

Summary of CalRecycle January 6, 2015 Paint Stewardship Program Workshop

CalRecycle Overview

- PaintCare established 673 drop-off sites (97.8% of population w/in 15 miles of site)
 - PaintCare recovered 2,050,122 gallons (local govt's managed 1,243,371 gallons outside program)
 - 3% recovery rate (from 1.6% in year 1)
 - 9.5% decrease in recycling; 7.7% increase in alternative product/beneficial use
 - 73,691 gallons of PaintCare reuse compared with 129,753 gallons reuse reported on Form 303
- Total program cost= \$17,667,538 (decreased cost/gallon to \$8.62)
 - Estimated PaintCare avg. processing cost is \$4.93 compared to \$0.54 for PaintCare reuse
 - High surplus= \$27,462,632 (compared to \$15,000,000 target surplus)

Product Stewardship Institute Project

- PSI's project for Oregon evaluated cost savings, collection volumes, convenience, consumer awareness, satisfaction, market development, and reuse.
- California evaluation project to begin February 2015, 6 month timeline.
 - Interest in PSI report discussing CA jobs and where paint is going for processing

Program Convenience

- 701 permanent sites as of December 31, 2014
- Most programs have seen increase in convenience and collection since contracting with PaintCare
- 8 rural counties have no drop-off sites. Stakeholders commented that at least one retail drop-off site is needed in each county
- Indirect contracts preclude municipal staff loose-packing paint themselves. This poses a contracting obstacle for some jurisdictions.
 - Possible solution is for transporters/recyclers to loose-pack paint for facilities that have historically relied on municipal staff to handle HHW
- Stakeholders identified potential need to expand capacity at some existing sites and/or schedule more frequent pick-ups.
 - In at least one case, PaintCare paid for fencing to address increased storage need.
- PaintCare working to identify underserved areas to hold one-day paint only events
 - Stakeholders commented that a mechanism is needed to ensure local programs are not burdened with managing other HHW materials dropped off along with paint. Consequently, PaintCare may avoid paint-only events at same locations residents typically take other HHW.
- Since contracting with PaintCare, some HHW facilities have been able accept a broader range of paint products and/or expand operating hours.

Baseline, Recovery Rate

- PaintCare assumes 10% of paint sold ends up leftover and 7% of leftover paint is available for collection (recovery rate). PaintCare's goal is to reach 7% recovery rate by end of year 3.
 - Sales volume was expected to remain the same for 3 years, but has increased.
- PaintCare previously decided to use year 2 volume as collection baseline, but many HHW programs were still not contracted in year 2, so PaintCare is instead proposing to measure progress against 7% recovery rate.
- Challenges comparing Form 303 and PaintCare data:
 - Transporters provide collection/processing data to locals for Form 303 (gross weight) and to PaintCare (net weight). Data has different lag times.
 - Different conversion factors are used by Clean Harbors, PSC, recyclers, and HHW programs.
 - CalRecycle actively working with stakeholders to improve accuracy of Form 303 data.

Transportation/Processor RFP Process

- PaintCare issued RFP in 2012 for transporter(s) with CA presence and established auditing criteria to evaluate environmental compliance, financial position, and product markets. Also needed subcontractors to manage processing according to waste management hierarchy.
 - Established 2-year contracts with PSC and Clean Harbors, recently extended for additional year (until Oct. 2015)
 - Other processors may be added as deemed necessary by transporters.

Reuse

- Several local governments commented that PaintCare's starting incentive rate of \$0.25 per container is not adequate to account for tracking/reporting requirements and a higher incentive may be warranted.
- PaintCare's reuse form has been modified to make it clear that jurisdictions can propose an alternate reuse incentive (rates are negotiable).
- PaintCare offers separate reuse contract for jurisdictions that do not have collection contract. Some reuse contracts include staffing for facility.
- PaintCare suggested some Habitat for Humanity ReStores prefer selling recycled paint instead of reusable paint.
- Potential opportunity identified to increase reuse by donating paint to non-profit organizations (i.e. community groups, senior centers, schools, churches, etc.).
- One stakeholder commented that if more high quality paint goes to reuse, lower quality paint is left for recyclers, which can decrease recycled paint quality.
- Reuse paint is not exempt from VOC regulations. CalRecycle discussed this issue with South Coast Air Quality Management District (SCAQMD). SCAQMD is concerned that an exemption could create an enforcement loophole, in which residents could use non-compliant products and claim it was from reuse program.

General Discussion

- Consumer desire for thinners and aerosols to be included in the program.
- Most jurisdictions have saved money on disposal, drums, equipment repairs, etc. since contracting with PaintCare.
- Individual jurisdiction collection/disposition data will not be available by PaintCare. Jurisdictions should have similar data from transporters.
- Difficult to measure source reduction or develop goal. Some stakeholders feel more outreach is needed (paint calculation table found useful by consumers, but no longer advertised or used by retailers).
 - PaintCare shared that the paint calculation table is posted on PaintCare's website, but retailers found the table oversimplified & requested outreach suggest consulting with paint store instead. PaintCare TV commercial recommends consulting with paint store expert.
 - PaintCare's slogan is "buy right, use it up, recycle the rest." Intended message to consumers is to purchase an appropriate amount of paint (source reduction), use up leftovers (reuse), and recycle any remaining unwanted leftover paint (recycling).
 - Paint calculation table is posted on PaintCare website.

Closing

- Recommendation re: program compliance will be presented at CalRecycle's January 27 Public Meeting¹ starting at 10 am in Cal/EPA Building, 1001 I Street, Sacramento, CA 85814, Byron Sher Auditorium (2nd floor)

¹ Date and location of Public Meeting changed following Workshop announcement. Correct date/location are listed here.