

# **Triennial Plan II: Straw Proposal Refrigerator Recycling**

**Stakeholder Input Meetings  
7/19/2012**



# Agenda

9 to 12

- Residential Lighting Program
- Appliance Program
- Residential Low-income Program

1 to 4 –

- Refrigerator Recycling
- Residential sector training



# Refrigerator Recycling

- Opportunity
  - ~15-20k new refrigerators/yr in Maine
- Cost Effectiveness = 3.0 (per 1<sup>st</sup> Triennial Plan)
- Feasibility = high (3,500 in 2H FY2012)

# Refrigerator Recycling

- **Program delivery and incentive mechanism**
  - \$50 rebate & free pick up for working units
  - Fridges & freezers
  - Cross Program give-aways (e.g. LIHEAP intake)
  - Food Pantry give-aways
- **purpose:** “early retirement” & “early replacement”
- **Program stage:** mature
- **target market :** all Maine consumers
- **marketing/outreach plan:** full outreach plan
- **experience from other states:** very similar



# Refrigerator Recycling

## ■ Market Barriers & Challenges

- Primary: no driving need to act
- Secondary:
  - removal hassle,
  - Cost of old unit not visible
  - usefulness of 2<sup>nd</sup> fridge (hunting, bulk food, gardening)

## ■ Program Specific Data

- 3,500 units in 2H FY2012 (started in Jan 2012)



# Refrigerator Recycling – Recent Results

<b>Metric</b>	<b>Results of FY12 Programs</b>
<b>Total Participants</b>	<b>3,500 units/6 mon</b>
<b>Efficiency Maine Costs</b>	<b>\$ 550k</b>
<b>Participant Costs</b>	<b>\$ 0</b>
<b>Lifetime kWh Savings</b>	<b>tbd</b>
<b>Lifetime \$ Savings</b>	<b>tbd</b>
<b>B/C Ratio</b>	<b>3.0 (Projected, TriPlan 1)</b>



# Refrigerator Recycling

- **Program FY2013 Budget**

System Benefit Charge (SBC) \$1.5M (10k units)

- **Program FY2014 Budget**

- Recommend \$1.5M (10k units) assuming we can document savings



# Refrigerator Recycling

- **Staff Recommendation**

- Assuming favorable evaluation, fully fund at 1-2% “harvest rate”  
5,000-10,000 units/yr



# Refrigerator Recycling

## ■ Staff Request for Specific Input

- How drive early retirement?
- How best drive early replacement (retail)?
- How minimize collection of
  - working, but unused units
  - Units that will be replaced
  - Units that retailers would have disposed of anyway
- Is appliance rebate program more effective than recycling?

# Refrigerator Recycling

- **Stakeholder Input**
  - ask for input/ideas from stakeholders

# Please Share Your Ideas:

Send Written Comments to:

**Email –** [efficiencymaine@efficiencymaine.com](mailto:efficiencymaine@efficiencymaine.com)

**Post –** **Triennial Plan Comments**  
**151 Capitol Street, Suite 1**  
**Augusta, ME 04330**



**Latest that comments will be considered is August 15.**