

Connecticut Paint Stewardship Program Evaluation

FINAL REPORT

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Prepared by the Product Stewardship Institute, Inc.

The Product Stewardship Institute, Inc.

The Product Stewardship Institute (PSI) is a national, membership-based nonprofit committed to reducing the health, safety, and environmental impacts of consumer products across their lifecycle with a strong focus on sustainable end-of-life management. Headquartered in Boston, Mass., we take a unique product stewardship approach to solving waste management problems by encouraging product design changes and mediating stakeholder dialogues. With 47 state environmental agency members, hundreds of local government members, and over 110 businesses, academic, non-U.S. government, and organizational partners, we work to design, implement, evaluate, strengthen, and promote both legislative and voluntary product stewardship initiatives across North America.

Acknowledgements

This report was developed by PSI for PaintCare, a non-profit 501(c)(3) organization established to represent paint manufacturers to plan and operate paint stewardship programs in states that pass paint stewardship laws. PSI would like to thank representatives from the following agencies and organizations for their input on this document: PaintCare, Connecticut Department of Energy and Environmental Protection, the Connecticut Product Stewardship Council, Housatonic Resources Recovery Authority. This document would also not have been possible without the retailers, contractors, municipal transfer station operators, and the Household Hazardous managers that took the time to submit surveys.

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Table of Contents

Executive Summary	3
Program Successes.....	3
Program Challenges	4
Based upon PSI’s findings, we recommend:	4
I. Introduction.....	5
II. Overview of Connecticut paint stewardship Program	7
A. Program Financing.....	7
B. Paint Collection Infrastructure	8
C. Program Revenue and Expenses	8
D. Paint Recovery & Disposition	9
III. PSI Survey Design.....	11
Target Audience & Distribution	11
Survey Tool.....	11
Response Rate.....	11
IV. HHW Program Managers	12
Key Findings	12
Details of Survey Responses	12
Connecticut HHW Programs: Comments on the PaintCare Program	13
V. Retailers.....	17
Key Findings	17
Details of Survey Responses	17
Connecticut Retailers: Comments on the PaintCare Program.....	18
VI. Transfer Stations	26
Key Findings	26
Details of Survey Responses	26
Connecticut Transfer Station Managers: Comments on the PaintCare Program.....	27
VII. Painting Contractors.....	30
Key Findings	30
Details of Survey Responses	30
Connecticut Contractors: Comments on the PaintCare Program.....	30

VIII. Large Volume Pick-up Program Clients	34
Key Findings	34
Details of Survey Responses	34
Large Volume Pick-up in Connecticut: Comments on the PaintCare Program.....	35
IX. Program Successes & Challenges	39
Successes	39
Challenges	40
X. Recommendations.....	41
Appendix A: Additional information.....	42
Appendix B: Supplementary Tables.....	47

EXECUTIVE SUMMARY

Connecticut residents purchase more than 7.6 million gallons of architectural paint each year.¹ Studies on paint use have shown that approximately 10% of paint typically goes unused, resulting in about 760,000 gallons of leftover paint per year in Connecticut.

Prior to 2013, leftover architectural paint in Connecticut was managed nearly exclusively by municipal HHW programs creating a financial burden to municipal budgets. That changed after the enactment of the nation's third paint stewardship law in 2011. The law requires architectural paint manufacturers to establish a system and cover the costs for collecting and managing leftover ("post-consumer") paint. Pursuant to the new law, the Connecticut Paint Stewardship Program, managed by the industry-run nonprofit organization, PaintCare, was launched in July 2013.

At the request of PaintCare and the Connecticut Department of Energy and Environmental Protection (CT DEEP), the Product Stewardship Institute (PSI) evaluated the performance of the first two years of the PaintCare program in Connecticut. This report summarizes PSI's findings, based upon surveys conducted with five stakeholder groups – HHW managers, paint retailers and transfer station operators serving as collection points for unused paint, painting contractors, and large volume pickup clients (LVP). These surveys were supplemented with information provided in PaintCare's 2014 and 2015 Annual Reports submitted to the CT DEEP.

Connecticut Paint Stewardship Program Successes

Based on PSI's evaluation, key program successes include the following:

- **PaintCare processed 516,738 gallons of leftover paint over a 2-year period.** More than 80% of latex paint recovered was recycled back into latex paint, for a total of 318,712 gallons of paint recycled.² From 2012 (pre-implementation) to 2015 (Year 2 of the PaintCare program), paint recovery in Connecticut increased by more than 300%.
- **Connecticut's municipal HHW programs saved hundreds of thousands of dollars annually.** The PaintCare program alleviated local government HHW participants of most of the costs of managing post-consumer paint. This equated to cost savings nearing \$600,000 over a two-year period (2014 and 2015) on oil-based paint management.
- **Residents have access to convenient paint drop-off options.** Prior to the implementation of the PaintCare program, residents of Connecticut had been instructed to "dry and dispose" of their unwanted latex paint in the trash. As a result, very little recycling of latex paint took place. Oil-based paint was managed by municipal HHW programs, but there were no year-round sites in the state. By the end of the second year of the PaintCare program, there were 140 year-round paint drop-off locations throughout the state, and 99.9% of residents lived within 15 miles of one of these sites.
- **Stakeholders are happy with the program.** The majority of respondents in each stakeholder group surveyed indicated that they were satisfied or very satisfied with the PaintCare program. Additionally, 100% of HHW managers and 96% of transfer station operators indicated that residents were satisfied or very satisfied with the PaintCare program.

¹ The term "architectural paint" is used here to describe paint that is used in the interior and on the exterior of structures.

² PaintCare managed the remaining quantities of recovered paint through the following methods: reuse (744 gallons), alternate daily land cover (20,149 gallons), fuel (140,247 gallons), and landfill disposition (40,388 gallons).

- **Program works well for retailers, transfer station operators, and customers.** Most retailers (78%) indicated that it was easy or very easy to participate in the PaintCare program as a drop-off sites. 93% of retailers indicated that it was easy or very easy for customers to participate in the program. Most transfer station operators (88%) indicated that it was easy or very easy for their transfer station to participate in the PaintCare program as a paint drop-off sites, and 96% indicated that the PaintCare program was easy or very easy for their residents to use.
- **PaintCare staff is responsive.** Most retailers (92%) and all transfer station operators indicated that the PaintCare staff was always or usually helpful and responsive to questions and concerns.

Program Challenges

Some program challenges noted in PSI's evaluation include:

- **Paint dumped outside of retail drop-off sites.** While most retailers surveyed provided only positive comments on the PaintCare program, three of the retailers surveyed indicated that customers occasionally dump paint outside of their stores during non-business hours. This additional paint created an added burden for these retail drop-off sites. However, this challenge predated the implementation of the PaintCare program. Increased outreach and signage may help minimize the issue.
- **Misinformation about the PaintCare fee.** 45% of retailer respondents indicated that customers sometimes, rarely, or never understood that the fee pays for a recycling program. 27% understand that it is not a state tax. 40% understand that it not a deposit. Two retailers commented that another store had explicitly told customers to return their paint cans for a deposit reimbursement, contributing to customer misinformation.

Based upon PSI's findings, we recommend:

1. **Conduct additional outreach to contractors and residents.** 24% of contractors surveyed indicated that they did not use PaintCare's large volume pickup (LVP) service because they were unaware that it was available. Three HHW managers participating in the PaintCare program indicated that their community would benefit from additional outreach to residents about the program, and two transfer station operators indicated that residents were confused about which products were accepted by the program. Additional efforts to ensure residents and painting contractors are aware of the paint recycling opportunities provided by the PaintCare program may increase program use and contractor satisfaction.
2. **Address customer misperceptions about the PaintCare fee.** 13% of retailers surveyed indicated that customers rarely or never understood that the PaintCare fee is not a deposit. Furthermore, two retailers surveyed commented that another store had told customers that they would receive a reimbursement for returned paint cans. Such misinformation can contribute to dissatisfaction and confusion among both customers and retailers. PaintCare can increase satisfaction of its retail drop-off sites by ensuring that all retailers (including those that do not choose to serve as drop-off sites) are aware of how the fees work.
3. **Work closely with retail drop-off sites and haulers to ensure regular bin pickup service.** Four retailers out of the seventeen that provided program suggestions indicated that they experienced occasional delays with bin pickups. One retailer cited delays of seven to ten days; another indicated that the hauler did not come for over a week after a pickup was requested. PaintCare can increase retailer satisfaction and overall program effectiveness by ensuring that pickups are timely.

I. INTRODUCTION

The U.S. Environmental Protection Agency (EPA) estimates that about 10% of all paint purchased in the country—approximately 64 million gallons³—goes unused each year. That’s enough paint to fill more than 101 Olympic-sized swimming pools. The cost of managing leftover consumer paint is \$8 per liquid gallon, for a potential cost of more than \$500 million nationally.⁴ Leftover paint can be collected for reuse, recycling, alternative beneficial use, and energy recovery. However, doing so requires sustainable funding and a convenient and effective collection and processing infrastructure—something that often eludes state and local governments.

Knowing that such a problem could not be addressed without participation and input from the paint industry, in 2003 PSI brought the issue to the attention of the American Coatings Association (ACA), the primary trade association of paint manufacturers, which—in turn—agreed to take part in a national dialogue of paint stakeholders. To relieve cash-strapped governments of the financial burden of leftover paint management, more than 200 stakeholders, including paint manufacturers, state and local government officials, recyclers, and nonprofit organizations, signed a Memorandum of Understanding in 2007 supporting the establishment of an industry-funded paint stewardship program.⁵

Through this agreement, stakeholders established a sustainable financing system for the management of leftover paint, including a plan for the passage of state legislation to create paint product stewardship programs on a state-by-state basis. ACA created PaintCare, an industry-run non-profit paint stewardship organization, to develop and implement these programs. In July 2009, Oregon passed the nation’s first paint stewardship law. Between September 2010 and March 2015, seven other states and the District of Columbia passed paint stewardship legislation, including Connecticut in 2011 (see Table 1).

Table 1: Paint Stewardship Laws in the U.S.		
State	Law Passed	Program Implemented
Oregon	June 2009	July 2010
California	September 2010	October 2012
Connecticut	June 2011	July 2013
Rhode Island	June 2012	July 2014
Vermont	May 2013	May 2014
Minnesota	May 2013	November 2014
Maine	July 2013	October 2015
Colorado	June 2014	July 2015
Washington, D.C.	March 2015	November 2016

³ "US Architectural Coatings Forecast to 2015." Decision Metrics, October 2012.

⁴ "A Background Report for the National Dialogue on Paint Product Stewardship." The Product Stewardship Institute, March 2004. http://productstewardship.us/associations/6596/files/Background_Report_for_the_National_Dialogue_on_Paint.pdf

⁵ Paint Product Stewardship Initiative Memorandum of Understanding, October 6, 2004. http://productstewardship.us/associations/6596/files/Final_Paint_MOU.doc

In the absence of paint stewardship legislation, leftover paint is either managed as waste (in landfills or waste to energy facilities) or collected in municipal HHW programs at significant expense to taxpayers. Where paint stewardship laws are in place, leftover latex and oil-based paint collected by participating sites is managed by PaintCare from the point of collection through final disposition, including covering associated collections bins, transportation and processing costs. In addition to managing paint collected by municipal HHW programs, PaintCare establishes retail and other paint collection locations throughout the state, increasing convenience for consumers and relieving local governments of much of the financial burden of managing large volumes of paint. To inform residents, businesses, and others of paint collection opportunities, PaintCare conducts extensive public outreach campaigns via television, radio, newspaper, and other media channels, and also provides brochures, posters, and other outreach materials to retailers to provide to their customers and display in their stores.

PSI conducted this study on behalf of PaintCare and CT DEEP to evaluate the performance of the PaintCare program in Connecticut. The results in this report present the effects of the program on municipal HHW managers, paint retailers, transfer station operators, painting contractors, and LVP service clients from program start in July 2013 through the survey period of May 2016. It assesses the program's successes and challenges, and provides recommendations for PaintCare's Connecticut program and other PaintCare jurisdictions.

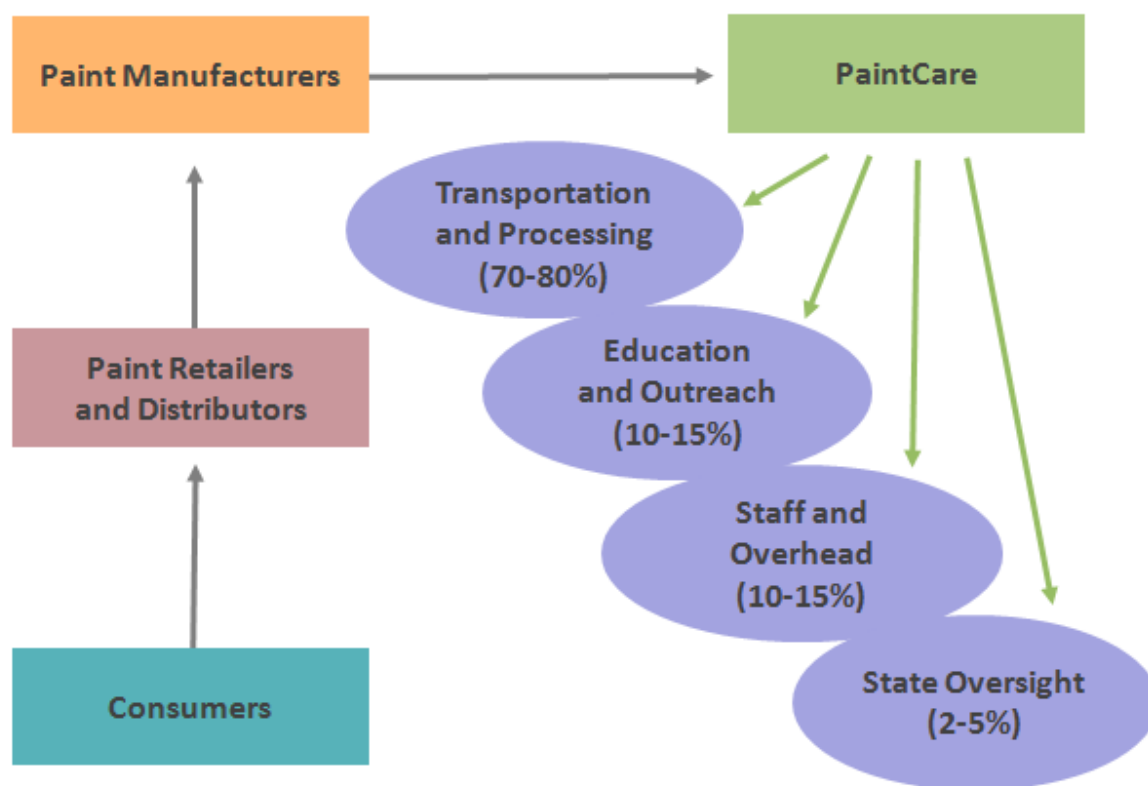
II. OVERVIEW OF CONNECTICUT PAINT STEWARDSHIP PROGRAM

A. Program Financing

The financing of the PaintCare program works as follows: paint manufacturers pay an assessment ("PaintCare fee") to PaintCare on each unit of paint sold in Connecticut, which is used for program implementation (see Table 2). The law requires that the manufacturers pass the fee on to their dealers (distributor and retailer), who must then pass it along to consumers (see Figure 1). The law leaves it up to the discretion of the retailer as to whether or not to show the fee on the consumer's receipt.

