



# *District of Columbia Paint Stewardship Program*

2018 Annual Report



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## *Executive Summary*

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### **DISTRICT OF COLUMBIA'S PAINT STEWARDSHIP LAW**

PaintCare is the representative stewardship organization of the District of Columbia Architectural Paint Stewardship Program, established by the District's Paint Stewardship Act of 2014 (DC Law 20-205) and codified in Title 8. Environmental and Animal Control and Protection, Chapter 2A. Paint Hazards and Paint Stewardship, Subchapter II. Paint Stewardship, beginning with section 8-233.01. In addition to the program in the District of Columbia, PaintCare operates eight other programs across the country in California, Colorado, Connecticut, Maine, Minnesota, Oregon, Rhode Island, and Vermont.

The District's paint stewardship law provides for the establishment of a permanent District-wide paint stewardship program, managed by a stewardship organization, to do the following:

1. Minimize District involvement in the management of postconsumer paint by reducing its generation, promoting its reuse and recycling, and implementing agreements to collect, transport, reuse, recycle, and dispose of postconsumer paint using environmentally sound management practices.
2. Provide for convenient and available collection of postconsumer paint that, at a minimum, provides for collection rates and convenience equal to or greater than the collection programs available to consumers before the paint stewardship program and addresses coordination of the paint stewardship program with existing household hazardous waste collection infrastructure.
3. Coordinate with local nonprofit building material reuse organizations without charge to the organizations (if such organizations are available in the District).
4. Identify each producer participating in the program and the brands of paint sold in the District by each producer.
5. Establish a funding mechanism for securing and disbursing funds to cover administrative, operational, and capital costs, including the assessment of charges on paint sold by producers in the District.
6. Describe how postconsumer paint will be managed in the most environmentally and economically sound manner, including following the District's sustainable solid waste management hierarchy, in the following order of priority: (1) source reduction and reuse, (2) recycling, and (3) landfill or incineration.
7. Provide consumers in the District with educational materials regarding the paint stewardship assessment and program, including information regarding available end-of-life management options offered through the program and information notifying consumers that a charge for the operation of the program is included in the purchase price of all paint sold in the District.

PaintCare's efforts to perform these activities and meet the goals of the District's paint stewardship law are described in this report.

## PROGRAM HIGHLIGHTS

PaintCare's District of Columbia paint stewardship program began on November 1, 2016. This report covers the 12-month period of January 1, 2018 – December 31, 2018.

**Sites, Events and Service.** PaintCare set up one new year-round paint drop-off site at a paint retailer bringing the total number of paint retailers participating in the program to eight and continued its partnership with the District's household hazardous waste facility operated by the Department of Public Works at the Fort Totten Transfer Station.

PaintCare also coordinated three paint drop-off events and provided eight direct large volume pick-ups (LVP) from businesses and institutions that had accumulated more than 200 gallons of paint at their facilities.

**Paint Collection Volume.** The program collected and processed 40,859 gallons of paint, a 15% increase over 2017. The program has collected and processed more than 79,000 gallons of postconsumer paint since it began in November 2016.

Latex paint made up 81% of the total paint, of which 83% was made into recycled-content paint, 17% was unrecyclable and sent to landfill, and a small amount was reused locally. Oil-based paint made up 19% of the paint, all of which was used for fuel. In addition to paint, three tons of metal paint containers were recycled.

**Expenses and Revenue.** The program's funding mechanism remained the same, through a fee on new paint sales: 45 cents on pints and quarts; 95 cents on 1-gallon and 2-gallon containers; and \$1.95 on 5-gallon containers. Approximately one million gallons of architectural paint were sold in the District and the program collected \$615,446 of revenue, a 5% decrease from 2017.

Expenses, including paint transportation and processing, outreach, staffing, and administrative costs were \$419,940. The program accumulated \$355,274 in reserves at the end of 2018, the equivalent of 85% of total operating expenses.

Program cost per gallon (of collected and processed paint) was \$10.28, a 2.7% decrease over 2017.

**Paint Recovery Rate.** The paint recovery rate – the volume of postconsumer paint collected or processed (PaintCare uses processed) divided by the volume of new paint sales in the same period – was 4.0% for 2018, an increase from 2017. It is estimated that 10% of paint is leftover; therefore, this can also be viewed as a 40% recovery rate – processed volume divided by the volume estimated to be leftover. Please see section B1 on page 23 for a more detailed explanation on why new paint sales rather than estimated leftover paint is used to calculate the paint recovery rate.

**Outreach.** PaintCare continued its phased approach to public education, increasing activities in the second full year of the program in order to increase awareness of the program. These activities included a variety of in-store print materials and signage; digital and social marketing; television, radio, newspaper advertising; and advertisement posters in District Metro stations.

## PROGRAM PLAN AND ANNUAL REPORT

The District's paint stewardship law required the submission and approval of a program plan by PaintCare prior to the program's launch. The District's Department of Energy and Environment (DOEE) approved PaintCare's program plan in the summer 2016 and the program began on November 1, 2016. The approved program is available on PaintCare's website.

The District's paint stewardship law also requires the submission of an annual report to DOEE each year. The requirements of the annual report are described in statute and regulations, as follows:

### Statute

Code of District of Columbia, Division I, Title 8, Subtitle A, Chapter 2A, Subchapter II. Paint Stewardship

Section 8-233.02(f) A producer or representative organization shall submit a paint stewardship program report to the Mayor that includes:

- (1) A description of the methods used to collect, transport and reuse or process postconsumer paint in the District;
- (2) The total volume and type of postconsumer paint collected in the District and the volume by method of disposition;
- (3) The total cost of implementing the program, as determined by an independent financial audit funded from the paint stewardship assessment;
- (4) Samples of educational information provided to consumers of paint and a description of how the information is distributed; and
- (5) Other information as required by the Mayor through rulemaking.

### Regulations

Code of District of Columbia Municipal Regulations, Title 20, Chapter 20-40. Paint Stewardship

Section 4002.1 Annually, a producer or representative organization shall submit to the Department a paint stewardship program report for the previous calendar year that, in addition to the requirements outlined in the Act, includes:

- (a) A description of how each consumer of paint in the District had an opportunity to recycle and properly manage their postconsumer paint, including the number, location, and type of collection points located in the District;

- (b) A description of best management practices followed by collection points that shall include any training that the manufacturer or stewardship organization provided or required of collection points to ensure proper collection and management of postconsumer paint;
- (c) A description of the disposition of postconsumer paint collected, by type and by estimated volume, including:
  - (1) The name and corporate address of each processor that manages the postconsumer paint under the program; and
  - (2) The name and corporate address of each transporter of postconsumer paint that is collected under the program;
- (d) A description of the total cost of implementing the program that includes the following:
  - (1) The assessment amount per container;
  - (2) The total volume of paint sold in the District during the preceding reporting period;
  - (3) The total cost of the program;
  - (4) The cost per gallon of the program during the prior year;
  - (5) The total cost of educational information provided to consumers and as a percentage of the total program cost;
  - (6) The total cost of transportation and processing and as a percentage of the total program cost;
  - (7) The total cost of program administration and as a percentage of the total program cost; and
  - (8) The total amount of surplus funding, if any;
- (e) A description of the methodology used to calculate the volume of paint sold and collected in Section 4002.1(d)(2) and (d)(4), indicating any changes from prior years in the methodology;
- (f) An operating budget for the program for the next calendar year;
- (g) A description of the coordination of the paint stewardship program with existing local household hazardous waste collection programs; and
- (h) A description of qualitative goals and activities based on the paint stewardship plan achievement during the reporting period, any adjustments to goals stated in the approved paint stewardship plan that may be made for the upcoming reporting period and accompanying rationale for those changes.

# ***Section 1. Paint Collection, Transportation and Processing***

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## **Statutory Citation**

*Code of District of Columbia, Division I, Title 8. Subtitle A. Chapter 2A. Subchapter II. Paint Stewardship*

*Section 8-233.02(f) A producer or representative organization shall submit a paint stewardship program report to the Mayor that includes:*

*(1) A description of the methods used to collect, transport, and reuse or process postconsumer paint in the District.*

## **Regulatory Citations**

*Code of District of Columbia Municipal Regulations, Title 20, Chapter 20-40 Paint Stewardship*

*Section 4002.1 A producer or representative organization shall submit to the Department a paint stewardship program report for the previous calendar year that, in addition to the requirements outlined in the Act, includes:*

*(a) A description of how each consumer of paint in the District had an opportunity to recycle and properly manage their postconsumer paint, including the number, location, and type of collection points located in the District.*

*(b) A description of best management practices followed by collection points that shall include any training that the manufacturer or stewardship organization provided or required of collection points to ensure proper collection and management of postconsumer paint.*

*(g) A description of the coordination of the paint stewardship program with existing local household hazardous waste collection programs.*

## **A. PAINT DROP-OFF SITES AND SERVICES**

The District of Columbia paint stewardship law requires a program that provides convenient District-wide collection of postconsumer paint that, at a minimum, provides for collection rates and convenience equal to or greater than the collection programs that were available to consumers prior to the PaintCare program. The District law also calls for collaboration with existing household hazardous waste collection programs.

Prior to the PaintCare program, households were only able to utilize the District's household hazardous waste (HHW) facility at the Department of Public Works' Fort Totten Transfer Station for their oil-based paint products. The public was encouraged to dry and dispose latex paint. The HHW program did not offer any services to businesses. All businesses, regardless of their size, had to contract with private hazardous waste haulers for paint disposal, which was generally cost-prohibitive for painting contractors and other small businesses.

To increase recycling opportunities for District households, businesses, and others with leftover paint, PaintCare set a goal to provide either a retail drop-off site or an annual paint drop-off event in each of the District's eight wards. To achieve this, PaintCare invited all suitable paint retailers, as well as the Fort Totten Transfer Station (HHW facility), to participate as PaintCare drop-off sites, provided they met PaintCare's operational requirements, including adequate space for storage of paint collection bins and willingness to accept all program products (latex and oil-based products).

In 2018, PaintCare added one new paint retail store drop-off site bringing the total number of retail drop-off sites to eight and continued its partnership with the HHW facility at the Fort Totten Transfer Station. PaintCare also held three paint drop-off events in wards without a year-round drop-off site. Additionally, PaintCare conducted eight direct large volume pick-ups (LVP) from businesses and other sites that had accumulated at least 200 gallons of paint.

All PaintCare drop-off sites and the LVP service accept both latex and oil-based paints. All retailers accept paint from both residents and qualifying businesses, as does the LVP service. The HHW program does not serve businesses.

PaintCare drop-off sites and services are summarized in the following table and are shown on the maps further below. A list of the sites, their addresses and corresponding wards are provided later in this section of the report and also in the appendix.

#### SUMMARY OF PAINTCARE DROP-OFF SITES AND SERVICES

YEAR-ROUND DROP-OFF SITES	2016 (2 MONTHS)	2017	2018
Paint Retailers	7	7	8
Fort Totten Transfer Station (HHW Facility)	-	1	1
Total	7	8	9

#### SUPPLEMENTAL SITES AND SERVICES

Household Hazardous Waste Event	-	1	-
PaintCare Events	1	3	3
Direct Large Volume Pick-Ups	1	10	8

The following subsections discuss the various paint drop-off sites and services provided by the PaintCare program in the District. Section 2 of this report details the volumes of paint collected by each site type and service.

## A1. Paint Retailers

Paint retailers are ideal locations to serve as paint drop-off sites because they are located throughout the District, are open five or more days per week, and have staff familiar with paint products and their safe handling. In addition, their customers are likely to have some leftover paint and often ask store staff for advice on what to do with it.

As discussed in the PaintCare program plan for the District, approximately 30 retail sites were identified that sold paint, consisting of paint, hardware, and home improvement stores. Of the 30 retailers, 23 are considered potential drop-off sites. The number of potential drop-off sites will change over time as new stores open and some stores close. Also, PaintCare has been informed by the corporate headquarters of big box stores that they are not interested in serving as drop-off sites at this time, so these stores are not counted as potential sites. Of the 23 potential paint retailers, eight (35%), were participating as drop-off sites at the end of 2018.

Paint retailers participate in the program to increase foot traffic through their stores and to provide a service for their customers. Retail participation as a drop-off site is voluntary and sites are not compensated.



WS Jenks & Son, a PaintCare Drop-Off Site

## A2. Household Hazardous Waste Program

PaintCare's partnership with the District's Department of Public Works (DPW) Fort Totten Transfer Station – to cover the costs for paint collection bins, transportation, and processing (end of life management) – continued in 2018. The Fort Totten HHW facility was open every Saturday and the Thursday preceding the first Saturday of the month (except Holidays). HHW programs are good program partners because they already have an existing customer base and provide an "all-in-one" HHW drop-off opportunity to households.

### A3. Reuse Stores

Building material stores or salvage yards are a good partner for this program because along with serving as drop-off sites, they can operate paint reuse programs by donating or selling good quality leftover paint back to the local community to use, rather than sending it downstream through PaintCare for processing.

Unfortunately, PaintCare has not been able to identify any such stores or organizations within the District.

In an effort to achieve reuse through an alternative method, PaintCare coordinated reuse (paint give away) at all three paint drop-off events, albeit with limited success. PaintCare will continue to look for other opportunities for reuse in the future.

### A4. PaintCare Events

PaintCare holds paint drop-off events to help clean out large volumes of stored-up paint and to provide additional paint drop-off opportunities in wards without a retail or HHW drop-off site. Three paint drop-off events were held in 2018. The number of participants ranged from 78 to 235 at the events. The addresses of the events are provided in a table later in this section of the report.



PaintCare Event at Ballou STAY High School

### A5. Large Volume Pick-Up Service

The large volume pick-up service (LVP service) was offered to painting contractors and other entities that had accumulated large volumes of paint – 200 gallons or more (measured by container size). PaintCare arranged eight LVPs. Users of the service included a painting contractor, hotel, and school, as well as property managers and federal agencies. The volume of paint picked up from these sites ranged from 115 to 431 gallons.



LVP from Architect of the Capitol

Typically, LVP customers have accumulated paint over many years due to the institutional, logistical, and financial barriers to disposal or internal reuse of leftover paint. PaintCare has removed these barriers by providing a free and convenient service. The table on the following page lists the LVP sites and the wards where they were located.

#### LOCATIONS OF PAINTCARE DROP-OFF SITES AND SERVICES

PAINT RETAILER	ADDRESS	DISTRICT WARD
McCormick Paints	3124 Mount Pleasant St NW	1
Sherwin-Williams	2511 14th St NW	1
Sherwin-Williams	1805 Wisconsin Ave NW	2
Gallier & Hugely	5925 Blair Rd NW	4
Annie's Ace Hardware	3405 8th St NE	5
W S Jenks & Son	910 Bladensburg Rd NE	5
McCormick Paints	1442 Pennsylvania Ave SE	6
Sherwin-Williams	1120 Third St NE	6

HHW FACILITY	ADDRESS	DISTRICT WARD
Fort Totten Transfer Station	4900 John McCormack Dr NE	5

PAINTCARE EVENTS	ADDRESS	DISTRICT WARD
Howard University School of Law (Jul 2018)	2929 Van Ness St NW	3
DC Armory Parking Lot 3 (Nov 2018)	2001 E Capitol St SE	7
Ballou High School (June 2018)	3401 4th St SE	8

LARGE VOLUME PICK-UP SITES	DISTRICT WARD
Painting Contractor	1
Federal Government – Dept of Interior	2
Property Manager	2
School	2
Federal Government – Capitol Architect C St	6
Federal Government – Capitol Architect D St	6
Hotel	6
Property Manager	6

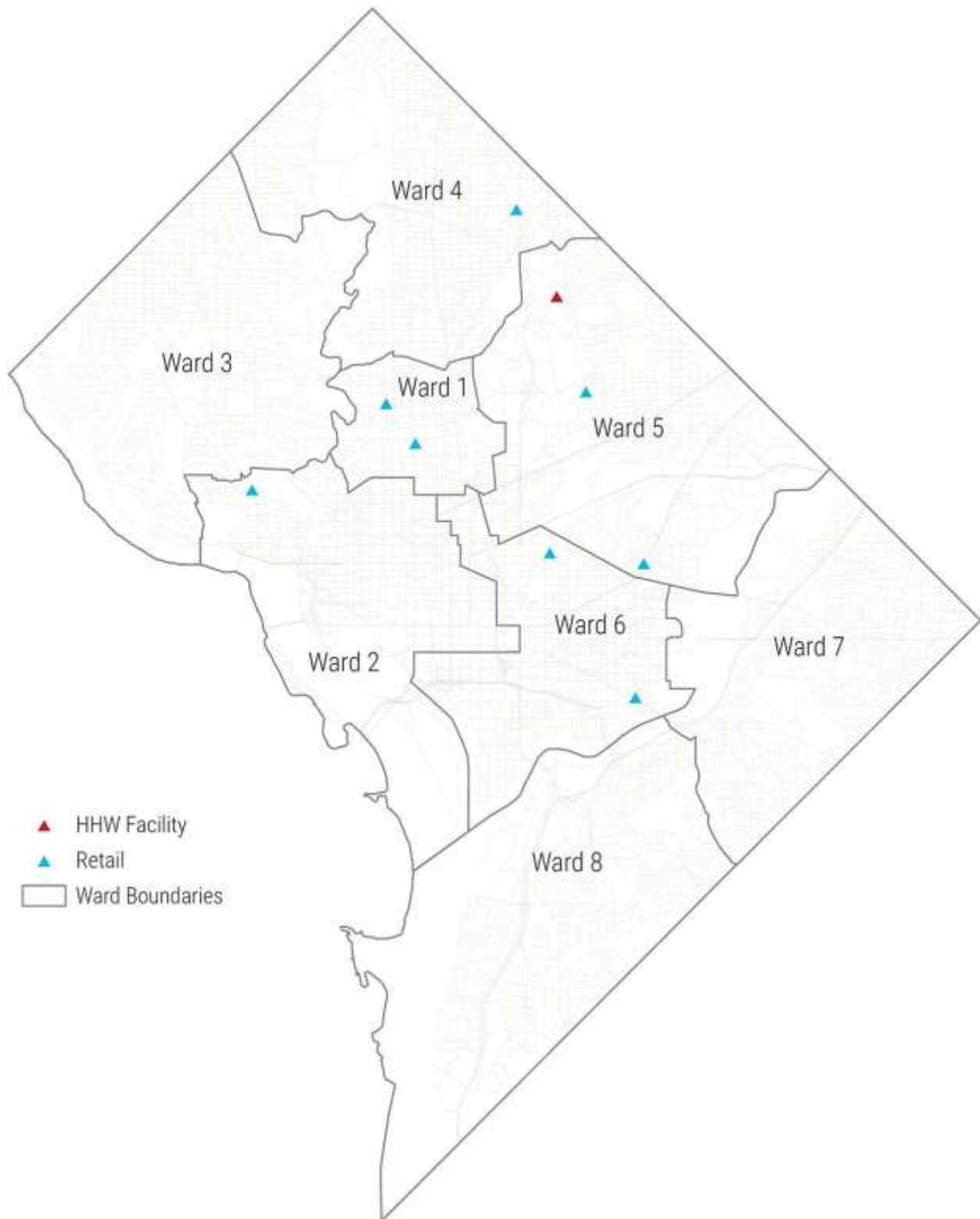
## B. CONVENIENCE CRITERIA

The District's paint stewardship law requires the program to provide convenient and available collection of postconsumer paint that, at a minimum, provides for convenience equal to or greater than the collection programs available to consumers before the paint stewardship program began and addresses coordination of the paint stewardship program with existing household hazardous waste collection infrastructure. Before the paint stewardship program, the HHW facility at the Fort Totten Transfer Station was the only year-round drop-off site available to households, and businesses had to hire a contractor directly to manage unwanted paint.

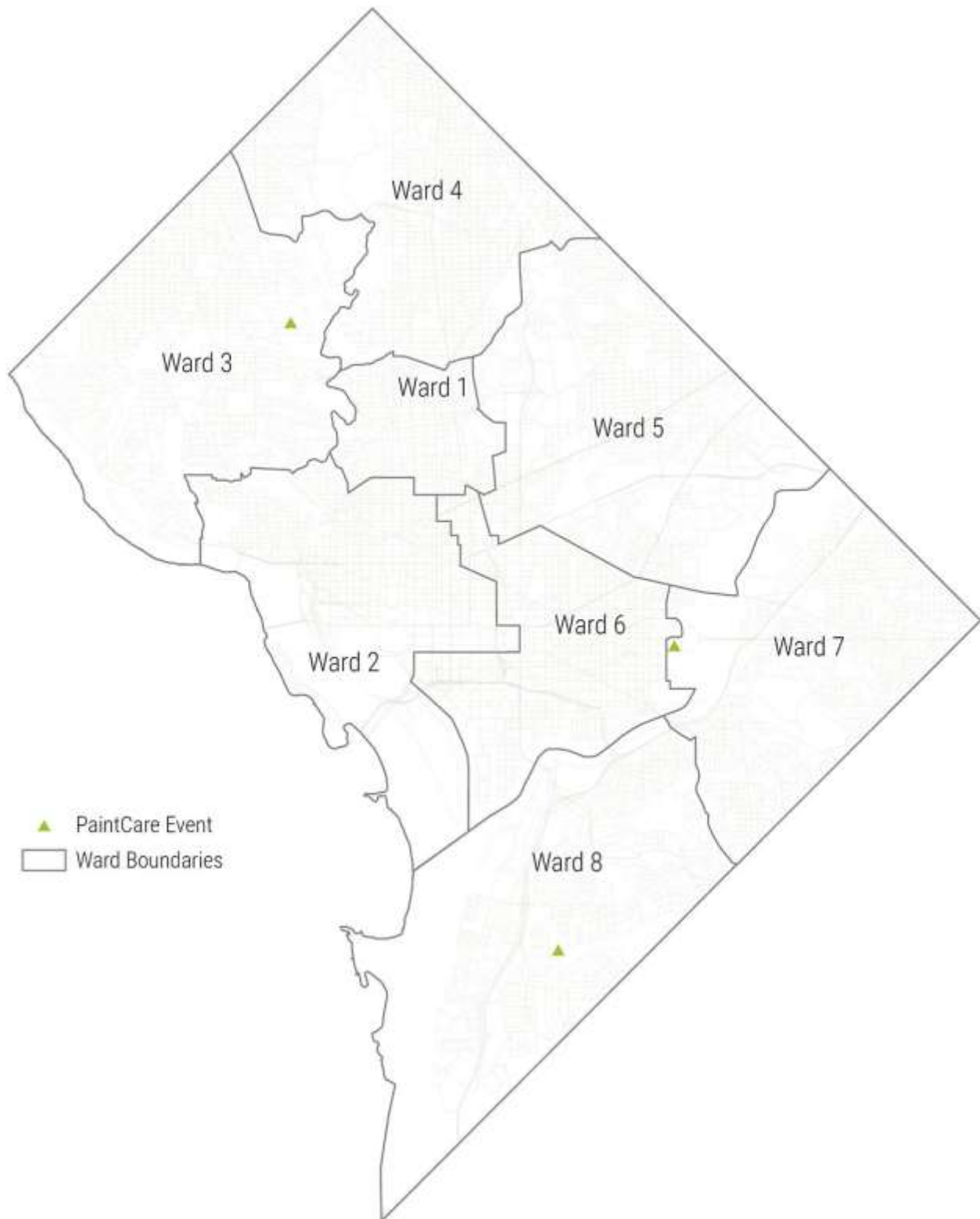
The paint stewardship program continued to offer residents the use of the Fort Totten HHW facility and increased recycling opportunities through year-round retail drop-off sites or paint drop-off events in each of the District's eight wards, and by offering the LVP service. Thus, the program has met the convenience goals of the paint stewardship law and of PaintCare's program plan.

The following maps show the locations of (1) year-round sites, (2) supplemental sites (PaintCare events), (3) LVP sites, and (4) all sites combined.

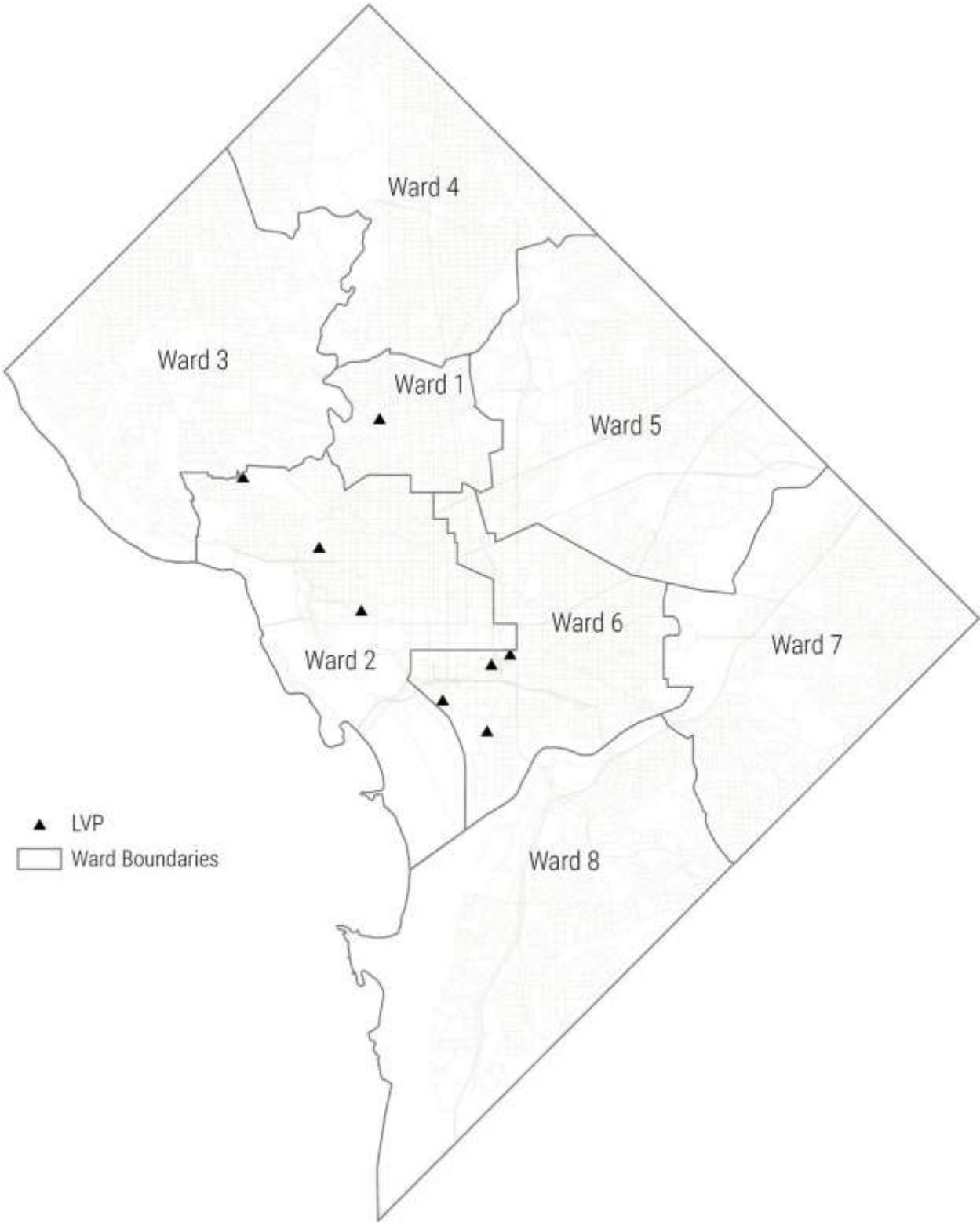
## YEAR-ROUND SITES



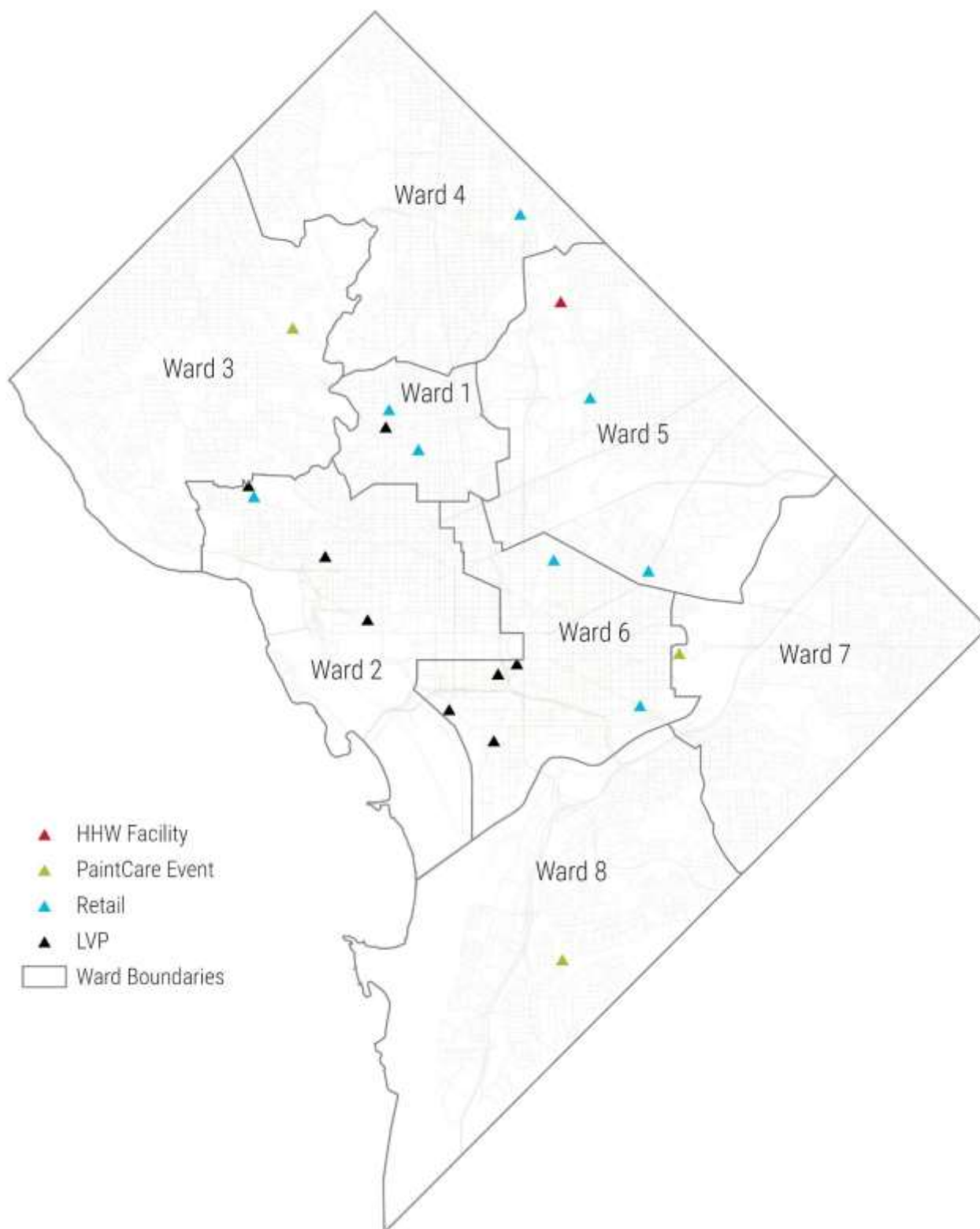
## SUPPLEMENTAL SITES (PAINTCARE EVENTS)



LARGE VOLUME PICK-UP SITES



## ALL SITES



## C. PAINT COLLECTION PROCEDURES

PaintCare entered into contract agreements with owners or operators of all sites and events. PaintCare contracts require that drop-off sites meet requirements of District and federal law, regulations, and policies.

PaintCare provided each retail drop-off site with an on-site, in-person training and a program procedures manual. The training and program manual covered:

- ◆ Identification of program and non-program products
- ◆ Acceptable containers
- ◆ Whom to accept paint from and how much
- ◆ Screening procedure for Very Small Quantity Generators (VSQGs) and the required log form
- ◆ Proper storage
- ◆ Spill response procedures and reporting requirements
- ◆ Employee training
- ◆ How to schedule a pick-up
- ◆ Required paperwork and record retention schedules

Site personnel are required to visually inspect containers of postconsumer paint – but not open them – to confirm that they are acceptable program products and then place them in the spill proof collection bins provided by the program. Unlabeled and leaking cans are not accepted at retail sites, but trained staff at HHW sites and events are allowed to accept and prepare them for management under the program.

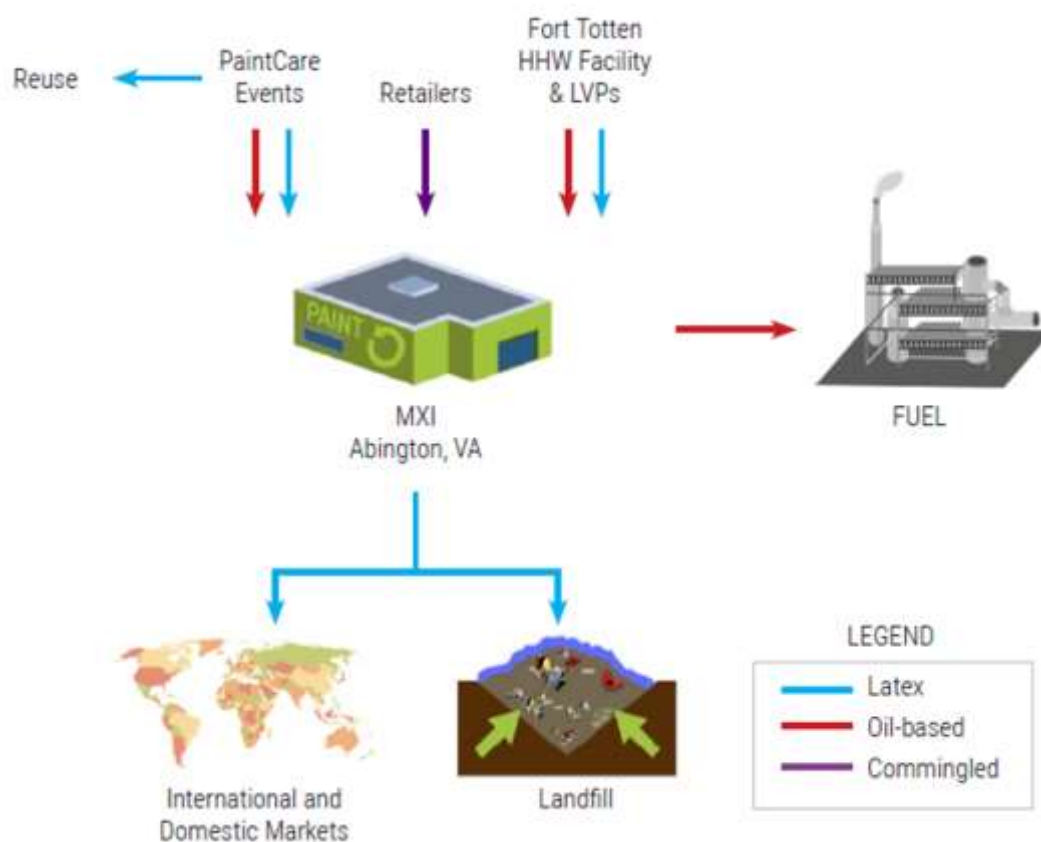
Retail drop-off sites are visited by PaintCare staff on a regular basis to check on their operations and provide additional training and consumer outreach materials as needed.

The Fort Totten Transfer Station had permits for paint collection prior to partnering with PaintCare, and the hauler that operates HHW and PaintCare events holds the required permits for these events.

## D. PAINT TRANSPORTATION AND PROCESSING

The following flow diagram shows an overview of the PaintCare program in DC. A detailed description is provided in the next section.

FLOW DIAGRAM OF PAINTCARE PROGRAM IN DC



### D1. Paint Transportation

PaintCare contracted with MXI Environmental Services, a hazardous waste transporter to service the program. PaintCare requires that transportation service providers have the ability and knowledge to respond to incidents involving hazardous materials and comply with all applicable US Department of Transportation (DOT) and District transportation rules.

MXI transported the paint from all program sites – retail, Fort Totten, PaintCare events, and LVPs – to their facility in Abingdon, VA for screening, separation, and consolidation.

## D2. Latex Paint Processing

The condition in which postconsumer latex paint is received by the program determines the available management options. If containers are not properly sealed during storage, latex paint can harden due to evaporation and may no longer be useable or recyclable. Similarly, if latex paint freezes numerous times, it may not be suitable for reuse or recycling. Ultimately, the method of storage and the timing of the decision to bring leftover paint to a drop-off site are determined by the consumer.

The program's outreach messages encourage the timely return of unwanted postconsumer paint to reduce the age and improve the condition of the paint for end of life management.

PaintCare managed latex paint under the following waste management hierarchy:

**Reuse.** Reuse programs generally screen for paint containers that are 50% or more full and in good condition and give them away free or sell them to the local community. A small amount of latex paint was distributed for reuse at all three of PaintCare's paint drop-off events.

**Recycled Paint.** MXI Environmental Services utilized paint-to-paint recycling as their primary method for managing latex paint.

MXI transported latex paint to their facility in Abingdon, VA. MXI processed postconsumer latex paint by segregating and consolidating the paint into 12 different colors, treating the consolidated paint to meet various performance standards, then repackaging the paint for sale. MXI distributed and sold paint domestically in 1-gallon and 5-gallon containers as interior coatings and driveway sealer, 200mL containers as craft chalk paint and sold interior coatings in 275-gallon totes through international markets.

**Disposal.** Dry and unusable latex paint sorted out by MXI was sent to the Bristol Virginia Solid Waste Management Facility, a permitted landfill, in Bristol, VA.

## D3. Oil-Based Paint Processing

**Reuse.** Reuse programs generally screen for paint containers that are 50% or more full and in good condition and give them away free or sell them to the local community. No oil-based paint was reused during the year.

**Energy Recovery.** MXI transported oil-based to their Virginia facility where it was bulked and shipped to GeoCycle in Holly Hill, SC for fuel blending and subsequently to Holcim, a cement kiln, also located in Holly Hill, SC, to be used as a fuel.

## ***Section 2. Paint Collection Volume and Disposition Methods***

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### **Statutory Citation**

*Code of District of Columbia, Division I, Title 8. Subtitle A. Chapter 2A. Subchapter II. Paint Stewardship.*

*Section 8-233.02(f) A producer or representative organization shall submit a paint stewardship program report to the Mayor that includes:*

*(2) The total volume and type of postconsumer paint collected in the District and the volume by method of disposition.*

### **Regulatory Citations**

*Code of District of Columbia Municipal Regulations Title 20, Chapter 20-40 Paint Stewardship.*

*Section 4002.1 A producer or representative organization shall submit to the Department a paint stewardship program report for the previous calendar year that, in addition to the requirements outlined in the Act, includes:*

*(c) A description of the disposition of postconsumer paint collected, by type and by estimated volume, including: (1) The name and corporate address of each processor that manages the postconsumer paint under the program; and (2) The name and corporate address of each transporter of postconsumer paint that is collected under the program.*

*(d)(2) The total volume of paint sold in the District during the preceding reporting period.*

*(e) A description of the methodology used to calculate the volume of paint sold and collected in Section 4002.1(d)(2) and (d)(4), indicating any changes from prior years in the methodology.*

### **A. PAINT SALES**

Paint sales were 1,027,968 gallons, a 5% increase over 2017.

Registered manufacturers, or their remitters(s), which may include paint distributors or retailers, report their sales of architectural paint in the District and remit the corresponding fees to PaintCare within a designated timeframe (generally monthly). PaintCare is not aware of any manufacturer selling paint into the District that was not registered with PaintCare or not properly reporting sales.

## **B. PAINT COLLECTION AND MANAGEMENT**

### **B1. Collection Volume and Recovery Rate**

The program processed 40,859 gallons of paint, an increase of 15% from 2017. The recovery rate was 4.0% (40,859 of 1,027,968 gallons sold), an increase from 15% in 2017.

As discussed in the program plan, several factors make recovery rate goals and calculations problematic. Paint is designed to be fully consumed through application to walls, buildings, and other surfaces. Although the amount of postconsumer paint received through collection programs is measurable, it is very difficult to determine the precise quantity of postconsumer paint that is left over and available for collection at any given time – a factor in recovery rate calculations. The lag time between the purchase of paint and the decision that the leftover paint is unwanted, and the additional time taken to return it to a drop-off site can vary greatly. In addition, architectural paint products have a long shelf life, so consumers purchasing paint in one year may not decide that the unused paint is unwanted for several years. For these reasons, PaintCare did not establish volume-based collection goals in its program plan but committed to providing recovery rate data in annual reports to examine changes over time.

In the DC program plan, PaintCare enumerates the assumptions and data which should be considered when evaluating the annual recovery rate, including the summary of studies on left over paint which estimate 10% of paint sold is left over and only 7% is collected. Because of the limited number of paint retailers in the District, PaintCare reduced the percentage to be collected, once the program reaches maturity, from 7% to 6% (6% of the 1,027,968 gallons sold or roughly 62,000 gallons).

The program has not yet reached maturity or a 6% recovery rate, but the overall volume collected increased 10% year over year. Year over year volume was up 23% from year-round sites, down 32% from PaintCare events, and down 22% from LVPs. Part of the reason the year-round sites collected more volume in 2018 is that the Fort Totten facility participated in the program all twelve months in 2018 while only eleven months in 2017 (they joined the program in February 2017). Fewer LVP requests, eight versus ten, explains the decline in LVP volume. The three PaintCare drop-off events held in 2018 were in the same three wards where events were held in 2017 (two of events were held at the same venues as in 2017) and all three had lower volume collected in 2018 versus 2017. Additionally, DPW did not hold an off-site HHW event in 2018 as they did in 2017.

