



SAN JOAQUIN COUNTY LEADING STATEWIDE PAINT RECYCLING EFFORTS

Partnership with local retailers makes recycling easy and convenient

Contacts: Kimbra Andrews, San Joaquin County Public Works
209.468.3066 (o)

Heidi Sanborn, CPSC Executive Director
916.480.9010 (o) 916.402.3911 (c)

Stockton, Calif. (January 7, 2011) – Residents of San Joaquin county have recycled over 4,600 gallons of leftover latex paint, and saved local ratepayers and taxpayers over \$45,000 since a collection project started in March 2010. The County is collaborating with local retailers on the first multi-County retail paint recycling program in California. The program, called the Be Paint Wi\$e Partnership, is funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle).

Ten paint retailers in San Joaquin County are collecting leftover latex paint from households and providing education materials on how to buy the correct amount to minimize leftover paint. California consumers generate about 8 million gallons of leftover paint each year, and studies show that they spend more than \$90 million annually buying more paint than they need. The burden of managing all this leftover paint falls on household hazardous waste (HHW) collection programs that are run by local governments and funded by ratepayers and taxpayers.

“We’re hoping to change consumers’ buying habits by providing a handy chart for estimating the amount of paint needed for their projects, and we’ve made it easy for people to recycle by providing convenient retail collection opportunities,” said San Joaquin County program manager, Kimbra Andrews.

Organizations like the California Product Stewardship Council (CPSC) say this project will be transitional to the statewide paint stewardship program that will be managed and funded by the paint industry, a program that is scheduled to roll out statewide in July 2012.

“Thanks in large part to our local retail partners, the Be Paint Wi\$e Partnership has been a huge success,” said Heidi Sanborn, CPSC Executive Director, the lead for the project. Every paint retailer in the county was offered the opportunity to become a collection site. “Ten retail leaders are now collecting paint and are seeing the benefits through increased foot traffic and sales. It’s a win-win partnership.”

Derrick Nickell, manager of Schemper’s Ace Hardware in Ripon stated, “This program is popular with our customers – it creates customer loyalty and is part of our tradition of giving back to the community.”

San Joaquin County Supervisor Leroy Ornellas congratulated the success of the pilot program and said, “The County is proud to lead by example, proving that we can both improve services and reduce public costs by working with the private sector to implement programs that support the market for recycled products.”

“This program is an excellent example of retailers, the paint industry, local governments and environmental groups working together to find a solution for waste,” said Blain Bibb, Chairman of the Greater Stockton Chamber of Commerce’s Green Team San Joaquin program. “We’re always excited about business-friendly programs that will create jobs in California – this one will create jobs recycling paint.”

Currently, most paint and other waste banned from disposal are unaccounted for. Statewide, less than 10 percent of households participate in HHW collection programs. The programs are expensive to operate and are generally inconvenient for residents to use. Paint alone is about 50% of local HHW program costs.

Through this grant, CPSC conducted a consumer focus group on paint. “Results indicated that only one in 20 people knew where their local HHW facility is located,” said Sanborn. “That’s a problem. And it’s why we believe that if drop-off sites are more convenient –located in places consumers already go– more paint and paint containers will be recycled rather than dumped in the trash or down storm drains.”

San Joaquin County paint collection sites are located at Tracy Color Center and Van’s Ace Hardware in Tracy; True Value Hardware in Escalon; Schemper’s Ace Hardware in Ripon; Lodi Color Center in Lodi, Lockeford True Value in Lockeford; Stockton’s Valley Lumber & Supply Company, Glidden Professional, Stockton Ace Hardware and the Stockton Color Center.

For more information about product stewardship contact CPSC Executive Director Heidi Sanborn: 916.480.9010. For more information about the project, contact San Joaquin County’s HHW Program Coordinator, Kimbra Andrews: 209.468.3066.

Project information is updated regularly on CPSC’s website, www.CalPSC.org. Program partners include Tehama County, the City and County of San Francisco, Visions Paint Recycling, the American Coatings Association, and other experts.

#