Table 2: Connecticut Paint Stewardship Assessment	
Container Size	Fee
Half pint or smaller	No Charge
Larger than half pint to smaller than 1 gallon	\$ 0.35
1 gallon	\$ 0.75
Larger than 1 gallon up to 5 gallons	\$ 1.60

Figure 1: The Flow of Funds through the Paint Stewardship System⁶



⁶ The PaintCare cost breakout is an approximation and may not represent the organization's Connecticut program accurately.

B. Paint Collection Infrastructure

Consumers can return leftover architectural paint to participating collection locations, which may be HHW facilities and events, paint and hardware stores, transfer stations, paint-only collection events, material reuse stores (e.g., Habitat for Humanity), and other appropriate sites. PaintCare contracts with transporters to pick up the unused paint from the collection sites, as well as directly from painting contractors, universities and other commercial or institutional locations sites that have accumulated (or regularly produce) large quantities of leftover paint.

In Connecticut, two vendors provide PaintCare's transportation services: Clean Harbors Environmental Services and MXI Environmental Services. Transporters contract with recyclers and for other end-of-life management. Latex paint processors include GDB International, MXI Environmental Services, Matthew 25 Ministries, Legacy Paint, and New Waste Concepts. Oil-based paint is processed by Clean Harbors Environmental Services, MXI Environmental Services, and GeoCycle.

The implementation of the paint stewardship program in Connecticut dramatically expanded paint collection infrastructure. Prior to the implementation of the law, there were no year-round collection facilities in Connecticut that accepted leftover paint; in 2015, there were 140 permanent drop-off locations collecting paint through the PaintCare program. At the end of the program's second year, in June 2015, 99.9% of residents lived within 15 miles of a permanent drop-off site.⁷

C. Program Revenue and Expenses

The program revenue collected from the paint stewardship assessment is used to cover program expenses. The average cost of managing Connecticut's PaintCare program was \$9.24 per gallon during year one (July 1, 2013 – June 30, 2014), and \$9.77 per gallon during year two (July 1, 2014 – June 30, 2015) (see Table 3). This cost includes paint transportation and processing; outreach and education; staffing; and other program costs.

Table 3. PaintCare Program Revenue and Expenses ⁸		
	Year 1 (July 2013 - June 2014)	Year 2 (July 2014 - June 2015)
Revenue from fees	\$3,533,470	\$3,678,156
Program expenses	\$2,224,911	\$2,695,676
Change in net assets	\$1,308,559	\$984,123
Net assets, end of year	\$812,687 ⁹	\$1,796,810
Average cost per gallon	\$9.24	\$9.77

⁷ Connecticut Paint Stewardship Program Annual Report. PaintCare, October 19, 2015. <http://www.paintcare.org/wp-content/uploads/docs/ct-annual-report-2015.pdf>

⁸ Connecticut Paint Stewardship Program Annual Reports. PaintCare, 2014-2015. <http://www.paintcare.org/paintcare-states/connecticut/#/official-docs>

⁹ Net assets were lower than the change in net assets due to pre-program expenses.

Both reporting periods showed positive net assets. PaintCare maintains reserve funds to allow the program to operate through periods of lower paint sales, and has anticipated increasing volumes and costs as the program continues to grow.

D. Paint Recovery & Disposition

The Connecticut PaintCare program processed 240,798 gallons in year one and 275,940 gallons in year two (see Table 4). In both years, approximately 82% of latex paint collected was reused or recycled into recycled-content paint (see Figures 2 and 3). All oil-based paint was used for fuel blending energy recovery. In 2012 (prior to the PaintCare Program) Connecticut HHW programs and other facilities collected 53,097 gallons of paint; following implementation of the PaintCare program in 2013, paint collections increased by more than 300% (see Table 5).¹⁰

Table 4. PaintCare Paint Disposition (gallons/% of total)¹¹			
	Disposition Method	Year 1 (July 2013 - June 2014)	Year 2 (July 2014 - June 2015)
Latex	Reuse	≈500 / <1%	244 / <1%
	Recycled Paint (% of total)	136,959 (81%)	178,753 (82%)
	Alternative Daily Landfill Cover (% of total) ¹²	6,949 (3%)	13,200 (6%)
	Fuel Blending for Energy Recovery (% of total)	10,206 (6%)	0 (0%)
	Landfill (% of total)	15,263 (9%)	25,125 (12%)
	TOTAL LATEX (gallons)	169,375	217,322
Oil-Based	Fuel Blending for Energy Recovery (% of total)	71,423 (100%)	58,618 (100%)
	TOTAL OIL-BASED (gallons)	71,423	58,618
	TOTAL PAINT (gallons)	240,798	275,940

¹⁰ Financial Impact of Implementing a Paint Stewardship Initiative in Connecticut. CT Dept. of Energy and Environmental Protection, September 2009; PaintCare, 2014; Data collected from HHW event reports to CT DEEP and provided by Connecticut reuse stores.

¹¹ Connecticut Paint Stewardship Program Annual Reports. PaintCare, 2014-2015.

¹² In the Connecticut Architectural Paint Stewardship Program Plan (June 4, 2012) PaintCare defines beneficial use as follows: "Latex paint may go to beneficial use – as permissible by state and local authority – including use in alternative daily cover (ADC), road base, fuel substitute, and landfill biodegradation (an experimental technology)."

Table 5. Paint Collection Quantities: Pre and Post PaintCare Program Implementation				
	Gallons Collected Pre-Program Implementation (2012) ¹³	Gallons Collected Post Program Implementation		TOTAL (FY2013)
		PaintCare Sites (FY2013) ^{14,15}	Non-PaintCare Sites (FY2013) ¹⁶	
Latex Paint	3,237	169,375	0	217,322
Oil-Based Paint	97,128	71,423	8,090	63,733
TOTAL PAINT (% of leftover paint generated)¹⁷	53,097 (17%)	240,798	8,080	248,888 (43%)

Figure 2. PaintCare Year 1 Latex Paint Management¹⁸

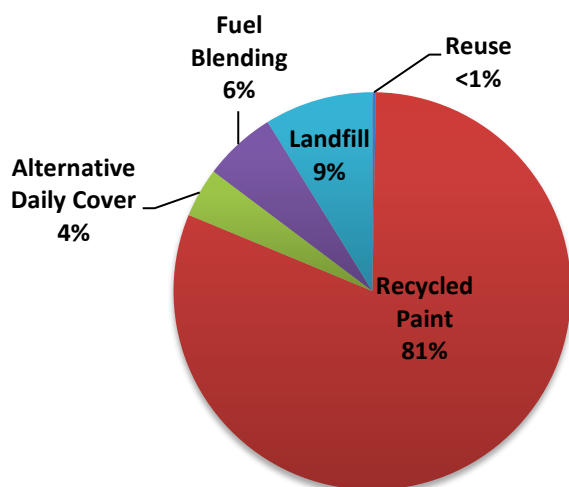
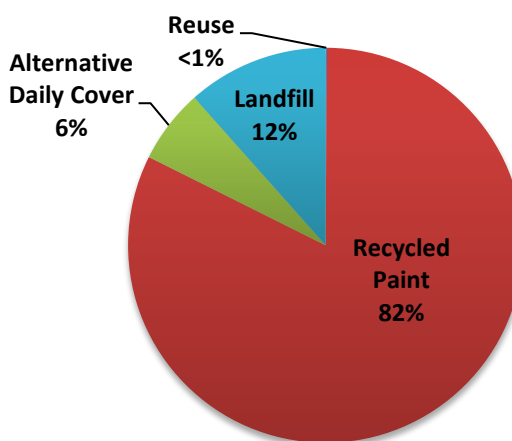


Figure 3. PaintCare Year 2 Latex Paint Management¹⁹



¹³ Financial Impact of Implementing a Paint Stewardship Initiative in Connecticut. CT Dept. of Energy and Environmental Protection, September 2009; Data collected from HHW event reports to CT DEEP and provided by Connecticut reuse stores.

¹⁴ 2013 data is used for this calculation, as data from HHW event reports to CT DEEP was unavailable for 2014.

¹⁵ Connecticut Paint Stewardship Program Annual Report. PaintCare, October 21, 2014.

¹⁶ Financial Impact of Implementing a Paint Stewardship Initiative in Connecticut. CT Dept. of Energy and Environmental Protection, September 2009; Data collected from HHW event reports to CT DEEP and provided by Connecticut reuse stores.

¹⁷ The percentage of leftover paint collected is an estimate based on EPA's assumption that 10 percent of paint purchases are leftover, and therefore available for recycling. The paint returned may include paint generated in prior years.

¹⁸ Connecticut Paint Stewardship Program Annual Report. PaintCare, October 21, 2014.

¹⁹ Connecticut Paint Stewardship Program Annual Report. PaintCare, October 19, 2015.

III. PSI SURVEY DESIGN

Target Audience & Distribution

To further assess the results of the PaintCare program, PSI conducted a survey of five stakeholder groups:

1. Municipal HHW Programs
2. Retail Drop-Off Sites
3. Transfer Stations
4. Painting Contractors
5. Large Volume Pickup Clients

PSI distributed all five surveys online to contact lists provided by PaintCare. After three attempts to contact programs via email, PSI conducted follow up calls to all agencies and organizations that had not responded. Consumers, other than painting contractors and clients of the large volume pickup program, were not surveyed as part of this study.

Survey Tool

Participants completed the survey using the online tool SurveyGizmo or by phone.

Response Rate

PSI collected responses from 19 HHW programs, 93 retail drop-off sites, 26 transfer stations, 16 painting contractors, and 19 large volume pickup clients (see Table 6). The response rates for the surveys are as follows:

Table 6. Survey Response Rates			
	Total Contacted	Total Responses	Response Rate
HHW Programs	29	19	66%
Retail Drop-Off Sites	104	93	89%
Transfer Stations	36	26	72%
Painting Contractors	39	16	41%
Large Volume Pickup Clients	105	19	18%

IV. HHW PROGRAM MANAGER SURVEY

Connecticut's paint management infrastructure includes four seasonal facilities, seven regional municipal HHW programs that operate a series of one-day HHW collection events on behalf of multiple towns, and a few towns that contract individually for HHW events. PSI received survey responses from 19 Connecticut HHW programs, 14 of which were participating in the PaintCare program. Of these 14 respondents, four managed regional HHW facilities and ten jurisdictions that held one or more collection events in a year. Survey results yielded the following key findings on the effects of the PaintCare program on the operations of these 14 HHW programs.

Key Findings

- **Most HHW managers are satisfied with the PaintCare program.** 92% of respondents participating in the PaintCare program indicated that they were satisfied or very satisfied with the PaintCare program.
- **HHW managers believe that residents are satisfied with the PaintCare program.** 100% of respondents participating in the PaintCare program indicated that residents in their communities were satisfied or very satisfied with the program.
- **The PaintCare program provides significant cost savings for HHW programs.** As a result of PaintCare, HHW programs saved approximately \$325,000 in 2014 and \$267,000 in 2015 on oil-based paint management. Local governments experienced additional cost saving related to latex paint management that were not quantified by this survey (see details below).
- **HHW programs were more likely to experience an increase in program participation than a decrease.** 54% of respondents participating in the PaintCare program indicated that participation (i.e., number of residents dropping off HHW) increased as a result of the program. 23% indicated that participation decreased, and 23% indicated that there was no change.
- **HHW programs were more likely to experience an increase in the volume of latex and oil-based paint collected per year than a decrease.** 62% of respondents participating in the PaintCare program indicated that the volume of oil-based paint collected increased, while 38% reported that volumes stayed the same. Another 85% of respondents indicated that the volume of latex paint collected increased, while 15% reported "Not applicable" since their sites had not collected latex prior to the PaintCare program's implementation.
- **Several HHW programs would like to see additional outreach to residents in their jurisdictions.** Three respondents independently commented that the program could be improved through additional outreach to residents and real estate agents in their communities.

Details of Survey Responses

Program Satisfaction

A significant majority (92%) of municipal HHW managers participating in the PaintCare program were satisfied or very satisfied with the PaintCare program. 8% indicated that they were neutral (see Figure 3). All respondents indicated that residents in their communities were satisfied or very satisfied with the program (see Figure 4).

Respondents indicated that benefits of participating in the PaintCare program include greater convenience for residents, cost savings, and increased paint recycling. When asked to suggest changes to improve the program overall, respondents indicated that they would like to see increased outreach to residents and real estate agents.²⁰

²⁰ See Appendix A for full list of open-ended responses.

