



PaintCare

Update on California Paint Stewardship

Roll Out

January 6, 2011



"Product Stewardship Solutions"

Alison Keane,
ACA and PaintCare



California Program – Next Steps

- **PaintCare will be PSO**
- **PCA-USA will be program manager (Product Care Association)**
- **California Management Plan**
- **RFP for End-of-life management of Program Products**
- **Program Plan to CalRecycle for approval**
- **Begin Program July 1, 2012**
 - Institute assessment fee
- **Annual Reporting**



PaintCare

- Product Stewardship Organization
501(c)(3) non-profit incorporated to implement Oregon program
- Managed by a Board of architectural paint producers (separate from ACA Board)
- Open to all architectural paint producers selling in CA (not just ACA members)
- Will be used as PSO for any/all state adopting the program



PCA-USA

- **Product Care's 501(c)(3) organization incorporated to assist with implementation in Oregon**
- **Will assist in same role for California program**
- **15 years of experience**
- **Successful programs across Canada**
 - Paint and other products
- **Shared membership**



CA Management Plan

- **Identify and Recruit Participating Manufacturers**
 - All Selling Paint in CA
- **Identify Covered Products**
 - Types of Paint
- **Establish Budget and Assessment Rate**
- **Develop Educational Campaign**
- **Contract for Collection and End-of-life Management for Products**



End-of-life Management

- **Establish Collection Infrastructure**
 - Existing and New
 - Alkyd Paint Collection
- **RFP for End-of-life Management**
 - Transportation
 - Reuse
 - Recycling
 - Proper Disposal



Begin Program

- **Institute Assessment (fee)**
 - Manufacturers remit to PaintCare
 - Manufacturers charge retailers/distributors
 - Distributors/Retailers remit to manufacturers
 - Distributors/Retailers charge consumers
- **Leftover paint collected for reuse, recycling and proper disposal**



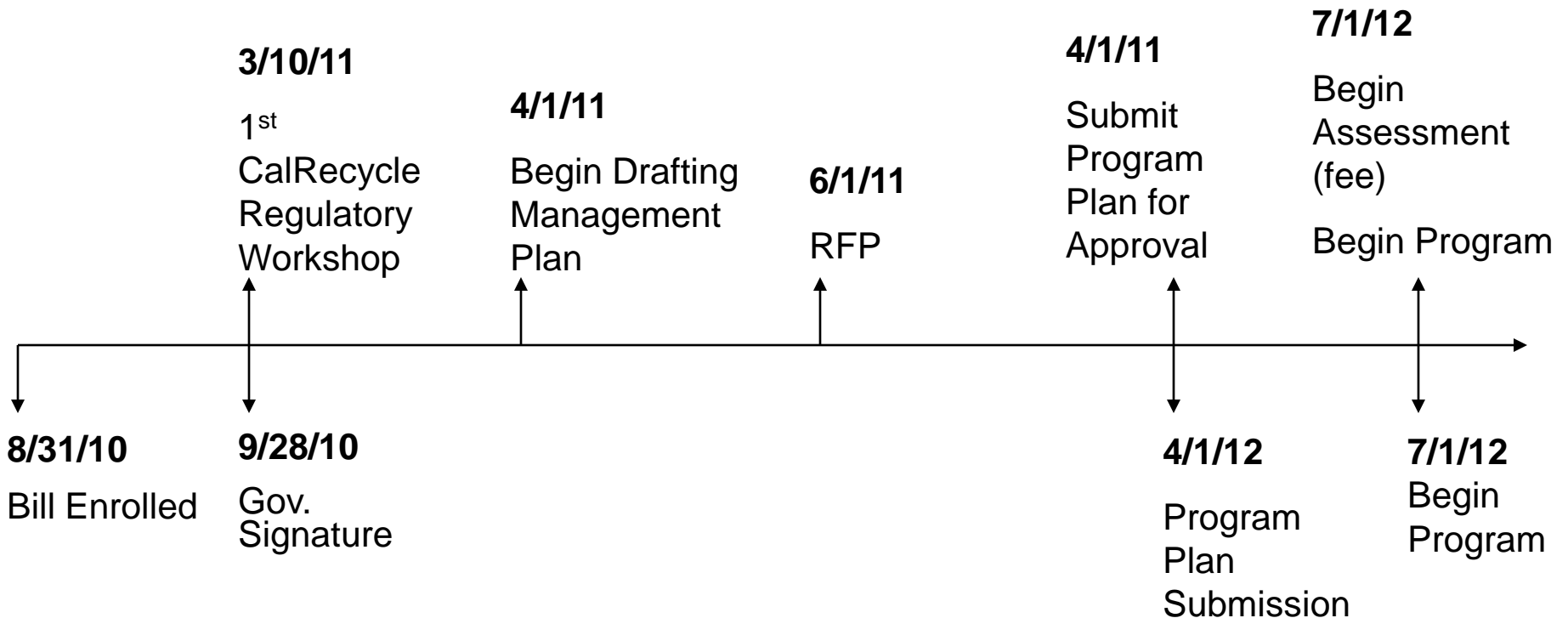
Reporting

- **Annual Report to CalRecycle**
 - Description of methods for collection, transportation, recycling/processing
 - Volume and type of paint collected in all regions
 - Volume by method of disposition
 - Independent financial audit
 - Description of program costs
 - Evaluation of funding mechanism
 - Evaluation of educational materials



CA Program Timeline

ACA Timeline



Legislative Deadlines



Questions?



Alison Keane
ACA and PaintCare
202-719-3703
akeane@paint.org
www.paintcare.org

