



VIA ELECTRONIC MAIL

July 29, 2022

Department of Toxic Substances Control
Attention: Taylor Grose
1001 "I" Street
P.O. Box 806
Sacramento, California 95812-0806

SUBMISSION OF QUARTERLY REPORT

Dear Mr. Grose,

The following is our submission of our quarterly progress report for the second quarter of 2022 outlining the continued work that was completed per the Mercury Thermostat of Act 2021 (Sec. 25214.8.11.6 (e)), which requires the continued implementation of existing work prior to January 1, 2022 (until the new Program Plan is approved).

The Thermostat Recycling Corporation in conjunction with our Qualified Third Party (Product Care and their subconsultant S. Groner Associates) will continue implementing these activities up to and until a new collection and outreach plan is approved and its implementation begins per the Mercury Thermostat Act of 2021.

If you have any questions regarding this submission, please feel free to contact me at ralph.vasami@thermostat-recycle.org or you can reach Stephen Groner at sgroner@sga-inc.net or by phone at (562) 673-8437.

Regards,

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cc: Mark Kurschner, Product Care
Mannie Cheng, Product Care
Danielle Myers, Thermostat Recycling Corporation
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(23) Company's signatures representing:

Bard Manufacturing Company, Inc.
Burnham Holdings, Inc.
Carrier Corporation
Chromalox
Crane Co.
Climate Master, Inc.
Empire Comfort Systems
General Electric Company
Resideo Technologies, Inc.
Hunter Fan Company
Invensys, Inc.
ITT Corporation
Johnson Controls
Lennox International Inc.
The Marley-Wylain Company
Nortek Global HVAC LLC
STLPC Corporation (f/k/a Lux Products Corporation)
Thomas & Betts Corporation
Trane Residential Systems
Uponor, Inc.
Valliant Corporation
W.W. Grainger
White-Rodgers

Table of Contents

Introduction & Summary	4
Table 1. Number of Bins Placed in California (cumulative), Q2'21 to Q2'22	6
Table 2. Number of Active Bins (cumulative), Q2'21 to Q2'22	8
Table 3. Number of Bins Returned (includes bins returned empty), Q2'21 to Q2'22	9
Figure 1. Number of Bins Returned, Q4'18 to Q2'22	9
Table 5. Number of Thermostats Returned, Q2'21 to Q2'22	12
Table 6. Number of Bins and Thermostats Returned Per Year, 2020 to 2022	13
Outreach Program	15
<i>Summary of Outreach Activities for Audience A</i>	15
Retail/Consumer	15
Household Hazardous Waste	20
General Contractors	24
HVAC Contractors	25
Demolition Contractors	25
Wholesalers	26
<i>Summary of Outreach Activities for Audience B</i>	26
Building Departments	26
Utility Companies	27
School Districts	30
<i>Summary of Outreach Activities for Audience C</i>	33
Property Managers	33
Hotel/Motel	36
Pilot Program	37
<i>Summary of Pilot Activities for Audience A</i>	37
Retail/Consumer	37
<i>Summary of Pilot Activities for Audience B</i>	38
<i>Summary of Pilot Activities for Audience C</i>	40
Utility Companies	40
Property Managers	43
Program Modification Plan	45
<i>Geographic Information Systems (GIS)</i>	47
<i>Collection Location Summary</i>	48
<i>CSLB Forms</i>	48
<i>Incentive Payments</i>	49
Table 7. Incentive Payments Made	49
<i>Site Visits and Calls</i>	49
Appendices	52
Figure A-1. Retail Prepping and shipping instructions sheet	52
Figure A-5. Retail Shelf Talkers – Partners with a Bin/Pail	62
Figure A-6. Retail Shelf Talkers – Partners without a Bin/Pail (Materials Only)	62



Figure A-7. Retail Window Clings – Partners with a Bin/Pail	63
Figure A-8. Retail Window Clings – Partners without a Bin/Pail (Materials Only)	63
Figure B-1. Utility Flyer	91
Appendix C: Audience C	108
Figure C-1. Property Managers Article	108
Appendix D: Collection Locations and Outreach Activities	112
Table D-1. Collection Location Summary	112
Table D-2. New Containers Assigned	115
Table D-3. Site Visits and Calls	115
Figure D-1. CSLB License Number Forms	139



Introduction & Summary

During the second quarter (April-June) of 2022 (Q2'22), the Thermostat Recycling Corporation (TRC), with the assistance of SGA Marketing (SGA), implemented the following tasks from the DTSC-approved Outreach Plan and Pilot Plan as a part of the California TRC Program. The following report outlines the efforts undertaken during this quarter by audience.

As set forth in greater detail below, the total number of active collection bins in circulation in California increased between Q1'22 and Q2'22, from 1,741 to 1,759. These 18 new bins/pails were placed with partners in the contractors, retail, wholesaler, and property manager audiences. The number of bins returned increased from 51 in Q1'22 to 60 in Q2'22. The three audiences that had the most bins returned were wholesalers (41), followed by HHW programs (9) and contractors (5), see Table 3 for the number of bins returned by other audiences. The proportion of bins returned out of all active bins - or 'bin return rate' - was 5.1%, which is below the average bin return rate to date (9.5%).

The number of thermostats collected in Q2'22 (1,216) is lower than the amount collected a year prior in Q2'21 (2,541). As in previous quarters, the bulk of thermostat collections occurred among the wholesaler audience (85%). Since its launch in 2017, the California TRC Program has collected 66,128 mercury-added thermostats, an average of 3,005 thermostats collected per quarter (22 quarters).

This quarter, SGA Marketing (SGA) continued to implement a targeted outreach campaign it launched in Q2'21 across the audiences SGA oversees, which focused on placing bins in areas of California with below-average median household income¹ and low TRC collection bin density. The goal of this campaign was to place bins in areas that are more likely to have older infrastructure (as indicated by lower median household incomes) and to have at least 1 bin in each of California's counties. This targeted outreach campaign was implemented into General Outreach (HHW Programs, School Districts, Utility Companies, and Retail Stores) and Pilot Program (Schools Districts, Property Managers, and Utility Companies) audiences. Regarding the 14 counties in the bottom 25% of median household income, SGA attempted outreach with 141 contacts, successfully contacted 46 contacts, placed bins or pails with 10 contacts, and placed materials with 23 contacts. Regarding the 13 counties in the bottom 50% of median household income, SGA attempted outreach with 74 contacts, successfully contacted 20 contacts, placed bins or pails with 3 contacts, and placed materials with 8 contacts. Among the 44 California counties with 0 or 1-20 bins, SGA attempted outreach with 295 contacts, successfully contacted 88 contacts, placed bins or pails with 15 contacts, and placed materials with 43 contacts.

The following pages contain detailed summaries of the outreach conducted in Q2'22. In addition to the activities and results presented below that are specific to Q2'22 and were gathered from outreach conducted by both staff at SGA and TRC, the strategies we deploy are built upon data gathered from our pilot programs, and the cumulative knowledge we have gained about these

¹ State of California Employment Development Department, "Demographic Profile - California and Counties," Labor Market Information Resources and Data, n.d., <https://www.labormarketinfo.edd.ca.gov/data/california-and-counties-demographic-profiles.html>, (accessed 19 July 2021).



audiences over the past five years. We intend to provide additional information and analysis of the results below in TRC's annual report.

Summary of Results

1. New bins/pails placed this quarter: 18
 - Number and location (by street address) of new collection bins assigned (see Table D-2 in Appendix D).
2. Mercury-added thermostats collected this quarter: 1,216
3. Mercury-added thermostats collected in 2021: 9,333
4. Mercury-added thermostats collected in Q1'22-Q2'22: 2,369

Table 1. Number of Bins Placed in California (cumulative), Q2'21 to Q2'22

Audience	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22
A					
Contractors	260	260	261	262	263
HHWs	251	256	261	261	261
Retailers	154	172	182	195	208
Wholesalers	887	911	918	924	926
B					
Building Departments	0	0	0	0	0
Utility Companies	0	0	0	1	2
School Districts	6	6	6	6	6
Universities/Colleges	17	17	17	17	17
C					
Property Managers	11	11	14	20	22
Hotel/Motel	0	0	0	0	0
Other*	40	40	47	55	54
TOTAL	1626	1673	1706	1741	1759

Note: This table provides the number of TRC collection bins placed cumulatively (Q2'21-Q2'22) in California. Actual counts of active bins may vary as some partners discontinue participation (see Table 2).



Table 2. Number of Active Bins (cumulative), Q2'21 to Q2'22

Audience	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22
A					
Contractors	127	123	124	123	123
HHWs	142	145	149	146	146
Retailers	75	94	103	116	142
Wholesalers	675	696	700	706	710
B					
Building Departments	0	0	0	0	0
Utility Companies	0	0	0	1	2
School Districts	3	3	3	3	3
Universities/Colleges	5	4	4	4	4
C					
Property Managers	2	1	4	7	9
Hotel/Motel	0	0	0	0	0
Other	3	3	15	26	33
TOTAL	1032	1069	1102	1132	1172

Table 3. Number of Bins Returned (includes bins returned empty), Q2'21 to Q2'22

Audience	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22
A					
Contractors	9	5	10	4	5
HHWs	7	6	8	3	9
Retailers	1	1	3	2	2
Wholesalers	83	37	111	42	41
B					
Building Departments	0	0	0	0	0
Utility Companies	0	0	0	0	0
School Districts	0	0	0	0	0
Universities/Colleges	0	0	0	0	1
C					
Property Managers	0	0	0	0	0
Hotel/Motel	0	0	0	0	0
Other	0	0	0	0	2
TOTAL	100	49	132	51	60

