NEWMOA Paint Management Workshop
July 18, 2013
Vermont Paint Stewardship Law

H262 – Paint Bill, passed May 28, 2013 (Act 58)

- Implement an industry financed and operated paint management system
- Decrease cost and responsibility for local and state governments
  - Decrease generation of postconsumer paint
  - Promote donation/using up
  - Increase recycling through improved convenience and outreach
About PaintCare Inc.

- Non-profit 501(c)(3) organization
- Created by the American Coatings Association as the industry’s product stewardship organization (PSO)
- Established in 2009
- Represent all paint manufacturers
- Governed by Board of architectural paint manufacturers
- Operational organization – designs and implements all aspects of paint stewardship programs
Why Paint

- 50% of household hazardous waste is paint
- Studies show that approximately 10% of paint is leftover/unused
- 70 millions gallons leftover annually in the US
- Local and state government resources are limited, resulting in minimal opportunity to recycle paint (in most states)
2003 – Product Stewardship Institute (PSI) initiates national stakeholder dialogue aimed at finding a solution to postconsumer paint management

Participants include: ACA; paint manufacturers; Federal EPA, state and local governments; recycler; hazardous waste service providers

2007 – Dialogue leads to drafting of state level, industry-supported legislation – “model bill”

2009 – Oregon passes first paint stewardship law!
Current Programs – 7 States

Start Dates

2010: Oregon
2012: California
2013: Connecticut
2014: Rhode Island
   Vermont
   Minnesota
2015: Maine

Need legislation for level-playing field and sustainable financing with anti-trust exemption.
Vermont Implementation
Program Plan

- *Detailed Program Plan and budget prepared by PaintCare and submitted to VT Agency of Natural Resources*

- *Submit plan by December 1, 2013*

- *Implementation by July 1, 2014, or 3 months after Program Plan approval – whichever is later*

- *Early start: Aiming to start program on May 1*
Steps to Implementation

1. Identify and register paint manufacturers

2. Identify existing paint/HHW collection programs – establish partnership

3. Develop baseline convenience criteria (GIS modeling) using VT distance and population density criteria

4. Identify and recruit retail and other new paint drop-off sites – establish partnership

5. Identify contractors / associations – begin outreach regarding fees as early as possible
Steps to Implementation

6. **Contract for PR/outreach – develop communications plan**

7. **Contract for paint transportation and processing services**

7. **Develop budget based on anticipated collection volume (160,000 gallons/year) and other expenses**

8. **Establish “PaintCare Recovery Fee” structure**

9. **Submit plan to VT ANR**
Who Can Use the Program

**Latex Program Products**
- From residents
- From all businesses

**Oil-based Program Products**
- From residents
- From CEG businesses
1. Fee pass-through

2. Sell only registered brands

3. Be a paint drop-off site (voluntary)
PaintCare Provides

- On-site training
- Collection containers
- Transportation
- Recycling/proper disposal
- Store poster and consumer education materials
- Site promotion

Recycle with PaintCare
Retail Drop-Off Site

Connecticut Paint Stewardship Program

How to Become a Retail Drop-off Site

A new Connecticut law affecting paint retailers takes effect July 2013.

The new law requires paint retailers to add a stewardship component to the in-warehouse paint products and make sure they are sorting the appropriate classes of architectural and consumer paint. Paint retailers may also volunteer to be paint drop-off sites.

This brochure explains how to partner with PaintCare as a retail drop-off site.

New Paint Stewardship Program in Connecticut

PaintCare, Inc., a non-profit 501(c)(3) organization, was established by the American Coatings Association to implement state mandated paint stewardship programs on behalf of paint manufacturers in each state that adopts a paint stewardship law.

Oregon was the first industry-supported paint stewardship law in 2000, California, Connecticut, and Rhode Island have since passed similar laws. More than 800 wholesaler drop-off sites have been added in the Oregon program, and in its first two years, the program collected more than 1.1 million gallons of paint consumer paint. The California program began in 2012 with more than 330 collection sites participating as drop-off sites.

Making Paint Recycling More Convenient

The Connecticut program will allow residents and businesses to return unused architectural paint to drop-off locations throughout the state. Although household hazardous waste programs in Connecticut may continue to accept paint from residents and some businesses, these programs are not open year-round, generally do not accept the public, and may not be as conveniently located as retail stores. With the addition of retail drop-off sites, paint recycling will become much more convenient.

