Minnesota Paint Stewardship Program
Minnesota Paint Stewardship Law

Goals

- Implement an industry financed and operated paint management system
- Decrease cost and responsibility for local and state governments
About PaintCare Inc.

- Non-profit 501(c)(3) organization
- Established in 2009
- Created by the American Coatings Association as the paint industry’s product stewardship organization (PSO)
- Represent all paint manufacturers
- Governed by Board of architectural paint manufacturers
- Operational organization – designs and implements all aspects of paint stewardship programs
Why Paint

- 50% of household hazardous waste is paint
- Studies show that approximately 10% of paint is leftover/unused
- 70 millions gallons leftover annually in the US (1.4 million gallons in Minnesota)
- Local and state government resources are limited, resulting in minimal opportunity to recycle paint (in most states)
Push for Industry Stewardship

2003 – Product Stewardship Institute (PSI) initiates national stakeholder dialogue aimed at finding a solution to postconsumer paint management

Participants include: American Coatings Association; paint manufacturers; Federal EPA, state and local governments; recycler; hazardous waste service providers

2007 – Dialogue leads to drafting of state level, industry-supported legislation – “model bill”

2009 and 2010 – Minnesota introduces paint stewardship bill

2009 – Oregon passes first paint stewardship law
Current Programs – 7 States

Start Dates

2010: Oregon
2012: California
2013: Connecticut
2014: Rhode Island
Vermont
Minnesota
2015: Maine

Need legislation for level-playing field and sustainable financing with anti-trust exemption.

Recycle with PaintCare
Minnesota Implementation
Steps to Implementation

Hire Minnesota Program Manager – September 2013

Paint Manufacturer: Identify and register – in process

HHW Collection Programs: Identify, visit, establish partnership – July 2013

Retailers: Identify, notify, educate, recruit – August 2013

Contractors: Notify contractors, professional painters and other paint consumers about upcoming fees and recycling opportunities – October 2013
Steps to Implementation

PR/Outreach RFP: Solicit outreach/education services, develop communications plan – October 2013

Transport/Recycling RFP: Solicit paint transportation and processing services – October 2013

Convenience Criteria: Develop baseline convenience criteria (GIS modeling) using distance and population density criteria

Establish Performance Goals: Amount of discarded paint that will be collected and recycled and reused during each year of the plan
Steps to Implementation

Develop Budget: Develop budget based on anticipated collection volume (13.5 million gallons sold, 10% leftover = 1.35 million gallon) and other expenses

Establish “PaintCare Recovery Fee” Structure: Ideally can maintain same structure as OR, CA, CT

Financial Audit: Conduct independent audit of fees

Submit Program Plan: Submit plan to the MN Pollution Control Agency by March 1, 2014

Launch Program: On or before July 1, 2014

Recycle with PaintCare
Who Can Use the Program

Latex Program Products
- From residents
- From all businesses

Oil-based Program Products
- From residents
- From VSQG businesses

Recycle with PaintCare
Oregon, California, Connecticut Implementation
Oregon Collection Sites & Volume

Year 1: 469,665 gallons
Year 2: 609,471 gallons
⇒ 30% Increase

Pre-program | July 1, 2010 | June 30, 2011 | June 30, 2012
---|---|---|---
15 | 25 | 93 | 102

Recycle with PaintCare
Population within 15 miles of a collection site:

- June 30, 2010: 64.7%
- June 30, 2011: 93.1%
- June 30, 2012: 94.4%

Recycle with PaintCare
Connecticut Sites and Events

- Convenience criteria resulted in ~ 93 stores
- Recruited 80+ retail and 20+ transfer stations
- 7 one-day paint collection events in July and August
California Large Volume Pick-Up

Minimum of 300 Gallons

- More than 120 pick-ups since launching program in January

Top 10 Users

- 3,120 gallons
- 3,075 gallons
- 2,396 gallons
- 1,949 gallons
- 1,832 gallons
- 1,800 gallons
- 1,719 gallons
- 1,652 gallons
- 1,551 gallons
- 1,540 gallons
PaintCare Recovery Fee

Oregon, California, Connecticut

- Half pint and less: $0.00
- More than half pint to less than 1 gallon: $0.35
- 1 gallon: $0.75
- More than 1 gallon to 5 gallon: $1.60
Oregon: $3.8 M (population: 3.8 M)

California: $25-30 M (population: 38 M)

Connecticut: $3.1 M (population: 3.6 M)

Minnesota: $5.3 M (population: 5.3 M)
Outreach Materials
Retail Outreach

Information for Paint Retailers

A new Connecticut law affecting paint retailers takes effect July 2013. The law requires paint retailers to add a stewardship assessment fee to architectural paint products and make sure they are not selling uncoated bottoms of architectural paint. Retailers may also volunteer to be paint drop-off sites.