Figure 3. Program Satisfaction: HHW Programs
How satisfied are you with the PaintCare program overall? (N=13)

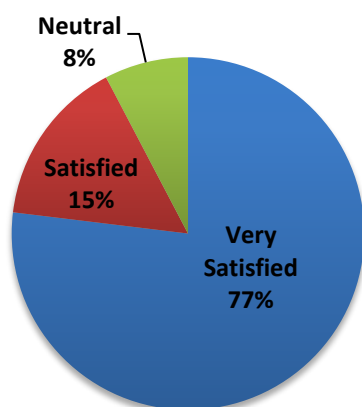
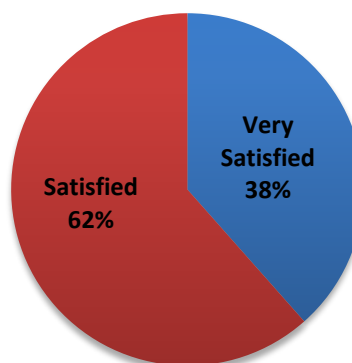


Figure 4. Program Satisfaction: Residents
How satisfied are residents in your community with the PaintCare program overall? (N=13)



Connecticut HHW Programs: Comments on the PaintCare Program

"The overall opportunity for the residents to properly dispose of all of their paint, at any time during the year is a great benefit. In addition, the cost avoidance for paint disposal/recycling fee is a benefit to our operating budget."

"The residents love having a place to dispose of latex without drying-out the paint. The towns are saving on not having to pay for oil based paints at HHW collections."

"I think more [residents] would be happy with [PaintCare] but they just don't know about the program yet."

"Great program that should be a model for producer responsibility of other products."

Program Costs

39% of participating municipal HHW managers indicated that their program costs decreased on account of the PaintCare program. However, these cost savings do not capture the additional value of latex paint recycling services since prior to the implementation of the PaintCare program most municipalities did *not* provide a latex paint service (see Table 7).²¹ Cost savings were therefore revisited outside the scope of the original survey with an alternative methodology originally developed for a CT DEEP evaluation. This second evaluation found that as a result of the PaintCare program, municipal HHW programs saved nearly \$600,000 over a two-year period (FY2014 and FY2015) on oil-based paint management. The CT DEEP evaluation found total municipal cost savings of \$623,000 per year on latex and oil-based paint management, and financial benefits to municipalities, in the form of responsible paint management and outreach and education efforts, of greater than \$2.3 million.

²¹ Fiscal years describes July through June activities.

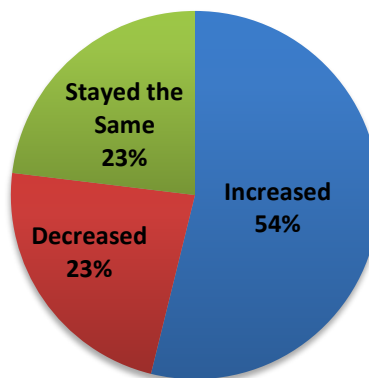
Table 7. HHW Program Paint Management Costs ²²		
	Pre-PaintCare Cost Average (2008-2012) Oil-Based Paint	PaintCare Costs (FY 2013) ²³ Latex & Oil-Based Paint
Seasonal HHW Facilities	\$145,326	\$19,576
HHW Events	\$465,677	\$15,179
Total Cost to HHW Programs for Managing Paint	\$611,003	\$34,755

Program Participation

The slight majority (54%) of municipal HHW managers participating in the PaintCare program indicated that participation in their HHW program increased as a result of the PaintCare program, while 23% stated that participation decreased and 23% indicated that there was no change (see Figure 5). These results convey that even as retail drop-off sites provide additional outlets for leftover paint in many communities, municipal HHW programs were slightly more likely to experience an increase in the number of people using their programs following PaintCare program implementation than a decrease.

Figure 5. Changes to HHW Program Participation

How has the program affected your HHW program participation? (N=13)



²² Based on average pre-program costs to HHW programs of \$4.5525 per gallon of oil-based paint. This figure is calculated from paint management costs outlined in Financial Impact of Implementing a Paint Stewardship Initiative in Connecticut. CT Dept. of Energy and Environmental Protection, September 2009. The calculation used a 3:1 weight of collection events to permanent collection sites, reflective of the average percent of paint managed by each program type.

²³ 2013 data is used for this calculation, as data from HHW event reports to CT DEEP was unavailable for 2014. Data collected for 2008-2012 reflects a calendar year. PaintCare began operation on July 1, 2013 and operates on a July 1 - June 30 fiscal year. Post-2012 figures reflect PaintCare program-reported data.

Quantity of Paint Collected

The majority (85%) of HHW managers participating in the PaintCare program indicated that the amount of latex paint their program collected increased following implementation of the PaintCare program; 15% did not collect latex paint; 62% indicated that the amount of oil-based paint their program collected increased (see Figures 6 and 7). None of the respondents indicated that the volume of oil-based or latex paint collected decreased following implementation of the PaintCare program.

Figure 6. Change in Quantity of Latex Paint Collected by HHW Programs

How has the PaintCare program affected the volume of latex paint collected by your HHW program? (N=13)

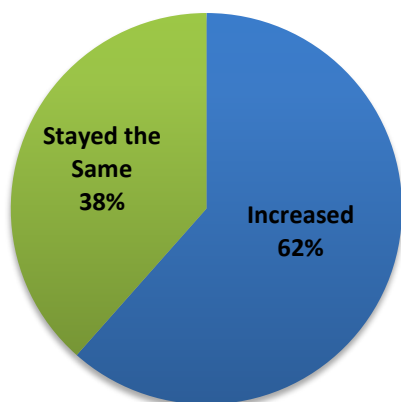
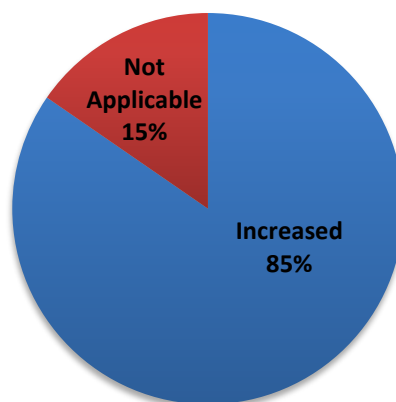


Figure 7. Change in Quantity of Oil-Based Paint Collected by HHW Programs

How has the PaintCare program affected the volume of oil-based paint collected by your HHW program? (N=13)

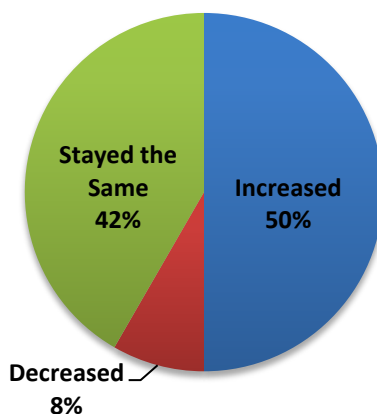


Quantity of Non-Paint HHW Collected

50% of HHW managers participating in the PaintCare program indicated that the volume of non-paint HHW collected increased as a result of the PaintCare program. 42% indicated that non-paint HHW volumes remained the same and 8% indicated that they decreased (see Figure 8).

Figure 8. Change in Quantity of Non-Paint HHW Collected by HHW Programs

How has the PaintCare program affected the volume of non-paint HHW collected by your HHW program? (N=12)



Contracting Costs

In addition to overhead costs related to managing an HHW program and collecting paint, legal expenses incurred for contracting with PaintCare presented an additional cost to 3 respondents during program implementation. Two respondents indicated that actual legal expenses were about what they expected, while one indicated that actual legal expenses were less than what they expected.

Reasons for Not Contracting with PaintCare

Five of the HHW program survey respondents were not participating in the PaintCare program (i.e., not contracting with PaintCare) at the time of the survey. Of these programs, 1 was engaged in contract negotiations. Among the other 4 programs, 2 elected not to participate because they had preexisting programs (one vendor did not collect paint and the second vendor was hesitant about increasing their labor costs since they only collect oil-based, not latex paint), one indicated that the program was “cost prohibitive,” and the fourth indicated that they would prefer for residents to bring leftover paint to permanent drop-off sites (e.g., retail stores) participating in the PaintCare program.

V. RETAILER SURVEY

PSI collected survey responses from 93 retail drop-off sites. The results of this survey yielded the following key findings on the effects of PaintCare program on retail stores.

Key Findings

- **Most retailers that are drop-off sites in the PaintCare program are satisfied.** 80% of retail respondents indicated that they were satisfied or very satisfied with the PaintCare program. 80% indicated that they would recommend that paint retailers in other states volunteer to be PaintCare drop-off sites. 92% indicated that the PaintCare staff was always or usually helpful and responsive to their questions and concerns.
- **Most retailers find it easy to be a paint drop-off site.** 78% of respondents indicated that it was easy or very easy for their store to collect leftover paint for PaintCare. 93% indicated that it was easy for very easy for customers to use the program.
- **Collecting leftover paint may increase customer foot traffic or loyalty.** 55% of respondents indicated that foot traffic increased due to participation in the PaintCare program, and 30% indicated that customer loyalty increased.
- **Most retailers provide information about PaintCare to their customers.** 91% of respondents offer print information (provided by PaintCare) about the program to their customers. 88% indicated that the educational materials provided by PaintCare are helpful.
- **More than half of retailers believe that their customers understand the purpose of the PaintCare fee, and recognize that it is neither a tax nor a deposit.** 54% of respondents indicated that customers understood the fee pays for a recycling program, and 52% indicated that customers understood it is not a tax.

Details of Survey Responses

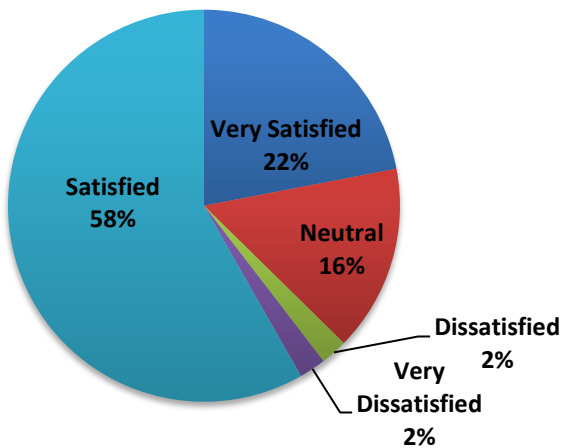
Program Satisfaction

The majority (80%) of drop-off site retailers indicated that they were satisfied or very satisfied with the PaintCare program (see Figure 9). The rate of satisfaction was highest among retailers from hardware stores and lumber yards; 94% of respondents from hardware stores and 100% of respondents from lumber yards indicated that they were satisfied or very satisfied with the program; as compared with 77% of respondents from paint manufacturer stores (e.g., PPG Paints and Sherwin-Williams) and 60% of respondents from independent paint stores (see Appendix B). Most respondents (80%) indicated that they would recommend that paint retailers in other states volunteer to be PaintCare drop-off sites (see Figure 10).

Respondents that were satisfied or very satisfied with the PaintCare program highlighted that the program is easy for retail staff (10), appreciated by customers (6), good for the environment (6), and beneficial to their businesses (6). Four respondents indicated that they were dissatisfied or very dissatisfied with the program and expressed that the program creates an additional hassle for employees and does not generate as much business as expected. When asked to provide additional feedback on the PaintCare program, respondents recommended the following: respond more quickly to pickup requests (4), include additional products within the program (3), require all retailers to participate as drop-off sites (3), increases outreach (2), discourage dumping outside of stores (2), inform the public about drop-off limits (2), and increase the number of drop-off sites overall (1).

Figure 9. PaintCare Program Satisfaction: Retail Drop-Off Sites

How satisfied are you with the PaintCare program overall? (N=91)



Connecticut Retailers: Comments on the PaintCare Program

"It's very user friendly. The customers are happy for the most part and it feels like a positive impact on the environment. It's hard to give up storage space- but well worth it." – Hardware Store

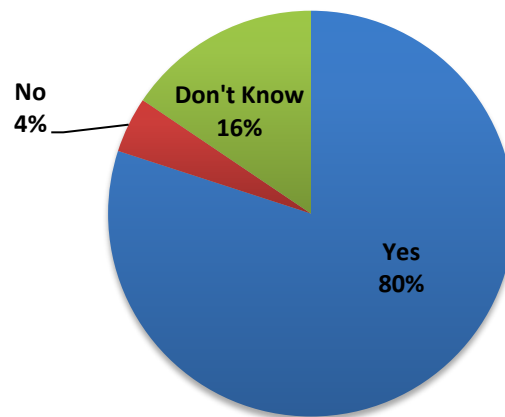
"The PaintCare staff is great and dropping off leads to foot traffic" – Paint Manufacturer Store

"This is something that should have been enforced nationwide long ago." – Independent Paint Store

"The program is very easy to run and solves a common problem that my customers have (getting rid of old paint)." – Hardware Store

Figure 10. Recommendations for Other Retailers

Would you recommend that retailers in other states volunteer to be PaintCare drop-off sites? (N=90)



Reasons for Participation

Respondents most frequently cited the following reasons for participating in the PaintCare program as a paint drop-off site: decision made at a corporate level (32%), to provide an additional customer service (24%), to attract business (21%), and for environmental reasons (18%). Nearly a third of the drop-off site retailers indicated their store sites participation as a corporate decision.

Ease of Participation

Most respondents (78%) indicated that it was easy or very easy for their stores to participate in the PaintCare program as a paint drop-off sites (see Figure 11). Most respondents (93%) indicated that the PaintCare program was easy or very easy for their customers to use (see Figure 12).

