

# District of Columbia Paint Stewardship Program 2020 Annual Report



# SUBMITTED BY

Fred Gabriel
Director of Operations
fgabriel@paint.org
(202) 317-0592

# SUBMITTED TO

Dan Guilbeault Chief, Sustainability and Equity Branch District Department of Energy & Environment 1200 First St NE, 5th Floor

# **Contents**

Executive Summary				
	rict of Columbia Paint Stewardship Law	4		
	gram Highlights	4		
	Prog	gram Plan and Annual Report	5	
Section 1.	Pain	t Collection and Transportation	6	
	Α.	Drop-Off Sites and Services	6	
	В.	Convenience Criteria	9	
	C.	Paint Collection Procedures	15	
	D.	Paint Transportation	15	
Section 2.	Pain	t Collection Volume and Processing Methods	16	
	A.	Collection Volume and Recovery Rate	16	
	B.	Paint Processing Methods and Volume	17	
	C.	Latex Paint Processing Methods and Processors	17	
	D.	Oil-Based Paint Processing Methods and Processors	18	
	E.	Paint Collection Volume by Site Type or Service	18	
	F.	Container Recycling	19	
Section 3.	Inde	pendent Audit and Financial Summary	20	
	A.	Independent Financial Audit	20	
	B.	Financial Summary and Discussion	21	
		B1. Expense Categories B2. Financial Summary	21 22	
	C.	Reserves	23	
	D.	Financial Metrics	23	
	E.	Evaluation of the Program's Funding Mechanism	24	
	F.	2021 Budget	25	

Section 4.	Con	nmunications	26
	A.	Outreach Activities	26
		A1. Introduction	26
		A2. Point of Sale Print Materials	27
		A3. Fact Sheets	27
		A4. Website A5. Translations	28 28
		A6. Signs for Drop-Off Sites	29
		A7. Press Coverage	29
		A8. Digital Display Advertising	29
		A9. Social Media	30
		A10. Video A11. Television	32 33
		A11. Print Advertising	33
	_	·	
	В.	Awareness Survey	34
Section 5.	202	1 and Future	35
	A.	Change in Representative Organization	35
	В.	Drop-Off Sites and Services	35
	C.	Communications	35
	D.	Corporate Activity Expenses	35
	E.	Legislative Support	36
Maps			
	Yea	r-Round Drop-Off Sites	10
	Sup	plemental Drop-Off Sites	11
	Larg	ge Volume Pick-Up Sites	12
	Doo	r-to-Door Collection Sites	13
	All S	Cites Combined	14
Appendic	es		
	A.	Drop-Off Sites and Services	
	B.	Independent Financial Audit of the PaintCare Program	
	C.	Samples of Outreach Materials	
	D.	Awareness Survey	

# Executive Summary

#### DISTRICT OF COLUMBIA PAINT STEWARDSHIP LAW

PaintCare is the representative stewardship organization of the District of Columbia Paint Stewardship Program codified in Title 8. Environmental and Animal Control and Protection, Subtitle A. Environmental Control and Protection, Chapter 2A. Paint Hazards and Paint Stewardship, Subchapter II. Paint Stewardship, beginning with section 8-233.01. The District of Columbia program began November 2016.

The broad goals of the program are for paint manufacturers to implement and manage the finances of a statewide paint stewardship program to reduce the generation of postconsumer paint, promote using up leftover paint, and facilitate the recycling and proper disposal of unwanted postconsumer paint. The program aims to increase opportunities to properly manage leftover paint, offer cost-saving opportunities to local governments, and manage the paint collected in an environmentally and economically sound manner.

#### **PROGRAM HIGHLIGHTS**

Sites and Services. The program had nine year-round paint drop-off sites at the end of the year – eight paint retailers and the District's household hazardous waste (HHW) facility at the Fort Totten Transfer Station.

The program also provided nine direct large volume pick-ups (LVP) from businesses and others that had accumulated more than 200 gallons of paint at their locations. Finally, PaintCare began a pilot small volume door-to-door paint collection service and picked up paint from 91 residences in its first month in December.

**Paint Collection Volume.** The program collected 36,456 gallons of postconsumer paint.

**Paint Processing.** Latex paint was 85% of the paint processed: 83% was made into recycled-content paint and 17% that was dry paint was landfilled. Oil-based paint was 15% of the paint and was processed for energy recovery.

**Revenue and Expenses.** The program was financed through a fee on new paint sales: \$0.45 cents on pint and quart containers; \$0.95 cents on 1-gallon and 2-gallon containers; and \$1.95 on 5-gallon containers. Approximately one million gallons of architectural paints were sold in the state and the program collected \$624,252 in revenue from these sales.

Expenses, including paint transportation and processing, communications, staffing, and administration were \$487,278. The program ended the year with net assets of \$782,510. Total program cost per gallon of paint collected was \$13.37.

Paint Recovery Rate. The recovery rate – the volume of postconsumer paint collected divided by the volume of new paint sales in the same period – was 3.5%. (It is estimated that 10% of paint is leftover; therefore, this can also be viewed as a 35% recovery rate – the volume of postconsumer paint collected divided by the volume estimated to be leftover.)

**Communications**. Public outreach activities included the distribution of point-of-sale print materials, fact sheets, and signage, as well as messaging delivered via print advertising, television, digital ads, social media, and online video.

Public outreach activities were significantly impacted by the COVID-19 pandemic that began in March 2020. Advertising campaigns scheduled for the first half of the year were canceled due to limitations in PaintCare's paint drop-off sites and services. PaintCare's website, social media, and limited advertising were used to provide updates to the public about PaintCare's availability and to promote paint reuse messaging.

**Operations.** Paint collection activities were impacted by the COVID-19 pandemic from March to June. Half of the PaintCare retail sites suspended paint drop-off during this period. The District's HHW facility suspended paint drop-off from mid-April to early June. The retail sites and the HHW facility were removed from the PaintCare site locator tool while drop-off services were suspended. The LVP service was also suspended for a few months.

Due to restrictions on large gatherings, PaintCare could not execute any PaintCare events during the year. In lieu of events, PaintCare began a pilot door-to-door paint collection service for residents with more than five gallons of paint.

#### PROGRAM PLAN AND ANNUAL REPORT

The District's paint stewardship law required the approval of a program plan prior to the start of the program. Program plans and annual reports are available on PaintCare's website.

# Section 1. Paint Collection and Transportation

# **Annual Report Statutory Citation**

Section 8-233.02(f) requires PaintCare to submit an annual report that includes, in relevant part:

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

# **Annual Report Regulatory Citation**

20 DCMR Section 4002.1 requires PaintCare to submit an annual report that includes, in relevant part:

- (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.
- (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.

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

The overall goal of the program is to increase recycling opportunities for households, businesses, and others with leftover paint. All suitable locations were invited to participate as paint drop-off sites, provided they meet the programs operational requirements. PaintCare partners with paint retailers, hardware stores, lumber centers, material reuse stores, household hazardous waste programs, solid waste facilities (e.g., transfer stations, recycling centers, landfills), and other site types to serve as paint drop-off sites. 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.

The program's drop-off sites and services in the last three years are summarized in the following tables. PaintCare considers a site (including events) as year-round if the site is open at least one day per month, every month of the year. Sites that are open less frequently are considered supplemental sites. Sites that stopped participating in the program during the year are listed as "partial year." All sites are listed in the appendix of this report.

#### YEAR-ROUND DROP-OFF SITES

SITE TYPE	2018	2019	2020
Household Hazardous Waste Facility (Fort Totten Transfer Station)	1	1	1
Paint Retailer	8	8	8
Total Sites	9	9	9

# SUPPLEMENTAL DROP-OFF SITES

SITE TYPE	2018	2019	2020
PaintCare Event Site / Number of Events	3/3	3/3	0/0
Paint Retailer (Partial Year)	0	0	1
Total Sites	3	3	1

# SERVICES

SITE TYPE	2018	2019	2020
Direct Large Volume Pick-Up Site / Number of Pick-Ups	8	10	9
PaintCare Door-to-Door Collection Service	0	0	1

The program's drop-off sites and services are described below.

**Household Hazardous Waste Program.** PaintCare partners with household hazardous waste programs – either directly or indirectly – to cover the costs of their paint collection bins, transportation, processing and in some cases additional on-site paint management activities.

PaintCare continued it partnership with the District's household hazardous waste facility at the Fort Totten Transfer Station during the year. The Fort Totten HHW facility was open every Saturday and the Thursday preceding the first Saturday of the month, except on holidays and when the facility was temporarily closed from mid-April to early June due to the COVID-19 pandemic. HHW programs are typically good program partners because they already have an existing customer base and provide an "all-in-one" HHW drop-off opportunity to households.

**Paint Retailers**. At the end of the year, PaintCare identified 30 paint retailers – including paint, hardware, and home improvement stores – with 21 considered potential drop-off sites. This number may change from year to year as stores open and close. 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 they are not included in the count of potential retail drop-off sites.

Of the 21 potential retail drop-off sites, 8 (38%) were participating as drop-off sites at the end of the year. One new retail drop-off site was added, and one stopped participating in the program. Retail participation as a drop-off site is voluntary, and sites are not compensated.

Half of the PaintCare retail sites suspended paint drop-off from March to June due to the COVID-19 pandemic.



Sherwin-Williams, a New PaintCare Drop-Off Site

**PaintCare Events.** PaintCare holds drop-off events for paint to help clean out large volumes of stored-up paint and to increase paint drop-off opportunities. PaintCare could not hold any PaintCare during the year due to COVID-19 restrictions on large gatherings.

Large Volume Pick-Up Sites. PaintCare's large volume pick-up service (LVP) provides a convenient option for painting contractors and others who have accumulated large volumes of paint. The minimum amount to receive a direct pick-up is 200 gallons. Typically, users of the service have accumulated paint over many years due to the institutional, logistical, and financial barriers to disposal. PaintCare has removed these barriers by

providing a free and convenient service. Common users of this service include contractors, builders, property managers, academic institutions, and homeowners, and are further described in the appendix of this report.

PaintCare Door-to-Door Collection Service. In lieu of PaintCare events, PaintCare piloted a door-to-door (D2D) paint collection service in the month of December for residents with more than five gallons. PaintCare utilized social media and its website to advertise the service. Residents were required to fill out a form providing their contact information and details on the types and volume of paint to be picked up. Upon receiving a completed form, PaintCare's hauler contacted the resident and scheduled service. Residents were required to be home during service and to bring the paint containers out of the residence when the hauler arrived. The program had a strong start, with 91 pick-ups in the first month.

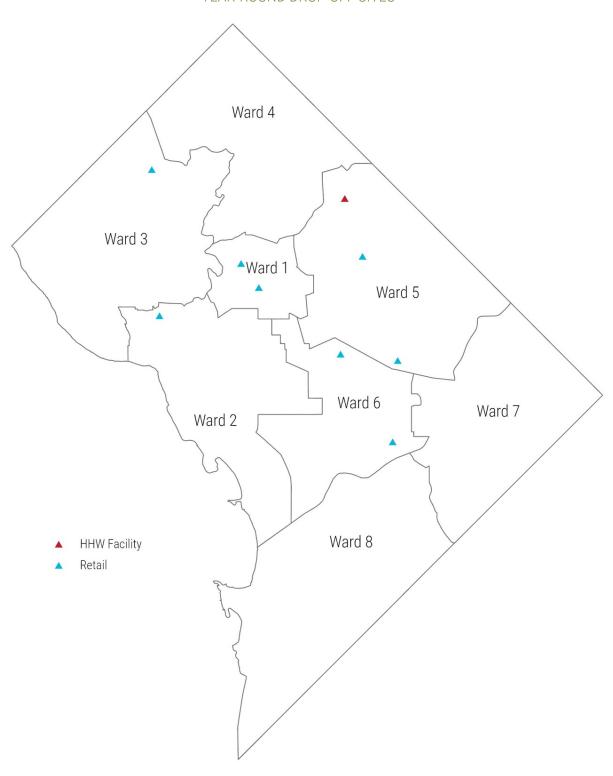
#### B. CONVENIENCE CRITERIA

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.

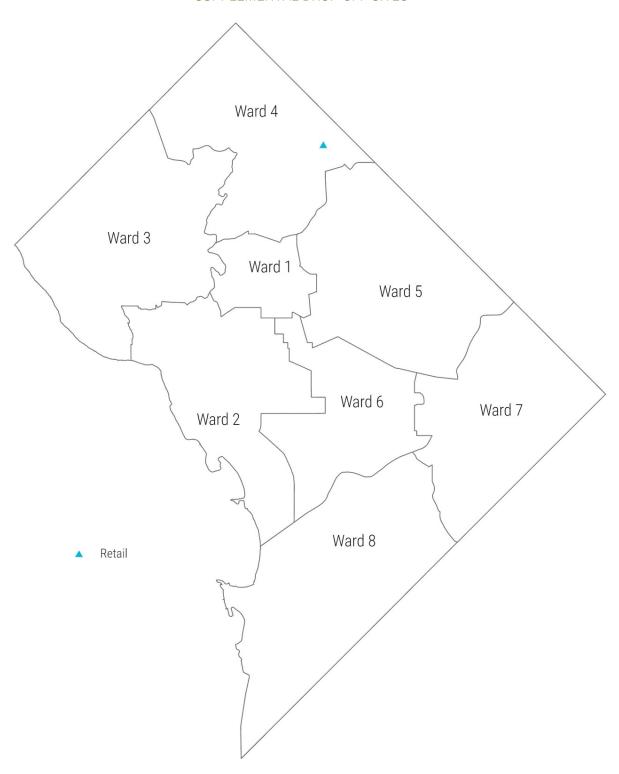
PaintCare aims to increase paint recycling opportunities in the District through the addition of new paint drop-off sites, events, and other services, with the goal of providing either a retail drop-off site or annual paint drop-off event in each of the District's Wards. As noted previously, due to COVID-19 restrictions, PaintCare was unable to hold paint collection events during the year. However, the pilot D2D service was offered in the three District Wards without a drop-off site (Ward 4, 7, and 8), allowing the program to meet the convenience goals of the paint stewardship law and of PaintCare's program plan.

Maps. The following maps show the locations of the sites and services available during the year: (1) year-round sites; (2) supplemental sites; (3) large volume pick-up sites; (4) door-to-door collection sites; and (5) all sites combined.

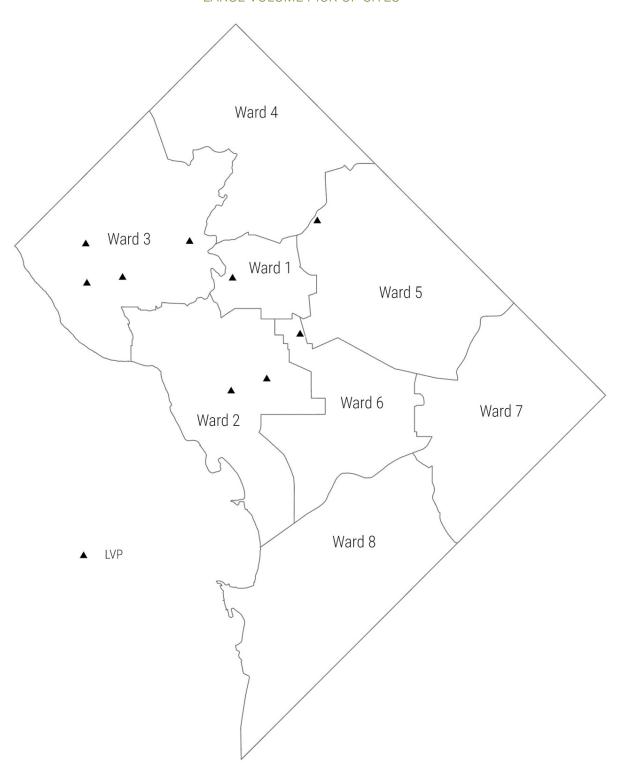
# YEAR-ROUND DROP-OFF SITES



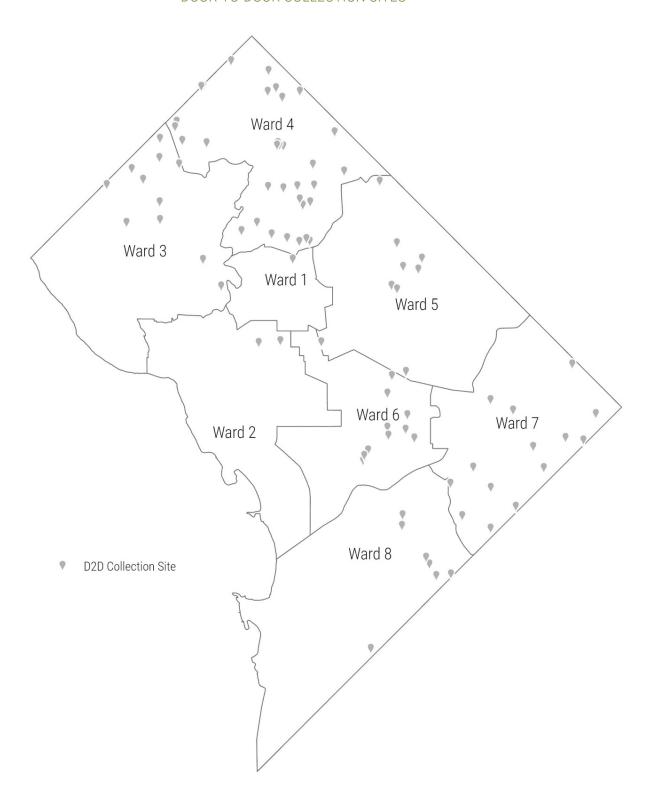
# SUPPLEMENTAL DROP-OFF SITES

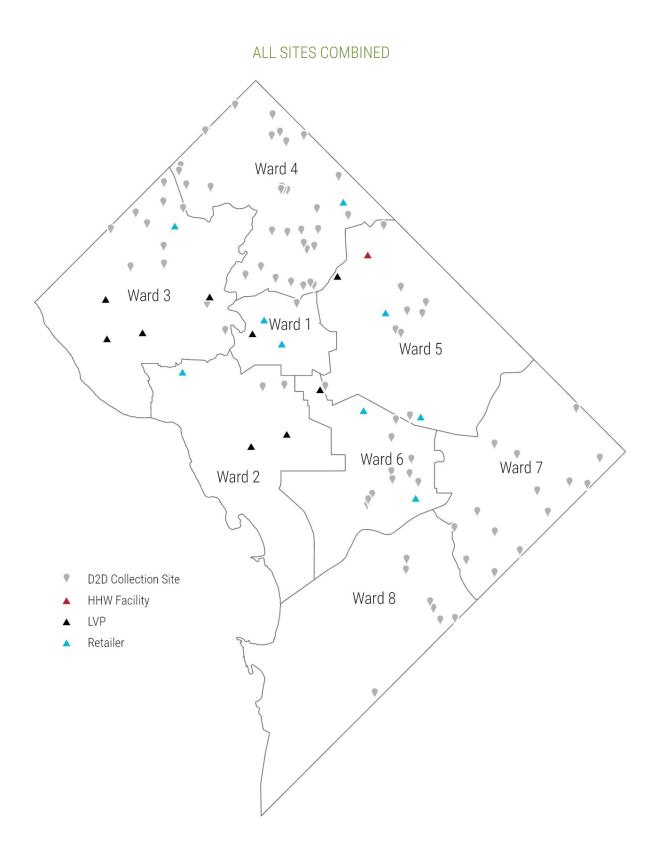


# LARGE VOLUME PICK-UP SITES



# DOOR-TO-DOOR COLLECTION SITES





#### C. PAINT COLLECTION PROCEDURES

The program has agreements with owners or operators of all drop-off sites and events, and other partners. PaintCare agreements require that sites meet all requirements of local, state, and federal law, regulations, and policies.

All new sites (other than HHWs and LVPs) received an on-site, in-person training and program procedures manual. The training and program manual covered identification and screening for program products, storage, spill response, arranging to have paint picked up, record keeping, and other topics.

Site personnel are required to visually inspect – but not open – containers of paint to confirm that they are acceptable program products and then place them in spill proof collection bins provided by the program. Unlabeled and leaking containers are not accepted at retail or other non-HHW sites; however, trained staff at HHW facilities and events can accept and prepare them for management under their program to the extent permissible under applicable law.

PaintCare staff visit most drop-off sites on a regular basis to check on their operations and to provide additional training and consumer outreach material as needed.

#### D. PAINT TRANSPORTATION

PaintCare contracted with one company for transportation services.

# **TRANSPORTERS**

NAME	SITE TYPES SERVED
MXI 26319 Old Trail Road Abingdon, VA 24210	HHW, LVP, PaintCare Door-to-Door Collection Service, Retail

# Section 2. Paint Collection Volume and Processing Methods

# **Annual Report Statutory Citation**

Section 8-233.02(f) requires PaintCare to submit an annual report that includes, in relevant part:

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

# **Annual Report Regulatory Citation**

20 DCMR Section 4002.1 requires PaintCare to submit an annual report that includes, in relevant part:

- (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. COLLECTION VOLUME AND RECOVERY RATE

The recovery rate is a ratio of the volume (number of gallons) of paint managed in the program compared to the volume of paint sold in the program during the same time period.

The following table provides the gallons of paint collected, gallons of new paint sales, and recovery rate based on gallons of paint collected in the last three years.

# GALLONS COLLECTED, SOLD, AND RECOVERY RATE

DESCRIPTION	2018	2019	2020
Paint Collected (gallons)	40,859	43,300	36,456
New Paint Sold (gallons)	1,027,968	1,088,536	1,045,542
Recovery Rate	4.0%	4.0%	3.5%

**Paint Collected.** Although some reports/invoices show paint volume in gallons or drums, they typically report the gross weight in pounds, along with the number of bins (or other collection containers) of paint collected. PaintCare or the transporter calculates the volume of paint collected by applying a formula that removes packaging weight and converts everything to gallons.

**Recovery Rate.** Recovery rates are calculated by dividing the amount of paint collected by the amount of new paint sold during the year.

