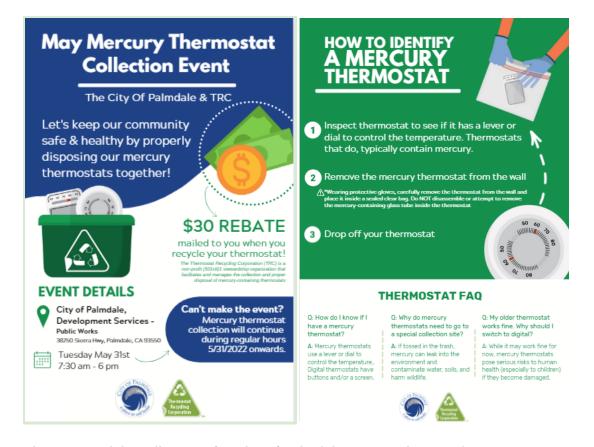


Figure 5. Social Media Posts for City of Palmdale Community Development





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

