

LightRecycle Washington 2015 Results

SWANA Material Division 3
On the Road to Zero Waste

Peter Thermos, Program Manager
February 26, 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)



LightRecycle
WASHINGTON

**DROP
'EM OFF!**



Recycle up to 10 fluorescent lights, CFLs and HIDs per day for FREE.




FIND A COLLECTION SITE

LightRecycle
WASHINGTON

**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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Communications (info card)



LRW Info Card (front)

RECYCLE
FLUORESCENT, CFL, & HID
LIGHTS
AT NO CHARGE
THROUGHOUT
WASHINGTON STATE

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

LightRecycle
 WASHINGTON

(877) 592-2972 x 354
LightRecycle.org

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 (HIDs).

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.

KITSAP COUNTY LIGHT RECYCLING LOCATIONS
This list is subject to change

Household Hazardous Waste Collection Facility Bremerton	5551 SW Imperial Way	360.337.5777
James Lumber and Ace Hardware Poulsbo	19801 Viking Ave	360.779.5571
Kitsap Lumber and Hardware Bremerton	450 S National Ave	360.479.4414
Scott McLendon's Hardware Port Orchard	1692 SE Mile Hill Dr.	360.876.8018
Bainbridge Island Ace Hardware Bainbridge Island	635 High School Rd NE	206.842.9901

Information provided by:
 Kitsap County Public Works
 Kitsap: 360-337-5777
www.kitsap.gov/com/w

LightRecycle
 Washington
LightRecycleWA.org
Info@LightRecycleWA.org

Which lights are accepted?
 Fluorescent Light Tubes (straight or curved), Compact Fluorescent Lights (CFLs) and High Intensity Discharge Lights (HIDs).

How many lights can I recycle?
 Recycle up to 10 lights per day at no charge.

Why recycle fluorescents?
 Washington State law makes it illegal to throw away mercury-containing lights in the garbage.

WHERE TO RECYCLE FLUORESCENTS IN KIRKLAND

CFLs ONLY

Kirkland City Hall
 123 5th Ave | (425) 587-3812

Kirkland Maintenance Center
 915 8th St | (425) 587-3900

Bartell Drugs
 10625 NE 68th | (425) 827-3934

Bartell Drugs
 14130 Juanita Dr NE | (425) 823-1000

Bartell Drugs
 14442 124th Ave NE | (425) 821-7900

CFLs, HID & FLUORESCENT TUBES

Bridle Trails Ace Hardware
 6613 132 Ave NE | (425) 702-8279

LightRecycle
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 Subject to change. Find more sites at lightrecycle.org.

Contact us with recycling questions!
kirklandwa.gov/recycle
recycle@kirklandwa.gov
 (425) 587-3812



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.

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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.

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LightRecycle.org

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

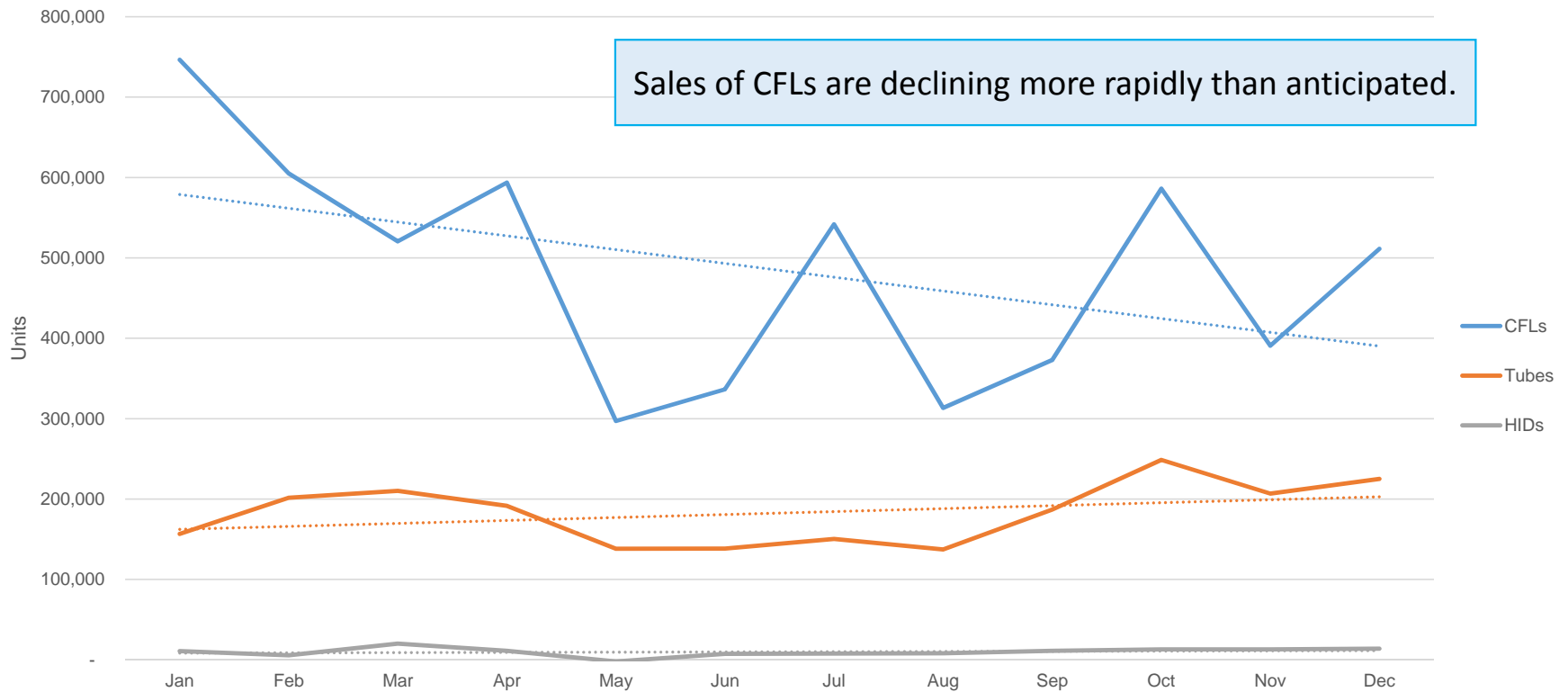
Environmental Handling Charge (EHC)

- \$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.

WA Sales Trends (2015)





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

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