#### B. PAINT PROCESSING METHODS AND VOLUME

The following tables show the paint processing methods and volumes for latex and oil-based paint processed in the last three years. Descriptions of the processing methods follow the tables. As noted previously, processed volume differs from collected volume because not all paint is processed in the same year that it is collected; the volumes reported as processed in one year may include some paint that was collected at the end of the previous year.

# LATEX PAINT PROCESSING METHODS

	2018		2019		2020	
METHOD	(GAL)	%	(GAL)	%	(GAL)	%
Reuse	39	<1	54	<1	0	<1
Recycled-Content Paint	27,617	83	30,047	83	25,872	83
Disposal	5,536	17	6,023	17	5,188	17
Latex Total	33,192	100	36,124	100	31,060	100

# OIL-BASED PAINT PROCESSING METHODS

	2018		2019		2020	
METHOD	(GAL)	%	(GAL)	%	(GAL)	%
Energy Recovery	7,667	100	7,176	100	5,396	100
Oil-Based Total	7,667	100	7,176	100	5,396	100
Grand Total	40,859		43,300		36,456	

#### C. LATEX PAINT PROCESSING METHODS AND PROCESSORS

The following methods were used to process latex paint:

**Recycled-Content Paint**. Latex paint was sorted, blended, and sometimes re-tinted into recycled-content latex paint for local use or domestic or international sale.

**Disposal.** Dry latex paint and latex paint unsuitable for recycled-content paint was solidified and sent to landfill for disposal.

# LATEX PAINT PROCESSORS

PROCESSOR	LOCATION	PROCESS
Bristol Virginia Solid Waste Management Facility	2125 Shakesville Road Bristol, VA 24201	Disposal
MXI	26319 Old Trail Road Abingdon, VA 24210	Recycle-Content Paint

# D. OIL-BASED PAINT PROCESSING METHODS AND PROCESSORS

The following methods were used to process oil-based paint:

**Energy Recovery.** Oil-based paint was processed for energy recovery at a waste-to-energy facility and/or cement kiln.

# OIL-BASED PAINT PROCESSORS

PROCESSOR	LOCATION	PROCESS
Holcim	200 Safety Street Holly Hill, SC 29059	Energy Recovery

# E. PAINT COLLECTION VOLUME BY SITE TYPE OR SERVICE

The following table shows the relative volume of paint collected by site type or service.

# COLLECTION BY SITE TYPE OR SERVICE

SITE TYPE / SERVICE	PERCENT
HHW Facility/Event	70
Paint Retailer	24
LVP	3
PaintCare Door-to-Door Collection Service	3
Total	100

# F. CONTAINER RECYCLING

The following table shows the tons of metal and plastic paint containers recycled in the last three years.

# CONTAINER RECYCLING

	2018	2019	2020
Tons	2.7	3.0	2.5

# Section 3. Independent Audit and Financial Summary

# **Annual Report Statutory Citation**

Section 8-233.02(f) requires PaintCare to submit an annual report that includes, in relevant part:

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

# **Annual Report Regulatory Citation**

20 DCMR Section 4002.1 requires PaintCare to submit an annual report that includes, in relevant part:

- (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, 2020, and the changes in its net assets and its cash flows for the year ended in conformity with accounting principles generally accepted in the United States. The independent financial audit of the PaintCare program is available in the appendix of this report.

#### B. FINANCIAL SUMMARY AND DISCUSSION

# **B1.** Expense Categories

Revenue is derived from fees on new paint sales. Expense categories are described here:

**Paint Processing.** PaintCare paid processing costs based on gross weights or by volume of full paint collection bins or drums from drop-off sites. Processing costs included the cost of sorting bins of comingled latex and oil-based paint from drop-off sites as well as the ultimate recycling or other processing methods.

**Paint Transportation.** Transportation costs were based on one or more of the following: the number of bins and drums picked up, number of stops, or mileage.

**Collection Supplies and Support.** Collection support expenses included paint collection bins, spill kits, training materials, signs, and other related costs for drop-off sites door-to-door service, and LVPs.

**Communications.** Communications expenses included advertising, printing and distribution of brochures and other outreach materials, translations, and the awareness survey.

**Personnel, Professional Fees and Other.** Personnel, professional fees and other included the cost of program staff, travel, legal fees, office supplies, and other logistical and professional support.

**Department of Energy and Environment (DOEE) Administrative Fees.** These fees, required by the paint stewardship law, are paid to the DOEE for oversight of the program.

**Corporate Activity.** Corporate activity costs include but are not limited to corporate staff, insurance, data management systems, annual financial audit, software licenses, legal fees for corporate or organization-wide issues, occupancy, and shared communications projects. These costs are shared across all PaintCare programs and allocated relative to population. At the end of the year, the program's share of the corporate allocation was 0.9%.

# **B2.** Financial Summary

The following table shows program revenue and expenses in the last three years.

# REVENUE AND EXPENSES

REVENUE	2018	2019	2020
Larger than half pint up to smaller than 1 gallon	\$67,603	\$67,553	\$79,364
1 gallon up to 2 gallons	274,492	285,415	262,138
Larger than 2 gallons up to 5 gallons	273,351	292,560	282,750
Total Revenue	615,446	645,528	624,252
EXPENSES			
Paint Processing	115,095	124,153	111,272
Paint Transportation	80,965	90,880	97,275
Paint Collection Supplies and Support	33,993	35,685	29,239
Communications	85,285	86,641	161,728
Personnel, Professional Fees, Other	34,135	35,370	16,322
DOEE Administrative Fees	26,000	26,000	26,468
Allocation of Corporate Activity	44,466	46,984	44,974
Total Expenses	419,939	445,714	487,279
Allocation of Investment Activity	(4,316)	44,369	46,087
Change in Net Assets	191,191	244,184	183,061
Net Assets, Beginning of Year	164,083	355,273	599,457
Net Assets, End of Year	\$355,274	\$599,457	\$782,517

Notable changes between the last two program years include:

- Paint Processing costs were down due to reduced paint collection services as a result of the COVID-19 pandemic.
- While collected volume was down 2020 versus 2019, Paint Transportation cost in 2020 were up over 2019 due to transportation costs associated with the door-to-door collection service.
- Paint Collection Supplies and Support costs were down due to reduced paint collection services as a result of the COVID-19 pandemic.
- Communications was up significantly by design in order to rapidly increase public awareness of paint recycling opportunities and to promote the door-to-door collection service.
- Personnel, Professional Fees, Other were down as a result of COVID-19 travel restrictions.
- Allocation of Corporate Activity expenses decreased from 1.0% to 0.9% in September due to the addition of the Washington State program to the allocation calculation.

#### C. RESERVES

Reserves represent the net assets (investments and/or checking account balance) of the program. Reserves provide the program with a balance that is sufficient to pay its bills 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 sets a target reserve level as a percentage of annual expenses. The target is 100%. It also sets a range with minimum and maximum thresholds. The minimum threshold is 75% (nine months) of annual expenses and the maximum is 125% (15 months).

If 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 to program operations, communications, and/or the fee structure to bring the reserve balance within range.

# D. FINANCIAL METRICS

The following financial metrics are provided for the year:

- Total cost of the program: \$487,279
- Cost per gallon of paint collected: \$13.37
- Communications (education/outreach) cost as percentage of total program cost: 33%

- Collection support/supplies, transportation, and processing costs as percentage of total program cost: 49%
- Program administration cost (corporate activity) as percentage of total program cost: 9%
- Reserve level: 161%

# E. EVALUATION OF THE PROGRAM'S FUNDING MECHANISM

PaintCare fees placed on the sale of new paints are based on container sizes as follows:

# PAINTCARE FEE SCHEDULE

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

Based on the program's financial performance, PaintCare has been closely monitoring program activities throughout 2020 in an attempt to determine the impacts of the COVID-19 pandemic on future paint sales and operating costs. Based on PaintCare's projections at the time of this report, PaintCare has determined a lower fee schedule may be warranted. PaintCare is scheduled to present the new fee schedule to its Board of Directors for its consideration. If the fee schedule is approved by the PaintCare Board of Directors, PaintCare will present the new fee schedule to the Department for approval.

# F. 2021 BUDGET

REVENUE	2021
Total Revenue	628,409
EXPENSES	
Paint Processing	164,668
Paint Transportation	143,954
Paint Collection Supplies and Support	43,270
Communications	160,000
Personnel, Professional Fees, Other	22,766
DOEE Administrative Fees	26,785
Allocation of Corporate Activity	45,873
Total Expenses	607,316
Allocation of Investment Activity	0
Change in Net Assets	21,093
onango minoti iosoto	21,000
Net Assets, Beginning of Year	782,517
Net Assets, End of Year	\$803,610
inet Assets, Lift of Teal	\$003,010

# Section 4. Communications

# **Annual Report Statutory Citation**

Section 8-233.02(f) requires PaintCare to submit an annual report that includes, in relevant part:

(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 outreach strategy includes a variety of activities targeted to retailers, painting contractors, municipal agencies, and the public through direct contact and advertising. Outreach efforts during the first half of the year focused on informing the public about changes to PaintCare's services due to the COVID-19 pandemic and encouraged using up leftover paint. During the second half of the year, outreach efforts encouraged the public to recycle unwanted paint, and also included messages related to reducing paint waste by planning ahead for a paint purchase and using up leftover paint.

Outreach was conducted by distributing brochures and other printed materials to retailers and using a variety of media including print advertising, digital ads, TV, online video, and social media. The main call-to-action of outreach materials directs readers to visit PaintCare's website to find a drop-off site using PaintCare's site locator search tool.

The relative amounts of spending dedicated to each of these outreach activities are summarized in the following table.

# RELATIVE SPENDING ON OUTREACH ACTIVITY TYPES

ACTIVITY	PERCENT
Print Advertising	60
TV	17
Social Media	12
Online Video	6
Digital Ads	2
Fulfillment	2
Translations	1
Total	100

# A2. Point of Sale Print Materials

PaintCare continued to distribute print materials to retailers for them to make available to consumers in their stores to educate them about the PaintCare program. Staff fulfilled requests for materials by mail, distributing a total of 206 brochures, mini cards, fact sheets, and posters during the year. Program staff also delivered additional materials in person during site visits.

PaintCare provided counter mats to retailers for use in the paint department to reference when customers have 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.

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



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

# A3. Fact Sheets

Several fact sheets are available on PaintCare's website for different target audiences, and printed versions are distributed upon request. Minor updates are made throughout the year. Current versions of the fact sheets on PaintCare's website include:

- How Does the Paint Stewardship Program Affect Paint Retailers?
- How to Become a Retail Drop-Off Site
- About PaintCare Fees
- Information about the Large Volume Pickup Service
- Information for Painting Contractors
- Information for Paint Purchasers

#### A4. Website

Most PaintCare advertising and outreach efforts direct the public to PaintCare's website for more information and to find a local PaintCare site. The website is easy to navigate and features content on buying the right amount of paint, storage and reuse tips, and recycling. It contains special pages for manufacturers and retailers, explains what products are covered by the program, and has a District of Columbia page with sections for different audiences (Everyone, Contractors, Retailers, and Official Docs). PaintCare's website is updated throughout the year. The most frequently visited part of the website is the PaintCare site locator.

There were 11,485 page views of the District of Columbia web page during the year.

PaintCare provides a web page of links to paint calculators from various sources, at www.paintcare.org/calculators. These calculators can be used by households and businesses to help them buy the right amount of paint.

PaintCare maintains a list of locations by state where the public can find recycled-content paint at www.paintcare.org/wp-content/uploads/docs/xx-recycled-paint-stores.pdf.

PaintCare's website also provides a series of video tips about storing paint properly to increase recyclability. The videos are used in social media posts and on PaintCare's website at www.paintcare.org/storeright.



Two Examples of Storage Tip Videos: (1) Create a Tape Spout to Reduce Spills, (2) Use a Mallet to Close a Paint Can (Using a Hammer Can Damage the Can)

#### A5. Translations

PaintCare translates program brochures and fact sheets into languages other than English upon requests from paint retailers and other stakeholders. Translations of the program brochure and fact sheets including Information for Painting Contractors, PaintCare Products, Information about the Large Volume Pickup Service, and About PaintCare Fee are available in the following languages: Amharic, Arabic, Armenian, Chinese, Farsi, French, Hmong, Khmer, Korean, Lao, Polish, Portuguese, Russian, Spanish, Somali, Thai, Turkish, and Vietnamese. PaintCare maintains a Spanish language translation button on its website, making the site fully bilingual. Additionally, live interpretation in Spanish and other languages is available on PaintCare's telephone hotline by request.

# A6. Signs for Drop-Off Sites

PaintCare provides several signs to drop-off sites to help them educate the public about the program, screen program products, and address any concerns about illegal dumping. Drop-off sites may order the following signs: Program Products (English/Spanish), Program Partner, Combination (program partner with simplified products list), No Dumping, and Please Wait for Assistance. Larger images of these signs can be viewed at www.paintcare.org.



# A7. Press Coverage

On March 10, PaintCare was covered in a *Washington Post* article about spring cleaning. During the year PaintCare issued press releases about initial impacts to its services due to the COVID-19 pandemic and updates as sites returned to normal operations.

#### A8. Digital Display Advertising

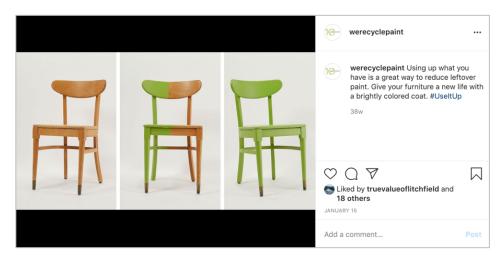
In November PaintCare used digital display advertising to efficiently promote its door-to-door collection service to District homeowners and paint consumers and push them to register on PaintCare's website. The ads were displayed on local news sites East of the River, Popville, and The Hill Rag.



Digital Display Ad Promoting PaintCare's Door-to-Door Collection Service

# A9. Social Media

Throughout the year PaintCare continued to grow its Facebook, Instagram, and Twitter presence and posted messaging to audiences on those platforms. Social media messages included promotion of PaintCare's three key messages: buy the right amount of paint, use up leftover paint, and recycle the rest with PaintCare.



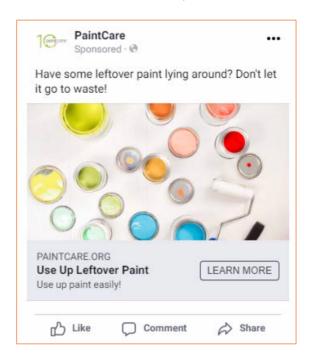
Instagram Post About Using Up Leftover Paint

Social media were also used extensively from March onward to inform the public about temporary impacts on PaintCare's services and to advise them to consider refraining from dropping off paint until later.



Facebook Post Informing Followers About COVID-19 Impacts

In October and November PaintCare ran social media ads on Facebook and Instagram with messages about buying the right amount of paint, using up leftovers, and recycling the rest at drop-off sites.



Facebook Ad Promoting Using Up Leftover Paint

In November and December PaintCare ran social media ads on Facebook and Instagram promoting its door-to-door collection service to District households.



Facebook Ad Promoting PaintCare's Door-to-Door Collection Service

#### A10. Video

In October, PaintCare ran video commercials online and via connected TV devices. PaintCare's current 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 video commercials can be viewed at www.paintcare.org/media, and on its YouTube and Vimeo channels.

#### A11. Television

In October and November PaintCare ran cable television ads in the District, using the same commercial as noted in the Video section above.

# A12. Print Advertising

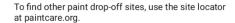
In October and November PaintCare sent direct mail postcards to all 316,815 available households in the District. The postcards were customized by postal carrier routes and promoted recycling leftover paint at recipients' nearest PaintCare drop-off site. The cards also promoted the large volume pickup service. The cards did not include PaintCare's door-to-door collection service because they were planned, printed, and mailed before that program launched.



#### **RECYCLE YOUR LEFTOVER PAINT**

There are nine PaintCare sites in the District of Columbia where households and businesses can recycle or dispose of unwanted paint, stain, and varnish all year round. Your nearest drop-off site is:





All PaintCare sites accept up to 5 gallons per visit. Please call ahead to confirm business hours and ask if they can accept the type and amount of paint you would like to recycle. Retail sites do not accept aerosols (spray paint), leaking, unlabeled, or empty containers. Visit paintcare.org/COVID-19 to review PaintCare's current COVID-19 protocols.

Have a lot of paint to recycle? Households and businesses with 200 gallons or more can contact PaintCare for a free pick-up. Visit paintcare.org/pickup.

LEARN MORE: Visit PAINTCARE.ORG or call (855) PAINT09

Sample Direct Mailer Promoting Nearby Drop-Off Sites

#### B. AWARENESS SURVEY

In October and November, PaintCare ran its annual public awareness survey to measure the ongoing effectiveness of its outreach activities with the assistance of market research firm KB Insights. KB Insights analyzed the data to help PaintCare better understand trends and guide future outreach targeting. Data from all PaintCare programs was included in the analysis, providing comparison results between paint stewardship programs throughout the nation.

Following are some highlights from the survey results:

- 255 surveys were completed by District residents, allowing 90% confidence in the accuracy of the measured results for the population within +/-5%.
- Nearly half (46%) of District respondents knew that paint can be recycled, +4% over 2019.
- Nearly half (48%) of respondents purchased paint in the last year. Of those, 65% reported seeking help from paint retail staff and 74% reported taking measurements themselves in order to purchase the right amount of paint and reduce the amount leftover.
- 77% of respondents said they were "likely" or "extremely likely" to recycle leftover paint if they have it in the future.

The full report for this year's awareness survey for all PaintCare programs is included in the appendix of this report.

# Section 5. 2021 and Future

This section of the annual report describes activities or plans for the program that have happened since December 31, 2020 or are being planned:

#### A. CHANGE IN REPRESENTATIVE ORGANIZATION

PaintCare has begun taking steps to transition having a sole member "disregarded" limited liability company (PaintCare District of Columbia LLC) to replace PaintCare Inc. as the representative organization for the District's paint stewardship program., PaintCare plans to finalize that transition in 2021 in coordination with DOEE.

# B. DROP-OFF SITES AND SERVICES

PaintCare plans to conduct PaintCare events as necessary in wards 4, 7, and 8, in 2021 provided it is safe and allowable to do so.

During 2021 PaintCare also plans to lower the LVP minimum from 200 gallons to 100 gallons. PaintCare has learned over time there is a subset of consumers which have volumes greater than the drop-off sites can reasonably accept at one time and lower than the current LVP minimum of 200 gallons. The decision to lower the LVP minimum to 100 gallons is meant to provide a more convenient service to this subset of consumers.

Finally, PaintCare plans to continue to pilot the door-to-door service in 2021. The service, which has proven to be convenient for many residents, has been used by residents in all wards.

# C. COMMUNICATIONS

PaintCare plans to continue robust public outreach activities in 2021, using a range of digital, video, print, and social media strategies. PaintCare plans to repeat its awareness surveys to continue measuring effectiveness of outreach activities. PaintCare also plans to update its official logo and branding in 2021 and will begin redesigning its website, printed materials, advertisements, and other communications to reflect the refreshed branding.

#### D. CORPORATE ACTIVITY EXPENSES

Allocation of corporate activity expenses decreased from 1.0% to 0.9% in September 2020 due to the addition of the Washington State PaintCare program. There will most likely be another decrease in the percentage of corporate activity allocated to the District program in 2021 from the addition of the New York PaintCare program.

# E. LEGISLATIVE SUPPORT

During 2021, PaintCare will begin to account for the costs of legislative support that is provided by our local lobbyists as well as corporate staff. Legislative support is vital to the maintenance of a robust paint stewardship program. In addition, work on expanding the program to other states also helps to protect and preserve existing programs by ensuring that new states' services are consistent with existing programs. Consequently, a portion of staff time spent on legislative activities and work to expand PaintCare to new states will be billed to the District under the Allocation of Corporate Activity.

Appendix Section A

# **PAINTCARE SITES**

# **District of Columbia PaintCare Sites in 2020**

Ward	Site Name	Address	Type	Gallons
Year	-Round Sites			34,109
1	McCormick Paints	3124 Mount Pleasant St NW	Retail	394
1	Sherwin-Williams	2511 14th St NW	Retail	1,825
2	Sherwin-Williams	1805 Wisconsin Ave NW	Retail	1,503
3	Sherwin-Williams	5023 Connecticut Ave NW	Retail	888
5	Ft Totten Transfer Station & HHW Facility	4900 John McCormack Rd NE	HHW Facility	25,601
5	Annies Ace Hardware	3405 8th St NE	Retail	1,180
5	W S Jenks & Son	910 Bladensburg Rd NE	Retail	1,016
6	McCormick Paints	1442 Pennsylvania Ave SE	Retail	731
6	Sherwin-Williams	1120 3rd St NE	Retail	971
Supp	plemental Sites			51
4	Galliher & Huguely (Closed Mar 2020)	5925 Blair Rd NW	Retail	51
Larg	e Volume Pick-Up Sites			1,171
1	[Household]		LVP	140
2	[Federal Government]		LVP	170
3	[Condominium]		LVP	193
3	[Household]		LVP	42
3	[Household]		LVP	116
3	[Painting Contractor]		LVP	156
4	[School]		LVP	113
6	[Property Manager/Owner]		LVP	197
6	[School]		LVP	44
Doo	r to Door Program			1,125
	PaintCare Door to Door Program	901 New York Ave NW	D2D	1,125
Total				36,456
. 500				-,

Appendix Section B

# Financial Statements and Independent Auditors' Report

Twelve Month Period Ended December 31, 2020 and 2019

# Financial Statements Twelve Month Period Ended December 31, 2020 and 2019

# Contents

Independent Auditors' Report	1-2
Financial Statements	
Statements of Financial Position	3
Statements of Activities	4
Statements of Functional Expenses	5-6
Statements of Cash Flows	7
Notes to Financial Statements	8-17
Supplementary Information	
Schedules of Activities, Organized by Program	18-19





8300 Boone Boulevard Suite 600 Vienna, Virginia 22182

703.893.0300 voice 703.893.4070 facsimile www.rogerspllc.com

# 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, 2020 and 2019; the related statements of activities, functional expenses, and cash flows for twelve month period 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 the 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, 2020 and 2019, and the changes in its net assets and its cash flows for twelve month period 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.

