



TALKING POINTS PAINT STEWARDSHIP PROGRAM

The Project:

- San Joaquin, Tehama and San Francisco counties are working together on a 2 year pilot project called the Be Paint Wi\$e Partnership with two primary goals: 1) Reduce the amount of paint that becomes waste, 2) make paint recycling convenient to the public by collecting it through paint retail stores.
- Residents in the three counties have recycled more than 3,600 gallons of leftover latex paint since the pilot project started in March 2010, (San Joaquin has recycled 2,253 gallons alone) saving the Counties approximately \$30,000.
- The Be Paint Wi\$e Partnership is funded with a \$400,000 grant from the Department of Resources Recycling and Recovery (CalRecycle) From September of 2009 – April 2011.
- 19 paint retailers in the three participating Counties, 10 in San Joaquin County, agreed to be part of the pilot program by collecting leftover latex paint from households and providing education materials to “do-it-yourselfers” about how to buy the correct amount of paint.
- 10 Participating Retail Locations in San Joaquin County are:
 - True Value Hardware – Escalon: 1432 Main Street, Escalon (209) 838-7805
 - Van’s Ace Hardware –Tracy: 2695 North Tracy Blvd, Tracy (209) 835-8286
 - Tracy Color Center: 318 West Grant Line Rd, (209) 835-9720
 - Stockton’s Valley Lumber & Supply Company: 1627 South Center Street (209) 464-4565
 - ICI Glidden Professional – Stockton: 2504 Monte Diablo Ave, Stockton (209) 466-8038
 - Stockton Ace Hardware: 3201 West Benjamin Holt Dr (209) 951-8050
 - Stockton Color Center: 2104 Pacific Avenue (209) 943-1617
 - Lodi Color Center: 130 N. School Street (209) 334-3907
 - Schemper’s Ace Hardware – Ripon: 150 North Wilma Ave (209) 599-2141
 - Lockeford True Value – Lockeford: 18960 North Highway 88 (209) 727-3791

The Problem/Background:

- Californians generate about 8-million gallons of leftover paint each year which means we spend about \$90 million dollars a year purchasing too much paint.
- According to CalRecycle, local governments are spending about \$27 million per year to manage more than 2 million gallons of leftover paint.
- Paint is the largest volume product for household hazardous waste (HHW) collection programs in California.
- The burden of managing leftover paint has fallen on HHW collection programs run by local governments and funded by ratepayers and taxpayers.
 - Statewide, less than 10-percent of households participate in HHW collection programs.



Funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle)

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- San Joaquin County estimates that less than 5-percent of local households participate in the County's HHW collection program.
 - San Joaquin County spends approximately \$450,000 per year to manage paint.
 - A focus group study conducted under this grant by a professional market research firm indicated that 1 in 20 people know where their local HHW facility is located.
 - Local governments are struggling to fund existing programs and cannot afford to expand their services or – in some cases – even to advertise existing services, without tax or rate increases.
 - If drop-off locations are more convenient, more paint will be recycled rather than dumped in landfills, in storm drains and other places that pose a danger to public health and the environment.
 - Convenience is key: A pilot retail battery collection program for all household batteries conducted in Del Norte County in 2009 showed a 3,000% increase in the amount of batteries collected when batteries were accepted at retail locations.
- Partnering with businesses to share in managing toxic and problematic waste is part of a sustainable approach called 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 parties involved in the product chain share responsibility.
 - California Product Stewardship Council (CPSC) is leading California's product waste management reform by providing research, outreach, education and advocacy in support of EPR.
- Project information is updated regularly on CPSC's website
<http://www.calpsc.org/projects/SanJoaquin.html>
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