



CPSC

California Product Stewardship Council SM

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Painting the Solution

EPR Workshop Panel 10/14/ 2010



What is the Be Paint Wise Partnership?

- San Joaquin County
- Tehama County
- City and County of San Francisco
- CalRecycle
- California Product Stewardship Council
- Follow our progress at:

www.calpsc.org/projects/SanJoaquin.html

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Goals of the Project

Long-Term: Begin the transition to a statewide paint product stewardship program, managed and funded by the paint industry

Short-Term:

1. Develop educational campaign
2. Develop a model stewardship system



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Objective 1: PR on paint collection & source reduction

- Convene consumer focus groups
- Develop education materials on paint source reduction

- Consumer Poster
 - Now in Spanish!
- Consumer Card



- Distribute education materials to 45 paint retailers in 3 pilot Counties (distributed to 99 retailers)
- Give 24 presentations to local government, retailers, business groups and others (24 of 24 completed)
- Outreach via articles, press releases, website, etc.

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Consumer Education at Point of Sale



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BE PAINT WISE PARTNERSHIP

How much paint do you need?

DID YOU KNOW?

- Californians buy more paint than they need
- The U.S. EPA estimates that 10% of paint sold becomes waste
- We waste more than \$90,000,000 per year buying excess paint
- 2 million gallons per year are disposed as hazardous waste
- It costs Californians more than \$16,000,000 annually to manage leftover paint

SAVE MONEY!

Buy the right amount of paint

- Buying the right amount of paint saves money and eliminates storing, recycling or disposing of leftover paint.
- Use a measurement tool to determine how much paint you need. For a rough guess, try the paint matrix below. For a more exact measurement, use an online calculator (keywords "paint calculator").

PAINT MATRIX

Area to be painted (sq. ft.)

100	1/2 gallon
200	1 gallon
300	1 1/2 gallons
400	2 gallons
500	2 1/2 gallons
600	3 gallons
700	3 1/2 gallons
800	4 gallons
900	4 1/2 gallons
1000	5 gallons
1100	5 1/2 gallons
1200	6 gallons
1300	6 1/2 gallons
1400	7 gallons
1500	7 1/2 gallons
1600	8 gallons
1700	8 1/2 gallons
1800	9 gallons
1900	9 1/2 gallons
2000	10 gallons

Paint length (in feet)

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Consumer source reduction cards & poster on display at Stockton Ace Hardware.



Focus Group Findings

- Keep it simple. Use bullet points
- Biggest motivator is cost savings
- Consumers don't equate themselves with local government
- Point of Sale education is best
- HHW Facility? What's that??
- What is recycled paint??
- Message from a variety of source

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Objective 2: Foster Demand for Recycled-Content Paint



- Create demand for recycled paint
- Buy GS-43 certified recycled paint
www.greenseal.org/findproduct/paints_coatings.cfm
- Include EPR language for latex paint into procurement policies
- Teach local governments to buy off the state contract
www.calpsc.org/projects/SanJoaquin/EPR-Language-Final-Draft.pdf

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Buy Recycled-Content Paint !

Visit the Green Seal website:

www.greenseal.org/findproduct/paints_coatings.cfm

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Green Seal Certified Products/Services



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Recycled Content Latex Paint

Manufacturer	Product Name	Standard
Amazon Environmental	Amazon Select Recycled Latex Paint	GS-43 Recycled-Content Latex Paint
Metro	MetroPaint Interior/Exterior Low-Sheen Recycled Latex Paint	GS-43 Recycled-Content Latex Paint
Visions Recycling	Workhorse Interior (Latex Flat, Latex Eggshell, Latex Semi-Gloss) Workhorse Exterior (Latex Flat, Latex Low Sheen)	GS-43 Recycled-Content Latex Paint