Figure 11. Ease of Paint Drop-Off for Retailers

How easy or difficult is it for your store employees to participate in the program? (N=91)

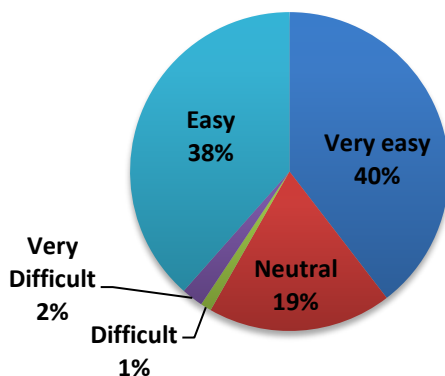
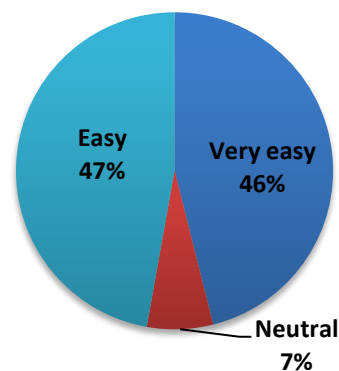


Figure 12. Ease of Paint Drop-Off for Customers

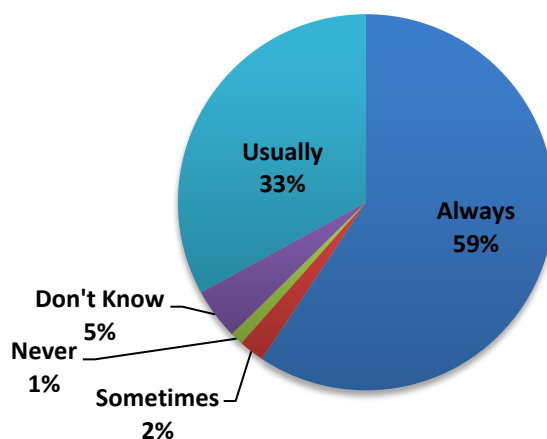
How easy or difficult is it for customers to use the drop-off program? (N=89)



Most respondents (92%) indicated that the PaintCare staff was always or usually helpful and responsive to their questions and concerns (see Figure 13).

Figure 13. PaintCare Staff

Has the PaintCare staff been helpful and responsive to your questions or concerns? (N=91)



Benefits to Retailers

Becoming a paint drop-off site offers a number of potential benefits to retailers, including increased foot traffic and customer loyalty, and an enhanced public image. More than half of the drop-off site retailers surveyed (55%) experienced an increase in foot traffic as a result of being a drop-off site (see Figure 14). Upwards of 35% of respondents indicated that at least 10% of customers returning paint made purchases during the visit (see Figure 15). In addition, 30% of retailers reported an increase in customer loyalty as a result of the PaintCare program (see Figure 16). Respondents from lumber yards were most likely to indicate that customer loyalty had increased (72%), as compared with independent paint stores (35%), hardware stores (26%), and manufacturer stores (22%) (see Appendix B).

Figure 14. Foot Traffic

To what extent has foot traffic in your store increased as a result of being a paint drop-off site? (N=93)

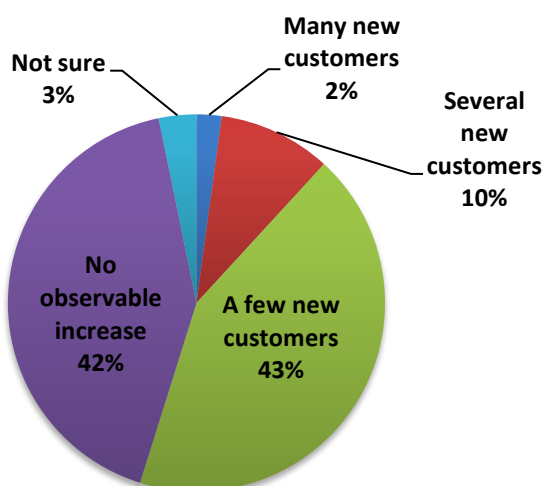


Figure 15. Customer Purchasing Patterns

Approximately what percentage of customers who drop off leftover paint make purchases in your store during the same visit? (N=92)

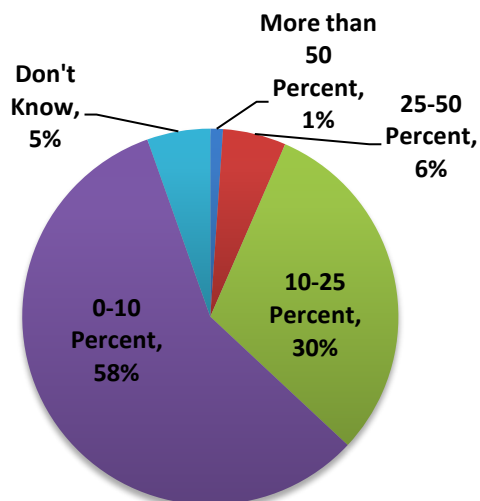
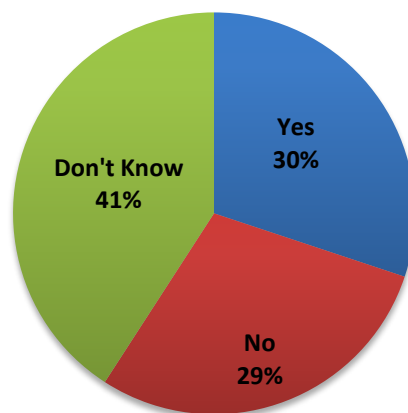


Figure 16. Customer Loyalty

Has collecting leftover paint for PaintCare improved customer loyalty? (N=93)

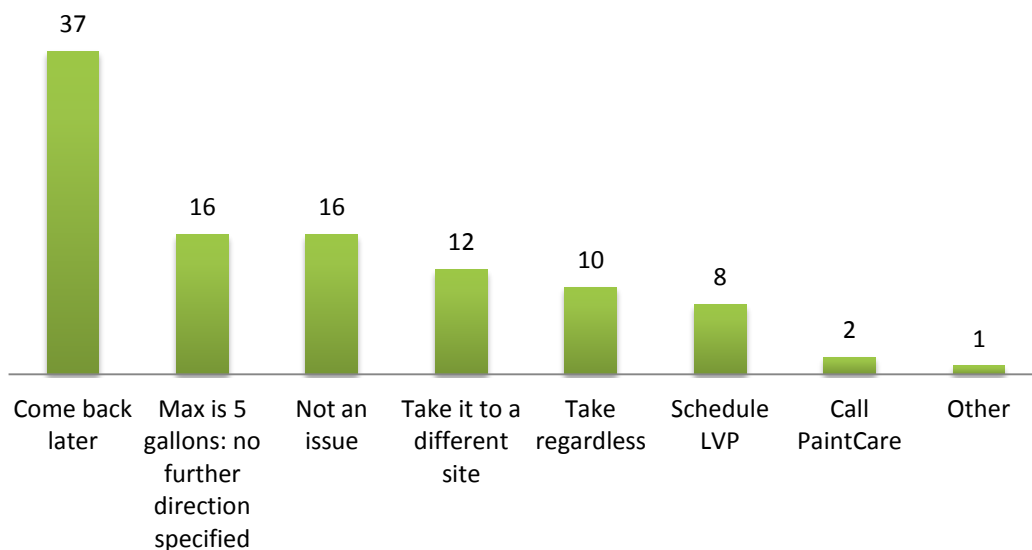


Drop-Off Site Promotion and Excess Paint

Retail stores may reach capacity for leftover paint before transporters arrive to pick up the collected paint.²⁴ A majority of respondents (37) indicated that, if this situation arises, they direct customers to come back to the store at a later time. Others (12) instructed them to take it to another drop-off site and many respondents (16) indicated that this had never been a problem for their stores (see Figure 17).

Figure 17. Excess Paint

If someone has more paint than you can handle, what do you tell them? (Open response – categorized by key words; may apply to more than one) (N=88)

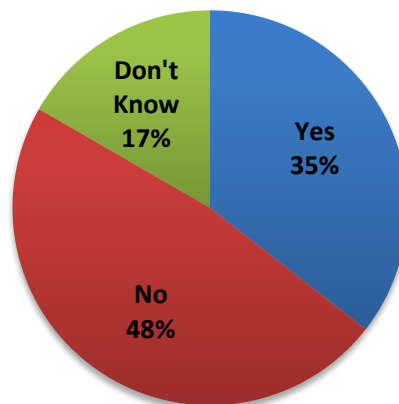


36% of retailers indicated that they would like PaintCare to more widely promote their site as a drop-off location, while 48% indicated that PaintCare already did enough to promote their store (see Figure 18).

²⁴ Three retailers discussed challenges with customers leaving excess paint outside of their stores in the “General Comments” section of the survey.

Figure 18. Retail Drop-Off Site Promotion

Would you like PaintCare to do more to promote your retail store as a drop-off site? (N=90)



Customer Education

88% of respondents provided print educational materials to customers about the PaintCare program (see Figure 19). Most respondents (91%) indicated that PaintCare's printed materials are helpful (see Figure 20).

Figure 19. Customer Education

Do you provide information about PaintCare to your customers? (N=93)

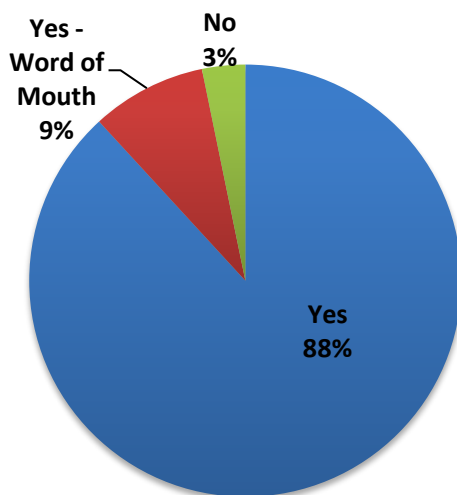
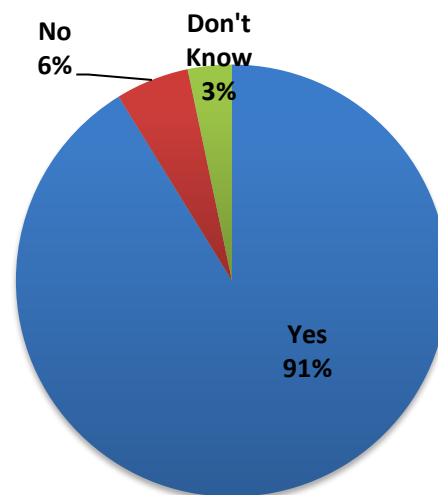


Figure 20. PaintCare Outreach Materials

Are PaintCare printed materials helpful? (N=91)

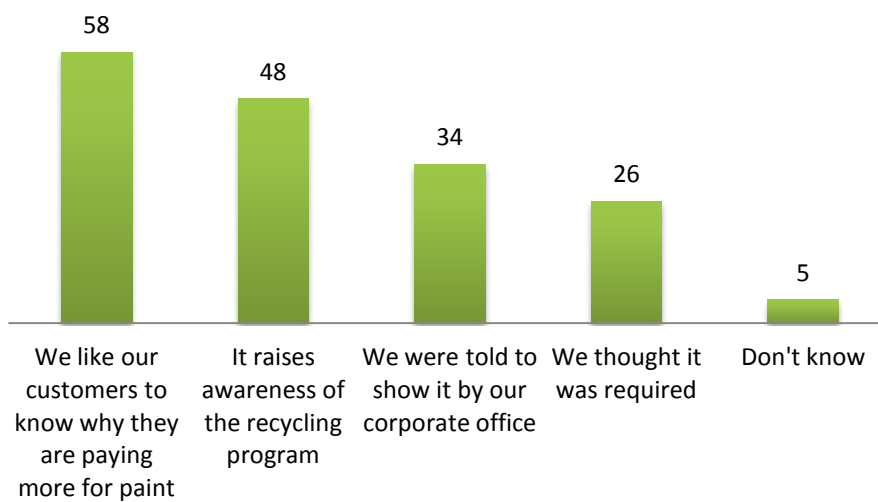


Customer Response

Retailers were asked to gauge the response of their customers to the PaintCare program, including the "PaintCare fee" added to the purchase price of paint. 91% of retailers disclosed the fee on customers' receipts. Retailers most frequently indicated that they disclosed the fee on receipts to explain to customers why they were paying more for paint (69%) or to raise awareness of the recycling program (57%) (see Figure 21). It should be noted that some responded that they "thought it was required to show the fees" which represents a misunderstanding by these retailers as neither the law nor the program requires the fee to be visible on the receipt.

Figure 21. Reasons for Disclosing Paint Stewardship Fee to Customers

Why do you show the PaintCare fee on invoices/receipts? (Select all that apply) (N=84)



45% of respondents indicated that customers sometimes seemed upset about the PaintCare fee; 43% indicated that customers were rarely or never upset about the fee, and 12% indicated that customers were always or usually upset about the fee (see Figure 22). 44% of respondents indicated that customers asked about the fee only on an infrequent basis, while 36% indicated that customers frequently comment or have questions about the fee (see Figure 23). Most respondents (68%) indicated that they had seen a decrease in customer comments about the fee since the start of the PaintCare program (see Figure 24).