The gallons collected and processed are reported to PaintCare by the hauler and are derived from the total pounds collected. Starting with the gross weight, the hauler removes the weight of the shipping container to derive the weight of paint and paint cans. The hauler then subtracts an estimated weight for paint cans to derive the weight of collected paint. The hauler then divides the derived weight of paint by 10 pounds per gallon to derive the gallons of collected paint.

Starting with this report, an estimate of the volume collected per site is included with the site list in the appendix.

## GALLONS SOLD AND PROCESSED

	2016 (2 MONTHS)	2017	2018
Gallons Sold	165,289	1,025,381	1,027,968
Gallons Processed	2,930	35,415	40,859
Recovery Rate	1.8%	3.5%	4.0%

### B2. Latex vs. Oil-Based Paint

Of the 40,859 gallons of paint collected, 81% (33,192 gallons) was latex paint and 19% (7,667 gallons) was oil-based paint.

### B3. Paint Management Methods

The following table shows the paint management methods for paint collected and processed each year.

## SUMMARY OF PAINT MANAGEMENT

	2016		2017		2018**	
LATEX PAINT	GALLONS	%	GALLONS	%	GALLONS	%
Reuse	-	-	14	-	39	-
Recycled Paint*	1,802	83	23,106	83	27,617	83
Disposal*	361	17	4,632	17	5,536	17
Subtotal Latex Paint	2,163	100	27,752	100	33,192	100
OIL-BASED PAINT						
Fuel	767	100	7,663	100	7,667	100
Subtotal Oil-Based Paint	767	100	7,663	100	7,667	100
Total Paint	2,930		35,415		40,859	

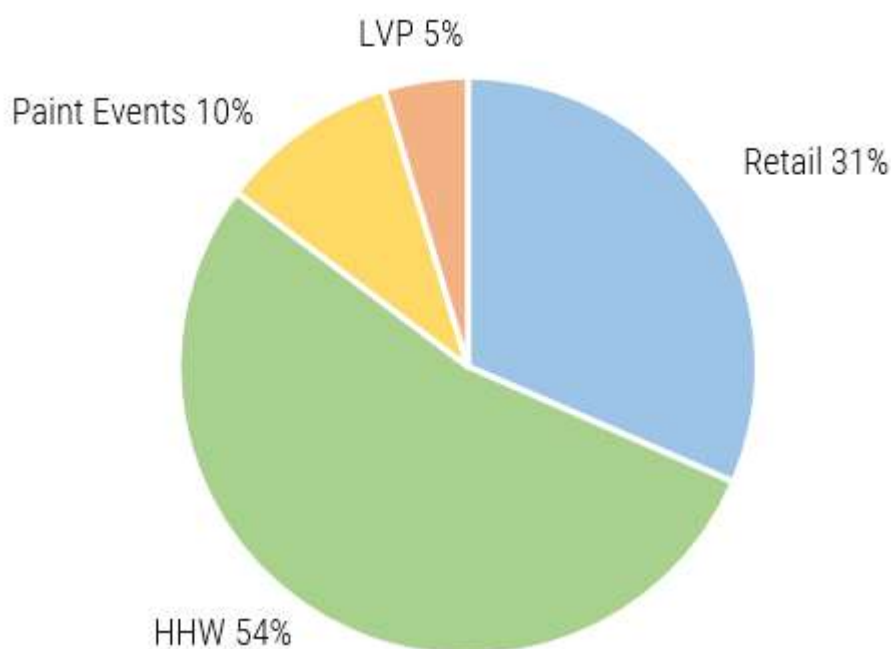
\* The gallons of latex paint per management method have been revised in this report. During a visit to the processing facility in May 2019, as part of PaintCare's Audit Program, PaintCare observed what appeared to be a higher percentage of latex paint being directed to landfill than MXI originally reported, 3%. As a result of

this observation, PaintCare requested MXI to re-evaluate the volume of latex paint being managed by recycling and landfill. While determining the volume of latex paint managed by each method, MXI realized their production staff was including the volume of non-recyclable latex paint left in the cans, which was managed via landfill, as paint being managed in their recycling process. After MXI measured the volume of non-recyclable latex paint left in cans and included this volume in their calculations, the percentage of latex paint being managed via landfill increased from 3% to 17% of the total volume of latex paint managed. As MXI's process has not changed significantly over time, MXI reports the volume of latex paint managed via landfill was never 3% and should have always been 17%. Therefore, the gallons of latex paint per management method have been updated for all years.

\*\*MXI reported volume collected from Fort Totten in March 2018 and processed during 2018 after PaintCare submitted its original 2018 annual report. The total volume processed in 2018 (in the table above) includes the volume not previously reported by PaintCare.

#### **B4. Collection by Program Type**

The following pie chart shows the relative volume of paint collected by site/service type during the year.



#### **C. CONTAINER RECYCLING**

Metal and plastic paint containers were recycled whenever possible. In 2018, the program recycled an estimated three tons of paint containers. The total tonnage of paint containers recycled since the start of the program is six tons.

**D. PROGRAM PROCESSOR**

Bristol Virginia Solid Waste Management Facility	2125 Shakesville Rd	Bristol, VA
GeoCycle	2175 Gardner Blvd	Holly Hill, SC
Holcim	200 Safety St	Holly Hill, SC
MXI Environmental Services	26319 Old Trail Rd	Abingdon, VA

**E. PROGRAM TRANSPORTER**

MXI Environmental Services	26319 Old Trail Road	Abingdon, VA
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## ***Section 3. Independent Audit and Financial Summary***

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### **Statutory Citation**

*Code of District of Columbia, Division I, Title 8. Subtitle A. Chapter 2A. Subchapter II. Paint Stewardship*

*Section 8-233.02(f) A producer or representative organization shall submit a paint stewardship program report to the Mayor that includes:*

*(3) The total cost of implementing the program, as determined by an independent financial audit funded from the paint stewardship assessment.*

### **Regulatory Citations**

*Code of District of Columbia Municipal Regulations, Title 20, Chapter 20-40 Paint Stewardship*

*Section 4002.1 A producer or representative organization shall submit to the Department a paint stewardship program report for the previous calendar year that, in addition to the requirements outlined in the Act, includes:*

*(d) A description of the total cost of implementing the program that includes the following: (1) The assessment amount per container; (3) The total cost of the program; (4) The cost per gallon of the program during the prior year; (5) The total cost of education information provided to consumers and as a percentage of the total program cost; (6) The total cost of transportation and processing and as a percentage of the total program cost; (7) The total cost of program administration and as a percentage of the total program cost; and (8) The total amount of surplus funding, if any.*

*(f) An operating budget for the program for the next calendar year.*

### **A. INDEPENDENT FINANCIAL AUDIT**

An independent financial audit of the national PaintCare program was conducted by Rogers & Company PLLC. This independent CPA firm conducted the audit in accordance with auditing standards generally accepted in the United States. Those standards require that the firm plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. The audit process includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. The audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. In Rogers & Company's opinion, the financial statements of PaintCare present fairly, in all material respects, the financial position as of December 31, 2018, and the changes in its net assets and its cash flows for the calendar year then ended in conformity with accounting principles generally accepted in the United States. The independent financial audit of the PaintCare program is included in the appendix.

## **B. FINANCIAL SUMMARY AND DISCUSSION**

### **B1. Revenue and Expense Categories**

Revenue in all nine PaintCare programs is derived from fees on new paint sales.

Expense categories are discussed here:

**Paint Processing.** Paint processing is the largest expense in all PaintCare programs. In the District, paint processing costs were billed based on weight or by the box and included the cost of sorting mixed boxes of latex and oil-based paint.

**Paint Transportation.** Paint transportation is another significant expense in PaintCare programs. In the District, transportation costs were billed per cubic yard collection bin picked up or minimum cost per stop.

**Collection Support.** Collection support expenses included paint collection bins (single use and reusable), spill kits, training materials, miscellaneous supplies for drop-off site operations, and forklifts and portable restrooms used at PaintCare drop-off events.

**Communications.** Communications expenses included advertising and promotional materials to increase awareness of the program and use of the drop-off sites.

**Personnel, Professional Fees and Other.** Personnel, professional fees and other included the cost of a part-time employee managing the District of Columbia program, legal costs, travel, office supplies, and other logistical and professional support.

**DOEE Administrative Fees.** PaintCare paid an annual administrative fee of \$26,000.

**Corporate Activity.** Corporate activity costs are those that are shared across all nine PaintCare programs and allocated relative to the population of the program. In 2018, the DC Program's allocation was 1.0% of the total cost of corporate activity. These costs include but are not limited to corporate staffing, insurance, maintenance of data management systems, auditing fees, software licenses, legal fees, occupancy, and general communications.

## B2. Financial Summary

The following table shows program revenue and expenses leading up to the launch of the program, during the first two months, and the calendar years 2017 and 2018.

### REVENUE AND EXPENSES

REVENUE	PRE-PROGRAM	2016 (2 MONTHS)	2017	2018
Larger than half pint to smaller than 1 gallon	-	\$ 11,426	\$ 78,703	\$ 67,603
1-2 gallons	-	54,340	320,521	274,492
Larger than 2 gallons up to 5 gallons	-	39,595	251,064	273,351
Total revenue		105,361	650,288	615,446
EXPENSES				
Paint processing	-	7,229	101,210	115,095
Paint transportation	-	7,980	72,995	80,965
Collection support	10,164	11,814	35,121	33,993
Communications	6,509	16,078	43,749	85,285
Personnel, professional fees, and other	76,719	4,974	28,228	34,135
DOEE administrative fees	19,667	4,333	26,000	26,000
Allocation of corporate activity	65,133	7,706	41,695	44,466
Total expenses	178,192	60,114	348,998	419,939
Allocation of investment activity	(3,214)	(586)	(462)	(4,316)
Change in net assets (revenue minus expenses)	(181,406)	44,661	300,828	191,191
Net assets, beginning of year	-	(181,406)	(136,745)	164,083
Net assets, end of year	(\$ 181,406)	(\$ 136,745)	\$ 164,083	\$ 355,274

## C. INVESTMENT ACTIVITY

PaintCare invests a portion of its reserves (from most PaintCare programs) in a financial portfolio. Investments for all programs are maintained in a single portfolio. Claim of ownership in the investment portfolio is shared by all participating programs and allocated among them based on relative net asset balances. Programs that have positive net asset balances have a claim on the assets invested in the portfolio; programs with negative net asset balances carry a liability representing an amount due to the portfolio.

## D. RESERVES

Reserves represent the accumulated surplus or net assets (cash and investments) of the program. Reserves are needed to sustain the program in times of either higher than expected paint collection (higher expenses), lower than expected paint sales (lower revenue), or a combination of the two.

PaintCare's Reserves Policy establishes a target reserve as a percentage of annual expenses. It also sets a range with minimum and maximum thresholds. If the reserves fall below the minimum threshold or rise beyond the maximum threshold, an evaluation of the program's expenses and revenue will be performed to determine if changes are needed in operations, outreach, and/or the fee structure to bring the reserve balance within range.

Previously, PaintCare's Board of Directors established a target reserve of 50% of annual expenses with a minimum threshold of 16% (i.e., two months) of expenses and a maximum of 75% (i.e., nine months). In April 2018, the Board increased the target to 100% of annual expenses, the minimum threshold was changed to 75% (i.e., nine months) of expenses, and the maximum was changed to 125% (i.e., 15 months).

This decision was made after an examination of how reserve levels have fluctuated for existing programs, particularly those with sustained growth and costs. The analysis showed that if a fee reduction were to be implemented when a 50% reserve level is reached, programs would likely need to reverse course and implement a fee increase within a few years. Therefore, a higher reserve level provides better stability for the programs and for those affected by a fee change. A larger reserve also mitigates the risk of an extensive timeframe for receiving approval of fee changes. Finally, a larger reserve provides better financial security for individual state programs as they move from utilizing an organization-wide bank account to individual limited liability companies with separate banks accounts (this change will be made to the DC program this year), whereby borrowing of funds during times of deficit may be costlier (in the form of a loan). PaintCare has also confirmed that a 12 months reserve target is not uncommon for non-profit organizations, including other stewardship organizations.

At the end of 2018, the DC program had built a surplus of \$355,274 or 85% of annual expenses.

## E. FINANCIAL METRICS

The following annual metrics are required by DC program regulations.

- ◆ Total cost of the program: \$419,939
- ◆ Cost per gallon of paint collected: \$10.28
- ◆ Education/outreach cost as percentage of total program cost: 20%
- ◆ Transportation and processing costs as percentage of total program cost: 47%
- ◆ Program administration cost (defined as corporate activity by PaintCare) as percentage of total program cost: 11%

## F. EVALUATION OF THE PROGRAM'S FUNDING MECHANISM

PaintCare fees, placed on the sale of new paint in the District, are based on container sizes as follows:

### PAINTCARE FEES

CONTAINER SIZE	FEE
Half pint or smaller	\$ 0.00
Larger than half pint to smaller than 1 gallon	\$ 0.45
1-2 gallons	\$ 0.95
Larger than 2 gallons up to 5 gallons	\$ 1.95

The program's funding mechanism, including the fee structure and system to receive sales reports and payments from manufacturers, performed well during the year. No adjustment to the fee structure or payment system is necessary at this this.

## G. 2019 BUDGET

### 2019 BUDGET

REVENUE	AMOUNT
Total revenue	606,855
EXPENSES	
Paint processing	136,200
Paint transportation	89,900
Collection support	49,900
Communications	85,000
Personnel, professional fees, and other	42,638
DOE administrative fees	26,000
Allocation of corporate activity	47,502
Total expenses	477,140
Change in net assets (revenue minus expenses)	129,715
Net assets, beginning of year	355,274
Net assets, end of year	484,989

## Section 4. Outreach

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### Statutory Citation

*Code of District of Columbia, Division I, Title 8. Subtitle A. Chapter 2A. Subchapter II. Paint Stewardship.*

*Section 8-233.02(f) A producer or representative organization shall submit a paint stewardship program report to the Mayor that includes:*

*(4) Samples of educational information provided to consumers of paint and a description of how the information is distributed.*

### A. OUTREACH ACTIVITIES

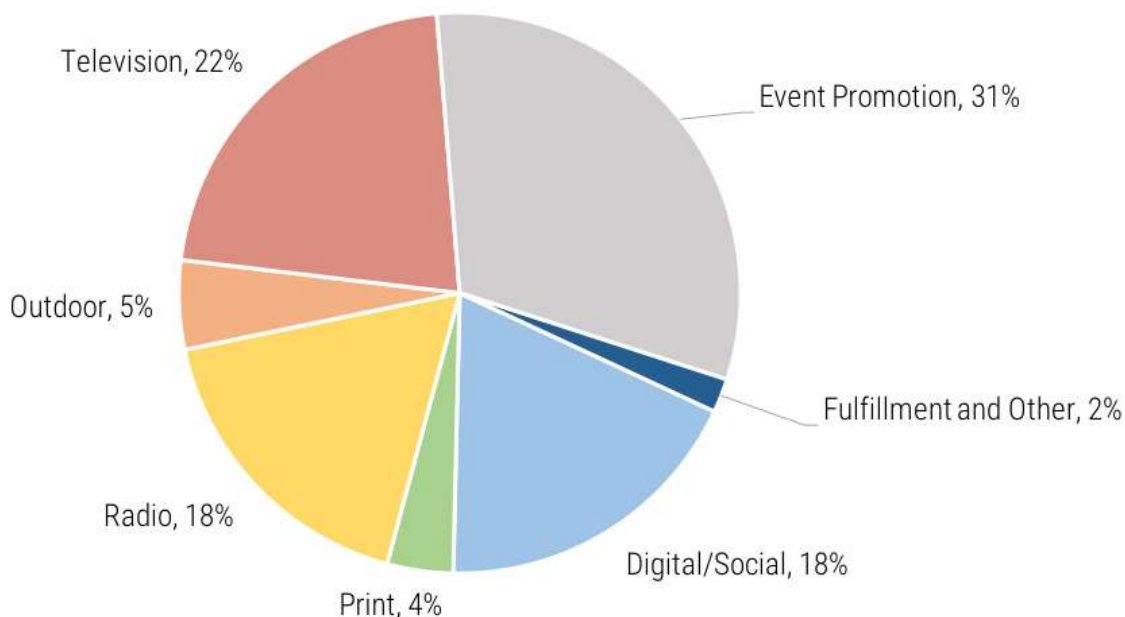
#### A1. Introduction

PaintCare's program plan discusses a variety of activities targeted to retailers, painting contractors, trade associations, other businesses and institutions, and the general public through direct contact, distribution of printed materials, and some advertising.

Outreach activities have been carefully phased to ensure the program's stability while establishing partnerships and ramping up collection. At the outset of the DC program, outreach focused on recruiting drop-off sites at paint retailers. This approach allowed drop-off sites to become comfortable with operations before implementing broader advertising to the public to increase participation.

In 2018, PaintCare phased in additional public outreach activities, including advertising via television, radio, and digital media, doubling the amount spent on these activities compared to the start-up phase in 2017. Overall, outreach efforts focused on encouraging the public to recycle their unwanted paint. The main objectives of outreach were to drive the public to PaintCare's website to find a drop-off site using PaintCare's site locator search tool and/or to attend a PaintCare event.

PaintCare's outreach activities in the District are categorized as follows: promotion of paint collection events via flyers, direct mail, targeted advertising, etc.; fulfillment of brochures and other printed materials to retailers and others; digital advertising and social media promotion; advertising (District Metro station ads); and print, radio, and television. The relative amounts of spending dedicated to each of these outreach activities are summarized in the following pie chart:



Beginning in fall 2018, PaintCare began working with a new media agency, Chief, to support public outreach and education efforts in Connecticut, Maine, Minnesota, Rhode Island, Vermont, and the District of Columbia. Chief is headquartered in Washington, D.C., and manages statewide campaigns for clients throughout the United States.

## **A2. Print Materials for Consumers**

PaintCare continued to distribute program brochures and other printed materials to retailers for them to make available to consumers in their stores. These materials include program brochures, mini cards, fact sheets (for painting contractors and the LVP service), and program posters.

PaintCare distributed 300 brochures, and mini cards during the year by mail and PaintCare's DC program manager delivered materials in person during site visits. In addition to fulfilling specific requests for materials, PaintCare does targeted outreach when requested or when a special need is identified. In March 2018, after hearing that participation was low at W. S. Jenks & Son, PaintCare sent 1,400 postcards to residents in Wards 5 and 6 to make them aware of the nearby drop-off site.

In September 2018 PaintCare sent over 17,425 mailers to District-based businesses promoting awareness of the program and including information about the LVP service, local drop-off sites, and an upcoming drop-off event. The mailing list included a large number of realtors, contractors, developers, property managers, and building managers, who are likely to have leftover paint, as well as schools, churches and religious organizations, retail stores, restaurants, government agencies, and many other types of businesses.



## Got old paint taking up your storage space?

DC residents and businesses can drop off leftover house paint, stain, or varnish for recycling at locations throughout the District. Some limitations apply; visit [paintcare.org/DC](http://paintcare.org/DC) to learn more about quantity limits and accepted products.

<b>Annie's Ace Hardware</b> 3405 8th St. NE (202) 529-2658	<b>Gallagher &amp; Hugely Associates</b> 5925 Blair Rd. NW (202) 723-1000	<b>McCormick Paints</b> 3124 Mount Pleasant St. NW (202) 462-0300
<b>McCormick Paints</b> 1442 Pennsylvania Ave. SE (202) 971-9884	<b>Sherwin-Williams</b> 2511 14th St. NW (202) 328-5470	<b>Sherwin-Williams</b> 1120 Third St. NE (202) 543-8177
<b>Sherwin-Williams</b> 1805 Wisconsin Ave. NW (202) 965-5433	<b>W.S. Jenks &amp; Son</b> 910 Bladensburg Rd. NE (202) 529-6020	<b>*Fort Totten Transfer Station</b> 4900 John McCormack Dr. NE (202) 715-7570

*PaintCare sites accept up to 5 gallons per visit, some take more. Please call ahead to confirm business hours and ask if they can accept the type and amount of paint you would like to drop off. Sites do not accept: aerosols (spray paint) or leaking, unlabeled, and empty containers.*

*District of Columbia businesses and residents only.*  
\*This site accepts paint from households only, no businesses.

Find a drop-off location and learn more about products  
PaintCare accepts: [paintcare.org/DC](http://paintcare.org/DC) • (855) 724-6809



### Postcard Sent to District Businesses

PaintCare also provided counter mats to retail drop-off sites to use in the paint department to reference when customers had questions. The counter mat is popular with retailers and more likely than the poster to be seen by customers while they wait for their paint to be mixed. The PaintCare counter mat is used in all PaintCare programs and allows for state/jurisdiction-specific inserts that can be customized for each program.

Larger versions of the materials shown below are included in the appendix and available on PaintCare's website.



### Brochure, Mini Card, Program Poster, Counter Mat, and Fact Sheets

### A3. Fact Sheets for Stakeholders

Several fact sheets were distributed in the months before the start of the program and are still used. Minor updates are made throughout the year. Current versions of the following fact sheets are available on PaintCare's website:

- ◆ How Does the District of Columbia Paint Stewardship Program Affect Paint Retailers?
- ◆ How to Become a Retail Drop-Off Site
- ◆ About PaintCare Fees
- ◆ Information for Painting Contractors
- ◆ Information for Paint Purchasers
- ◆ Large Volume Pick-Up Service

### A4. Press Coverage

During the year, PaintCare was included in a story about local recycling programs in *The Hill Rag*.

### A5. Website

Nearly all PaintCare advertising and outreach efforts direct the public to PaintCare's website for more information and to find a local PaintCare site. The most frequently visited part of the website is the PaintCare site locator tool on the page titled Drop-Off Locations. PaintCare's website and site locator are updated throughout the year.

The website is easy to navigate and features topics on buying the right amount of paint, storage and reuse tips, and recycling. It has special pages for manufacturers and a general section for retailers, explains what products are covered by the program, and has a District of Columbia page with tabs for different audiences (Everyone, Contractors, Retailers, and Official Docs).

PaintCare's website provides paint calculators from various sources (see: [www.paintcare.org/paint-calculators/](http://www.paintcare.org/paint-calculators/)). These paint calculators can be used by everyone to help them buy the right amount of paint.

PaintCare maintains a list of locations around the country where the public can get recycled-content paint (see: [www.paintcare.org/wp-content/uploads/docs/xx-recycled-paint-stores.pdf](http://www.paintcare.org/wp-content/uploads/docs/xx-recycled-paint-stores.pdf)).

A chart showing monthly website traffic for the year follows.



District of Columbia 2018 Webpage Traffic

## A6. Translations

PaintCare translates program brochures and fact sheets into languages of known ethnic groups, especially those involved in the painting business, and upon requests from paint retailers or other stakeholders. Program brochure translations available in all PaintCare programs include Spanish, as well as Amharic, Arabic, Armenian, Chinese, Farsi, French, Hmong, Khmer, Korean, Lao, Polish, Portuguese, Russian, Somali, Thai, Turkish, and Vietnamese.

Two widely-used fact sheets are also available in translation in all PaintCare programs. The fact sheet for the LVP service is available in Spanish. The fact sheet for painting contractors is available in six languages other than English due to requests from other PaintCare programs.

In 2018, PaintCare added a Spanish translation button to all of its webpages, making the site fully bilingual, and made live Spanish language interpretation available on PaintCare's telephone hotline.

## A7. Print Advertising

PaintCare used print advertising via direct mail to promote upcoming drop-off events to nearby residents. Additionally, some print advertisements were placed in the local newspapers *East of the River* and *Capital Community News* to promote drop-off events.



Examples of Print Advertising and Direct Mail

## A8. Outdoor Advertising

PaintCare experimented with the use of outdoor advertising in District Metro stations. The poster ads were used to promote upcoming paint drop-off events. They were placed in Metro stations that serve local residents nearby the drop-off event location, including the Congress Heights and Van Ness stations.



Example of District Metro Station Ad


## A9. Online, Digital, and Social Media Advertising

PaintCare ran some digital advertising on social media and news websites that focused on promoting paint drop-off event participation. The ads were served to relevant audiences geo-targeting the neighborhoods surrounding the events whenever possible.




Examples of Digital Ads for Drop-Off Events

PaintCare also ran digital advertising on Nextdoor, a digital platform (website and mobile device app) for local residents of neighborhoods across the country to share information and resources with their immediate neighbors. In some PaintCare programs, PaintCare staff have observed that when paint drop-off events were posted by Nextdoor users there was a significant number of event attendees that reported finding out about the event via that platform. While Nextdoor prohibits private organizations from posting information directly to neighborhood boards, PaintCare was able to experiment with paid advertising on the platform to post messages about its upcoming events, as well as promoting general awareness of paint stewardship

 Paint Care. Sponsored



**Free paint recycling event on Nov. 3 at DC Armory**

Now's your chance to recycle your paint! Drop off your leftover house paint, stain, or varnish at the DC Armory (Lot #3, 2001 E. Capitol St. SE) on Saturday, November 3 between 9 AM – 1 PM. Households may drop off any amount of latex or oil-based paint (no aerosols or empty or unlabeled cans). Businesses can bring latex, but there are restrictions on oil-based paint. Click for all the event details and a list of products accepted at the event. Proof of District residency required.



[Learn more about our event](#)

[Learn more](#)

 [Thank](#)  [Reply](#)

### Nextdoor Digital Community Platform Ad

In addition to PaintCare's online and social media-based promotion, DOEE continued to promote PaintCare and its drop-off events in its Sustainable DC e-newsletters, as well as on its new Zero Waste DC website. DOEE's Sustainable DC program named PaintCare its Community Champion for the month of November 2018.

## COMMUNITY CHAMPION



Drum roll please!

This month's Community Champion goes to the District's PaintCare Program!

We would like to recognize the contributions of District's PaintCare Program (now entering its third year) in providing convenient opportunities for residents and businesses to recycle leftover paint. PaintCare has held successful paint drop-off events in wards across the city in addition to partnering with retail stores to serve as permanent drop-off sites. The program is offering a large volume pick-up service for those with over 200 gallons of paint, and works with the Fort Totten Transfer Station's Household Hazardous Waste Program to offer both latex and oil-based paint collection. PaintCare collected over 35,000 gallons of paint in 2017 during the first calendar year of the program. Leftover paint in good condition is also offered to residents at the drop-off events and the program continues to look for more opportunities to offer paint for reuse.

Keep up the great work PaintCare!

Sustainable DC e-Newsletter Announces PaintCare as Community Champion

### A10. Television

In April, September, and October PaintCare ran television commercials on three cable channels, airing within the District borders only.

During the first half of the year, PaintCare developed and produced a new television commercial that was utilized for most TV advertising. The new commercial shows a single room painted and decorated several times in changing eras by contractors and a DIYer homeowner. While the styles and fashions of décor evolve with time, the leftover paint stacks up in the closet. The audience learns that, finally, in the present era there is a new solution for an ongoing problem; now you can recycle leftover paint with PaintCare.



Still Frames from Painting Through the Eras Commercial

PaintCare's television commercials can be viewed at [www.paintcare.org/media](http://www.paintcare.org/media), and on YouTube and Vimeo.

### A11. Radio

In March-May and September-December PaintCare ran public radio sponsorships on local affiliate WAMU 88.5. In the first year of the program, it was noted that public radio support, a highly effective method for public education in other PaintCare programs, could be problematic for the DC program because the broadcast area includes parts of Maryland and Virginia. However, PaintCare chose to experiment with the tactic this year by carefully coordinating with radio station staff to ensure airing during programming to maximize the proportion of audience based within the District and by stating in the message that the program is for District residents and businesses only. The following message was used: *Support for WAMU comes from PaintCare. Washington, D.C., residents and businesses can recycle their leftover paint at nine locations throughout the District of Columbia. Visit PaintCare-dot-org. Buy right, use it up, and recycle the rest with PaintCare.*

### A12. Face-to-Face

PaintCare's DC program manager visited retail drop-off sites throughout the year to make sure there were no problems or concerns, to help coach them on how to answer questions they receive from customers, provide brochures and other point-of-sale materials, and order signs.

In addition to periodic contact with drop-off sites, PaintCare's staff participated in the House Recycling Event, an Earth Day event, held at the Rayburn House Office Building.

Finally, PaintCare's staff spoke with individuals interested in the LVP service, explained how to request a pick-up, what was required to take advantage of the service, and which types of products are covered by the program and eligible for the service.

### A13. Signage

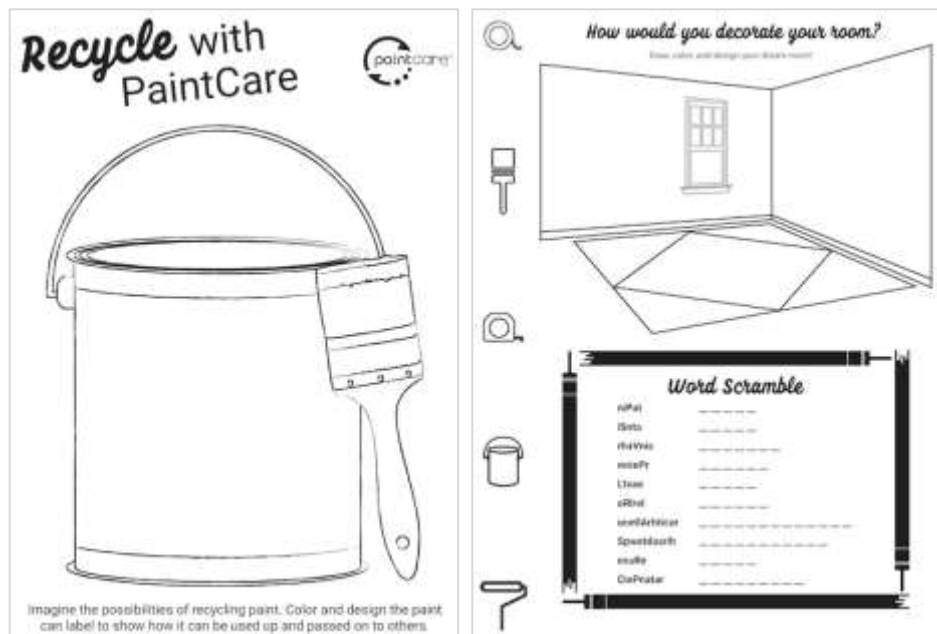
PaintCare has developed several signs for drop-off sites to help them let the public know about the program, screen program products, and address concerns they have about illegal dumping. Drop-off sites may order the following signs: Program Products Sign (English/Spanish), Program Partner Sign, Combination (program partner with simplified products list), No Dumping, and Please Wait for Assistance. Larger versions of these signs are included in the appendix and can be viewed online at [www.paintcare.org/signs](http://www.paintcare.org/signs).



PaintCare Signs

#### A14. Youth Outreach

It has been shown that children are highly influential in household recycling behaviors even when they are not directly responsible for recycling themselves. In recent years, PaintCare staff have identified opportunities to educate children about paint stewardship such as presentations in school classrooms and hosting informational tables at family-friendly community events. To support these efforts, PaintCare created a new, educational activity booklet about paint stewardship for staff to share when engaging with groups of children, and to provide directly to educators and caregivers. The booklet features activities such as coloring and drawing, as well as paint stewardship word puzzles that teach specialized terminology.



Sample Pages from PaintCare's New Kids Activity Booklet

## B. AWARENESS SURVEY

In 2018, PaintCare updated its public awareness survey methodology used for all PaintCare programs with the assistance of the market research firm KBinsights. The purpose of updating the survey was to improve accuracy of measurement, ensure statistically significant data samples, improve clarity and consistency in the questionnaire, and to better screen survey panels to represent the make-up of their state or jurisdiction. Updates to the survey questionnaire itself included changing some terminology and adding open-ended questions to learn more about public perceptions of paint stewardship.

The results were analyzed by KBinsights to help PaintCare better understand trends in the data and help guide future targeting. Data from all PaintCare programs was included in the analysis, providing the additional benefit of comparing results between programs throughout the nation.

Due to the updates in the measurement methodology, survey results from previous years are not directly comparable to the new results and are not included here. Survey data from previous years remains publicly accessible in the previous annual report posted on the DC section of PaintCare's website. The full report for this year's awareness survey for all PaintCare programs is included in the appendix.

Following are some highlights from the 2018 survey results:

- ◆ 250 surveys were completed by residents of the District of Columbia, allowing 90% confidence in the accuracy of the measured results for the population within +/-5%.
- ◆ About half of the respondents purchased paint in the last year. Nearly three quarters report seeking help from paint retail staff and taking measurements themselves in order to purchase the right amount of paint and reduce the amount leftover.
- ◆ 20% of District of Columbia respondents recalled hearing of PaintCare before completing the survey, the highest among PaintCare programs. Of those respondents who knew about PaintCare before, 90% recalled seeing a PaintCare ad in recent months, and 94% reported having attended a PaintCare drop-off event previously. Results in this category are the highest among all PaintCare programs.
- ◆ Nearly half of District respondents report that they will choose a sustainable option if they have leftover paint in the future, such as dropping it off at a paint retail store (13%) or HHW facility (22%) or giving it away to someone else who needs it (11%).

## C. RECOMMENDATIONS

The 2018 awareness survey results indicate that increased levels of advertising and outreach activities in the District are improving local awareness of the program. PaintCare will continue to build on this momentum by planning multi-channel public education campaigns in 2019, including cable television, radio, digital and print advertising, outdoor, press coverage, and social media. Using a mix of media types and strategies is more likely to reach the broad array of categories within the general public including households, businesses, and institutions that generate or accumulate leftover paint.

Additionally, PaintCare will carry out promotional campaigns for the three planned paint drop-off events in the District, including direct mail, social media, and other advertising, to ensure local residents are aware of opportunities to get rid of leftover paint.

In addition, PaintCare will look for new events and other face-to-face outreach opportunities (e.g., home shows, meetings of painting contractor and other associations, etc.) in the District to raise awareness of the program.

## *Section 5. 2019 and Beyond*

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This new section to the annual report describes activities or plans for the program that have happened since January 1, 2019 or are being planned.

### **A. DOEE SUSTAINABILITY AWARD**

In February 2019, PaintCare staff nominated PaintCare and its nine District paint drop-off sites for DOEE's 2019 Sustainability Award. The nomination recognizes the collective effort of PaintCare and its partners – paint retail sites, the District's Fort Totten Transfer Station, and waste hauler MXI – in diverting nearly 40,000 gallons of unwanted paint from landfill.

In March 2019, DOEE notified PaintCare it was one of five finalists for the District Sustainability People's Choice Award. Winners will be notified in April 2019.

### **B. CHANGE IN REPRESENTATIVE ORGANIZATION**

During 2019, PaintCare Inc. intends on changing the representative organization of the District of Columbia Architectural Paint Stewardship Program from PaintCare Inc. to PaintCare District of Columbia LLC. PaintCare Inc. formed PaintCare District of Columbia LLC as a sole-member "disregarded" limited liability company with the intention that it be dedicated specifically to the management of the District of Columbia Architectural Paint Stewardship Program.

PaintCare Inc. intends to form individual LLCs for each of its programs to improve financial independence and separation between the PaintCare programs in different states and jurisdictions. By shifting program operations and responsibilities to a disregarded LLC in each state or jurisdiction, and by segregating program funds accordingly, each state or jurisdiction's PaintCare program (and its associated funds) is better sheltered from any liability that might arise from the operation of a PaintCare program in a different state or jurisdiction.

The LLC transition will not prompt any change in staffing and is not expected to prompt any change in vendors. PaintCare District of Columbia LLC is considered to be a 501(c)(3) non-profit company under IRS rules and meets the statutory eligibility requirements for the Representative Organization set forth in DC Code, Section 8-233.01(8).

## Appendix Section A

# PAINTCARE SITES

## DISTRICT OF COLUMBIA PAINTCARE SITES IN 2018

TOTAL COLLECTED: 39,130 GALLONS

Site Name	Address	Type	Gallons Collected
Year-Round Sites			33,078
Ward 1			4,990
McCormick Paints	3124 Mount Pleasant St NW	Retail	690
Sherwin-Williams	2511 14th St NW	Retail	4,300
Ward 2			2,688
Sherwin-Williams	1805 Wisconsin Ave NW	Retail	2,688
Ward 4			522
Gallier & Hugely	5925 Blair Rd NW	Retail	522
Ward 5			21,600
Annie's Ace Hardware	3405 8th St NE	Retail	714
Fort Totten Transfer Station	4900 John McCormack Dr NE	HHW Facility	20,202
W S Jenks & Son	910 Bladensburg Rd NE	Retail	684
Ward 6			3,278
McCormick Paints	1442 Pennsylvania Ave SE	Retail	955
Sherwin-Williams	1120 Third St NE	Retail	2,323
Supplemental Sites			4,147
Ward 3			1,625
Howard University School of Law	2929 Van Ness St NW	PaintCare Event	1,625
Ward 7			1,670
DC Armory Parking Lot	2001 E Capitol St SE	PaintCare Event	1,670
Ward 8			852
Ballou High School	3401 4th St SE	PaintCare Event	852
Large Volume Pick-Up Sites			1,905
Ward 1			362
[Painting Contractor]		LVP	362
Ward 2			571
[Federal Government - Dept of		LVP	343
[Property Manager/Owner]		LVP	113
[School or University]		LVP	115
Ward 6			972
[Federal Govt - Capitol Architect C St]		LVP	431
[Federal Govt - Capitol Architect D St]		LVP	172
[Hotel]		LVP	170
[Property Manager/Owner]		LVP	199

Total

39,130

## Appendix Section B

**PaintCare Inc.**

Financial Statements  
and Independent Auditors' Report

Twelve Month Periods Ended December 31, 2018 and 2017

**PaintCare Inc.**

Financial Statements  
Twelve Month Periods Ended December 31, 2018 and 2017

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## **INDEPENDENT AUDITORS' REPORT**

To the Board of Directors of  
PaintCare Inc.

We have audited the accompanying financial statements of PaintCare Inc. ("PaintCare"), which comprise the statements of financial position as of December 31, 2018 and 2017; the related statements of activities, functional expenses, and cash flows for twelve month periods then ended; and the related notes to the financial statements.

### ***Management's Responsibility for the Financial Statements***

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### ***Auditor's Responsibility***

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform an audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

***Opinion***

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of PaintCare as of December 31, 2018 and 2017, and the changes in its net assets and its cash flows for twelve month periods then ended in accordance with accounting principles generally accepted in the United States of America.

***Other Matter***

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The supplementary information included on pages 18-19 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

Handwritten signature of Rogers & Company LLC in black ink.

Vienna, Virginia  
March 27, 2019

**PaintCare Inc.**

Statements of Financial Position  
December 31, 2018 and 2017 and 2017

	2018	2017
<b>Assets</b>		
Current assets:		
Cash	\$ 12,932,756	\$ 13,306,740
Accounts receivable, net	5,678,781	5,241,516
Investments	44,527,270	40,277,238
Prepaid expenses	175,237	16,964
Total current assets	63,314,044	58,842,458
Property and equipment, net	440,567	211,122
Total assets	<u>\$ 63,754,611</u>	<u>\$ 59,053,580</u>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Current liabilities:		
Accounts payable and accrued expenses	\$ 7,841,441	\$ 6,392,384
Due to affiliate	1,214,428	1,218,597
Total liabilities	<u>9,055,869</u>	<u>7,610,981</u>
<b>Net Assets</b>		
Without donor restrictions	<u>54,698,742</u>	<u>51,442,599</u>
Total net assets	<u>54,698,742</u>	<u>51,442,599</u>
Total liabilities and net assets	<u>\$ 63,754,611</u>	<u>\$ 59,053,580</u>

**PaintCare Inc.**

Statements of Activities  
For the Twelve Month Periods Ended December 31, 2018 and 2017

	2018	2017
<b>Operating Revenue and Support</b>		
Paint recovery fees	\$ 61,077,464	\$ 60,554,527
Other income	140,962	86,429
Total operating revenue and support	<u>61,218,426</u>	<u>60,640,956</u>
<b>Expenses</b>		
Program and delivery services:		
Oregon	4,840,564	4,947,135
California	31,602,989	29,828,977
Connecticut	2,956,487	3,056,680
Rhode Island	685,783	684,887
Minnesota	5,024,733	4,942,506
Vermont	733,989	743,783
Maine	1,262,781	1,108,353
Colorado	5,425,078	5,070,756
District of Columbia	349,479	307,304
Total program and delivery services	<u>52,881,883</u>	<u>50,690,381</u>
General and administrative	<u>4,330,431</u>	<u>4,060,582</u>
Total expenses	<u>57,212,314</u>	<u>54,750,963</u>
<b>Change in Net Assets from Operations</b>	4,006,112	5,889,993
<b>Non-Operating Activities</b>		
Interest and dividend income	1,169,172	1,027,363
Net realized and unrealized (loss) gain on investments	<u>(1,919,141)</u>	<u>1,875,729</u>
Total non-operating activities	<u>(749,969)</u>	<u>2,903,092</u>
<b>Change in Net Assets</b>	3,256,143	8,793,085
<b>Net Assets, beginning of period</b>	<u>51,442,599</u>	<u>42,649,514</u>
<b>Net Assets, end of period</b>	<u><u>\$ 54,698,742</u></u>	<u><u>\$ 51,442,599</u></u>

See accompanying notes.