PaintCare™ Fact Sheet For Paint Retailers
January 2013

Benefits to Retailers

- Lowering the cost of paint recycling
- Benefits in being responsible for end of life management of the product
- Promote your store as environmentally responsible or “green”
- Increase customer foot traffic and sales
- Help reduce local government’s cost of managing leftover paint
- Do your part to help prevent the improper disposal of paint products

More Information

(855) 539-9859 to Paintcare
www.paintcare.org or mail to paintcare@paintcare.org

PaintCare Inc.
1000 Rhode Island Avenue, N.W.
Washington, D.C. 20005
Recycle with PaintCare

About the PaintCare Program

Funding

The program is funded by a PaintCare Recovery Fee added by manufacturers to the price of all architectural paint sold in California. The law also requires each distributor and retailer to include the fee in the price of architectural paint sold in California. Fees are by container size and follow:

- Half pint or less: $0.00
- More than half pint to less than 1 gallon: $0.35
- 1 gallon: $0.75
- More than 1 gallon to 5 gallons: $1.60

The retail store can choose whether or not to display the fee separately on sales receipts. The fee is not a deposit — you do not receive it back when you drop-off paint for recycling.

- The funding is used to recycle all of your unused paint, whether it is from last month or 20 years ago, and you don’t have to buy paint to use the drop-off sites.

Paint Drop-Off Sites

PaintCare will establish hundreds of drop-off sites across California at paint retail stores, hardware stores, and other locations. When these sites are part of the PaintCare program, they will accept program products at no additional charge from all residents and maintain businesses. To find a site near you, visit paintcare.org or call (855) 724-6809.

Paint Recycling

Paint received at drop-off sites is taken to authorized paint processing facilities where it is properly recycled or disposed.

Recycle with PaintCare
Program Posters

Recycle your paint here.

To learn what products are accepted by the program either ask your sales associate, call (855) 724-6389 or visit www.paintcare.org.

California Paint Stewardship Program

About the PaintCare Program

Effective October 18, 2012 the “PaintCare Recovery Fee” is included in the purchase price of architectural paint sold in California as required by the California Paint Stewardship Law. Fees are based on container size as follows:

<table>
<thead>
<tr>
<th>Container Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
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PROGRAM PRODUCTS

These products have fees and will be accepted at PaintCare participating drop-off sites:

- Latex paints (acrylic, water-based)
- Oil-based paints (alkyd)
- Stains
- Primers, sealers, undercoaters
- Sheeters, lacquers, varnishes, urethanes (single component)
- Deck coatings, floor paints (including alkyd enamel)
- Waterproofing concrete/masonry/wood sealers and repellents (not oil or linseed oil-based)
- Deinking pool paints (single component)
- Metal coatings, rust preventatives
- Fluid and lawn paints

NEW LAW

California law requires paint manufacturers to develop a financially and environmentally sustainable program to manage post-consumer architectural paint. The new program will make paint recycling more convenient by setting up hundreds of drop-off sites throughout the state where consumers can take their remaining paint.

PAINTCARE®

PaintCare® is a non-profit 501(c)(3) organization, established by the Ameri Can Coatings Association to implement state mandated paint stewardship programs on behalf of paint manufacturers in states that adopt a paint stewardship law.

For more information, please ask for the PaintCare brochure or visit www.paintcare.org.

Recycle with PaintCare
Newspaper Ads

We're planning to recycle our leftover paint.

Do you know what to do with leftover paint? Recycling with PaintCare® is simple and convenient. Please join us in protecting the environment by recycling and properly disposing of your leftover paint.

How does it work?
When you buy a gallon of new paint, 75¢ of the purchase price funds the cost of recycling your old leftover paint. (35¢ for quarts; $1.60 for 5-gallon cans.) PaintCare is setting up drop-off sites throughout California where you will be able to bring leftover paint for no additional charge.

To learn more please call (855) 724-6809 or visit paintcare.org.

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Recycle with PaintCare
Radio

- CA 15 sec.
- CA 30 sec.
- Spanish 30 sec.

Recycle with PaintCare
Choosing a paint color isn’t easy.

But recycling our leftover paint is.

www.paintcare.org
(855) PAINT09

Recycle with PaintCare
Online Banner Ads

Do you know what to do with your leftover paint?

Recycle it with PaintCare.

To learn more, visit paintcare.org or call (855) 724-6809.
Site Locator Tool

Paint Drop-Off Locations

California, Oregon and Connecticut: Use this tool to find PaintCare-sponsored drop off sites including retailers, transfer stations and household hazardous waste programs.

Other States: This tool also finds household hazardous waste programs and other places throughout the United States that accept left over paint from the public.

Address: [blank]  
City: San Francisco  
State: California
Zip: 04122  
I Am: [circle] A Resident  
[rectangle] A Business

Search

1. Kelly-Moore Paints  
Distance: 1.52 Mi.

2. Creative Paint  
Distance: 1.53 Mi.

3. Dunn-Edwards Paints  
Distance: 4.41 Mi.

4. Kelly-Moore Paints  
Distance: 4.75 Mi.

5. Sherwin-Williams

Recycle with PaintCare
Mobile App

App Store Icon

Recycle with PaintCare
Staffing

Job posting at

paintcare.org/contact
Contact Information

Marjaneh Zarrehparvar
Executive Director
(202) 719-3683
mzarrehparvar@paint.org