Benefits to Neighbors

There are many benefits to becoming a drop-off site, including:

- Make recycling of leftover paint more convenient for your customers
- Support the paint industry’s efforts to lead the way in being responsible for end-of-life management of its own products
- Promote your store as environmentally responsible or ‘green’
- Make customer communication easier
- Keep retail and local government from their costs of managing leftover paint
- Your part in helping prevent the improper disposal of paint products

More Information

Paintcare, Inc.
1500 Rhode Island Avenue N.W.
Washington, D.C. 20005

Retailer Interest Form
To Be a PaintCare Drop-off Site in Connecticut

<table>
<thead>
<tr>
<th>RETAILER</th>
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<tbody>
<tr>
<td>Name:</td>
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<td>Address:</td>
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<td>City/State/Zip:</td>
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<td>Phone:</td>
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<td>Email:</td>
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<th>TYPE OF STORE</th>
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<td>Category:</td>
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<td>Size:</td>
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<tr>
<td>Location:</td>
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<th>PARENT COMPANY</th>
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<td>Phone:</td>
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<tr>
<td>Email:</td>
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<tr>
<th>STORAGE SPACE</th>
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<tbody>
<tr>
<td>Describe area</td>
</tr>
<tr>
<td>Size (sq ft):</td>
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SEND COMPLETED TO:
| Email: spcares@paint.org |
| Phone: 1-800-333-5400 |
Oregon, California, Connecticut Implementation
Year 1: 469,665 gallons
Year 2: 609,471 gallons  \(\Rightarrow 30\%\) Increase
Convenience – OR

Oregon population within 15 miles of a collection site

- June 30, 2010: 64.7%
- June 30, 2011: 93.1%
- June 30, 2012: 94.4%

Recycle with PaintCare
Collection Sites and Events – CT

- Convenience criteria resulted in ~ 93 stores
- Recruited 80+ retail and 20+ transfer stations
- 7 one-day paint collection events in July and August
Minimum of 300 gallons
100 sites in 3 months

Top Ten Sites

3,120 gallons
3,075 gallons
2,396 gallons
1,949 gallons
1,832 gallons
1,800 gallons
1,719 gallons
1,652 gallons
1,551 gallons
1,540 gallons
Fee Structure and Costs

**Fee Structure: Oregon, California, Connecticut**

- **Half pint and less** $0.00
- **More than half pint to less than 1 gallon** $0.35
- **1 gallon** $0.75
- **More than 1 gallon to 5 gallon** $1.60

**Program Cost**

- **Oregon:** $3.8 M (pop: 3.8 M)
- **California:** $25-30 M (pop: 38 M)
- **Connecticut:** $3.1 M (pop: 3.6 M)
- **Vermont:** ~ $630,000
Retail Outreach

Connecticut Paint Stewardship Program

Information for Paint Retailers

How to Become a Retail Drop-off Site

A new Connecticut law affecting paint retailers takes effect July 2013.

This new law requires paint retailers to add a stewardship assessment fee to architectural paint products and make sure they are not selling compliant brands of architectural paint. Retailers may also volunteer to be paint drop-off sites.

This fact sheet explains how to partner with PaintCare as a retail drop-off site.

New Paint Stewardship Program in Connecticut

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Ongoing passed the first industry-supported paint stewardship law in 2008. California, Connecticut, and Rhode Island have since passed similar laws. More than 80 retail stores serve as drop-off sites in the Oregon program, and in its first year, the program collected more than 3 million gallons of paint consumer paint. The California program began October 2012 with more than 300 paint retailers participating as drop-off sites.

Making Paint Recycling More Convenient

The Connecticut program will allow residents and businesses to return unused architectural paint to drop-off locations throughout the state. Although household hazardous waste programs in Connecticut may continue to accept paint from residents and some businesses, these programs do not open year round, generally do not accept latex paint, and may not be as conveniently located as retail stores. With the addition of retail drop-off sites, paint recycling will become much more convenient.

Benefits to Retailers

There are many benefits to becoming a drop-off site. Participating retailers will:

- Make recycling of leftover paint more convenient for your customers
- Support the paint industry’s effort to lead the way in being responsible for end of life management of its products
- Promote your store as environmentally responsible or “green”
- Increase customer foot traffic and sales
- Help release local government of their cost of managing leftover paint
- Or your part to help prevent the improper disposal of paint products.

For more information, visit paintcare.org or contact PaintCare Inc.

PaintCare Inc.
1500 Rhode Island Avenue NW
Washington, DC 20005

For more information on PaintCare, please visit paintcare.org.
Contractor Outreach

What Trade Painters Need To Know

A new Connecticut law affecting trade painters takes effect July 2013.

The new law requires paint manufacturers to add a stewardship assessment fee to architectural paint products, and pass the fee up to distributors and retailers. Retailers must add the fee to their retail price, and may not sell brands that do not comply with the fee assessment.

Funds from the program will be used to collect, reuse, or recycle paint, develop and improve the Connecticut Paint Safety Council and the Connecticut Paint Stewardship Program.

