

Multifamily Appliance Recycling Programs

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Agenda



- **Puget Sound Energy's (PSE's) Multifamily Appliance Recycling Program**
- **San Diego Gas & Electric (SDG&E's) Multifamily Appliance Recycling Program**
- **Questions**



PSE's Multifamily Appliance Recycling Program

Multifamily Retrofit Program Overview



PUGET
SOUND
ENERGY

- PSE
 - Western Washington State IOU with 135 year history
 - 1 million electric customers & 770,000 natural gas customers
 - 250,000 multifamily (5+ units) customers
- MFR Program established in 2006
- Comprehensive one-stop-shop for entire campus
 - Free audit, direct install, prescriptive incentives, commercial grants, contractor referrals
- 2015 Budget and Electric Savings Targets
 - \$12 million
 - 25 million kWh
- Third party implementation firms
 - Ecova - general program implementation since 2006
 - ARCA – appliance replacement and recycling since 2011

Refrigerator Replacement Program Inception



- Refrigerator replacements first launched through single family program in 2011
 - Age of refrigerator must be 1992 or older
 - Initially targeted to low income
- Multifamily program launched in 2012
 - Research showed high market potential
 - Property managers typically replace upon failure
 - 4,200 replacements in first year
 - Significant waitlist

Clothes Washer Replacement Program Inception



- Clothes washer replacements launched in 2013
 - Like-for-like (front or top load)
 - Age of washer must be 2003 or before
 - 2,300 replacements in first year
- 2014 Replacements
 - Refrigerators = 2,100
 - Washers = 3,200
 - Qualification age changed to 1997 or before



1. Direct marketing & outreach by Ecova to prospective HOAs and management companies
2. Eligibility screening data gathered by Ecova during direct install and transferred to ARCA
 - Customers also may call into ARCA hotline to schedule eligibility screening and appliance pick-up/delivery
3. ARCA determines qualified units via SharePoint
4. ARCA communicates qualified units to property manager and schedules replacement

Disposal Chain



- ARCA Driver Teams safely remove old appliances from residences
- Appliances transported to ARCA's Recycling Center for processing
- Freon (HFC, CFC or HCFC) evacuated from each refrigerator by type and stored in 1000lb. tanks for safe destruction
- Polyurethane foam insulation removed and bagged for safe destruction
- Hazardous materials separated, stored and destroyed by certified facilities
- Plastic, aluminum, copper, glass and other non-ferrous materials separated to be repurposed
- Ferrous metals sent for shredding along with cars and other large items to be melted and repurposed for future products

Successes, Challenges & Lessons Learned



- Integrate replacements into direct install program
 - Maximize savings opportunities – more leads!
 - Minimize disruption to resident
 - Facilitate coordination between vendors (i.e. DI crews pre-screen)
 - Training from ARCA key to success
- Marketing spillover from SF to MF
 - Single ARCA hotline for both SF and MF
 - Train call center to screen customers
- Extended warranty
 - Provide dedicated service tech hotline