Vienna, Virginia March 16, 2021

12 overs + Company PLIC

# Statements of Financial Position December 31, 2020 and 2019

	2020	2019	
Assets			
Current assets:			
Cash and cash equivalents	\$ 27,911,659	\$ 11,592,998	
Accounts receivable, net	4,606,670	4,160,915	
Investments	59,337,509	55,001,406	
Prepaid expenses	61,936	93,086	
Total current assets	91,917,774	70,848,405	
Intangible assets, net	229,606	242,861	
Total assets	\$ 92,147,380	\$ 71,091,266	
Liabilities and Net Assets			
Liabilities			
Current liabilities:			
Accounts payable and accrued expenses	\$ 9,305,941	\$ 7,932,775	
Due to affiliate	2,139,549	865,118	
Grants payable	100,101	178,865	
Total liabilities	11,545,591	8,976,758	
Net Assets			
Without donor restrictions	80,601,789	62,114,508	
Total net assets	80,601,789	62,114,508	
Total liabilities and net assets	\$ 92,147,380	\$ 71,091,266	

# Statements of Activities For the Twelve Month Period Ended December 31, 2020 and 2019

	2020	2019
Operating Revenue and Support Paint recovery fees	\$ 68,107,028	\$ 60,008,899
Total operating revenue and support	68,107,028	60,008,899
Expenses		
Program and delivery services:		
Oregon	4,512,687	4,375,335
California	28,771,777	31,370,565
Connecticut	2,856,892	3,380,453
Rhode Island	679,444	810,418
Minnesota	4,758,947	5,130,101
Vermont	718,430	817,191
Maine	1,104,108	1,256,277
Colorado	5,415,908	5,866,575
District of Columbia	442,305	398,730
Washington	102,912	41,600
New York	42,451	
Total program and delivery services	49,405,861	53,447,245
General and administrative	4,549,989	4,517,663
Total expenses	53,955,850	57,964,908
Change in Net Assets from Operations	14,151,178	2,043,991
Non-Operating Activities		
Investment return, net	4,336,103	5,474,137
Loss on disposal of intangible assets		(102,362)
Total non-operating activities	4,336,103	5,371,775
Change in Net Assets	18,487,281	7,415,766
Net Assets, beginning of period	62,114,508	54,698,742
Net Assets, end of period	\$ 80,601,789	\$ 62,114,508

# Statement of Functional Expenses For the Twelve Month Period Ended December 31, 2020

### Program and Delivery Services

								District of					General and	
	Oreg	gon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	Columbia	Washington	New York	Administrative	Total
Expenses														
Salaries and related benefits	\$ 11	15,544 \$	915,713	98,382	\$ 32,368 \$	234,884 \$	41,696 \$	88,330 \$	189,256 \$	12,189 \$	38,029 \$	- \$	1,590,724	\$ 3,357,115
Collection support	1	16,389	3,016,941	441,778	118,762	347,899	65,962	138,956	439,593	29,239	1,989	-	-	4,617,508
Transportation and processing	4,28	30,130	21,897,673	2,154,995	448,261	4,064,857	576,586	791,393	3,909,731	208,547	-	-	-	38,332,173
Communications	3	33,851	2,428,492	124,160	73,060	76,892	1,608	1,315	733,929	161,728	19,256	1,178	10,688	3,666,157
Legal fees		-	5,784	-	-	-	-	-	5,794	1,913	81	13,617	52,033	79,222
State agency administrative fees	4	40,000	402,584	22,400	-	17,171	30,000	78,919	120,000	26,468	22,700	10,000	-	770,242
Professional fees		647	11,800	3,358	597	1,593	400	781	611	541	14,750	3,486	110,538	149,102
Office and supplies		7,522	13,525	396	99	1,584	-	156	734	-	1,787	293	24,531	50,627
Subscriptions and publications		869	16,291	145	43	1,537	60	217	386	-	472	-	62,525	82,545
Professional development		2,580	18,009	5,336	3,692	3,157	125	2,281	5,245	-	650	4,626	12,181	57,882
Travel		5,258	42,983	5,167	1,597	9,220	1,956	499	7,182	1,606	2,455	6,533	24,411	108,867
Meetings		65	1,945	64	101	153	-	-	162	74	10	2,718	1,737	7,029
Bank fees		1,050	-	661	790	-	-	1,076	-	-	210	-	103,441	107,228
Management fees		-	-	-	-	-	-	-	-	-	-	-	2,230,558	2,230,558
Insurance		-	-	-	-	-	-	-	-	-	-	-	254,832	254,832
Amortization		-	-	-	-	-	-	-	-	-	-	-	63,355	63,355
Other expenses		8,782	37	50	74	-	37	185	3,285	-	523	-	8,435	21,408
<b>Total Expenses</b>	\$ 4,51	12,687 \$	28,771,777	\$ 2,856,892	\$ 679,444 \$	4,758,947 \$	718,430 \$	1,104,108 \$	5,415,908 \$	442,305 \$	102,912 \$	42,451 \$	4,549,989	\$ 53,955,850

# Statement of Functional Expenses For the Twelve Month Period Ended December 31, 2019

### Program and Delivery Services

									District of		General and	
-	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	Columbia	Washington	Administrative	Total
Expenses												
Salaries and related benefits	\$ 118,230 \$	894,784	95,322 \$	\$ 28,440 \$	154,247 \$	39,445 \$	84,316 \$	198,284 \$	12,591	\$ 22,567	1,428,787	\$ 3,077,013
Collection support	15,548	3,215,403	461,459	109,772	433,216	87,579	125,267	540,981	35,685	-	-	5,024,910
Transportation and processing	4,110,650	23,255,793	2,242,897	492,977	4,275,146	674,900	928,091	4,159,813	215,033	-	-	40,355,300
Communications	40,951	3,312,079	530,808	151,847	196,402	6,426	9,365	645,660	86,642	-	55,628	5,035,808
Legal fees	7,018	79,845	10,674	14,881	9,903	-	8,416	9,935	9,915	8,849	48,140	207,576
State agency administrative fees	40,000	307,617	20,000	-	19,891	-	71,003	120,000	26,000	-	-	604,511
Professional fees	5,687	29,019	5,596	769	2,950	2,829	3,541	34,443	346	193	133,265	218,638
Office and supplies	439	3,176	218	359	1,809	353	100	2,007	155	445	28,659	37,720
Subscriptions and publications	866	3,978	172	46	1,358	61	130	869	2	9	64,005	71,496
Professional development	1,150	23,657	3,822	564	6,082	50	2,633	7,826	-	73	32,959	78,816
Travel	16,946	137,953	8,602	9,918	18,175	5,471	11,825	43,946	11,959	9,098	144,209	418,102
Meetings	623	7,210	583	545	1,557	37	148	2,478	92	366	20,187	33,826
Bank fees	1,025	-	-	-	-	-	657	-	-	-	68,264	69,946
Management fees	-	-	-	-	-	-	-	-	-	-	2,161,926	2,161,926
Insurance	-	-	-	-	-	-	-	-	-	-	235,750	235,750
Amortization	-	-	-	-	-	-	-	-	-	-	95,343	95,343
Research and development grant	-	100,000	-	-	-	-	-	100,000	-	-	-	200,000
Other expenses	16,202	51	300	300	9,365	40	10,785	333	310	-	541	38,227
Total Expenses	\$ 4,375,335 \$	31,370,565	3,380,453	\$ 810,418 \$	5,130,101 \$	817,191 \$	1,256,277 \$	5,866,575 \$	398,730	\$ 41,600	\$ 4,517,663	\$ 57,964,908

See accompanying notes. 6

# Statements of Cash Flows For the Twelve Month Period Ended December 31, 2020 and 2019

	2020	2019
<b>Cash Flows from Operating Activities</b>		
Change in net assets	\$ 18,487,281	\$ 7,415,766
Adjustments to reconcile change in net assets to		
net cash provided by operating activities:		
Amortization	63,355	95,343
Loss on disposal of intangible assets	-	102,363
Net realized and unrealized gain		
on investments	(3,292,809)	(4,345,580)
Change in allowance for doubtful accounts		
receivable	(4,276)	21,275
Change in operating assets and liabilities:		
(Increase) decrease in:		
Accounts receivable	(441,479)	1,496,591
Prepaid expenses	31,150	82,151
Increase (decrease) in:		
Accounts payable and accrued expenses	1,373,166	91,334
Due to affiliate	1,274,431	(349,310)
Grants payable	(78,764)	178,865
Net cash provided by operating activities	17,412,055	4,788,798
<b>Cash Flows from Investing Activities</b>		
Purchases of investments	(13,411,519)	(16,493,716)
Proceeds from sale of investments	12,368,225	10,365,160
Purchases of intangible assets	(50,100)	
Net cash used in investing activities	(1,093,394)	(6,128,556)
Net Increase (Decrease) in Cash	16,318,661	(1,339,758)
Cash, beginning of period	11,592,998	12,932,756
Cash, end of period	\$ 27,911,659	\$ 11,592,998

Notes to Financial Statements December 31, 2020 and 2019

# 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. Similar legislation has subsequently been passed in other jurisdictions. The paint stewardship legislation guides 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.

PaintCare organized single-member limited liability companies (LLC) for the Oregon, Connecticut, Rhode Island, Maine, Colorado, District of Columbia, Washington and New York 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, 2020 and 2019, all net assets were without donor restrictions.

# Cash Equivalents

For the purpose of the statements of cash flows, PaintCare considers as cash equivalents all highly liquid investments, which can be converted into known amounts of cash and have a maturity period of ninety days or less at the time of purchase.

## 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, 2020 and 2019 an allowance of \$59,899 and \$64,175, respectively, was recognized.

Notes to Financial Statements December 31, 2020 and 2019

# 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, net of investment management fees, are reported as a component of net investment return in the accompanying statements of activities.

# Intangible Assets

PaintCare capitalizes certain costs associated with computer software developed or obtained for internal use in accordance with the provision of Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) 350-40, *Internal Use Software*. PaintCare's policy provides for the capitalization of external direct costs of materials and services and directly related payroll costs. Costs associated with preliminary project state activities, training, maintenance, and post implementation stage activities are expensed as incurred. Capitalized costs are amortized over the estimated useful life of five years on a straight-line basis.

# Grants Payable

Grants payable represent amounts awarded to organizations for the Innovation Recycling Grant Competition. These funds were committed as of June 30, 2019 and will be paid out over a maximum period of three years on a reimbursement-only basis. Grants payable are included in the accompanying statements of financial position, totaling \$100,101 and \$178,865 at December 31, 2020 and 2019, respectively.

# 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. The majority of PaintCare's revenue arrangements generally consist of a single performance obligation to transfer promised services. Revenue is recognized when PaintCare delivers the services. Based on PaintCare's evaluation process and review of its contracts with customers, the timing and amount of revenue previously recognized is consistent with how revenue is recognized under the new standard. No changes were required to previously reported revenues as a result of the adoption.

Notes to Financial Statements December 31, 2020 and 2019

# 2. Summary of Significant Accounting Policies (continued)

# Revenue Recognition (continued)

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.

# 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. The expenses that are allocated include occupancy 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.

# **Communications Costs**

PaintCare holds communication-related contracts for advertising, marketing, and consumer awareness. Communications costs are charged to operations when incurred. Communications expenses were \$3,666,157 and \$5,035,808 for the twelve month period ended December 31, 2020 and 2019, respectively.

# **Use of Estimates**

The preparation of the 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.

Notes to Financial Statements December 31, 2020 and 2019

# 2. Summary of Significant Accounting Policies (continued)

# 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 net investment return and loss on disposal of intangible assets.

## Reclassifications

Certain amounts in the 2019 financial statements have been reclassified to conform to the 2020 presentation. These reclassifications have no effect on the change in net assets previously reported.

# Subsequent Events

In preparing these financial statements, PaintCare has evaluated events and transactions for potential recognition or disclosure through March 16, 2021, the date the financial statements were available to be issued.

# 3. Liquidity and Availability

PaintCare strives to maintain liquid financial assets sufficient to cover 90 days of general expenditures. Management periodically reviews PaintCare's liquid asset needs and adjusts the cash balances as necessary.

Financial assets available for general expenditures, that is, without donor or other restrictions limiting their use, within one year of the statements of financial position date, comprise the following at December 31:

	2020	2019
Cash and cash equivalents Accounts receivable, net Investments, short term	\$ 27,911,659 4,606,670 41,826,898	\$ 11,592,998 4,160,915 36,413,680
Total available for general expenditures	\$ 74,345,227	\$ 52,167,593

Notes to Financial Statements December 31, 2020 and 2019

## 4. Concentration of Credit Risk

Financial instruments that potentially subject PaintCare to significant concentrations of credit risk consist of cash and cash equivalents, 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 cash equivalents, 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:

	2020	 2019
California	\$ 2,679,700	\$ 2,763,506
Colorado	475,008	380,255
Minnesota	549,549	344,682
Oregon	451,841	342,296
Connecticut	246,193	180,242
Maine	95,524	64,647
Rhode Island	64,709	56,740
District of Columbia	45,288	43,739
Vermont	58,757	48,983
Total accounts receivable	4,666,569	4,225,090
Less: allowance for doubtful accounts	 (59,899)	 (64,175)
Accounts receivable, net	\$ 4,606,670	\$ 4,160,915

Notes to Financial Statements December 31, 2020 and 2019

### 6. Investments and Fair Value Measurements

Net investment return consisted of the following for the twelve month period ended December 31:

	2020	2019
Interest and dividend income Net realized and unrealized gain Investment fees	\$ 1,214,814 3,292,809 (171,520)	\$ 1,273,968 4,345,580 (145,411)
Total investment return, net	\$ 4,336,103	\$ 5,474,137

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 ASC 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, which are valued based on quoted prices in less active markets.

Notes to Financial Statements December 31, 2020 and 2019

# 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, 2020:

		Level 1	Level 2	Level 3	Total
Fauitian					
Equities:	Φ	250 441 0	Φ.	Ф	250 441
Energy	\$	378,441 \$	- \$	- \$	378,441
Materials		711,615	-	-	711,615
Industrials		1,933,051	-	-	1,933,051
Consumer discretionary	7	2,097,775	-	-	2,097,775
Consumer staples		1,437,964	-	-	1,437,964
Health care		2,385,807	-	-	2,385,807
Financials		2,118,876	-	-	2,118,876
Information technology		3,928,706	_	-	3,928,706
Telecommunication					
service		1,615,083	-	-	1,615,083
Utilities		646,668	-	-	646,668
Real estate		639,260	-	-	639,260
Bend		155,993	_	-	155,993
Mutual funds:		•			
Exchange traded funds		6,337,235	-	-	6,337,235
Fixed income		10,335,838	-	-	10,335,838
Corporate bonds		8,240,549	-	-	8,240,549
Cash equivalents		1,993,231	_	-	1,993,231
Government securities:					
U.S. Treasury		_	10,694,841	-	10,694,841
U.S. Agency		-	3,686,576	-	3,686,576
	_			_	
Total investments	\$	44,956,092 \$	14,381,417 \$	- \$	59,337,509

Notes to Financial Statements December 31, 2020 and 2019

# 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, 2019:

		Level 1	Level 2	Level 3	Total
Equition					
Equities:	Φ	(22.221 f	¢.	¢.	(22.221
Energy	\$	623,221 \$	- \$	- \$	623,221
Materials		581,943	-	-	581,943
Industrials		1,763,731	-	-	1,763,731
Consumer discretionary	7	1,655,869	-	-	1,655,869
Consumer staples		1,328,062	-	-	1,328,062
Health care		2,053,925	-	-	2,053,925
Financials		2,428,028	_	-	2,428,028
Information technology	,	2,985,474	-	-	2,985,474
Telecommunication					
service		1,414,594	-	-	1,414,594
Utilities		631,352	-	-	631,352
Real estate		759,835	-	-	759,835
Bend		90,500	-	-	90,500
Mutual funds:					
Exchange traded funds		5,328,669	-	-	5,328,669
Fixed income		9,119,232	-	-	9,119,232
Corporate bonds		7,793,600	-	-	7,793,600
Cash equivalents		1,433,252	-	-	1,433,252
Government securities:					
U.S. Treasury		-	10,741,457	-	10,741,457
U.S. Agency		-	4,268,662	-	4,268,662
Total investments	\$	39,991,287 \$	15,010,119 \$	- \$	55,001,406

Notes to Financial Statements December 31, 2020 and 2019

# 7. Intangible Assets

Intangible assets consist of the following at December 31:

	 2020	2019			
Software Less: accumulated amortization	\$ 404,839 (175,233)	\$ 354,739 (111,878)			
Intangible assets, net	\$ 229,606	\$ 242,861			

Amortization expense for each year of the estimated remaining lives is estimated to be as follows for the years ending December 31:

2021	\$ 63,355
2022	63,355
2023	63,355
2024	 39,541
Future estimated amortization	\$ 229,606

# 8. Related Party

ACA, a related party, is a separate, 501(c)(6) nonprofit organization working to advance the needs of the paint and coatings industry and the professionals who work in it. Through advocacy of the industry and its positions on legislative, regulatory, and judicial issues at the federal, state, and local levels, it acts as an effective ally, ensuring that the industry is represented and fairly considered. ACA also devotes itself to advancing industry efforts with regard to product stewardship, through its signature Coating Care® resources, and focuses on advancements in science and technology through its technical conferences and journals, as well as online training opportunities. ACA incorporated PaintCare for the sole purpose of implementing programs for post-consumer architectural paint. ACA maintains a controlling interest in PaintCare through the ability to appoint its Board of Directors.

Notes to Financial Statements December 31, 2020 and 2019

# 8. Related Party (continued)

In February 2011, ACA and PaintCare entered into an affiliation agreement whereby ACA charges PaintCare an administrative fee, annually, to cover the following expense categories: allocation of time incurred by PaintCare officers, allocation of other direct labor, and allocation of occupancy and infrastructure costs. The term of the agreement is for one year and it automatically renews for one-year terms unless canceled by either party.

For the twelve month period ended December 31, 2020 and 2019, the total administrative fees charged by ACA to PaintCare were \$2,230,558 and \$2,161,926, respectively. At December 31, 2020 and 2019, PaintCare owed ACA \$2,139,549 and \$865,118, respectively, which is recorded as due to affiliate in the accompanying statements of financial position.

# 9. 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**

\_\_\_\_

Schedule of Activities, Organized by Program
For the Twelve Month Period Ended December 31, 2020

										District of			General and	
		Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	Columbia	Washington	New York	Administrative	Total
Operating Revenue and Support	Φ.	C 201 504 . 6	27.052.002	2.000.401 @	1.024.040	0.020.205 @	1 002 047 6	1.620.474 @	7 501 222 A	624.252 A	Φ.		Φ.	60 107 020
Paint recovery fees	2	6,391,504 \$	37,953,882 \$	3,860,401 \$	1,034,940 \$	8,029,305 \$	1,003,047 \$	1,628,474 \$	7,581,223 \$	624,252 \$	- \$	- \$	- \$	68,107,028
Total operating revenue and support	_	6,391,504	37,953,882	3,860,401	1,034,940	8,029,305	1,003,047	1,628,474	7,581,223	624,252	-	-	-	68,107,028
Expenses														
Program and delivery services:														
Collection support		16,389	3,016,941	441,778	118,762	347,899	65,962	138,956	439,593	29,239	1,989	-	-	4,617,508
Transportation and processing		4,280,130	21,897,673	2,154,995	448,261	4,064,857	576,586	791,393	3,909,731	208,547	-	-	-	38,332,173
Communications		33,851	2,428,492	124,160	73,060	76,892	1,608	1,315	733,929	161,728	19,256	1,178	-	3,655,469
Legal fees		-	5,784	-	-	-	-	-	5,794	1,913	81	13,617	-	27,189
State agency administrative fees		40,000	402,584	22,400	-	17,171	30,000	78,919	120,000	26,468	22,700	10,000	_	770,242
Other program expenses		142,317	1,020,303	113,559	39,361	252,128	44,274	93,525	206,861	14,410	58,886	17,656	-	2,003,280
Total program and delivery services		4,512,687	28,771,777	2,856,892	679,444	4,758,947	718,430	1,104,108	5,415,908	442,305	102,912	42,451	-	49,405,861
General and administrative:														
Legal fees		_	_	_	_	_	_	_	_	_	_	_	52,033	52,033
Management fees													2,230,558	2,230,558
Insurance		-	-	-	-	-	-	-	-	-	-	-	254,832	254,832
Other expense		_	-	-	-	_	_	-	_	-	-	-	2,012,566	2,012,566
Other expense								<del>-</del>			<del>-</del>		2,012,300	2,012,300
Total general and administrative		-	-	-	-	-	-	-	-	-	-	-	4,549,989	4,549,989
Total expenses		4,512,687	28,771,777	2,856,892	679,444	4,758,947	718,430	1,104,108	5,415,908	442,305	102,912	42,451	4,549,989	53,955,850
Change in Net Assets from Operations		1,878,817	9,182,105	1,003,509	355,496	3,270,358	284,617	524,366	2,165,315	181,947	(102,912)	(42,451)	(4,549,989)	14,151,178
Non-Operating Activity	-													
Investment return, net		-	-	-	-	-	-	-	-	-	-	-	4,336,103	4,336,103
Change in Net Assets Before Allocation of														
General and Administrative Activities		1,878,817	9,182,105	1,003,509	355,496	3,270,358	284,617	524,366	2,165,315	181,947	(102,912)	(42,451)	(213,886)	18,487,281
General and administrative allocation		(286,341)	(2,784,419)	(267,134)	(78,671)	(396,424)	(46,769)	(99,284)	(375,890)	(44,974)	(170,083)	_	4,549,989	_
Investment allocation		-	3,599,655	-	-	196,007	(14,807)	-	509,161	46,087	-	-	(4,336,103)	-
Total Change in Net Assets		1,592,476	9,997,341	736,375	276,825	3,069,941	223,041	425,082	2,298,586	183,060	(272,995)	(42,451)	-	18,487,281
Net Assets (Deficit), beginning of period		205,627	51,677,996	3,073,695	825,465	398,554	(553,809)	116,099	5,857,363	599,456	(85,938)	-	-	62,114,508
	•	1,798,103 \$	61,675,337 \$	3,810,070 \$	1,102,290 \$	3,468,495 \$	(330,768) \$	541,181 \$	8,155,949 \$	782,516 \$	(358,933) \$	(42,451) \$	- \$	80,601,789
Net Assets (Deficit), end of period	3	1,/98,103 \$	01,0/3,33/ \$	3,810,070 \$	1,102,290 \$	3,408,495 \$	(330,708) \$	341,181 \$	8,133,949 \$	/82,316 \$	(338,933) \$	(42,431) \$	- \$	80,001,789