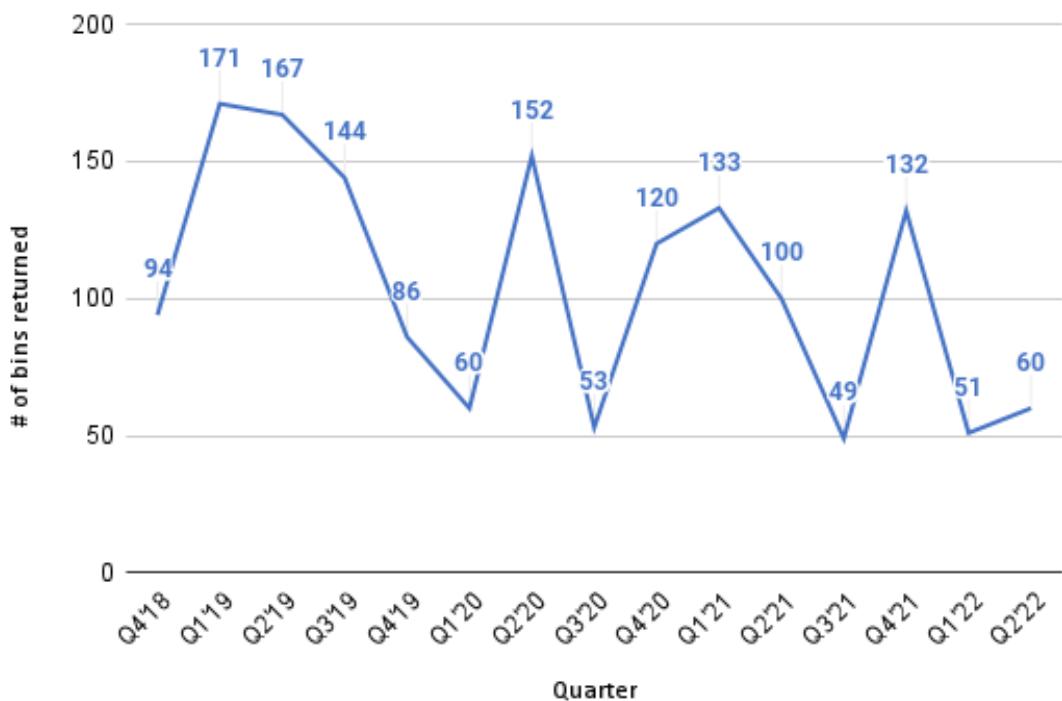
Figure 1. Number of Bins Returned, Q4'18 to Q2'22


Table 4. Percent of Bins Returned (# of bins returned per audience/ # of active bins per audience), Q2'21 to Q2'22

Audience	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22
A					
Contractors	7.1%	4.1%	8.1%	3.3%	4.1%
HHWs	4.9%	4.1%	5.4%	2.1%	6.2%
Retailers	1.3%	1.1%	2.9%	1.7%	1.4%
Wholesalers	12.3%	5.3%	15.9%	5.9%	5.8%
B					
Building Departments	0.0%	0.0%	0.0%	0.0%	0.0%
Utility Companies	0.0%	0.0%	0.0%	0.0%	0.0%
School Districts	0.0%	0.0%	0.0%	0.0%	0.0%
Universities/Colleges	0.0%	0.0%	0.0%	0.0%	25.0%
C					
Property Managers	0.0%	0.0%	0.0%	0.0%	0.0%
Hotel/Motel	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	6.1%
TOTAL	9.7%	4.6%	12.0%	4.5%	5.1%



Table 5. Number of Thermostats Returned, Q2'21 to Q2'22

Audience	Q2'21	Q3'21	Q4'21	Q1'22	Q2'22
A					
Contractors	242	109	208	22	52
HHWs	160	92	143	137	110
Retailers	7	1	5	5	2
Wholesalers	2,132	1,108	2538	989	1,031
B					
Building Departments	0	0	0	0	0
Utility Companies	0	0	0	0	0
School Districts	0	0	0	0	0
Universities/Colleges	0	0	0	0	4
C					
Property Managers	0	0	0	0	0
Hotel/Motel	0	0	0	0	0
Other	0	0	0	0	17
TOTAL	2,541	1,310	2,894	1,153	1,216



Figure 2. Number of Thermostats Returned, 2017 to 2022

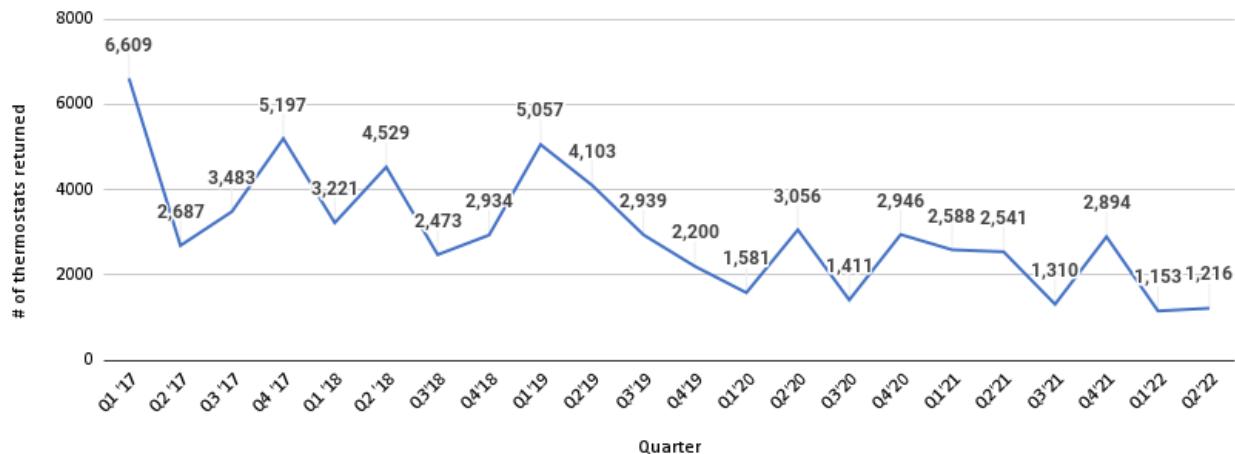


Table 6. Number of Bins and Thermostats Returned Per Year, 2020 to 2022

Audience	Q1 - Q4'20		Q1 - Q4'21		Q1 – Q2'22	
	Bins	Thermostats	Bins	Thermostats	Bins	Thermostats
A						
Contractors	38	772	33	759	9	74
HHWs	21	405	26	553	12	247
Retailers	11	48	9	21	4	7
Wholesalers	315	7,769	345	7,999	83	2,020
B						
Building Departments	0	0	0	0	0	0
Utility Companies	0	0	0	0	0	0
School Districts	0	0	0	0	0	0
Universities/Colleges	0	0	0	0	1	4
C						
Property Managers	0	0	0	0	0	0
Hotel/Motel	0	0	0	0	0	0
Other	0	0	1	1	2	17
TOTAL	385	8,994	414	9,333	111	2369

Outreach Program

Summary of Outreach Activities for Audience A

Retail/Consumer

Summary

On behalf of TRC, SGA has conducted outreach to retailers and consumers in the State of California since 2016. To provide more publicly accessible recycling locations for consumers, we have recruited hardware stores throughout the state to act as collection site partners. When retail stores agree to partner with TRC, they agree to host a TRC recycling bin or pail, display promotional materials in their store, be in communication with TRC regarding progress, and share observations related to barriers and motivators to mercury thermostat recycling among their customers. Retail toolkits are sent to stores that request a bin and include a folder with a TRC program introduction letter; a prepping and shipping instructions sheet; a sheet to help users identify mercury thermostats; English, Spanish, and Chinese shelf talkers; and English, Spanish, and Chinese window clings (see Appendix).

From 2016-Q1'19 we iteratively expanded our retail database and then conducted outreach to these stores. In Q2'19 we finished outreach to all of the 272 retail locations in the database compiled during Q1'18, and in Q3'19 we developed plans to visit a subset of 78 partner stores within driving distance of Los Angeles and Oakland. In Q4'19, SGA conducted in-store visits to retail stores. During those visits, SGA confirmed the proper placement of promotional materials, ensured employee awareness of the program, and received direct feedback from employees about the program and its rebate process. In addition to store visits, SGA coordinated three week-long promotional events in Q4'19, at which stores offered \$10 rebates to customers who dropped off mercury thermostats. SGA supported these events by advertising them via Google and Facebook Ads, providing stores with promotional materials like flyers and window clings, and providing event supplies such as rebate forms and plastic bags to collect the recycled thermostats. No thermostats were collected at these promotional events. As such, we focused more on bin and material placement rather than events. To promote bin placements, smaller recycling pails started to be offered to stores in an effort to also decrease the number of stores getting rid of their recycling bin.

During Q1'20 to Q3'20, SGA focused on increasing event participation by expanding its length from two weeks to one month. Unfortunately, due to COVID-19, these events were on hold. As a result, we focused on expanding our California retailers database by adding cities and towns with limited or no existing access to TRC bins. Our database was expanded by 52% by adding 142 retailers. SGA's outreach to these and existing stores in our database resulted in the placement of 8 bins during Q1'20. SGA also investigated current partnerships with 2 big chain stores to find out how we may build upon those partnerships. In Q3 '20, SGA finished its expansion of the retail store database, continued efforts to place bins with new stores, and approached both existing and new partners to gauge their interest in hosting a month-long retail event. These efforts resulted in 8 new partnerships and 10 scheduled collection events which were coordinated



and conducted during Q4'20. Unfortunately, retail interest in events waned as many retailers expressed COVID-19 related concerns regarding increased foot traffic at their stores. As a result, SGA paused outreach and waited until Q1'21 to reintroduce outreach to retail stores.

During Q1'21, we spoke to decision makers of 34 stores to assess their material requests; 16 of those stores requested new materials and 5 were interested in hosting a collection event. We also designed new window clings and shelf talkers, which included shrinking the shelf talkers to be better suited for product shelves and the addition of a QR code to provide additional information and track engagement. In Q2'21, SGA began giving stores the option to post in-store materials if they didn't want to accept a bin but were willing to display TRC materials to promote its services. During Q3'21, SGA gained 32 new retail partnerships, 11 of whom accepted a TRC bin. SGA also developed and finalized a tactical plan for retail event partnerships. During Q4'21, SGA gained 31 new retail partnerships, 9 of whom accepted a TRC bin. SGA also scheduled collection events with five existing partners. SGA focused the remainder of the quarter on preparing the necessary materials for each event: Flyers, \$25 gift vouchers, participant forms and digital assets such as Eventbrite banners and English- and Spanish-language Google Ad (see Appendix).

During Q1'22, SGA gained 41 new retail partnerships, 15 of whom agreed to host a TRC bin. Nearly all new retail partners are located in low bin density counties (36 of the 41) or in counties with low median household income (38 of the 41). SGA also increased its focus on reconnecting with older, existing partners in an effort to replace any old materials in their possession and to reattempt to place a collection bin with them if they were a partner that prior said "no" to a bin but "yes" to materials in-store. These outreach efforts resulted in the update of materials for 22 existing partnerships, 3 of which accepted a bin after hearing about the program again. Of these 22 existing partners, 8 are located within counties with below-average median household income and 9 are located within low bin density counties

In Q2'22 SGA focused heavily on expanding our new retailer contact list to continue outreach to potential retail partners. This list also included retailers who were previously either indecisive about the program or had resulted in unsuccessful contact attempts during past quarters due to difficulty getting in contact with the decision-makers. These retailers were still heavily concentrated in California counties with below-average median household income and bin density. These targeting efforts resulted in 38 new retail partnerships, 16 of whom agreed to host a TRC bin. Of these 38 new retail partners, 25 are located in counties with low bin density (4 are within counties that previously contained 0 bins and 21 are within counties that have 1-20 bins) and 14 are located in California counties with below-average median household income (10 within counties in the bottom 25% and 4 within counties in the bottom 50%). This quarter, an effort was made to ensure every single California county had at least one bin. Before the quarter, there were 5 counties still missing bins. Through retail outreach specifically aimed at placing bins rather than materials, SGA was able to place bins in all 5 counties, with 4 of those placements from new retailer partners.