Figure 22. Customer Response to PaintCare Fee

Do customers seem upset about the fee? (N=93)

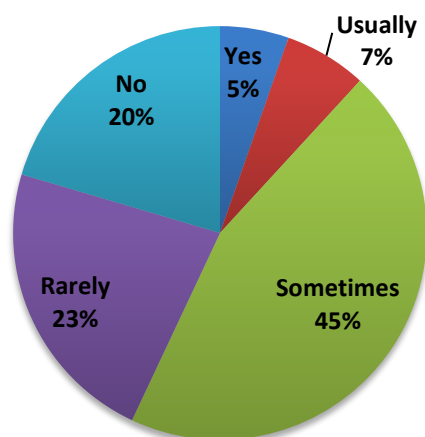


Figure 23. Questions About the PaintCare Fee
How often do customers comment or have questions about the fee? (N=93)

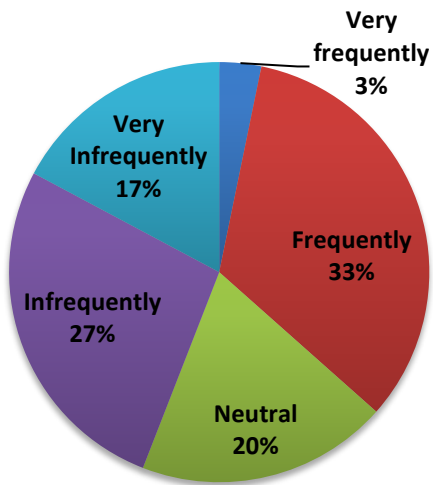
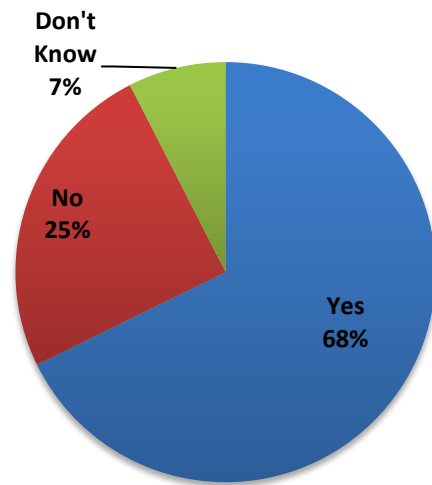


Figure 24. Customer Response to PaintCare Fee
Have you seen a decrease in customer comments about the fee over time? (N=93)



Most retailers indicated that customers understood that the fee pays for a recycling program (54%) and that it is not a deposit (68%) or a state tax (52%) (see Figures 25 through 27).

Figure 25. Customer Understanding of Fee
Do customers understand that the fee pays for a recycling program? (N=93)

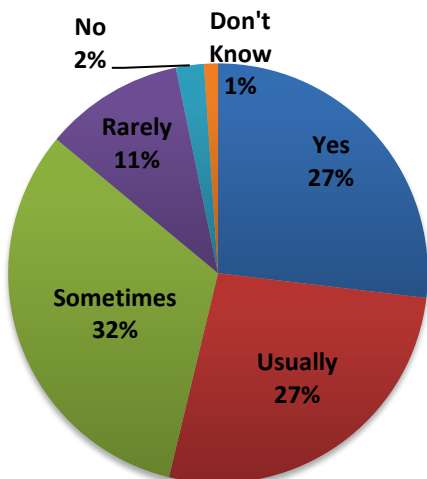


Figure 26. Customer Understanding of Fee
Do customers understand that the fee is not a deposit (they won't get money back for bringing in paint)? (N=93)

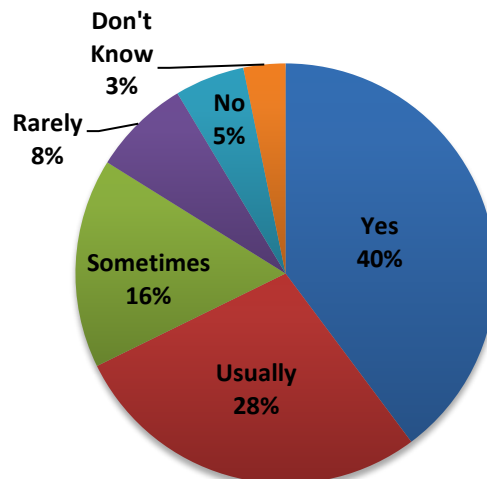
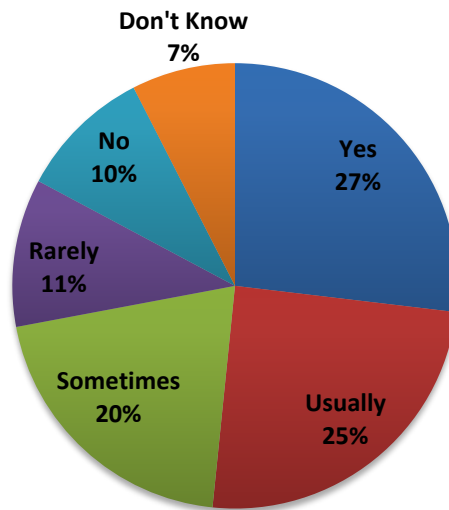


Figure 27. Customer Understanding of Fee

Do customers understand that the fee is not a state tax? (N=93)



VI. TRANSFER STATION SURVEY

PSI collected survey responses from managers of 26 transfer stations that are contracted with PaintCare as drop-off sites. The results of this survey yielded the following key findings on the affects of the PaintCare program on transfer stations.

Key Findings

- **Transfer stations that serve as PaintCare program drop-off sites are satisfied.** 100% of transfer station respondents indicated that they were satisfied or very satisfied with the PaintCare program. 96% indicated that they would recommend that transfer stations in other states volunteer to be PaintCare drop-off sites.
- **Most transfer stations find it easy to serve as a paint drop-off site.** 88% of respondents indicated that it was easy or very easy for their staff to participate in the PaintCare program. 96% indicated that it was easy or very easy for residents to use the program.
- **Many transfer stations participate in the program in order to provide a service to residents.** 44% of respondents indicated that they participate in the PaintCare program to provide a service to residents. 36% participate because of the program's environmental benefits.
- **Several transfer stations experienced an increase in resident use due to serving as a drop-off site.** 36% of respondents indicated that transfer station use increased as a result of serving as a PaintCare drop-off site. The remaining 64% indicated that transfer station use did not change.

Details of Survey Responses

Program Satisfaction

All transfer station managers surveyed indicated that they were satisfied or very satisfied with the PaintCare program; 72% of respondents indicated that they were very satisfied, while 28% indicated that they were satisfied (see Figure 28). The majority of respondents (96%) indicated that residents in the community were satisfied or very satisfied with the PaintCare program (see Figure 29). All but one respondent (96%) indicated that they would recommend that transfer stations in other states volunteer to be PaintCare drop-off sites.

Figure 28. Program Satisfaction: Transfer Stations
How satisfied are you with the PaintCare program overall? (N=25)

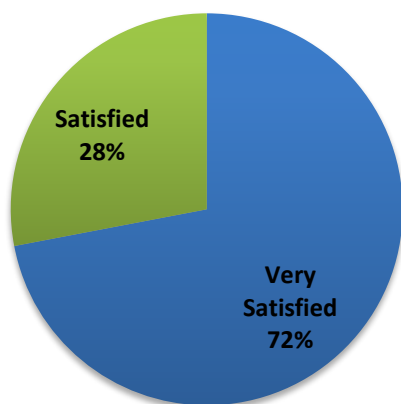
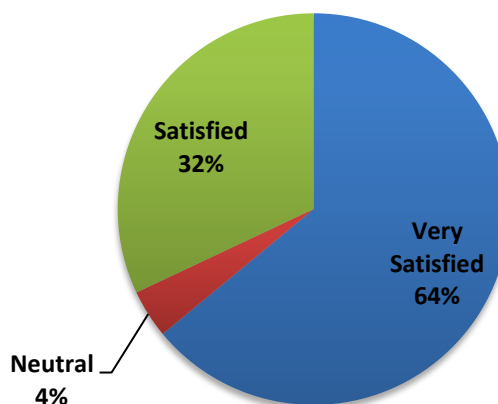


Figure 29. Program Satisfaction: Residents
How satisfied are residents in your community with the PaintCare program overall? (N=25)



In open-ended sections of the survey, respondents highlighted that the PaintCare program is appreciated by residents (11), runs smoothly (9), is responsive to their needs (5), and is good for the environment (4). Two respondents indicated that residents had expressed some confusion about which products were accepted by the program. When asked to provide additional feedback, respondents recommended the following: include additional products, provide a generic material safety data sheet for each type of paint handled, and further promote transfer stations as program participants.

Connecticut Transfer Station Managers: Comments on the PaintCare Program

“Our PaintCare representative is very responsive and answers very quickly. She visits, talking with the facility onsite attendant about issues and ways to improve. The best stewardship program we’ve got.”

“The residents really enjoy the program because it gives them a place to bring the paint. Paint is picked up with no issues; the drivers are excellent. I have nothing negative to say about program.”

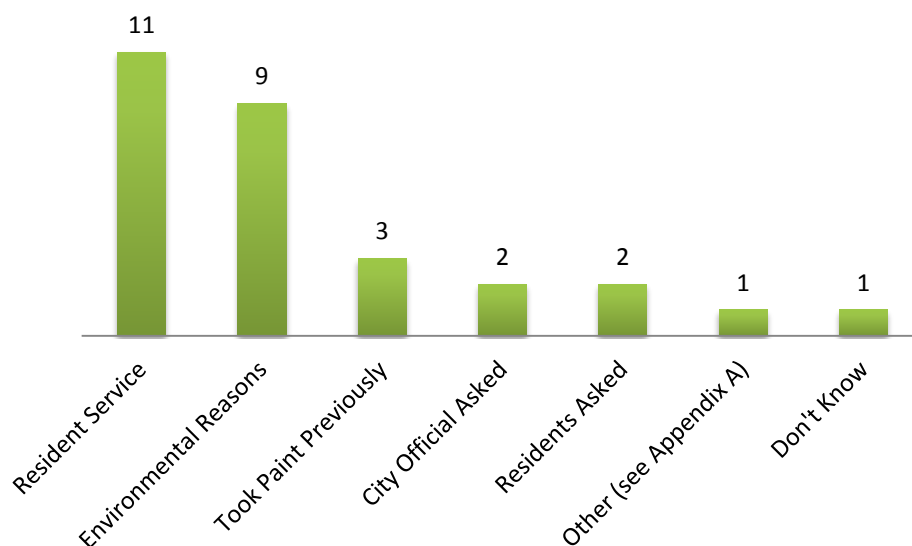
“This is such a wonderful program to have in the community that allows paint to be recycled in a responsible manner. Our residents love it and we have had nothing but positive feedback.”

Reasons for Participation

Respondents most frequently cited the following reasons for participating in the PaintCare program as a paint drop-off site: to provide a service to residents (44%), for environmental reasons (36%), and because they previously accepted paint (12%) (see Figure 30).

Figure 30. Reasons for Becoming a Drop-Off Location

Why did your transfer station decide to become a PaintCare drop-off location? (Open response – categorized by key words; may apply to more than one) (N=29)



Ease of Participation

Most respondents (88%) indicated that it was easy or very easy for their transfer station to participate in the PaintCare program as a paint drop-off site (see Figure 31). Most respondents (96%) indicated that the PaintCare program was easy or very easy for their residents to use (see Figure 32).

Figure 31. Ease of Paint Drop-Off for Transfer Stations
How easy or difficult is it for your staff to participate in the program? (N=25)

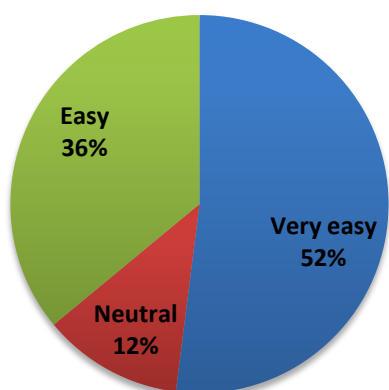
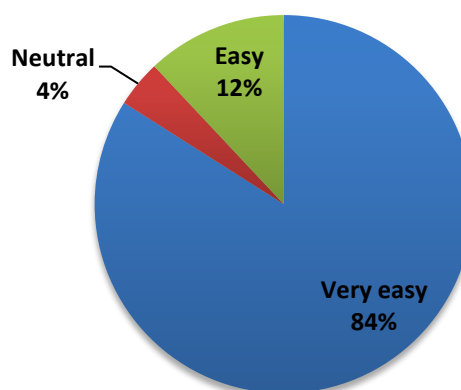


Figure 32. Ease of Paint Drop-Off for Residents
How easy or difficult is it for residents to use the drop-off program? (N=25)

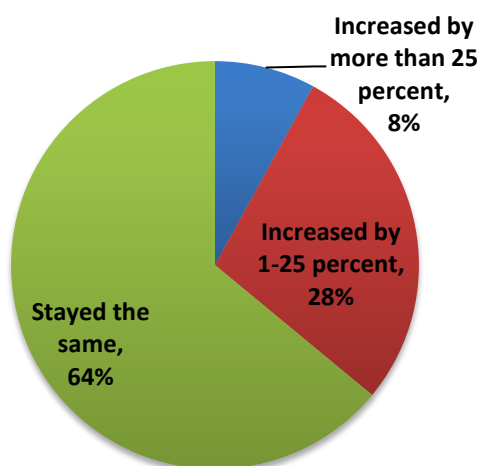


Most respondents (80%) indicated that the PaintCare staff was *always* helpful and responsive to their questions and concerns; the remaining 20% indicated that PaintCare staff was *usually* helpful and responsive to concerns.

Transfer Station Use

Most respondents (64%) indicated that the number of households using the transfer station did not change as a result of the PaintCare program, while 36% indicated that transfer station use increased (see Figure 33).