# Schedule of Activities, Organized by Program For the Twelve Month Period Ended December 31, 2019

_	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	General and Administrative	Total
Operating Revenue and Support Paint recovery fees	\$ 5,669,810 \$	34,287,202 \$	3,423,301 \$	934,494 \$	6,191,647 \$	856,215 \$	1,308,974 \$	6,691,728 \$	645,528 \$	- S	- <b>\$</b>	60,008,899
Tulii recovery lees	ψ 5,005,010 ψ	34,207,202 W	3,423,301	231,171	0,171,047	030,213 φ	1,500,574 \$	0,021,720 ψ	043,320 ψ	<u> </u>	Ψ	00,000,022
Total operating revenue and support	5,669,810	34,287,202	3,423,301	934,494	6,191,647	856,215	1,308,974	6,691,728	645,528	-	-	60,008,899
Expenses												
Program and delivery services:												
Collection support	15,547	3,215,405	461,461	109,774	433,216	87,580	125,269	540,981	35,685	-	-	5,024,918
Transportation and processing	4,110,650	23,255,792	2,242,898	492,977	4,275,145	674,900	928,090	4,159,813	215,034	-	-	40,355,299
Communications	40,951	3,312,079	530,809	151,845	196,402	6,426	9,367	645,660	86,641	-	-	4,980,180
Legal fees	7,018	79,845	10,674	14,881	9,903	-	8,415	9,935	9,915	8,849	=	159,435
State agency administrative fees	40,000	307,617	20,000	-	19,890	-	71,003	120,000	26,000	-	=	604,510
Other program expenses	161,169	1,199,827	114,611	40,941	195,545	48,285	114,133	390,186	25,455	32,751	-	2,322,903
Total program and delivery services	4,375,335	31,370,565	3,380,453	810,418	5,130,101	817,191	1,256,277	5,866,575	398,730	41,600	-	53,447,245
General and administrative:												
Legal fees	-	-	-	-	-	-	-	-	-	-	48,140	48,140
Management fees	-	-	-	-	-	-	-	-	-	-	2,161,926	2,161,926
Insurance	-	-	-	-	-	-	-	-	-	-	235,750	235,750
Other expense	-	-	-	-	-	-	-	-	-	-	2,071,847	2,071,847
Total general and administrative	-	-	-	-	-	-	-	-	-	-	4,517,663	4,517,663
Total expenses	4,375,335	31,370,565	3,380,453	810,418	5,130,101	817,191	1,256,277	5,866,575	398,730	41,600	4,517,663	57,964,908
Change in Net Assets from Operations	1,294,475	2,916,637	42,848	124,076	1,061,546	39,024	52,697	825,153	246,798	(41,600)	(4,517,663)	2,043,991
Non-Operating Activities												
Investment return, net	-	-	-	-	-	-	-	-	-	-	5,474,137	5,474,137
Loss on disposal of intangible assets	-	-	-	-	-	-	-	-	-	-	(102,362)	(102,362)
Change in Net Assets Before Allocation of General and Administrative Activities	1,294,475	2,916,637	42,848	124,076	1,061,546	39,024	52,697	825,153	246,798	(41,600)	854,112	7,415,766
Consultant desirent and the street	(200.140)	(2.008.882)	(270.075)	(82.187)	(414.144)	(49.950)	(102.722)	(202 (02)	(46,984)	(44,338)	4,620,024	
General and administrative allocation	(299,140)	(2,908,883)	(279,075)	(82,187)	(414,144)	(48,859)	(103,722)	(392,692)		* * *		-
Investment allocation	-	4,919,764	-	-	24,372	(51,223)	(352)	537,206	44,369	-	(5,474,136)	
Total Change in Net Assets	995,335	4,927,518	(236,227)	41,889	671,774	(61,058)	(51,377)	969,667	244,183	(85,938)	-	7,415,766
Net Assets (Deficit), beginning of period	(789,708)	46,750,478	3,309,922	783,576	(273,220)	(492,751)	167,476	4,887,696	355,273	-	-	54,698,742
Net Assets (Deficit), end of period	\$ 205,627 \$	51,677,996 \$	3,073,695 \$	825,465 \$	398,554 \$	(553,809) \$	116,099 \$	5,857,363 \$	599,456	(85,938) \$	- \$	62,114,508

Appendix Section C



# District of Columbia Paint Stewardship Program

Each year about 800 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 of Columbia'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 a fee 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.

# 

- · 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.







DISTRICT OF COLUMBIA

# Places to Take Leftover 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 site locator at www.paintcare.org or call our hotline at (855) PAINT09.

# How to Recycle

PaintCare sites accept all brands of leftover house paint, stain, and varnish, whether recently used or many years old. Containers must be five gallons or smaller, and some types of paint are not accepted. See back panel for a list of what PaintCare accepts for recycling.

All PaintCare drop-off sites accept up to five gallons of paint per visit. Some sites accept more. Please call sites 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 makes sure that your leftover paint is remixed into recycled paint, used as a fuel, made into other products, or is properly disposed if no other beneficial use for it can be found.

# Who Can Use the Program?

Households can bring as much latex or oil-based paint as the site is willing to accept.

To use the PaintCare program for oil-based paint, a business must qualify as an exempt generator under federal and any analogous state hazardous waste generator rules. Please visit www.paintcare.org/VSQG for more information on exempt generator rules. If your business does not qualify as an exempt generator, it will not be able to use the program for oil-based paint, but it can still use the program for latex products.

# Large Volume Pickup

If you have at least 200 gallons of paint to recycle at your business or home, ask about our free pickup service. Please visit paintcare.org or 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 state. 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. The fee is 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 fee is used to fund the costs of running the program, including recycling, public education, staffing, and other expenses.

# **Contact Us**

To learn more or find a drop-off site, please visit www.paintcare.org or call (855) PAINT09.





# 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

# 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 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 nonprofit 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 a fee 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.)

# PAINTCARE FEE

The PaintCare fee is applied to the purchase price of architectural paint sold in the District as required by law. The fee is applied to each container and varies by the size of the container as follows:

Half pint or smaller	\$ 0.00
Larger than half pint up to smaller than 1 gallor	n \$ 0.45
1 gallon up to 2 gallons	\$ 0.95
Larger 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, or call (855) PAINT09.



Recycle with PaintCare

# Counter Mat



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, or call (855) 724-6809.



# Information for Painting Contractors

UPDATED — JANUARY 2021

# How do paint stewardship laws affect painting contractors?

# **Paint Recycling Made Easy**

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, and Vermont, and is developing programs for New York and Washington. The main goal of PaintCare is to decrease paint waste and recycle more postconsumer (leftover) paint.

# **Paint Drop-Off Sites**

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take leftover architectural paint, free of charge. Most drop-off sites are paint and hardware stores; others are waste transfer stations, recycling centers, and household hazardous waste facilities. Participation as a drop-off site is voluntary. There are more than 1,800 drop-off sites across all PaintCare programs. To find a drop-off location, visit www.paintcare.org.

## Fee and Funding

As required by laws in PaintCare jurisdictions, the program is funded by a fee (known as the PaintCare fee) that must be added by manufacturers to the wholesale price of all architectural paint sold in the state, including paint sold in stores and online. This fee is paid by manufacturers to PaintCare to fund program operations including paint collection and recycling, consumer education, and program administration. Displaying the fee on receipts is optional for retailers; however, PaintCare asks retailers to show the fee to inform consumers about the program.

The PaintCare fee is based on container size and varies from one program to another:

# California, Colorado, Connecticut, Maine, 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, Oregon, Washington

\$ 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 up 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 up to smaller than 1 gallon

\$ 0.99 — 1 gallon

\$ 1.99 — Larger than 1 gallon up to 5 gallons

### **New York**

The fee structure for New York is not yet known. PaintCare will propose a fee structure in the program plan for New York, and it will be based on the anticipated costs to run the program. The fee must be approved by the state oversight agency. Visit www.paintcare.org for updates.

# **RECOMMENDATIONS FOR CONTRACTORS**

### Preparing Estimates

When estimating jobs, contractors should take the PaintCare fee into account by checking with suppliers to make sure their quotes for paint products include the fee.

### Pass Fee to Customers

PaintCare suggests that painting contractors pass on the fee to customers in order to recoup the fee they pay. Tell customers that quotes include the PaintCare fee and that the fee funds a statewide paint recycling program.

# **Convenient Paint Drop-Off Sites**

With paint drop-off sites conveniently located throughout PaintCare states, anyone can drop off their leftover paint year round. Many contractors report clearing out their storage spaces and no longer stockpiling paint. Contractors now have an answer for customers who ask what to do with old paint they no longer want; they can recommend that they use PaintCare drop-off sites too.

Most drop-off sites take 5 gallons per customer per trip, though some take more. All retail drop-off sites take paint from businesses, although some transfer stations and household hazardous waste programs only serve households. Always call a drop-off site ahead of visiting to make sure they have space for your volume and to confirm they take paint from businesses.

# Pickup Service for Large Volumes

Painting contractors, property managers, and others with at least 200 gallons of leftover paint to recycle may qualify to have their paint picked up by PaintCare for free. To learn more about this service or to request an appointment, visit www.paintcare.org/pickup or call (855) PAINT09.

### **Business Limits**

To use the PaintCare program for oil-based paint, a business must qualify as an exempt generator under federal and any analogous state hazardous waste generator rules. Please visit www.paintcare.org/VSQG for more information on exempt generator rules. If your business does not qualify as an exempt generator, it will not be able to use the program for oil-based paint, but it can still use the program for latex products.

# 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. 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, lacguers, 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



# Large Volume Pickup (LVP) Service

UPDATED — JANUARY 2021

# PaintCare offers a free pickup service to painting contractors, property managers, and others with large amounts of leftover architectural paint.

## Who Is PaintCare?

PaintCare is a nonprofit 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 households 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 or call (855) PAINT09.

## Large Volume Pickups

For those who have accumulated a large volume of paint, PaintCare offers a pickup service. Large volume means at least 200 gallons, measured by container size (not liquid volume). On a case-by-case basis, PaintCare may approve a pickup for less than 200 gallons. After two or three pickups, you may be switched to a repeat pickup 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 paint recycling company or a hazardous waste transportation company to assist you.

### HOW TO REQUEST A LARGE VOLUME PICKUP

# 1) Sort and count your paint

Tally 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

Fill out the Large Volume Pickup Request Form on our website. Upon request, the form is also available as a PDF and can be returned to PaintCare by email, fax, or regular mail. Visit www.paintcare.org/pickup or call PaintCare for the form.

## Scheduling

After reviewing your form, PaintCare staff will either approve your site for a pickup 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 pickup. It may be several weeks before your pickup occurs.

### On the Day of Your Pickup

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



The hauler is responsible for packing the paint into the shipping containers. 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.

# Repeat Service for Large Volume Pickups

For businesses that generate large volumes of unwanted paint on a regular basis, a service for recurring direct pickups is available. With this service, you will be provided with empty bins and can request a pickup when at least three bins are filled. Your full bins will be swapped with empty bins each time a pickup occurs. You will be required to sign a contract with PaintCare, and PaintCare will provide onsite training how how to properly pack the paint.

# **Business Limits**

To use the PaintCare program for oil-based paint, a business must qualify as an exempt generator under federal and any analogous state hazardous waste generator rules. Please visit www.paintcare.org/VSQG for more information on exempt generator rules. If your business does not qualify as an exempt generator, it will not be able to use the program for oil-based paint, but it can still use the program for latex products.

# If You Have Products We Don't Accept

PaintCare 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 households contact their local household hazardous waste (HHW) program. Businesses should contact their local HHW program to determine if they are elibible to participate. 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 that are no larger than 5 gallons. 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

# Recycle here.



# **ACCEPTABLE**

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

# **NOT ACCEPTABLE**

- Paint thinner
- X Two component paints
- **X** Aerosols
- **⋈** Other chemicals
- Leaking or empty containers
- **X** 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.



# 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.







#### **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 bitumenbased)
- · 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



# 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)

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. 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.

# **8** 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

# 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



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





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

UPDATED — JANUARY 2021

The District of Columbia's paint stewardship law requires paint manufacturers to set up and operate a paint stewardship program in the District. Funding for the program comes from a fee applied to architectural paint sold in the District. The program started in November 2016.

#### **PaintCare**

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, and Vermont, and is developing programs for New York and Washington. The District of Columbia program is required by law, but it is designed and operated by the paint manufacturing industry through PaintCare.

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

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take postconsumer (leftover) architectural paint, free of charge. PaintCare has established more than 1,800 paint drop-off sites across its programs. While most sites are paint retailers, solid waste facilities including transfer stations, recycling centers, and landfills, as well as household hazardous waste (HHW) facilities, may also volunteer to be paint drop-off sites.

# 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 collection bins and can provide minimal staff time to accept paint from the public. By doing so, retailers can increase foot traffic and provide an environmental service for their community. They make it convenient for their customers to recycle leftover paint and help provide relief to local government programs that manage leftover paint. PaintCare provides everything the store will need, including paint collection bins, site training, and support. PaintCare pays for paint transportation and recycling and promotes sites to the local community.

Stores 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.

### REQUIREMENTS OF RETAILERS

#### 1. Check Registered Manufacturers and Brands

Retailers may not sell architectural paints in the District that are not registered. Paint manufacturers must register their company with PaintCare, and they must register all architectural paint brands they sell in the District. 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 for registration lists.



#### 2. Pass on the PaintCare Fee

State law requires that a stewardship fee (PaintCare fee) is applied by manufacturers to the wholesale price of all architectural paint sold in store and online 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. The law also requires that retailers and distributors apply the fee to the price of architectural paint they sell. The fee paid by the customers to the retailers offsets the fee charged to the retailers. This ensures a level playing field for all parties.

# **COMMON QUESTIONS**

#### How much is the fee?

The fee is by 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 is the fee initially calculated?

When a new program starts, the fee is set to cover the cost of a fully operating program. PaintCare estimates the annual sales of architectural paint in each state and 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 container size that will provide the revenue needed to fund the program. PaintCare is a nonprofit organization and operates programs on a state-by-state basis, so the fee may increase or decrease and is different from state to state.

#### 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.

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

The fee is not a deposit. The fee is used entirely to cover the expenses of running the program and not given back as a deposit for the return of paint or empty paint cans.

# Are we required to show the fee on receipts?

No, but most stores do show the fee in order to explain the price increase. PaintCare encourages retailers to show the fee to aid in customer education and provide consistency across the program.

#### Do we return the fee if a product is returned?

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

#### How does 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 the definition of architectural paint for the purposes of this program or examples of PaintCare and non-PaintCare products, please contact PaintCare or visit www.paintcare.org.

#### Contact

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



# Become a Retail Drop-Off Site for Paint

UPDATED — JANUARY 2021

PaintCare makes it easy for paint retailers to provide a convenient and valuable service for their community. Funding for the program comes from a fee applied to the price of architectural paint sold in these states.

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, and Vermont, and is developing programs for New York and Washington. The main goal of PaintCare is to decrease paint waste and recycle more postconsumer (leftover) paint.

## **Paint Drop-Off Sites**

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses are able to take leftover architectural paint, free of charge.

Most drop-off sites are paint and hardware stores; others are waste transfer stations, recycling centers, and household hazardous waste facilities. Participation as a drop-off site is voluntary. There are more than 1,800 drop-off sites across all PaintCare programs.

All retailers in PaintCare states should be aware of the program, that the PaintCare fee is applied to the price of architectural paint products, and that drop-off sites are available throughout the state.

#### **Benefits to Retailers and Their Customers**

There are many benefits to becoming a paint drop-off site. As a participating retailer, you will:

- Make recycling of leftover paint more convenient for your customers
- Support the paint industry's effort to lead the way in being responsible for end-of-life management of its products
- Promote your store as environmentally responsible
- Increase customer foot traffic and sales opportunities
- Help relieve local government of their cost of managing leftover paint
- Help your state conserve resources, keep paint out of the waste stream, and prevent the improper disposal of paint in your community

# Become a Drop-Off Site

Retailers interested in becoming drop-off sites can fill out the Interest Form available at www.paintcare.org/retailer-interest-form.



# PaintCare Drop-Off Sites Receive

- Bins for storing collected PaintCare products
- Transportation and recycling of the collected PaintCare products
- Training materials and staff training at your site
- Program brochures, signage, and customer education materials
- Paint spill kits
- Listing of your store as a drop-off site on our website and in advertisements and promotional materials

# **Drop-Off Site Responsibilities**

- Provide secure storage area for paint collection bins
- Accept all brands of leftover PaintCare products from the public during regular business hours
- Place only PaintCare products in paint collection bins, taking care not to open containers
- Keep paint collection bins neat and properly packed
- Complete minimal paperwork related to tracking outgoing paint shipments
- Ensure all staff maintain training on PaintCare program guidelines and operating procedures
- Display "drop-off site" signs in store window and provide consumers education materials about the program



# 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 that are no larger than 5 gallons. 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



# About the PaintCare Fee

UPDATED — JANUARY 2021

Paint stewardship laws require retailers to add a fee to architectural paint products and make sure they are not selling unregistered brands of architectural paint.

#### Paint Stewardship Programs

PaintCare is a nonprofit organization established by American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, and Vermont, and is developing programs for New York and Washington. The main goal of PaintCare is 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 fee called the PaintCare fee. The PaintCare fee is applied to the purchase price of architectural paint. The fee funds collection, transportation, and processing of unused postconsumer (leftover) architectural 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 local 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 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 is the fee?

The fee is based on container size and varies by state or jurisdiction, as shown here.

#### California, Colorado, Connecticut, Maine, 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, Oregon, Washington

\$ 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 up 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 up to smaller than 1 gallon

\$ 0.99 - 1 gallon

\$ 1.99 - Larger than 1 gallon up to 5 gallons

#### **New York**

The fee structure for New York is not yet known. PaintCare will propose a fee structure in the program plan for New York, and it will be based on the anticipated costs to run the program. The fee must be approved by the state oversight agency. Visit www.paintcare.org for updates.

#### 4. How is the fee initially calculated?

When a new program starts, the fee is 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 fee is 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 5 gallon container is typically less than from five 1 gallon containers).

PaintCare is a nonprofit organization, so the fee may be decreased if set at a level beyond what is needed to cover program expenses. Likewise, the fee may be increased if PaintCare does not collect enough revenue 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 in most cases, except in Oregon, a state that does not have a sales tax, and Maine, per supplemental legislation.

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

Yes, government agencies and other organizations that are exempt from sales tax 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 fee is used entirely to cover the cost of running the program.

#### 10. 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.

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

Suppliers' invoices 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.

#### 12. 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. 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 visit www.paintcare.org/products-we-accept.

#### FOR NEW PROGRAMS

13. 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.

Appendix Section D



# **Consumer Survey Results**

prepared by

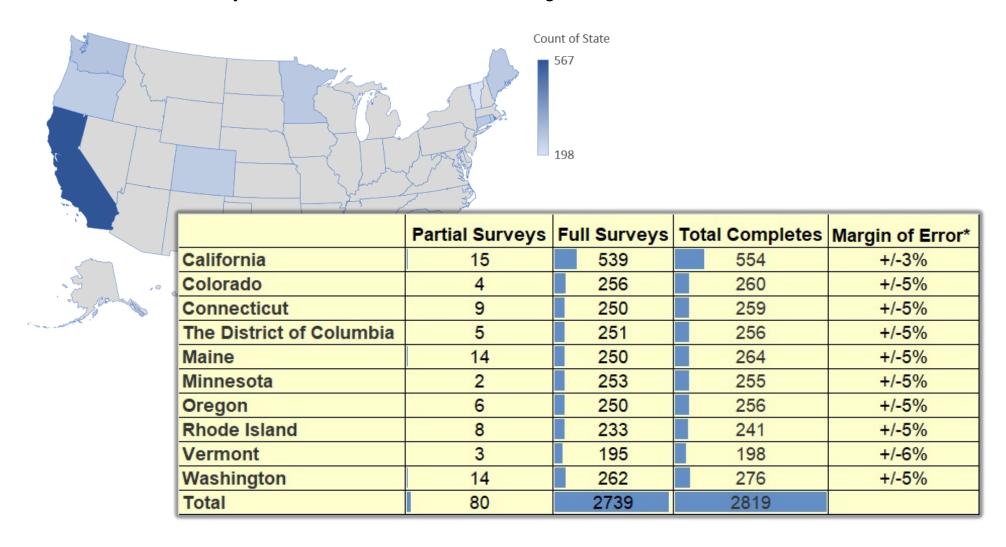


# **Table of Contents**

Response Summary	page 3
Respondent Profiles	page 4
Consumer Behavior Paint Purchasing Disposal	page 12
Paint Recycling Awareness and Engagement	page 32
Advertising/Marketing Considerations PaintCare Awareness Ad Recall Marketing Recall	page 47
Cross-Tabulations for Targeting Paint Purchases Recycling Awareness PaintCare Familiarity	page 57
APPENDIX: State/District Highlights	page 61

# **Response Summary**

- 2,819 surveys were conducted in 9 states plus the District of Columbia between November 2020 and March 2021 (timed prior to the end of their fiscal years).
- Panel research methodologies were applied to attain distribution of results by gender, age, ethnicity, income, etc. Surveyed consumers were all over the age of 18.