SGA also increased its focus on reconnecting with older, existing partners to inform them about the change in program name, materials, and increased rebate. With this update, existing retailers were asked if the new rebranded materials (see Appendix) could be sent to them and also asked again if they would be interested in a bin. These outreach efforts resulted in the replacement of materials for 20 existing partners. Of these 20 existing partners, 5 are located within counties with below-average median household income (2 within the bottom 25% and 3 within the bottom 50%). Also, of these 20 existing partners, there were 6 that are located within low bin density counties of 1-20 bin placements and 3 that were interested in receiving a bin after hearing about the program again and its new updates.

In Q3 '22, SGA will continue contacting the remaining existing partners in our database that did not result in a successful call to continue to replace their Thermostat Recycling Corporation materials with the new Thermostat Care materials. SGA will also continue providing these partners with updates on the rebate value increase and the program name change as well as further promote our collection bins to partners without bins. Regarding our efforts with new retail partners, SGA will continue to conduct research to add new retail stores to our “Potential New Partnerships” database. These new retailers will be introduced to the program and provided an opportunity to form a Thermostat Care Partnership.

Barriers

- Connecting with Right Contact: We have had difficulty reaching the managers through phone calls and seldom hear back after leaving voicemail(s) or sending email(s). Busy schedules prevent managers from speaking to us or reliably returning calls.
- Hard-to-Reach Decision Makers: Store managers and owners are frequently the only decision-makers for this audience. Interim managers are typically not allowed to make decisions about placing store materials or collection bin. Work can be put on hold for long periods of time for a manager’s vacation or days off.
- High Employee Turnover: This creates a recurring, almost institutional lack of knowledge about TRC and a loss of accountability.
- Disinterest in the Program: From time to time, we encounter stores that immediately express disinterest because they believe their merchandise has nothing to do with our partner offerings.
- Perceived Lack of Customer Interest in Topic: Several stores expressed belief that customers aren’t interested and typically don’t bring in mercury thermostats. As such, stores don’t believe a thermostat collection bin or materials will be relevant to their customers.
- Lack of Store Space for Material Placement: While interested, a few stores informed us they lack the space to place materials. Several of these stores informed us they receive too many materials already and are apprehensive about accepting third-party materials that will take up needed space.
- Sentiment that Store is Already Recycling Enough: A few stores expressed that they already partake in certain types of HHW-related recycling and as such, having another bin would take up limited space.

- Hesitancy to Make Big Commitments: Several managers expressed they would like to start small with the materials to gauge interest before considering proceeding with a bin.

Motivators

- Environmental Impact: Several managers believe that participating in the program is a good way to contribute to a “greener” California by limiting pollution from hazardous mercury-based thermostats.
- Community Impact: Several managers viewed participation in the program as a method of providing access to an important safety service for their community.
- Prior or Current Experience with Other HHW-Related Recycling Services: Several managers expressed that they already participate in HHW-related recycling programs and host a bin. As such, hosting a bin for another item makes sense to them and they are less apprehensive about the logistics compared to other stores.
- Convenient Materials: Minimum effort is required to receive materials.
- Option to Choose Level of Participation: Having the option to be a partner by having materials in-store but not requiring a bin/pail to also be placed meets our contacts at a “Yes” they may be more comfortable with while still promoting these services.

Results

In Q2'22, SGA conducted the following outreach:

- Existing Retail Partners Outreach
 - o Conducted outreach to existing retail store partners to arrange for delivery of updated in-store materials, check on the status of their bin/pail, process any new bin/pail requests, and gauge interest in hosting a collection event.
 - 46 total calls placed to 33 existing partners.
 - Of these 33 existing partners, 13 are located in counties with below-average median household income:
 - 9 partners within the Bottom 25% for median household income.
 - 4 partners within the Bottom 50% for median household income.
 - Of these 33 existing partners, 14 are located in low bin density counties
 - 3 partners are located in a county with 0 bins (below-average bin density).
 - 11 partners are located in a county with 1-20 bins (below-average bin density).
 - 1 email sent & received
 - o Of these 33 existing partners, 23 resulted in successful correspondence with the decision-maker of each store to support them with materials, collection bin/pail status, and requests.
 - 3 bins requested by existing partners



- 1 bin placed in a county that contains 1-20 bins
 - 1 bin request was located in a county within the Bottom 50% for median household income
 - Successfully placed the new Thermostat Care materials with 20 existing partners.
- New/Prospective Retail Partner Outreach
 - 261 total calls placed to 190 retail stores to establish new partnerships
 - Successfully corresponded with the decision-maker of 71 stores to determine whether new stores are interested in partnership (material and bin/pail placements)
 - Of the 71 stores successfully corresponded with, we gained 38 new retail partnerships
 - Of these 38 new partners, 25 are located in low bin density counties
 - 4 are located in a county that contains 0 bins
 - 21 are located in counties that contain 1-20 bins
 - Of these 38 new partners, 14 are located in counties with below-average median household income
 - 10 are located in counties in the Bottom 25% for median household income
 - 4 are located in counties in the Bottom 50% for median household income
 - Placed bins with 16 of 38 new partners
 - Of these 16 new partners, 13 bins were requested by stores located in low bin density counties
 - 4 bins were placed in a county that previously contained 0 bins
 - 9 bins were placed in counties that have 1-20 bins
 - Of these 16 new partners, 11 bins were requested by stores located in counties with below-average median household income
 - 9 are located in counties in the Bottom 25% for median household income
 - 3 are located in counties in the Bottom 50% for median household income
 - 11 total emails successfully sent to prospective partners



Household Hazardous Waste

Summary

On behalf of TRC, SGA has conducted outreach with the State's Household Hazardous Waste (HHW) programs since 2016. In general, HHW staff is a receptive audience to the TRC program because of how our efforts align with the existing goals of most HHW facilities. Furthermore, TRC's program may provide a welcomed incentive for HHW programs that are looking for ways to encourage their residents to make more frequent use of their facilities.

In 2018, SGA conducted outreach to HHW facilities in cities and counties that lacked TRC collection sites. Our goal was to place bins at these facilities and collaborate with them to promote the TRC program to their customers.

In 2019, SGA focused on event partnerships with HHW facilities. In exchange for prominently displaying a bin at public collection events and administering surveys to individuals who dropped off mercury thermostats, HHW facilities received event-specific promotional flyers and a Google Ads Campaign that ran for four weeks before the event. Over the course of the year, SGA organized three event partnerships in California—in San Diego, Merced, and Santa Clara Counties. Combined, these events resulted in the collection of 3 mercury thermostats and 2 surveys. In Q4'19, SGA posted information about the rebate program in the California Household Hazardous Waste Information Exchange (HHWIE) Yahoo! Group (a DTSC-mandated action) and tracked results using a bit.ly link.

In 2020, SGA reworked outreach tactics for HHW events, developed a plan for short-term work while HHW programs faced the impacts of COVID-19, and collaborated with TRC to plan edits to the TRC website for easier navigation. Over the course of the year, SGA helped manage and update a statewide database of HHW facility closures that was shared in the Household Hazardous Waste Information Exchange (HHWIE) Yahoo! Group, reworked outreach materials to improve efficiency, developed a media kit to assist HHW programs with community outreach, and cross-referenced a list of active HHW programs in the State to ensure our database was comprehensive. In Q4'20, we coordinated promotional campaigns with HHW facilities for four events. SGA also began compiling an active member database for the HHWIE Google Group to target heavily invested facilities for TRC partnership. Note: In Q4'20 the HHWIE Yahoo! Group became a Google Group.

In 2021, SGA engaged in seven co-promoted HHW collection events, established five new partnerships with HHW programs, conducted one survey, and shared relevant information about TRC to the HHWIE Google Group. In establishing new partnerships, SGA prioritized facilities located in counties with below-average median household income and/or low bin density. The goal of the survey was to gather information about HHW programs' perception of TRC, motivators to partner with TRC, and how TRC can help address barriers to thermostat collection in their communities. SGA analyzed survey results and shared key findings with the HHWIE Google Group. SGA also finalized a new communications toolkit to help HHW programs easily communicate messages about TRC, the rebate offer, and nearby collection sites; this was shared with the HHWIE Google Group in Q3'21. Also in Q3, SGA developed a landing page, informational flyer, and communications toolkit to promote a limited-time partnership with



OhmConnect for a free smart thermostat and the utilization of TRC's services to help residents upgrade mercury thermostat HVAC systems. These resources were sent to the HHWIE Google Group for California HHW programs to share with their residents.

In Q1'22, SGA partnered with the San Bernardino County Fire Protection District Household Hazardous Waste division by providing a month-long campaign. SGA continued conducting outreach with 38 of our existing partners to schedule promotional campaigns for collection events. Existing partners were also notified of the recent rebate increase via both phone and email outreach. From this outreach, three counties were interested in a co-promoted collection event: Del Norte County Solid Waste Management Authority, Imperial Valley Resource Management Agency, and County of Mariposa Public Works. SGA also conducted outreach to prospective partners in counties with below-average TRC bin density, below-average median household income, and/or can be identified as having disadvantaged communities, with the goal of creating more access to TRC's services throughout those areas of California. From this outreach, two facilities associated with Shasta County Public Works were interested in bin placement. Lastly, SGA continued to review the HHWIE Google Group to stay up-to-date with information from California HHW programs.

