



## TALKING POINTS PAINT STEWARDSHIP PROGRAM

### The Problem/Background:

#### HEIDI SANBORN

- CPSC/SJC are working together on a project to partner with businesses in SJC to share in managing leftover paint as 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.
- San Joaquin is the lead County working with Tehama and San Francisco counties (and CPSC) 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.
- 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.
- Residents of SJC have recycled more than 4,600 gallons of leftover latex paint since the pilot project started in March 2010 saving the County approximately \$45,000.

#### STATEWIDE FACTS:

- 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.
  - 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.
  - 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.
- Hence, the need for this project.

#### SUPERVISOR ORNELLAS

- Local governments are struggling to fund existing waste programs and cannot afford to expand services or – in some cases – even to advertise existing services, without tax or rate increases.
- In San Joaquin County, paint represents roughly half of the household hazardous waste we manage. Last fiscal year, the County's regional HHW program collected more than 450,000 pounds of post-consumer paint costing an estimated \$450,000 to manage.
- San Joaquin County estimates that less than 5-percent of local households participate in the County's regional HHW collection program.
- 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.

- Need to make recycling paint more convenient for the public which is why we are here – to promote this new partnership where local stores collect paint from the public – we greatly appreciate their support!
- By leading this multi-county pilot project, San Joaquin County has helped demonstrate the benefits of paint stewardship programs which will inform the statewide producer responsibility program funded by paint manufacturers starting in July 2012.
- This project also helps support the recycled paint market, which is key to keeping the recycling cost down. Turning leftover paint into a commodity reduces the cost to local taxpayers and ratepayers.
- San Joaquin County encourages the use of recycled paint – we used about 4,500 gallons of recycled paint in the new County Administration building.
- 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:  
 Tracy Color Center: 318 West Grant Line Rd, (209) 835-9720  
 Van’s Ace Hardware –Tracy: 2695 North Tracy Blvd, Tracy (209) 835-8286  
 Stockton’s Valley Lumber & Supply Company: 1627 South Center Street (209) 464-4565  
 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  
 True Value Hardware – Escalon: 1432 Main Street, Escalon (209) 838-7805  
 Schemper’s Ace Hardware – Ripon: 150 North Wilma Ave (209) 599-2141  
 Lockeford True Value – Lockeford: 18960 North Highway 88 (209) 727-3791

#### **DERRICK NICKELL**

- We appreciate the County getting the state grant and offering to advertize the businesses that are willing to collect paint back from the public
- Customers really like the program
- The county advertising really works – see a big increase in paint returned after press coverage so people are just waiting to be told where to bring that leftover paint!
- We also advertise the program on Facebook and in our monthly newsletter at: SchempersAce.com
- Project information is updated regularly on CPSC’s website: <http://www.calpsc.org/projects/SanJoaquin.html>
- Interview Contacts:  
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