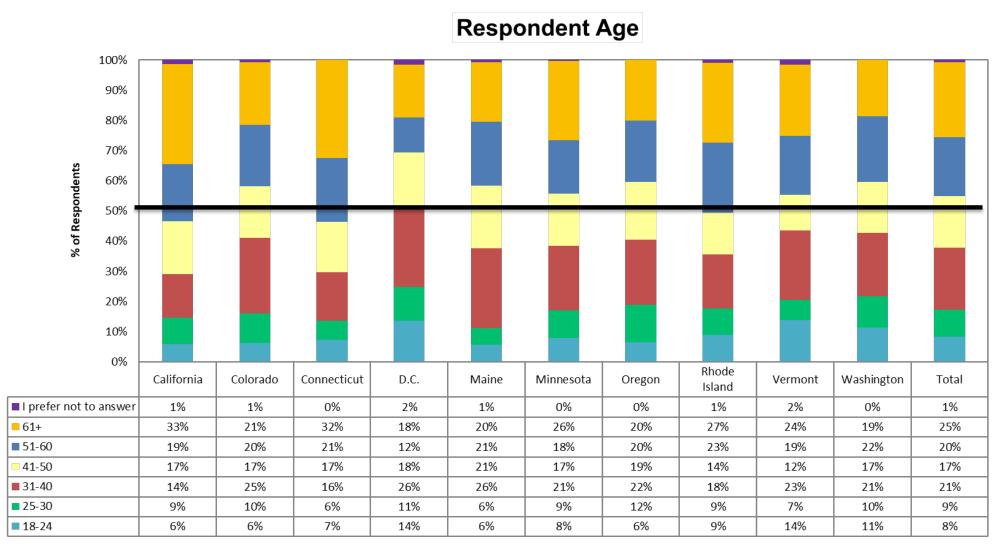


KB Insights



# **Profile of Respondents - Age**

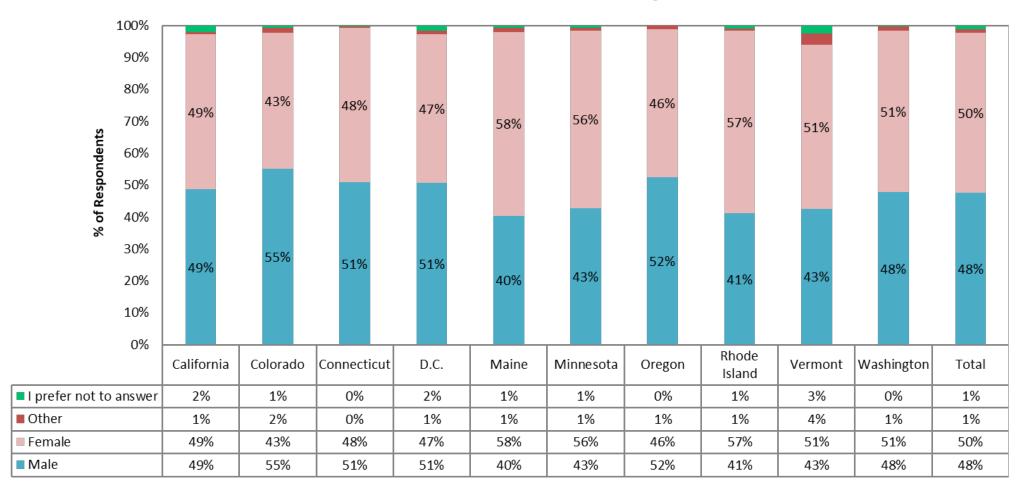
- ❖ A good mix of age ranges was represented in each state's/district's sample.
- The median age was 41-50 overall and in most states.
- Variances can be attributed to state characteristics and sample availability.



# **Profile of Respondents - Gender**

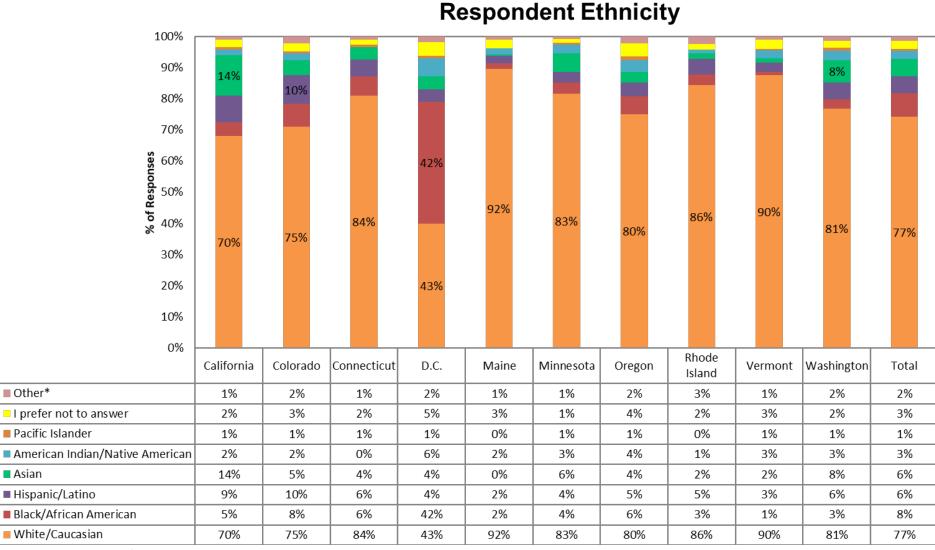
- Overall, results were evenly split between men and women. Results varied by state, but the split was no greater than 40%-60% in any state.
- Very few declined to share this information or provided an "other" response.

# **Gender Identity**



# **Profile of Respondents - Ethnicity**

- 77% of all respondents identified themselves as Caucasian.
- However, there were variances within states/the District. Consistent with census data, D.C. had the highest proportion of African American respondents; Colorado, Hispanic respondents; California and Washington, Asian respondents.

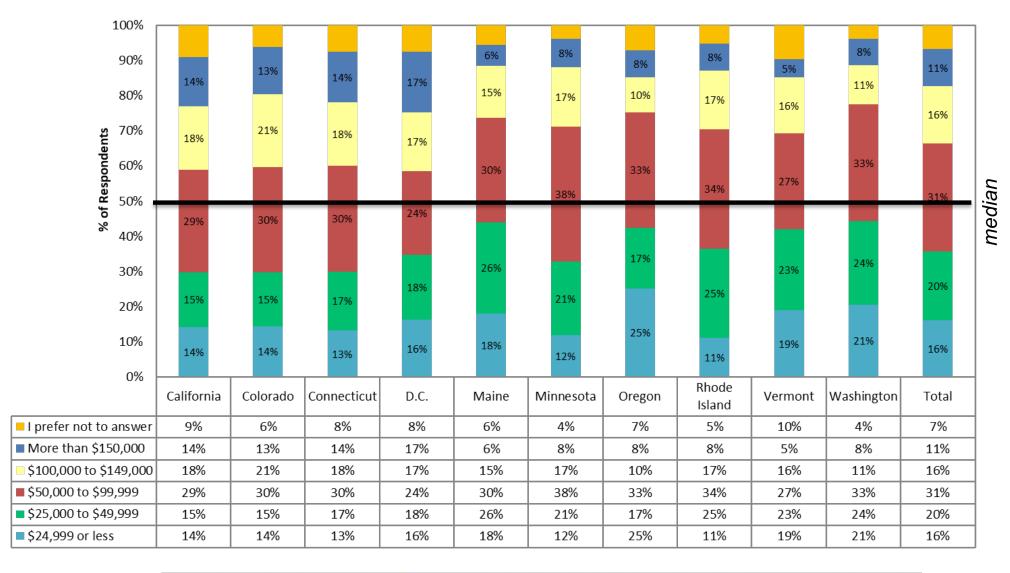


<sup>\*</sup>Other Ethnicities: African American US Citizen, American, Arabian, Mixed, Celtic, Human, Middle Eastern, Malado, West Indian, Portuguese,

# **Profile of Respondents - Income**

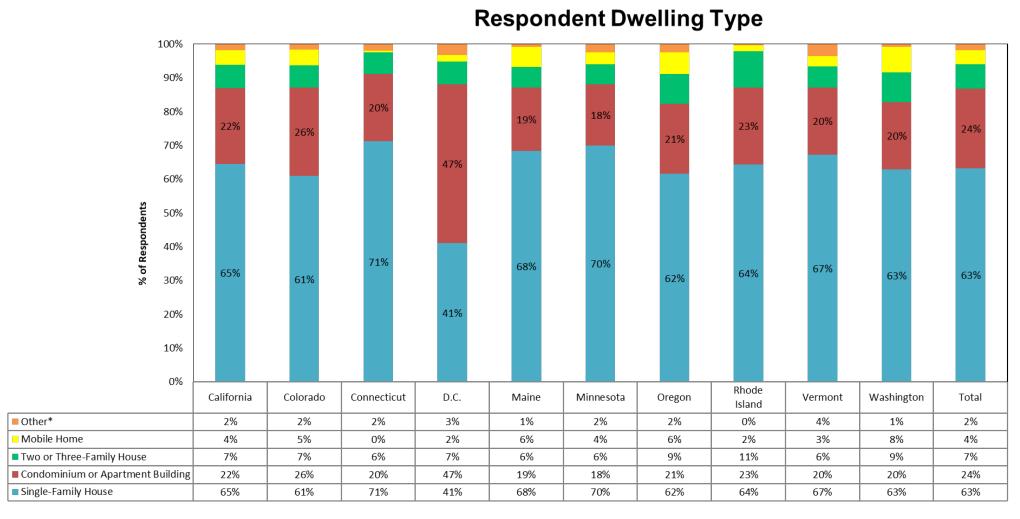
The median household income level for respondents in each state/the district was \$50-99K.

# Respondent Annual Household Income



# **Profile of Respondents – Dwelling Type**

- Almost two thirds of respondents live in a single-family home.
- Condominium/apartment living was more predominant in D.C. than in the states.

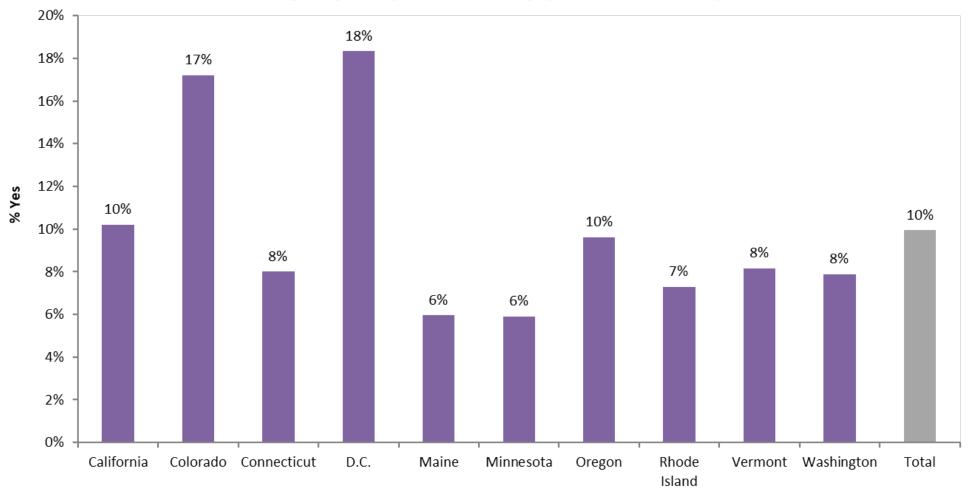


\*Other Dwelling Types: Cottage, Duplex, Healthcare facility, Homeless, Hotel/Motel, Tent, Townhome, Shelter, RV

# **Profile of Respondents – Paint-Related Profession**

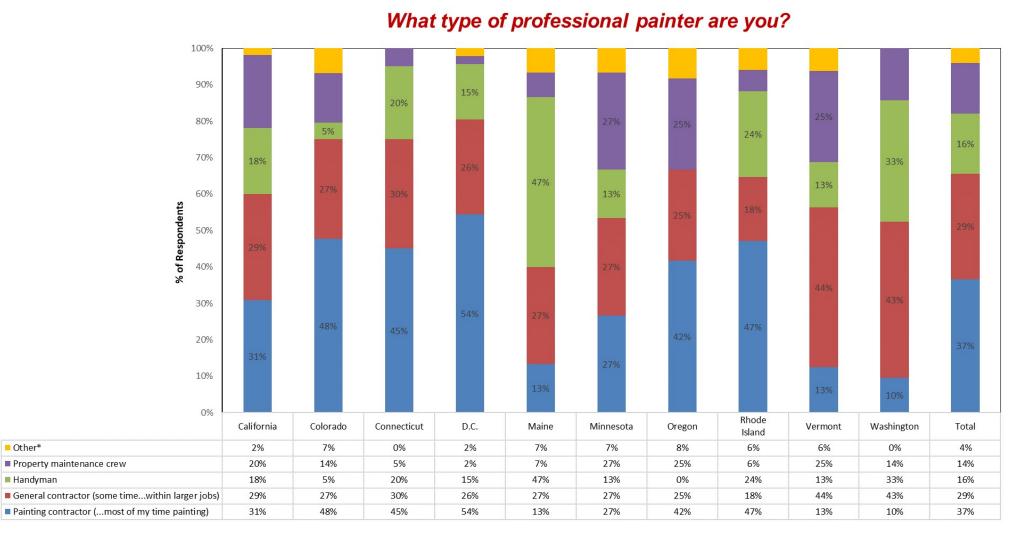
- 10% of those surveyed said they painted professionally.
- Demographic characteristics of professional painters include: 69% men / 29% women, 31-40 median age, \$50-99K median income, 62% White / 13% Black / 13% Latino or Hispanic / 9% Asian.

# Do you paint professionally (NOT as an artist)?



# **Profile of Respondents – Paint-Related Profession**

- Only 37% of respondents who said they painted professionally were dedicated painting contractors, and this varied widely by state/district.
- Many were general contractors, property maintenance crew-members and handymen.



\*Other Professions: Home made patio furniture, towel/boot rack maker; welder and mechanic

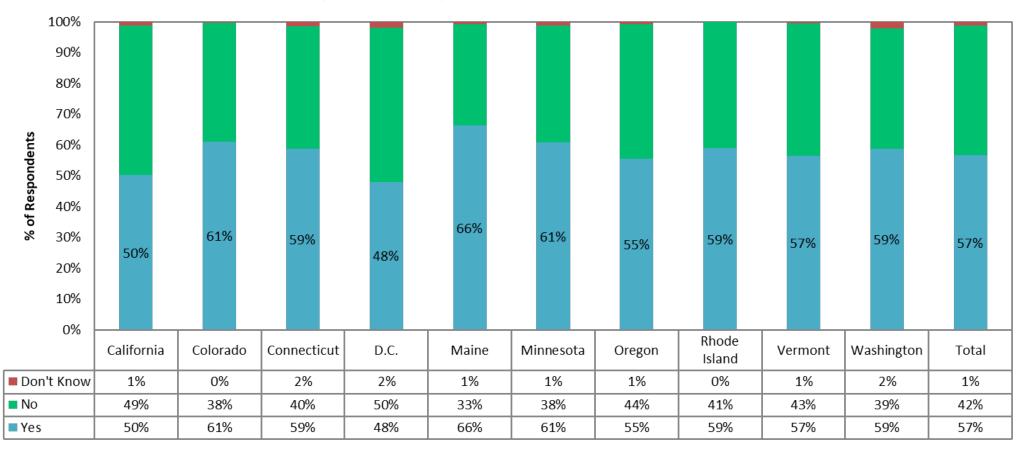
# CONSUMER BEHAVIOR, PAINT PURCHASING AND DISPOSAL

# **Recency of Paint Purchases**

- Overall, 57% of respondents bought paint in the last year.
- Results were similar in each state/district, +/-10%.

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

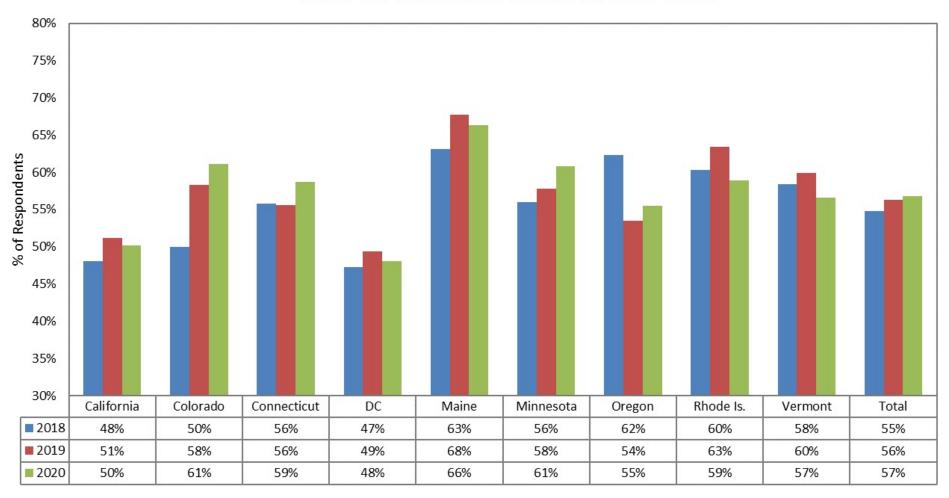
\*For the purposes of this question, "paint" includes primer, interior or exterior house paint, stain, deck sealer, and clear finishes like varnish.



# **TREND: Recency of Paint Purchases**

- 2020/2021 paint purchases were up slightly from last year's levels in Colorado, Connecticut and Minnesota.
- Purchases were down slightly in Rhode Island and Vermont.
- They were fairly steady everywhere else, despite the pandemic.

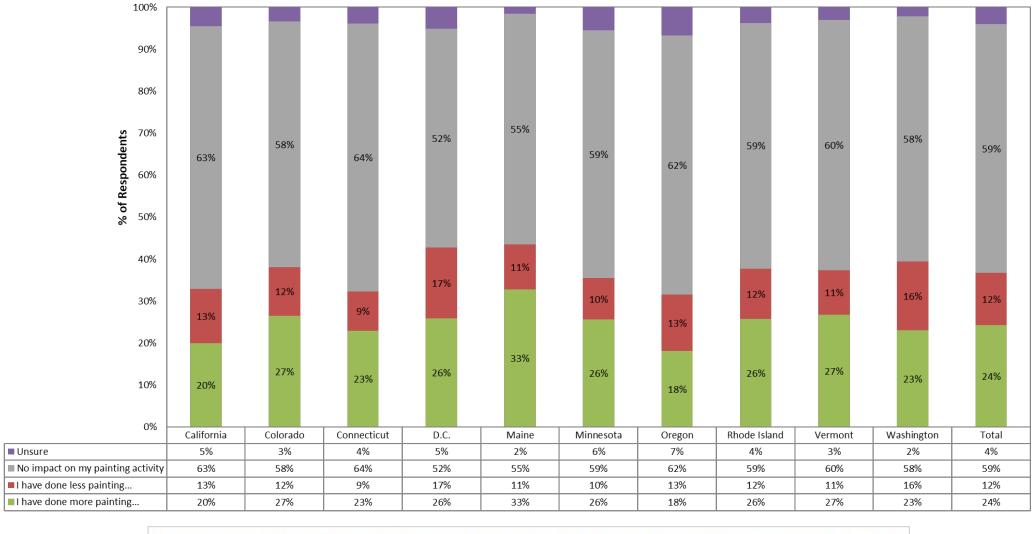
# TREND: PURCHASED PAINT IN LAST YEAR



# The Impact of COVID-19 on Paint Purchases

- More than half said that the pandemic had no effect on painting projects.
- Of those who said it did make a difference, most said they did more painting than they would have normally.

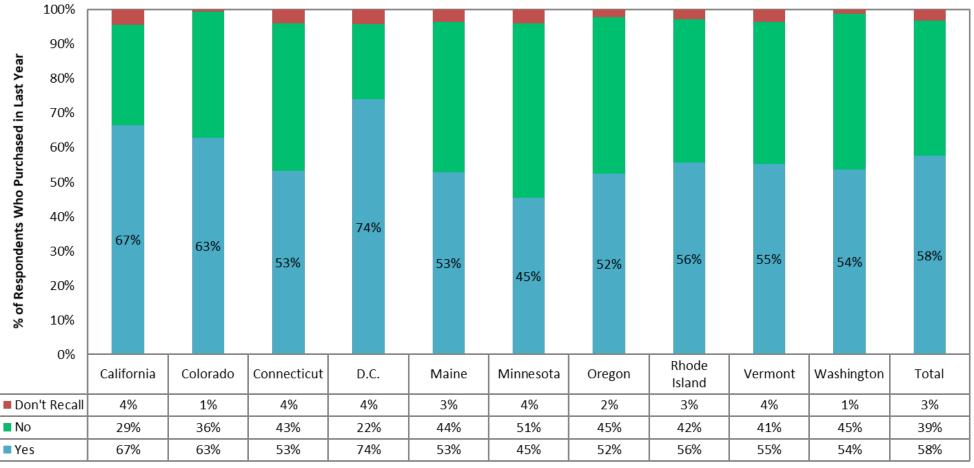
# How has the COVID-19 pandemic affected your painting projects in the last year?