**PaintCare Inc.**

Statement of Functional Expenses  
For the Twelve Month Period Ended December 31, 2018

	Program and Delivery Services									General and Administrative	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia		
Expenses											
Salaries and related benefits	\$ 105,463	\$ 708,453	\$ 91,667	\$ 27,432	\$ 132,352	\$ 38,383	\$ 80,588	\$ 182,275	\$ 24,792	\$ 1,381,024	\$ 2,772,429
Collection support	10,516	3,155,233	406,935	97,718	417,322	71,457	148,109	503,531	33,993	-	4,844,814
Transportation and processing	4,553,481	23,027,236	2,021,676	471,896	4,199,744	590,526	913,300	3,885,429	196,060	-	39,859,348
Communications	67,674	3,298,304	394,501	80,589	193,004	10,996	37,128	636,821	85,285	45,205	4,849,507
Legal fees	1,221	977,367	2,609	263	175	263	5,630	4,724	1,186	29,940	1,023,378
State agency administrative fees	50,000	178,824	20,000	-	28,331	15,000	53,146	120,000	-	-	465,301
Professional fees	9,625	6,830	371	321	150	162	176	7,334	150	81,664	106,783
Office and supplies	1,083	3,592	247	160	1,198	319	425	3,761	12	7,898	18,695
Subscriptions and publications	868	3,947	223	66	1,278	101	213	1,536	2	73,559	81,793
Professional development	1,428	17,291	2,337	582	5,247	667	2,513	8,291	74	26,008	64,438
Travel	22,826	165,552	9,275	3,650	18,246	6,035	21,400	64,492	7,437	169,491	488,404
Meetings	1,157	10,859	475	48	1,306	71	41	5,725	488	17,190	37,360
Bank fees	1,216	-	3,922	2,433	-	-	-	-	-	61,709	69,280
Management fees	-	-	-	-	-	-	-	-	-	2,126,910	2,126,910
Insurance	-	-	-	-	-	-	-	-	-	220,261	220,261
Depreciation	-	-	-	-	-	-	-	-	-	87,330	87,330
Other expenses	14,006	49,501	2,249	625	26,380	9	112	1,159	-	2,242	96,283
Total Expenses	\$ 4,840,564	\$ 31,602,989	\$ 2,956,487	\$ 685,783	\$ 5,024,733	\$ 733,989	\$ 1,262,781	\$ 5,425,078	\$ 349,479	\$ 4,330,431	\$ 57,212,314

See accompanying notes.

**PaintCare Inc.**

Statement of Functional Expenses  
For the Twelve Month Period Ended December 31, 2017

	Program and Delivery Services									General and Administrative	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia		
<b>Expenses</b>											
Salaries and related benefits	\$ 81,849	\$ 686,717	\$ 88,332	\$ 26,264	\$ 120,110	\$ 34,642	\$ 73,126	\$ 144,389	\$ 22,699	\$ 1,278,834	\$ 2,556,962
Collection support	18,378	3,039,037	423,739	102,643	195,850	82,884	134,751	461,818	35,121	-	4,494,221
Transportation and processing	4,629,903	22,266,855	1,990,203	461,697	4,407,470	591,327	788,633	3,685,583	174,205	-	38,995,876
Communications	77,132	2,827,358	474,582	82,938	156,235	8,680	11,109	592,780	43,750	13,745	4,288,309
Legal fees	6,477	505,320	2,894	2,726	-	283	15	6,538	-	12,358	536,611
State agency administrative fees	40,000	221,456	20,000	-	33,330	15,000	82,000	120,000	26,000	-	557,786
Professional fees	55,123	40,313	23,614	2,026	4,957	1,117	1,493	5,882	881	148,267	283,673
Office and supplies	2,501	15,942	141	34	5,714	159	436	1,699	102	8,875	35,603
Subscriptions and publications	743	6,139	392	107	1,280	115	240	1,686	165	23,629	34,496
Professional development	689	7,579	1,064	5	3,252	50	1,714	5,569	570	22,926	43,418
Travel	17,191	170,717	13,085	3,379	12,206	5,507	14,782	42,520	3,516	105,416	388,319
Meetings	715	15,310	563	19	566	2	4	2,272	32	13,802	33,285
Bank fees	1,527	-	4,512	2,737	-	-	-	-	-	61,671	70,447
Management fees	-	-	-	-	-	-	-	-	-	2,117,301	2,117,301
Insurance	-	-	-	-	-	-	-	-	-	163,709	163,709
Depreciation	-	-	-	-	-	-	-	-	-	85,335	85,335
Other expenses	14,907	26,234	13,559	312	1,536	4,017	50	20	263	4,714	65,612
<b>Total Expenses</b>	<u>\$ 4,947,135</u>	<u>\$ 29,828,977</u>	<u>\$ 3,056,680</u>	<u>\$ 684,887</u>	<u>\$ 4,942,506</u>	<u>\$ 743,783</u>	<u>\$ 1,108,353</u>	<u>\$ 5,070,756</u>	<u>\$ 307,304</u>	<u>\$ 4,060,582</u>	<u>\$ 54,750,963</u>

See accompanying notes.

**PaintCare Inc.**

Statements of Cash Flows  
For the Twelve Month Periods Ended December 31, 2018 and 2017

	<u>2018</u>	<u>2017</u>
<b>Cash Flows from Operating Activities</b>		
Change in net assets	\$ 3,256,143	\$ 8,793,085
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation and amortization	87,330	85,335
Net realized and unrealized loss (gain) on investments	1,773,718	(2,001,559)
Change in allowance for doubtful accounts receivable	17,052	12,726
Change in operating assets and liabilities:		
(Increase) decrease in:		
Accounts receivable	(454,317)	(624,991)
Prepaid expenses	(158,273)	67,883
Increase (decrease) in:		
Accounts payable and accrued expenses	1,449,057	1,011,890
Due to affiliate	(4,169)	511,227
Net cash provided by operating activities	<u>5,966,541</u>	<u>7,855,596</u>
<b>Cash Flows from Investing Activities</b>		
Purchases of investments	(25,371,978)	(12,668,109)
Proceeds from sale of investments	19,348,228	6,766,577
Purchases of property and equipment	<u>(316,775)</u>	<u>-</u>
Net cash used in investing activities	<u>(6,340,525)</u>	<u>(5,901,532)</u>
<b>Net (Decrease) Increase in Cash</b>	(373,984)	1,954,064
<b>Cash, beginning of period</b>	<u>13,306,740</u>	<u>11,352,676</u>
<b>Cash, end of period</b>	<u><u>\$ 12,932,756</u></u>	<u><u>\$ 13,306,740</u></u>

*See accompanying notes.*

## **PaintCare Inc.**

### Notes to Financial Statements December 31, 2018 and 2017

#### **1. Nature of Operations**

PaintCare Inc. (“PaintCare”), a not-for-profit 501(c)(3) organization, was created in October 2009 by the American Coatings Association (ACA), who, working with state and local government stakeholders, passed the first ever paint product stewardship law in the United States in the state of Oregon in 2009 with implementation of the Oregon Program beginning July 1, 2010. Similar legislation has subsequently been passed in other jurisdictions. The legislation pilots an industry-led, end-of-life management program for post-consumer paint, which PaintCare operates. The PaintCare Board is made up of architectural paint manufacturers and participation in PaintCare is not limited to ACA members, but open to all architectural paint manufacturers. There are no dues or registration fees associated with PaintCare. During 2015, PaintCare organized single-member limited liability companies (LLC) for the Oregon, Connecticut, and Rhode Island programs in an effort to shield the assets of each state program from liability stemming from acts and obligations of other PaintCare state programs.

#### **2. Summary of Significant Accounting Policies**

##### Basis of Accounting and Presentation

PaintCare’s financial statements are prepared on the accrual basis of accounting. Net assets without donor restrictions represent funds that are not subject to donor-imposed stipulations and are available for support of PaintCare’s operations. At December 31, 2018 and 2017, all net assets were without donor restrictions.

##### Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from those estimates.

##### Accounts Receivable

Accounts receivable are recorded at net realizable value and represent amounts due from post-consumer paint recovery fees. PaintCare provides an allowance for bad debts using the allowance method, which is based on management’s judgment considering historical information. Accounts are individually analyzed for collectability, and will be reserved based on individual evaluation and specific circumstances. When all collection efforts have been exhausted, the accounts are written off against the related allowance. At December 31, 2018 and 2017, an allowance of \$42,900 and \$25,848, respectively, was recognized.

## **PaintCare Inc.**

Notes to Financial Statements  
December 31, 2018 and 2017

### **2. Summary of Significant Accounting Policies (continued)**

#### Investments

Investments are stated at fair value, based on quoted market prices. All realized and unrealized gains and losses are included in the accompanying statements of activities.

#### Property and Equipment

Property and equipment with a projected useful life ranging from three to ten years and in excess of \$1,000 are capitalized and recorded at cost. Depreciation and amortization are computed using the straight-line method over the estimated useful lives of the individual assets, ranging from three to ten years.

#### Revenue Recognition

PaintCare recognizes revenue from post-consumer paint recovery fees at the time architectural paint product is sold by a manufacturer participant of the paint product stewardship program. Manufacturer participants in the program pay the PaintCare recovery fee to PaintCare based on the amount of program products they sell on a monthly basis.

Program participants report their monthly unit sales of paint through a secure, HTTPS online system using their unique user ID and password. The participant must pay a paint recovery fee per unit sold, based on container size, according to the established fee schedule for each state program. As the PaintCare recovery fee is added to the wholesale price of paint and passed through uniformly to the retail purchase price of paint—so that the manufacturer, distributor, and/or retailer is made whole—in some cases, distributors or retailers have elected to undertake the obligation of the manufacturer for these fees. Thus, PaintCare has allowed remitter agreements in the program, whereby a distributor or retailer reports and remits directly to PaintCare on behalf of a participant manufacturer's brand or brands. Reports and payments are due by the end of the month following the reporting period.

Revenue from all other sources is recognized when earned.

## **PaintCare Inc.**

Notes to Financial Statements  
December 31, 2018 and 2017

### **2. Summary of Significant Accounting Policies (continued)**

#### Functional Allocation of Expenses

The costs of program and supporting services activities have been summarized on a functional basis in the statements of activities. The statements of functional expenses present the natural classification detail of expenses by function. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

#### Communications Costs

PaintCare holds communication-related contracts for advertising, marketing, and consumer awareness. Communications costs are charged to operations when incurred. Communications expenses were \$4,849,507 and \$4,288,309 for the twelve month periods ended December 31, 2018 and 2017, respectively.

#### Measure of Operations

PaintCare includes in its measure of operations all revenues and expenses that are an integral part of its programs and supporting activities, and excludes realized and unrealized gains and losses on investments, and interest and dividends.

#### Reclassifications

Certain amounts in the 2017 financial statements have been reclassified to conform to the 2018 presentation. These reclassifications have no effect on the change in net assets previously reported.

#### Adopted Accounting Pronouncement

On August 18, 2016, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) 2016-14, Not-for-Profit Entities (Topic 958) – *Presentation of Financial Statements of Not-for-Profit Entities*. The update addresses the complexity and understandability of net asset classification, deficiencies in information about liquidity and availability of resources, and the lack of consistency in the type of information provided about expenses and investment return. PaintCare has implemented ASU 2016-14 and has adjusted the presentation in these financial statements accordingly. The ASU has been applied retrospectively to all periods presented. The implementation had no impact on previously reported net assets.

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2018 and 2017

### 2. Summary of Significant Accounting Policies (continued)

#### Recently Issued Accounting Pronouncement

In May 2014, the FASB issued ASU 2014-09 – *Revenue from Contracts with Customers* (Topic 606). The update requires that revenue be recognized to depict the transfer of promised goods and services to customers in an amount that reflects consideration to which the entity expects to be entitled in exchange for these goods and services, utilizing a five-step analysis of transactions to determine when the revenue is recognized. The guidance is effective for PaintCare beginning in 2019. Although management continues to evaluate the potential impact of this update on PaintCare's financial statements, management does not believe that the impact of this update will be significant.

#### Subsequent Events

In preparing these financial statements, PaintCare has evaluated events and transactions for potential recognition or disclosure through March 27, 2019, the date the financial statements were available to be issued.

### 3. Liquidity and Availability

PaintCare has \$43,654,714 of financial assets available within one year of the statement of financial position date. PaintCare strives to maintain liquid financial assets sufficient to cover 90 days of general expenditures. As part of this liquidity management, PaintCare invests cash in excess of daily requirements in money market funds and other short-term investments.

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the statement of financial position date, comprise the following:

Cash and cash equivalents	\$ 13,824,143
Accounts receivable	5,678,781
Investments appropriated for current use	<u>24,151,790</u>
Total available for general expenditures	<u>\$ 43,654,714</u>

## PaintCare Inc.

### Notes to Financial Statements December 31, 2018 and 2017

#### 4. Concentration of Credit Risk

Financial instruments that potentially subject PaintCare to significant concentrations of credit risk consist of cash and investments. PaintCare maintains cash deposit and transaction accounts, along with investments, with various financial institutions and these values, from time to time, may exceed insurable limits under the Federal Deposit Insurance Corporation (FDIC) and Securities Investor Protection Corporation (SIPC). PaintCare has not experienced any credit losses on its cash and investments to date as it relates to FDIC and SIPC insurance limits. Management periodically assesses the financial condition of these financial institutions and believes that the risk of any credit loss is minimal.

#### 5. Accounts Receivable

Accounts receivable related to the following programs were due as follows at December 31:

	2018	2017
California	\$ 3,605,417	\$ 3,368,499
Colorado	600,899	464,559
Minnesota	614,717	578,769
Oregon	352,980	356,528
Connecticut	225,526	231,909
Maine	95,129	85,413
Rhode Island	70,738	66,448
District of Columbia	52,758	52,436
Vermont	103,517	62,803
Total accounts receivable	5,721,681	5,267,364
Less: allowance for doubtful accounts	(42,900)	(25,848)
Accounts receivable, net	<u>\$ 5,678,781</u>	<u>\$ 5,241,516</u>

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2018 and 2017

### 6. Investments and Fair Value Measurements

PaintCare invests a portion of its accumulated surplus in a portfolio with Bank of America/Merrill Lynch. The sole objective of the portfolio is to earn a return equal to the rate of inflation and thus preserve the purchasing power of its capital. Interest, dividends, changes in market value, and other investment activities are allocated to each state program based on the relative net asset balances of each state program. Oversight of the investments is provided by the PaintCare Budget and Finance Committee and by the PaintCare Board of Directors.

PaintCare follows FASB Accounting Standards Codification 820, *Fair Value Measurements and Disclosures*, for its financial assets. This standard establishes a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. Fair value measurement standards require an entity to maximize the use of observable inputs (such as quoted prices in active markets) and minimize the use of unobservable inputs (such as appraisals or other valuation techniques) to determine fair value. The categorization of a financial instrument within the hierarchy is based upon the pricing transparency of the instrument and does not necessarily correspond to the entity's perceived risk of that instrument.

The inputs used in measuring fair value are categorized into three levels. Level 1 inputs consist of unadjusted quoted prices in active markets for identical assets and liabilities and have the highest priority. Level 2 is based upon observable inputs other than quoted market prices, and Level 3 is based on unobservable inputs. Transfers between levels in the fair value hierarchy are recognized at the end of the reporting period.

In general, and where applicable, PaintCare uses quoted prices in active markets for identical assets to determine fair value. This pricing methodology applies to Level 1 investments. Level 2 inputs include government securities as well as some mutual funds consisting mainly of fixed income instruments, which are valued based on quoted prices in less active markets.

**PaintCare Inc.**

Notes to Financial Statements  
December 31, 2018 and 2017

**6. Investments and Fair Value Measurements (continued)**

The following table presents PaintCare's fair value hierarchy for those assets measured on a recurring basis as of December 31, 2018:

	Level 1	Level 2	Level 3	Total
<hr/>				
Equities:				
Energy	\$ 596,941	\$ -	\$ -	\$ 596,941
Materials	453,819	-	-	453,819
Industrials	1,339,480	-	-	1,339,480
Consumer discretionary	1,285,508	-	-	1,285,508
Consumer staples	1,035,110	-	-	1,035,110
Health care	1,728,636	-	-	1,728,636
Financials	1,874,340	-	-	1,874,340
Information technology	2,041,301	-	-	2,041,301
Telecommunication				
service	1,040,963	-	-	1,040,963
Utilities	464,489	-	-	464,489
Real estate	550,772	-	-	550,772
Bond	60,382	-	-	60,382
Mutual funds:				
Exchange traded funds	4,305,076	-	-	4,305,076
Mid/small U.S. equity				
Fixed income	7,374,973	-	-	7,374,973
Corporate bonds	7,348,981	-	-	7,348,981
Cash equivalents	891,387	-	-	891,387
Government securities:				
U.S. Treasury	-	8,136,916	-	8,136,916
U.S. Agency	-	3,998,196	-	3,998,196
<hr/>				
Total investments	\$ 32,392,158	\$ 12,135,112	\$ -	\$ 44,527,270
<hr/>				

**PaintCare Inc.**

Notes to Financial Statements  
December 31, 2018 and 2017

**6. Investments and Fair Value Measurements (continued)**

The following table presents PaintCare's fair value hierarchy for those assets measured on a recurring basis as of December 31, 2017:

	Level 1	Level 2	Level 3	Total
Equities:				
Energy	\$ 710,082	\$ -	\$ -	\$ 710,082
Materials	568,175	-	-	568,175
Industrials	1,540,587	-	-	1,540,587
Consumer discretionary	1,584,332	-	-	1,584,332
Consumer staples	1,012,162	-	-	1,012,162
Health care	1,618,897	-	-	1,618,897
Financials	2,107,810	-	-	2,107,810
Information technology	2,501,892	-	-	2,501,892
Telecommunication service	277,299	-	-	277,299
Utilities	433,312	-	-	433,312
Real estate	520,960	-	-	520,960
Bond	84,513	-	-	84,513
Mutual funds:				
Fixed income	6,136,920	-	-	6,136,920
Corporate bonds	8,389,774	-	-	8,389,774
Cash equivalents	1,471,148	-	-	1,471,148
Government securities:				
U.S. Treasury	-	6,750,894	-	6,750,894
U.S. Agency	-	4,568,481	-	4,568,481
Total investments	\$ 28,957,863	\$ 11,319,375	\$ -	\$ 40,277,238

Investment income consisted of the following for the twelve month periods ended December 31:

	2018	2017
Interest and dividend income	\$ 1,169,172	\$ 1,027,363
Net realized and unrealized (loss) gain	(1,773,718)	2,001,559
Investment fees	(145,423)	(125,830)
Total investment (loss) income	\$ (749,969)	\$ 2,903,092

## **PaintCare Inc.**

### Notes to Financial Statements December 31, 2018 and 2017

#### **9. Functionalized Expenses**

The financial statements report certain categories of expenses that are attributed to more than one program or supporting function. Therefore, expenses require allocation on a reasonable basis that is consistently applied. The expenses that are allocated include occupancy, depreciation, and amortization, which are allocated on a square footage basis, as well as salaries and wages, benefits, payroll taxes, professional services, office expenses, information technology, interest, insurance, and other, which are allocated on the basis of estimates of time and effort.

#### **10. Income Taxes**

PaintCare is recognized as a tax-exempt organization under Internal Revenue Code (IRC) Section 501(c)(3), and is exempt from income taxes except for taxes on unrelated business activities. No tax expense is recorded in the accompanying financial statements for PaintCare, as there was no unrelated business taxable income. Contributions to PaintCare are deductible as provided in IRC Section 170(b)(1)(A)(vi).

Management evaluated PaintCare's tax positions, and concluded that PaintCare's financial statements do not include any uncertain tax positions.

## **SUPPLEMENTARY INFORMATION**

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**PaintCare Inc.**  
Schedule of Activities, Organized by Program  
For the Twelve Month Period Ended December 31, 2018

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	General and Administrative	Total
<b>Operating Revenue and Support</b>											
Paint recovery fees	\$ 4,901,932	\$ 35,394,666	\$ 3,488,244	\$ 920,104	\$ 6,535,321	\$ 884,652	\$ 1,410,396	\$ 6,926,703	\$ 615,446	\$ -	\$ 61,077,464
Other income	140,962	-	-	-	-	-	-	-	-	-	140,962
Total operating revenue and support	5,042,894	35,394,666	3,488,244	920,104	6,535,321	884,652	1,410,396	6,926,703	615,446	-	61,218,426
<b>Expenses</b>											
Program and delivery services:											
Collection support	10,516	3,155,233	406,935	97,718	417,322	71,457	148,109	503,531	33,993	-	4,844,814
Transportation and processing	4,553,481	23,027,236	2,021,676	471,896	4,199,744	590,526	913,300	3,885,429	196,060	-	39,859,348
Communications	67,674	3,298,304	394,501	80,589	193,004	10,996	37,128	636,821	85,285	-	4,804,302
Legal fees	1,221	977,367	2,609	263	175	263	5,630	4,724	1,186	-	993,438
State agency administrative fees	50,000	178,824	20,000	-	28,331	15,000	53,146	120,000	-	-	465,301
Other program expenses	157,672	966,025	110,766	35,317	186,157	45,747	105,468	274,573	32,955	-	1,914,680
Total program and delivery services	4,840,564	31,602,989	2,956,487	685,783	5,024,733	733,989	1,262,781	5,425,078	349,479	-	52,881,883
General and administrative:											
Communication	-	-	-	-	-	-	-	-	-	45,205	45,205
Legal fees	-	-	-	-	-	-	-	-	-	29,940	29,940
Management fees	-	-	-	-	-	-	-	-	-	2,126,910	2,126,910
Insurance	-	-	-	-	-	-	-	-	-	220,261	220,261
Other expense	-	-	-	-	-	-	-	-	-	1,908,115	1,908,115
Total general and administrative	-	-	-	-	-	-	-	-	-	4,330,431	4,330,431
Total expenses	4,840,564	31,602,989	2,956,487	685,783	5,024,733	733,989	1,262,781	5,425,078	349,479	4,330,431	57,212,314
<b>Change in Net Assets from Operations</b>	202,330	3,791,677	531,757	234,321	1,510,588	150,663	147,615	1,501,625	265,967	(4,330,431)	4,006,112
<b>Non-Operating Activities</b>											
Investment income	-	-	-	-	-	-	-	-	-	(749,969)	(749,969)
<b>Change in Net Assets Before Allocation of General and Administrative Activities</b>	202,330	3,791,677	531,757	234,321	1,510,588	150,663	147,615	1,501,625	265,967	(5,080,400)	3,256,143
General and administrative allocation	(283,107)	(2,752,971)	(264,117)	(77,782)	(391,947)	(46,240)	(98,162)	(371,644)	(44,461)	4,330,431	-
Investment allocation	-	(690,010)	-	-	4,504	8,705	(1,701)	(67,151)	(4,316)	749,969	-
<b>Total Change in Net Assets</b>	(80,777)	348,696	267,640	156,539	1,123,145	113,128	47,752	1,062,830	217,190	-	3,256,143
<b>Net Assets (Deficit), beginning of period</b>	(708,931)	46,401,782	3,042,282	627,037	(1,396,365)	(605,879)	119,724	3,824,866	138,083	-	51,442,599
<b>Net Assets (Deficit), end of period</b>	\$ (789,708)	\$ 46,750,478	\$ 3,309,922	\$ 783,576	\$ (273,220)	\$ (492,751)	\$ 167,476	\$ 4,887,696	\$ 355,273	\$ -	\$ 54,698,742

**PaintCare Inc.**  
Schedule of Activities, Organized by Program  
For the Twelve Month Period Ended December 31, 2017

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	General and Administrative	Total
<b>Operating Revenue and Support</b>											
Paint recovery fees	\$ 4,744,994	\$ 35,391,489	\$ 3,638,576	\$ 937,054	\$ 5,879,684	\$ 903,209	\$ 1,473,982	\$ 6,935,251	\$ 650,288	\$ -	\$ 60,554,527
Other income	86,429	-	-	-	-	-	-	-	-	-	86,429
Total operating revenue and support	4,831,423	35,391,489	3,638,576	937,054	5,879,684	903,209	1,473,982	6,935,251	650,288	-	60,640,956
<b>Expenses</b>											
Program and delivery services:											
Collection support	18,378	3,039,037	423,739	102,643	195,850	82,884	134,751	461,818	35,121	-	4,494,221
Transportation and processing	4,629,903	22,266,855	1,990,203	461,697	4,407,470	591,327	788,633	3,685,583	174,205	-	38,995,876
Communications	77,132	2,827,358	474,582	82,938	156,235	8,680	11,109	592,780	43,750	-	4,274,564
Legal fees	6,477	505,320	2,894	2,726	-	283	15	6,538	-	-	524,253
State agency administrative fees	40,000	221,456	20,000	-	33,330	15,000	82,000	120,000	26,000	-	557,786
Other program expenses	175,245	968,951	145,262	34,883	149,621	45,609	91,845	204,037	28,228	-	1,843,681
Total program and delivery services	4,947,135	29,828,977	3,056,680	684,887	4,942,506	743,783	1,108,353	5,070,756	307,304	-	50,690,381
General and administrative:											
Communication	-	-	-	-	-	-	-	-	-	13,745	13,745
Legal fees	-	-	-	-	-	-	-	-	-	12,358	12,358
Management fees	-	-	-	-	-	-	-	-	-	2,117,301	2,117,301
Insurance	-	-	-	-	-	-	-	-	-	163,709	163,709
Other expense	-	-	-	-	-	-	-	-	-	1,753,469	1,753,469
Total general and administrative	-	-	-	-	-	-	-	-	-	4,060,582	4,060,582
Total expenses	4,947,135	29,828,977	3,056,680	684,887	4,942,506	743,783	1,108,353	5,070,756	307,304	4,060,582	54,750,963
<b>Change in Net Assets from Operations</b>	(115,712)	5,562,512	581,896	252,167	937,178	159,426	365,629	1,864,495	342,984	(4,060,582)	5,889,993
<b>Non-Operating Activities</b>	-	-	-	-	-	-	-	-	-	-	-
Investment income	-	-	-	-	-	-	-	-	-	2,903,092	2,903,092
<b>Change in Net Assets Before Allocation of General and Administrative Activities</b>	(115,712)	5,562,512	581,896	252,167	937,178	159,426	365,629	1,864,495	342,984	(1,157,490)	8,793,085
General and administrative allocation	(265,465)	(2,581,418)	(247,658)	(72,935)	(367,521)	(43,359)	(92,046)	(348,486)	(41,694)	4,060,582	-
Investment allocation	-	2,845,386	-	-	(98,493)	(38,810)	1,311	194,160	(462)	(2,903,092)	-
<b>Total Change in Net Assets</b>	(381,177)	5,826,480	334,238	179,232	471,164	77,257	274,894	1,710,169	300,828	-	8,793,085
<b>Net Assets (Deficit), beginning of period</b>	(327,754)	40,575,302	2,708,044	447,805	(1,867,529)	(683,136)	(155,170)	2,114,697	(162,745)	-	42,649,514
<b>Net Assets (Deficit), end of period</b>	\$ (708,931)	\$ 46,401,782	\$ 3,042,282	\$ 627,037	\$ (1,396,365)	\$ (605,879)	\$ 119,724	\$ 3,824,866	\$ 138,083	\$ -	\$ 51,442,599

## Appendix Section C



## District of Columbia Paint Stewardship Program

*Each year about 802 million gallons of architectural paint is sold in the United States. Did you know that about 10 percent goes unused and is available for recycling?*

The District's Paint Stewardship Law requires the paint manufacturing industry to develop a financially sustainable and environmentally responsible program to manage postconsumer architectural paint.

The program includes education about buying the right amount of paint, tips for using up remaining paint and setting up convenient recycling locations throughout the state.

Paint manufacturers established PaintCare, a nonprofit organization, to run paint stewardship programs in states with applicable laws.

## PaintCare Products

*These products have fees when you buy them and are accepted for free at drop-off sites:*

- Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- Deck coatings, floor paints (including elastomeric)
- Primers, sealers, undercoaters
- Stains
- Shellacs, lacquers, varnishes, urethanes (single component)
- Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- Metal coatings, rust preventatives
- Field and lawn paints

*Leaking, unlabeled and empty containers are not accepted at drop-off sites.*

## ⊘ Non-PaintCare Products

- Paint thinners, mineral spirits, solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Art and craft paints
- Caulk, epoxies, glues, adhesives
- Paint additives, colorants, tints, resins
- Wood preservatives (containing pesticides)
- Roof patch and repair
- Asphalt, tar and bitumen-based products
- 2-component coatings
- Deck cleaners
- Traffic and road marking paints
- Industrial Maintenance (IM) coatings
- Original Equipment Manufacturer (OEM) (shop application) paints and finishes

For information about recycling and proper disposal of non-PaintCare products, please contact your garbage hauler, local environmental health agency, household hazardous waste program or public works department.



# Recycle

with PaintCare



DISTRICT OF COLUMBIA

## Places to Take Old Paint

Paint recycling is more convenient with PaintCare. We set up paint drop-off sites throughout the District. To find your nearest drop-off site, use PaintCare's search tool at [www.paintcare.org](http://www.paintcare.org) or call our hotline at (855) 724-6809.

## How to Recycle

PaintCare sites accept all brands of old house paint, stain and varnish — even if they are 20 years old! Containers must be five gallons or smaller, and a few types of paint are not accepted. See back panel for a list of what you can recycle.

All PaintCare drop-off sites accept up to five gallons of paint per visit. Some sites accept more. Please call the site in advance to make sure they can accept the amount of paint you would like to recycle.

Make sure all containers of paint have lids and original labels, and load them securely in your vehicle. Take them to a drop-off site during their regular business hours. We'll take it from there.



## What Happens to the Paint?

PaintCare will make sure that your leftover paint is remixed into recycled paint, used as a fuel, made into other products or properly disposed.

## Who Can Use the Program?

**People** bringing paint from their homes can bring as much latex or oil-based paint as the site is willing to accept.

**Businesses** (painting contractors and others) can use this program with one restriction: If your business produces more than 220 pounds (about 20-30 gallons) of hazardous waste per month, you may use the drop-off sites for your latex paint only but not for your oil-based paint. Contact PaintCare to learn more about this restriction.

## Large Volume Pick-Up

If you have at least 200 gallons of paint to recycle at your business or home, ask about our free pick-up service. Please call for more details or to request an appointment.

## PaintCare Fee

PaintCare is funded by a fee paid by paint manufacturers for each can of paint they sell in the District. Manufacturers pass the fee to retailers, who then apply it to the price of paint. Stores can choose whether or not to show the fee on their receipts. Fees are based on the size of the container as follows:

- \$ 0.00 Half pint or smaller
- \$ 0.45 Larger than half pint up to smaller than 1 gallon
- \$ 0.95 1 gallon up to 2 gallons
- \$ 1.95 Larger than 2 gallons up to 5 gallons

## Not a Deposit

The fee is not a deposit — it is part of the purchase price. The fees are used to pay the costs of running the program: recycling, public education, staffing and other expenses.

## Contact Us

To learn more or find a drop-off site, please visit [www.paintcare.org](http://www.paintcare.org) or call (855) 724-6809.



It's easy to recycle  
your leftover paint,  
stain and varnish.

*Recycle with PaintCare*

Find a drop-off site near you:

**(855) 724-6809 • [www.paintcare.org](http://www.paintcare.org)**

Buy right.  
Use it up.  
Recycle the rest.

*Manufacturers of paint created PaintCare, a nonprofit organization, to set up convenient places for you to recycle leftover paint. We're working to provide environmentally sound and cost-effective recycling programs in your state and others with paint stewardship laws.*

#### LEARN MORE

Visit **[www.paintcare.org](http://www.paintcare.org)** or follow us on Facebook for tips on how to buy the right amount of paint, store paint properly, use up leftover paint, and find a drop-off site. We also have a free pick-up service for businesses or households with at least 300 gallons of paint to recycle.



# Paint Recycling Program

## About the PaintCare Program

### PAINTCARE

Paint manufacturers created PaintCare, a non-profit organization, to set up convenient places for households and businesses to recycle leftover paint. PaintCare sets up paint drop-off sites throughout the District of Columbia and states that adopt paint stewardship laws.

#### ✓ PAINTCARE PRODUCTS

*These products have fees when purchased and will be accepted for free at PaintCare drop-off sites:*

- Latex house paints (acrylic, water-based)
- Oil-based house paints (alkyd)
- Stains
- Primers and undercoaters
- Shellacs, lacquers, varnishes, urethanes
- Deck and floor paints
- Sealers and waterproofing coatings for wood, concrete and masonry

#### ✗ NON-PAINTCARE PRODUCTS

- Paint thinners and solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Paint additives, colorants, tints, resins
- Wood preservatives (containing pesticides)
- Asphalt, tar and bitumen-based products
- 2-component coatings
- Coatings used for Original Equipment Manufacturing or shop application
- Any non-coatings (caulk, spackle, cleaners, etc.)

### FEES

PaintCare fees are applied to the purchase price of architectural paint sold in the District as required by law. Fees are applied to each container and vary by the size of the container as follows:

Half pint or smaller	\$ 0.00
Larger than half pint and smaller than 1 gallon	\$ 0.45
1 gallon up to 2 gallons	\$ 0.95
More than 2 gallons up to 5 gallons	\$ 1.95

*For more information or to find a place to take your unwanted paint for recycling, please ask for the PaintCare brochure, visit [www.paintcare.org](http://www.paintcare.org) or call (855) 724-6809.*



Recycle with PaintCare

DC-PIEN-0717

Counter Mat

WE CAN HELP  
**Recycle**  
**YOUR PAINT**  
[www.paintcare.org](http://www.paintcare.org)

*Paint Recycling Made Easy*

Paint manufacturers formed PaintCare, a nonprofit organization, to make paint recycling more convenient, cost effective, and environmentally sound. Paint doesn't belong in the trash or down the drain. If you can't use it up, recycle it with PaintCare.

We're setting up locations in your state where you can bring old paint for free all year-round.



What types of paint products can be recycled in the District of Columbia?

✓ PAINTCARE PRODUCTS  
(YOU CAN RECYCLE THESE)

*These products have fees when you buy them and are accepted for free when you drop them off for recycling:*

- Water-based paints (latex, acrylic)
- Oil-based paints (alkyd)
- Stains
- Primers
- Varnishes
- Shellacs
- Lacquers
- Urethanes
- Deck paints
- Floor paints
- Sealers
- Waterproofing coatings

✗ NON-PAINTCARE PRODUCTS  
*Leaking, unlabeled, and empty containers are not accepted.*

- Paint thinners and solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Paint additives, colorants, tints, resins
- Wood preservatives (containing pesticides)
- Asphalt, tar, and bitumen-based products
- 2-component coatings
- Coatings used for Original Equipment Manufacturing or shop application
- Any non-coatings (caulk, spackle, cleaner, etc.)

PROGRAM FUNDING

The PaintCare Fee is applied to the purchase price of architectural paint sold in your state as required by law. Fees are based on container size:

Half pint or smaller	\$ 0.00
Larger than half pint and smaller than 1 gallon	\$ 0.45
1 gallon up to 2 gallons	\$ 0.95
More than 2 gallons up to 5 gallons	\$ 1.95

LEARN MORE: Please ask for a PaintCare program brochure, visit [www.paintcare.org](http://www.paintcare.org), or call (855) 724-6809.



## *Information for Painting Contractors*

UPDATED — MARCH 2019

### **The District's paint stewardship law affects painting contractors.**

A District of Columbia law passed in 2015 requires manufacturers of paint to set up and operate a paint stewardship program in the District. The program is funded by a fee on architectural paint sold in the District and sets up drop-off sites at retailers and other locations where households and businesses are able to take most leftover paint, free of charge. The program started November 1, 2016.

#### **Paint Stewardship**

The American Coatings Association (ACA) worked with various stakeholders interested in the management of postconsumer paint to develop a Paint Stewardship Program in the United States. PaintCare Inc. is a nonprofit organization established by ACA to implement the program on behalf of paint manufacturers in states and jurisdictions that adopt paint stewardship laws. "PaintCare states and jurisdictions" include California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, and Vermont.

The main goals of the program are to decrease paint waste and recycle more postconsumer paint by setting up convenient drop-off sites in the District and PaintCare states.

#### **Fees and Funding**

As required by District law, a paint stewardship assessment ("PaintCare Fee") must be added by manufacturers to the wholesale price of all architectural paint sold in the District. This fee is paid by manufacturers to PaintCare to fund setting up drop-off sites for leftover, postconsumer paint and for the transportation, recycling, and proper disposal of that paint. The fees also pay for consumer education and program administration.

The fees for the District are based on container size as follows:

- \$ 0.00 — Half pint or smaller
- \$ 0.45 — Larger than half pint up to smaller than 1 gallon
- \$ 0.95 — 1 gallon up to 2 gallons
- \$ 1.95 — Larger than 2 gallons up to 5 gallons

The law also requires that each distributor and retailer include the PaintCare Fee with their sale price of architectural paint sold in the District. Displaying the fee on invoices and receipts is not mandatory for distributors or retailers; however, PaintCare encourages them to show the fee and list it as "PaintCare Fee" to aid in customer and dealer education.

#### **Notice for Painting Contractors**

It is expected that contractors pass the fees on to their customers in order to recoup the fees they pay on the product.

**When estimating jobs, contractors should take these fees into account by checking with your suppliers to make sure the quotes for paint products include the fees. You should also let your customers know that you include these fees in your quotes.**



## New Paint Drop-Off Sites

PaintCare establishes paint drop-off sites across the District of Columbia. Participation as a drop-off site is voluntary. Drop-off sites are paint retailers, as well as the District's household hazardous waste program.

## Use of Retail Drop-Off Sites by Businesses

Retail sites provide a convenient and no cost recycling option for painting contractors and other businesses. Businesses that generate less than 220 pounds of hazardous waste\* per month are able to use these sites to recycle all program products (both water and oil-based) with some restrictions on quantities per month.

Larger businesses (those that generate more than 220 pounds of hazardous waste per month) are able to use the drop-off sites for their water-based program products only; they are not able to use the sites for oil-based paint or other solvent-based products.

*\*220 pounds is about 20-30 gallons of paint. When counting how much hazardous waste you generate in a month, oil-based paint counts (because by law it is a hazardous waste), but latex and other water-based paint does not count toward the 220 pound monthly total.*

## Pick-Up Service for Large Volumes

Businesses with at least 200 gallons of postconsumer paint to recycle may qualify to have their paint picked up by PaintCare at no additional cost. To learn more or to request this service after the program begins, call (855) 724-6809.

## Contact

Fred Gabriel  
District of Columbia Program Manager  
(202) 317-0592  
fgabriel@paint.org

## What Products Are Covered?

Architectural paints ("PaintCare Products") are defined as interior and exterior architectural coatings sold in containers of five gallons or less. However, they do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings.

## PAINTCARE PRODUCTS

- ◆ Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- ◆ Deck coatings, floor paints (including elastomeric)
- ◆ Primers, sealers, undercoaters
- ◆ Stains
- ◆ Shellacs, lacquers, varnishes, urethanes (single component)
- ◆ Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- ◆ Metal coatings, rust preventatives
- ◆ Field and lawn paints

## NON-PAINTCARE PRODUCTS

- ◆ Paint thinners, mineral spirits, solvents
- ◆ Aerosol paints (spray cans)
- ◆ Auto and marine paints
- ◆ Art and craft paints
- ◆ Caulking compounds, epoxies, glues, adhesives
- ◆ Paint additives, colorants, tints, resins
- ◆ Wood preservatives (containing pesticides)
- ◆ Roof patch and repair
- ◆ Asphalt, tar, and bitumen-based products
- ◆ 2-component coatings
- ◆ Deck cleaners
- ◆ Traffic and road marking paints
- ◆ Industrial Maintenance (IM) coatings
- ◆ Original Equipment Manufacturer (OEM) (shop application) paints and finishes



## *Large Volume Pick-Up (LVP) Service*

UPDATED — OCTOBER 2018

**PaintCare offers a free pick-up service to painting contractors, property managers, households, and others with large amounts of leftover architectural paint.**

### **Who is PaintCare?**

PaintCare Inc. is a non-profit organization established by the American Coatings Association to operate paint stewardship programs on behalf of paint manufacturers in states that pass paint stewardship laws.

### **Paint Drop-Off Sites**

In states with a paint stewardship program, PaintCare's primary effort is to set up conveniently located drop-off sites—places where residents and businesses may take their unwanted paint for no charge. Sites set their own limits on the volume of paint they accept from customers per visit (usually from 5 to 20 gallons). To find a drop-off site near you, please use PaintCare's site locator at [www.paintcare.org](http://www.paintcare.org) or call (855) 724-6809.

### **Large Volume Pick-Ups**

For those who have accumulated a large volume of paint, PaintCare also offers a pick-up service. Large volume means at least 200 gallons, measured by container size (not content). On a case-by-case basis, PaintCare may approve a pick-up for less than 200 gallons if there are no drop-off sites in your area. After two or three pick-ups, you may be switched to a regular service (see next page).

### **Drums and Bulked Paint Are Not Accepted**

PaintCare only accepts paint in containers that are 5 gallons or smaller in size. Leave paint in original cans with original labels; do not combine or bulk paint from small cans into larger ones. If you have unwanted paint in drums or containers larger than 5 gallons, please contact a licensed paint recycling company or a hazardous waste transportation company to assist you.

