



Objective 2 – Paint Procurement Paint Procurement Survey Analysis

As a deliverable for the San Joaquin HD17 grant, the grant team gave formal presentations on the procurement of recycled content paint at two conferences: the California Association of Public Procurement Officers (CAPPO) in January 2010 and at the Green California Summit in March 2010. The presentations were intended to foster the procurement of recycled content paint. Presenters from CPSC and Mindclick SGM made the audience aware that high quality recycled-content paint is available today, at a lower cost than virgin paint. To that end, the presentations included a discussion of the requirements paint companies have gone through to meet the Green Seal standard for latex paint (GS-43) and win the endorsement of the Master Painter’s Institute (MPI), the process that is involved in making recycled-content latex paint, the cost, the availability, the variety, and –for government agencies– the ability to buy off the state contract at reduced prices.

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



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In addition to the formal presentations given at the two conferences, the paint team also responded to a request from CalTrans to speak at a meeting of CalTrans Supervisors who are responsible for paint purchasing in November 2010. CPSC coordinated a discussion that included the merits, cost and availability of recycled content paint. A representative from the State Department of General Services was also present, who spoke about purchasing off the state contract, along with representatives from Visions Paint Recycling and Amazon Environmental, who addressed the technical aspects of recycled content paint.

Finally, the paint team incorporated discussions about purchasing recycled content paint at a recycling trade show booth during the Stockton Recycling Exposition (“REXPO”) in March 2011, and surveyed attendees to determine the outlook on purchasing recycled content paint based on the information provided.

The grant team surveyed ten individuals to determine if the information presented had any influence over their future paint purchasing decisions. Overall, the responses indicated that the information presented did positively influence the respondents’ attitudes towards recycled content paint and their likelihood to purchase recycled-content paint in the future for both business and personal use.

The following is an analysis of the questions and responses:

Question 1: Please indicate your type of business or organization.

- 20% = State or local government
- 30% = Schools
- 40% = Business
- 10% = Other (not defined)

Question 2: Are you responsible for paint purchasing decisions for your business or organization?

20% = Yes

80% = No

Question 3: Prior to the presentation, were you aware that recycled content paint that meets the Green Seal (GS-43) certification standard also meets the performance standards of the Master Painter's Institute (MPI)?

10% = Yes

90% = No

For the most part, the audiences were unaware of both the Green Seal-43 standard for latex paint and the existence of the Master Painter's Institute, which accounts for the high percentage of "no" responses received.

Question 4: Is GS-43 certification important to you? (Only 9 out of 10 people responded)

77.8% = Yes

22.2% = No

One respondent added a question mark as a third answer option. In retrospect, the survey could have been designed to add a third possible response, such as: 'I'm not sure' or 'I haven't decided yet.'

Question 5: Have you purchased GS-43 certified paint previously?

0% = Yes

100% = No

Question 6: If so, what was your experience with the GS-43 recycled content paint?

50% = very pleased

50% = somewhat pleased

0% = somewhat displeased

0% = very displeased

Respondents don't always carefully consider their responses to survey questions. If 100% of the respondents answered 'No' to question #5, then it follows that all should have left the response blank to question #6. In retrospect, we could have added a fifth response option, such as: "not applicable."

Question 7: Did we provide you with enough information to make an informed decision about using GS-43 certified recycled paint?

100% = Yes

0% = No

We can conclude that the presentations were effective and that the message was delivered to the target audience.

Question 8: Have you purchased GS-43 recycled content paint since the presentation?

Yes = 0%

No = 100%

Question 9: If not, do you intend to?

Yes = 100%

No = 0%

Evidently, the project team has made a convincing presentation on the merits of purchasing recycled-content paint based on the responses. It was also very helpful to have two GS-43 recycled content paint manufacturers (Visions and Amazon Environmental) available during the presentations/booths to answer more in-depth questions about their products and processes.

Question 10: If yes, will it be for business or personal use or both?

30% = Business

40% = Personal

30% = Both

Question 11: If yes, what factors convinced you to purchase GS-43 recycled paint?

62.5% = Green Seal certification (5)

0% = MPI approval (0)

75% = Quality (6)

87.5% = Cost (7)

37.5 % = Availability (3)

50% = Environmental Benefits (4)

25% = Employing Californians to recycled paint (2)

This was a multiple choice/multiple answer question so respondents could choose as many responses as they saw fit. The top three are in bold print: #1 = Cost; #2 = Quality; #3 = Green Seal certification. Two respondents skipped this question, but instead, answered question 12.

Question 12: If no, what factors influenced your decision NOT to purchase it?

50% = Concerns about quality

50% = Concerns about availability

0% = Concerns about cost

0% = Lack of color choices

0% = Lack of finish choices

0% = We are contractually obligated to other vendors or products

0% = Other

The respondent cited concerns about quality and one cited concerns about availability. No other reasons were selected. As previously mentioned, only two out of ten respondents answered this question, which is to be expected, given the responses to question #11.

Question #13: Additional Comments

Only 3 respondents provided additional comments, which were optional. Two of the responses were positive, while one was no-committal. Responses are as follows:

“Exciting!”

“Great program – please get the word out”

“Not sure about this yet.”

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