# **Measurements Prior to Paint Purchases**

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

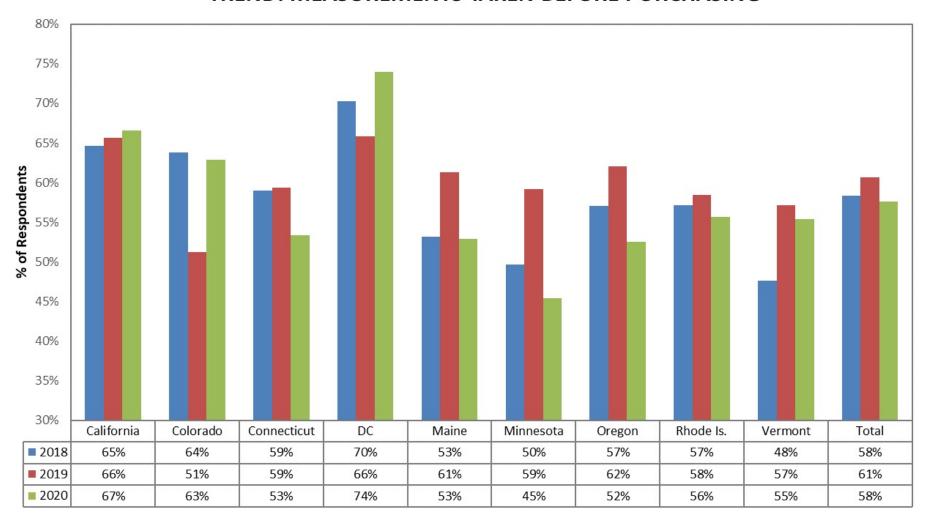
# Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?



# **TREND: Measurements Prior to Paint Purchases**

Pre-project measurements were up or steady in California, Colorado and D.C.; down everywhere else.

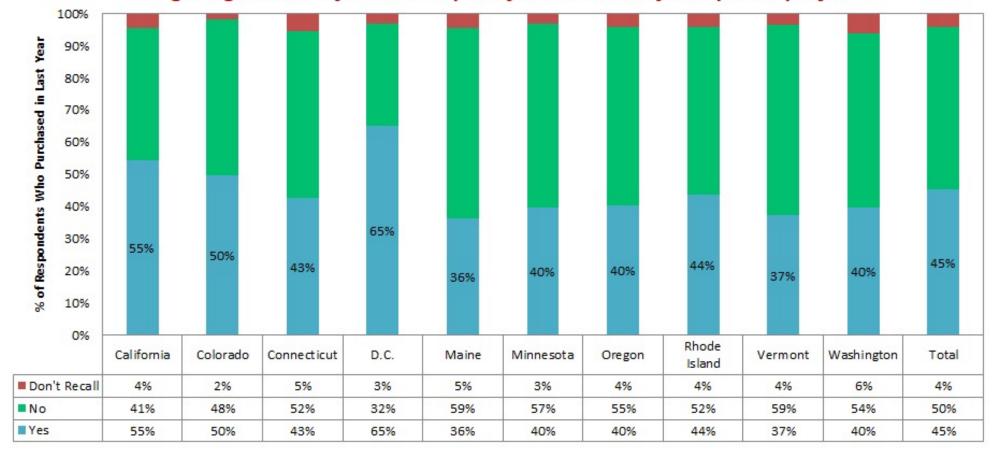
# TREND: MEASUREMENTS TAKEN BEFORE PURCHASING



# **Paint Store Assistance**

- Overall, 45% of purchasers said the paint store staff assisted them with determining paint needs.
- D.C., California and Colorado retailers are most involved in this process.

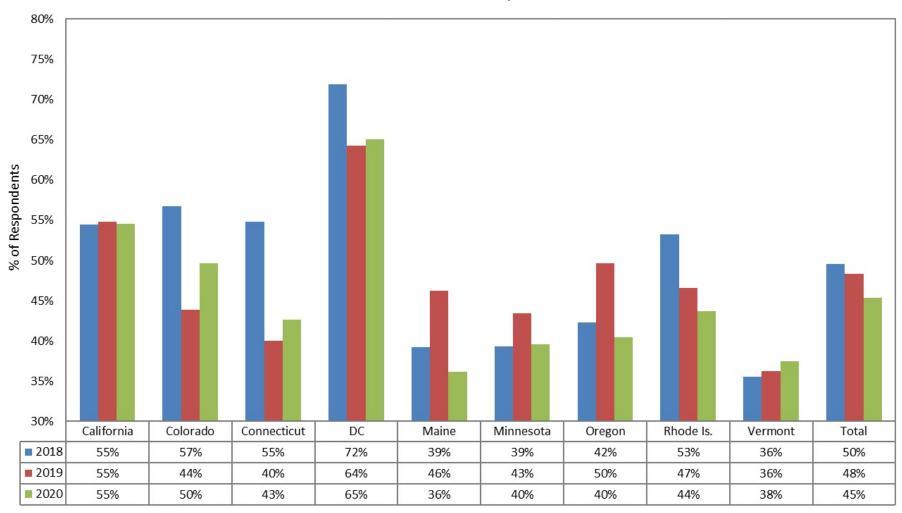
# Did the staff at a paint retailer (e.g. paint/hardware/lumber store) assist you with figuring out exactly how much paint you needed for your specific project?



# **TREND: Paint Store Assistance**

Store assistance trends are down overall in the last few years, but some states defied that trend in 2020, most notably Colorado.

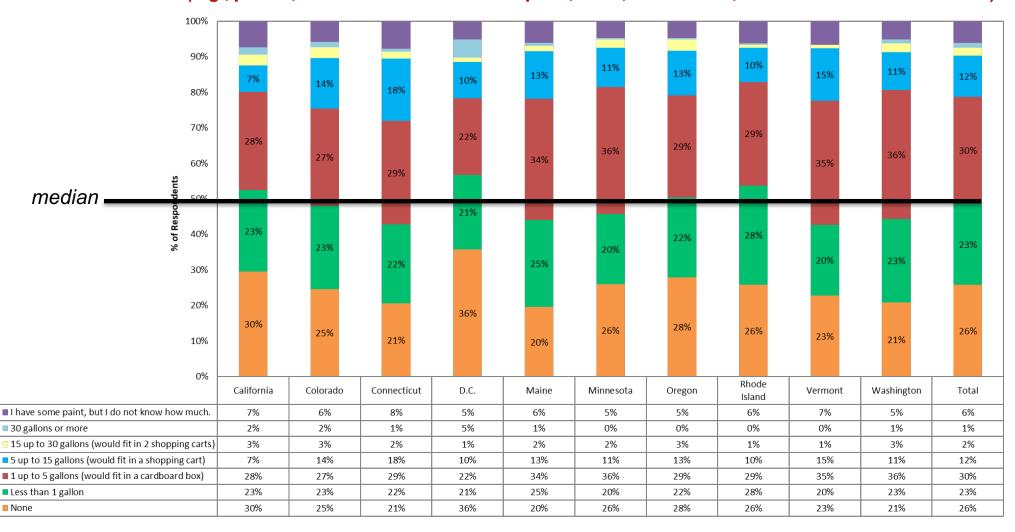
TREND: PAINT STORE ASSISTANCE, AMOUNT OF PAINT NEEDED



# **Leftover Paint**

The median amount of paint stored at home or business was less than a gallon in California, D.C., Oregon and Rhode Island; 1-5 gallons, everywhere else.

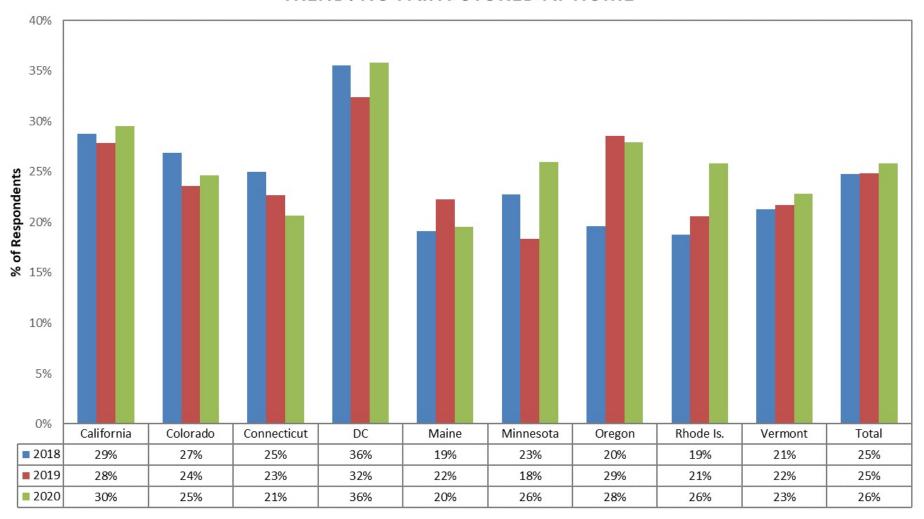
How much leftover or unwanted paint do you have in your home or business at this time (e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)?



# **TREND: Stored Paint**

- The percentage of consumers who are <u>not</u> storing paint at home (desirable) increased or stayed steady everywhere except Maine and Connecticut.
- The pandemic did NOT result in an accumulation of stored paint as one might have expected.

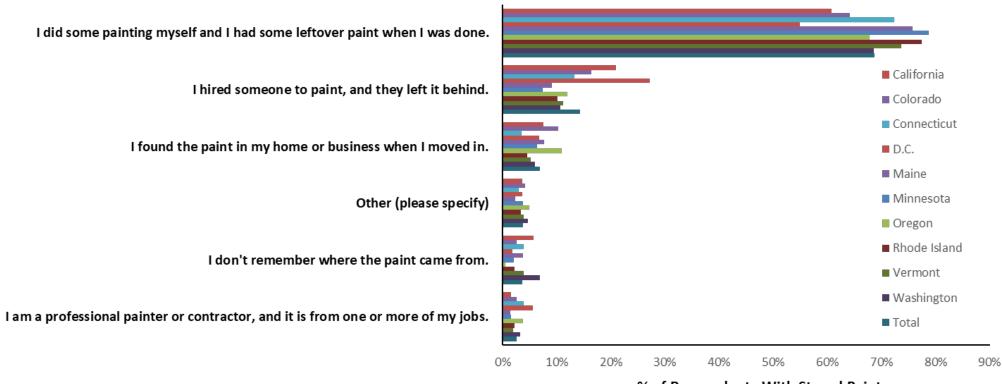
# TREND: NO PAINT STORED AT HOME



# **Reasons for Paint Storage**

As was the case in prior years, the top 2 reasons that consumers store paint is the same in all states/the district: leftovers from their own paint job or from a contractor's paint job.

# What is the main reason you have the leftover paint currently in your home/business?



% of Respondents With Stored Paint

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	Oregon	Rhode Island	Vermont	Washington	Total
I did some painting myself and I had some leftover paint when I was done.	61%	64%	72%	55%	76%	79%	68%	77%	74%	69%	69%
I hired someone to paint, and they left it behind.	21%	16%	13%	27%	9%	7%	12%	10%	11%	11%	14%
I found the paint in my home or business when I moved in.	7%	10%	3%	7%	8%	6%	11%	5%	5%	6%	7%
Other*	4%	4%	3%	4%	2%	4%	5%	3%	4%	5%	4%
I don't remember where the paint came from.	6%	3%	4%	2%	4%	2%	1%	2%	4%	7%	4%
I am a professional painter or contractor, and it is from one or more of my jobs.	2%	3%	4%	6%	1%	2%	4%	2%	2%	3%	3%

# "Other" Reasons for Storage

# Other Reasons to Store Paint - Sample Comments

 I buy a large amount of paint knowing that I will use more later.
 Different rooms in my house have different colors and I have leftovers from each.

Had leftover from a project, Neighbors have brought me their leftovers and there was leftover paint here when I purchased the house.

had leftovers and saved it to maybe use later

I am not finished painting

I asked for touch-up paint and then vacuum packed it.

I can use it later

I do not own the condo I live in by my landlord left it behind incase I needed to do any touchup painting.

I have leftover paint from every project and keep it on hand for touching up if needed.

I use paint to refinish furniture and home decor accessories as part of my job.

I wanted to re paint my whole apartment. I've gotten the living room and kitchen done.

I will need to repaint next year

I am not done with painting all my rooms

I'm not sure how to properly dispose of it.

It's my roommates

Lost jobs due to the pandemic

Misjudged how much I needed..

My Husband was supposed to help me sand down the wood in our camper and restrain, but he never took the time. Now, we are living apart.

The paint I purchased and used was a can of camo desert tan spray paint.

We found a great deal on paint and stocked up.

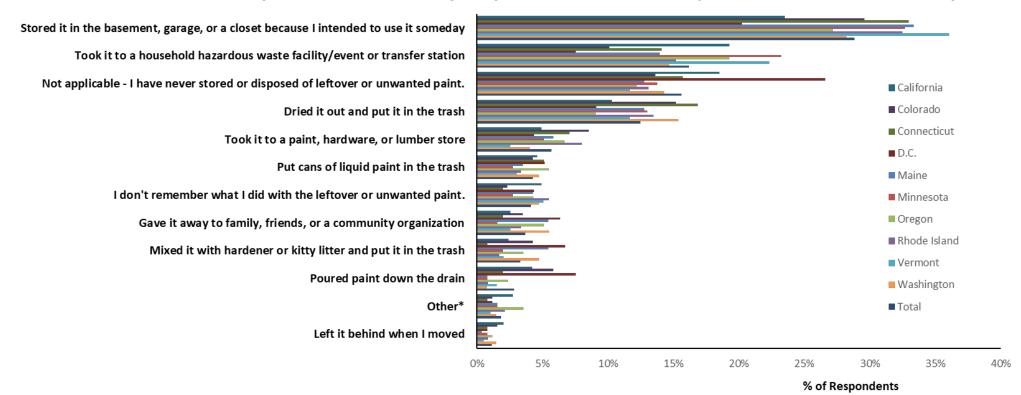
We keep old cans to get the color codes

KB Insights 23

# **Past Paint Disposal Methods**

- Similar to those surveyed in prior years, most people who kept paint intended to use it someday.
- Disposing at HHW facility/event or the dry-then-trash methods were next most common.

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



	California	Colorado	Connecticut	D.C.	Maine	Minnesota	Oregon	Rhode Island	Vermont	Washington	Total
Stored it in the basement, garage, or a closet because I intended to use it someday	23%	30%	33%	20%	33%	33%	27%	32%	36%	28%	29%
Took it to a household hazardous waste facility/event or transfer station	19%	10%	14%	8%	14%	23%	19%	15%	22%	15%	16%
Not applicable - I have never stored or disposed of leftover or unwanted paint.	19%	14%	16%	27%	13%	14%	12%	13%	12%	14%	16%
Dried it out and put it in the trash	10%	15%	17%	9%	13%	13%	9%	14%	12%	15%	12%
Took it to a paint, hardware, or lumber store	5%	9%	7%	4%	6%	5%	7%	8%	3%	4%	6%
Put cans of liquid paint in the trash	5%	4%	5%	5%	3%	3%	6%	3%	3%	5%	4%
I don't remember what I did with the leftover or unwanted paint.	5%	2%	2%	4%	4%	3%	4%	5%	5%	5%	4%
Gave it away to family, friends, or a community organization	3%	4%	2%	6%	5%	2%	5%	3%	3%	5%	4%
Mixed it with hardener or kitty litter and put it in the trash	2%	4%	1%	7%	5%	2%	4%	2%	2%	5%	3%
Poured paint down the drain	4%	6%	2%	8%	1%	1%	2%	1%	2%	1%	3%
Other*	3%	1%	1%	1%	2%	2%	4%	2%	1%	1%	2%
Left it behind when I moved	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%

## "Other" Disposal Methods

### Sample Comments, Other Methods of Disposal (Past)

City has a service where they will pick it up on request

county site

Do crafts with left over paint

donated it to the thrift store

Eco Depot at me local town

Friend/family member did it.

Gave it to a house repair contractor

Gave it to the painters.

I dont have extras because I am avid painter so any extra paint goes to another DIY

I give it to my son, who is a professional painter.

I put it in my condominium's trash room.

I try to find the best way to dispose of it.

I try to recycle paint when the opportunity is available, otherwise, I hold on to it or give it to the new onwer when I sell a house.

it was spray cans empty and threw them away

Mix it all together see what color I come up with sold at a discount price the contractors or potential customers my painter takes it to be disposed of at a proper waste facility

Sell it

Took it to be recycled

Took it to the city trash for disposal

Took it to the local transfer station

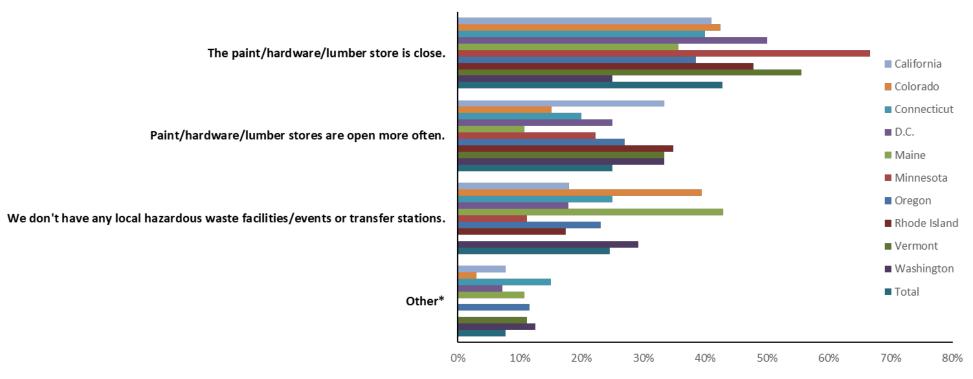
Took to the recycling center for hazardous waste

Tooke it to Habitat for Humanity Restore for resale

## **Past Paint Store Disposal Preference**

- Proximity is the number one reason for recycling at retail stores across most states/the District.
- Maine is an exception, where the lack of close-by HHW facilities has a notable impact.
- Washington respondents also say that paint store hours impact their decision to recycle there.
- Note: results should be interpreted only directionally as sample sizes are low.

What is the main reason you would take paint to a paint/hardware/lumber store instead of a household hazardous waste facility/event or transfer station?



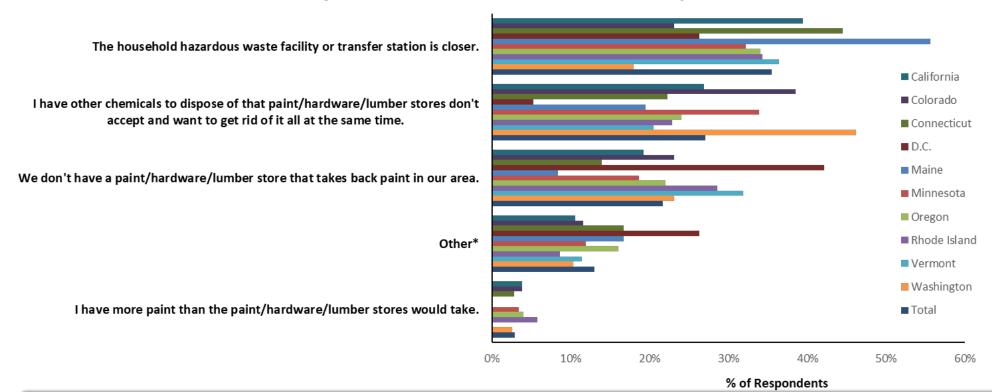
#### % of Respondents

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	Oregon	Rhode Island	Vermont	Washington	Total
The paint/hardware/lumber store is close.	41%	42%	40%	50%	36%	67%	38%	48%	56%	25%	43%
Paint/hardware/lumber stores are open more often.	33%	15%	20%	25%	11%	22%	27%	35%	33%	33%	25%
We don't have any local hazardous waste						-		2			
facilities/events or transfer stations.	18%	39%	25%	18%	43%	11%	23%	17%	0%	29%	25%
Other*	8%	3%	15%	7%	11%	0%	12%	0%	11%	13%	8%

## Household Hazardous Waste Facility/Event Preference

- Reasons for HHW facility/event preferences vary more widely between states/the District.
- In California, Connecticut, Maine, Oregon, Rhode Island and Vermont, proximity is key.
- in Colorado, Minnesota and Washington, the need to dispose other chemicals is important.
- In D.C., lack of paint store participation is an obstacle.
- Note: results should be interpreted only directionally as sample sizes are low.

What is the main reason you would take paint to a household hazardous waste facility/event or transfer station instead of a paint/hardware/lumber store?



Minnesota	Oregon	Rhode Island	Vermont	Washington	Total	
32%	34%	34%	36%	18%	35%	
34%	24%	23%	20%	46%	27%	
19%	22%	29%	32%	23%	22%	
12%	16%	9%	11%	10%	13%	

The household hazardous waste facility or transfer station is closer 39% 23% 44% 26% 56% 27% 38% 22% 5% I have other chemicals to dispose that paint/hardware/lumber stores don't accept. 19% 42% We don't have a paint/hardware/lumber store that takes back paint in our area 19% 23% 14% 8% Other\* 11% 12% 17% 26% 17% I have more paint than the paint/hardware/lumber stores would take. 4% 4% 3% 0% 0% 3% 4% 6% 0% 3% 3% We don't have a paint store that takes back paint in our area. 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%

California Colorado Connecticut

D.C.

Maine

## Other Rationale for Choosing a Store or HHW for Recycling

#### Sample Comments - Why Paint Store

Authorized to recycle paint!

Didn't know one could

I didn't know there was such a place to bring it to

I didn't know you could

I take it to the local transfer station that recycles paint or I

use it all up.

I wouldn't take paint back to a paint store; harden it or take

to hazardous waste

If they were doing pain recycling

It gets recycled

Lowes Handel's hazmat for the community

maybe someone else could benefit from it

Paint store provides recycling services

Paint store will dispose of up to 5 cans of paint.

The paint store accepts used cans of paint for recycling;

more convenient location.

They do not take this type of paint at the drop offs in my city

and with Covid they have not held the drop off events.

They have the ability to recycle or dispose of the paint

they recycle the paint and cans.

to be recycled

Where I am from it's like recycling.

#### Sample Comments - Why HHW

b/c best disposal practice.

Because it is more responsible than putting it in the trash

Did not know paint stores had to take it.

did not think retailer would take unused paint

Didn't know there was a paint store which took back unused paint

easiest way

Environment

Hardware stores accept old paint?

I know it'll be dealt with properly

I thought it was the right thing to do.

I thought that is where it was supposed to be disposed.