### **HOW TO REQUEST A LARGE VOLUME PICK-UP**

#### **1) Sort and count your paint**

We need to know the number of each container size and the type of products you have, sorted into two categories: (1) water-based paints and stains and (2) oil-based paint and stains and any other program products (sealers and clear top-coat products, such as varnish and shellac).

#### **2) Fill out the LVP Request Form and send it in**

Fill out a paper or electronic version of the "Large Volume Pick-Up Request Form" and return it to PaintCare online or by email, fax, or regular mail. (Visit [www.paintcare.org](http://www.paintcare.org) or call PaintCare for the form.)

### **Scheduling**

After reviewing your form, PaintCare staff will either approve your site for a pick-up or inform you of the best place to take your paint if you do not meet the requirements. If approved, you will be put in contact with our licensed hauler to schedule a pick-up. It may be several weeks before your pick-up occurs.

### **On the Day of Your Pick-Up**

Sort your products into the two categories noted above and store them in an area that has easy access. If the paint is a far distance from where the hauler parks, the path between should be at least four feet wide to accommodate movement of the boxes.



Businesses, please plan to have staff available to pack the paint cans into the boxes. The hauler may be able to provide some assistance, but we require your staff to be present and provide labor to pack boxes. Once your paint is properly packed and loaded onto the hauler's truck, you will sign a shipping document and receive a copy for your records. Your paint will then be taken to an authorized processing facility for recycling.

*Note: Paint must be in original containers and not leaking.*

### Repeat Service for Large Volume Users

For businesses that generate large volumes of unwanted paint on a regular basis, a service for recurring direct pick-ups is available. With this service, you will be provided with empty bins, then request a pick-up when at least three bins are filled. PaintCare will provide onsite training on how to properly pack the paint, and you will be required to sign a contract with PaintCare.

### Limits on Businesses

To use the program for oil-based products, your waste must qualify as exempt under federal (40 CFR § 262.14) and state/local hazardous waste generator rules. Most notably, these rules require that your business (a) generates no more than 220 pounds (about 20-30 gallons, depending on type) of hazardous waste per month, and (b) accumulates no more than 2,200 pounds (approximately 220 gallons) of hazardous waste at any given time. If your business fails to qualify as an exempt generator, it will not be able to use the program for oil-based products. For more information on the federal hazardous generator rules, please go to [www.paintcare.org/limits](http://www.paintcare.org/limits).

*Note: When calculating how much hazardous waste you generate in a month, do not count latex paint.*

### If You Have Products We Don't Accept

The program does not accept all paints (such as aerosols and automotive finishes) or other hazardous waste. If you have solvents, thinners, pesticides, or any non-PaintCare products (see list to right for examples), we recommend that residents contact their local household hazardous waste (HHW) program. Some HHW programs allow businesses to use their program for a modest fee. Otherwise, businesses should contact a licensed hazardous waste transportation company.

### What Products Are Covered?

The products accepted at PaintCare drop-off sites are the same products that have a fee when they are sold. PaintCare Products include interior and exterior architectural coatings sold in containers of 5 gallons or less. However, they do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings.

### PAINTCARE PRODUCTS

- ◆ Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- ◆ Deck coatings, floor paints
- ◆ Primers, sealers, undercoaters
- ◆ Stains
- ◆ Shellacs, lacquers, varnishes, urethanes
- ◆ Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- ◆ Metal coatings, rust preventatives
- ◆ Field and lawn paints

### NON-PAINTCARE PRODUCTS

- ◆ Paint thinners, mineral spirits, solvents
- ◆ Aerosol paints (spray cans)
- ◆ Auto and marine paints
- ◆ Art and craft paints
- ◆ Caulking compounds, epoxies, glues, adhesives
- ◆ Paint additives, colorants, tints, resins
- ◆ Wood preservatives (containing pesticides)
- ◆ Roof patch and repair
- ◆ Asphalt, tar, and bitumen-based products
- ◆ 2-component coatings
- ◆ Deck cleaners
- ◆ Traffic and road marking paints
- ◆ Industrial Maintenance (IM) coatings
- ◆ Original Equipment Manufacturer (OEM) (shop application) paints and finishes

# Order Form for PaintCare Print Materials

District of Columbia

For free PaintCare brochures, fact sheets, posters and other items

Store Name

Street Address

City/State/Zip

Contact Person

Phone

Email



A



B



C



D



E

How Many?

Item	Description	English	Amharic, Chinese, French, Korean, Spanish, Vietnamese
A Program Brochure	General information about the PaintCare Program		
B Mini Card	Quick reference to help customers find drop-off sites		(Spanish only)
C Painting Contractor Fact Sheet	Information about the program especially for painting contractors		
D Large Volume Pick-Up Fact Sheet	How to request a direct pick-up for 300 gallons or more		(Spanish only)
E Program Poster	General PaintCare information on 1 page (8.5 x 11)		(Spanish only)

Brochure Holder

Would you like a holder to keep the brochures neat and in one place?

\_\_\_ yes

\_\_\_ no

## Three Ways to Order

① Online: [www.paintcare.org/forms](http://www.paintcare.org/forms)

② By Phone: (855) 724-6809

③ Fill out this form and send it to us:

Email: [retail@paint.org](mailto:retail@paint.org)

Fax: (855) 385-2020

Mail: PaintCare, 901 New York Ave NW, Washington DC 20001

# Recycle here.



## ACCEPTABLE

- ✓ Latex house paint
- ✓ Oil based house paint
- ✓ Primer
- ✓ Stains and sealers
- ✓ Varnish and shellac
- ✓ All brands

## NOT ACCEPTABLE

- ✗ Paint thinner
- ✗ Two component paints
- ✗ Aerosols
- ✗ Other chemicals
- ✗ Leaking or empty containers
- ✗ Containers without original labels

Paint is accepted during business hours only.  
Staff will check all products before accepting.



For a complete list of acceptable products, please ask for the PaintCare brochure, call (855) 724-6809 or visit [www.paintcare.org](http://www.paintcare.org).



# We are a PaintCare Partner

Fees on the  
sale of paint  
in the District  
of Columbia  
help pay for  
our program.



*Recycle with PaintCare*

To learn more, please call (855) 724-6809 or  
visit [www.paintcare.org](http://www.paintcare.org).



## PAINTCARE PRODUCTS

These products have fees when purchased and are accepted for free at drop-off sites:

- Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- Deck coatings, floor paints (including elastomeric)
- Primers, sealers, undercoaters
- Stains
- Shellacs, lacquers, varnishes, urethanes (single component)
- Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- Metal coatings, rust preventatives
- Field and lawn paints



## NON-PAINTCARE PRODUCTS

- Paint thinners, mineral spirits, solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Arts and crafts paints
- Caulking compounds, epoxies, glues, adhesives
- Paint additives, colorants, tints, resins
- Wood preservatives (containing pesticides)
- Roof patch and repair
- Tar and bitumen-based products
- 2-component coatings
- Deck cleaners
- Traffic and road marking paints
- Industrial Maintenance (IM) coatings
- Original Equipment Manufacturer (OEM) (shop application) paints and finishes

*Products must be in original containers with original labels. Latex paint that is dried out and "rock hard" is acceptable. Leaking, unlabeled, and empty containers are not accepted.*



## PRODUCTOS DEL PROGRAMA

Estos productos tienen cargos al comprarlos y se aceptan gratuitamente en los lugares de entrega:

- Pinturas arquitectónicas para interiores y exteriores: látex, acrílica, a base de agua, alquídica, a base de aceite, esmalte (incluidos los revestimientos con textura)
- Revestimientos para terrazas, pinturas para piso (incluso elastómeros)
- Imprimadores, selladores, primera mano
- Tinturas
- Goma lacas, lacas, barnices, uretanos (componente simple)
- Selladores de impermeabilización de concreto/mampostería/madera y repelentes (sin alquitrán o a base de betún)
- Revestimiento de metal, prevención de óxido
- Pinturas para el campo y césped



## NO SE INCLUYEN EN EL PROGRAMA

- Diluyentes, alcoholes minerales, solventes de pintura
- Pinturas en aerosol (latas de aerosol)
- Pinturas para autos y embarcaciones
- Pinturas artesanales
- Compuestos de enmasillado, epóxidos, pegamentos, adhesivos
- Aditivos para pinturas, colorantes, tintes, resinas
- Conservantes de madera (que contienen pesticidas)
- Remiendos y reparación de techos
- Alquitrán y productos a base de betún
- Revestimientos de componente doble
- Limpiadores de terrazas
- Pinturas de tráfico y señalización vial
- Revestimientos industriales de mantenimiento (IM, por sus siglas en inglés)
- Pinturas y acabados de fabricantes de equipos originales (OEM, por sus siglas en inglés) (aplicación en la tienda)

*Los productos deben estar en sus envases originales. Se acepta pintura de látex que está seca y "dura como una roca." No se aceptan envases vacíos, que tengan fugas, o sin etiqueta.*



## ✓ PaintCare Products

*These products have fees when purchased and are accepted for free at drop-off sites:*

- Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- Deck coatings, floor paints (including elastomeric)
- Primers, sealers, undercoaters
- Stains
- Shellacs, lacquers, varnishes, urethanes (single component)
- Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- Metal coatings, rust preventatives
- Field and lawn paints

**Products must be in original containers with original labels.**

**Latex paint that is dried out and "rock hard" is also acceptable.**



## ✗ Non-PaintCare Products

*These products do not have fees when purchased and are not accepted at drop-off sites:*

- Paint thinners, mineral spirits, solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Arts and crafts paints
- Caulking compounds, epoxies, glues, adhesives
- Paint additives, colorants, tints, resins
- Wood preservatives (containing pesticides)
- Roof patch and repair
- Tar and bitumen-based products
- 2-component coatings
- Deck cleaners
- Traffic and road marking paints
- Industrial Maintenance (IM) coatings
- Original Equipment Manufacturer (OEM) (shop application) paints and finishes

**Leaking, unlabeled, and empty containers are not accepted at drop-off sites.**

*To learn more, please call (855) 724-6809 or visit [www.paintcare.org](http://www.paintcare.org)*

# **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**

# Please wait for staff assistance when dropping off leftover paint.

Espere a que le atienda un empleado de la  
compañía cuando vaya a desechar pintura sobrante.



XX-WABI-0816



## Sign Order Form

FOR RETAIL DROP-OFF SITES

Please complete this form and send it to PaintCare. Indicate the quantities you would like below.

Email: retail@paint.org • Fax: (855) 385-2020

Store

Address

City/Zip

Contact Person

Phone/Email


### 1. No Dumping Sign




English 24x36 (Metal)

English 12x18 (Metal)

Spanish 24x36 (Metal)

Spanish 12x18 (Metal)

Chinese 24x36 (Metal)

Chinese 12x18 (Metal)

### 2. Program Products Sign

Detailed list of products covered by PaintCare.




English 24x36 (Metal)

English 12x18 (Metal)

Spanish 24x36 (Metal)

Spanish 12x18 (Metal)

Bilingual (Eng/Span) 24x36 (Metal)

Bilingual (Eng/Span) 12x18 (Metal)

### 3. Program Partner Sign




English 24x36 (Metal)

English 12x18 (Metal)

with A-Frame 24x36 (Plastic)

### 4. Acceptable / Non-Acceptable Sign

Simplified list of products covered by PaintCare.




English 24x36 (Metal)

English 12x18 (Metal)

Bilingual (Eng/Span) 24x36 (Metal)

Korean 24x36 (Metal)

Korean 12x18 (Metal)

\* Only available in 24x36

### 5. Wait for Assistance Sign



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Bilingual (Eng/Span) with A-Frame 24x18 (Plastic)

### 6. Counter Mat

For paint counters and checkout stands.



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English 14x19

# Suggestions on How to Link to PaintCare

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## A. LONG VERSION



### **Do you have only paint, stain and varnish to recycle?**

Many paint stores now take back house paint (including stain and varnish) year-round during their regular business hours as part of the PaintCare program. If the only household hazardous wastes you have for recycling or disposal are paint, finding a place to take them is now easier and more convenient in our community. [Note: these sites do not accept non-paint products such as thinner, solvents, spackle, pesticides, or cleaning chemicals.]

The {state name} Paint Stewardship Program is run by PaintCare, a nonprofit organization funded by a nominal fee on the price of new paint. Residents and most businesses from any part of the state may use any PaintCare retail location. PaintCare also offers a pick-up service if you have at least 300 gallons of unwanted paint.

There is no charge when you drop off your paint or have it picked up. To find participating drop-off locations, learn more about the pick-up service, or find out which products are accepted, please visit **[www.paintcare.org](http://www.paintcare.org)** or call **(855) 724-6809**.

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## B. SHORT VERSION



### **Do you have only paint, stain and varnish to recycle?**

Many paint stores now take back paint, stain, and varnish year-round during their regular business hours as part of the PaintCare program. The program is free for all residents and most businesses. To find participating drop-off locations and details about which products are accepted, please visit **[www.paintcare.org](http://www.paintcare.org)** or call **(855) 724-6809**.

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## IMAGES FOR DOWNLOAD

**<http://www.paintcare.org/partnerlink/>**



## *How Does the District of Columbia Paint Stewardship Program Affect Paint Retailers?*

UPDATED — MARCH 2019

A District of Columbia law adopted in March 2015 requires paint manufacturers to establish a Paint Stewardship Program in the District. Program funding comes from a fee on architectural paint starting on the first day of the program. The program started on November 1, 2016.

### **Paint Stewardship in the District of Columbia**

PaintCare Inc. is a non-profit organization established by the American Coatings Association to implement paint stewardship programs on behalf of paint manufacturers in states and jurisdictions that adopt paint stewardship laws. The District's program is required by law, but it is designed and operated by the paint manufacturing industry through PaintCare.



### **Convenient Paint Recycling**

PaintCare's primary effort is to set up paint drop-off sites to make it more convenient for residents and businesses to recycle paint. PaintCare works with retailers to do this. In addition to retailers, PaintCare sites may include municipal household hazardous waste facilities and drop-off events, solid waste transfer stations, and landfills. There are currently more than 1,750 paint drop-off sites across the District and eight states where the program is operating (California, Colorado, Connecticut, Maine, Minnesota, Oregon, Rhode Island, and Vermont).

### **Participation as a Drop-Off Site is Voluntary**

Paint retailers that would like to be drop-off sites can participate if they have space for paint storage bins and can provide minimal staff time to accept paint from the public. By doing so, retailers can increase foot traffic and sales, and provide a new service for their community. They make it convenient for their customers to recycle leftover paint and help provide relief to local government programs that currently manage leftover paint. PaintCare provides storage bins, supplies, and site training. PaintCare also pays for paint transportation and recycling and promotes the sites to the local community.

### **REQUIREMENTS OF RETAILERS**

#### **Check Registered Manufacturers and Brands**

Retailers may only sell architectural paints that are registered. Paint manufacturers must register their company with PaintCare, and they must register all architectural paint brands they sell in the District of Columbia (these products will have the new fee). PaintCare publishes lists of registered manufacturers and brands so that retailers can check to see that the products they sell are registered. Please visit [www.paintcare.org/lists](http://www.paintcare.org/lists) to view registration lists.

### **Pass on the Stewardship Fee**

When the program begins, the law requires that a stewardship fee (“PaintCare Fee”) be added by manufacturers to the wholesale price of all architectural paint sold in the District. This fee pays for all aspects of running the program. The fee is paid by manufacturers to PaintCare and then passed to their dealers. Retailers should see the PaintCare Fee on invoices from suppliers when the program starts. The law also requires that retailers and distributors apply the fee to the price of architectural paint they sell. The fees paid by customers to retailers offset the fees charged to the retailers. This ensures a level playing field for all parties.

### **COMMON QUESTIONS ABOUT FEES**

#### **How much are the fees?**

The fees for the District are based on container size as follows:

- \$ 0.00 — Half pint or smaller
- \$ 0.45 — Larger than half pint up to smaller than 1 gallon
- \$ 0.95 — 1 gallon up to 2 gallons
- \$ 1.95 — Larger than 2 gallons up to 5 gallons

#### **How are the fees calculated?**

Fees are set to cover the cost of a fully operating program in the District. PaintCare estimates the annual sales of architectural paint in the District, divides the estimated annual expenses of the program by the estimated number of containers to be sold, adjusts for container size, and determines a fee per size that provides the budget needed to fund the program. In future years, fees may be adjusted if they are set too high or too low to cover program expenses.

#### **Is sales tax applied to the fee, itself?**

Yes. The fee is part of the purchase price; therefore, sales tax is collected on the fee.

#### **Must we show the fee on receipts?**

No, but most stores show the fee in order to explain the price increase. PaintCare encourages retailers to show the fee to increase awareness of the program.

#### **Is the fee a deposit to be returned to customers?**

No, the fee is not a deposit. Fees are used entirely to cover the expenses of running the program. Fees are not given back as a deposit for the return of paint or empty paint cans — a common misunderstanding.

#### **Do we refund the fee if a product is returned?**

Yes, the fee should be refunded because it is part of the purchase price.

#### **Do we apply the fee to sales on the first day of the program for inventory purchased before the first day of the program, even though we didn't pay a fee for the product to the distributor or manufacturer?**

Yes, retailers must add the fee on all covered products sold on or after the first day of the program, regardless of when (before or after program launch) they were purchased from the distributor or manufacturer.

#### **How will the public know about the fee?**

PaintCare provides materials for retailers to distribute to the public to help explain the purpose of the fee, how the program works, and how to find a paint drop-off location. Before the program started, PaintCare provided a “starter pack” of brochures and other information to all paint retailers. Additional materials can be ordered as needed at no charge. In addition to retailer information, PaintCare works with contractor associations to get information to professional painting contractors, and conducts general outreach including newspaper, radio, television, and online advertising.

#### **What products are covered?**

Architectural paints include most house paints, stains, and clear coatings (e.g., varnish and shellac). For examples of program and non-program products, please visit [www.paintcare.org/products-we-accept](http://www.paintcare.org/products-we-accept).



## *Become a Retail Drop-Off Site for Paint*

UPDATED — OCTOBER 2018

### **PaintCare makes it easy for paint retailers to provide a convenient and valuable service for their community.**

A District of Columbia law passed in 2015 requires paint manufacturers to set up and operate a paint stewardship program in the District. The new law requires paint retailers to add a stewardship assessment (fee) to architectural paint products and to make sure they are not selling unregistered brands of architectural paint. Retailers may also volunteer to be paint drop-off sites. Retailers that would like to learn more about what it takes to join the program and be drop-off sites are encouraged to contact PaintCare for details.

#### **Paint Stewardship in the District of Columbia**

PaintCare Inc. is a nonprofit organization established by the American Coatings Association to implement this program on behalf of paint manufacturers in “PaintCare states and jurisdictions” (those that adopt paint stewardship laws). PaintCare operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, and Vermont.

#### **Convenient Paint Recycling**

PaintCare’s primary effort is to establish paint drop-off sites throughout each PaintCare state and jurisdiction to provide convenient recycling options for the public. The program allows residents and businesses to return unused architectural paint to PaintCare drop-off sites.

PaintCare has established more than 1,700 paint drop-off sites in the District and active states. Most drop-off sites are at paint stores. Other sites include solid waste transfer stations and government-sponsored household hazardous waste programs. Participation as a drop-off site is voluntary.



#### **Benefits to Retailers**

There are many benefits to becoming a drop-off site.

As a participating retailer, you will:

- ◆ Make recycling of leftover paint more convenient for your customers
- ◆ Increase customer foot traffic and sales
- ◆ Promote your store as environmentally responsible
- ◆ Support the paint industry’s effort to lead the way in being responsible for end-of-life management of its own products
- ◆ Help relieve local government of their cost of managing leftover paint
- ◆ Help prevent the improper disposal of paint in your community

Retailers that would like to become a drop-off site can fill out the Interest Form available in the Retailers Section of [www.paintcare.org/DC](http://www.paintcare.org/DC).

## PaintCare Provides

- ◆ Listing of your store as a drop-off site on our website, and in advertisements and promotional materials
- ◆ Paint storage bins
- ◆ Transportation and recycling services for the collected paint
- ◆ Training materials and staff training at your site
- ◆ Program brochures, signage and customer education materials
- ◆ Spill kits



## Drop-Off Site Responsibilities

- ◆ Provide secure storage area for paint storage bins
- ◆ Accept all brands of leftover program products from the public during operating hours
- ◆ Place unopened program products in storage bins
- ◆ Keep storage bins neat and properly packed
- ◆ Complete minimal paperwork related to tracking outgoing paint shipments
- ◆ Ensure staff are trained in PaintCare program guidelines and operating procedures
- ◆ Display "drop-off site" signs in store window and display consumer education materials
- ◆ May need to check District proof of residency

## WHAT PRODUCTS ARE COVERED?

The products accepted at PaintCare drop-off sites are the same products that have a fee when they are sold. PaintCare products include interior and exterior architectural coatings sold in containers of 5 gallons or less. However, they do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings.

### PaintCare Products

- ◆ Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- ◆ Deck coatings, floor paints (including elastomeric)
- ◆ Primers, sealers, undercoaters
- ◆ Stains
- ◆ Shellacs, lacquers, varnishes, urethanes (single component)
- ◆ Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- ◆ Metal coatings, rust preventatives
- ◆ Field and lawn paints

### Non-PaintCare Products

- ◆ Paint thinners, mineral spirits, solvents
- ◆ Aerosol paints (spray cans)
- ◆ Auto and marine paints
- ◆ Art and craft paints
- ◆ Caulking compounds, epoxies, glues, adhesives
- ◆ Paint additives, colorants, tints, resins
- ◆ Wood preservatives (containing pesticides)
- ◆ Roof patch and repair
- ◆ Asphalt, tar, and bitumen-based products
- ◆ 2-component coatings
- ◆ Deck cleaners
- ◆ Traffic and road marking paints
- ◆ Industrial Maintenance (IM) coatings
- ◆ Original Equipment Manufacturer (OEM) (shop application) paints and finishes



## About PaintCare Fees

UPDATED — MARCH 2019

**Laws in eight PaintCare States and the District of Columbia require retailers to add a stewardship assessment to architectural paint products and make sure they are not selling unregistered brands of architectural paint.**

### Paint Stewardship Programs

PaintCare, Inc. is a nonprofit organization established by American Coatings Association to implement paint stewardship programs on behalf of paint manufacturers in states that pass paint stewardship laws. The main goals of the program are to decrease paint waste and recycle more postconsumer paint by setting up convenient drop-off sites in each state.

#### 1. What is the Recovery Fee and how does it work?

The PaintCare program is funded through a paint stewardship assessment called the PaintCare Fee. Fees are applied to the purchase price of architectural paint. The fees fund collection, transportation, and processing of unused postconsumer paint, public education about proper paint management, and administrative costs. The fee is paid to PaintCare by paint manufacturers. This fee is then added to the wholesale and retail purchase price of paint, passing the cost of managing postconsumer paint to everyone who purchases paint. This reduces municipal and state government costs for paint management and provides a funding source for a more convenient, statewide paint management program.

#### 2. Do retailers have to pass on the fee?

Yes, each state's or jurisdiction's law requires retailers to pass on the fee to consumers, ensuring a level playing field for all parties. This requirement includes paint sold online on any e-commerce websites.

#### 3. What are the fees?

Fees are based on container size and vary by state or jurisdiction, as shown here.

##### California, Colorado, Connecticut, Maine, and Rhode Island

\$ 0.00 - Half pint or smaller  
\$ 0.35 - Larger than half pint up to smaller than 1 gallon  
\$ 0.75 - 1 gallon  
\$ 1.60 - Larger than 1 gallon up to 5 gallons

##### District of Columbia and Oregon

\$ 0.00 - Half pint or smaller  
\$ 0.45 - Larger than half pint up to smaller than 1 gallon  
\$ 0.95 - 1 gallon up to 2 gallons  
\$ 1.95 - Larger than 2 gallons up to 5 gallons

##### Minnesota

\$ 0.00 - Half pint or smaller  
\$ 0.49 - Larger than half pint to smaller than 1 gallon  
\$ 0.99 - 1 gallon up to 2 gallons  
\$ 1.99 - Larger than 2 gallons up to 5 gallons

##### Vermont

\$ 0.00 - Half pint or smaller  
\$ 0.49 - Larger than half pint to smaller than 1 gallon  
\$ 0.99 - 1 gallon  
\$ 1.99 - Larger than 1 gallon up to 5 gallons

#### **4. How are fees calculated?**

Fees are set to cover the cost of a fully implemented program. PaintCare estimates annual sales of paint in each state and then divides the cost of the program in that state by the number of containers sold in that state. Next, the fees are adjusted based on container size by taking into consideration the typical percentage of unused paint for each size (e.g., the percentage of unused paint from one five-gallon container is typically less than from five one-gallon containers).

PaintCare is a nonprofit organization, so the fees may be decreased if set at a level beyond what is needed to cover program expenses. Likewise, the fees may be increased if PaintCare does not collect enough money to cover the costs to operate the state program.

#### **5. Are retailers required to show the fee on receipts?**

No, but PaintCare encourages retailers to do so and to display it as PaintCare Fee to aid in consumer education. Most stores choose to show the fee on their receipts in order to inform the consumer about the PaintCare program and to explain the price increase.

#### **6. Do retailers return the fee if someone returns a product?**

Yes. The fee should be returned as part of the purchase price.

#### **7. Is the fee taxable?**

Yes, the fee is part of the purchase price of paint. Sales tax is collected on the fee, except in a state that does not have a sales tax, such as Oregon. Also, effective December 1, 2018, sales tax is not applied to the fee in Maine.

#### **8. Is the fee to be applied to paint sold to customers who are exempt from sales taxes?**

Yes, government agencies and other organizations that are exempt from sales taxes in PaintCare States must still pay the fee, because it is part of the price of paint. However, the fee, like the rest of the product price, should not be taxed for sales tax exempt organizations.

#### **9. Is the fee a deposit that is returned to customers when they bring paint to a drop-off site?**

No, the fee is not a deposit. The fees are used entirely to cover the cost of running the program.

#### **10. Do retailers add the fee on sales starting on the first day of the program (i.e., on inventory purchased before the first day) even though they did not pay fees on inventory to the distributor or manufacturer?**

[For new programs] Yes, in order to provide for a hard start date, retailers must add the fee on all inventory sold on or after the start date of the program. Fees collected on existing inventory stay with the retailer; they are not paid back to the distributor or manufacturer.

#### **11. How does the public know about the fee?**

PaintCare provides public education materials to retailers. These materials explain the purpose of the fee, where to take paint for recycling, and other information about the program. When a new state program begins, PaintCare mails a "starter pack" of materials to retailers. As needed, retailers may order additional free materials from PaintCare. In addition to retailer information, PaintCare works with contractor associations to get information to trade painters, and conducts general outreach including newspaper, radio, television, and online advertising.

#### **12. How do we as retailers know what products to put the fee on?**

Your supplier's invoice should indicate that you are being charged the fee, so you simply pass on the fee for those items. Additionally, PaintCare and each state's oversight agency list all architectural paint manufacturers and brands that are registered for the program on their websites. Retailers may not sell brands that are not registered with the program. If your store sells architectural coatings that are not on the list of registered products, please notify PaintCare so we can contact the manufacturer to get them registered.

#### **13. What products are covered?**

The products accepted at PaintCare drop-off sites are the same products that have a fee when they are sold. PaintCare Products include interior and exterior architectural coatings sold in containers of five gallons or less. However, they do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings. For a detailed list of PaintCare and non-PaintCare products, please see PaintCare's "Products We Accept" Web page.



## Information for Paint Purchasers

UPDATED — OCTOBER 2018

### A convenient new paint recycling program began in the District on November 1, 2016. The program is funded by a fee on new paint sales.

#### Paint Stewardship Programs

The American Coatings Association (ACA) worked with various stakeholders interested in the management of post-consumer paint to develop and implement an industry-led paint stewardship program in the United States.

PaintCare Inc. is a nonprofit organization established by the ACA to implement the program on behalf of paint manufacturers in states and jurisdictions that adopt paint stewardship laws. PaintCare operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, and Vermont.

#### Convenient Paint Drop-Off Sites

PaintCare establishes convenient paint drop-off locations for households and businesses to bring their paint for recycling. PaintCare has set up more than 1,750 drop-off sites across eight states and the District, mostly at paint retailers.

#### Assessment Fee and Funding

As required by the District of Columbia's paint stewardship law, a stewardship assessment, or *PaintCare Fee*, is added by manufacturers to the wholesale price of all architectural paint sold in the District. This fee funds the collection, transportation, recycling, and proper disposal of architectural paint. It also pays for education and program administration. Paint retailers and distributors see this fee on their invoices from paint manufacturers.

The law also requires each retailer and distributor to add the fee to the purchase price of architectural paint sold in the District. While showing the fee on consumer receipts is not mandatory, PaintCare encourages retailers and distributors to do so to ensure transparency and aid in consumer education. Most retailers choose to show the fee on receipts and invoices.

#### PaintCare Fees

The District Department of Energy and Environment (DOEE) approved the fee structure presented in PaintCare's Program Plan for the District. The fees for the District are based on container size as follows:

- \$ 0.00 – Half pint or smaller
- \$ 0.45 – Larger than half pint up to smaller than 1 gallon
- \$ 0.95 – 1 gallon up to 2 gallons
- \$ 1.95 – Larger than 2 gallons up to 5 gallons

#### Limits on Quantities at Drop-Off Sites

Drop-off sites may set their own limits on the quantity of paint they will accept from households and eligible businesses at one time. All sites accept up to 5 gallons of paint, but some PaintCare sites may accept more. The public is advised to contact any site they intend to use before dropping off paint to find out whether the site can accept the amount and type of paint they would like to recycle.



### **Pick-Up Service for Large Volumes**

For businesses or households with at least 200 gallons of paint to recycle, PaintCare offers a direct pick-up service at no additional cost. To learn more about this Large Volume Pickup (LVP) Service, call PaintCare or visit our website.

### **Municipal HHW Programs and Special Events**

PaintCare partners with the District's household hazardous waste (HHW) facility to accept paint from the District's households.

In addition, in Wards where no retailer or HHW program is available, PaintCare holds special paint collection events where the public can drop off paint.

### **What Products Are Covered?**

The products accepted at PaintCare drop-off sites are the same products that have a fee when they are sold. PaintCare Products include interior and exterior architectural coatings sold in containers of five gallons or less. However, they do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings.

### **PAINTCARE PRODUCTS**

- ◆ Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- ◆ Deck coatings, floor paints (including elastomeric)
- ◆ Primers, sealers, undercoaters
- ◆ Stains
- ◆ Shellacs, lacquers, varnishes, urethanes (single component)
- ◆ Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- ◆ Metal coatings, rust preventatives
- ◆ Field and lawn paints

### **NON-PAINTCARE PRODUCTS**

- ◆ Paint thinners, mineral spirits, solvents
- ◆ Aerosol paints (spray cans)
- ◆ Auto and marine paints
- ◆ Art and craft paints
- ◆ Caulking compounds, epoxies, glues, adhesives
- ◆ Paint additives, colorants, tints, resins
- ◆ Wood preservatives (containing pesticides)
- ◆ Roof patch and repair
- ◆ Asphalt, tar, and bitumen-based products
- ◆ 2-component coatings
- ◆ Deck cleaners
- ◆ Traffic and road marking paints
- ◆ Industrial Maintenance (IM) coatings
- ◆ Original Equipment Manufacturer (OEM) (shop application) paints and finishes

## Appendix Section D



# 2018 Awareness Survey Results

*prepared by*



# Table of Contents

**Study Overview:** Objectives, Key Measurements, Responses

**Respondent Profiles:** Demographic Characteristics

**Consumer Behavior:** Paint Purchasing and Disposal

**Paint Recycling:** Awareness and Engagement

**Cross-tabulations:** Behavior, Awareness and Engagement

**Paint Care Advertising/Marketing Considerations:** Awareness, Recall, Impressions

**Cross-tabulations:** Advertising and Marketing Metrics

**KPI Summary and Next Steps**

**APPENDIX: State/District Highlights**

# Study Objectives and Key Measurements

Objective	Related KPI/Measurement
<b>Increase knowledge of paint recycling</b>	<i>Do you know that paint can be recycled?</i>
<b>Impact paint recycling behaviors</b>	<i>Have you ever taken paint somewhere to be recycled?</i>
<b>Decrease storage of paint in home</b>	<i>Do you currently have any leftover or unwanted paint in your home or business (e.g., primer, interior house paint, stain, deck sealer, or clear finishes like varnish)? If so, how much paint do you have?</i>
<b>Increase knowledge of PaintCare</b>	<i>Have you ever ever heard of PaintCare, the program that sets up sites that take paint for recycling?</i>
<b>Execute memorable ads</b>	<i>Do you recall seeing an advertisement for PaintCare in the last several months?</i>
<b>Stimulate word of mouth and other communications</b>	<i>Do you recall hearing about PaintCare in any of the following other ways?</i>

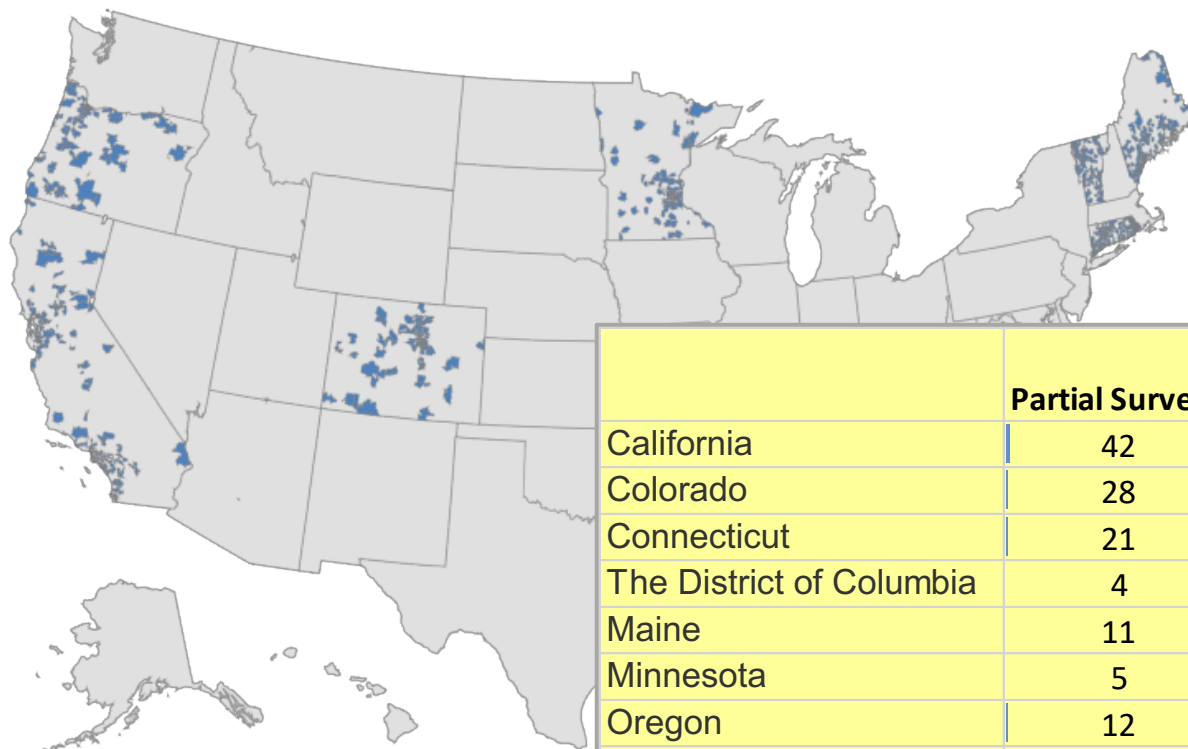
# Study Enhancements Made to Survey Approach

- **Improved sampling approach:**
  - Increased sample sizes to more precise measurement.
  - Managed state/district “quotas” to be more reflective of the population based on census data (e.g. age, income categories, ethnicity, etc.).
  - Implemented survey “screeners” to exclude those under 18 and those who had moved to non-participating states.
- **Enhanced survey tool:**
  - Refreshed survey by adding/deleting/updating consumer behavior questions based on prior findings.
  - Collected open-ended feedback regarding personal motivations to recycle (or not), providing insightful information with which to better communicate in the future.
  - Revised wording to better define terms for consistent understanding (e.g. “paint”)
- **Performed deeper analysis:**
  - Conducted comment categorization to understand the top reasons for recycling paint to guide future messaging
  - Compared past recycling behaviors to future intentions to better understand/predict macro-trends in consumer behavior.
  - Examined cross-tabulated data to understand pockets of consumers who recycle the most and least, to guide future targeting.

# Response Summary

- ❖ 2,626 surveys were conducted in 8 states plus the District of Columbia in November 2018.
- ❖ All states/district except California received at least 250 surveys; California, 553.
- ❖ 250 observations allows us to be 90% confident that the true result for this population is +/- 5% from the measured result; 95% confident that the true result is +/-6% from the measured result.
- ❖ Similarly, 550 observations allows us to be 90% confident that the true result is +/-3.5% from the measured result; 95% confident that the true result is +/-4% from the measured result.

## Respondent Locations



	Partial Surveys	Full Surveys	Total Surveys
California	42	542	553
Colorado	28	279	284
Connecticut	21	251	258
The District of Columbia	4	250	256
Maine	11	252	252
Minnesota	5	250	259
Oregon	12	250	252
Rhode Island	7	250	257
Vermont	6	251	255
Total	136	2575	2626

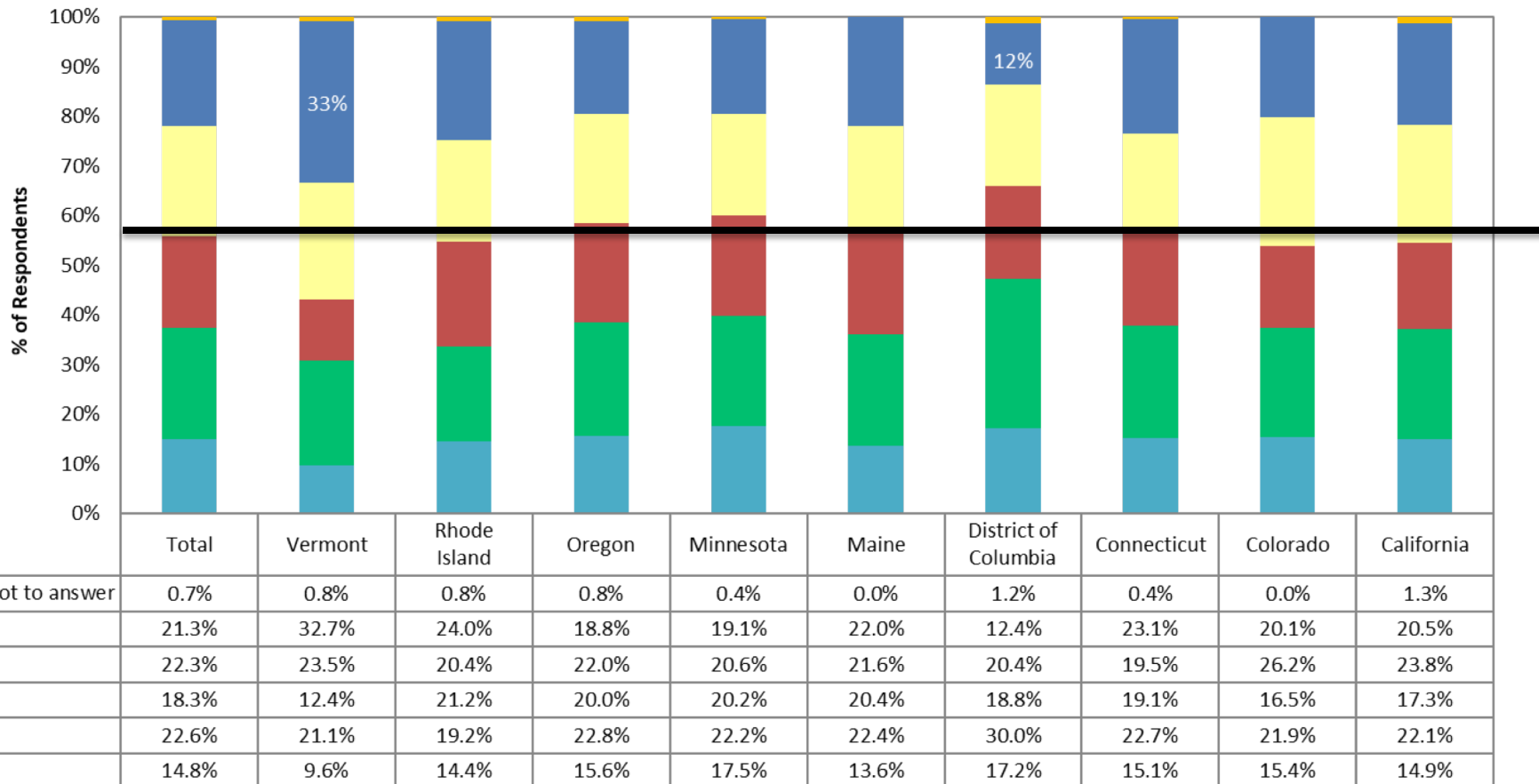
## RESPONDENT PROFILES



# Profile of Respondents - Age

- ❖ A good mix of age ranges were represented in each state's sample.
- ❖ Variances can be attributed to state characteristics. Based on census data, Vermont has the greatest proportion of 55+ residents; DC, the lowest—consistent with the survey respondent base.
- ❖ Note that all respondents were at least 18 years old.