Procurement Fact Sheet:

www.calpsc.org/projects/SanJoaquin/EPR-Language-Final-Draft.pdf

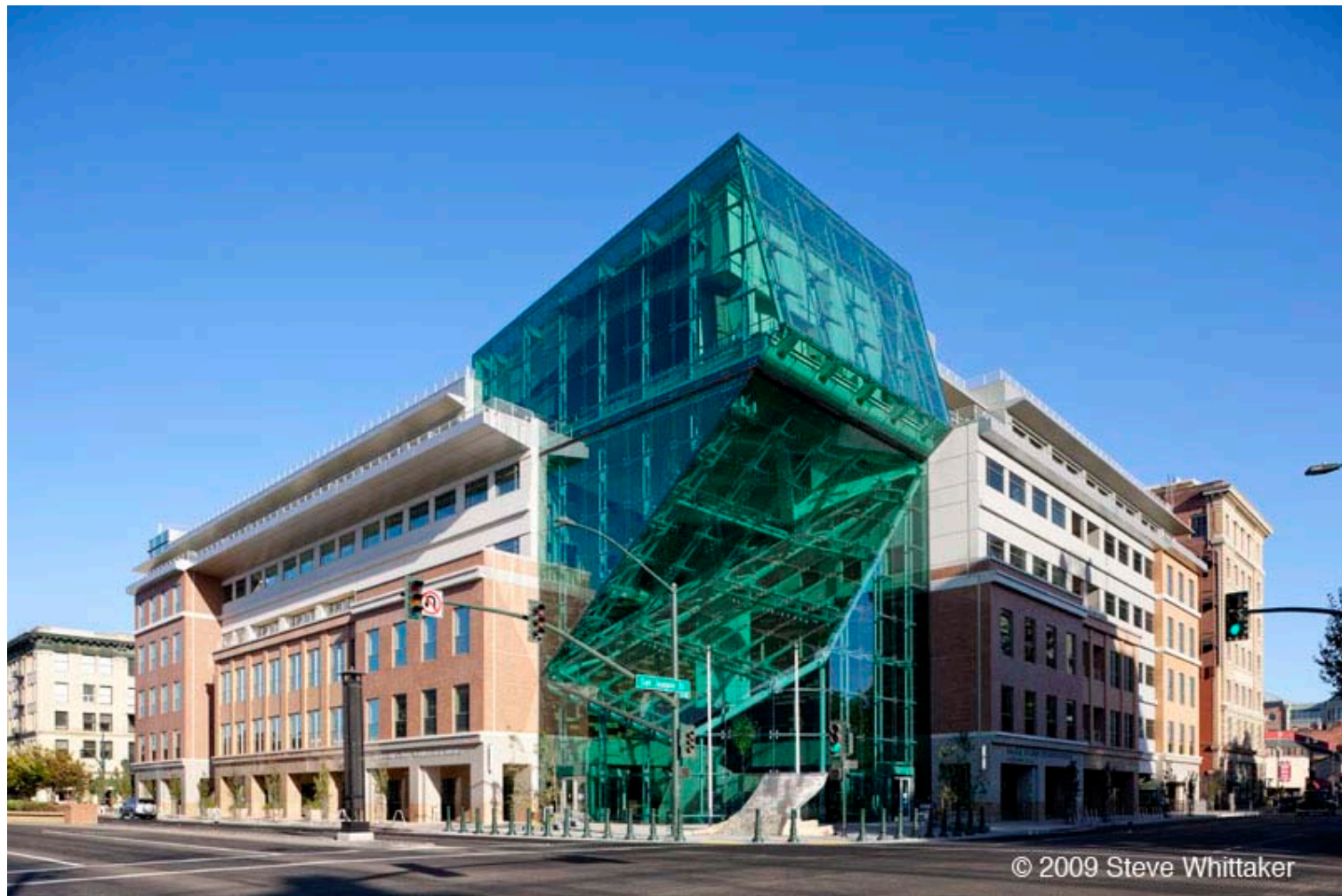
The San Joaquin County Administration Building – 4,500 gallons of recycled paint!