In Q2'22, SGA proceeded with a co-promoted collection event with the County of Mariposa Public Works (see Appendix), conducted follow-ups with HHW programs previously interested in co-promotion, and formed three new partnerships with two bin placements. SGA continued outreach to prospective partners with a focus on underserved or rural communities while updating database contact information in the process. Prospective partners were notified of the rebate increase and offered the opportunity to participate in a multi-week-long mercury thermostat collection campaign provided by TRC in May. SGA prioritized the month of May and promoted May as Mercury Thermostat Collection Month to generate a sense of urgency in scheduling co-promoted events with program partners. In prioritizing May, SGA's goal was to reach HHW programs and in turn, their local residents who may be preparing for summer home renovation. From this outreach, two new partnerships were formed: City of Palmdale Community Development and City of Palm Desert Public Works, both of which received a co-promotional campaign on behalf of TRC (see Appendix). The former received a bin, while the latter agreed to promote nearby collection locations (primarily the Palm Desert Ace Hardware) and could not accept a bin due to lack of capacity at their highly trafficked HHW facility. One additional partnership with bin placement was formed at the end of Q2'22 with Yuba/Sutter Recology. Lastly, SGA sent two messages and one survey to the HHWIE Google Group while reviewing messages to stay up-to-date with information from HHW programs. The purpose of the survey was to receive input from relevant professionals on the AB 707 Program Plan. The survey received responses from 3 programs: the Marin Household Hazardous Waste Facility, the Fresno County Permanent Household Hazardous Waste Facility, and the City of Carpinteria ABOP.

In Q3'22, SGA will continue to reach out to HHW programs with a focus on those in underserved or rural communities. SGA will also continue to review messages from HHW programs in the HHWIE Google Group and send messages as needed to inform members of updates, new opportunities, and so forth. SGA will seek out opportunities to partner with HHW programs in unconventional ways, such as placing bins at transfer stations, government

offices/buildings in the jurisdiction of the waste management program, and other similar public-facing locations. The purpose of these alternatives is to provide HHW programs, particularly those within underserved or rural communities, with the opportunity to participate in mercury thermostat collection regardless of the capacity or willingness of the HHW facility to host a bin; this also facilitates greater access to a disposal option in these communities that generally lack access to community resources and have less options for potential collection locations. Lastly, SGA will review the database of HHW program contacts and continue to update contact information as appropriate.

Barriers

- Difficult to Remain in Contact: Many HHW programs have expressed that they need to discuss with other staff members prior to agreeing to partnership; however, SGA has noticed that this can often get pushed back due to other priorities of the HHW program. As such, SGA has pivoted its outreach approach from contacting a large quantity of HHW Programs per week, to narrowing in on 3-5 at a time to ensure timely follow-ups are conducted as needed.
- Difficult to Reach Prospective Partners: Some prospective partners have not responded to our initial or follow-up outreach communications about the TRC program. This is more prevalent amongst the prospective instead of existing partners. SGA is addressing this issue by reaching out to multiple contacts within the same HHW program, rather than assuming lack of interest after no response from one individual within the program.
- Disinterest in Working With Additional Third-Party Contacts: Many facilities have already partnered with third-party waste haulers and do not see the appeal in TRC's offerings.

Motivators

- Environmental Impact: HHW facilities are aware of the environmental hazards of mercury and are motivated to help.
- Free Promotion: TRC's paid promotional support increases awareness of events they already have planned.
- Financial Incentive: HHW facilities find value in the opportunity for local residents to get paid to recycle mercury thermostats. Particularly with the increased mail-in resident rebate amount, HHW facilities find this advantageous to their community.
- Established Relationship: Providing HHW programs with consistent contact for future HHW collection events establishes a relationship with them that may later work to our benefit when pitching the opportunity to co-promote collection events.
- Community Outreach: HHW facilities are interested in increasing the number of collection event participants throughout their county, especially for events at temporary locations.
- Convenience: HHW facilities are motivated by the understanding that event partnership will not require much additional work for their staff.

Results

In Q2'22, SGA:

- Engaged in 3 HHW collection events by providing co-promotional materials and consistent communication (check-ins, answering partner questions, and so forth).
 - County of Mariposa Public Works
 - City of Palm Desert Public Works
 - City of Palmdale Community Development
- Corresponded with existing partners for collection event co-promotion
 - 46 emails were sent & received.
 - 12 phone calls were placed.
 - 19 HHW partners attempted to reach
 - 11 HHW partners reached
 - 3 HHW partners interested in a partnered collection event & co-promotion
 - 1 HHW partner confirmed dates for partnered collection event & co-promotion
- Conducted outreach to HHW programs that have not yet partnered with TRC for bin placement and collection event co-promotion:
 - 131 emails were sent & received
 - 164 phone calls were placed.
 - 61 HHW programs attempted to reach
 - 11 are located in counties in the Bottom 25% for median household income
 - 7 are located in counties in the Bottom 50% for median household income
 - 21 are located in counties that contain 1-20 bins
- 5 HHW facility reached and 2 bins placed
 - 1 in Yuba County (previously had 0 bins)
 - 1 in Los Angeles County

Environmental Contractors

Summary

Environmental contractors are an important audience for TRC. While conducting outreach to other audiences it has been reported that environmental contractors are hired to manage waste disposal during renovations. In the second quarter we continued to conduct outreach to these contractors that specialize in removing and properly disposing of hazardous waste.

Barriers

- Delays due to needing approval from corporate before participating in the program.
- We have difficulty reaching the decision maker; therefore, we leave numerous voicemails.
- Most environmental contractors respond that they hardly ever encounter mercury thermostats and there is a limited number of mercury thermostats in circulation.

Motivators

- \$70,000 fine for improper disposal

Results

- We conducted 26 outreach calls to environmental contractors.
- TRC was unsuccessful in placing bins with this audience during the quarter.

General Contractors

Summary

TRC continues to complete outreach to general contractors with hopes of gaining greater participation. Our outreach efforts are to inform the contractor of our program, if they are not already aware, and sign the contractor up for recycling through a bin or pail.

Barriers

- In terms of contractor outreach, we continue to contact locations who don't want to be contacted.
- Most general contractors respond that they either do not work with thermostats or that they hardly ever encounter mercury thermostats.
- A large percentage of calls result in voicemail messages that are not returned.

Motivators

- We did not find any motivators for this audience during the quarter.

Results

- TRC called 205 general contractors.
- We placed zero bins with a general contractor in Q2.

HVAC Contractors

Summary

TRC continues to complete outreach to HVAC contractors with hopes of gaining greater participation. Our calls are made to inform the contractor of our program if they are not already aware and sign the contractor up for recycling through a bin or pail.

Barriers

- In terms of contractor outreach, we continue to contact locations who don't want to be contacted.
- Most contractors respond that they hardly ever encounter mercury thermostats.
- Another frequent response is that they already recycle through their wholesaler.
- A majority of calls result in voicemail messages that are not returned.

Motivators

- \$70,000 fine for improper disposal

Results

- TRC called 58 HVAC contractors.
- During the second quarter we had zero sign-ups from a HVAC contractor.

Demolition Contractors

Summary

TRC continues to complete outreach to demolition contractors with hopes of gaining greater participation. Our calls are made to inform the contractor of our program if they are not already aware and sign the contractor up for recycling through a bin or pail.

Barriers

- In terms of contractor outreach, we continue to contact locations who don't want to be contacted.
- Most contractors respond that they either do not work with thermostats or that they hardly ever encounter mercury thermostats.
- A majority of calls result in voicemail messages that are not returned.

Motivators

- \$70,000 fine for improper disposal
- This quarter, most of the demolition contractor calls resulted in a response that they never or very rarely see mercury thermostats.

Results

- TRC made 270 calls to demolition contractors.
- During the quarter we had one demolition contractor sign-up to participate.

Wholesalers

Summary

TRC continues to complete outreach to both participating and non-participating HVAC wholesalers with hopes of gaining greater participation. During the second quarter there was an average of 25.1 thermostats per bin and a total thermostat count of 1,031 mercury thermostats returned from wholesalers. A subgroup of current and potential wholesaler partners received new materials for consumers (shelftalkers and window clings) to communicate the nearest collection location to properly dispose of their mercury thermostat, the materials are also branded with the new program name and increased rebate; materials will continue to be sent to wholesalers and any new wholesaler partners in the next quarter.

Barriers

- Participating wholesalers are seeing a decline in collections and send some of their recycling bins back to us because they do not need them anymore.

Motivators

- We get positive feedback on the ease of the program from current collection locations.

Results

- We completed 49 calls to wholesalers who hadn't returned a container in the past 6 months.
- Materials were distributed to 25 current wholesaler partners and 25 potential partners
- During the second quarter we had 2 new container requests from wholesale locations.

Summary of Outreach Activities for Audience B

Building Departments

Summary

Building Departments are an audience that can assist with the collection of mercury-added thermostats through informing contractors, inspectors and other professionals about the importance of properly disposing of mercury thermostats. After research and communication with this audience TRC has found that employees of building departments have little contact with thermostats. However, the individuals who seek the services of the building department may encounter thermostats in their line of work. Therefore, building departments have served as a conduit for outreach.

In the second quarter TRC emailed two building department employees across the state to remind them about the program and pass along information they can communicate to their visitors. We also called five building departments, but we had no responses or engagement from our outreach this quarter.

Barriers

- Building department employees have very little interest in our messaging or their responsibility in communicating the program.
- We had no interest in third-party assistance from organizations for the universal waste checklist adjustments.

Motivators

- N/A

Results

- We emailed 2 building departments with helpful information to pass along to visitors, with no response of interaction from recipients.
- We conducted 5 calls to building departments that resulted in voicemails unreturned.

Utility Companies

Summary

On behalf of TRC, SGA has conducted outreach with utility companies across California since 2017. Utility companies are a key audience for TRC because they have the potential to reach a large segment of an area's population and their websites are often the first stop for residents looking to upgrade their homes for energy efficiency. Utility companies are mandated by Federal and State Governments to reduce energy usage per resident over time and many companies have used the strategy of promoting smart thermostats as a way of meeting this mandate. Many of our efforts augment existing promotions for energy-efficient appliance rebates or incentives.

In 2019, SGA contacted utility companies and requested that they add information about TRC's mercury thermostat recycling program to their websites, social media accounts, bill inserts, newsletters and/or point-of-purchase promotions. Over the course of the year, 13 agreed to promote TRC via social media or other promotional materials. In 2020, we made efforts to form new partnerships with utility companies. We continued outreach and were able to form 1 new partnership in 2020 and renewed 1 more.

In 2021, we implemented new outreach strategies with the goal of receiving more interest and responses from the people we contact. A feedback form was created so that we could determine our utility partners' motivators for participating in the program and awareness of the TRC partnership opportunity. The feedback form was sent to 19 contacts from 12 of our utility partners, of which 5 contacts responded. We continued to focus our material placement for existing and potential partners based on the top three mediums that were identified as most effective on the feedback survey (link on website, social media posts and, bill inserts). We also promoted a partnership with OhmConnect via a communications toolkit and landing page; this tactic was implemented to see if an opportunity for a free smart thermostat would spur engagement with our program's mercury thermostat collection and disposal.