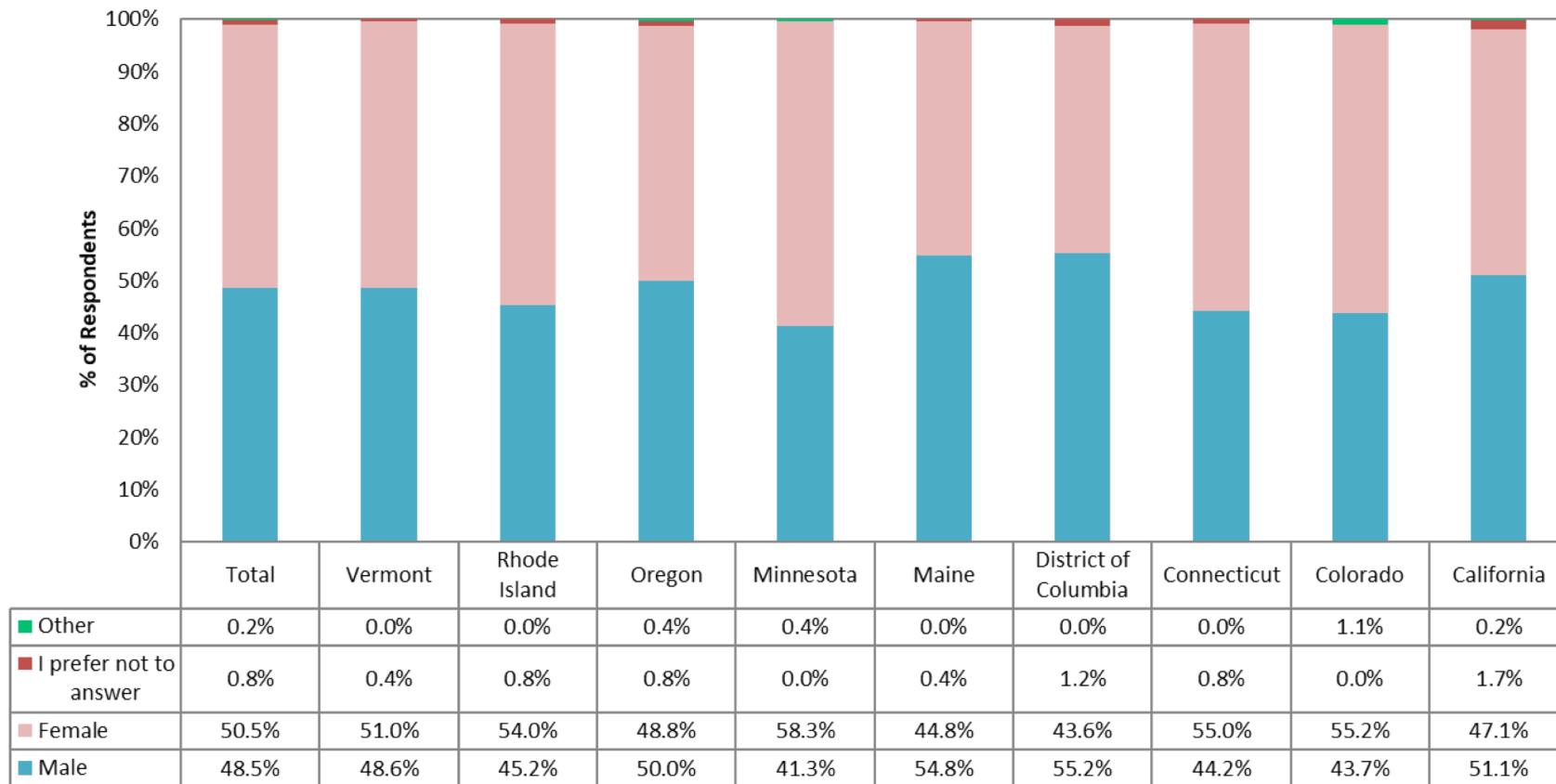
**Respondent Age**



# Profile of Respondents - Gender

- ❖ Roughly half of those surveyed were men; half, women.
- ❖ Very few declined to share this information or provided an “other” response.

## Gender Identity

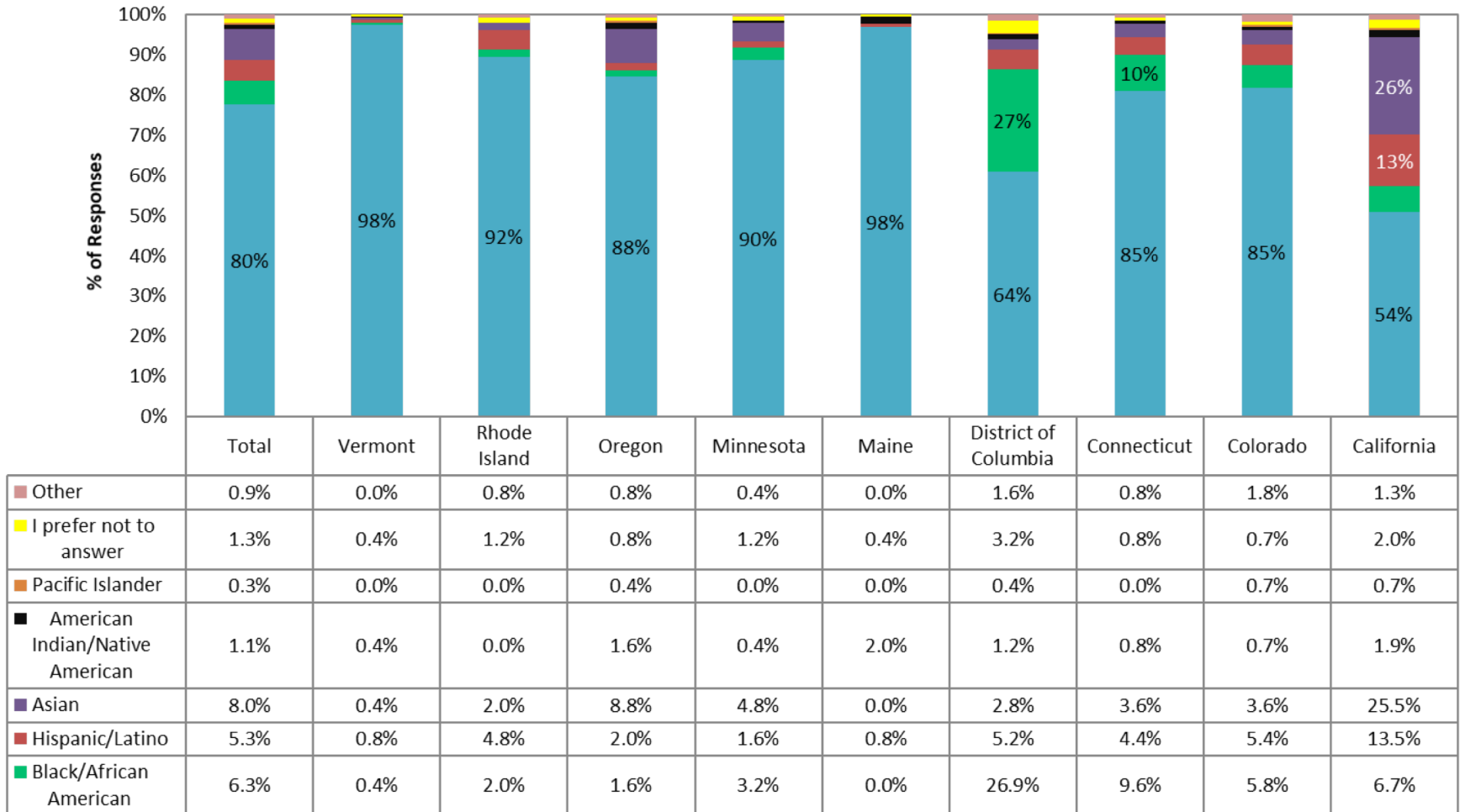


\*Other: Gender Neutral

# Profile of Respondents - Ethnicity

- ❖ About 80% of all respondents were Caucasian.
- ❖ However, there were variances within states/district, consistent with census data. California has a higher proportion of Hispanic and Asian residents. The District of Columbia and Connecticut have the highest African American populations.

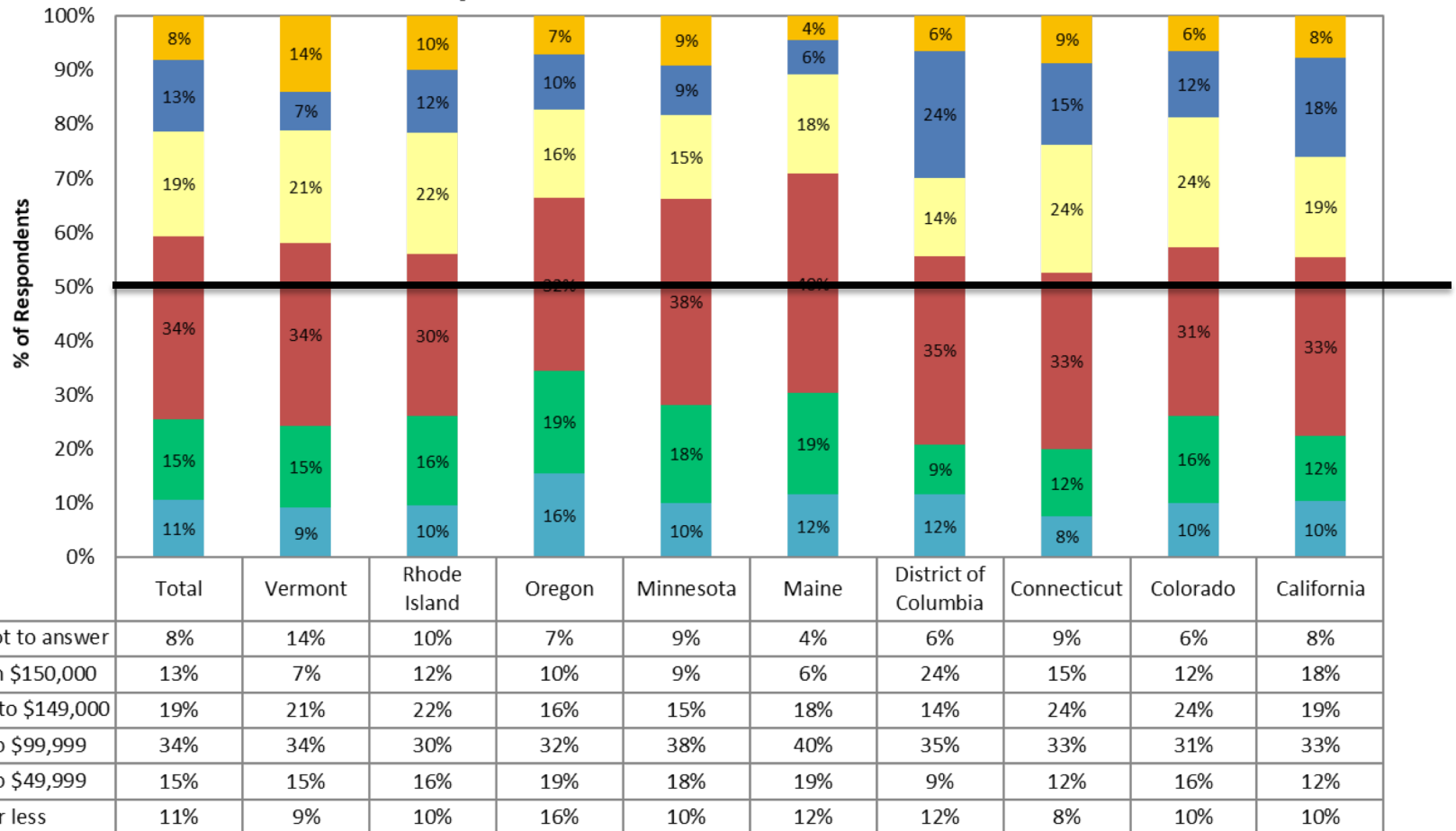
**Respondent Ethnicity**



## Profile of Respondents - Income

- ❖ The median household income level for respondents is \$50-99K in each state, consistent with census data.
- ❖ Median household income in the United States was \$62,450 in July 2018 (Sentier Research).

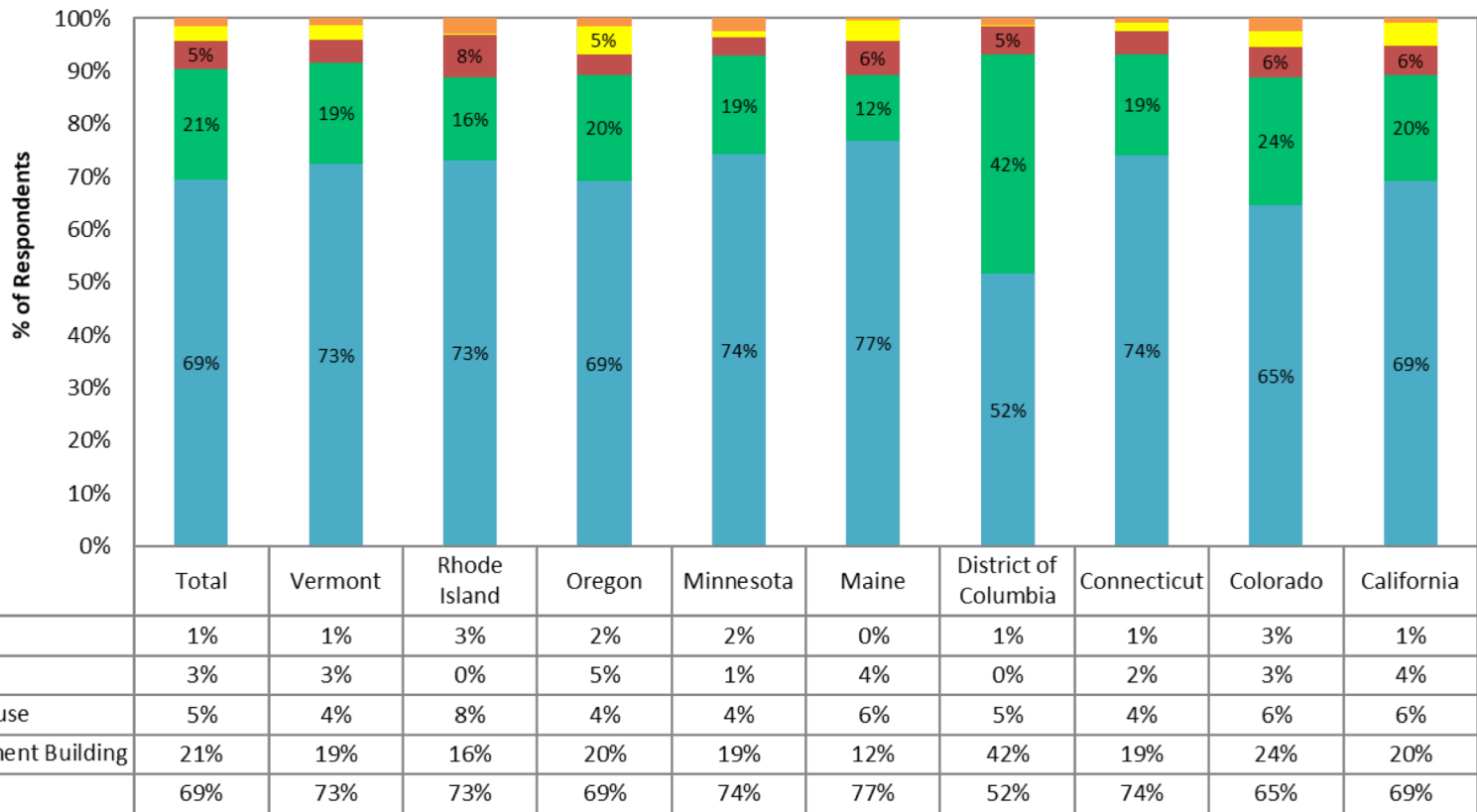
**Respondent Annual Household Income**



# Profile of Respondents – Dwelling Type

- ❖ Most respondents live in a single family home.
- ❖ Condominium/apartment living was more predominant in Washington D.C. than in other parts of the country.

**Respondent Dwelling Type**

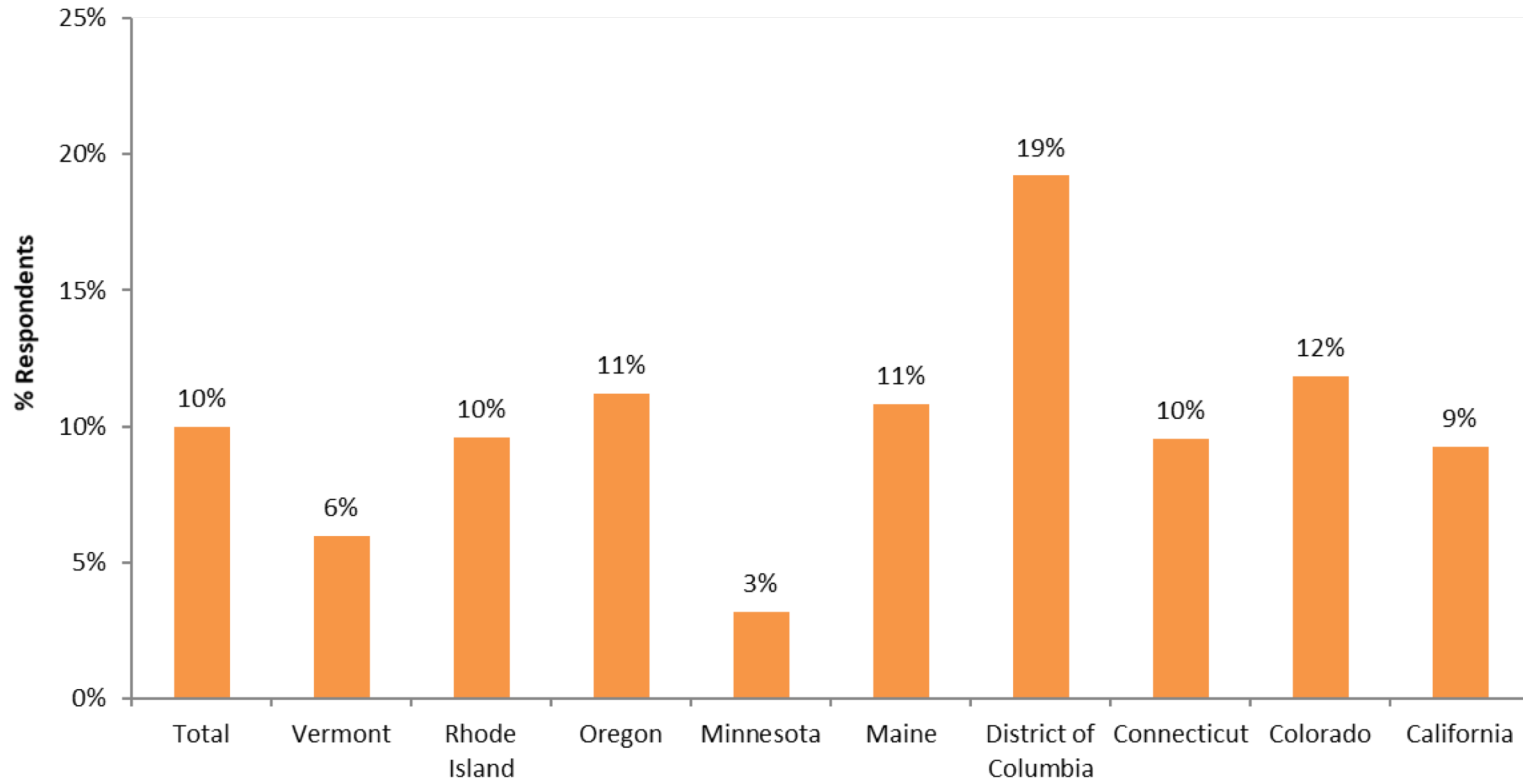


*\*Other: Townhome, Rent a Single Room, Dorm, Modular Home, Senior Home*

## Profile of Respondents – Paint-Related Profession

- ❖ About 10% of those surveyed said they painted professionally.
- ❖ There were significant variances between states, consistent with results from prior surveys.

***Do you paint professionally (as a painting contractor, property maintenance crew, etc. but NOT as an artist)?***



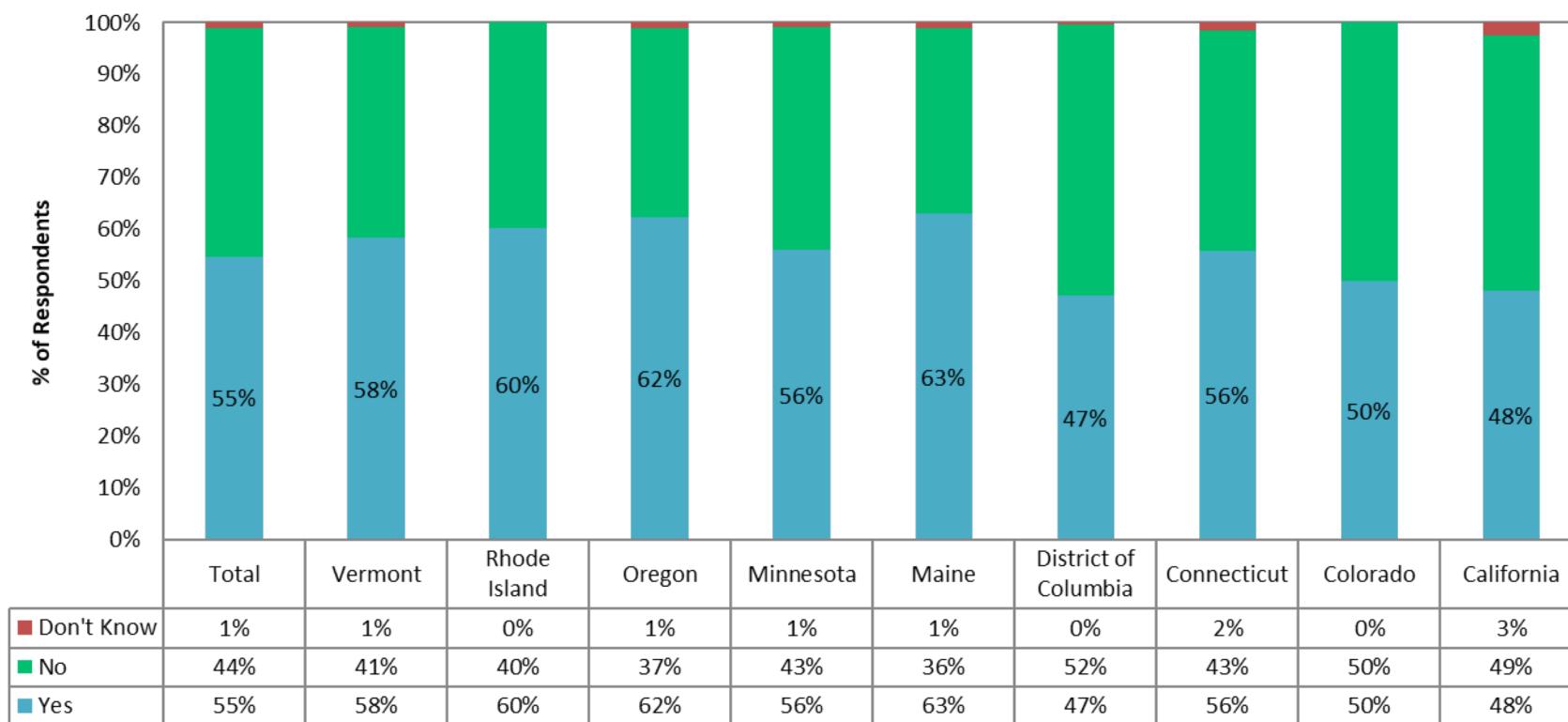
# CONSUMER BEHAVIOR PAINT PURCHASING AND DISPOSAL

# Recency of Paint Purchases

- ❖ Slightly over half of respondents bought paint in the last year.
- ❖ Results varied slightly by state. The fewest purchased paint in the last year in D.C.; the most, in Maine and Oregon.

## Have you purchased paint in the last year\*?

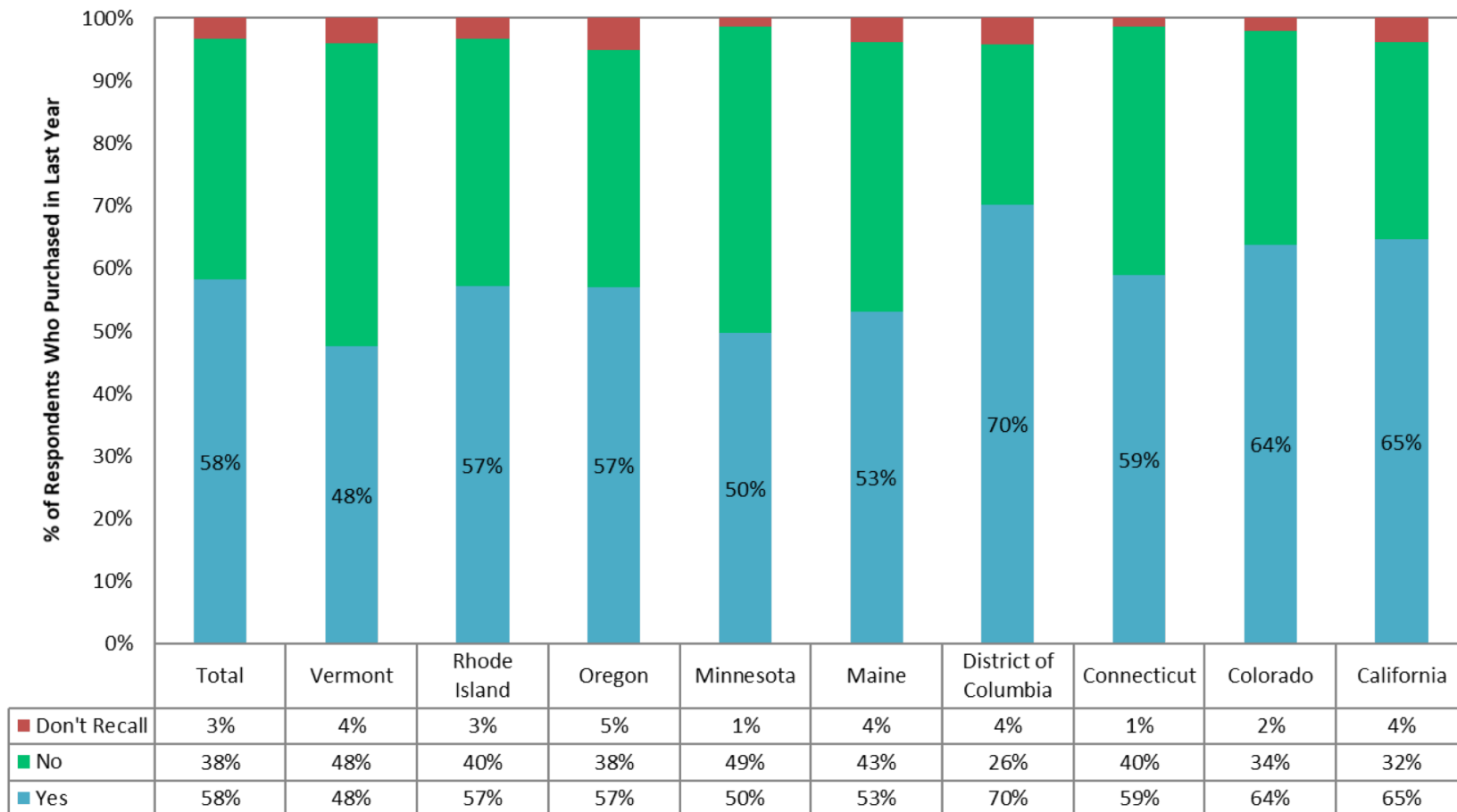
*\*For the purposes of this question, "paint" includes primer, interior or exterior house paint, stain, deck sealer, and clear finishes like varnish.*



# Measurements Prior to Paint Purchases

- ❖ 58% of respondents measured ahead of time to determine paint needs.
- ❖ The highest level of preparation occurred in D.C.; the lowest, in Vermont.

**Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?**



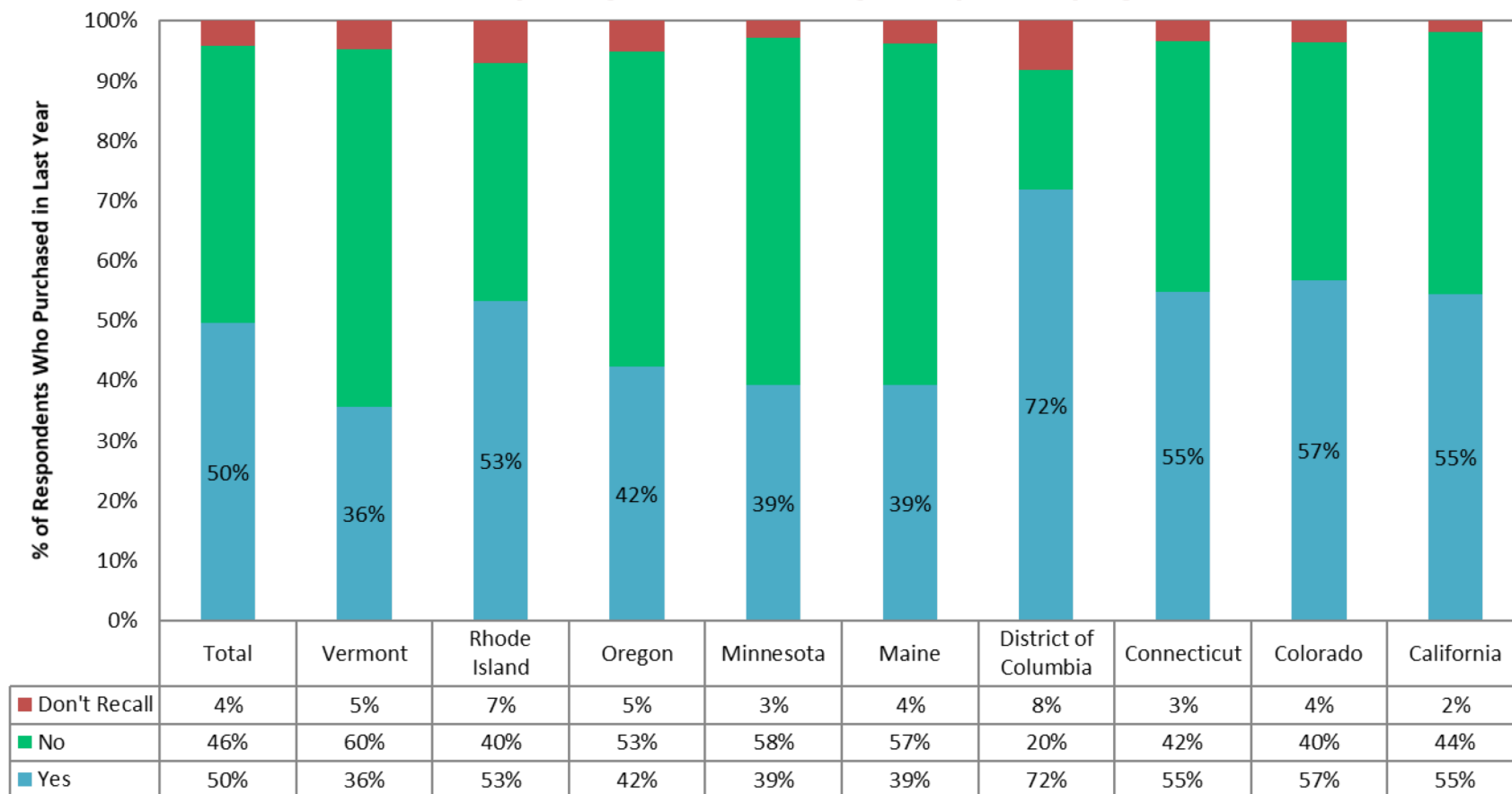
N=1434

KB Insights

# Paint Store Assistance

- ❖ About half the time, respondents said the paint store assisted them with determining paint needs.
- ❖ D.C. retailers are most involved in this process; Vermont, Maine and Minnesota retailers, the least involved.

*Did the staff of the paint retail store assist you with figuring out exactly how much paint you needed for your specific project?*

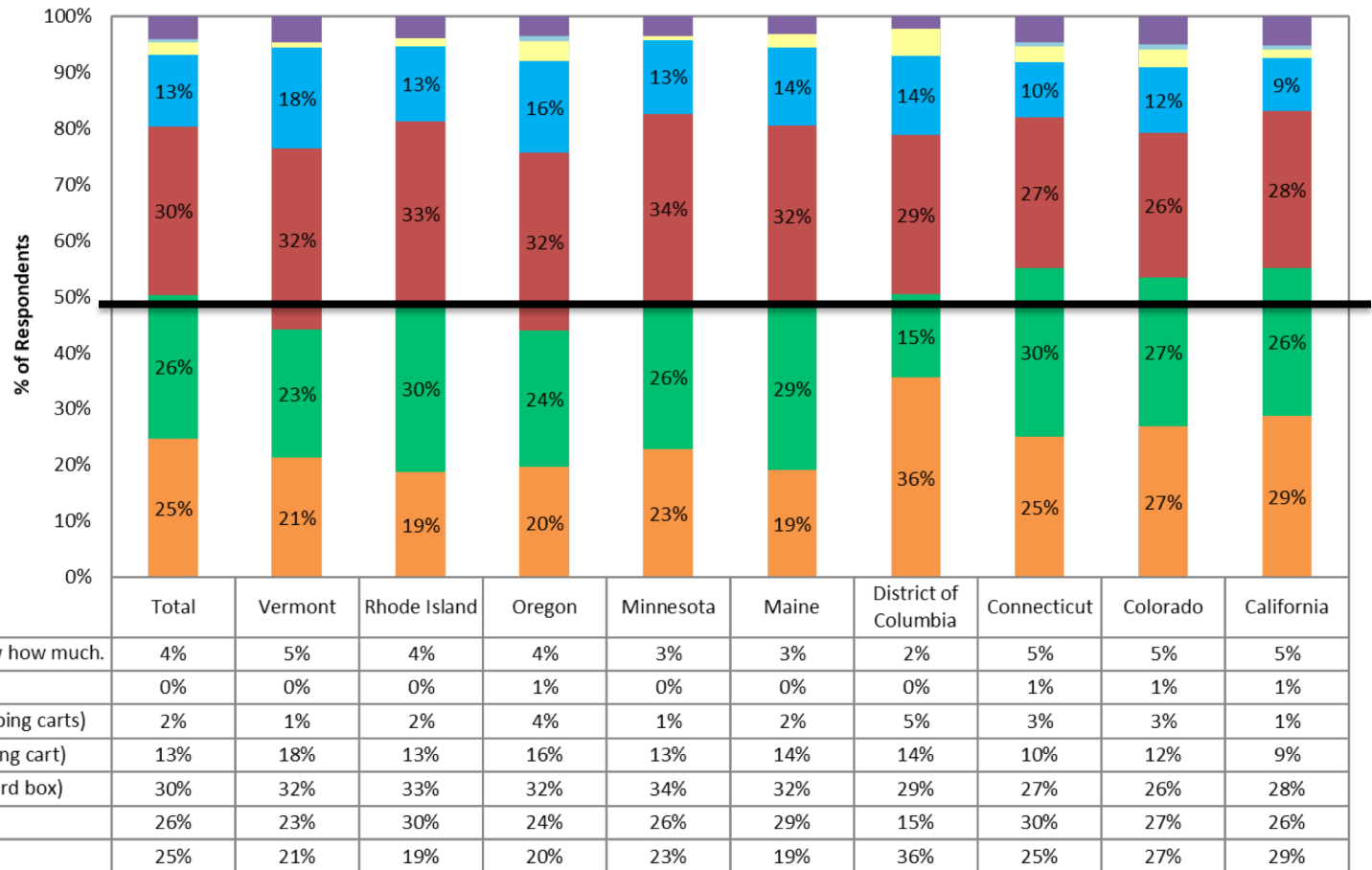


N=2626

# Leftover Paint

- ❖ The amount of paint stored at home varied considerably, from less than a gallon to a shopping cart full.
- ❖ The median response by state was either “less than 1 gallon” or “1 to 5 gallons.”
- ❖ Very few said they stored more than 15 gallons (two shopping carts full).

*How much leftover or unwanted paint do you have in your home or business at this time (e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)?*

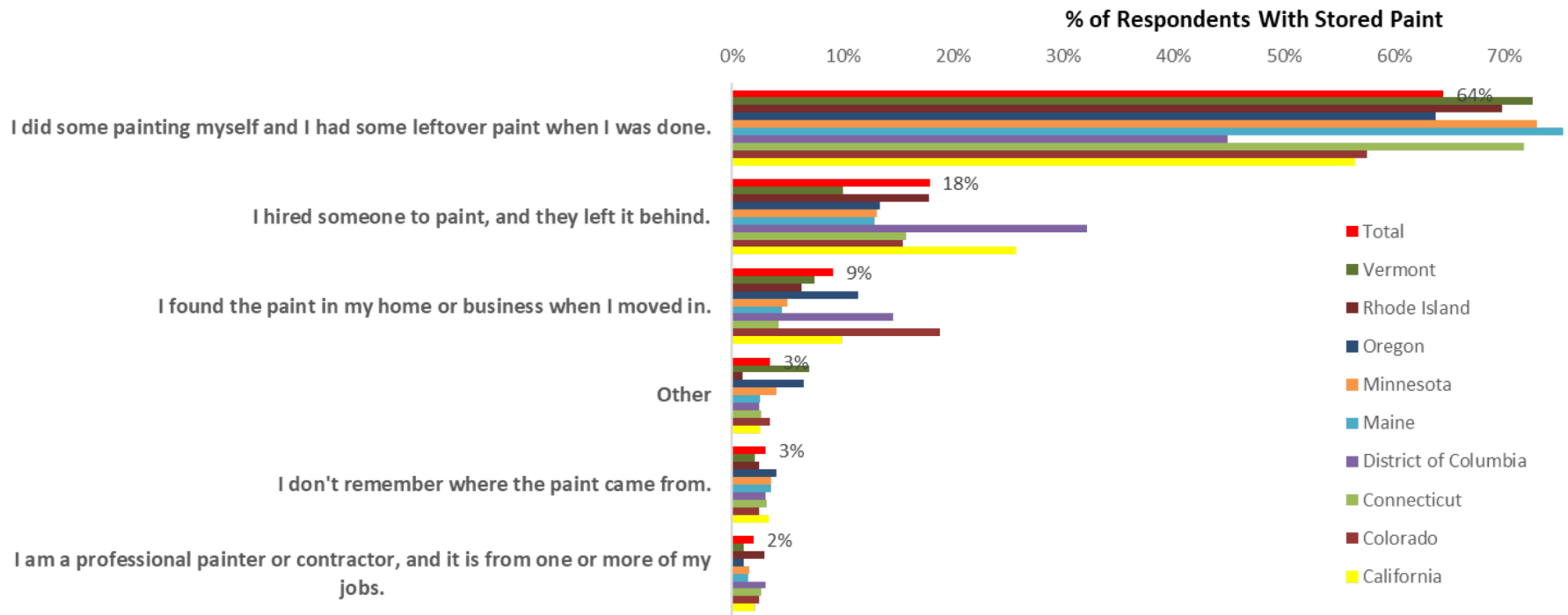


N=2615

# Reasons for Paint Storage

- ❖ The top 3 reasons that consumers store paint is the same in all states: leftovers from their own paint job, from a contractor's paint job, or left at move-in.

