
From: Kimbra Andrews [kandrews@sjgov.org]
Sent: Wednesday, April 18, 2012 5:02 PM
To: Paint Product Stewardship
Cc: Marjaneh Zarrehparvar (mzarrehparvar@paint.org)
Subject: PaintCare Plan Comments from CPSC
Attachments: 2012_04_18 CPSC PaintCare Plan comments.pdf

Good afternoon,

Please see attached letter from CPSC regarding the industry Paint Stewardship Plan.

Thank you,

Kimbra Andrews

Office: (209) 468-3066 • Cell: (209) 351-1747
Email: kandrews@sjgov.org • Fax: (209) 468-3078

April 18, 2012

Attention: Cynthia Dunn
Materials Management and Local Assistance Division
Department of Resources Recycling and Recovery (CalRecycle)
PO Box 4025
Sacramento, CA 95812-4025
paint@calrecycle.ca.gov

Subject: CPSC Supports Approval of Paint Stewardship Plan

Dear Ms. Cynthia Dunn:

The California Product Stewardship Council (CPSC) appreciates the opportunity to comment on the industry Paint Stewardship Plan (Plan) submitted by PaintCare to CalRecycle on April 2, 2012.

We have reviewed the Plan carefully and believe it is well thought out, workable and has meaningful goals. Therefore, we urge CalRecycle to approve the current Plan, and wish to simply thank the CalRecycle staff for their dedication and for allowing all the stakeholders to provide input.

There are two major areas which we will continue to watch during the program roll-out to ensure we have a successful paint stewardship program in California:

1. The Plan proposes to establish partnerships with existing municipal HHW paint collection sites during “Phase 1” of the program implementation and to focus on recruiting retail collection site partners during “Phase 2.” While it is important to partner with local HHW Programs early on, establishing new retail collection sites is the only way to meet the stated goal of maximizing consumer convenience. As the Plan states, retail sites are much more accessible than HHW Programs, more conveniently located and open more days and hours per week. Furthermore, once PaintCare starts advertising and displaying point-of-sale information, the retail collection sites need to be phased in as soon as possible. If Phase 2 is delayed until Phase 1 is complete consumers will pay the assessment at the point of sale, yet there will be no retail collection service possibly for the first year or longer in most locations. Expanding retail infrastructure early on will ensure California consumers have access to a convenient location to recycle their paint. With the support of municipal HHW programs and retailers, this can be accomplished.
2. The Plan does not discuss solutions to the challenge of providing rural area services. Based on the proposed service level methodology in the Plan, some rural jurisdictions are projected to have zero collection sites. PaintCare can ensure that all consumers that pay the fee have access to recycle their paint by offering alternative collection options to service these outlying rural areas, such as occasional collection events or on-call door-to-door pickup services.

On a related issue to the Plan and implementation is the need for DTSC and CalRecycle to clarify who would be considered the waste generator of paint collected under this program. In order to have a robust retail collection program this issue needs to be resolved as PaintCare will face limitations recruiting retail partners if the generator responsibility for program products is not clear. If PaintCare assumes generator responsibility, then this will remove many barriers to retail participation.

CPSC will continue to follow this program through implementation and for its duration to ensure it meets the expectations of our local governments and partners. This program will provide significant financial relief to local governments and ensure that millions more gallons of paint are recycled each year. We look forward to working with PaintCare and all the stakeholders to ensure successful implementation, and we hope everyone works together to ensure the program starts as soon as possible.

We also want to thank the CalRecycle staff and Executive Staff for working so diligently with California stakeholders to ensure we have a successful paint stewardship program in California.

Thank you again for the opportunity to comment.

Sincerely,

A handwritten signature in blue ink that reads "Kimbra Andrews". The signature is fluid and cursive, with the first name being more prominent.

Kimbra Andrews, CPSC Board Secretary

Cc: Marjaneh Zarreparvar, PaintCare