New Paint Stewardship Program in Connecticut

The Connecticut Paint Stewardship Program is designed to promote paint safety, educate and inform consumers and businesses about the importance of using paint responsibly, and ensure proper disposal of paint containers and other products.

Recycle with PaintCare
Co-Branded Materials

Recycle with PaintCare

About the PaintCare Program

Find a paint drop-off site near you by visiting paintcare.org

ACCEPTED PRODUCTS FOR RECYCLE

Not Acceptable for Recycle

<table>
<thead>
<tr>
<th>Container Size</th>
<th>Fee per Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Pint or Less</td>
<td>No Charge</td>
</tr>
<tr>
<td>More Than 1/2 Pint to 1 Gallon</td>
<td>More than 1 Gallon to 5 Gallons</td>
</tr>
<tr>
<td>Gallon</td>
<td>$0.75</td>
</tr>
<tr>
<td>$1.80</td>
<td></td>
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REUSE, RECYCLE AND PROPERLY DISPOSE OF OLD PAINT

To find a collection center near you please call 1.855.726.4609 or visit www.paintcare.org

Program Posters

Recycle your paint here.

To learn what products are accepted by the program either ask your sales associate, call (855) 724-0999 or visit www.paintcare.org.

Recycle with PaintCare

Leaking, untrusted, and empty containers are not accepted.

California Paint Stewardship Program

About the PaintCare Program

Effective October 15, 2012 the “PaintCare Recovery Fee” is included in the purchase price of architectural paint sold in California as required by the California Paint Stewardship Law. Fees are based on container size as follows:

<table>
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PROGRAM PRODUCTS

These products have fees and will be accepted at PaintCare-participating drop-off sites:

- Latex paints (acrylic, water-based)
- Oil-based paints (alkyd)
- Stains
- Primers, sealers, undercoaters
- Sherens, sealers, varnishes, or tinting bases (cans or component form)
- Deck coatings, floor paints (including alkyd enamels)
- Waterproofing or masonry sealers and repellents (not tar or bitumen-based)
- Deodorizing pool paints (single component)
- Metal coatings, rust preventatives
- Fluid and lawn paints

NEW LAW

California law requires paint manufacturers to develop a financially and environmentally sustainable program to manage post-consumer architectural paint. The new program will make paint recycling more convenient by setting up hundreds of drop-off sites throughout the state where consumers can take their remaining paint.

PaintCare® is a non-profit 501(c)(3) organization, established by the American Coatings Association to implement state-managed paint stewardship programs on behalf of paint manufacturers in states that adopt a paint stewardship law.

For more information, please ask for the PaintCare brochure or visit www.paintcare.org.

Recycle with PaintCare
Newspaper Ads

We're planning to recycle our leftover paint.

Do you know what to do with leftover paint? Recycling with PaintCare® is simple and convenient. Please join us in protecting the environment by recycling and properly disposing of your leftover paint.

How does it work?
When you buy a gallon of new paint, 75¢ of the purchase price funds the cost of recycling your old leftover paint. (35¢ for quarts; $1.60 for 5-gallon cans.) PaintCare is setting up drop-off sites throughout California where you will be able to bring leftover paint for no additional charge.

To learn more please call (855) 724-6809 or visit paintcare.org.

Recover with PaintCare

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Recover with PaintCare
Radio

CA 15 sec.

CA 30 sec.

Spanish 30 sec.

Recycle with PaintCare
Choosing a paint color isn’t easy.

But recycling our leftover paint is.

www.paintcare.org
(855)PAINT09

Recycle with PaintCare
Online Banner Ads

Do you know what to do with your leftover paint?

Recycle it with PaintCare.

To learn more, visit paintcare.org or call (855) 724-6809.

Recycle with PaintCare
**Paint Drop-Off Locations**

**California, Oregon and Connecticut:** Use this tool to find PaintCare-sponsored drop off sites including retailers, transfer stations and household hazardous waste programs.

**Other States:** This tool also finds household hazardous waste programs and other places throughout the United States that accept left over paint from the public.

- **Address:** [Enter Address]
- **City:** san francisco
- **State:** California
- **Zip:** 94122
- **I Am:** ☐ A Resident  ☐ A Business
- **Search**

1. **Kelly-Moore Paints**
   - Distance: 1.52 Mi.
2. **Creative Paint**
   - Distance: 1.53 Mi.
3. **Dunn-Edward Paints**
   - Distance: 4.41 Mi.
4. **Kelly-Moore Paints**
   - Distance: 4.75 Mi.
5. **Sherwin-Williams**

*Recycle with PaintCare*
Mobile App

App Store Icon

Recycle with PaintCare
Staffing

See job description for Vermont, New Hampshire, Maine Program Manager at:

paintcare.org/contact
Contact Information

Marjaneh Zarrehpardarvar
Executive Director
(202) 719-3683
mzarrehparvar@paint.org