In Q1'22, we updated the following materials to reflect the new \$30 rebate amount (see Appendix): bill insert (1), flier (1), magazine ads (2), media toolkit (1), and social media posts

(5). This quarter, we also focused our outreach more heavily on phone outreach for potential partners because we noticed that more utility company employees have returned to their offices and were therefore more likely to answer their phones. Email was the best way to communicate with active partners or to coordinate with partners in progress. Our active partners work this quarter focused on a utility company that was interested in using multiple promotional channels; Anza Electric Cooperative Inc. posted a link on their website, ordered a bin, posted about the program on their social media, and developed one bill insert and one digital magazine ad. Strong partnerships such as this one provide more opportunities for promotion in the future and increase the likelihood of our program's exposure.

In Q2'22, we continued to focus heavily on phone outreach to reach potential partners. In addition, we renewed partnership with Turlock Irrigation District by replacing the TRC link on their rebate page with a trackable link (see Appendix).

In the following quarter, we will continue our focus on strengthening our relationships with past partners as well as creating new relationships with new municipal utility districts. Partnerships with San Francisco Public Utilities Commission and Long Beach Gas & Oil are in progress.

Barriers

- Bureaucratic Approval Process: Point of contact often needs to get approval from supervisors, and this process can be lengthy.
- Keeping Utility Companies Interested: It has been difficult to connect with the correct staff within their organizations and to keep their attention on the issue.
- Not a Priority: We have minimal leverage over utility companies. Any agreements or partnerships that may become established are subject to be put on hold or delayed by the utility companies, and contacts may become unresponsive for long periods of time.
- Contact Methods: Phone and email are essential to outreach but are often easily ignored, and lack of a personal phone call decreases an email's effectiveness.

Motivators

- Existing Work Aligns with TRC's Program: Promoting the mercury thermostat rebate program is a helpful tool to aid their existing energy-saving initiatives.
- Leveraging Current Partners: Mentioning the participation of larger utility companies, such as PG&E and SMUD, in our outreach program has been an effective recruitment method for smaller companies.
- Convenient "Ready-to-Use" Promotional Materials: Providing companies with multiple mediums for promotional materials has made the process of promoting TRC easy and simple.
- Expanding Partnership Value: By now offering other opportunities with our partnership, such as Google Ads campaigns and magazine advertising placement, there is added value to our partnership.

Results

In Q2'22 SGA:

- Existing/Active Partners

- o Turlock Irrigation District
 - 1 Link Updated
- o Regarding outreach to the existing partners:
 - Email Sent and Received: 11
 - Calls Attempted: 3
 - Attempted Partnerships: 4
- Potential Partners
 - o Regarding outreach to the potential partners:
 - Emails Sent and Received: 62
 - Calls Attempted: 75
 - Attempted Partnerships: 35
 - *We count attempted partnerships(35) as every pitch of the material to the "right" contact. Sometimes we will need to pitch materials more than once or to multiple contacts, which is why we may have multiple successful contacts per utility. On the other hand, potential partners refer to every utility we have contacted (successful or not), which is in reference to the 27 potential partners below.*
 - o In terms of location, of these 27 potential partners:
 - 8 are located in counties in the Bottom 25% for median household income
 - 6 are located in counties in the Bottom 50% for median household income
 - 19 are located in counties that contain 1-20 bins

School Districts

Summary

On behalf of TRC, SGA has conducted outreach with the school districts across California since 2017. We worked with the California Energy Commission to identify schools that had received Proposition 39 funding for HVAC upgrades. Prioritizing outreach to these schools allowed us to focus our efforts on properties more likely to be motivated to participate either because they are actively renovating and modernizing their facilities with environmental impact in mind, or because they live in areas with temperature fluctuations that require more attention to their schools' HVAC systems.

In 2019, after more than a year of conducting outreach to schools that had received Proposition 39 funding with little success, SGA changed tactics and began contacting the school district offices to which those schools belonged. Over the course of the year, SGA successfully contacted all 121 school districts identified for outreach and successfully placed two bins at school district offices. During this outreach, we also collected the names of hazardous waste management companies that districts contract to handle waste disposal. The names of these contractors were compiled in a separate database for future outreach. In total, these efforts resulted in the accrual of the names of 34 contractors that have conducted hazardous waste management work for school districts in the State.

In addition to its outreach to school districts, SGA contacted facility maintenance organizations (FMOs) who may help disseminate information about TRC's program in their newsletters and other materials shared with their membership. Facility maintenance organizations have large memberships, and we consider outreach to them as a secondary way of getting our message in front of people who maintain school buildings. Having our messaging delivered by FMOs further legitimizes our program because these organizations are a trusted industry source of information. By the end of 2019, we had reached out to all 18 FMOs in our database, three of which had expressed interest in disseminating our information.

In 2020, we continued efforts to expand TRC's FMO database. We conducted outreach to 30 FMOs and 30 hazardous waste management contractors that have worked with school districts in the State. Additionally, we identified two paid advertising opportunities for organizations with a reach that includes and reaches beyond California. TRC secured a 3-month paid advertising placement of 13 issues over 13 weeks with the International Facility Maintenance Association's IFMA West Coast Edition, reaching over 3,034 facility maintenance professionals.

In 2021, after exhausting contacts within the Proposition 39 and FMO audiences, SGA implemented a new targeted school outreach campaign focused on schools located in communities with below-average median household income and/or more variable climates. This segment was selected, in part, to reflect recommendations made by contributing NGOs in the 2016 Outreach Plan. SGA conducted research and compiled databases for preschools (public, private, and charter), daycares, and afterschool programs in 20 priority regions.

In Q1'22, we decided to pursue the new tactic of asking libraries to display fliers and a table tent for library visitors to see due to libraries being an education- and community-oriented space (see

Appendix). We began designing the fliers and table tents to place at libraries. We resumed outreach to libraries, 5 of which agreed to display TRC materials. Additionally, we identified new contacts within the 20 priority County Offices of Education and conducted outreach to them in order to request their help distributing our survey and flier to school districts. The survey was designed for school facilities staff to find out if their school has mercury thermostats (see Appendix). Lastly, we designed an e-newsletter to send to daycares, preschools, and afterschool programs that have mercury thermostats to inform them of the new \$30 rebate (see Appendix).

In Q2'22, we added new libraries to the libraries database that are within 10 miles of a TRC collection location. We conducted outreach to these libraries to ask them to display our TRC fliers and table tents, which we finished designing during the quarter. In total, we secured 12 new library partnerships and mailed materials to all of these partners and the 5 established during Q1'22. Regarding our COE outreach, we added contact information for the remaining 38 County Offices of Education to our database and conducted outreach to request that they share information with their school districts. Lastly, we compiled a list of emails for all preschools, daycares, and afterschool programs that we spoke to that have mercury thermostats and sent them the e-newsletter announcing the \$30 rebate.

In Q3'22, we will be conducting outreach to the schools audience as needed to prioritize the named target audiences in AB 707.

Barriers

- Past Update to Digital Thermostats: Most schools we contact have already made the switch to digital thermostats, often up to a decade prior.
- Difficulty Reaching COE Staff: We did not receive many replies from email and phone outreach to COE staff.
- Limited COE Authority: A couple of COE staff indicated that they have no authority to influence individual school site operations.

Motivators

- Financial Incentive: Contractors working with school districts would receive rebates for work they are already conducting.
- Safety: Student and staff safety is a main priority for this audience. Identifying potentially harmful products in their schools would be of great importance to administrative staff.
 - Children ages 0-5 are especially at risk if exposed to mercury. To reach these audiences, our outreach has expanded beyond schools to also include daycares and afterschool programs.
- Regulations: It is the job of school facilities staff to ensure that they abide by health and safety regulations.
- Educational Mission: Outreach to libraries has been successful because their goal of providing useful information and resources to the public aligns with ours.

Results

In Q2'22, SGA:

- Contacted 44 County Offices of Education (COE)
 - Regarding outreach:

- 77 contacts from the Maintenance and Operations Department and the Superintendent's Office were added to database (2-3 contacts per COE were added to the database)
- 47 phone calls were placed
- 90 emails were sent
- 6 of those Directors answered our questions.
 - 3 had recently updated all of their school site thermostats to digital
 - 3 had no authority to intervene with individual school site operations
- In terms of location, of these 44 COEs:
 - 16 are located in counties in the Bottom 25% for median household income
 - 12 are located in counties in the Bottom 50% for median household income
 - 31 are located in counties that contain 1-20 bins

Contacted 16 libraries

- Regarding outreach:
 - 56 libraries added to database
 - 17 phone calls were placed
 - 12 libraries reached
 - 12 libraries agreed to host educational materials at their location
- In terms of location, of these 12 libraries:
 - 12 are located in counties in the Bottom 25% for median household income
 - 12 are located in counties that contain 1-20 bins
- We sent a total of 724 fliers and 31 table tents to 17 libraries.
 - 16 of these libraries are in the Bottom 25% for median household income
 - 1 of these libraries is in the Bottom 50% for median household income

Universities/Colleges

Summary

TRC continues to complete outreach to universities and colleges with hopes of placing recycling containers with their facility departments. Most universities and colleges have a facility manager, but they tend not to work on HVAC-related repairs or replacements. The recycling responsibility is typically left to the contractor working on the project. Our outreach will focus on educating facility managers about recycling mercury-added thermostats and supplying them with a bin if their facility has mercury-added thermostats on-site. The managers can then supply their contractors with the bin or have the contractor leave the thermostats with the manager, who can then properly recycle them.

Barriers

- Most calls end in a voicemail that is left unreturned or simply hang-ups.
- Many universities say that if there were to be mercury thermostats that need replaced and recycled it would be taken care of by the hired contractor.
- Numerous schools we contacted stated that mercury thermostats had been switched out years ago.

Motivators

- N/A

Results

- A total of 9 calls were made to universities and colleges in the second quarter.
- We were unsuccessful in placing any bins or pails with the locations.

Summary of Outreach Activities for Audience C

Property Managers

Commercial Property Managers

Summary

TRC continues to perform outreach to commercial property managers with hopes of gaining greater participation. We are helping commercial property managers become more aware of rebate incentives as an effective way of encouraging the proper disposal of mercury thermostats via a TRC recycling bin.

One strategy to spread our message to this audience was to have property manager associations serve as the communicator. Property management associations serve as a conduit of information to property management companies regarding best practices and policy updates.

In the second quarter TRC continued outreach to commercial property management associations with the goal of placing articles in their publications (i.e., blog, newsletter, email, etc.) and/or on their websites.