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Objective 3: Recruit Paint Collection Sites

- Conduct a barrier study
- Create recruitment materials for paint collection sites
- Recruit collection sites (21 sites participating)
- Support paint collection
- Evaluate the pilot project and summarize findings



Employee Completes
Barrier Study Survey



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Retailers Provide Valuable Community Service

"I'm doing this as a service to the community. People have leftover paint all the time and need help getting rid of it."

Chip McCoy, owner
Hatfield's Ace Hardware
of Corning

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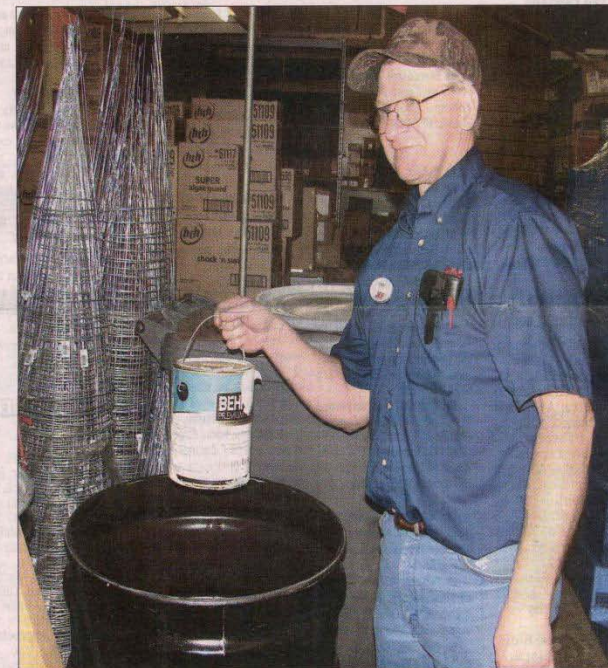


place in the 2010-11 school cost of living adjustment, School. inated, one teacher taking a

Out with the old

Hatfield's joins leftover paint recycling effort

By Julie R. Johnson
Corning Observer



Staff photo by Julie R. Johnson

Sonny Crawford, manager of Hatfield's Ace Hardware in Corning, places a can of leftover paint into one of the metal self-contained barrels provided to the store by Tehama County Landfill. Hatfield's is participating in a state Department of Resources Recycling and Recovery program to implement a paint product stewardship.

Wondering what to do with all of those leftover, partially used cans of paint setting in the garage?

Hatfield's Ace Hardware in Corning, in conjunction with Tehama County Landfill, has come up with a solution. "Tehama County spends about half of its \$80,000 annual household hazardous waste budget on paint," said Kristina Miller, Tehama County Landfill Management Agency manager. "The cost of managing leftover paint far exceeds any other hazardous waste product." Because of this, the county is participating in a \$400,000 grant from the Department of

Resources Recycling and Recovery to implement a paint product stewardship program which funds education and outreach efforts to properly manage leftover paint. The program has led to three area paint retailers partnering with the county landfill agency to help educate consumers to buy the right amount and to bring leftover latex paint generated by residents back for recycling. That is where Hatfield's comes into the picture.

"This forward-thinking business is helping to reduce the amount of paint being sent to Tehama's ratepayer-funded hazardous waste program," Miller said. "I'm doing this as a service to the community. People have left-over paint all the time and need help getting rid of it," said Chip McCoy, owner of Hatfield's. He said the people from county landfill approached him with the idea and he was more than happy to participate.

Tehama County residents can bring up to 5 gallons of latex paint to the participating stores per day. The other two participating stores in the county are Los Molinos Hardware and Paint Mart in Red Bluff. Leaking, label free, unidentifiable containers, oil-based paint and other household hazardous wastes will not be accepted at the retail stores.



Paint is Collected & Recycled

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- Visions Paint Recycling collects paint from retailers in San Joaquin & Tehama Counties
- Paint is recycled at Visions' Sacramento plant & creates green jobs!
- 3,500 gallons collected since March
- Counties saved approx. \$27,000

Objective 4: Increase Paint Reuse

- Develop paint reuse fact sheet and outreach materials
- Provide technical assistance to set up paint swaps at HHW facilities
- Disseminate reuse materials through websites, listserves, conferences, etc.
- Identify and recruit reuse locations
- Survey reuse sites

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Why Start a Paint Swap?