## Where did most of the paint come from?



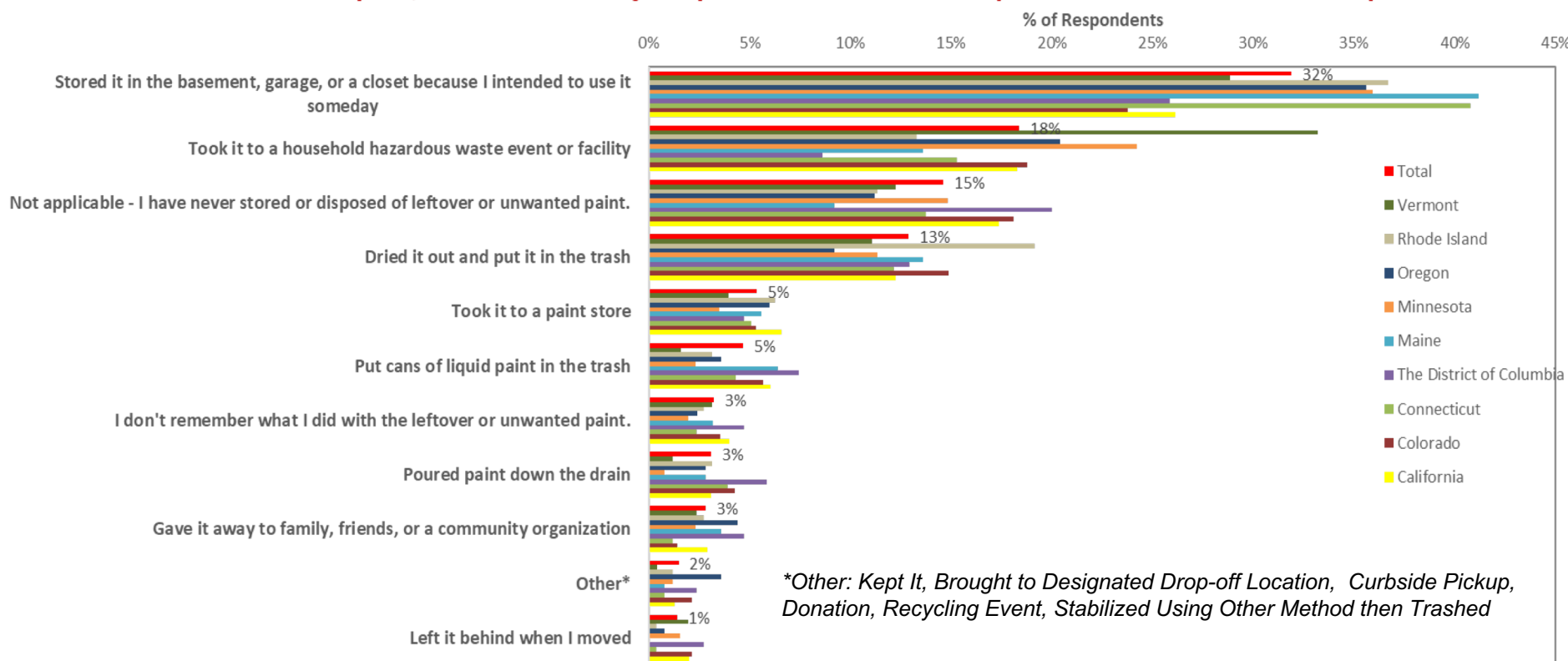
	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
I did some painting myself and I had some leftover paint when I was done.	64%	73%	70%	64%	73%	75%	45%	72%	57%	56%
I hired someone to paint, and they left it behind.	18%	10%	18%	13%	13%	13%	32%	16%	15%	26%
I found the paint in my home or business when I moved in.	9%	8%	6%	11%	5%	4%	15%	4%	19%	10%
Other	3%	7%	1%	6%	4%	2%	2%	3%	3%	3%
I don't remember where the paint came from.	3%	2%	2%	4%	4%	3%	3%	3%	2%	3%
I am a professional painter or contractor, and it is from one or more of my jobs.	2%	1%	3%	1%	2%	1%	3%	3%	2%	2%
Sample Size	1965	200	208	201	199	202	165	191	207	392

\*Other responses: Bought paint at retailer, brought from another dwelling, gifted by friend/relative

# Past Paint Disposal Methods

❖ Most people who keep paint intend to use it someday. Disposing at HHW facility & dry/trash method common.

*In the past, which has been your preferred method to dispose of leftover or unwanted paint?*

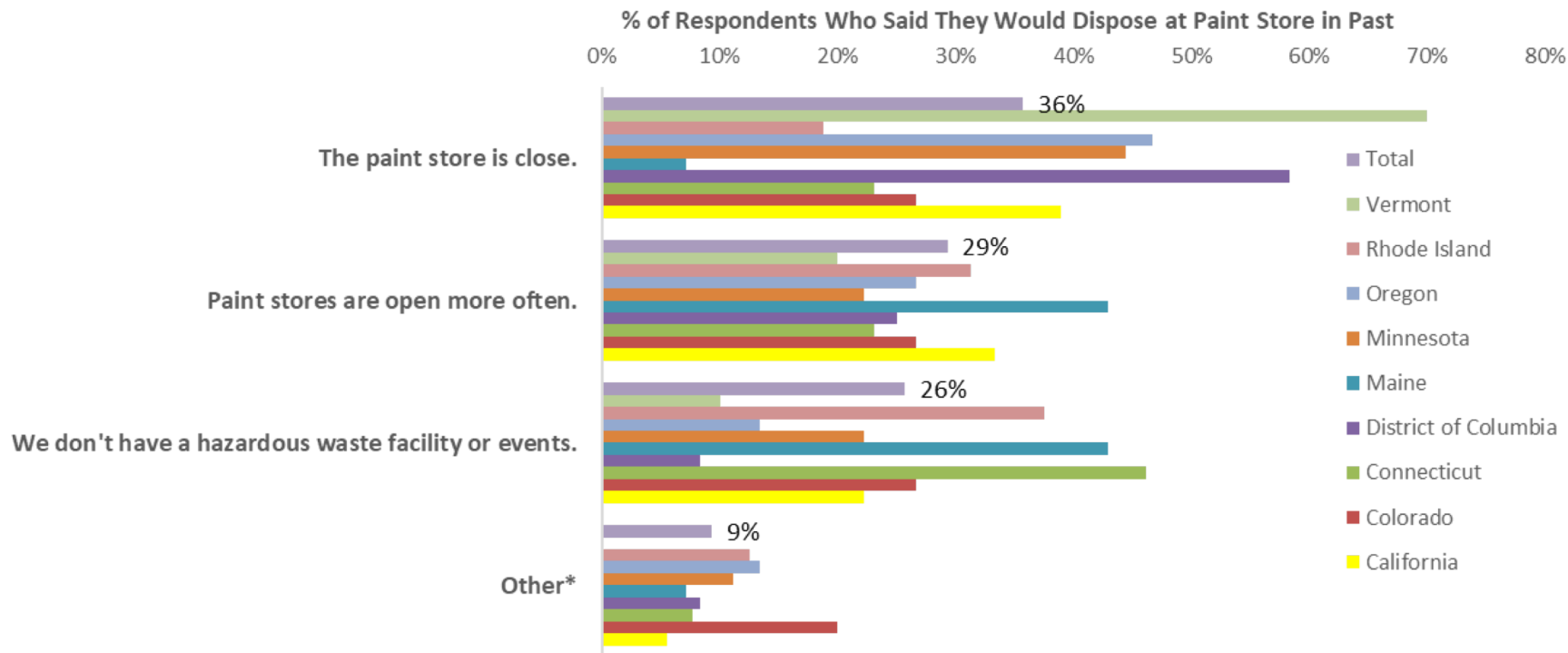


	Total	Vermont	RI	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
Stored it in the basement, garage, or a closet because I intended to use it someday	32%	29%	37%	36%	36%	41%	26%	41%	24%	26%
Took it to a household hazardous waste event or facility	18%	33%	13%	20%	24%	14%	9%	15%	19%	18%
Not applicable - I have never stored or disposed of leftover or unwanted paint.	15%	12%	11%	11%	15%	9%	20%	14%	18%	17%
Dried it out and put it in the trash	13%	11%	19%	9%	11%	14%	13%	12%	15%	12%
Took it to a paint store	5%	4%	6%	6%	4%	6%	5%	5%	5%	7%
Put cans of liquid paint in the trash	5%	2%	3%	4%	2%	6%	7%	4%	6%	6%
I don't remember what I did with the leftover or unwanted paint.	3%	3%	3%	2%	2%	3%	5%	2%	4%	4%
Poured paint down the drain	3%	1%	3%	3%	1%	3%	6%	4%	4%	3%
Gave it away to family, friends, or a community organization	3%	2%	3%	4%	2%	4%	5%	1%	1%	3%
Other	2%	0%	1%	4%	1%	1%	2%	1%	2%	1%
Left it behind when I moved	1%	2%	0%	1%	2%	0%	3%	0%	2%	2%
Sample Size	2604	253	256	250	256	250	255	255	282	547

# Past Paint Store Disposal Preference

- ❖ Three reasons for disposing at a paint store are prevalent: location, hours and lack of HHW facility.

***What is the main reason you would take paint to a paint store instead of a household hazardous waste facility or event?***



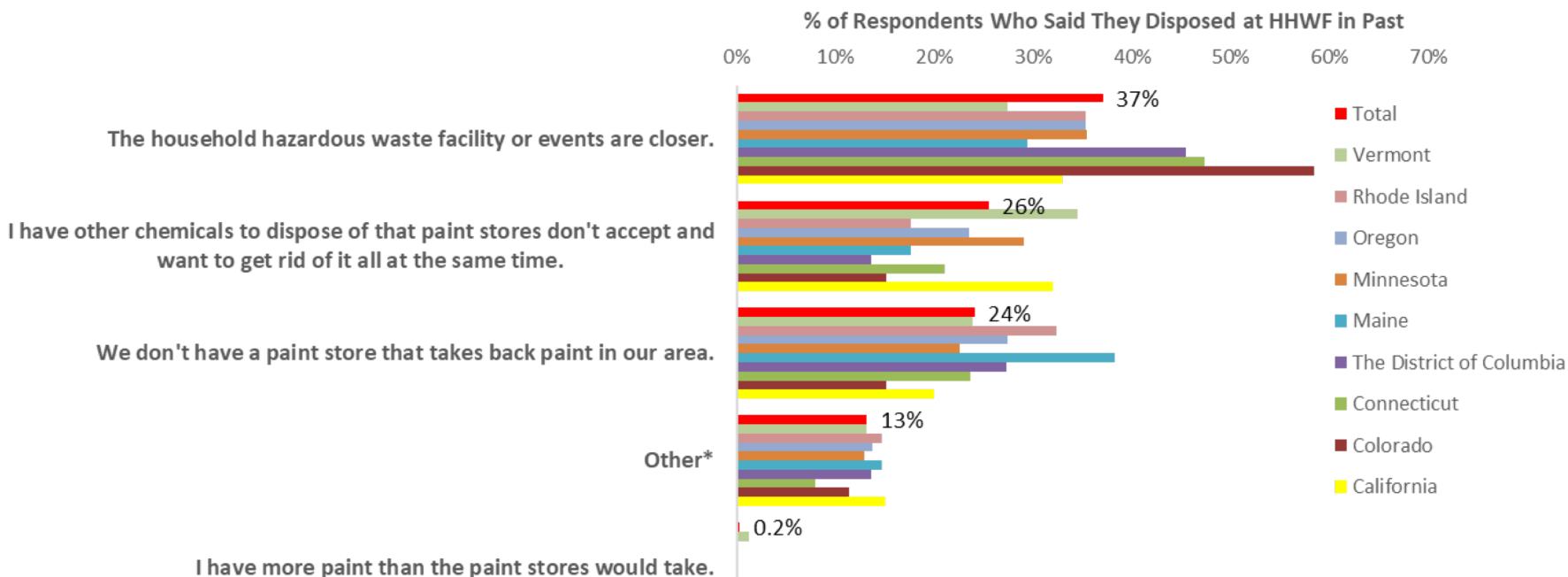
	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
The paint store is close.	36%	70%	19%	47%	44%	7%	58%	23%	27%	39%
Paint stores are open more often.	29%	20%	31%	27%	22%	43%	25%	23%	27%	33%
We don't have a hazardous waste facility or events.	26%	10%	38%	13%	22%	43%	8%	46%	27%	22%
Other*	9%	0%	13%	13%	11%	7%	8%	8%	20%	6%
Sample Size	140	10	16	15	9	14	12	13	15	36

\*Other: Store Decides How to Dispose, Regular Hours, Charitable Giving, They Recycle, Refund

# Household Hazardous Waste Facility Disposal Preference

- ❖ In most states, the fact that the HHW facility/event is closer drives consumer preference.
- ❖ However, in Maine, many said there wasn't a paint store that takes back paint; in Vermont, the ability to handle "other" chemical disposal needs made a difference.
- ❖ Note: results should be interpreted directionally only as sample sizes are low.

***What is the main reason you would take paint to a household hazardous waste facility instead of a paint store?***

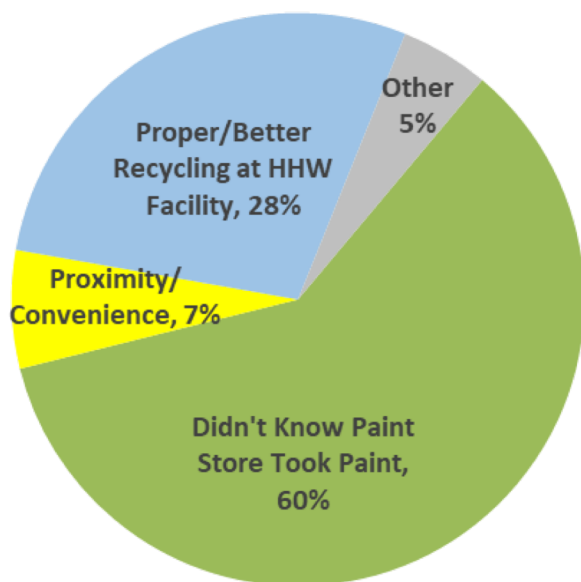


	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
The household hazardous waste facility or events are closer.	37%	27%	35%	35%	35%	29%	45%	47%	58%	33%
I have other chemicals to dispose of that paint stores don't accept and want to get rid of it all at the same time.	26%	35%	18%	24%	29%	18%	14%	21%	15%	32%
We don't have a paint store that takes back paint in our area.	24%	24%	32%	27%	23%	38%	27%	24%	15%	20%
Other*	13%	13%	15%	14%	13%	15%	14%	8%	11%	15%
I have more paint than the paint stores would take.	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Sample Size	478	84	34	51	62	34	22	38	53	100

# Household Hazardous Waste Facility Event Preference (continued)

- ❖ Comment categorization shows that many respondents simply were unaware that paint stores took paint for recycling.
- ❖ Others felt the HHW facility would use better recycling procedures.
- ❖ Note that these reasons should be added to the survey in 2019.

## Comment Categorization: Other Reasons Household Hazardous Waste Facilities are Preferred over Paint Stores



### Sample Comments, Didn't Know

Did not know paint store would take paint
didn't know paint stores took old paint
Didn't know they took old paint
I did not know paint stores would take it.
I didn't know that a paint store would take it
I didn't know a paint store would take back old paint
I didn't know paint stores accepted left over paint.
I didn't know that paint stores would take unused paint back.

### Sample Comments, Proper Recycling

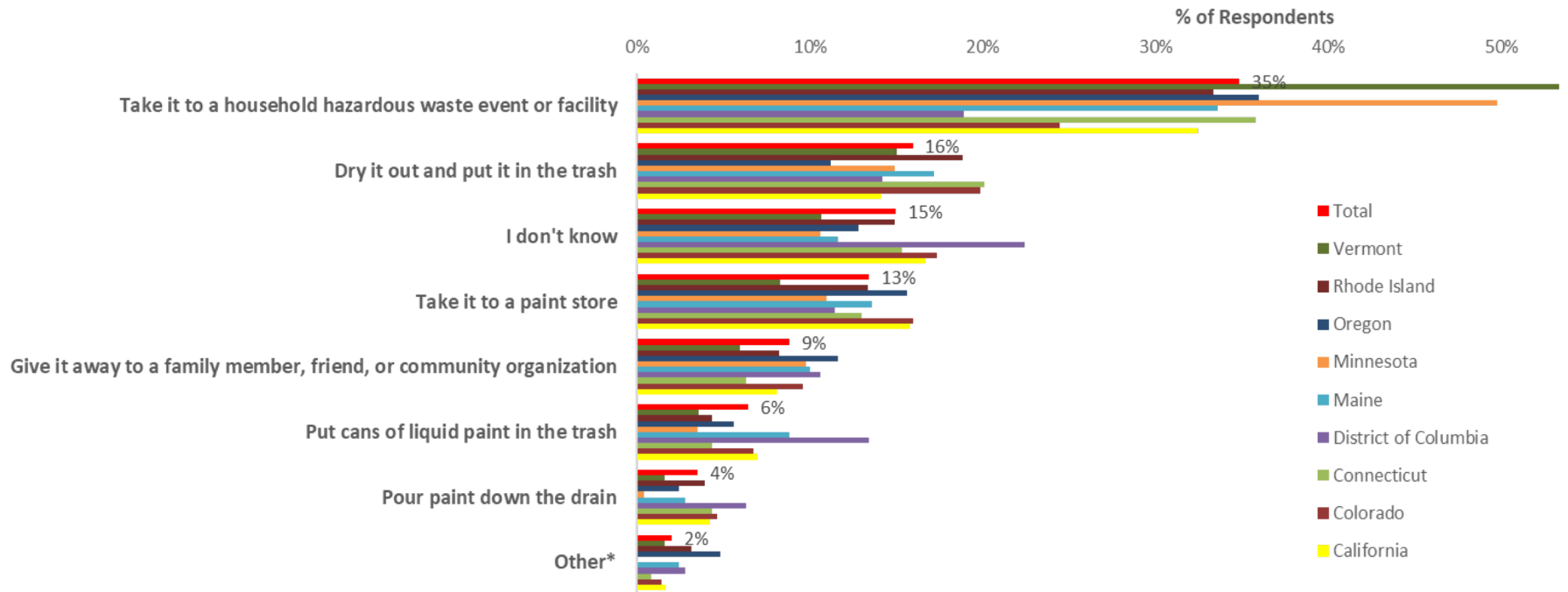
Proper disposal of hazardous material
I believe that is the best place to take the paint
this seems like the most responsible thing to do
its the best way to safely dispose of it
So that it will be disposed of properly.
I wanted it disposed of properly
It's the right thing to do!

N=60

# Future Paint Disposal Intentions

- ❖ The top method for future disposal in all states is taking it to a HHW event or facility.
- ❖ In most states, the dry it out/throw it away method is also prevalent.
- ❖ The three states where taking it to a paint store is cited most often: OR, CO and CA.

*If you wanted to get rid of unwanted paint in the near future, what would you most likely do with it?*

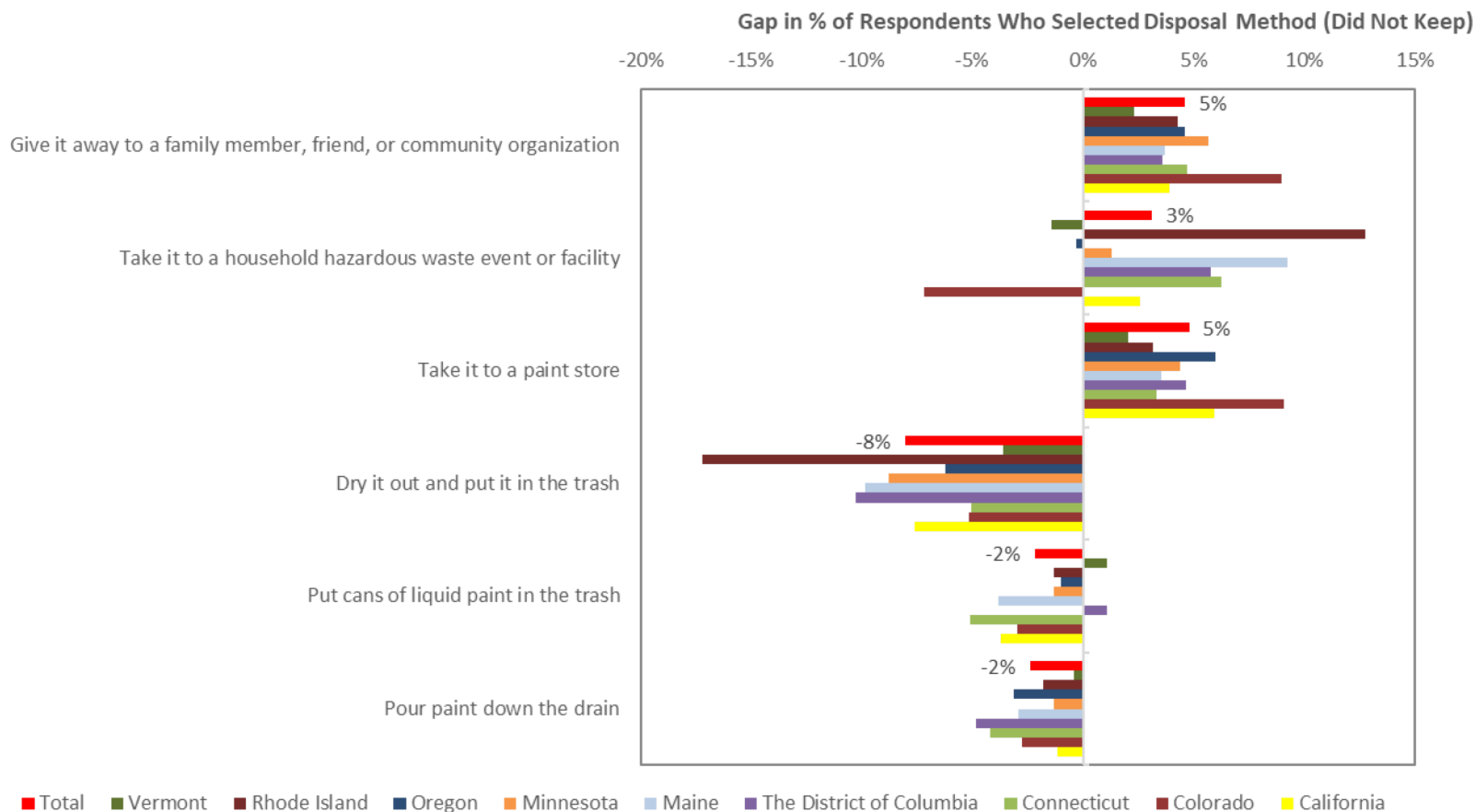


	Total	Vermont	RI	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
Take it to a household hazardous waste event or facility	35%	53%	33%	36%	50%	34%	19%	36%	24%	32%
Dry it out and put it in the trash	16%	15%	19%	11%	15%	17%	14%	20%	20%	14%
I don't know	15%	11%	15%	13%	11%	12%	22%	15%	17%	17%
Take it to a paint store	13%	8%	13%	16%	11%	14%	11%	13%	16%	16%
Give it away to a family member, friend, or community organization	9%	6%	8%	12%	10%	10%	11%	6%	10%	8%
Put cans of liquid paint in the trash	6%	4%	4%	6%	4%	9%	13%	4%	7%	7%
Pour paint down the drain	4%	2%	4%	2%	0%	3%	6%	4%	5%	4%
Other*	2%	2%	3%	5%	0%	2%	3%	1%	1%	2%
Sample Size	2598	253	255	250	255	250	254	254	282	545

# Trend: Past Disposal Behaviors to Future Disposal Intentions

- ❖ All indicators show that there is a shift occurring to greener disposal methods.
- ❖ Fewer consumers will throw away or pour paint down the drain in the future.
- ❖ More consumers will repurpose or recycle old paint in the future.

## Gap Analysis: Past vs. Future Paint Disposal Methods

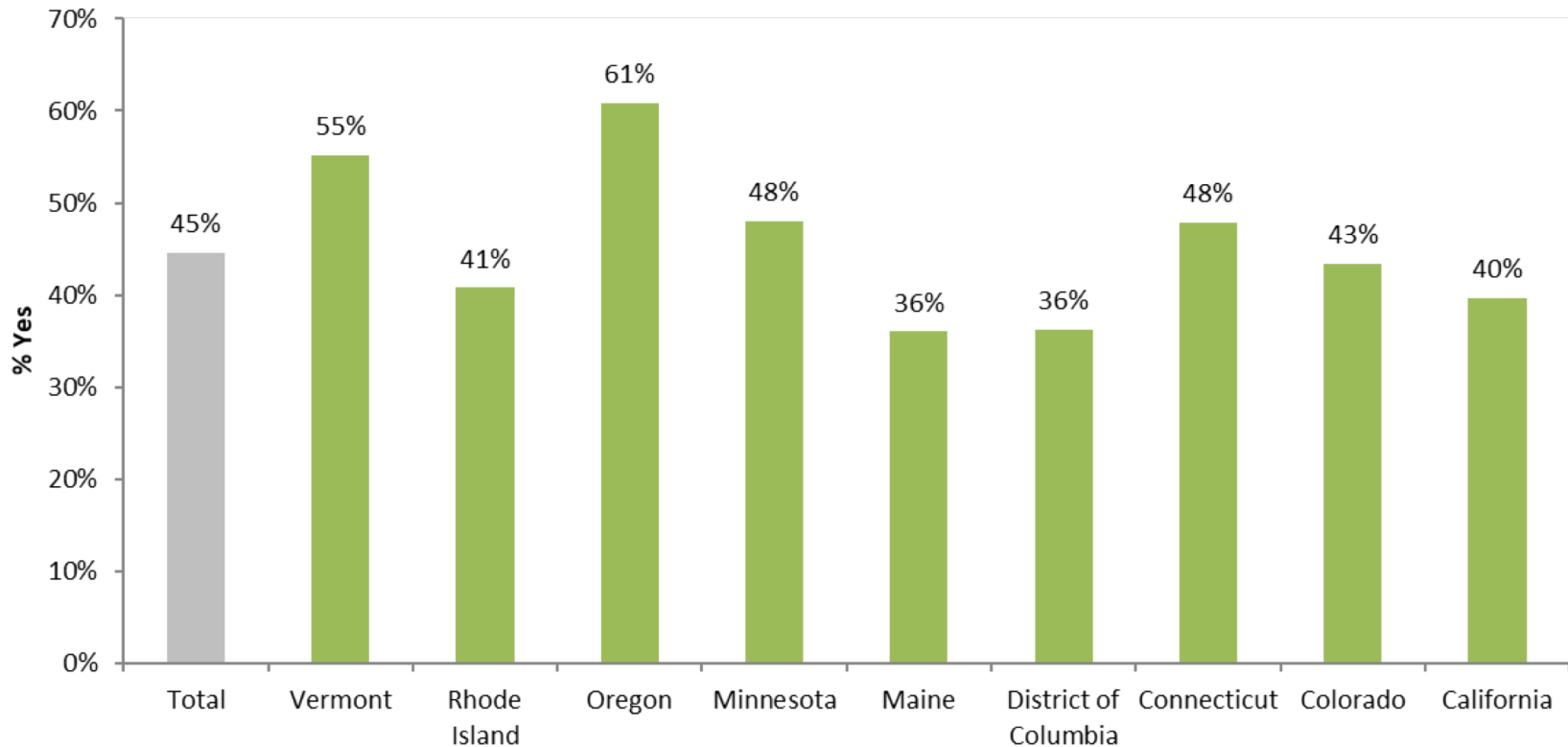


# PAINT RECYCLING AWARENESS/ENGAGEMENT

## Awareness of Paint Recycling

- ❖ Surprisingly, less than half of respondents knew that paint could be recycled.
- ❖ There are some states where knowledge is greater, such as Oregon and Vermont.
- ❖ The areas where knowledge is lowest are Maine and the District of Columbia.

***Prior to this survey, did you know that paint can be recycled?***

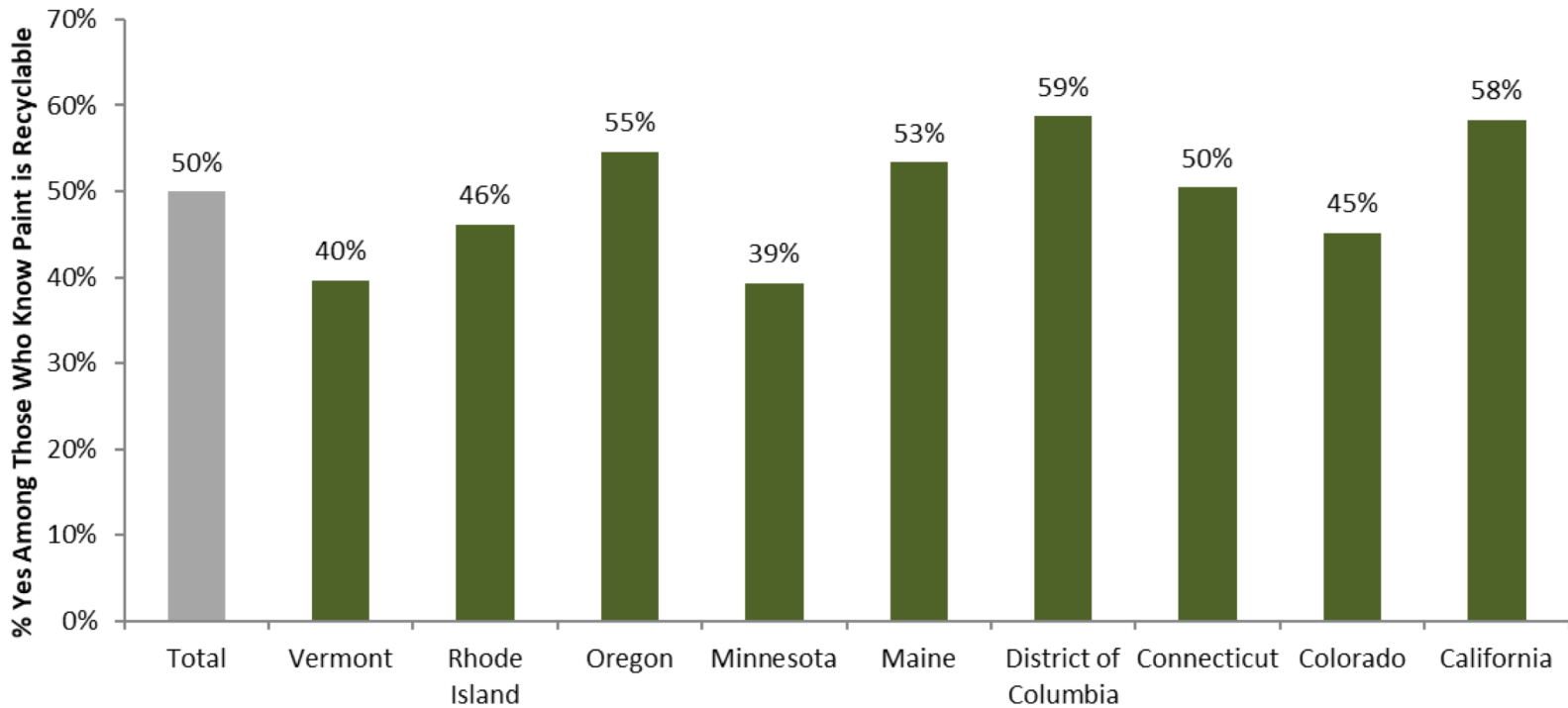


N=2594

## Awareness of Fee Among Those Who Knew About Recycling

- ❖ Those who are aware that paint can be recycled are not necessarily aware of the nuances of how it works. Only half of these respondents knew that there was a recycling fee added to paint purchases.
- ❖ Some states showed greater than average awareness, such as California and D.C.

***Are you aware that when you buy paint in (STATE), there is a small fee added to the price to pay for a program to recycle any leftover paint you have?***

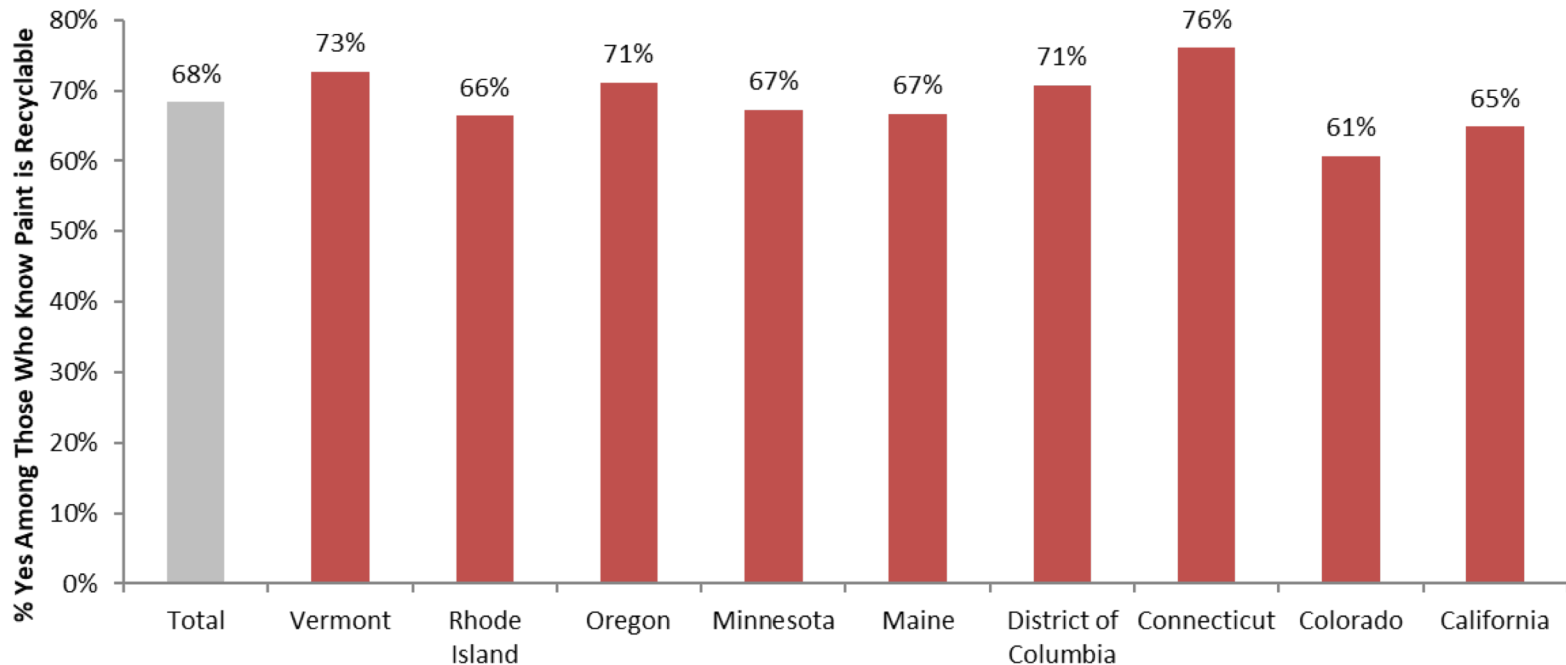


N=1158

## Awareness of Places for Recycling Among Those Who Knew

- ❖ More than two thirds of respondents who were aware of paint recycling said they knew where to take old paint to be recycled.
- ❖ The strongest results were in Connecticut and Vermont.

*If you wanted to take paint somewhere to be recycled,  
do you know where to take it?*

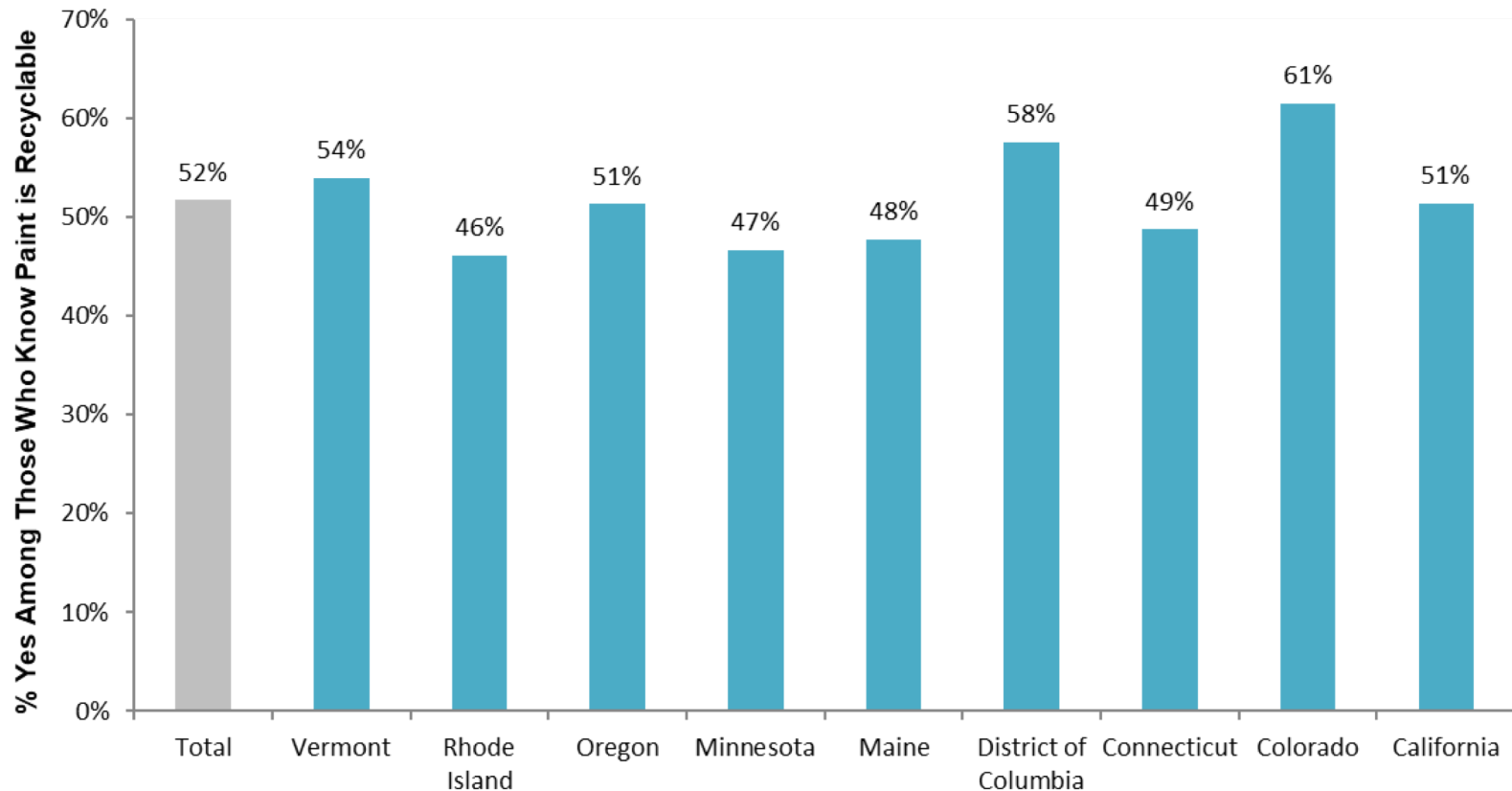


N=1158

## Past Recycling Behaviors Among Those Who Knew

- ❖ About half of those who said they were aware that paint can be recycled said they had done so in the past.
- ❖ The strongest recycling behaviors are in Colorado and DC.

*Have you ever taken paint somewhere to be recycled?*

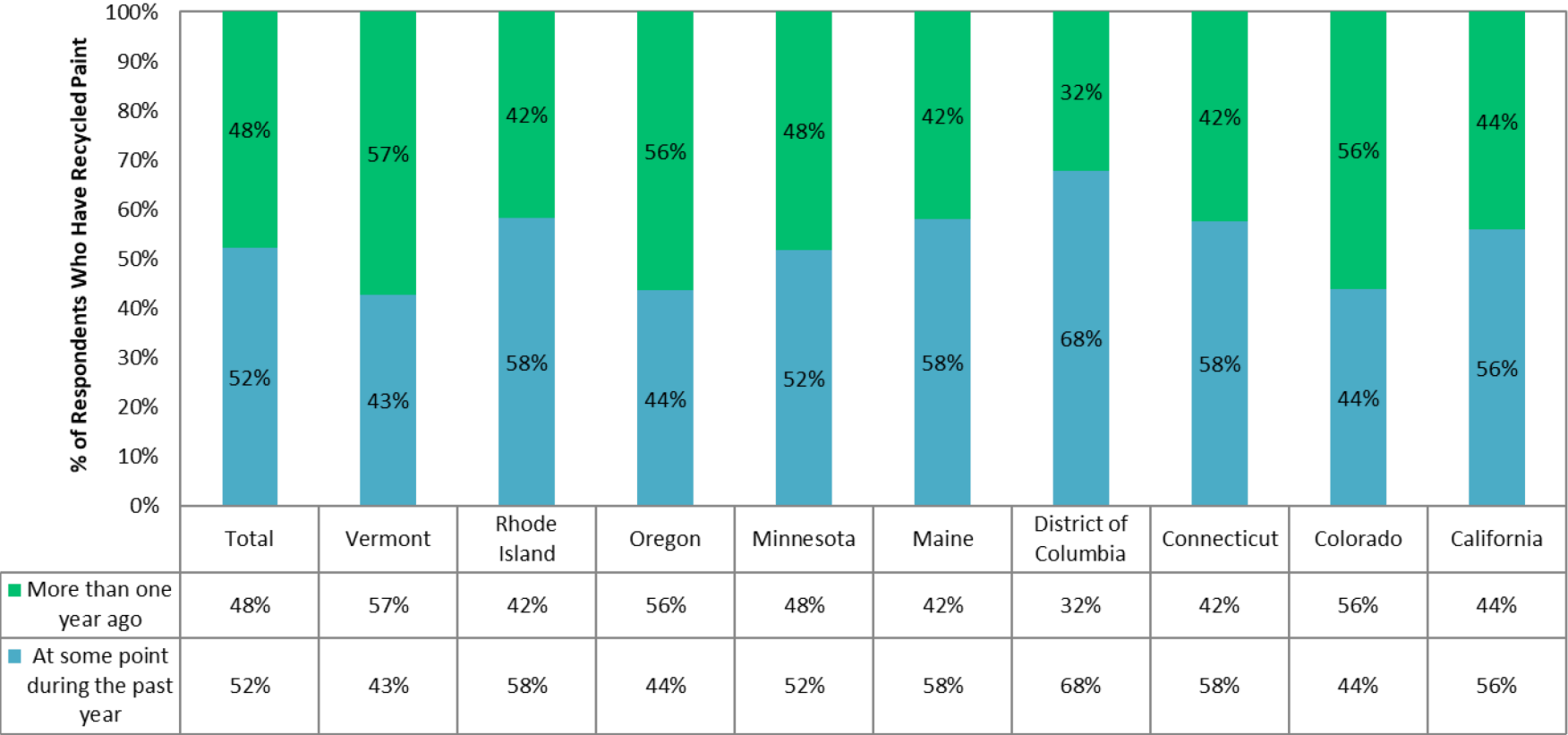


N=1158

# Recency of Paint Recycling

❖ About half of those who said they had recycled paint in the past said they had done so in the last year.