Below is a list of the commercial property management associations we have been in contact with:

1. California Association of Realtors (CAR)
2. NAIOP SoCal
3. Building Owners and Managers Association of California (BOMACal)
 1. Silicon Valley
 2. San Francisco
 3. San Diego
 4. Sacramento
 5. Oakland-East Bay
 6. Orange County
 7. Greater Los Angeles
 8. Inland Empire
2. Association of Commercial Real Estate (ACRE)
3. AIR Commercial Real Estate Association
4. International Council of Shopping Centers (ICSC)

Barriers

- Most calls end in a voicemail that is left unreturned or simply hang-ups.

Motivators

- N/A

Results

- TRC completed outreach to 16 commercial property management association individuals.
- We were unable to place any articles this quarter, and to our knowledge no information on the TRC program was shared through their outreach.
- We did not have any requests to participate from property management companies in Q2.

Residential Property Managers

Summary

Residential property managers should be able to properly identify and promote the safe removal and disposal of mercury-added thermostats within their properties. We have focused on helping residential property managers become more aware of the rebate incentives and trying to place recycling bins with them to promote proper disposal. Residential property managers need to be aware of AB-245 to avoid the costly penalty of not recycling thermostats properly.

In the second quarter TRC continued outreach to residential property management associations with the goal of placing articles in their publications (i.e., blog, newsletter, email, etc.) and/or on their websites.

Below is a list of the residential property management associations we are currently in contact with:

1. California The National Association of Residential Property Managers (CALNARPM)
 - a. Alameda/ Contra Costa/Long Beach/ Orange County
 - b. Los Angeles
 - c. Marin/ Sonoma
 - d. Monterey Bay/Northern California Central Valley
 - e. Sacramento/San Diego
 - f. Santa Clara
1. California Apartment Association (CAA)
 - a. Central Valley
 - b. Contra Costa
 - c. Greater Fresno
 - d. Greater Inland Empire
 - e. Income Property Assn. of Kern
 - f. Los Angeles
 - g. Marin Income Property Association
 - h. North Bay
 - i. Orange County
 - j. Rental Housing Assn. of Sacramento Valley
 - k. San Diego
 - l. San Francisco Apartment Association
 - m. Solano
 - n. Tri-County
1. International Realty & Investments
2. Apartment Association of Greater Los Angeles (AAGLA)
3. Apartment Owners Association of California, Inc
 - a. San Fernando Valley
 - b. Orange County
 - c. Los Angeles
 - d. San Diego
 - e. Long Beach
 - f. Northern California
1. FirstService Residential California
 - a. Bay Area
 - b. Inland Empire
 - c. Los Angeles
 - d. Orange County
 - e. Palm Desert
 - f. Sacramento
 - g. San Diego
 - h. Santa Clarita
 - i. San Francisco
1. California Association of Realtors (NAR)

Barriers



- Most calls end in a voicemail that is left unreturned or simply hang-ups.

Motivators

- N/A

Results

- TRC completed outreach to 8 residential property management association individuals.
- We were unable to place any articles this quarter, and to our knowledge no information on the TRC program was shared through their outreach.
- We did not have any requests to participate from property management companies in Q2.

Hotel/Motel

Most hotels and motels need to consistently renovate their structures to meet the standards of their customers; therefore, TRC does not see many of these establishments as being a fruitful audience for program success. Based on calls, hotels, motels, inns, and bed & breakfasts of lower revenue have the greatest likelihood of having mercury-containing thermostats. The best means of contacting these businesses is by partnering with lodging associations and working to place an article about TRC's program in their communications and outreach. The potential legal and financial repercussions of improper waste disposal should be a powerful motivator for this audience.

We continued outreach to hotels and motels during the second quarter with the goal of placing an article (see appendix) in their publications (i.e., blog, newsletter, email, etc.) and/or on their websites.

Below is a list of the hotel-motel associations we are in contact with:

1. California Hotel & Lodging Association
2. San Diego County Hotel Motel Association
3. Anaheim/Orange County Hotel Lodging Association
4. Sonoma County Lodging Association
5. Sacramento Hotel Association
6. Hotel Council of San Francisco
7. Taiwan Hotel Motel Association of Southern California
8. Hotel Association of Los Angeles
9. Boutique and Lifestyle Lodging Association

Barriers

- The associations are difficult to get a hold of and seem to be unresponsive.

Motivators

- N/A

Results



- TRC completed outreach to four associations mentioned above.
- We were unable to place any articles this quarter, and to our knowledge no information on the TRC program was shared through their outreach.

Pilot Program

Summary of Pilot Activities for Audience A

Retail/Consumer

Summary

In this pilot program, we tested immediate monetary incentives with six retailers throughout the state of California. The goal of the retail pilot was to initiate and maintain a robust program that: engaged participating retailers, increased overall collection rates, and provided conclusive evidence to indicate what the most effective financial incentive amount per recycled mercury-added thermostat should be for TRC's California program. We support the stores by continuing to conduct check-in calls in order to determine whether stores needed any new materials or assistance.

Barriers

- The surrounding communities were built after mercury thermostats stopped being sold.
- Wrong Type of Hardware Store: one store indicated that they were an industrial hardware store and seldom saw homeowners.
- New employees sometimes weren't trained on the specifics of the recycling program.
- Misplacement of Materials: customer logs and promotional materials.

Motivators

- Store location information was placed on the TRC website via a zip code locator.
- Received promotional materials from TRC reminding employees about the program.
- The desire to help their community.

Results

- Total calls placed: 2
- Based on information provided on the rebate forms, we do not believe any rebates were paid this quarter through a retailer drop-off.

Household Hazardous Waste (HHW)

Summary

TRC worked with the participating HHWs to continue reinforcement of the program and its goals. Out of all the target audiences, HHW program managers have been particularly supportive of TRC's program goals, as they align with their goal of effectively collecting hazardous waste from residents.

Barriers

- HHWs do not always want to separate their thermostats from other mercury items, and sometimes drop out of the TRC program due to this difference.

Motivators

- Shared goals/role of environmental stewardship.

Results

- Based on information provided on the rebate forms, we believe one rebate was paid this quarter through a HHW drop-off.
- 6 check-in calls were placed to all HHWs in the second quarter.

Wholesaler

Summary

In Q1'17, TRC initiated a pilot with 12 HVAC wholesalers across the state to measure the effectiveness of monetary incentives on HVAC wholesalers' return rates. \$100 rebates were offered for the return of bins containing 40 or more mercury thermostats, while \$2.50 was offered per thermostat for bins containing less than forty thermostats.

Barriers

- Employee turnover creates a lack of training for the new employee.
- Loss of materials that describe the program.

Motivators

- Ease of the process.
- The program brings contractors into their stores.
- Increased concern for the environment and embracement of the positive benefit the program delivers.

Results

- Three calls were placed to the wholesalers in the pilot.

Summary of Pilot Activities for Audience B

Schools

Summary

The pilot program differs from the outreach program because our communication with pilot schools is approached as a partnership, tracked more closely, and given more attention than our communication with schools in the general outreach program. Additionally, the pilot program tracks a subset of schools and must offer the incentive for every mercury thermostat, whereas the general school outreach may offer the incentive as an option but is not required to do so.



In 2019, SGA recruited three school districts to participate in the pilot program. Our general outreach calls helped us identify one school district (Union Middle School) that was replacing mercury thermostats. This school requested a bin and was added to the pilot program. In Q2'19, we continued our outreach to schools and identified two more schools that were interested in bins; these two schools were then added to the pilot program. In Q3'19, the two bin placements were finalized for Oxnard Union High School District and Ross Valley School District during general outreach. In Q4'19 and Q1'20, there was no need for communication with current pilot partners because bin placements and questions had been resolved in Q3 '19. Unfortunately, due to the COVID-19 pandemic and resulting school closures statewide, school outreach activities were on hold during Q2-Q3'20. During Q4'20, we evaluated our school district outreach efforts and determined how we can adjust our strategy to accomplish our goals amidst school closures and potential re-openings.

In 2021, SGA attempted to contact its pilot program participants in Q1'21 and Q3'21 to confirm that they sent in their bin and if not, their interest in receiving instructions via email about how to prepare the bin. Only one pilot school (Oxnard Union High) was responsive, and they told us they are still in the process of upgrading their HVAC system and referred us to their facilities staff. We were unable to reach the facilities contact despite our efforts. Due to the lack of responses with our current pilot partners at the time, we focused on establishing new partnerships with schools in the General Outreach program first. There were no schools added to the pilot program in 2021 because no bins were placed.

In Q1'22 and Q2'22, due to how the pilot program is currently set up, no additional schools were added to the pilot program this quarter because no bins were placed.

In Q2'22, no additional schools were added to the pilot program this quarter because no bins were placed. This quarter, we prioritized other audiences since schools will no longer be one of the target audiences that we're required to reach out to under AB 707.

In Q3'22, we will be conducting outreach to the General Schools audience as needed to prioritize the named target audiences in AB 707.

Barriers

- Administrative Turnover: Difficulty getting in touch with the same contacts who initially agreed to accept a bin, which makes it difficult in following up with staff regarding the on-site presence of mercury thermostats.
- Tactic Mismatch: Placing collection bins at schools may not be the best tactic to get schools involved since many schools already have digital thermostats and community members are unlikely to go to schools to drop off old thermostats.
- Relevance of Current Pilot Program Tactic: When there are no pilot partners actively engaging with our services and no new bin placements, work can't be conducted on this pilot program.

Motivators

- Liability for Child Safety: Schools may face legal repercussions for not maintaining a safe environment for school children.

- Environmental Impact: The knowledge that hazardous materials will be recycled by a trusted source.
- Environmental Impact: The idea that they are contributing to a healthier planet and doing their part to reduce pollution.
- Financial Benefit: By partnering with TRC, schools can save money by not hiring a hazardous waste hauler to dispose of mercury thermostats. Additionally, TRC offers schools a monetary incentive to participate.
- Effort of Hiring Hazardous Waste Contractor Avoided: By partnering with TRC, schools can save themselves the effort of hiring a hazardous waste hauler.

Results

In Q2'22:

- No new participants were added to the schools pilot program because no new bins were placed. As such, no pilot program schools were contacted.

Summary of Pilot Activities for Audience C

Utility Companies

Summary

The utility pilot seeks to offer a “collect all” thermostat recycling program to customers of utility companies in the pilot program, as well as to collect additional data points (this information is in addition to the metrics tracked for general outreach). Utility customers that live in areas with collect-all bins will be offered a way to recycle any thermostats they have (hence, “collect all”) and receive a \$5 rebate for any mercury-added thermostats recycled in these bins. The goal of this pilot program is to determine whether the identification of mercury thermostats (vs. electronic thermostats) acts as a barrier to collection, as well as to determine whether the number of electronic thermostats being recycled is comparable to the number of mercury thermostats being recycled.