SDG&E's Multifamily Appliance Recycling Program

SDG&E Appliance Recycling Program

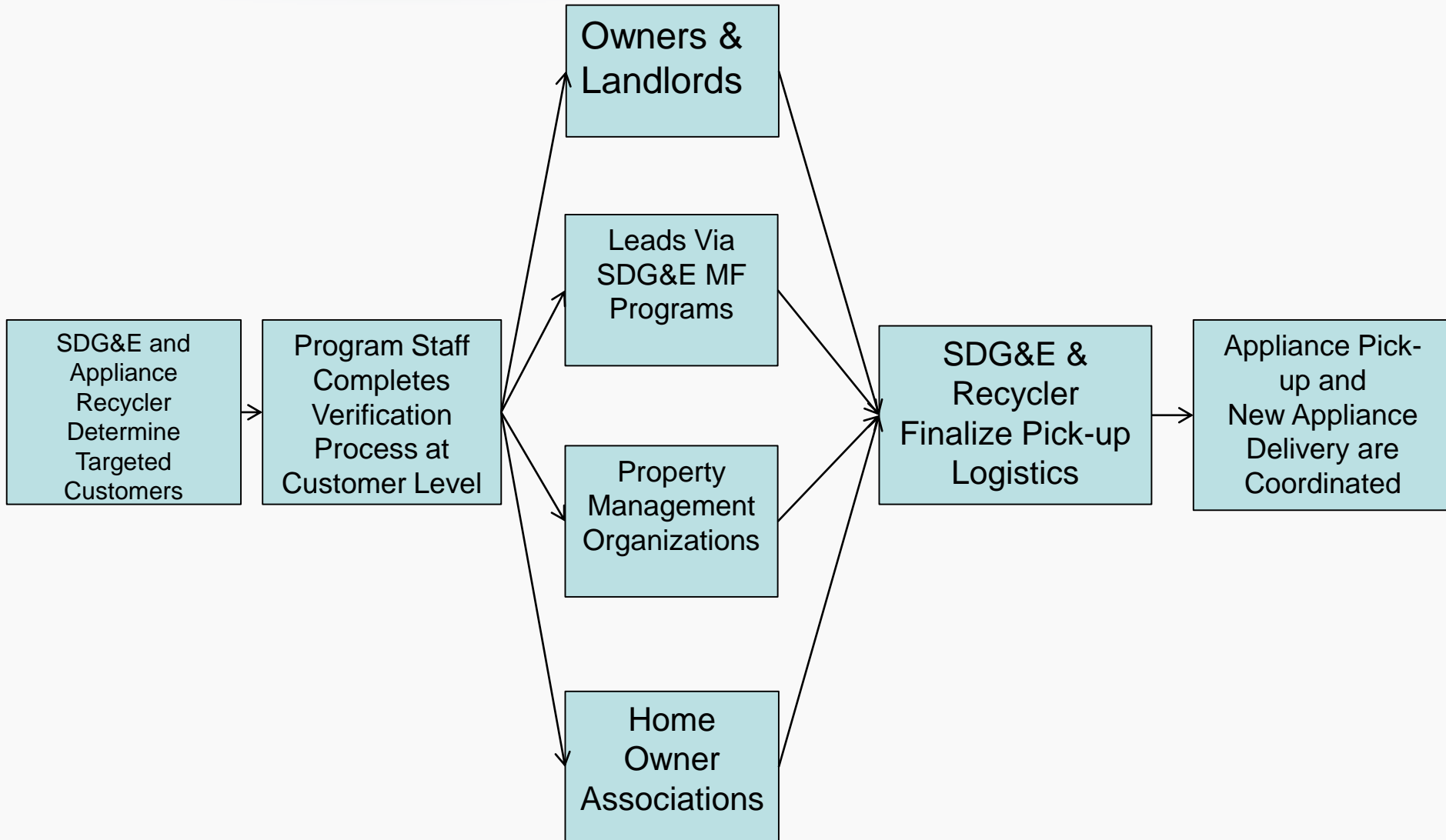
- Current Appliance Recycling Program Cycle
 - 2013-2015
- Qualifying SDG&E Participants
 - Single-Family, Multifamily & Small Commercial
 - Pick-ups at single family, multifamily dwelling units, businesses and via participating retailers
- Annual Participants
 - ~10,000 – 13,000
- Current Qualifying Appliances
 - Refrigerators & Freezers
- Current Incentive
 - \$50
- Units Recycled-to-Date(2004-Present):
 - 137,600 refrigerators
 - 17,000 freezers
 - 1,000 room air conditioners(2007-2012)

Multifamily Utility, Recycler and Customer Benefits



- **Utility**
 - Increased Program Cost Effectiveness
 - Lower Marketing Costs
 - New Partnerships for Continued Energy Efficiency
- **Appliance Recycler**
 - Lower Appliance Pick-up Costs
 - Word of Mouth Multifamily Referrals
- **Customer**
 - Reduction in Energy Usage & Bill Savings
 - Guidance to Energy Efficiency Products

Multifamily Process Flow



Multifamily Pick-up Design

- Targeted residential outreach
 - Strategies include:
 - In-person site specific recruitment
 - Direct mail and email messaging
 - Leveraging external partnerships
- Projected Pick-Ups and Pick-Ups to date
 - 500 units (2015 projected MF pickups)
 - 110 units (Program-to-date MF pickups)
- Customer Participation Requirements
 - Participant or property owner must maintain an SDG&E electric account
 - Participant must own a operational refrigerator or freezer
 - Refrigerators must be 10-32 cubic feet

Lessons Learned



- Marketing Research Assessment
- Building Appropriate Marketing Strategy
- Building Partnerships (apartment associations, property management companies, multifamily property owner associations, rental agencies, etc.)
- Leveraging with other government land development or community agencies and associations
- Partnering with other utility programs and services geared to multifamily customers



Questions?

For more information



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