*When was the most recent time you have taken paint somewhere to be recycled?*

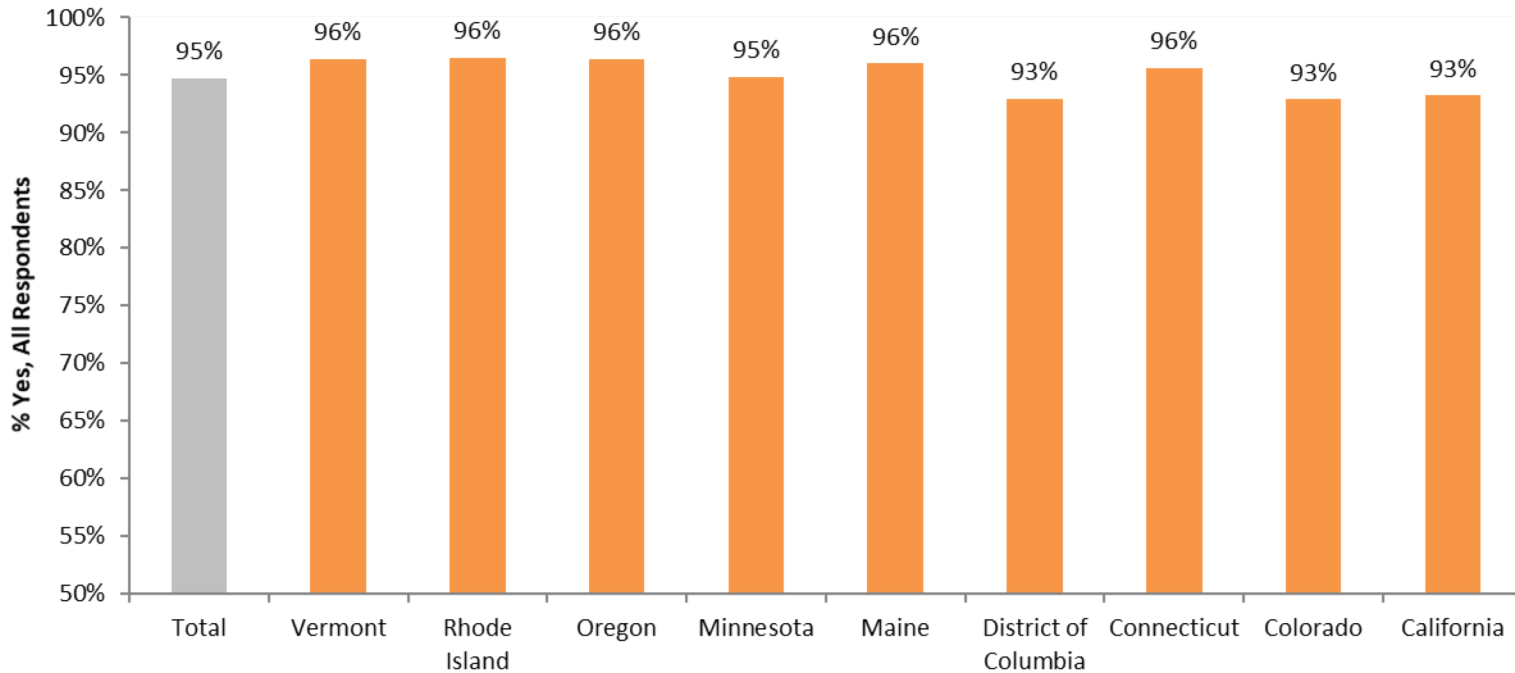


N=598

# Opportunity for Future Paint Recycling

- ❖ Almost everyone surveyed said they would consider recycling leftover paint in the future.

*Would you consider recycling leftover paint in the future?*



N=2592

# Open-Ended Commentary: Recycling Motivations

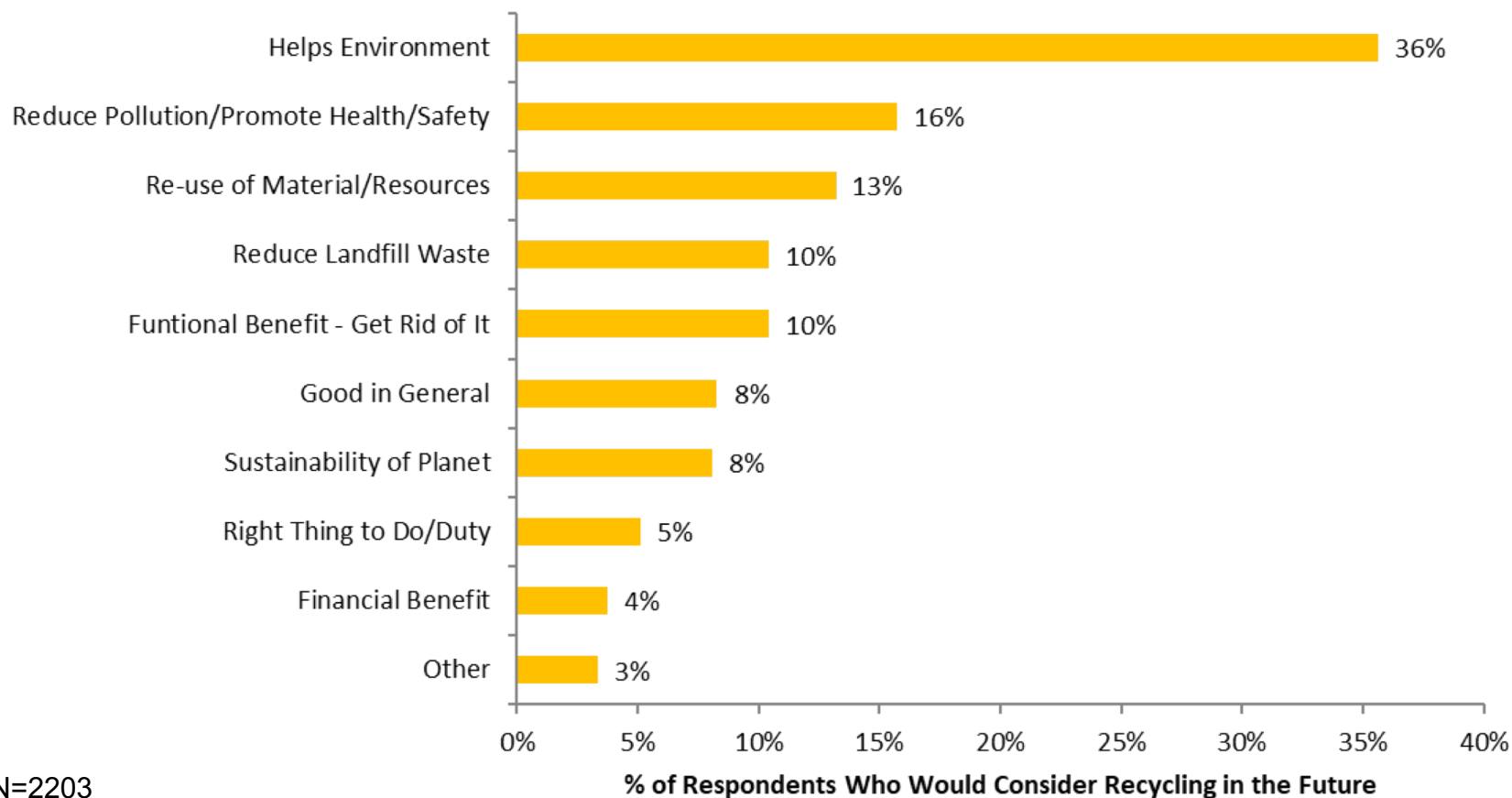
Q18 What would be your personal motivation for recycling your leftover paint in the future?

recycle everything put will basement pollute one dispose properly way rid  
reduce waste possible save planet might recycling paint space  
enviroment disposal house recycle much way world don t throwing  
landfill NA save hazardous waste Save environment  
believe recycling need future reuse seems clean think help  
Environmental concerns know try recycle right thing way dispose  
rid money help environment save earth waste  
place recycle go better environment  
harm environment environment s good wasteful  
use throwing away paint Keep landfill Environmental  
protect  
safe way environment best safe sure want  
trash keep green thing right None s better dispose left earth water  
someone use help someone planet garage easy care environment  
make Reduce Safety feel keep environment much possible go waste  
protect someone better enviroment Less waste yes take hazardous less  
environmentally conscious anything environmentally friendly

## Comment Categorization: Recycling Motivations

- ❖ The top motivation to recycle is to help the environment.
- ❖ Other important motivations include the reduction of pollution, promotion of health, conservation of resources, reduction of waste, and simply getting rid of unwanted clutter in the home.

### *Comment Categorization: What would be your personal motivation for recycling your leftover paint in the future?*



N=2203

## Sample Comments: Reasons to Recycle

### Helps Environment

Be environmentally responsible

feel better about not hurting the environment

i like to protect the enviroment

I try to recycle as much as possible for environmental reasons

Less strain on environment

Recycling is good for the environment.

well, I usually combine my leftovers and use all of it; however, if I wasn't going to do that, I would recycle for the environment's sake

I re cycle aluminum cans,plastic bottles,glass,cardboard so I do recycle some items. I care about the environment especially wildlife.

better for the environment than disposing of it

if it's the more environmentally friendly option

In order to maintain a safe environment for my family, myself, the community and future generations.

### Reduce Pollution/Promote Health

I want to keep as many toxic chemicals out of the environment as possible to avoid harm to animal and plant life.

I worry about the environmental impact that residual paint could have if I didn't recycle.

It's bad for the environment so would want it to be destroyed properly

Safe for the environment

to do the right thing and not pollute

To have a smaller imprint on the earth.

There are many chemicals in paint and I would want to be responsible to the environment

To keep it out of the water stream.

help to not contaminat the enviroment

to make us helathier

Because it is good to do and healthy and conservative

## Sample Comments: Reasons to Recycle

### Reuse of Materials/Resources

It would help someone else

My personal motivation for recycling paint would be to have the earth have less trash and make the paint into something useful.

Safe. No waste. Helps someone else.

so it can be used again instead of going in the trash

reuse, purpose, recycle is my mantra. Giving to the hazard material disposal site is last resort

I care about the environment and use of resources, also my children's future.

Because I recycle everything that I know can be recycled and if paint is possible to be recycled then I'd love to do my part for our planet.

hopefully it gets used a second time instead of wasting it

I like to recycle everything that I can. I don't feel that we respect our Earth enough and we need to do everything that we can do to protect it

Knowing someone else can put it to use

saves making new paint.

try and save on natural resources

### Reduce Landfill/Waste

It wouldn't go to a landfill and hurt the environment

Avoiding adding toxic material to land fill

Its poison in the ground

It's poison and we can't put it in the trash or landfills.

Less of a garbage foot print in the world

There is enough trash already.

To be less wasteful

To help minimize how much waste is put into our landfills.

Helps with the waste & keep things clean

Pouring it down the drain would ruin my septic system. I think it's wrong to put it in the trash

## Sample Comments: Reasons to Recycle

### Functional Benefit - Get Rid of It

I would love to get rid of it knowing it didn't damage the environment!

For a better environment and a better way to get rid of paint

Decluttering my house, being environmentally friendly

Environmentally safer and de-clutters my house

Clear out clutter in the basement and garage

dont need it anymore

GET RID OF CAN AND OLD PAINT

get rid of it

I would not have to store it

no personal motivation except to get rid of it

to be safe and not have anything toxic left in house

To get rid of it and do so responsibly

### Sustainability of the Planet

save the environment

Better for the earth. Recycling is always a sustainable practice

I love to recycle and save the planet

I prefer green options so as to make the world a better place. I have to live in it, as do my children and grandchildren.

I really believe recycling benefits our planet!

Making our world clean again.

Recycling is useful for maintaining our planet

help for the world preservation

stop killing planet

Ease of recycling the paint and knowing I am helping the planet.

## Sample Comments: Reasons to Recycle

### Right Thing to Do/Duty

It is the right thing to do.

It's just the proper thing to do (as opposed to throwing it out)

Just seems like the right thing to do

Seems better than trashing it.

Responsible disposal

do my npart for recycling

Right thing to do

Not being a jerk

### Financial Benefit

If u can recycle it at no cost

It would be a little cheaper.

money back

some money back

that THEY Recycle it to make fresh paint that's cheaper in price .

Money back

Incentives

A Reward.

Someone could possibly get a discount for recycled goods.

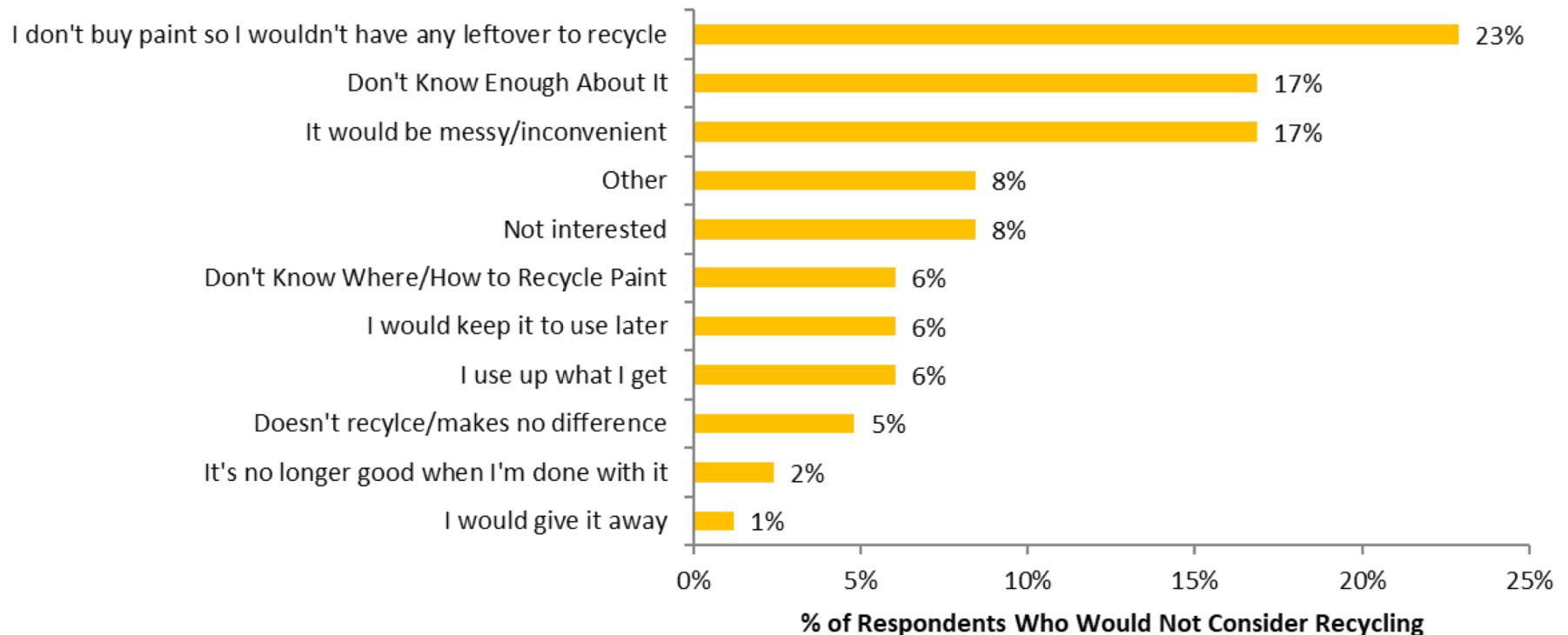
cost

Money

## Comment Categorization: Objections to Recycling Paint

- ❖ About a quarter of those who would not consider recycling simply don't buy paint.
- ❖ Interestingly, a significant percentage say they just don't know enough about it (opportunity).
- ❖ Others are concerned about the mess/trouble they'd have to go through to recycle.
- ❖ Still others say they would do something different with the leftovers.
- ❖ Note: low sample size.

### *Comment Categorization: Why wouldn't you consider recycling leftover paint in the future?*



## Sample Comments: Reasons NOT to Recycle

### Do Not Buy Paint

don't have any to recycle

Because I don't buy paint

don't do any painting so no paint

I do not plan on using paint to recycle

I don't anticipate buying paint - I live in an apartment and see that continuing for the foreseeable future.

Por q en estos momentos no tengo ninguna pintura puede q en un futuro la pueda tener pero ahora no

### Don't Know Enough

Didn't know

don't know paint can be recycled

I did not know this service is available.

like in a recycling bin? that doesn't make sense. seems like the safest place for such chemicals is at the haz waste drop off location.

no idea

the paint recycling center that I know of is about 45 minutes away. However, from this survey, I wonder if I can bring it to a paint store? That would be great to know! I would recycle if it were that easy

### Messy/Inconvenient

It seems messy

Not worth the effort and mess

pain in the a\*\*

to much of a hassle

too much hassle to go drop it off

## Sample Comments: Reasons NOT to Recycle

### Not Interested/Doesn't Recycle

I don't care

I do not think most people would be interested in recycle paint.

Not interested

Because my husband doesn't believe in recycling

doesn't make any difference

dont like recycling

### Doesn't Know How/Where to Recycle

I don't know where.

I'd forget to actually do it, or how to do it

inconvenient locations

Not sure wheee to go

Not sure where to take it

### Would Keep and Reuse Later/Give Away

because I'd keep it to use later

I can always use it later

I ONLY THROW IT OUT ONCE IT HAS AGED BEYOND USE

I plan to use any leftover paint on another project

Save until walls dirty and stain then can be make up

I want to give it to my family.

### Use What I Get

Bc i use what i get

Because I will only purchase what I need, therefore there wouldn't be a need to recycle.

I will use it so I don't need to dispose of it.

# CROSS-TABULATIONS: CONSUMER BEHAVIOR, AWARENESS, AND ENGAGEMENT

# Cross-Tabulations for Better Understanding

- ❖ In order to understand how to better approach consumers of different profiles, it is important to look at behaviors/awareness by group...

Objective	Related KPI/Measurement
Increase knowledge of paint recycling	<i>Do you know that paint can be recycled?</i>
Impact paint recycling behaviors	<i>Have you ever taken paint somewhere to be recycled?</i>
Decrease storage of paint in home	<i>Do you currently have any leftover or unwanted paint in your home or business (e.g., primer, interior house paint, stain, deck sealer, or clear finishes like varnish)? If so, how much paint do you have?</i>
Increase knowledge of PaintCare	<i>Have you ever ever heard of PaintCare, the program that sets up sites that take paint for recycling?</i>
Execute memorable ads	<i>Do you recall seeing an advertisement for PaintCare in the last several months?</i>
Stimulate word of mouth and other communications	<i>Do you recall hearing about PaintCare in any of the following other ways?</i>

Gender

Age

Ethnicity

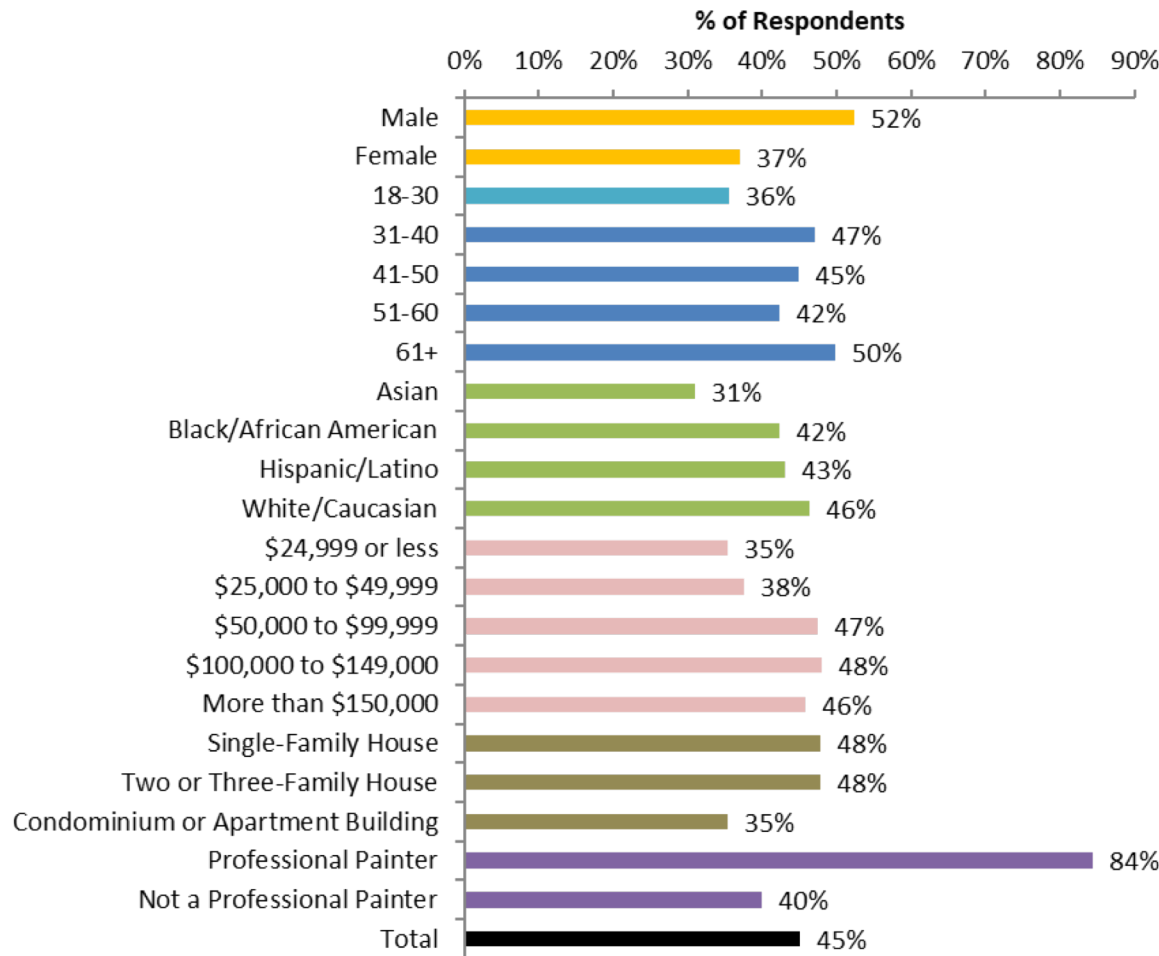
Income

Dwelling Type

Profession

# Cross-Tabulations on Key Performance Indices

## Knew Paint Was Recyclable

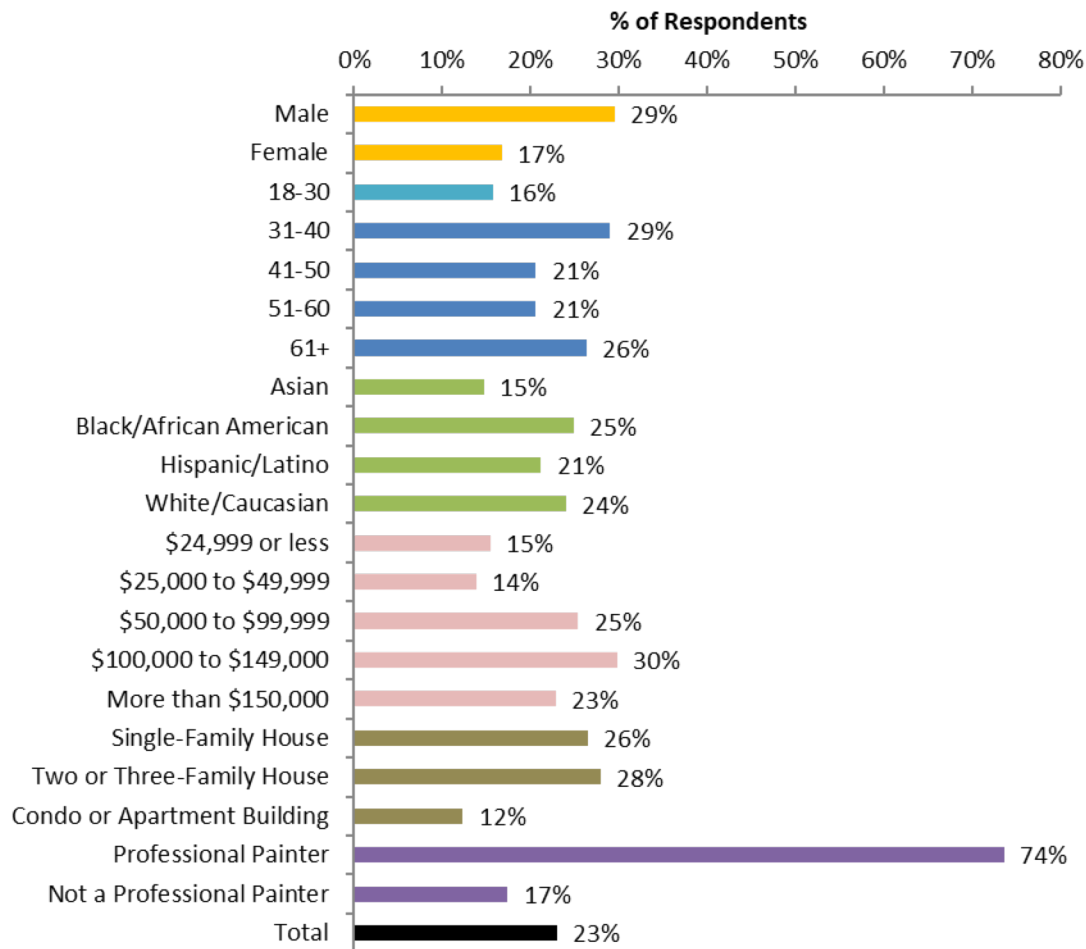


- ❖ Significantly fewer women know that paint can be recycled than men.
- ❖ The youngest respondents were least knowledgeable; differences were not significant over 30.
- ❖ Asians were least familiar with paint recycling; all other ethnicities were similar.
- ❖ Those with incomes \$50K or higher were most knowledgeable about paint recycling (likely corresponds with home ownership).
- ❖ Those living in condos were least familiar.
- ❖ The majority of professional painters are aware that paint can be recycled; more than twice the percentage of the general public.

*N=range from 136 to 2318 by category*

# Cross-Tabulations on Key Performance Indices

## Has Recycled Paint Before (adjusted)

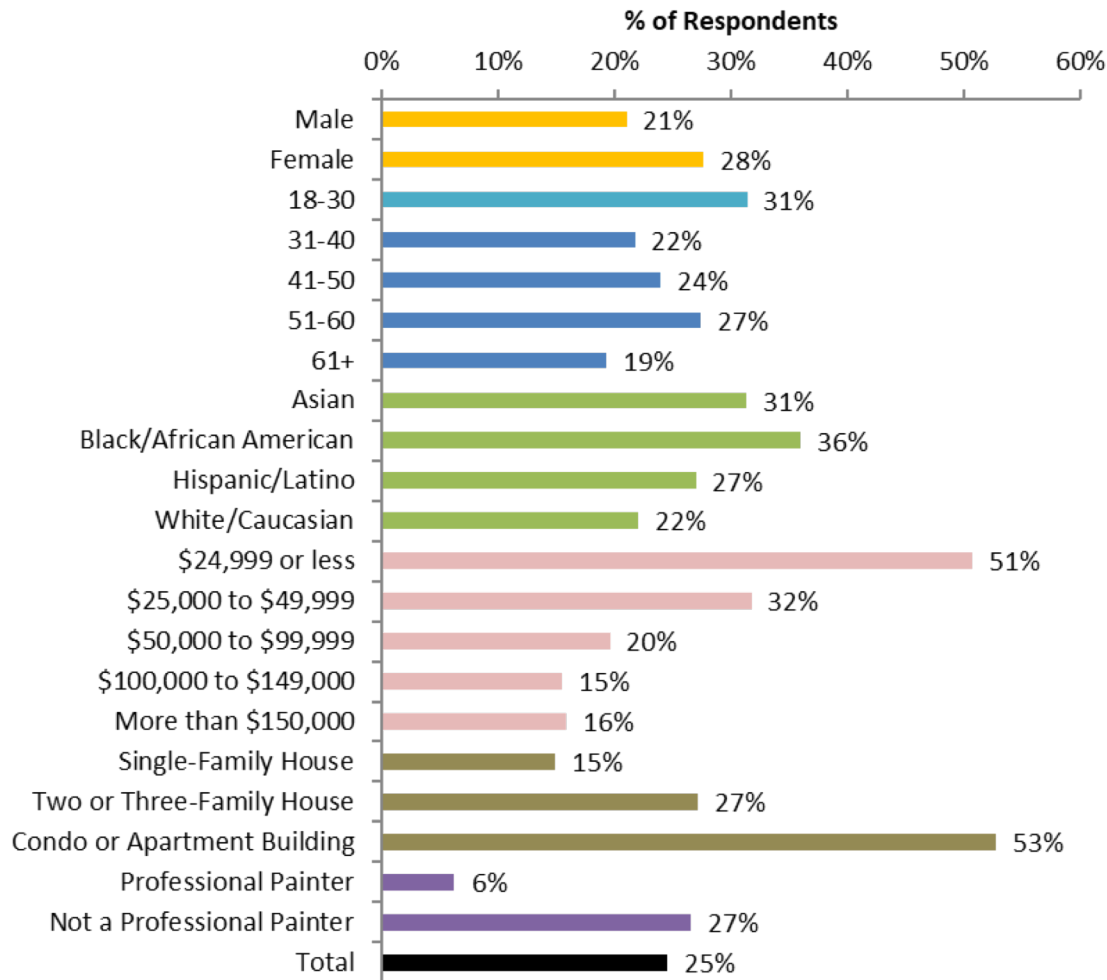


- ❖ Women recycle at a much lower rate than men.
- ❖ Senior citizens and those between 31-40 have recycled paint more often than in other age ranges.
- ❖ Asians recycle less often than in other ethnic groups.
- ❖ Generally, those with greater than \$50K annual income recycle paint more often than those in less affluent income ranges.
- ❖ As expected, those in condos recycle least often.
- ❖ Professional painters recycle more than any other group at 74%.

*N=range from 136 to 2318 by category*

# Cross-Tabulations on Key Performance Indices

## Free of Stored Paint at Home/Work



- ❖ Women are free from stored paint more often than men.
- ❖ Senior citizens store paint most often; those 30 or younger, the least often.
- ❖ Caucasian respondents store paint more often than other ethnic groups.
- ❖ The greater the income, the more often paint is stored.
- ❖ As expected, those in condos store paint least often; single family homes, most often.
- ❖ Professional painters are free from stored paint only 6% of the time; non-professionals, 27% of the time.

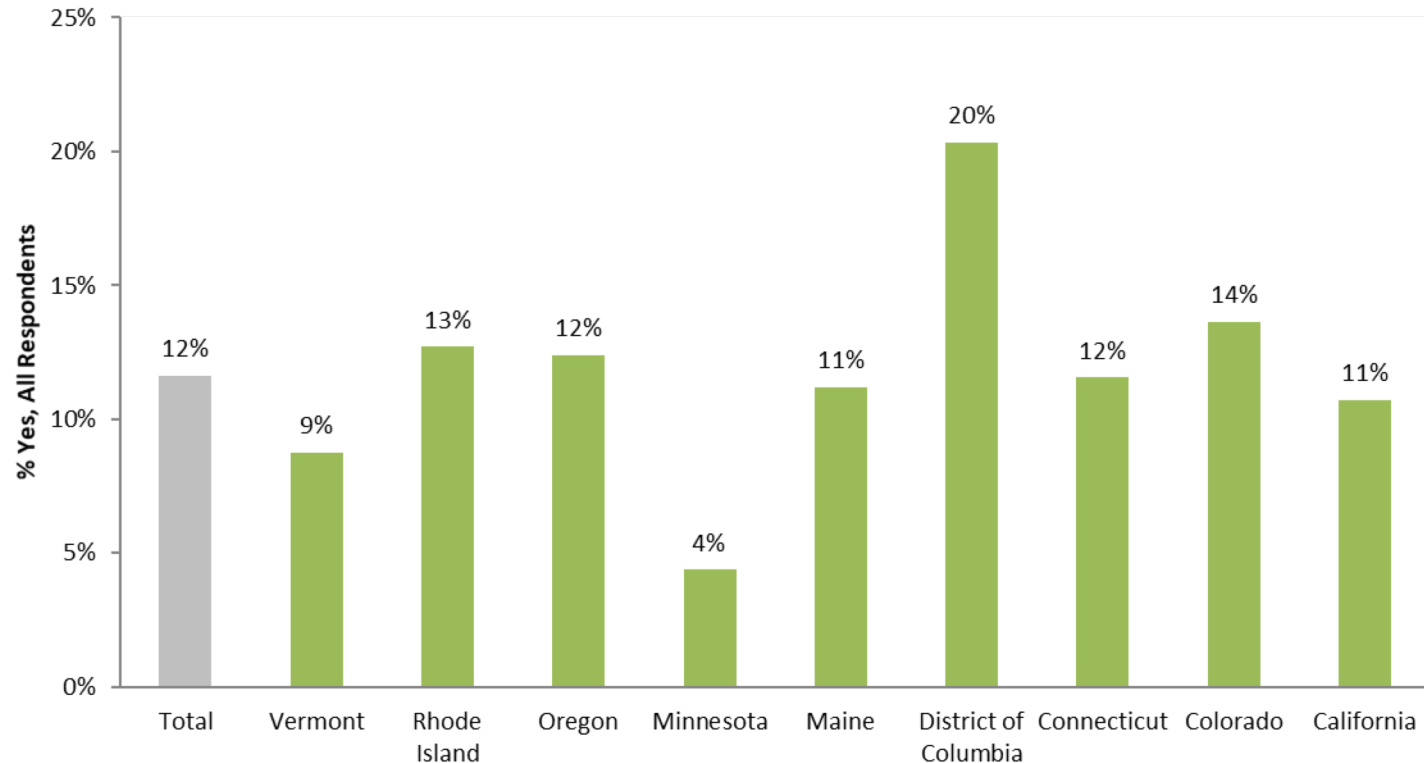
*N=range from 136 to 2318 by category*

# PaintCare ADVERTISING/MARKETING CONSIDERATIONS

## PaintCare Awareness

- ❖ 12% of respondents said they had heard of PaintCare before.
- ❖ Results differed by state/area. D.C. residents are most aware; Minnesota, least aware.

### *Have you ever heard of PaintCare before?*

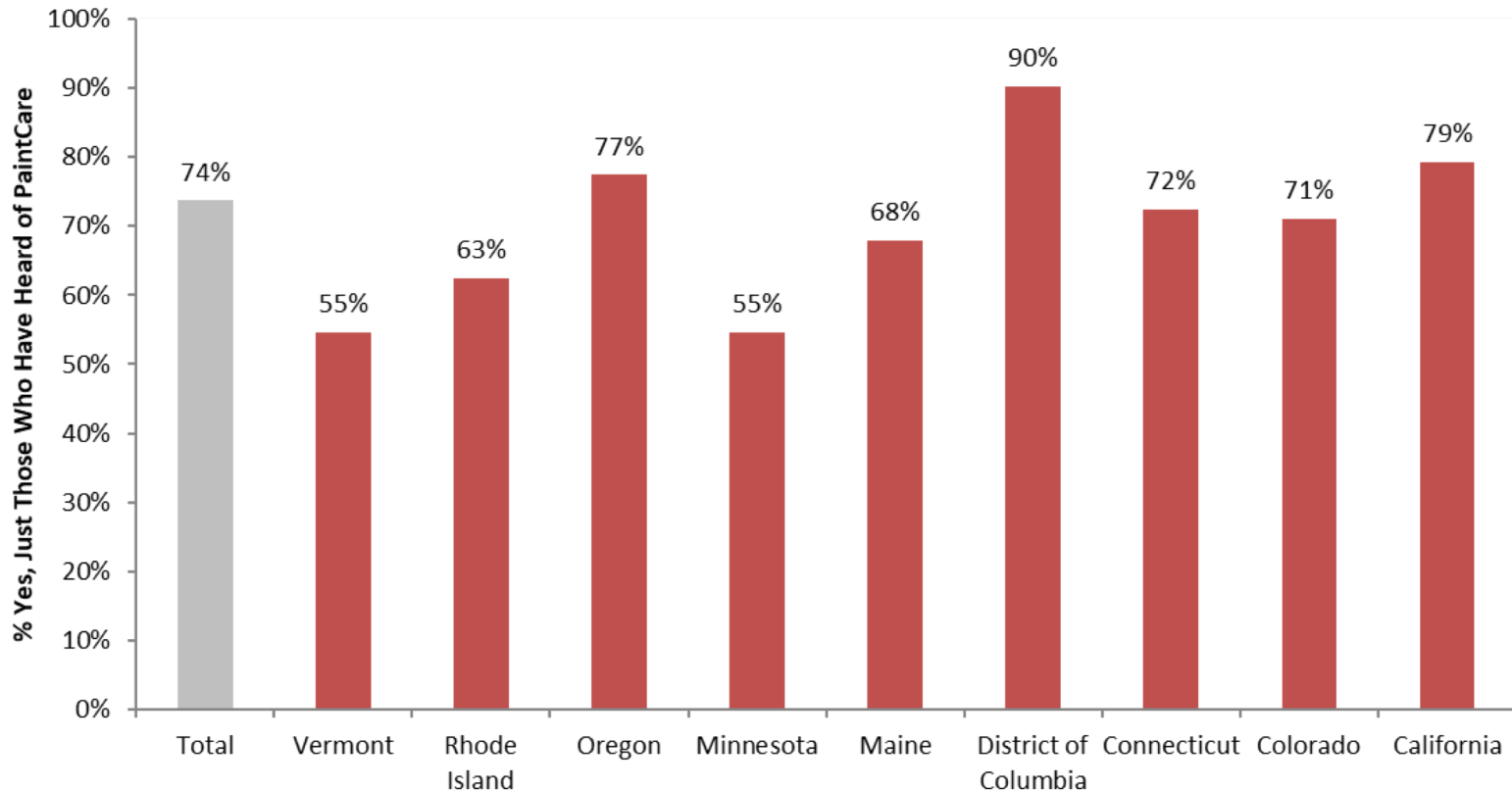


N=2578

## Ad Recall Among Those Who Knew of PaintCare

- ❖ About three quarters of those who had heard of PaintCare before said they had seen an ad in the last several months.
- ❖ However, this varied greatly by state. Minnesota and Vermont had the lowest ad recall; D.C., the highest.

*Do you recall seeing an advertisement for PaintCare in the last several months?*

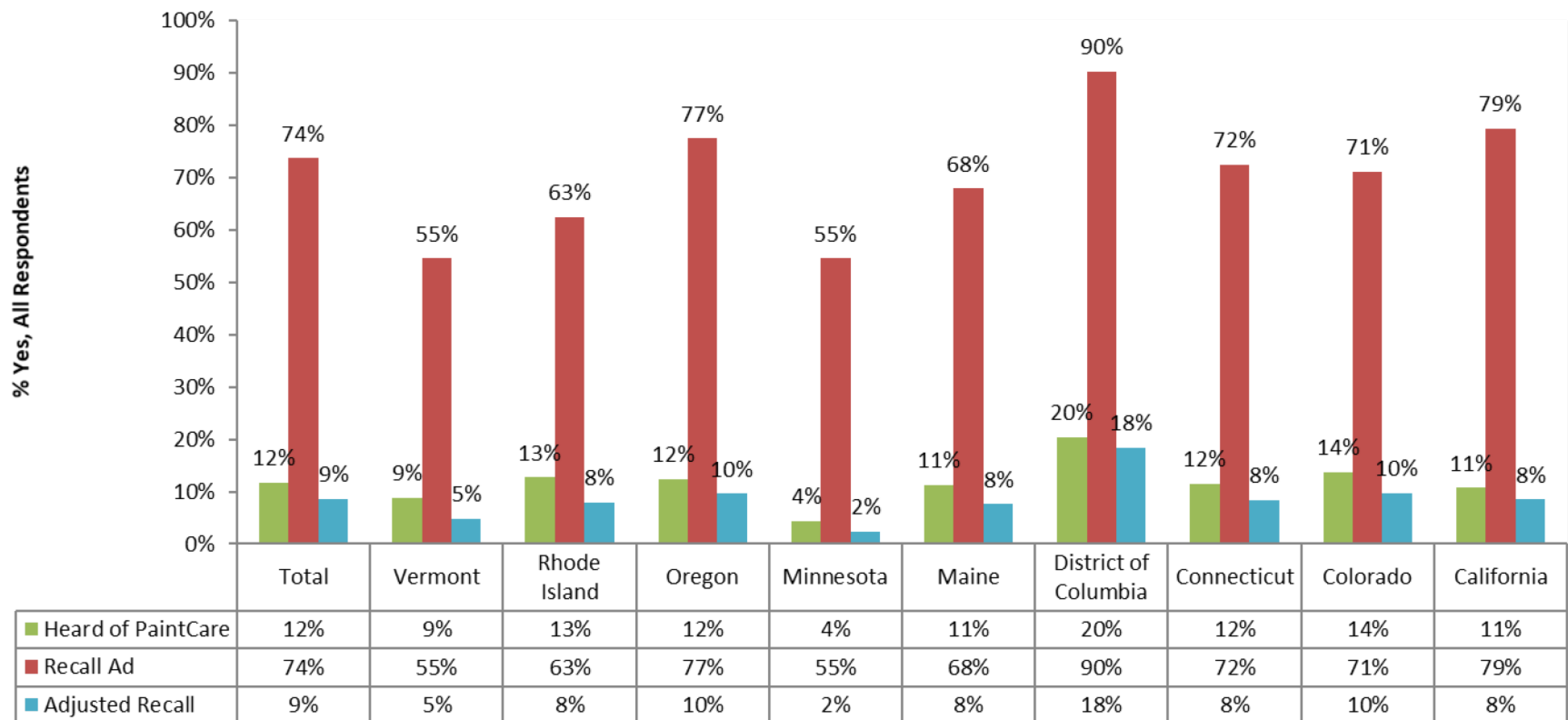


N=300

## Adjusted Recall for Entire Population

- ❖ By multiplying the percentage who were familiar with PaintCare by the percentage who recalled an ad, we can evaluate what percentage of the population recalled an ad.
- ❖ The highest performing states/areas are D.C., Colorado and Oregon.