I wanted to dispose of the leftover paint safely and responsibly

it was a one day county pickup for hazardous waste at a designated site

it was the only way of safe disposal i was aware of at the time Our city advised that was the best thing to do.

The transfer station does charge for disposal. I took some paint to a hardware store & they charged me. So.. I will stick with the transfer station.

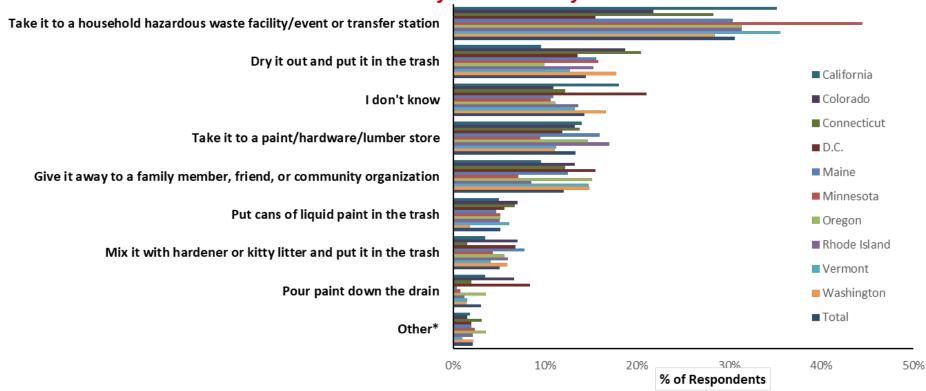
To safely dispose of the unwanted paint

Don't want any chemicals in the ground water

## **Future Paint Disposal Intentions**

- Disposing at a HHW event or facility is among the top two future disposal intentions in all states/District.
- The dry-it-out/throw-it-away intention is also prevalent in most states.
- Giving it away was another top intention, as was taking it to a paint/hardware store.

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



	California	Colorado	Connecticut	D.C.	Maine	Minnesota	Oregon	Rhode Island	Vermont	Washington	Total
Take it to a household hazardous waste facility/event or transfer station	35%	22%	28%	15%	30%	44%	31%	31%	36%	28%	31%
Dry it out and put it in the trash	10%	19%	20%	13%	16%	16%	10%	15%	13%	18%	14%
I don't know	18%	11%	12%	21%	11%	11%	11%	14%	13%	17%	14%
Take it to a paint/hardware/lumber store	14%	13%	14%	12%	16%	9%	15%	17%	11%	11%	13%
Give it away to a family member, friend, or community organization	10%	13%	12%	15%	12%	7%	15%	8%	15%	15%	12%
Put cans of liquid paint in the trash	5%	7%	7%	6%	5%	5%	5%	5%	6%	2%	5%
Mix it with hardener or kitty litter and put it in the trash	4%	7%	2%	7%	8%	4%	6%	6%	4%	6%	5%
Pour paint down the drain	4%	7%	2%	8%	0%	1%	4%	1%	2%	1%	3%
Other*	2%	2%	3%	2%	2%	2%	4%	2%	1%	2%	2%

## "Other" Disposal Intentions

#### Sample Comments - "Other" Future Disposal Intentins

Ask my husband to take care of it for me

Call the city DPW for pick up

Check with disposal center where I live to see what the recommendation is

Check with my local trash company & see the correct way to dispose of it

Contact trash company for advice

Donate it to habitat to humanity- restore

Eco Depot at my local town

Find a way to repurpose it.

Give it to my son, who is a professional painter.

Go online to find out what is the proper method for disposing of the item.

Have family member/friend help me.

I don't know as I never thought about it before.

I would do whatever is the most environmentally friendly way to do it.

I would probably keep at least some of it for touchups in the future. I would have to look at RI's recycling policy for it to

know what I would do with the rest of it.

latex-let dry other-take to paint store or household hazardous waste facility

Look online and find out how to properly dispose of it

Might keep a while to try to use or give away and if i had to or it dried out I'd throw it out

Paint recycling event

pour it into a mold and make it a decoration

Pour it out in the yard

Put it in my condominium's trash room.

sell it at a yard sale. there are always people looking to buy leftover paint supplies

Try to use it in my art

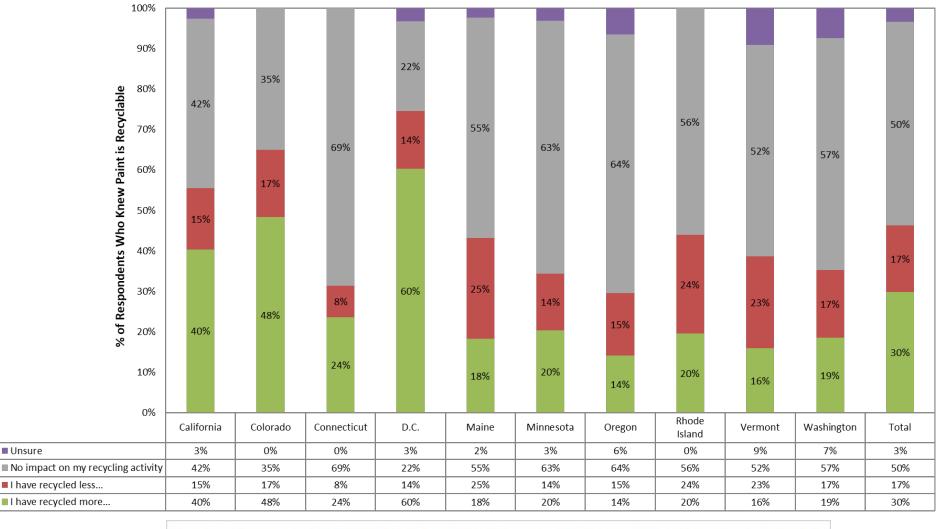
Use the paint to refurbish old items. Always use my paint

Wash out the paint outside on the ground

## The Impact of COVID-19 on Paint Recycling

- About half of all respondents said the pandemic impacted their recycling behavior in the last year; however, this varied by state. In Connecticut, Oregon and Minnesota, the pandemic had the least impact; in Colorado and D.C., the most.
- Of those who cited an impact, most said they recycled more than they would have.

How has the COVID-19 pandemic affected your paint recycling activity in the last year?

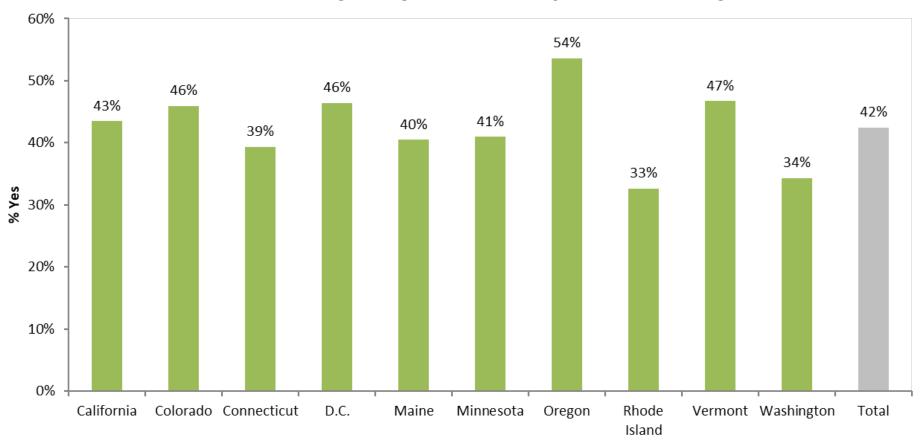


## PAINT RECYCLING AWARENESS/ENGAGEMENT

## **Awareness of Paint Recycling**

- Oregon had the highest percentage of respondents who knew that paint can be recycled, consistent with prior years' results.
- Rhode Island and Washington had the lowest awareness rates.

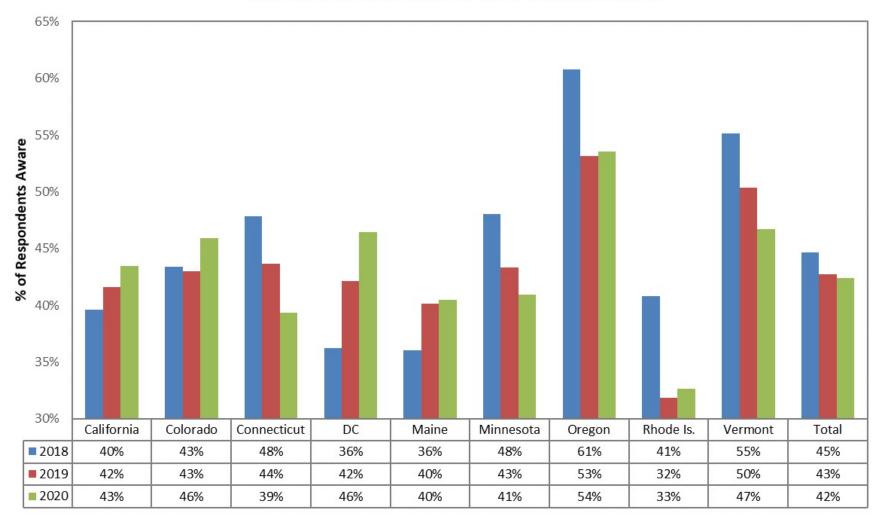
### Prior to this survey, did you know that paint can be recycled?



## **Paint Recycling Awareness Trend**

- While recycling awareness remains highest in Oregon, Colorado and D.C. saw the greatest improvement in 2020.
- There were three states that lost some ground in awareness levels in the last year, Connecticut, Minnesota and Vermont.

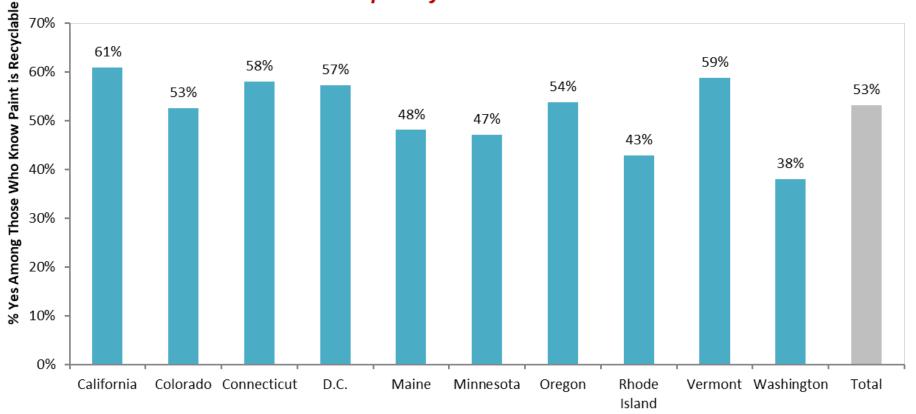
### TREND: AWARE PAINT CAN BE RECYCLED



## Awareness of Fee Among Those Who Knew About Recycling

- Those who were aware that paint can be recycled were not necessarily aware of the nuances of how it works. Slightly more than half of them knew that there was a recycling fee added to paint purchases.
- The highest awareness levels were in California and Vermont; the lowest, in Rhode Island and Washington.

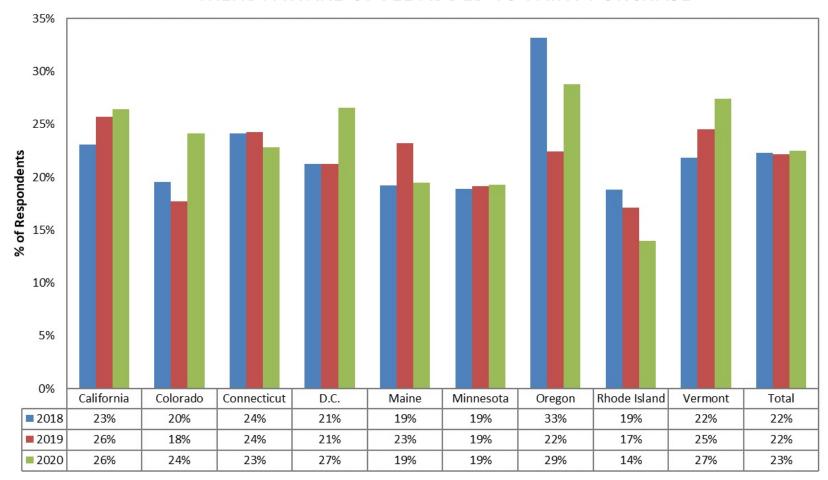
Are you aware that when you buy paint in (STATE/DISTRICT), there is a small fee added to the price to pay for a program to recycle any leftover paint you have?



## **TREND:** Fee Awareness - % of ALL Respondents

- Overall, recycling fee awareness was statistically similar to prior years; however, there were variances within the states/the District.
- The most improved locations for recycling fee awareness are Colorado, D.C., Oregon and Vermont.
- Note that trends are shown as a percentage of all survey participants, not only those who are familiar with paint recycling.

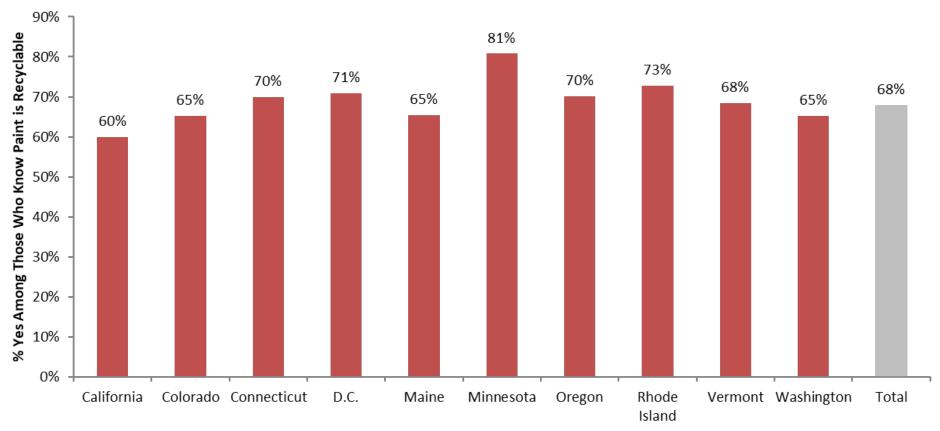
### TREND: AWARE OF FEE ADDED TO PAINT PURCHASE



## **Awareness of Places for Recycling**

- 68% of the respondents who knew that paint is recyclable knew where to go.
- Location knowledge is highest in Minnesota, Rhode Island, D.C. and Connecticut; lowest, in California.

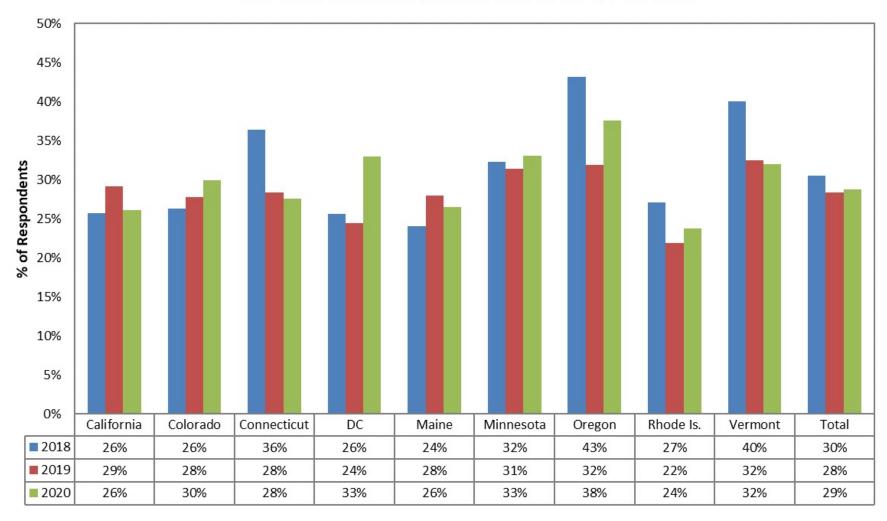
# If you wanted to take paint somewhere to be recycled, do you know where to take it?



## TREND: Knowledge of Where to Recycle - % of ALL Respondents

- Overall, results were statistically similar to last year; however, variances exist by state/the District.
- D.C. and Oregon showed the greatest gains this year; those that diminished did so only slightly.
- Note that trends are shown as a percentage of all survey participants.

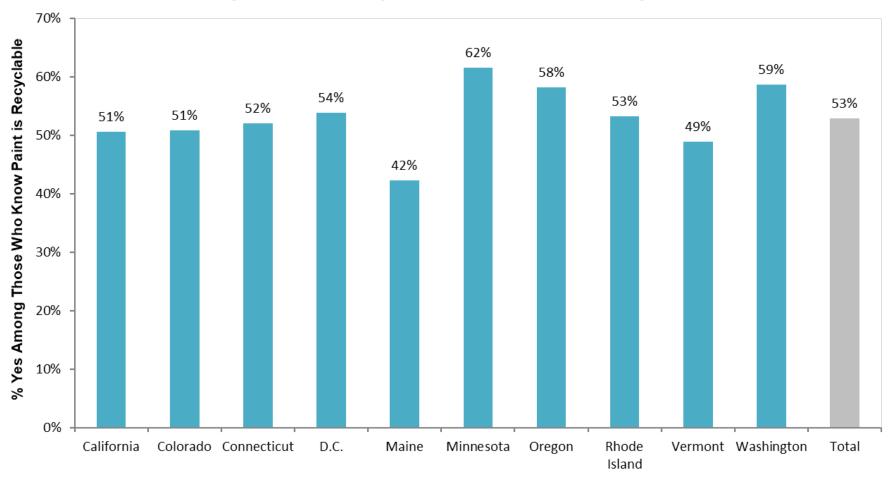
### TREND: KNOWS WHERE TO RECYCLE PAINT



## **Past Recycling Behaviors**

- Slightly more than half of those who said they were aware that paint can be recycled said they had done so in the past.
- Minnesota, Washington and Oregon had the greatest recycling rate; Maine, the lowest.

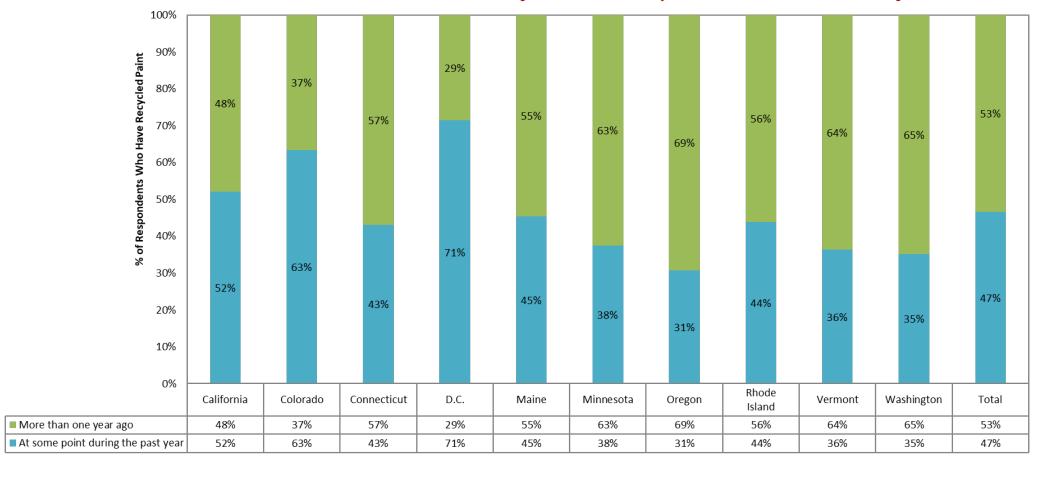
### Have you ever taken paint somewhere to be recycled?



## **Recency of Paint Recycling**

- Almost half of those who said they had recycled paint in the past said they had done so in the last year; however, results varied by state/the District.
- Respondents in Colorado and D.C were much more active recycling paint in the last year; those in Oregon and Washington, the least active.

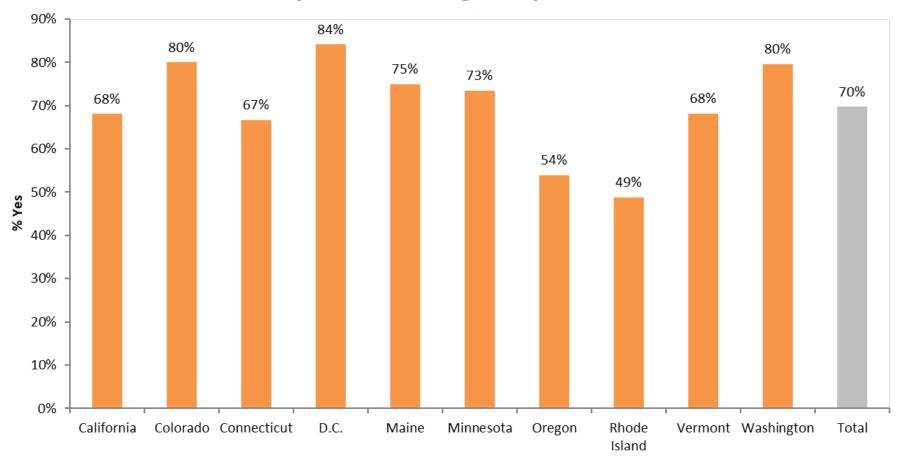
### When was the most recent time you have taken paint somewhere to be recycled?



## **Consistency of Paint Purchasing and Recycling**

- The person who brought the paint to be recycled was typically the same person who had purchased the paint.
- In Oregon and Rhode Island, however, this is only true about half of the time.

