CPSC
California Product Stewardship Council SM

Funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle) and supported by the following partners:

Lessons Learned on the Be Paint Wi$e Project: Transition to Statewide Product Stewardship

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Origins of the Be Paint Wi$e Partnership

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- In 2009, San Joaquin County (SJC) received a $400,000 grant from Cal Recycle to implement a pilot paint product stewardship project
- San Francisco and Tehama County partnered with SJC to "test the waters"
  - SF = urban perspective
  - SJC = suburban perspective
  - Tehama = rural perspective
- Developed the "Be Paint Wise Partnership" to brand the campaign

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Project Objectives

1. Educate consumers & retailers on paint collection & source reduction
2. Foster Recycled Paint Procurement
3. Recruit New Paint Collection Sites
4. Increase Paint Reuse
5. Assist with Paint Product Stewardship Program Roll-Out

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Visit the grant project webpage: http://www.calpsc.org/projects/SanJoaquin-HD17.html

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Objective 1: Source Reduction

- Focus Group Study
  - Used educational materials from PPSI
  - Findings:
    - Use bullet points in messaging
    - Message should come from a variety of sources
    - Prefer message at point of sale
    - Only 1 in 20 knew where HHW facility was
    - Most consumers don't equate themselves as the funders of "local government"
  - Developed poster & card

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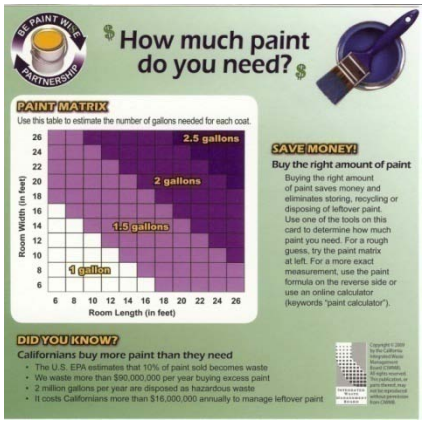
Educational Materials

- Distributed to 99 retailers
  - 1 poster/store average
  - More than 30,000 cards
- English & Spanish versions
- Used at booths, presentations & statewide workshop
- Available on website



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Objectives 1 & 2: Recycled Paint

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Objective 2: Procurement

- Two stores in San Joaquin now carry recycled content paint from Visions
  - Van's Ace Hardware (Tracy)
  - Stockton Ace Hardware

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Objective 3: Retail Collection

- 21 stores in 3 Counties
  - 10 in San Joaquin
  - 3 in Tehama
  - 8 in San Francisco

- Visions collects paint in SJC and Tehama; SF collects their own

- Collected more than *9,000 gallons* since March 2010

- ***Saved Counties $72,000+***

Visions picks up paint at Red Bluff Paint Mart (Tehama)

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Objective 4: Reuse

- Created Reuse Fact Sheet
- Technical Assistance
  - Model Liability Waiver
  - Model Quality Assurance Plan
  - Prohibited Materials Form
- 3 New Paint Swaps/1 Resale Store
  - 1 in San Joaquin (Tracy Color Center)
  - 2 in Tehama (landfill, transfer station)
  - Tehama Hospice Thrift Store Selling Reusable Paint but not accepting it from the public on-site

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Objective 5: Statewide Roll Out

- California's paint bill passes in 2010!
- Statewide program goes online July 1, 2012
- Held statewide workshop Oct. 14, 2010
- Free Webinar series
  - Last webinar: March 23rd, 10-11:30 AM
  - Visit CPSC's webinar page to register: http://www.calpsc.org/webinars/index.html

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Thank You!

- Thanks for the partnership!
  - County, Chamber, Retailers, Recyclers and Paint Manufacturers
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