LightRecycle Washington 2015 Results

MRW Coordinators Meeting

Peter Thermos, Program Manager
June 9, 2016
Program Overview

• Developed according to the mercury-containing lights proper disposal law (Chapter 70.275 RCW).

• Program launched on January 1, 2015.

• PCA Product Stewardship is the Product Stewardship Organization.

• The Department of Ecology provides oversight and enforcement of the law.

• Recycling program for individuals and businesses in WA who purchase lights at retail.

• Recycle up to 10 mercury-containing lights per person per day at no charge.

• Program products include:
  • Fluorescent Tubes
  • Compact Fluorescent Lamps (CFLs)
  • Other lights that contain mercury
Communications

• Digital ad impressions: Approx. 4 million
• Radio Campaigns on 2 King County Stations (KIRO & KOMO)
• Print Campaigns in 3 major, regional newspapers, ½ page ads
• Social Media: Facebook and Twitter
• Spanish language advertising (3 Print and 2 radio)
• Information Cards: Approx. 35K distributed
• Posters and Vinyl Banners: Provided to approx. 220 locations
• Promo sunglasses and magnets at approx. 20 fairs and festivals
Communications (digital)

DROP ‘EM OFF!
Recycle up to 10 fluorescent lights, CFLs and HID s per day for FREE.

IT’S FREE. IT’S EASY. IT’S THE LAW.
“All persons [in Washington State] must recycle their end-of-life mercury-containing lights.”
(RCW 70.272.080)

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FIND A COLLECTION SITE

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FIND A COLLECTION SITE
Communications (info card)

LRW Info Card (front)

Other municipal cards with local collection sites listed

WHAT TYPES OF LIGHTS ARE ACCEPTED?
Fluorescent Light Tubes – straight or curved, Compact Fluorescent Lights (CFLs), and High Intensity Discharge Lights (HID).

HOW MANY LIGHTS CAN I RECYCLE?
Recycle up to 10 lights per day at no charge.

WHERE CAN I DROP OFF MY LIGHTS?
Visit LightRecycleWA.org to verify locations.

WHY RECYCLE?
Washington State law makes it illegal to throw away mercury-containing lights in the garbage. Mercury accumulates in the environment and requires special handling.

Contact us with recycling questions!
kirklandwa.gov/recycle
(425) 587-3412

WHERE TO RECYCLE FLUORESCENTS IN KIRKLAND
CFLs ONLY

Kirkland City Hall
129 5th Ave (425) 587-5832
Kirkland Maintenance Center
515 8th St (425) 587-5800

Bartell Drugs
40620 NE 50th St (425) 887-3134
Bartell Drugs
14530 Juanita Dr NE (425) 832-1400
Bartell Drugs
14442 224th Ave NE (425) 823-7900

CFLs, HID & FLUORESCENT TUBES

Brad’s Ace Hardware
6613 102nd Ave NE (425) 762-6079

LightRecycle.org
Visit LightRecycle.org for more locations.

Information provided by:
Kitsap County Public Works
www.kitsappublicworks.org

LightRecycle.org
(877) 592-2972 x 354

Visit LightRecycle.org to find a convenient Collection Site near you.

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Communications

Collection Site Vinyl Banner

RECYCLE HERE!
Drop off your fluorescent, CFL, and HID lights for recycling for free.

Recycle up to 10 lights per day at no charge. Visit LightRecycleWA.org for more information.

THE SPOKESMAN-REVIEW

Recycle Lights for Free in Washington State!
It's never been easier to recycle fluorescent lights and CFLs. Individuals and businesses can drop off up to 10 lights per day for free! Visit LightRecycle.org to find a collection site near you.

LightRecycle WASHINGTON
Collection Network

Collection Site Locations – Required in every county and city of 10K or more people.
• Government Facilities - MRW/HHW and Transfer Stations
• Retail - Hardware, Lighting, Pharmacy, other

Total Sites (January 1, 2015)
• 315 Collection Sites Registered
  • 220 – all program products
  • 68 – CFL-only
  • 27 – Unadvertised

Materials Collected (FY 2015)
• 989,034 mercury-containing lights
  • 2015 collection target: 949,311
  • Target surpassed by 4.2%
Program Funding

Environmental Handling Charge (EHC)

• $0.25 / light, for all accepted light types.
• Added to the purchase price of mercury-containing lights sold at retail.

Reporting and Remitting the EHC

• Participants (producers, distributors and retailers) must register with the program and report sales using our online system at: EHCreporting.lightrecycle.org
• Remitting retailers entitled to a hold-back of $0.02 / light (up to $200 / reporting period).
• Revenue for 2015 was in line with revenue projection.
Sales of CFLs are declining more rapidly than anticipated.
Challenges and Planning

• CFL sales declining more rapidly than expected
• Collectors are voluntary and no collection partners have been identified in some areas.
• Consumer Behavior Study showed that roughly 50% of people don’t know that fluorescent lights and CFLs contain mercury.

2016 Priorities
• Seek out opportunities to improve the collection network.
• Increase visits to collection sites to gather feedback and ensure marketing materials are being used.
• Expand outreach at fairs and festivals.
• Increase awareness through communication activities.
Thank you!

Peter Thermos
peter@lightrecycle.org
(206) 850-7383