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CPSC

California Product Stewardship Council SM

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



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



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>



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

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- English & Spanish versions
- Used at booths, presentations & statewide workshop
- Available on website

BE PAINT WISE PARTNERSHIP

How much paint do you need?

Use this table to estimate the number of gallons needed for each coat.

| Room Width (in feet) | 6 | 8 | 10 | 12 | 14 | 16 | 18 | 20 | 22 | 24 | 26 |
|----------------------|---|---|----|----|----|----|----|----|----|----|-------------|
| 26 | | | | | | | | | | | 2.5 gallons |
| 24 | | | | | | | | | | | 2 gallons |
| 22 | | | | | | | | | | | 1.5 gallons |
| 20 | | | | | | | | | | | 1 gallon |
| 18 | | | | | | | | | | | |
| 16 | | | | | | | | | | | |
| 14 | | | | | | | | | | | |
| 12 | | | | | | | | | | | |
| 10 | | | | | | | | | | | |
| 8 | | | | | | | | | | | |
| 6 | | | | | | | | | | | |

SAVE MONEY!
Buying the right amount of paint saves money and eliminates storing, recycling or disposing of leftover paint. Use one of the tools on this card to determine how much paint you need. For a rough guess, try the paint matrix at left. For a more exact measurement, use the paint formula on the reverse side or use an online calculator (keywords "paint calculator").

DID YOU KNOW?
Californians buy more paint than they need

- The U.S. EPA estimates that 10% of paint sold becomes waste
- We waste more than \$90,000,000 per year buying excess paint
- 2 million gallons per year are disposed as hazardous waste
- It costs Californians more than \$16,000,000 annually to manage leftover paint

BE PAINT WISE PARTNERSHIP

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SAVE MONEY!
Buying the right amount of paint saves money and eliminates storing, recycling or disposing of leftover paint.

- ☐ Use a measurement tool to determine how much paint you need. For a rough guess, try the paint matrix below. For a more exact measurement, use an online calculator (keywords "paint calculator").

PAINT MATRIX
Use this table to estimate the number of gallons needed for each coat.

| Room Width (in feet) | 6 | 8 | 10 | 12 | 14 | 16 | 18 | 20 | 22 | 24 | 26 |
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| 14 | | | | | | | | | | | |
| 12 | | | | | | | | | | | |
| 10 | | | | | | | | | | | |
| 8 | | | | | | | | | | | |
| 6 | | | | | | | | | | | |



Presentations

- 28 presentations to a wide variety of stakeholder groups
- Post-presentation survey
 - Available online at <http://www.surveymonkey.com/s/5NKN836>
- Findings:
 - 92% said EPR would be a useful way to decrease the burden on taxpayers of managing paint
 - 96% said EPR laws would incentivize manufacturers to make their products less toxic and more recyclable

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Objective 2: Procurement

- Promote recycled content paint that meets the GS-43 standard
- Be Paint Wi\$e Fact Sheet
- Language to incorporate EPR for paint into government purchasing policies
- Purchase off the State contract
- Outreach to CalTrans



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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

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- Visions collects paint in SJC and Tehama; SF collects their own
- Collected more than *8,000 gallons* since March 2010
- *Saved Counties \$65,000+*



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



Recruitment & Retention

- Recruitment Letter
- Site Visits
- Training Binder
- Follow- Up Site Visits
- Simple Reporting
- Advertising!



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Window Sticker



Barrier Study

Barriers

- Lack of space
- Staff time
- Concerns over illegal dumping
- Ambiguity of regulatory requirements
- Distrust of regulatory authorities

Motivators

- Retailer's concern for the environment
- Providing good customer service
- Giving back to the community
- Free advertising

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Lessons Learned from Retail Collection

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- Keep it Simple
- Regular communication with sites
- Advertise!
- Advertise!
- Advertise!
- Know the barriers & address them
- Know the motivators & build on them



Objective 4: Reuse

- Created Reuse Fact Sheet
- Technical Assistance
 - Model Liability Waiver
 - Model QAP
 - Prohibited Materials Form
- 3 New Paint Swaps
 - 1 in San Joaquin (Tracy Color Center)
 - 2 in Tehama (landfill, Rancho Tehama Transfer Station)

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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
 - Next webinar: March 23rd, 10-11:30 AM pst
 - Visit CPSC's webinar page to register:
<http://www.calpsc.org/webinars/index.html>

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Objective 5: Continued

- Conference call series with stakeholders
- Infrastructure Survey
- Press
- Ongoing support for roll-out

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PRODUCT STEWARDSHIP

RECYCLED PAINT:
Saving Money, Jobs, and the Environment

How can painting contractors save money, improve customer service, do something good for the environment, help reduce garbage rates and local taxes, and create California jobs?
The answer: Offer recycled paint.

