



December 30, 2009

True Value Hardware  
1436 Main Street  
Escalon, California 95320

SUBJECT: BE PAINT WISE PARTNERSHIP

Dear Store Owner or Manager:

The County of San Joaquin has received special funding to implement the Be Paint Wise Partnership, a paint stewardship pilot project for the residents of San Joaquin County. This pilot project will support consumer education, collection and recycling costs for residential used paint at neighborhood retail paint stores.

The Department of Public Works believes that True Value Hardware would be an ideal location for a pilot collection site and we want to include you in the Be Paint Wise Partnership. This letter serves to notify you of this opportunity, invite you to participate and to advise you that we expect grant funds to support paint collection at up to ten retail paint stores.

This project will educate consumers, who often have a difficult time estimating the right amount of paint for a project and are unaware of what to do with leftover paint. This lack of knowledge translates into a costly problem for California taxpayers who foot the bill for waste paint—to the tune of more than \$27 million each year.

We are asking for your help with one or more of the following:

- **Paint Consumer Education:** Provide your customers with educational materials explaining how to purchase the correct amount of paint for their project, and how to recycle leftover paint. Materials include a small take-home card and cardholder, and posters.
- **Latex Paint Collection Site:** Become a neighborhood latex paint collection site. We will provide the supplies, train your staff, and pick the paint up from your store and recycle it—all at no cost to you.

By displaying our educational materials and accepting leftover paint from customers, participating retailers will benefit from the following:

- **Free educational materials** for your customers.
- **Free latex paint removal and recycling** services. We will also provide the equipment necessary for paint collection.
- **Free advertising:** Participating stores will be promoted locally and will be included in statewide media in support of the project.
- **Support** throughout the project term to provide this valuable service to your customers, community and the environment.

*Funded by a grant from  
the California Integrated Waste  
Management Board and supported  
by the following partners:*



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- Additionally, we believe participating retailers will experience positive effects including increased sales and customer counts. Studies conducted by the California Integrated Waste Management Board indicate that customers who bring materials to retail stores for the purpose of recycling spend an average of \$60 before leaving the store; in-store recycling services can translate to increased retail sales!

This program can benefit your business by providing a much-needed service for your customers, drawing more foot traffic to your store. Getting started is easy – it only takes a phone call! If you are interested in participating, please contact me at **(209) 468-3066** or **kandrews@sjgov.org**.

Sincerely,



KIMBRA ANDREWS, Paint Stewardship Grant Manager  
Environmental Services/Solid Waste Division  
Department of Public Works  
San Joaquin County

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c: Bridget Gaines, City of Escalon  
Mel Lytle, Stormwater Management Program

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