- Reuse before recycling!
- Save Money
- Offer good quality paint to the public at low or no-cost
- Help beautify your community
- Easy to establish with few regulatory requirements

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Look for Paint Reuse Opportunities in Your Community

- HHW facility
- Architectural salvage and thrift stores
- Landfill scalehouse or transfer station
- Schools, theater and community groups
- Graffiti eradication

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Local businesses lend a hand for paint disposal - Red Bluff Daily News Online

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DAILY NEWS

Local businesses lend a hand for paint disposal

By JULIE ZEEB -DN Staff Writer

Updated: 01/26/2010 07:52:34 AM PST

Two local retailers have joined forces with the Red Bluff/Tehama County Landfill Agency in trying to tackle the problem of what to do with leftover paint.

The program isn't going to start for another month, but it will be exciting once it gets started, said Landfill Agency Manager Kristina Miller.

During the time in between, residents can continue to bring paint to the landfill, she said.

We accept latex paint free of charge as long as it has a label that says it is latex and it is a Tehama County

Francisco County and San Joaquin County.

While all money is funneled through San Joaquin County, the grant manager, Tehama County will see \$54,000 coming its way to fund paint recycling. That's more than our yearly budget for paint disposal, Miller said. The landfill spends half of the household hazardous waste budget on disposing paint.

That's \$30,000 annually and that's only 10 percent of excess paint in Tehama County.

If all the excess paint in Tehama County came in to the landfill it would cost about \$300,000 to dispose of, Miller said.

The landfill is advocating the use of recycled paint, which has the same quality as virgin paint and encouraging people to do paint swaps, she said.

The goal of the program, which is funded through 2011, is to move responsibility for excess paint to manufacturers by the time it reaches the landfill, Miller said.

PAINT PROJECT GOES BEYOND RECYCLING

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD SUPPORTS STATEWIDE STEWARDSHIP PROGRAM



San Joaquin County is developing a statewide paint stewardship program aimed at reducing the 8-million gallons of leftover paint Californians generate annually.

Through a \$400,000 grant from the California Integrated Waste Management Board (CIWMB), the California Paint Stewardship Program will teach consumers how to buy the right amount of paint, properly store leftovers, and provide reuse and recycling options. For paint that cannot be reused or recycled, the project goals are to increase collection of unused paint for recycling and stimulate the recycled paint market.

Studies show that consumers purchase too much paint resulting in large volumes of leftover. California local governments spend approximately \$16 million annually to collect leftover paint through Household Hazardous Waste (HHW) programs. Taxpayers and garbage rate payers spend about \$6 per gallon to manage paint. Because of the high cost, local governments are interested in finding long-term solutions that will reduce system costs by addressing source reduction first, then reuse and recycling.

"Educating retailers and consumers about how to buy the right amount of paint and donate or use-up what is left will cost far less than the taxpayer- and taxpayer-funded collection systems currently in place," said Heidi Samborn, executive director of the California Product Stewardship Council (CPSC), the primary contractor for the project.

CPSC is leading California's waste management reform by providing outreach and education about Extended Producer Responsibility (EPR), also known as Product Stewardship. EPR is a policy approach to place the primary responsibility for end-of-life product management on producers while recognizing that all entities involved in the product chain share responsibility.

San Joaquin County is collaborating with Tehama and San Francisco Counties and has developed the Be Paint Wise Partnership to implement the project. The project will educate retailers, consumers and governments about estimating the correct amount of paint for purchase, purchasing recycled-content paint and mixing leftover paint. Partners also include Visions Paint Recycling, the National Paint and Coatings Association, and other experts.