Everyone is looking to cut expenses, but the last thing anyone wants to do is sacrifice quality for cost savings. That is why it has never been a better time to consider using recycled-content paint. Recycled paint does it cost about 40% less than virgin paint, but buying certified paint means you get a product that has been tested and proven to perform by the Master Painters Institute. Using recycled paint also helps support green jobs, green economy, and utilizes a resource that would otherwise be landfilled.

Leftover paint is a significant problem for California. Each year, approximately 50% by both weight and volume of paint is discarded as waste received at California public collection facilities. It costs \$27 million dollars a year to manage. Creating a statewide recycled paint program helps ensure an end-use for this resource, as well as reducing costs to local governments. Local governments are businesses because as garbage ratepayers and local government operated hazardous waste per Product Stewardship Council is working with Joaquin, Tehama and San Francisco on a \$400,000 grant from the Department of Resources Recycling and Recovery to develop a statewide product stewardship program which will be handed over and ultimately managed by local manufacturers. Encouraging the use of recycled paint is the primary goal of the grant project as the part of the future viability of the recycled paint market. Demand for recycled paint is growing. We are fortunate to have Seal certified paint remanufacturing plants in Paint Recycling in Sacramento and Amador, and Riverside.

In the past, making "recycled" paint was difficult because of limited color options. "As little as ten years ago, color and quality control did not exist and standards," acknowledges Jerry Noel, CEO of Seal Recycling. "Similar to most recycled products, latex paint has seen an evolution of quality by its end users."

State Governments and the American Paint Manufacturers Association worked for two years to develop the Seal recycled paint standard. To achieve this standard, the paint has to be filtered, pH tested, and must pass the same performance tests as virgin paint.

Green Seal Certification can help win bids, too. Visions was awarded contracts to provide recycled paint for the corridors of the Pentagon, offices at the California State Capitol building and the San Joaquin County Administration building. Jeremy Budish, Project Manager for Hensel Phelps Construction, the painting contractor on the San Joaquin Administration building project, attests to the performance of recycled-content paint. "We used the Visions product and found it to perform as well as virgin paint. We're pleased not only with the quality of the paint, but because we're using a product that's better for the environment."

Be Paint Wise Partnership
Bringing Paint Product Stewardship to California

CalRecycle SF Environment Tehama County CPSC
Funded by a grant from the Department of Resources Recycling and Recovery (CalRecycle)



Objective 5: Press Coverage

Waste Age

- Waste Age
- Central Valley Business Times
- Stockton Record
- Red Bluff Daily News
- Greenopolis

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Local businesses lend a hand for paint disposal

By JULIE ZEEB -DN Staff Writer

Updated: 01/26/2010 07:52:34 AM PST

Two local retailers have joined forces with the Red Bluff/Tehama County Landfill Agency in trying to tackle the problem of what to do with leftover paint.

The program isn't going to start for another month but it will be exciting once it gets started, said Landfill Agency Manager Kristina Miller.

been recycled, most of that



rethink. recycle. reward.

Rewards || On-Street || Partners || People || About || Scan@Home



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by The Green Groove

California Program Aims to Reduce and Reuse Paint

The Green Groove by Trish Smith
Follow me on Twitter

San Joaquin County works with California Product Stewardship Council for Paint Reform

San Joaquin County, a California town made up of 7 cities and plenty of places to go boating and fishing, announced that it has developed the California Paint Stewardship Program (CPSP), a recycling program that aims to reduce the amount of leftover paint generated by the town each year. The program also hopes to educate people about good paint recycling habits.



Thank You!

- Questions?
- Contact:
 - Heidi Sanborn, Executive Director
California Product Stewardship Council
heidi@calpsc.org
(916) 480-9010

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