Figure 33. Transfer Station Use
Since participating in the PaintCare program, has the total number of households using your facility increased, decreased, or stayed the same? (N=25)

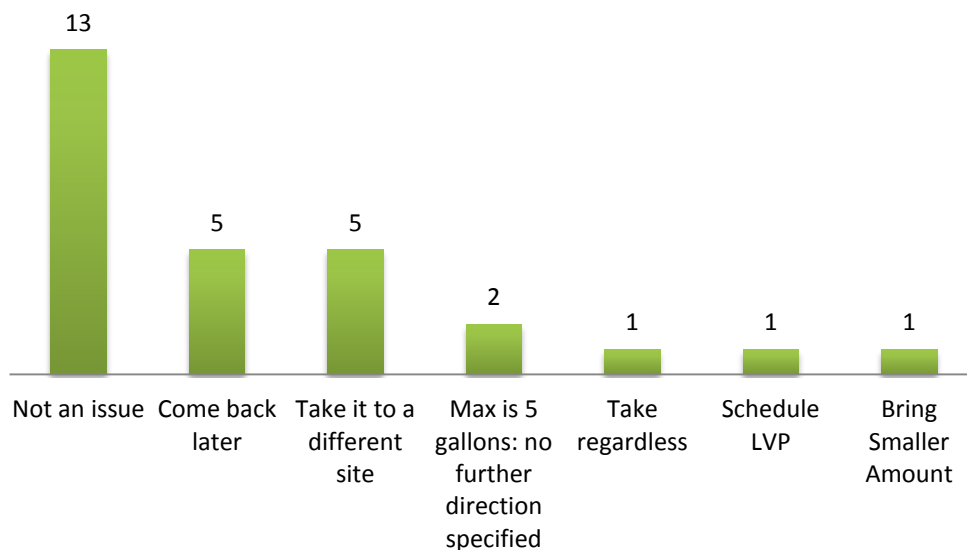


Excess Paint

Transfer stations occasionally reach capacity for leftover paint before transporters arrive to pick up the collected paint. Thirteen respondents indicated that this had never been an issue for their transfer station. Other respondents indicated that, if this rare situation arises, they direct customers with excess paint to come back to the transfer station at a later time (5) or take it to another drop-off site (5) (see Figure 34).

Figure 34. Excess Paint

If someone has more paint than you can handle, what do you tell them? (Open response – categorized by key words; may apply to more than one) (N=28)



VII. PAINTING CONTRACTOR SURVEY

PSI collected survey responses from 16 painting contractors in Connecticut. The results of this survey yielded the following key findings on the effects of PaintCare program on painting contractors.

Key Findings

- **More than half of the contractors surveyed were satisfied with the PaintCare program.** 56% of respondents indicated that they were satisfied or very satisfied with the PaintCare program.
- **Most contractors surveyed had used the PaintCare program to recycle paint.** 81% of respondents indicated that they had used the PaintCare program to recycle excess paint. Of these respondents that had used the PaintCare program, a majority (85%) had used the program solely to drop-off excess paint, as opposed to also using both the drop-off and LVP service.
- **Half of the contractors surveyed found the fees to be fair.** 50% of respondents indicated that fees were fair or very fair, while 19% indicated that they thought the fees were unfair or very unfair. 53% of respondents indicated that they pay more in fees than they paid for paint disposal prior to implementation of the PaintCare program, while 27% indicated that they pay less in fees than they previously paid for paint disposal.

Details of Survey Responses

Program Satisfaction

The slight majority (56%) of contractors surveyed indicated that they were satisfied or very satisfied with the PaintCare program. The rate of satisfaction was highest among contractors that had used the PaintCare program to recycle excess paint; 69% of respondents that had used the PaintCare program indicated that they were satisfied with the program, and none were dissatisfied. Among the 3 respondents that had not used the program, 2 indicated that they were neutral, and 1 was dissatisfied.²⁵

Connecticut Contractors: Comments on the PaintCare Program

"I'm glad that the contractors were asked our opinion prior to implementation."

"It is the responsible thing to do for future generations."

"As a commercial painting company we don't [use] and shouldn't have to [pay] the PaintCare fee."

"It's a great program [and] should be in every state in the United States."

Excess Paint

The majority (81%) of contractors surveyed indicated that they typically ended up with extra, unneeded paint (see Figure 35). Half of the respondents (12) typically leave excess paint with their client while 8 brought it back to their facilities for storage (see Figure 36).

²⁵ See Appendix A for open-ended responses.

Figure 35. Excess Paint

How many of gallons of extra, unneeded, paint do you end up with in a typical month? (N=16)

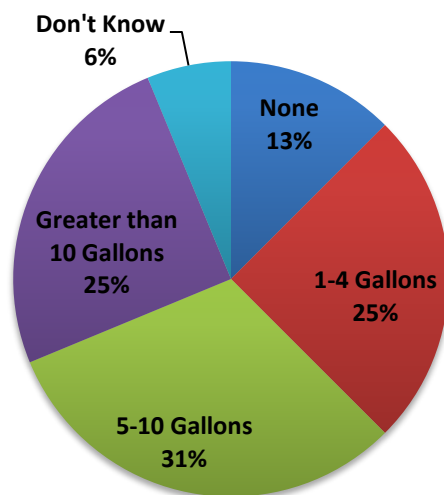


Figure 36. Management of Excess Paint

When you finish a job and have extra paint, what do you do with it? (Open response – categorized by key words; may apply to more than one) (N=16)

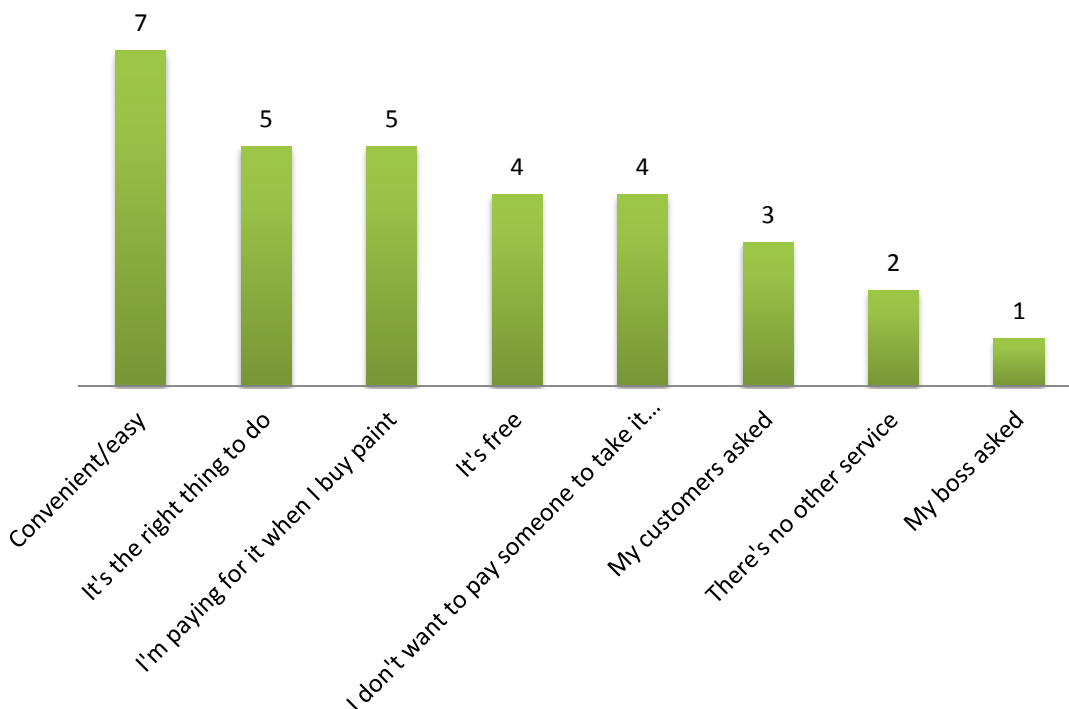


Use of the PaintCare Program

81% of contractors surveyed indicated that they had used the PaintCare program to recycle excess paint. Of these respondents that had used the PaintCare program, 11 had used the program solely to drop-off excess paint, while 1 respondent had used the LVP service only, and 1 had used both the drop-off and LVP services. Respondents most frequently cited the following reasons for using PaintCare drop-off sites: convenient/easy (7), “it’s the right thing to do” (5), and “I’m paying for it when I buy paint” (5) (see Figure 37). Respondents that had not used the program indicated that they try to reuse all leftover paint and do not have a need for the program.

Figure 37. Reasons for Using PaintCare Drop-Off Sites

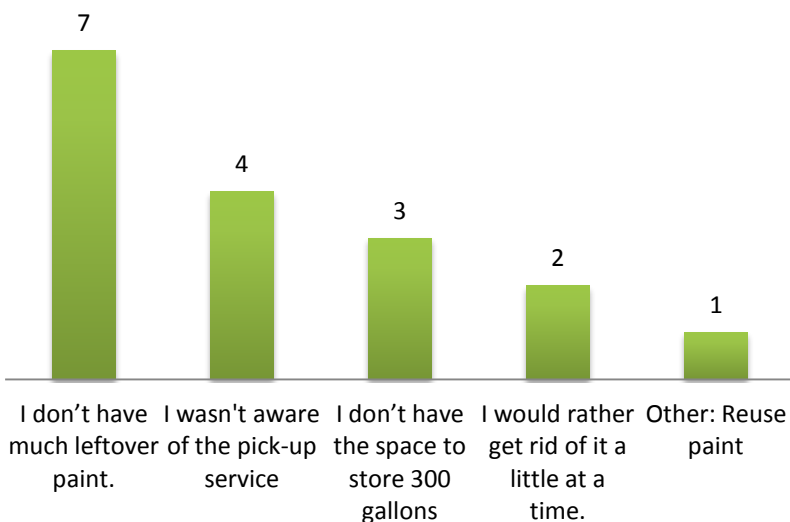
Why do you bring leftover paint to a PaintCare drop-off site? (Select all that apply) (N=13)



38% of respondents indicated that they save leftover paint in order to utilize PaintCare's LVP service. Respondents most frequently cited the following reasons for not using the LVP service to manage excess paint: lack of excess paint (7), they were unaware of the LVP service (4), and lack of space (3) (see Figure 38).

Figure 38. Reasons for Not Using PaintCare's LVP Service

Do you save your leftover paint so you can utilize PaintCare's "large volume pick-up" (LVP) service? If not, why not? (Select all that apply) (N=10)



PaintCare Fees

Half of the respondents indicated that they found the PaintCare fee used to fund the paint recycling program to be fair or very fair, while 19% indicated that they thought the fees were unfair or very unfair (see Figure 39). Among respondents that had used the PaintCare program to recycle excess paint, 61% found the fees to be fair or very fair, while only 8% indicated that the fees were unfair (see Appendix B). Most respondents (75%) indicated that they tell their customers about the PaintCare fee and/or list the fee on estimates or invoices. The slight majority of respondents (53%) indicated that they pay more in fees than they paid for paint disposal prior to implementation of the PaintCare program, while 27% indicated that they pay less in fees than they previously paid for paint disposal (see Figure 40).

Figure 39. Contractor Response to Fees

What is your opinion of the fee? (N=16)

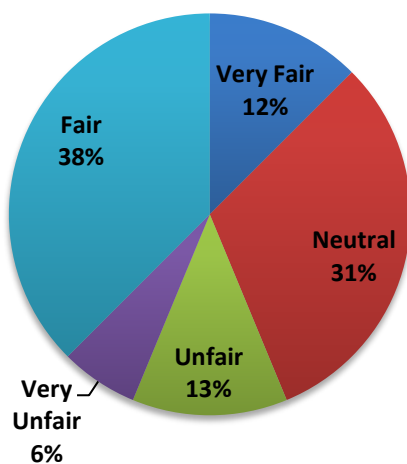
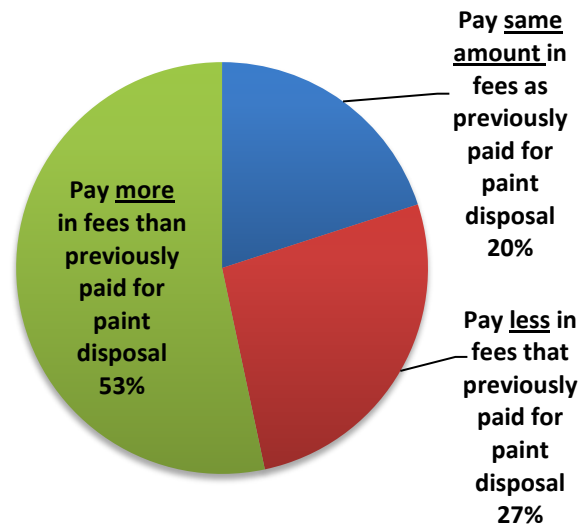


Figure 40. Contractor Response to Fees

Which of the following best describes your experience using the PaintCare program? (N=15)



VIII. LARGE VOLUME PICKUP PROGRAM CLIENT SURVEY

PSI collected survey responses from 19 organizations and agencies that had utilized PaintCare's free LVP service. LVP is a service for users that accumulate over 300 gallons of paint – users typically include contractors, large businesses, universities, state agencies, and property management companies. The results of this survey yielded the following key findings on the effects of PaintCare's LVP service.

Key Findings

- **Nearly everyone surveyed, including all contractors, who participated used the LVP service are satisfied with PaintCare.** 95% of respondents indicated that they were satisfied or very satisfied with the PaintCare program overall, while 100% of respondents indicated that they were satisfied or very satisfied with PaintCare's LVP service.
- **LVP is most commonly used to dispose of large amounts of old paint that has not been otherwise reused or collected.** 20% of respondents indicated that they use LVP service for paint that has accumulated over time, while 32% used the LVP service to dispose of old, leftover paint that had accumulated due to limited disposal options. 73% of LVP service users surveyed found the fees to be fair or very fair. 11% indicated that they thought the fees were unfair.

Details of Survey Responses

Program Satisfaction

The majority of the users of the LVP service were very satisfied with the service (90%) and the PaintCare program overall (84%) (see Figure 41). Five percent (1 respondent) indicated that they were neutral on the PaintCare program overall (see Figure 42), and the remaining 11% indicated that they were satisfied.