Information on the project is available through the CPSC website on the grant project page at: <http://www.cpsc.org/projects/sanjoaquin.html>. Included are the results of two focus groups on delivering the paint message via a poster and consumer brochure that teach consumers how to buy the right amount of paint, recruitment information for retailers interested in becoming latex paint collection sites, and information on purchasing recycled paint.

For more information about the project, contact San Joaquin County's HHW Program Coordinator, Kimbra Andrews: 209.468.3066 or CPSC Executive Director Heidi Samborn: 916.480.9010. Project information is posted on CPSC's website www.cpsc.org. In the next edition, this project update will address the qualities of recycled paint under the Green Seal Recycled Paint standard (GS-43) and what contractors need to know about the cost savings and quality that can benefit your business. ■



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• Threaded tip stored in grip, makes all tools GT compatible

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RRP Certification - Continued from Page 3

have at least one crewman attend an eight-hour long course and four-hour refresher courses every five years.

The rule contains a lot of other items you will likely be hearing about such as cleaning verification procedures (swiffer tests), swab testing to see if lead-based paints are present, and more, but again this is a short and sweet version. If you really want to stay on top, or just get downright irritated, check out the EPA's RRP website. We also have some information on our website www.rprrtraining.com. ■



NEW PAINT COLLECTION SITES MAKE RECYCLING EASIER

Three latex paint collection sites in Tehama County

Contacts: Kristina Miller, Tehama County/Red Bluff Landfill Manager 530.528.1103 (c) Heidi Samborn, CPSC Executive Director 916.480.9010 (c) 916.402.3911 (c)

Red Bluff, Calif. (February 25, 2010) – Tehama County residents now have three more locations to bring

Frequent Shoppers: 2009 Dividends Are Now Available!
Visit www.colehardware.com/frequent for further information or any of our four locations to pick-up your dividends today!

March Mobile Offer
Text COLE to 839827 for a \$5 Coupon!
see page 4 for details

thank you SALE
Saturday, February 27
Fri., Feb. 26 at Cole Fox Hardware
20% Off ALMOST EVERYTHING!
(see insert for details)

Our Community Partner Program Turns 16!

This year marks the 16th anniversary of our School and Community Assistance Partnership Program, established to aid local schools and community-based nonprofit organizations that work hard to make San Francisco the unique city that it is in their fund-raising efforts. We're thrilled that we now have over 400 organizations and schools that participate in our program.

Cole Hardware is sympathetic to the lack of government funding available to schools and worthwhile social causes these days, and at the same time realizes the importance of social responsibility for businesses of all sizes. And while we would love to give away the store, so to speak, to all of the wonderful groups working toward admirable goals, we realized that we needed to come up with a program that benefits all the organizations that request our assistance. Thus, the birth of the School and Community Partnership Program!

Each year we give away over \$75,000 in gift cards and bottled water for fund-raising events in the city. If your child's school or your favorite nonprofit group is not listed as a member of our program on page 11, please consider adding them to join. The more participants, the merrier! We're continuing to offer these membership benefits, plus a few new enhancements that we hope will make our program even more successful.

• **Dividends:** Once a year we send a gift card to the school or group for 10% of all purchases posted to that account the previous year. Customers only need mention that they are part of a group's circle of friends when checking out, and the transaction is posted to that group's account. For 2009, we



The Cole Hardware Community Partner Patrol presents Grotton Elementary prin. opal, Jean Robertson, with their \$1,200+ gift card dividend!

continued on page 8...

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Objective 5: Statewide Stewardship Roll-Out

- Gather information on existing collection infrastructure and service gaps
- Statewide Conference – today!
- Assist paint industry in roll-out
- **Finally have convenient and fully funded paint recycling in California!**



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For More on This Project...

Visit the Grant Project Webpage:

**CPSC Website – San Joaquin paint
grant project**

www.calpsc.org/projects/SanJoaquin.html



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Thank You!

- Questions?

- Contact:

Kimbra Andrews, Management Analyst

Hazardous Waste Program

San Joaquin County Public Works

kandrews@sjgov.org

(209) 468-3066

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