In 2019, SGA conducted an internal audit to identify materials that required updating, assess our outreach strategy, and create an updated database to ensure that our ongoing outreach efforts are directly aligned with the metrics of interest as detailed in our proposed plans and DTSC consent orders. We then reached out to our pilot utility companies to determine whether they directly install thermostats in the homes of their residents, use a third-party contractor to do this installation, and/or offer a rebate for residents who opt to install thermostats themselves. We then successfully recruited two new utility companies to the pilot program, Liberty Utilities and Bear Valley Utilities. Both of these utility companies showed initial interest in our program but became unresponsive after several attempts to conduct follow-up correspondences. Their unresponsiveness continued into 2020.

In Q2'21, due to the lack of responses with our current pilot partners, we focused on establishing partnerships with utility companies in the General Outreach program first. Once a partnership is established through that program, we will ask a select few of the new partners to be part of the pilot program. This will ensure that utilities that are part of the pilot program have made a



commitment to participate, which should decrease the likelihood of them becoming unresponsive - as we've experienced. In Q3 '21, there were no new partnerships from the general utility audience, therefore there were no partners to convert into pilot partners.

In Q4'21, we had minimal participation in the General Utility audience despite our efforts and therefore did not have any viable partners to become pilot partners. Towards the end of the quarter, we conducted brainstorming to improve our results for the general utility audience and therefore create more opportunities for growth in the pilot audience.

In Q1'22, we secured one new pilot partnership with Sonoma Clean Power. Sonoma Clean Power accepted a collect-all bin at their Advanced Energy Center. While the majority of our utility partners use digital promotion, the Advanced Energy Center's store-like functionality provides a unique opportunity to place in-person promotional materials. Additionally, we planned to convert our newest utility partner, Anza Electric Cooperative, to a pilot partner. Anza Electric Cooperative requested to start off with the smaller 1-gallon bin before accepting the collect-all bin.

In Q2'22, we focused on developing materials to better promote the collect-all bin placed last quarter with Sonoma Clean Power. The utility placed their bin at their Advanced Energy Center, a facility designed as a community hub for energy-efficient solutions. Sonoma Clean Power has shown enthusiasm regarding the Advanced Energy Center's alignment with TRC. This quarter Sonoma Clean Power accepted the TRC flyer and agreed to print and distribute them at their Advanced Energy Resources Center. Moving forward, they would like to continue to promote through their website, social media, and signage. Our partner from last quarter, Anza Electric Cooperative, still has the 1-gallon bin and has not expressed interest in converting to the collect-all bin.

Barriers

- Connecting with the Right Contact: It is difficult to get a hold of and follow up with the employees of utility companies.
- Bureaucratic Approval Process: Point of contact often needs to get approval from supervisors, and this process can be lengthy.
- Lack of Commitment: Utility companies that show interest in our program do not always follow through when it comes to ordering materials or placing links on their websites despite our efforts.
- Relevance of Current Pilot Program Tactic: When there are no new partnerships established in the General Outreach Program for Utility Companies and the few current pilot partners become unresponsive, work can't be conducted on this pilot program.

Motivators

- Interest in Issue: Companies see mercury-added thermostat recycling as a worthwhile cause.
- Alignment with Existing Rebate Programs: The TRC program fits well with existing energy efficiency and rebate programs that utility companies offer.

Results

In Q2'22 SGA:

- Existing/Active Partners
 - Sonoma Clean Power
 - 1 Digital Fyler Placed
 - Regarding Outreach:
 - 4 Phone calls
 - 2 Emails
 - 2 Attempted Partnerships
 - In terms of location:
 - 1 is located in a county that contains 1-20 bins
- Potential Partners
 - Regarding Outreach:
 - 0 Phone calls
 - 2 Emails
 - 2 Attempted Partnerships

Property Managers

Summary

On behalf of TRC, SGA has conducted outreach to residential and commercial property managers across California since 2017. Property managers are a valuable audience for TRC because they can support the collection of mercury-added thermostats by practicing the safe removal and disposal of these thermostats within their properties. The aim of the pilot program is to determine whether or not the identification of mercury thermostats acts as a barrier to their collection and proper disposal and to gather data on the ratio of mercury vs. electronic thermostats being recycled. As such, property managers in the pilot program are provided with a “collect-all” bin, which they fill with any type of thermostat they come across.

In 2019, SGA began visiting property management companies in Oakland and Long Beach to recruit them for the pilot program. We visited a total of 11 property managers in Oakland and placed 7 bins, and we visited 20 property managers in Long Beach and placed 10 bins.

In 2020, due to restrictions faced during COVID-19, we no longer were able to place bins in-person; we discovered during prior outreach that the cold calling tactic is not as successful as our in-person tactic. We also added more property management companies to our database and sent correspondences via email or online inquiry forms to our target group of 50 companies. We learned that the email approach, while perhaps a good alternative given the COVID-19 pandemic, was not as successful of a tactic as initially hoped.

In Q1'21, SGA decided to do a targeted mail outreach campaign based on results from phone and email outreach during 2020. Two materials were prepared for this mail campaign: 1) a flyer with easy-to-follow instructions for identifying and recycling mercury thermostats and 2) a program letter was created to introduce property managers to our program (see Appendix). In Q2'21, SGA sent mailers to 46 property managers in California. In Q3'21, SGA sent mailers to 762 property managers. In Q4 '21 SGA returned to in-person bin placement outreach, as this was the most successful tactic we have implemented but had not been able to re-implement due to previous COVID-19 impacts. From those visits, 5 accepted bin, 1 declined, and 13 were not present at their offices. Despite the large percentage of offices we visited that weren't available, our bin placement numbers were higher than we've been able to accomplish through other tactics (email, phone, and mail).

In Q1'22, SGA continued to pursue our most successful tactic of placing bins in-person. We experienced lower results than anticipated due to many property management offices being temporary or permanently closed. To get ahead of this issue we began calling property management companies ahead of our visit, but calls were rarely answered. During our in-person bin placement attempts, SGA placed bins with Spectrum Real Estate Services and Diversified Real Property Management, both located in Orange County. Next quarter we plan to do bin placements in LA County to reach Commerce, South Gate, South LA and East LA residents with a median household income below \$55,000.

In Q2'22 SGA continued to place bins in-person because of its significant success over other outreach mediums conducted in prior quarters. We called in advance of in-person visits to

confirm that the location was not temporary or permanently closed. Similar to the previous quarter, outreach calls were rarely answered. During in-person bin placement attempts, SGA placed bins with Lido Property Management and Waldman Management Group, located in Orange County and Contra Costa County. Due to our staff locations and driving logistics, the majority of property managers visited were in Contra Costa County, Alameda County, and San Francisco County.

Barriers

- Relevance of Issue: This audience believes they do not have mercury thermostats in their properties or do not come across them enough to host a bin.
- Difficulty Reaching Contact: Many property management offices continue working from home, which has made it difficult to speak to the right contact.
- Inaccurate Information Online: Many property management offices have now permanently closed, but this is not apparent until we visit the office in-person.

Motivators

- In-person Outreach: Companies were more likely to accept a bin if they were contacted in person by a TRC representative.
- Risk of Fine for Non-Compliance: Having TRC materials that detailed the \$70,000 fine that we could show property managers in person has resulted in making the property managers appear less skeptical about the program and more willing to accept a bin.

Results

In Q2'22, SGA:

- 27 property management offices were visited
 - 10 property management offices were permanently or temporarily closed
 - 10 property management offices did not have a manager in-office
 - 5 property management offices declined partnership
 - 2 property management offices accepted partnership
- 2 bins were placed with new property managers:
 - 1 bin with Lido Property Management
 - 1 bin with Waldman Management Group
- 10 calls were placed to potential partners prior to an in-person visit
 - 4 property managers confirmed their office was open

Program Modification Plan

Proposed Modification #1: Provide smaller recycling pails to requesting locations.

- Completed/ongoing

Proposed Modification #2: Move “miss you” postcards sent from 3 times a year to 6 times a year to current collection locations.

- Ongoing/in process
- In Q2: sent 439 postcards in May and June

Proposed Modification #3: Send quarterly reminder shipment emails to all collection locations not returning a container in 6 months.

- Ongoing/in process
- In Q2: sent 223 emails in May and June

Proposed Modification #4: Call all collection locations 4 times a year that haven’t shipped a bin in 6 months.

- Made 98 calls in Q2 to these locations

Proposed Modification #5: Begin offering a merchandising display to all wholesale or retail locations visited during store sweeps.

- Ongoing, most already have displays, keep their bin in the back, or do not have room for them.

Proposed Modification #6: Execute site visit sweeps 2 times a year to clean out locations with a minimum visit of 100 locations each sweep.

- Required to visit every location every year
- Q2: We visited 22 collection locations this quarter

Proposed Modification #7: Ensure all marketing collateral include a version in Spanish.

- We have Spanish translations for all current marketing material, available on our website and well as printed by request.
- We also have a link for Spanish versions on all new advertisements, targeting Spanish speaking homeowners with new brochures and messaging.

Proposed Modification #8: Produce a California specific YouTube pop-up advertisement for specific Google AdWords key terms which is informed by the non-monetary message testing from Group A pilot plan.

- Completed

Proposed Modification #9: Change California specific marketing collateral to include messaging which are informed by the non-monetary message testing from Group A pilot plan.



- Ongoing, new marketing includes family and safety messaging.

Proposed Modification #10: Once a year, meet with other Extended Producer Responsibility (EPR) groups which operate in California to discuss best practices and ways to improve outreach.

- The EPR groups are currently working to set a meeting for this year in Washington, D.C.

Proposed Modification #11: Reach out to all HVAC wholesale locations across the State that are not currently collecting mercury-added thermostats.

- We did not make any calls to these locations in Q2.

Proposed Modification #12: Review all collection locations' geographic coverage with GIS mapping software. The findings are to be published in each year's annual report submission. Where gaps in coverage are discovered, TRC will implement a campaign to target placing recycling containers in the region.