Respondents indicated that benefits of participating in the LVP service include good and timely service, cost savings, polite and responsive staff, and the ability to get rid of large quantities of paint they have been storing for a long time. When asked to suggest changes to improve the program overall, respondents indicated that they would like to see increased outreach to stores to promote participation and advertisement of the LVP service, as well as further education on disposal methods for different paint products.²⁶

Figure 41. PaintCare LVP Service Satisfaction

How satisfied were you with the large-volume pick-up service? (N=19)

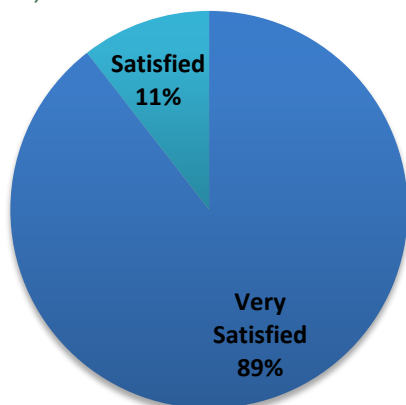
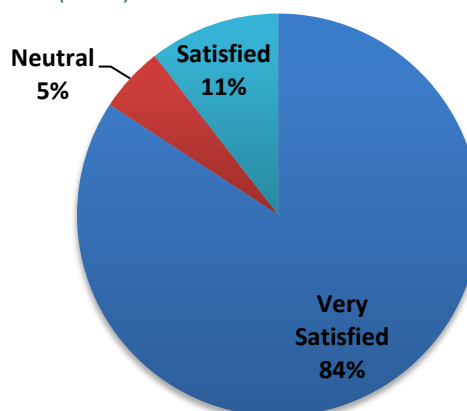


Figure 42. PaintCare Program Satisfaction

How satisfied are you with the PaintCare program overall? (N=19)



²⁶ See Appendix A for full list of open-ended responses.

Large Volume Pick-Up Users: Comments on the PaintCare Program

"Your people were professional and I hope that my people act the same way when they go on jobs as yours"

"The company that picked up the paint was quick, efficient, and polite. Easy to deal with. Great service."

"This program was needed for many years."

"Exemplary service, couldn't ask for more"

"Fee is well worth it because of good service, have no problem paying it"

Excess Paint

Nearly half the respondents (48%) ended up with up to 30 gallons of excess paint each month (see Figure 43). Half (50%) of LVP users surveyed indicated that they typically ended up with extra, unneeded paint because it has accumulated over time (see Figure 44). Other respondents cited incorrect color purchases (14%), a lack of alternative disposal options (11%), intentionally (7%) or unintentionally (7%) over-purchasing, or a lack of affordable disposal options (4%). Additional reasons for excess paint listed under "other" included storing extra paint for future touch-ups, using small amounts of several colors, and wanting to get rid of old, poorly-colored paint.

Figure 43. Excess Paint (from LVP Service Users)

How many gallons of extra paint do you end up with in a typical month? (N=19)

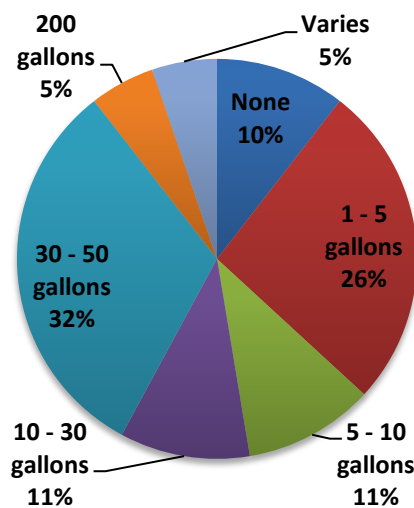
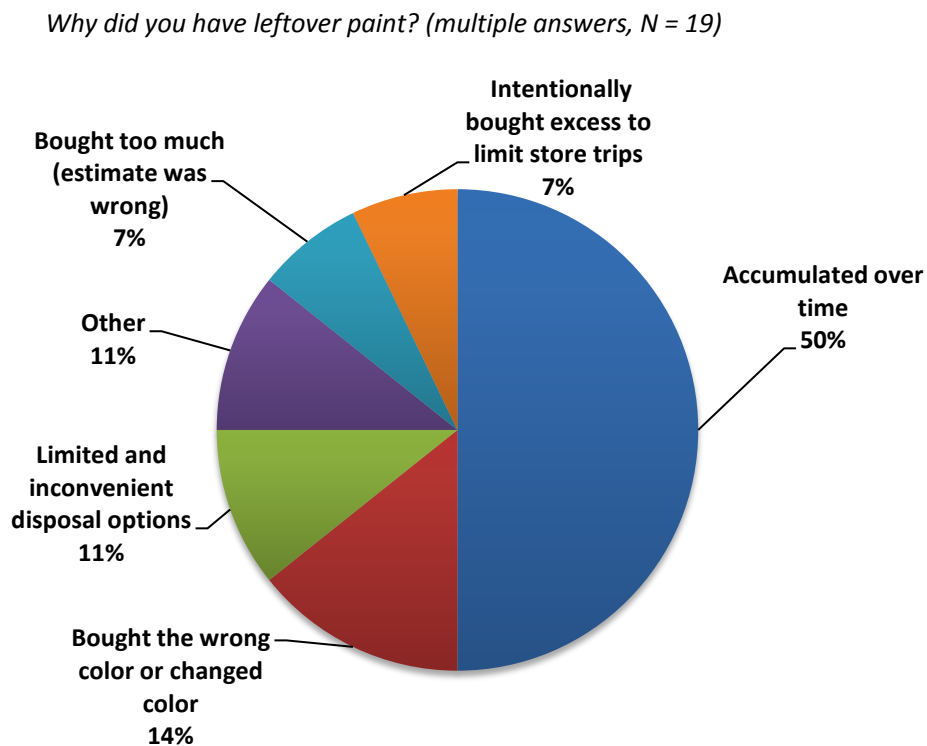


Figure 44. Sources of Excess Paint

Why did you have leftover paint? (Multiple answers, N = 19)



Use of the LVP Service

74% of LVP users surveyed learned of the LVP service through a paint store (two respondents mentioned Sherwin-Williams by name). More than one-fifth of respondents (21%) heard of the program through a friend or colleague (Figure 45). Respondents most frequently cited the following reasons for using the LVP service: to dispose of old/leftover paint (8), because a large volume of paint had accumulated (5), and to save money (4) (see Figure 46). The appeal of convenient access (3) to safe and proper disposal (2) was also an attraction of the LVP service; 3 respondents used the program just because they had heard about it and wanted to investigate.

Figure 45. Use of PaintCare's LVP Service

How did you hear about PaintCare's LVP Service? (N=19)

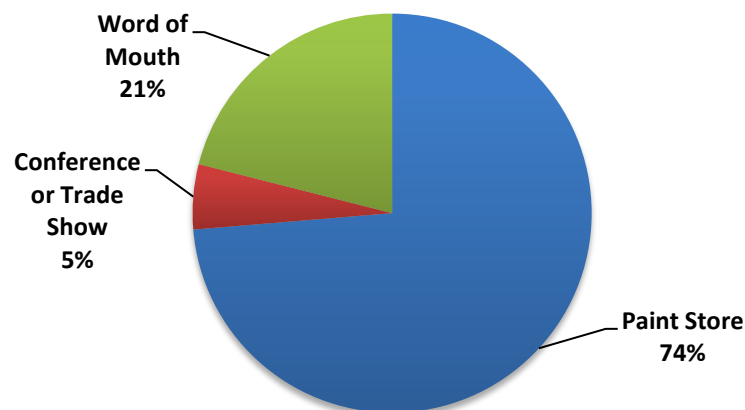
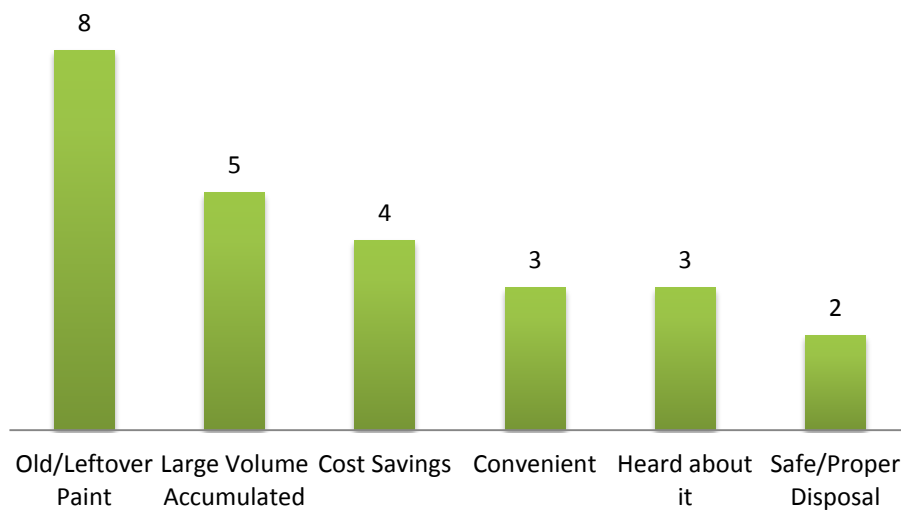


Figure 46. Use of PaintCare's LVP Service

Why did you use the LVP Service? (Open Response – Categorized by Key Words; may select one response N=19)

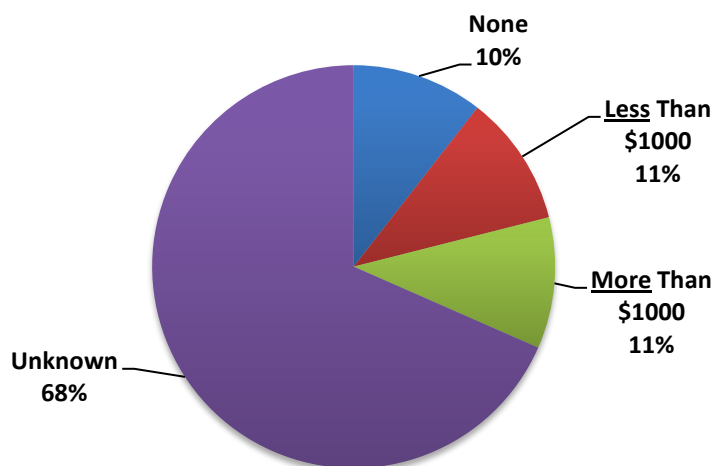


Cost Savings

The majority of LVP clients surveyed (68%) indicated that they do not know how much money they have saved through the LVP service (see Figure 47). 22% of respondents indicated that they had saved money through the LVP service, while only 10% believed they had not.

Figure 47. LVP Cost Savings

How much money have you/your organization saved through the PaintCare program in the last year? (N=19)

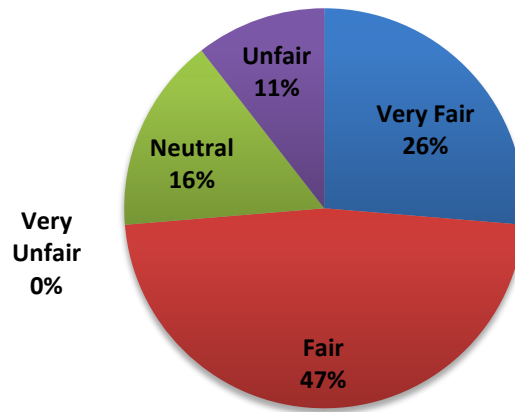


PaintCare Fees

73% of respondents indicated that they found the PaintCare fee that is used to fund the paint recycling program to be fair or very fair, while 11% indicated that they thought the fees were unfair or very unfair (see Figure 48).

Figure 48. PaintCare Fee

What is your opinion about the fees on new paint purchases? (N=19)



IX. PROGRAM SUCCESSES & CHALLENGES

This section summarizes PSI's assessment of the successes and challenges of the Connecticut paint stewardship program as derived from PSI's stakeholder surveys and PaintCare's annual program reports.

Successes

- **Increased reuse, recycling, and beneficial use of leftover paint.** In the first two years of the Connecticut paint stewardship program, PaintCare processed 516,738 gallons of leftover paint. More than 80% of latex paint recovered was recycled back into latex paint, for a total of 318,712 gallons of paint recycled. From 2012 (pre-implementation) to 2015 (year 2 of the PaintCare program) paint recovery in Connecticut increased by more than 300%.
- **Cost savings for Connecticut HHW programs.** The PaintCare program alleviated local government participants of the costs of managing oil-based paint. This equated to cost savings of approximately \$325,000 in 2014 and \$267,000 in 2015. Local governments also benefitted from cost savings due to avoided disposal of latex paint, however, those savings were not quantified in this study.
- **More convenient options for paint drop-off.** In 2012, prior to the implementation of the PaintCare program, Connecticut facilities did not accept leftover paint year-round; in 2015, there were 140 year-round drop-off locations collecting paint through the PaintCare program. At the end of the program's second year, in June 2015, 99.9% of residents lived within 15 miles of a year-round drop-off site.
- **High approval rating.** The majority of respondents in each stakeholder group surveyed indicated that they were satisfied or very satisfied with the PaintCare program (see Table 9). Additionally, 100% of HHW program managers and 96% of transfer station operators indicated that residents were satisfied or very satisfied with the PaintCare program.

Table 9. Satisfaction with the PaintCare Program	
Stakeholder Group	Percent Satisfied or Very Satisfied with the PaintCare Program
Retailers	80%
Contractors	56%
LVP Service Users	100%
HHW Program Managers (Resident satisfaction)	100%
Transfer Station Operators (Resident satisfaction)	96%

- **Ease of participation for retailers, transfer stations, and residents.** Most retailers (71) indicated that it was easy or very easy to participate in the PaintCare program. 93% retailers indicated that it was easy or very easy for customers to participate in the program. Most transfer station operators (22) indicated that it was easy or very easy for their transfer station to participate in the PaintCare program as a paint drop-off sites, and 24 indicated that the PaintCare program was easy or very easy for their residents to use.
- **Responsive staff.** Most retailers (84) and all transfer station operators (25) indicated that the PaintCare staff was always or usually helpful and responsive to their questions and concerns.

- **High-quality outreach and education.** Most retailers (82) provided printed educational materials to customers about the PaintCare program. Eighty-three of the retailer respondents indicated that PaintCare's printed materials are helpful.

Challenges

- **Dumping of paint outside of retail drop-off sites.** While most retailers surveyed provided only positive comments on the PaintCare program, three of the retailers surveyed indicated that customers on a rare occasion dump paint outside of their stores during non-business hours. This additional paint created an added burden for these retail drop-off sites. Paint dumping, however, is a challenge that predates the PaintCare program. Additional research is necessary to better understand the causes surrounding paint dumping. In the meantime, outreach and signage may prove as an interim solution.
- **Misinformation about the PaintCare fee.** Several retailers indicated that customers sometimes, rarely, or never understood that the fee pays for a recycling program (45%). 27% understand that it is not a state tax. 40% understand that it not a deposit. Two retailers commented that another store had explicitly told customers to return their paint cans for a deposit reimbursement, contributing to customer misinformation.

