Colorado Paint Stewardship Program

Colorado Paint Stewardship Law

Signed into law June 6, 2014

- Implements an industry operated and financed postconsumer paint management system
- Decreases cost and responsibility for local and state governments
- Make paint recycling more convenient

PaintCare Inc.

- Non-profit 501(c)(3) organization
- Created in 2009 by the American Coatings Association to represent paint manufacturers in states that pass paint stewardship laws
- Governed by Board of architectural paint manufacturers (and retailers)
- Operational organization – designs and implements all aspects of paint stewardship programs

Why Paint Stewardship?

- 10% of paint is leftover/unused
- 65 millions gallons leftover annually in the US (1.2 million gallon in Colorado)
- 50% of products received through municipal household hazardous waste programs are paints
- Local and state government resources are limited, resulting in minimal opportunity to recycle paint for residents and contractors
- Producer-run program provides a better solution

PaintCare States

Start Dates
2010: Oregon
2012: California
2013: Connecticut
2014: Vermont, Rhode Island, Minnesota
2015: Maine, Colorado

Collection System

- Retailers – paint, hardware, home improvement, reuse
- Household hazardous waste facilities and events
- Solid waste transfer station, recycling centers, landfills
- Paint collection events
- Direct pick-up service
**Program Audience**

- Households
- Trade painters, contractors and other businesses (e.g., movie studios)
- Schools and universities
- Government agencies (for their own paint and for abandoned waste / street clean-up)
- Load check programs at transfers stations and landfills

(Some restrictions apply on oil based paint)

**Program Products**

**Accept:**
- Latex paints
- Oil-based paints
- Sealers
- Stains
- Lacquers
- Varnishes

**Don’t accept:**
- Aerosols
- Thinners, solvents
- Caulking compound
- Specialty coatings
- OEM and industrial paints

These products are assessed the PaintCare Recovery Fee and are accepted at drop-off sites.

**Funding Mechanism**

- Manufacturer $0.75 → PaintCare $0.75
- Dealer/Retailer $0.35 → PaintCare $0.35
- Consumer $0.00 → PaintCare $0.00

Fee Structure

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1/2 pint</td>
<td>$0.00</td>
</tr>
<tr>
<td>More than 1/2 pint to less than 1 gallon</td>
<td>$0.35</td>
</tr>
<tr>
<td>1 gallon</td>
<td>$0.75</td>
</tr>
<tr>
<td>More than 1 gallon to 5 gallons</td>
<td>$1.60</td>
</tr>
</tbody>
</table>

**How Funds Are Used**

- Paint transportation and processing
- Site supplies and assistance (paint collection containers, spill kits, canopy, fencing)
- Multilingual outreach
- Staffing
- Insurance, legal fees, consulting services
- State agency fees

**Public Outreach**

- General public
  - Through paint retailers
  - Newspaper, radio, TV, billboard
  - On-line ads, social media
- Contractors
  - Through paint retailers
  - Through trade associations

**Online Banner | Outdoor Billboards**

- Choosing a paint color isn’t easy.
- But recycling our leftover paint is.

[Website: www.paintcare.org] (855)PAINT09
Site Locator | Mobile App

Site Posters

NO DUMPING
STOP! IT’S ILLEGAL to dump or abandon Paint, Oil, or other Hazardous Waste

This area may be under video surveillance. Violators will be prosecuted.

Co-Branded Retail Materials

Municipal Joint Outreach

Programs in Oregon, California and Connecticut

Oregon Program
- Started as pilot, made permanent July 2013
- 140 sites (120 retail)
- 95.5% of residents live within 15 miles of a site
- Collects 1/2 million gallons per year
- Annual cost: $3.8 million
- $7-8 / gallon
- 105 manufacturers
California Program
- Started October 2012
- 650 sites (most are retail), 65 municipal partners
- 300 large volume pick-ups
- More than 97% of population lives within 15 miles of a site
- 2 M gallons collected through June 2013
- 80% of latex made into recycled-content paint
- 150 manufacturers

Connecticut Program
- Started July 2013
- 135 (mostly retail plus 15 transfer stations)
- More than 99% of population lives within 15 mile of a site
- Held 10 one-day collection events in first year
- Collected 250,000 gallons in first year

Colorado Implementation
- Stakeholder meetings to introduce program and gather information and input
- Hire local program manager
- Identify and register paint manufacturer
- Identify and establish partnerships with HHW programs
- Educate and recruit retail sites
- Identify and recruit supplemental sites (transfer stations, recycling centers, landfill)

Steps to Implementation
- Solicit outreach/education services, develop communications plan
- Solicit paint transportation and processing services
- Develop budget based on anticipated collection volume and other expenses
- Establish “PaintCare Recovery Fee” structure
- Submit program plan to the Department of Public Health and Environment on or before Jan 1, 2015
- Launch program on or before July 1, 2015

Contact Information
Marjaneh Zarrehparvar
Executive Director
(202) 719-3683
mzarrehparvar@paint.org
www.paintcare.org