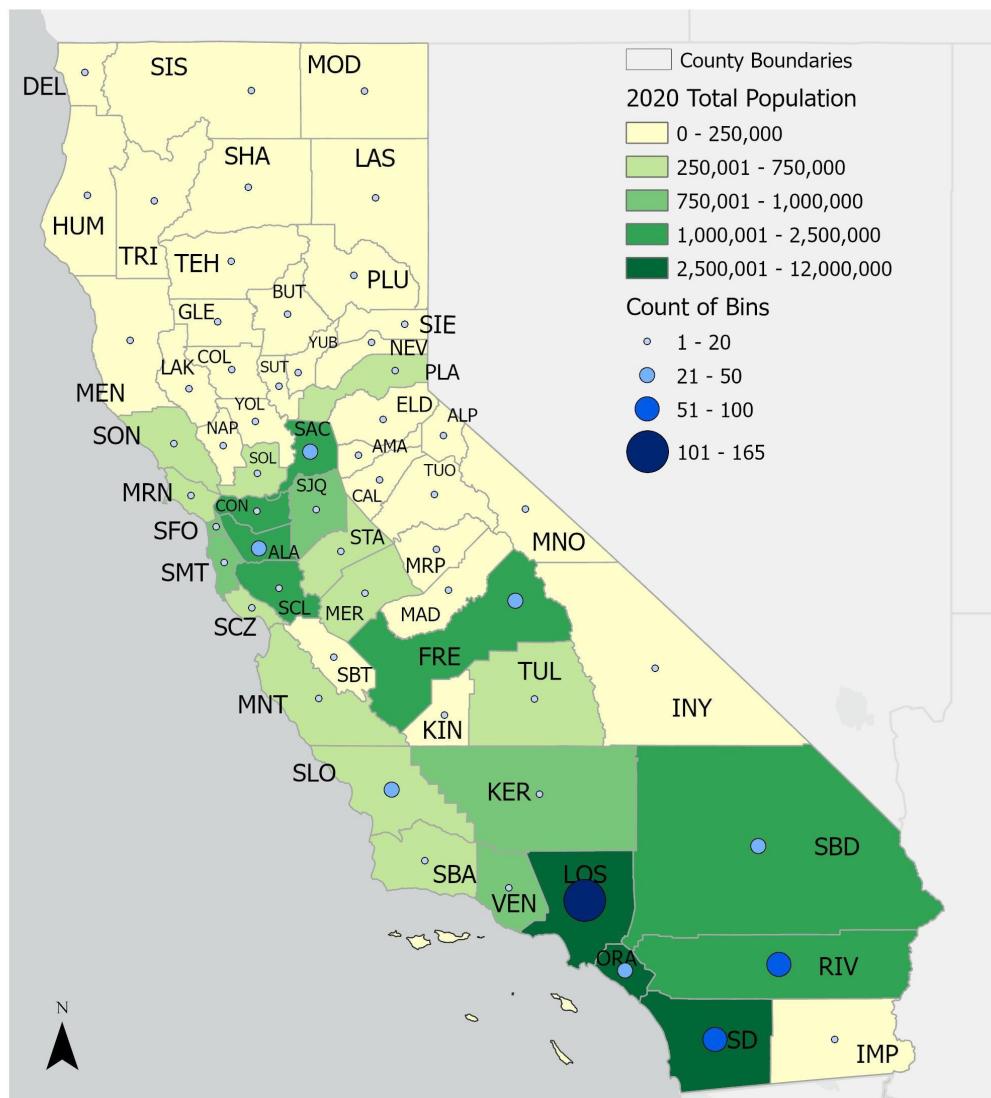
- Reference GIS maps

Geographic Information Systems (GIS)

The following maps depict the total number of collection locations throughout California, the population per county, and the number of thermostats collected during the past quarter. County population is included as an indicator of the number of residents served by our collection sites.

Figure 3. Map showing active bins and approximate population by county.

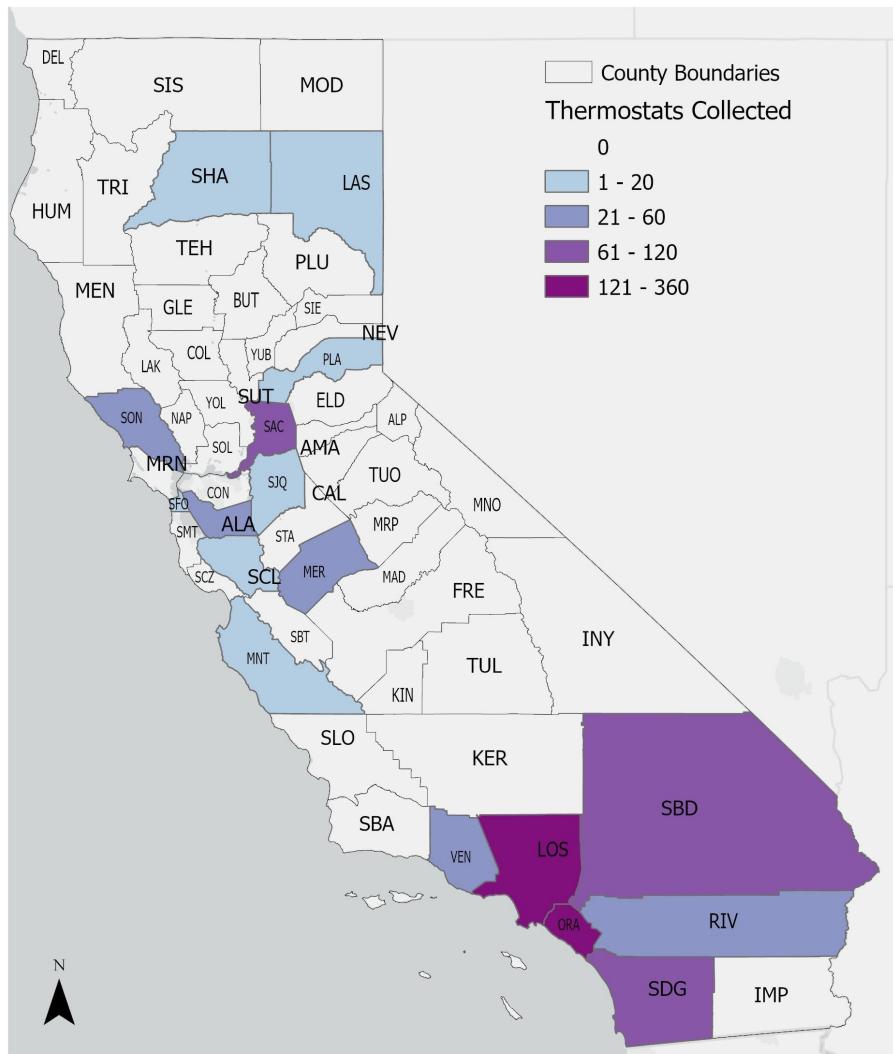
County abbreviations were created from a California Department of Technology resource.



California State Parks, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA

Figure 4. Map showing total thermostats collected by county.

County abbreviations were created from a California Department of Technology resource.



California State Parks, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA

Collection Location Summary

A table documenting the collection locations in California with account type, address and collection data is included in Appendix D.

CSLB Forms

The Contractor State License Board license number forms, as gathered by wholesalers, are included in the appendix.

Incentive Payments

Table 7. Incentive Payments Made

TRX Date	Description	Amount
4/10/2022	CA consumer rebate	\$150.00

Site Visits and Calls

A table documenting site visits and calls conducted in Q2'22 is included in Appendix D. These site visits include documentation for non-compliant locations.

Thermostat Recycling Corporation: Q2 2022 California Advertising

Summary

Digital advertising is still the focus of TRC's California ad campaign in 2022, including search engine marketing (SEM) ads through Google Search, and Facebook, LinkedIn, YouTube video and StackAdapt native ads.

Google Search Ads

Google Search Ads is a digital advertising platform where advertisers bid on search terms (or keywords) in order to have informational ads displayed, where ads appear alongside search results. This campaign targets people searching for relevant search key terms by driving traffic to various pages on the TRC website. TRC has developed a search campaign to align with terms searched by individuals related to thermostats, mercury, mercury recycling, thermostat replacement, etc.

Google Ads started in May. The summary of the campaign's delivery for the second of the year is detailed below, with a comparison to Q2 of 2021.

Table 8. Google Search Ads Results

	Q2 2021	Q2 2022
Impressions	65,069	17,374
Clicks	2,581	855
Clickthrough Rate (CTR)	3.97%	4.92%
Cost per Click (CPC)	\$2.40	\$1.74

Notes

- Impressions: number of times ads were served to viewers.



- Clicks: number of viewers who clicked on ads
- CTR: click through rate, calculated by the number of clicks divided by the number of impressions
- CPC: the average amount paid for each click

Social Media and Traditional Media Ads

Facebook, the country's most visited social media network, is an ideal avenue for TRC messaging, as Facebook users look to share advice with their friends. TRC ads appear just as regular posts from friends, with an image, text and links that click back to the TRC website.

LinkedIn's network includes individuals in the fields of HVAC, contracting, compliance, regulatory and business owners. Our goal with these ads was to educate people in three of our target audiences on the importance of recycling mercury thermostats. We focused on messaging for the ads tailored to each audience and took them to a relevant page on TRC's website.

Online News Websites such as Health.com, Foxnews.com, CNN.com and many others along with other information sites provide a credible format where consumers get news and information. By placing our TRC ads on the same webpage where people get their news, our messaging in our ads appears in the form of news article teasers in a "From around the Web" section (which typically follows just after their own news sections). By appealing to viewers in a newsworthy way, with an image, headline and website address (such as "3 Reasons you should change your old thermostat"), our TRC ads placed through StackAdapt click over to the TRC page.

Below is the overall performance during Q2 for each target audience and platform.

Table 9. Social Media and Traditional Media Ads Results

Audience	Platform	Impressions	Clicks	CTR	Conversions (Find a Location)	Conversions (Consumer Rebate Form)	Conversions (Large Bin Order Form)
Consumer	Facebook	460,762	3,122	0.68%	15	14	-
Consumer	Google Search Ads	17,374	855	4.92%	71	2	-
Consumer	YouTube	44,553	208	0.47%	18	-	-
Consumer	StackAdapt	1,956,992	6,595	0.34%	15	4	-
Contractor	LinkedIn	97,049	515	0.53%	4	-	-
Contractor	Facebook	434,700	4,901	1.13%	59	2	-
Retailers	LinkedIn	15,562	131	0.84%	-	-	-

Wholesalers & Manufacturers	LinkedIn	13,847	129	0.93%	1	-	-
TOTAL:		3,040,839	16,456	1.23%	182	22	-

Notes

- Impressions: number of times ads were served to viewers.
- Clicks: number of viewers who clicked on ads
- CTR: click through rate, calculated by the number of clicks divided by the number of impressions

Results and Analysis

This campaign shows improvement when compared to the same period in 2021 in terms of engagement and value. A decreased number of impressions coupled with an increased click-through rate indicates that our ads are more targeted and are reaching the right audience. These users are more likely to spend more time on our site.

Barriers

There were no barriers to maintaining this advertising campaign.

Motivators

Digital is highly effective and efficient. Moreover, digital provides for the ability to track ROI.