**Section 190.135 Narrative Collection Program Goals**

a) Collection Program Goals

1) Each collection program must maintain at least 525 collection locations statewide, or 20% more collection locations statewide than were maintained during the previous calendar year, whichever is less.

2) Each collection program must engage in outreach to its collection locations, as follows:

A) Biannual in-person on-site outreach, by a collection program representative, to any collection location in its collection program that returned 20 or fewer mercury thermostats during either of the previous two calendar years.

B) Quarterly telephonic outreach to any collection location in its collection program that returned 40 or fewer mercury thermostats during the previous calendar year.

C) Quarterly electronic outreach to all collection locations in its collection program.

3) Each collection program must include outreach campaigns targeting additional potential program participants.

A) Each of the following categories of persons must be the target of at least two outreach campaigns:

i) Thermostat wholesalers;

ii) Contractors;

iii) Thermostat retailers; and

iv) Homeowners.

B) Each collection program's outreach campaigns must include, at a minimum, information about its collection program, a description of the environmental benefits of participating in the collection program, and an offer to participate in its collection program.

C) Nothing in subsection (a)(3) prohibits any collection program from individually or collectively conducting additional outreach campaigns that target other audiences.

b) Each collection program must demonstrate compliance with this Section in its annual reporting that includes the number of thermostats collected pursuant to Section 190.130(d).

c) Compliance with the Collection Program Goals set forth in subsection (a) will constitute satisfaction of the collection goals established by the Agency in accordance with Section 25(c) of the Act and this Part.

(Source: Added at 42 Ill. Reg. 24897, effective December 11, 2018)