X. RECOMMENDATIONS

The recommendations provided below are based on information gleaned from PSI's stakeholder surveys, as well as information reported in PaintCare's annual program reports.

1. **Conduct additional outreach to contractors and residents.** 24% of contractors surveyed indicated that they did not use PaintCare's LVP program because they were unaware that it was available. Three HHW managers participating in the PaintCare program indicated that their community would benefit from additional outreach to residents about the program, and 2 transfer station operators indicated that residents were confused about which products were accepted by the program. Additional efforts to ensure residents and painting contractors are aware of the paint recycling opportunities provided by the PaintCare program may increase program use and contractor satisfaction.
2. **Address customer misperceptions about the PaintCare fee.** 13% of retailers surveyed indicated that customers rarely or never understood that the PaintCare fee is not a deposit. Furthermore, 2 retailers surveyed commented that another store had told customers that they would receive a reimbursement for returned paint cans. Such misinformation can contribute to dissatisfaction and confusion among both customers and retailers. PaintCare can increase satisfaction of its retail drop-off sites by ensuring that all retailers (including those that do not choose to serve as drop-off sites) are aware of key aspects of the program.
3. **Work with haulers to ensure regular bin pickup service.** Four retailers surveyed indicated that they experienced occasional delays with bin pickups. One retailer cited delays of 7 to 10 days; another indicated that the hauler did not come for over a week after a pickup was requested. PaintCare can increase retailer satisfaction and overall program effectiveness by working with haulers to meet retailers' needs by ensuring that pickups occur within a timely manner.

XI. APPENDIX A: ADDITIONAL INFORMATION

The following lists provide responses to open-ended survey questions.

HHW Programs Participating in the PaintCare Program:

1. How satisfied are you with the PaintCare program overall? Please explain.

- *[Very satisfied]* Cost savings
- *[Very satisfied]* It has been easy to include this service for our residents at the HHW collections.
- *[Very satisfied]* We didn't have an option for latex paint before PaintCare and now that is available to our residents.
- *[Very satisfied]* Residents are very satisfied that they can now bring latex paints.
- *[Very satisfied]* The overall opportunity for the residents to properly dispose of all of their paint, at any time during the year is a great benefit. In addition, the cost avoidance for paint disposal/recycling fee is a benefit to our operating budget.
- *[Very satisfied]* I am surprised about the amount of non-PaintCare paint we receive. This is keeping our disposal costs up.
- *[Satisfied]* Pleased with the percent of product that is recycled/re-purposed.
- *[Neutral]* Not enough outreach. People are generally not aware of the program.

2. How satisfied are residents in your community with the PaintCare program overall? Please explain.

- *[Very satisfied]* We are now collecting latex paint
- *[Very satisfied]* The residents love having a place to dispose of latex without drying out the paint. The towns are saving on not having to pay for oil base paints at HHW collections.
- *[Very satisfied]* [Prior to the program] residents would become very upset when they brought latex paint and then had to take it home.
- *[Very satisfied]* Residents love that they don't have to wait for a HHW event to get rid of their paint.
- *[Very satisfied]* The [program provides] convenience to dispose of their paint at any time, they no longer need to wait for a [HHW] day.
- *[Satisfied]* Feedback that has been received is good.
- *[Satisfied]* We are still trying to get the word out to residents. We give the information out at the local recycling center.
- *[Satisfied]* I think more would be happy with it but they just don't know about the program yet.
- *[Satisfied]* It is convenient that we can now accept latex paints at our HHW day; unfortunately we only have it once per year.

3. Please provide any other comments on the PaintCare program.

- Great program that should be a model for producer responsibility of other products.
- Perhaps outreach to real estate agent groups to tell them about PaintCare so when people move they know where to bring those types of materials.
- Program is working for us. Paperwork has been slightly problematic.

- Not sure we as a town are seeing any savings. It looks like we are being charged for one category of paint collection on our invoice from the provider.
- The program runs well. The logistics are seamless and the cost avoidance is a great benefit.

HHW Programs Not Participating in the PaintCare Program:

4. Please explain your HHW program's reason for not collecting paint for PaintCare.

- Separate HHW vendor, therefore we do not accept paint
- Cost was going to increase through our collection vendor, supposedly due to additional labor. Therefore, we continue to collect oil based paint only
- Because we have vendors in town that collect paint from PaintCare all year. The point is for the residents to go [these sites] throughout the year.
- Cost prohibitive
- We are still waiting approval for this stewardship [program]. Hopefully we'll have this program in place for this calendar year.

Retailers:

5. Why did you store decide to become a PaintCare drop-off location? (Open response – categorized by key word) (N=87)

Responses:

- Corporate decision (28)
- Customer service (21)
- Attract business (18)
- Environmental reasons (16)
- Community service (9)
- Customers asked (4)
- “Right Thing to Do” (3)
- Seemed like a "Good Program" (2)
- Justify the fee (2)
- Other (6)
 - Unused paint is a problem for most homeowners
 - Nothing like this in the area
 - We were asked
 - To assist with disposing of our mistints.
 - Ease of doing, lack of paperwork
 - We were asked by our town recycling center to host the program

Transfer Stations:

6. How satisfied are you with the PaintCare program overall? Please explain.

- [Very satisfied] Smooth operation. Good support
- [Very satisfied] She has been great to work with
- [Very satisfied] They can now dispose of paint all year long.
- [Very satisfied] Paint disposal is a problem that now has a solution for the community.

- *[Very satisfied]* Laura is always responsive with any questions we may have
- *[Very satisfied]* Easy for me ,and always responsive
- *[Very satisfied]* The residents really enjoy the program because it gives them a place to bring the paint. Paint is picked up with no issues, the drivers are excellent. The place is locked up once the paint is picked up. Nothing negative to say about program.
- *[Very satisfied]* Fast pickups when needed
- *[Very satisfied]* Works well
- *[Very satisfied]* Very simple, using almost none of our recourses to process. [The service provider] is always responsive to pickups so we have no storage issues.
- *[Very satisfied]* Program has been great from all aspects.
- *[Very satisfied]* Our rep, Laura Honis, is very responsive, answers very quickly. She visits, talking with the facility onsite attendant about issues, ways to improve. The best stewardship program we've got.
- *[Very satisfied]* Program is working very well
- *[Very satisfied]* Because it helps keep the paint from the garbage.
- *[Satisfied]* It keeps paint out of the solid waste and lowers the amount for our household hazardous waste pick ups
- *[Satisfied]* We have never had a problem when we ask for a pick up; the driver sets up the first crate for the next pick up. The driver cleans up after the pickup. We are very satisfied.
- *[Satisfied]* Some confusion as to what was acceptable in the beginning of program
- *[Satisfied]* The only problem with the program is the people don't read the sign and drop off many items PaintCare doesn't take
- *[Satisfied]* We haven't had any problems with the program
- *[Satisfied]* It is giving people some place to put the paint.

7. *How satisfied are residents in your community with the PaintCare program overall? Please explain.*

- *[Very satisfied]* A lot of good feedback
- *[Very satisfied]* Convenience
- *[Very satisfied]* They can now dispose of paint all year long.
- *[Very satisfied]* Residents are thrilled we are a drop-off site
- *[Very satisfied]* No complaints
- *[Very satisfied]* They have a place to get rid of their hazardous waste. Once the word got out, we had people brining in car loads of stuff, and were very happy to get rid of it.
- *[Very satisfied]* Easy to use
- *[Very satisfied]* Never had any complaints
- *[Very satisfied]* I have not heard one negative comment.
- *[Very satisfied]* No charge for items they had to pay for
- *[Very satisfied]* They are happy because before residents had to keep paint and bring it somewhere. Now that we collect it residents are happy to bring it to us whenever they want.
- *[Satisfied]* More people are learning about this program everyday
- *[Satisfied]* They don't have to have paint cans lying around house. We have environmentally conscious people in our town. They are happy to dispose of it properly.
- *[Satisfied]* Have not polled the residents but they seem happy with the opportunity to dispose of their paint.

- *[Satisfied]* They have some place to bring paint.
- *[Satisfied]* Hours of operation fit their needs, ease of drop off and materials it will take. They would like it to take more materials like spray cans.

8. Why did your transfer station decide to become a PaintCare drop-off location? (Open response – categorized by key word) (N=87)

Responses:

- Resident service (11)
- Environmental reasons (9)
- Took paint previously (3)
- City officials asked (2)
- Residents asked (2)
- Don't know (1)
- Other (1)
 - No charge for municipal hauling of waste, simplicity

Painting Contractors:

9. How satisfied are you with the PaintCare program overall? What do you like or dislike about PaintCare?

- *[Very Satisfied]* 5 gal minimum
- *[Very Satisfied]* It is the responsible thing to do for future generations.
- *[Very Satisfied]* I'm glad that the contractors were asked our opinion prior to implementation.
- *[Satisfied]* Our rep Laura
- *[Satisfied]* You can only bring in a small amount at a tint. We had a client that had several left over paint from years ago. It took a month to get rid of it for them.
- *[Satisfied]* It's a great program [and] should be in every state in the United States.
- *[Satisfied]* Hasn't affected negatively or positively
- *[Neutral]* As a commercial painting company we don't [use] and shouldn't have to [pay] the PaintCare fee. Commercial painting companies should be exempt.
- *[Dissatisfied]* Pay a fee for [a product] that [is] used and [doesn't] need to be recycled

Large Volume Pick-up Program Clients:

10. How satisfied were you with the LVP service?

- *[Very Satisfied]* Very user friendly system.
- *[Very Satisfied]* Very good service.
- *[Very Satisfied]* Your people were professional and I hope that my people act the same way when they go on jobs as yours
- *[Very Satisfied]* The company that picked up the paint was quick, efficient, and polite. Easy to deal with. Great service
- *[Very Satisfied]* Free
- *[Very Satisfied]* They came on time and took what they said they would. Unhappy that they don't take certain kinds of solvent paint.

- *[Very Satisfied]* on time, took care of pallets, wrapped it up, didn't bother them at all
- *[Very Satisfied]* Walk me thru every step and answered all my questions
- *[Very Satisfied]* It was very helpful to have it available, it's a great service, people were very professional and helpful
- *[Very Satisfied]* The process for pick up was simple
- *[Satisfied]* Paper work was difficult and 300 gallon minimum a burden. Wish we could bring paint to a location to drop off.

11. How satisfied are you with the PaintCare program overall?

- *[Very Satisfied]* Service was good and prompt answering to my questions.
- *[Very Satisfied]* You do not need to change a thing
- *[Very Satisfied]* Good Experience
- *[Very Satisfied]* Saves us money
- *[Very Satisfied]* Exemplary service, couldn't ask for more
- *[Satisfied]* He runs a charity that runs a program that sends paint twice a year. The store now, however, are sending miss-tint paint to the PaintCare Program so he's having trouble obtaining paint for his organization. Is there a collaborative opportunity?

12. Why did you use the large volume pick-up service? (Open response – categorized by key word) (N= 19)

Responses:

- Old/Leftover paint (8)
- Large volume accumulated (5)
- Cost savings (4)
- Convenient (3)
- Heard about it (3)
- Safe/proper disposal (2)

13. Please provide any other comments on the PaintCare program.

- I'm thinking there is a lot more money being taken in from the fees than is being used to recycle the old paint. Maybe a .50 per gallon fee may be more reasonable and eliminate the quart charge all together.
- This program was needed for many years.
- The only thing I would like to find out is how to get rid of 2 part paint the right way without costing so much money
- Sherwin-Williams is great for my ongoing recycling needs.
- Would be nice to be able to have regular yearly pick up.
- PaintCare process doesn't get communicated well to painters. Stores don't advertise program well.
- when you get rid of mass quantities, it makes sense, other grup charges are more excessive
- How do you get rid of paint thinner
- Fee is well worth it because of good service, has no problem paying it, when big box stores don't participate it puts a burden on us, it should be mandatory for big box stores to participate

XII. APPENDIX B: SUPPLEMENTARY TABLES

The following data tables provide greater detail on the survey results discussed throughout this report.

Retailers:

Table 11. How satisfied are you with the PaintCare program overall?										
	Very Satisfied		Satisfied		Neutral		Dissatisfied		Very Dissatisfied	
Type of Store	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Hardware Store	24%	8	70%	23	3%	1	3%	1	0%	0
Independent Paint Store	20%	5	40%	10	32%	8	4%	1	4%	1
Lumber Yard	43%	3	57%	4	0%	0	0%	0	0%	0
Paint Manufacturer Store	15%	4	62%	16	19%	5	0%	0	4%	1

Table 12. Has collecting leftover paint for PaintCare improved customer loyalty?						
	Yes		No		Don't Know	
Type of Store	Percent	Count	Percent	Count	Percent	Count
Hardware Store	26%	9	12%	4	62%	21
Independent Paint Store	35%	9	38%	10	27%	7
Lumber Yard	71%	5	14%	1	14%	1
Paint Manufacturer Store	22%	6	44%	12	33%	9

Painting Contractors:

Table 13. How satisfied are you with the PaintCare program overall?								
	Very Satisfied		Satisfied		Neutral		Dissatisfied	
Use of PaintCare Program	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Yes (has used the PaintCare program)	31%	4	38%	5	31%	4	0%	0
No (has not used the PaintCare program)	0%	0	0%	0	67%	2	33%	1

Table 14. What is your opinion of the fee?

Use of PaintCare Program	Very Fair		Fair		Neutral		Unfair		Very Unfair	
	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count
Yes (has used the PaintCare program)	15%	2	46%	6	31%	4	8%	1	0%	0
No (has not used the PaintCare program)	0%	0	0%	0	33%	1	33%	1	33%	1