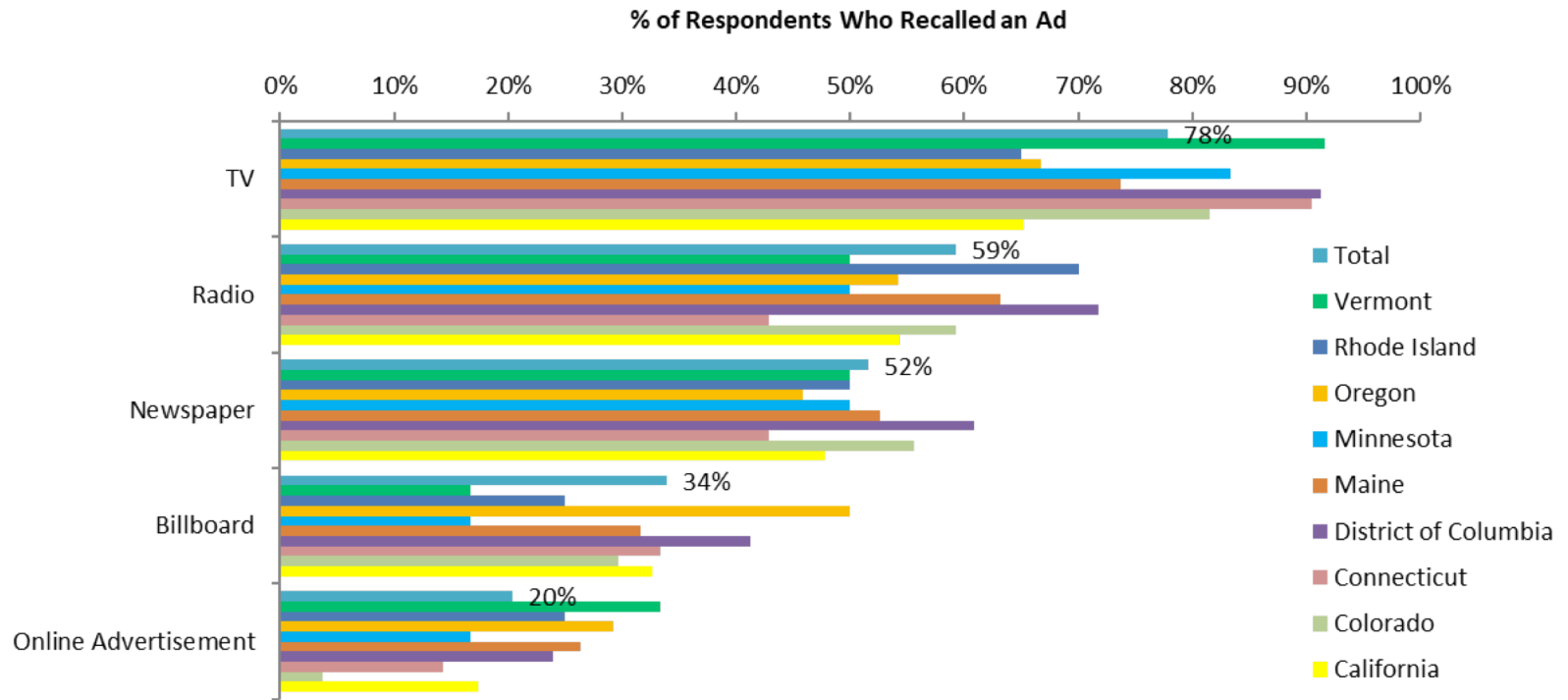
**Adjusted Ad Recall Rate**



# Ad Recall Types

- ❖ TV is most frequently cited in all states except Rhode Island, where radio is most prevalent.
- ❖ Notes: sample sizes are small by state; as such, results should be considered directionally.

## What type(s) of ad(s) do you recall?

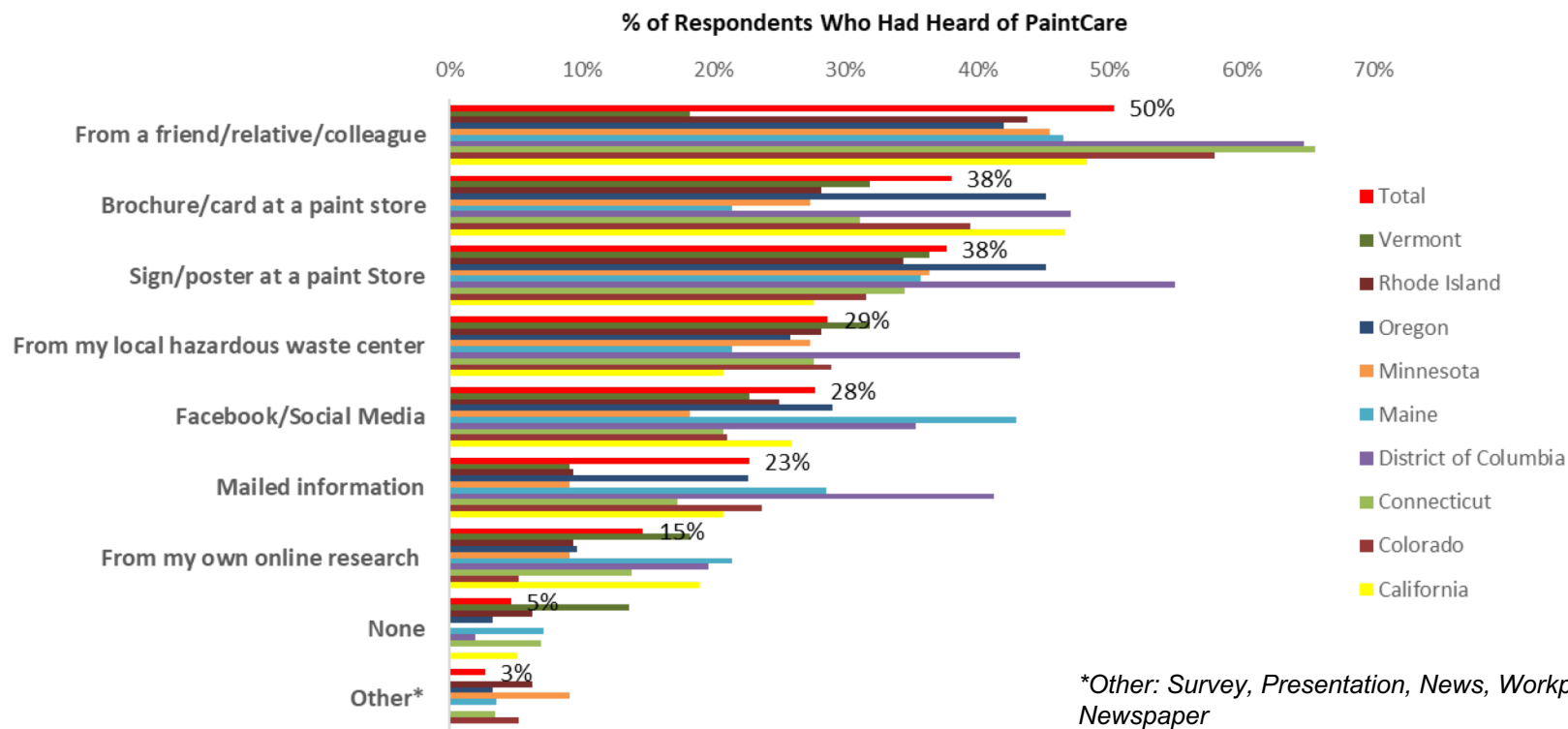


Sources	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
TV	78%	92%	65%	67%	83%	74%	91%	90%	81%	65%
Radio	59%	50%	70%	54%	50%	63%	72%	43%	59%	54%
Newspaper	52%	50%	50%	46%	50%	53%	61%	43%	56%	48%
Billboard	34%	17%	25%	50%	17%	32%	41%	33%	30%	33%
Online Advertisement	20%	33%	25%	29%	17%	26%	24%	14%	4%	17%
Sample Sizes	221	12	20	24	6	19	46	21	27	46

# Recall of Other Marketing Measures

- ❖ It is clear that word-of-mouth is extremely important in spreading the word about paint recycling.
- ❖ Other successful measures include brochures/cards/posters in-store, HHW center communications.

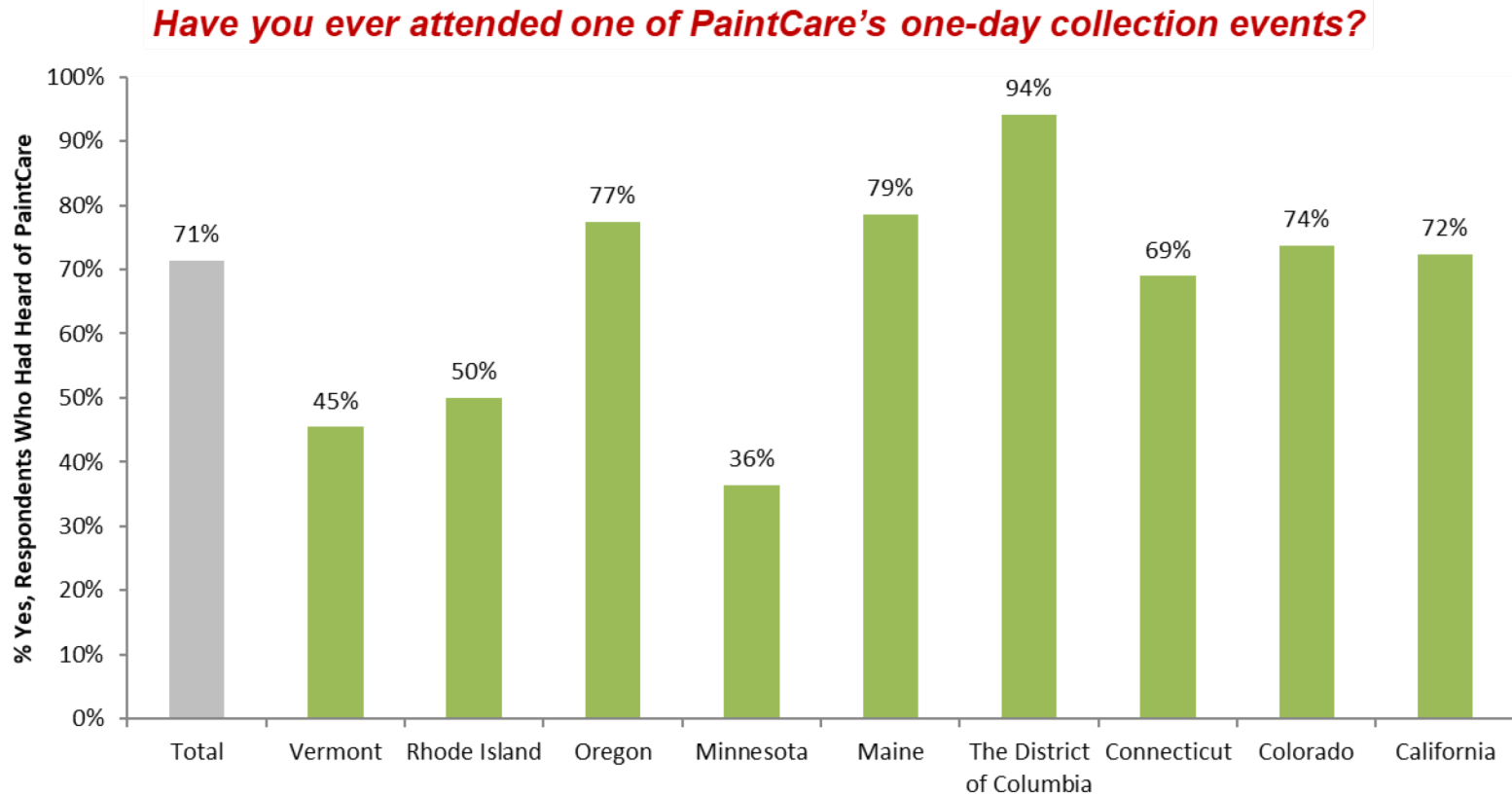
***Do you recall hearing about PaintCare in any of the following other ways?***



Sources	Total	Vermont	RI	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
From a friend/relative/colleague	50%	18%	44%	42%	45%	46%	65%	66%	58%	48%
Brochure/card at a paint store	38%	32%	28%	45%	27%	21%	47%	31%	39%	47%
Sign/poster at a paint Store	38%	36%	34%	45%	36%	36%	55%	34%	32%	28%
From my local hazardous waste center	29%	32%	28%	26%	27%	21%	43%	28%	29%	21%
Facebook/Social Media	28%	23%	25%	29%	18%	43%	35%	21%	21%	26%
Mailed information	23%	9%	9%	23%	9%	29%	41%	17%	24%	21%
From my own online research	15%	18%	9%	10%	9%	21%	20%	14%	5%	19%
None	5%	14%	6%	3%	0%	7%	2%	7%	0%	5%
Other*	3%	0%	6%	3%	9%	4%	0%	3%	5%	0%
Sample Size	300	22	32	31	11	28	51	29	38	58

# PaintCare Event Attendance

- ❖ 71% of those who have heard of PaintCare say that they have attended a PaintCare collection event.
- ❖ District of Columbia appears to have high success rates; Minnesota, much lower.\*
- ❖ \*Note: sample sizes are low by state and should be considered directionally.



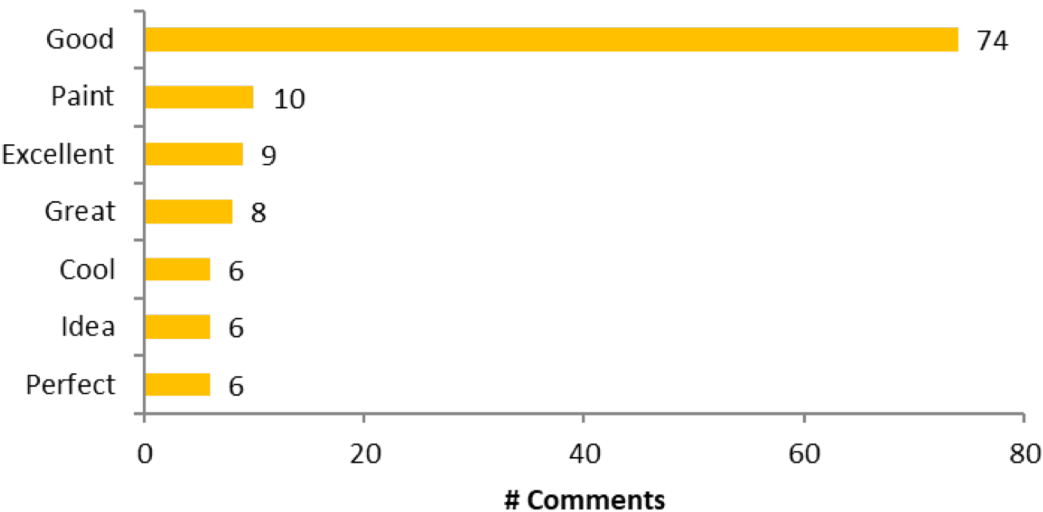
N=300

# Impressions of PaintCare

*In a word or phrase, what are your overall impressions of PaintCare?*



## Comment Coding: PaintCare Keywords



# Comments: Paint Care Impressions

In a word or phrase, PaintCare	good	Great idea	is very good	paint recycling made easy
A great way to dispose of old or unused paint	Good	Great idea	is very good perfect	paint to your hearts content.
A terrific idea.	good	Great idea.	is very good perfect	Plays an important role
all very good, my planet	Good	great program	is very good perfect	Positive
amazing	Good	Great program	It facilitates the recycling of unwanted paint residues	Positive
beauty	Good	great!	good way of recycling paint, donated to good causes as well	quality
because is good	Good	Held the planet for the recycling	viable alternative to bringing paint to my local hazard waste center.	quality
Better	good	Helpful	its a good idea	quality
Busy	Good	Helpful	It's a good option for left over paint.	SAFE
care for the environment	good	good for the environment	it's a very big motivation	SAVING THE WORLD
Clean	Good	i like	It's good	Seems like a good idea
contemporary	good	i like it	it's unique	The orange sister of a man
cool	good	i like this idea	it's very good	the PaintCare is the best
cool	Good	i like this method	like	they are the best
cool	Good	i love it	like	They do a good job at recycling paint
cool	Good	I think a good company. It looks to be so	like	They have used and new paint
Cost	good	without them, you would just be making more trash you	like	They refill the paint if needed
design	good	Impressive	like	Thought of well
DIY	good	innovation and progress	like	Under advertised, not widely known.
dope	good	Is a leader in the service they provide	Love	unique
Easy	good	is excellent	Love	Unique
Environmentally friendly.	good	is good	Love it	Vague
excelente	Good	is good	more2	very good
excellent	good company	is perfect	Nanny-state	very cool
excellent	Good company	is very good	Necessary	very cool
excellent	Good efforts, thank you.	is very good	No opinion	very good
excellent	good idea but should not be compulsory	is very good	No strong feelings	very good
excellent	Good idea!	is very good	no sure	very good
Excellent	Good Option	is very good	none	very good
Excellent and needed	Good program with good results	IS VERY GOOD	none	very good
fast speed	good service	is very good	none	very good
Fine	Good	is very good	None	very good
Genius!	great	is very good	not too much.	Very impressive paint product
Go for it	great	is very good	Nothing	very nice
good	Great	is very good	Ok	works well
good	great	is very good	Ok	wow
Good	Great	is very good	ok	WOW

# CROSS-TABULATIONS: ADVERTISING/MARKETING METRICS

# Cross-Tabulations for Better Understanding

- ❖ In order to understand how to better approach consumers of different profiles, it is important to look at behaviors/awareness by group...

Objective	Related KPI/Measurement
Increase knowledge of paint recycling	<i>Do you know that paint can be recycled?</i>
Impact paint recycling behaviors	<i>Have you ever taken paint somewhere to be recycled?</i>
Decrease storage of paint in home	<i>Do you currently have any leftover or unwanted paint in your home or business (e.g., primer, interior house paint, stain, deck sealer, or clear finishes like varnish)? If so, how much paint do you have?</i>
Increase knowledge of PaintCare	<i>Have you ever heard of PaintCare, the program that sets up sites that take paint for recycling?</i>
Execute memorable ads	<i>Do you recall seeing an advertisement for PaintCare in the last several months?</i>
Stimulate word of mouth and other communications	<i>Do you recall hearing about PaintCare in any of the following other ways?</i>

Gender

Age

Ethnicity

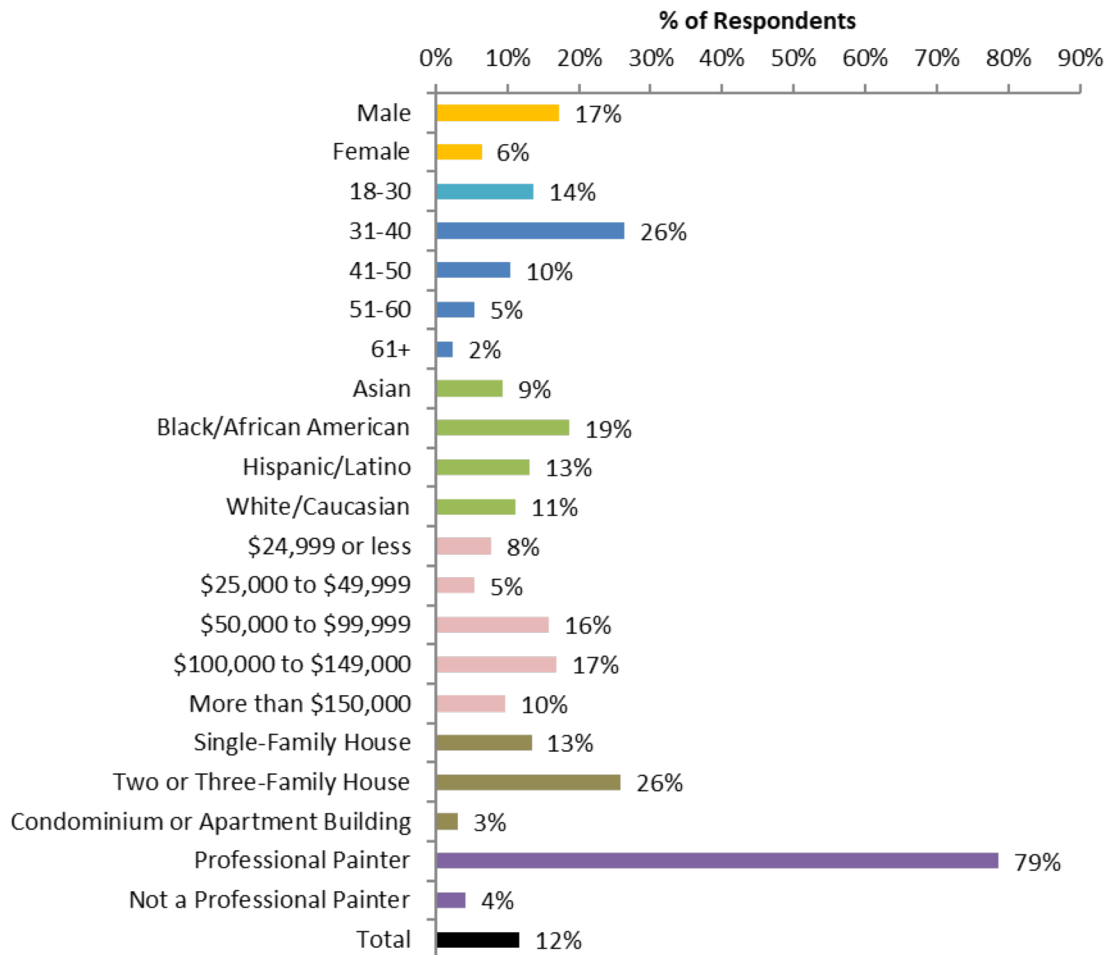
Income

Dwelling Type

Profession

# Cross-Tabulations on Key Performance Indices

## Heard of PaintCare Before

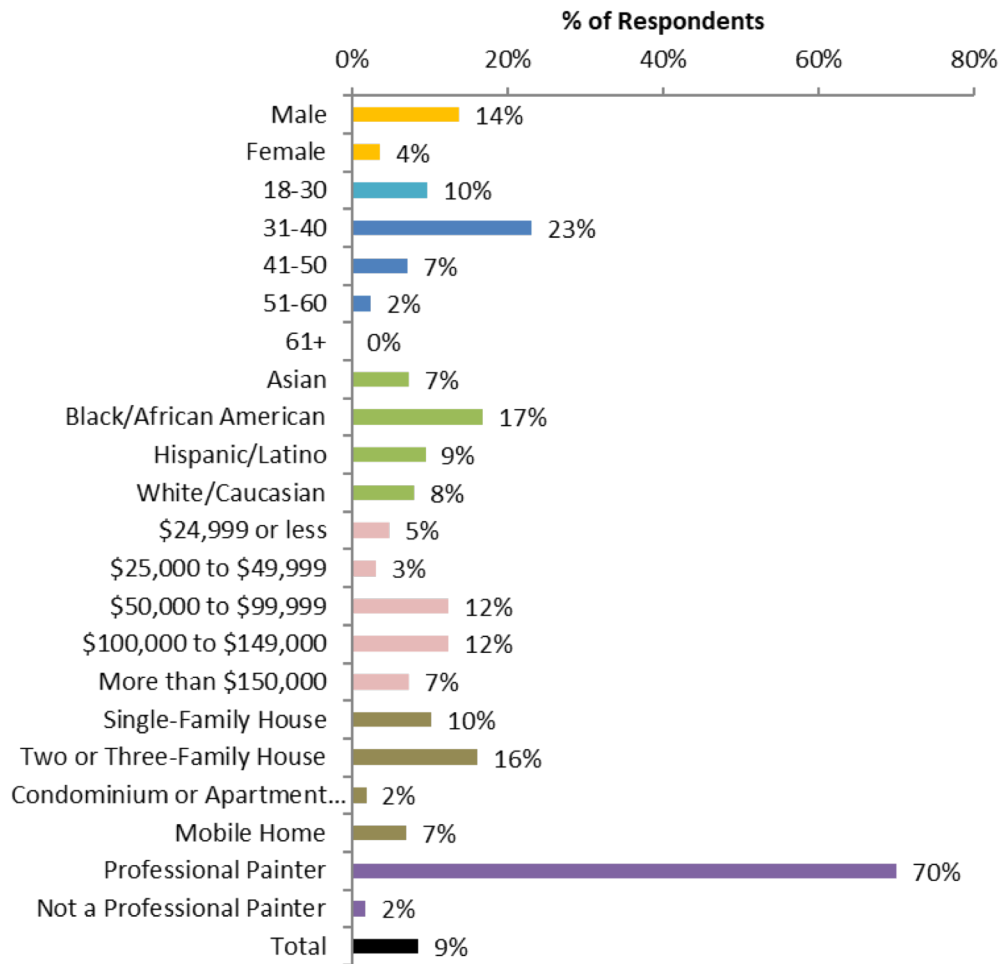


- ❖ Only 6% of women had heard of PaintCare before the survey, less than half the rate of men.
- ❖ Senior citizens had heard of PaintCare least often; those 31 - 40, the most often.
- ❖ African American respondents had heard of PaintCare more often than those in other ethnic groups.
- ❖ PaintCare awareness was highest among those with incomes \$50-\$150K.
- ❖ Those in multi-family homes are aware of PaintCare most often.
- ❖ Professional painters are far more aware of PaintCare than those that do not paint professionally.

*N=range from 136 to 2318 by category*

# Cross-Tabulations on Key Performance Indices

## Ad Recall (adjusted)

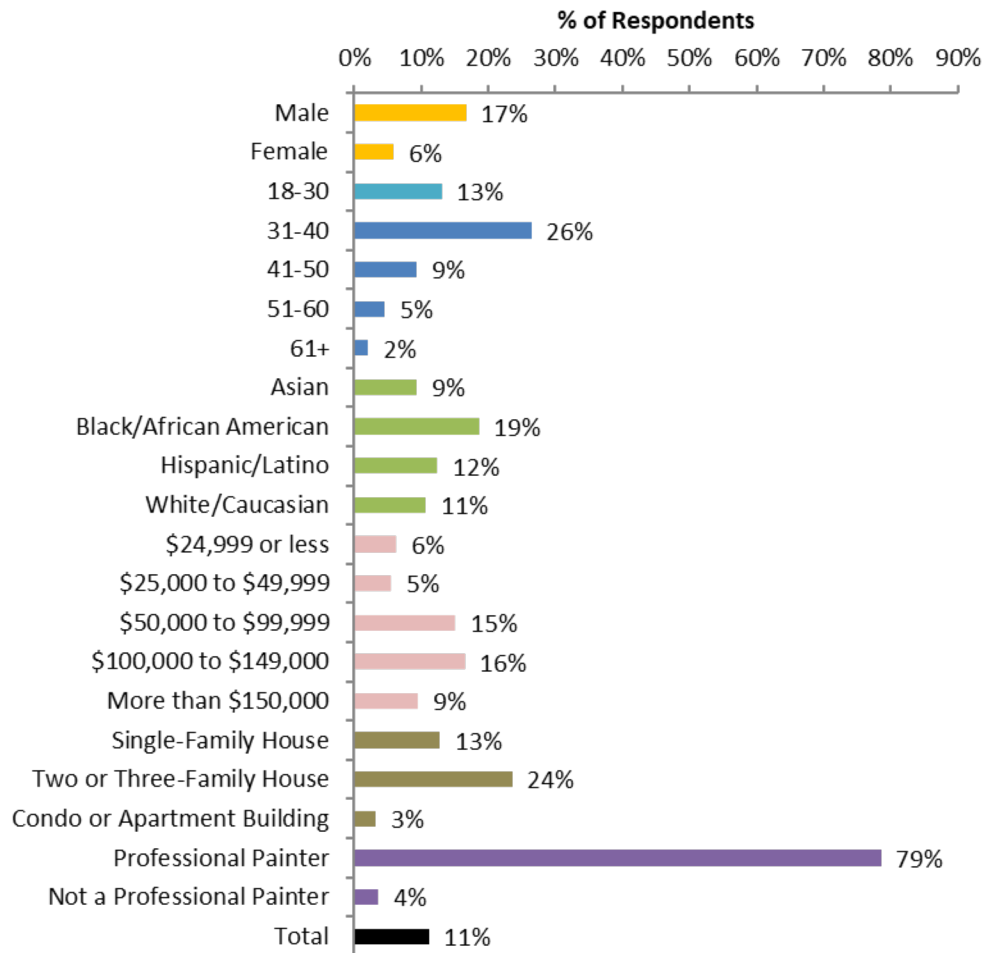


- ❖ Significantly fewer women recalled a PaintCare ad than men did.
- ❖ The highest recall was among 31-40 year olds.
- ❖ African Americans reported the highest ad recall (possibly not due to ethnicity, but concentration in high-performing areas).
- ❖ Those with incomes \$50K or higher had the highest ad recall.
- ❖ Those living in two to three family houses reported the highest recall.
- ❖ The majority of professional painters recalled an ad; only 2% of the general public remembered an ad.

*N=range from 136 to 2318 by category*

# Cross-Tabulations on Key Performance Indices

## Heard of PaintCare in Other Ways



*N=range from 136 to 2318 by category*

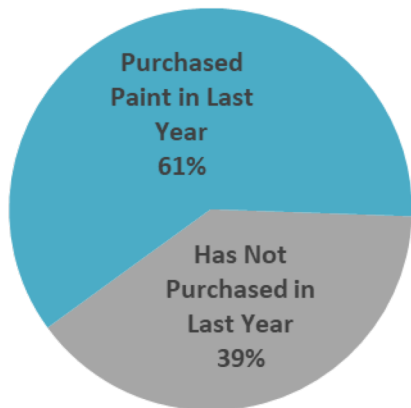
- ❖ More consumers hear of PaintCare in ways other than advertising, such as: referrals from a friend/relative/colleague, a brochure/card/sign/poster at a paint store, from my local hazardous waste center, mailed information, Facebook/social media, and their own online research.
- ❖ Women are still much lower than men in these channels as well.
- ❖ 31-40 are impacted through these channels the most.
- ❖ Generally, those with greater than \$50K annual income are impacted the most by non-ad channels.
- ❖ As expected, those in condos receive these messages least often.
- ❖ Professional painters are exposed more than any other group at 79%.

# Defining the Target Audience

- ❖ Since women are much less impacted than men by current PaintCare advertising/marketing efforts, it is prudent to examine whether we are missing an opportunity, or appropriately prioritizing men.
- ❖ Based on buying behavior, men *and* women are both substantially involved in decisions related to paint. Therefore, the former may be true.
- ❖ For future analysis: are those who purchase also the same as those who dispose?

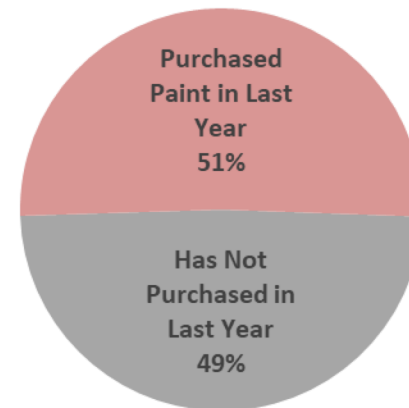
## Male Respondents:

*Have you purchased paint in the last year?*



## Female Respondents:

*Have you purchased paint in the last year?*



*N=1249 men and 1300 women*

## Defining the Target Audience (continued)

	Purchased in Last Year
<b>GENDER</b>	
Male	61%
Female	51%
<b>AGE</b>	
18-30	52%
31-40	64%
41-50	55%
51-60	52%
61+	51%
<b>ETHNICITY</b>	
Asian	45%
Black/African American	52%
Hispanic/Latino	58%
White/Caucasian	57%
<b>INCOME</b>	
\$24,999 or less	38%
\$25,000 to \$49,999	48%
\$50,000 to \$99,999	62%
\$100,000 to \$149,000	64%
More than \$150,000	56%
<b>DWELLING</b>	
Single-Family House	63%
Two or Three-Family House	61%
Condominium or Apartment Building	31%
Mobile Home	44%
<b>PROFESSION</b>	
Paint Professionally	92%
Do Not Paint Professionally	51%

- ❖ PaintCare might consider all audiences with at least 50% involvement in recent paint purchases as the general advertising target (highlighted in yellow).
- ❖ However, there are a few pockets where additional, specialized targeting might be appropriate (bolded).

# APPENDIX: STATE HIGHLIGHTS



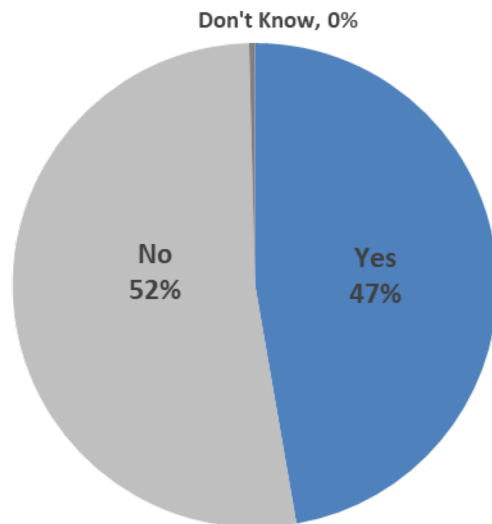


**District of  
Columbia**

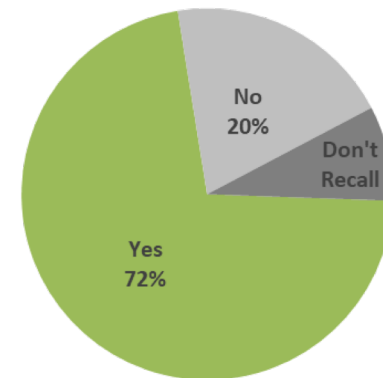
# District of Columbia Highlights

- ❖ Almost half of those surveyed have purchased in the last year. 72% of them were helped by the store in determining needs. 70% took measurements themselves.

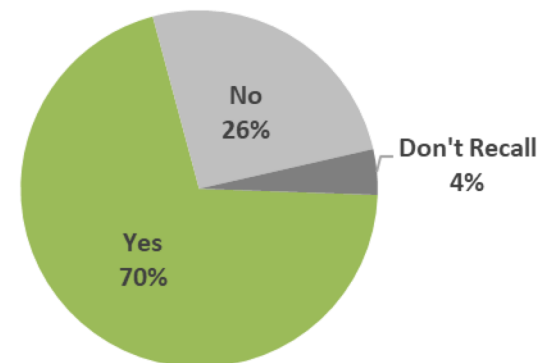
*Have you purchased paint in the last year?*



*Did the staff of the paint retail store assist you with figuring out exactly how much paint you needed for your specific project?*



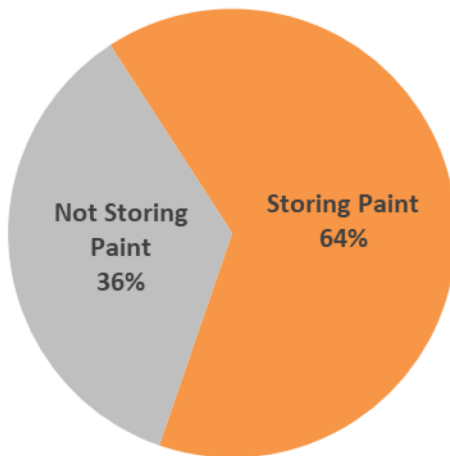
*Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed?*



# District of Columbia Highlights

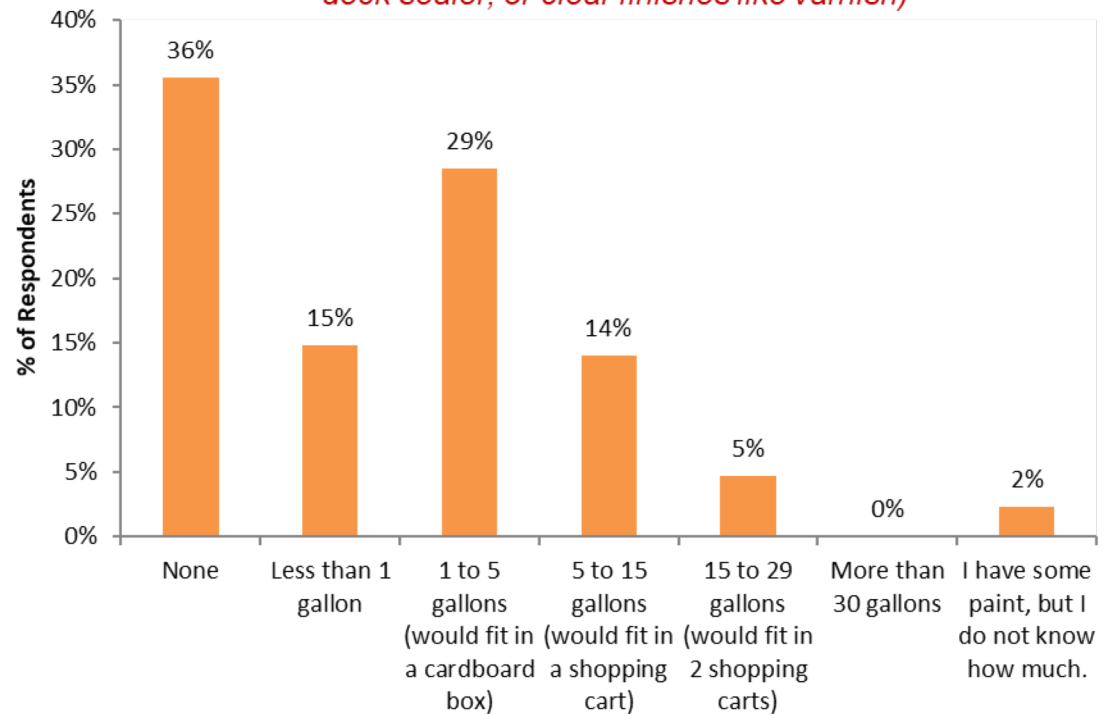
- ❖ 36% of respondents are NOT storing paint at home or at their business. The median amount stored is “less than 1 gallon.”

**Paint Storage**



## **How much leftover or unwanted paint do you have in your home or business at this time?**

*(e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)*



# District of Columbia Highlights

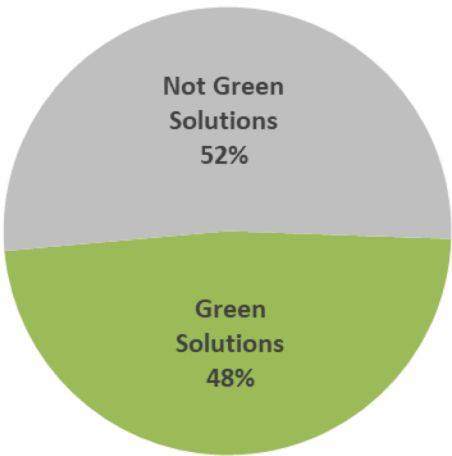
❖ 48% of respondents say they will use a “green” solution for getting rid of unwanted paint in the future.

*If you wanted to get rid of unwanted paint in the near future, what would you most likely do with it?*



*Other Future Disposal Methods
Ask my landlord to remove it
make available for recycle
Use paint solidifier and throw in trash
Wait for condo association to have a hazardous materials disposal day
While I would ensure that paint was used by someone or disposed of in an environmentally responsible manner if I wanted to get rid of it, I cannot envision deciding to ditch paint that can always be used, at the very least, for touch-ups.
would research what I should do with it

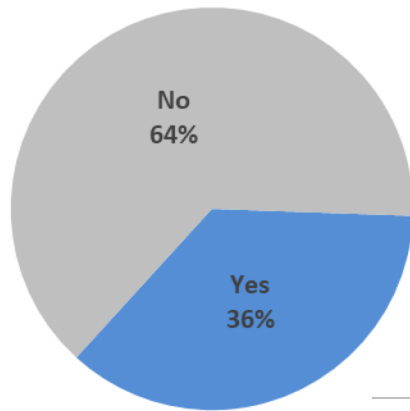
Green Solutions (Recycle, Reuse)



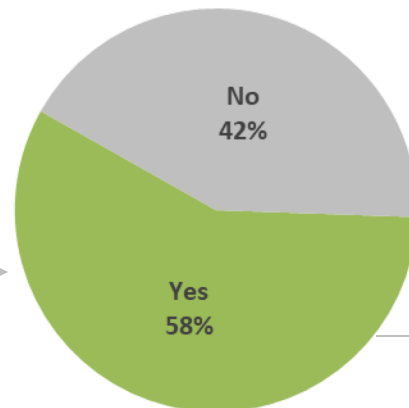
# District of Columbia Highlights

- ❖ 36% of respondents knew that paint can be recycled.
- ❖ Of those, over half have taken paint somewhere to be recycled in the past.
- ❖ Of those, the grand majority, 93%, would consider recycling paint again.

*Prior to this survey, did you know that paint can be recycled?*



*Have you ever taken paint somewhere to be recycled?*



*Would you consider recycling leftover paint in the future?*