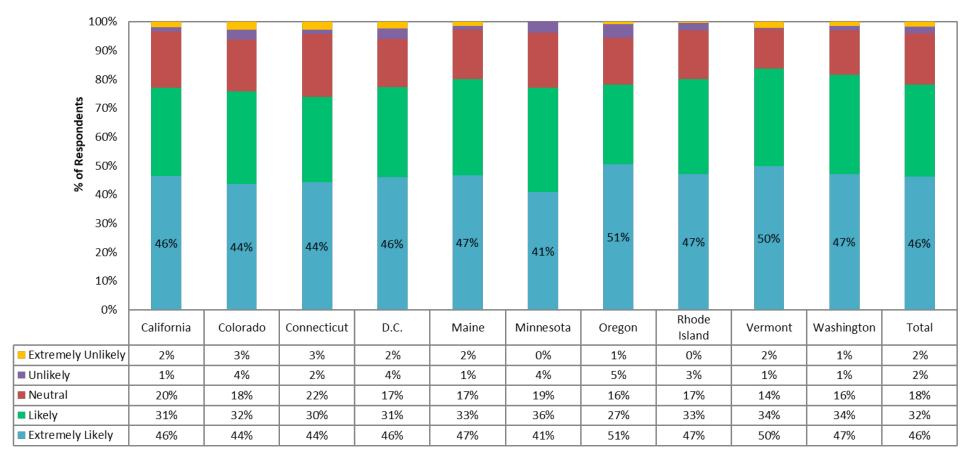
# Was the person who physically took the paint to be recycled the same person who bought the paint?



## **Opportunity for Future Paint Recycling**

- 78% of all respondents said they were "extremely likely" or "likely" to recycle the next time they had paint to dispose, consistent with last year's results.
- Results were fairly similar across all the states and the District.

### How likely will you recycle next time you have paint to dispose?



## **Open-Ended Commentary: Recycling Motivations**

The most common motivations to recycle paint are to help the environment, save the planet, reduce landfill waste, re-use resources, eliminate waste, and get rid of clutter.

Q22 What would be your personal motivation for recycling your leftover paint in the future?

go money keep motivation future nothing yes really Will waste USE things earth go waste recycle t good safe paint way environment GREAT Save important help clean planet None much right thing Make sure take s better prefer environment Nothing disposed properly safely easy left reduce waste environmentally friendly Safety water harm environment green house anything make sure pollute environment don t way rid need t know clean store rid take earth care environment go believe recycling Environmental go waste recycle paint possible landfill someone use keep throwing away protect environment something help future help environment recycle everything USE recycle much paint world better environment less waste recycle put environment product good try recycle waste None right thing now know know better planet want rather things recycle anything reused better way planet hazardous waste will properly save environment option dispose hurt environment Safe way dispose S much possible less environmentally save planet motivation make animals think t want always environmental impact reduce sure Save free

trash long take care place know recycle leftover paint

KB Insights

43

### Sample Comments: What would be your personal motivation for recycling your leftover paint in the future?

Any materials that can be recycled should including paint to help the environment

Declutter

For the health of the earth

I am always interested in recycling anything if it can be reused in some way, to reduce waste of all types

I feel better that my leftover paint is recycled and left out of the landfill or waterways.

I had a friend who had left over paint in garage and it started a fire.

I would like to recycle it if I knew how to do that

I would prefer that it be handled safely and never cause harm to a person or animal.

I would recycle my leftover paint with Habitat for Humanity in the hopes that they can either use it or can get some money in return for handling it

if i didn't know anyone that could use it, it would be the environmentally friendly thing to do

If it can be of use to the world and to have it removed from my garage.

Now that I know it can be recycled I think that is best.

Paint is a toxic waste material and should not be disposed of by putting it down the drain or sending it to the landfill. Most people do not realize what happens when paint and other toxins are disposed of in this manner. They need to be recycled or treated as hazardous waste. Our goal should be sending nothing to the landfill because just about everything can be recycled.

Avoid filling up landfills with potentially unsafe products; products that do not or do not easily decompose

I don't need anymore motivation than knowing that something can be used again. It is a good thing all around.

I like to take care of my home and if recycling is made easy I will always choose to reuse or recycle

If I can recycle something I will, better than it going in a landfill and polluting our planet

If the paint is not used at home, it will have a bad smell, which is not good for the body and is not environmentally friendly

it is a right thing to do. Good for all concerned and it does not harm the environment.

It's the law, I think.

It's toxic and I want to dispose it properly.

Just to not have it laying around

So that it can be reused

TO help keep America Beautiful and Toxic free as possible.

Yes i use the product which can be recycling in future as well as i also suggested in my friends family and friends circle.

Because it is illegal to throw paint cans in the trash

Honestly I have no idea. Paint just usually stay in our basement, so I guess moving would motivate me to recycle it.

I always feel like I am not doing enough for the betterment of the environment. If paint can truly be recycled, then the moment I know how, I would recycle it.

### Sample Comments: What would be your personal motivation for recycling your leftover paint in the future?

I always prefer to reduce waste whenever it is practical. As long as recycling the paint would require comparable effort to disposing of it there is no good reason not to recycle it

I don't want it to be in the streets and have homeless animals eat it thinking it's food

Why waste paint if you don't have to?

a monetary incentive

A small credit at the store of purchase.

donate to someone who needs it

Hate throwing things away if there is away to reuse

I prefer to do the right thing but there are limited places to go and they require traveling where I usually do not travel. Letting it dry out and then recycling the can is the easiest option.

I support ALL recycling efforts, always.

I would not want it to go to waste, and I would like to see it disposed of or repurposed safely.

It's the most responsible way to dispose of this type of product in terms of the environment and public health.

Not harming the environment by it seeping in the ground.

Putting it in a relatively safe place to be taken care of

Wanting to be responsible in my getting rid of the paint. I would not want to harm the environment.

because it's reusable

I hate wasting things that someone else could use.

Showing my son something new that he would be happy to help with.

This survey

Well it's the right thing to do they take care of it properly and it gets it out of my hair

Because you.are not allowed to put paint in the trash

I don't want hear that people got sick or diseases from not recycling paints correctly

I live by a landfill, I know things put in the landfill effect the waters and soil and air so I'm cautious

I love to recycle because it helps the earth and keeping the planet safe is important for the future

I think it's a very resourceful thing to do and I great idea because I have never heard of that before.

To get rid of the paint from my house the proper way and not hurt the environment.

To keep it from entering the landfills/ environment to cause future damage to both.

To save the earth of course

Get it out of my basement

I hate throwing anything in a landfill! If it can be used or disposed of responsibly, I will always choose that.

### Sample Comments: Why are you unlikely to recycle leftover paint in the future?

Because I don't buy paint

because I don't get rid of leftover paint

Because I don't think it could be recycled with leftover paint in it

Because I will find a use for it

Because no place nearby to do so, and if there is a fee you can forget it!

Can't be bothered

dont know where to take it that is close

I can more easily dry it out and throw it away

I end up using the left over paint or there is so little left I just put kitty liter in the can

I keep it and use it somewhere around the house or keep it until it dries completely out and discard in trash.

I will unlikely to recycle leftover paint in the future because I rarely paint.

It's a pain, if it were easier and free I would.

it's a long drive. Easier to let the paint dry out and throw it in the trash.

No idea where to take it and if it's like bottle recycling, it will be a nightmare

No place to do that in my small town

Not allowed to recycle paint here

Really, another thing to separate or recycle?

too much effort and time as opposed to tossing it

too much of a bother, would rather store it & then once a year take it to hazardous waste roundup in community

Will give it away

will store until later use

Because i wouldn't know how to go about recycling paint

Costs money to buy paint, don't want to just give up extra.

Green wellies can #\$%^

Cuz I don't paint

dont care

Don't understand this at all

Have 2 small of amount

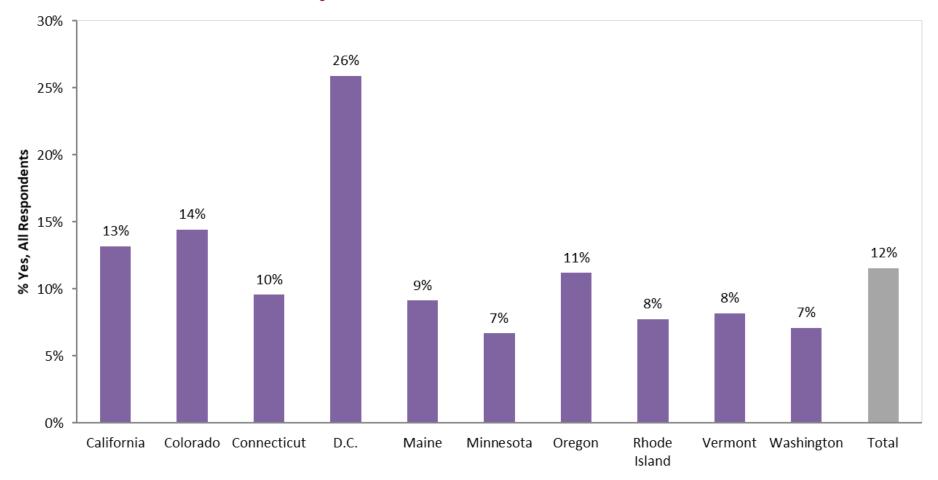
I don't use paint enough

## **ADVERTISING/MARKETING CONSIDERATIONS**

### **PaintCare Awareness**

- Overall, 12% of respondents said they had heard of PaintCare before. Again, results differed by state/the District.
- D.C. residents were most aware (by far), followed by Colorado and California.
- Minnesota and Washington residents were least aware.

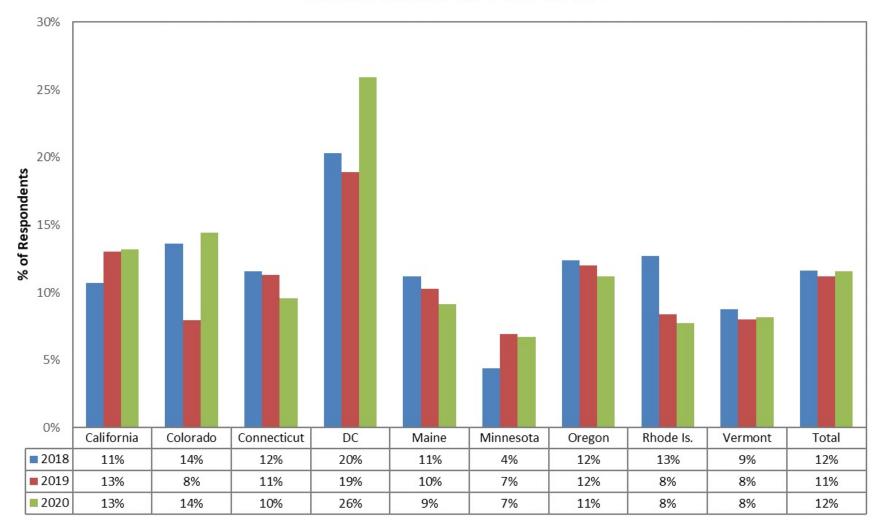
### Have you ever heard of PaintCare before?



### **TREND: PaintCare Awareness**

- Overall, awareness levels were statistically similar to those attained in 2019.
- However, brand awareness in D.C., Colorado showed marked improvements in 2020.
- All other states showed modest positive or negative change from last year.

### TREND: HEARD OF PAINTCARE

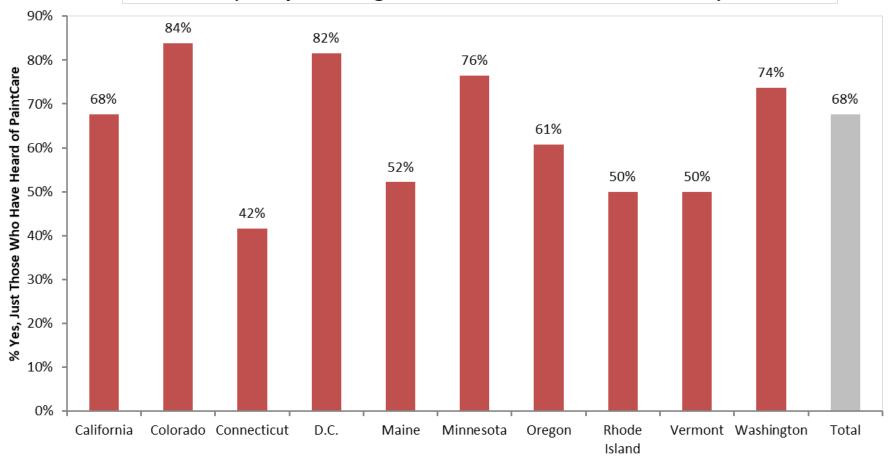


## Ad Recall Among Those Who Knew of PaintCare

- ❖ 68% of those who had heard of PaintCare before said they had seen an ad in the last several months.
- ❖ However, this varied by state. Colorado and D.C. had the highest recall rates; Connecticut, the lowest.

Do you recall seeing or hearing an advertisement about paint recycling and/or PaintCare in the last several months?

(as a percentage of those who knew of PaintCare)

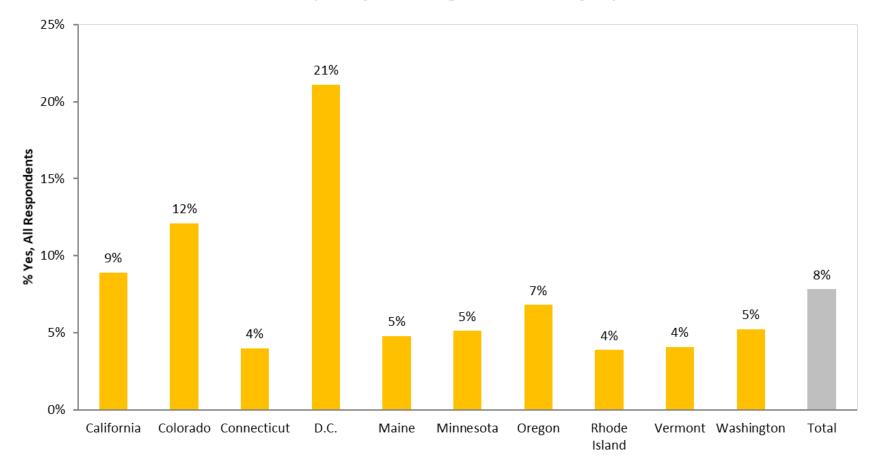


## **Adjusted Ad Recall for Entire Population**

- The same results are provided below, over the base of <u>all respondents</u> (not just those who had heard of PaintCare).
- D.C. had the highest overall ad recall rate, consistent with 2019 results.
- New England states had the lowest ad recall rates.

Do you recall seeing or hearing an advertisement about paint recycling and/or PaintCare in the last several months?

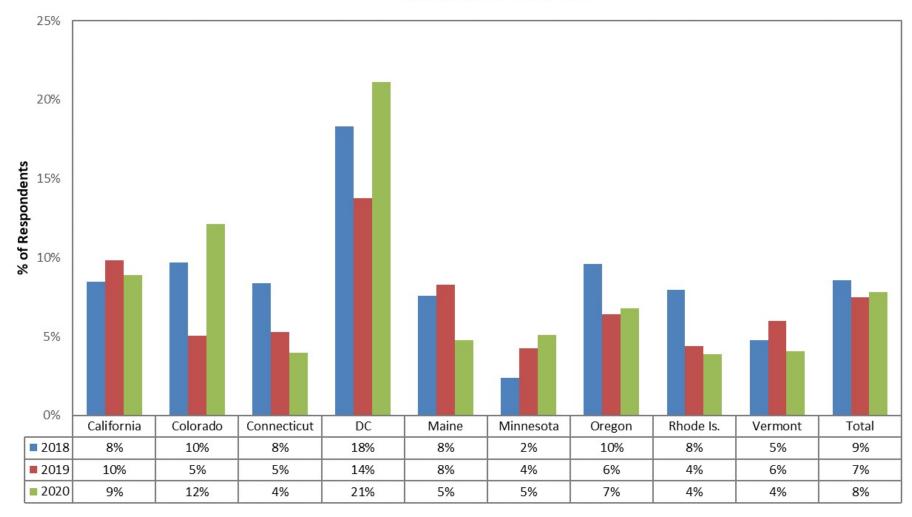
(as a percentage of all surveyed)



## TREND: Adjusted Ad Recall for Entire Population

- There were a couple locations where ad recall increased significantly in the last year—D.C. and Colorado.
- Most others saw modest positive or negative change.

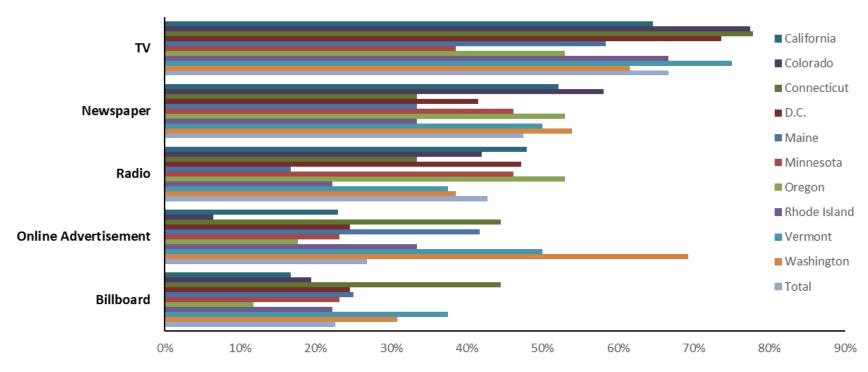




## **Ad Recall Types**

- TV was most frequently cited by all respondents (typical response even when TV ads not running).
- Other common ad types varied by state, between newspaper, radio, online and even billboard.
- Note: sample sizes are small by state/the District; as such, results should be considered directionally.

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



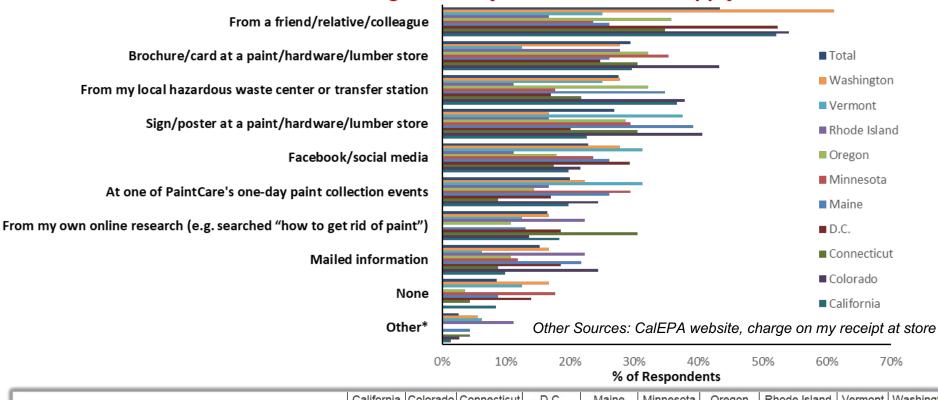
% of Respondents

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	Oregon	Rhode Island	Vermont	Washington	Total
TV	65%	77%	78%	74%	58%	38%	53%	67%	75%	62%	67%
Newspaper	52%	58%	33%	42%	33%	46%	53%	33%	50%	54%	47%
Radio	48%	42%	33%	47%	17%	46%	53%	22%	38%	38%	43%
Online Advertisement	23%	6%	44%	25%	42%	23%	18%	33%	50%	69%	27%
Billboard	17%	19%	44%	25%	25%	23%	12%	22%	38%	31%	23%

## **Recall of Other Marketing Measures**

- Word-of-mouth communications were common in most states, as were brochures/cards at stores.
- Other (non-ad) communication types varied by state.

Do you recall hearing about paint recycling and/or PaintCare in any of the following other ways? Choose all that apply.

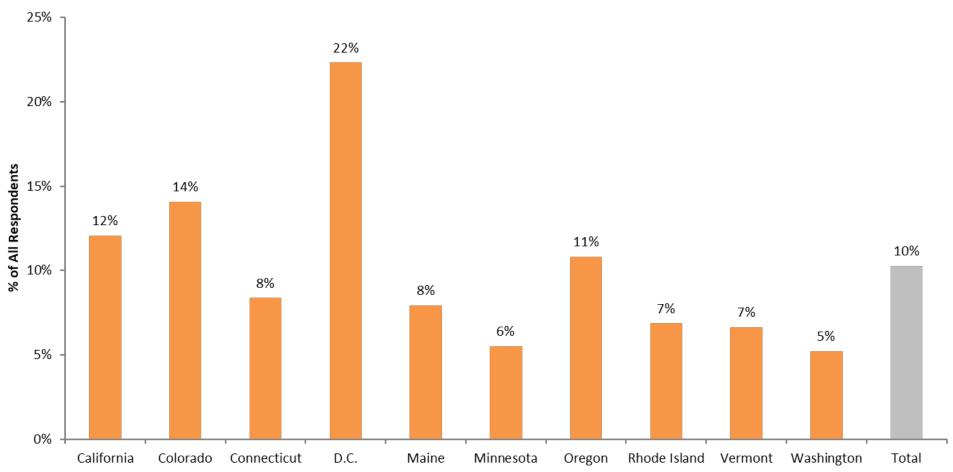


	California	Colorado	Connecticut	D.C.	Maine	Minnesota	Oregon	Rhode Island	Vermont	Washington	Total
From a friend/relative/colleague	52%	54%	35%	52%	26%	24%	36%	17%	25%	61%	43%
Brochure/card at a paint/hardware/lumber store	30%	43%	30%	25%	26%	35%	32%	28%	13%	28%	29%
From my local hazardous waste center or transfer station	37%	38%	22%	17%	35%	18%	32%	11%	25%	28%	28%
Sign/poster at a paint/hardware/lumber store	23%	41%	30%	20%	39%	29%	29%	17%	38%	17%	27%
Facebook/social media	20%	22%	17%	29%	26%	24%	18%	11%	31%	28%	23%
At one of PaintCare's one-day paint collection events	20%	24%	9%	17%	26%	29%	14%	17%	31%	22%	20%
From my own online research (e.g. searched "how to get rid of pa	18%	14%	30%	18%	13%	0%	11%	22%	13%	17%	16%
Mailed information	10%	24%	9%	18%	22%	12%	11%	22%	6%	17%	15%
None	8%	0%	4%	14%	9%	18%	4%	0%	13%	17%	9%
Other*	1%	3%	4%	0%	4%	0%	0%	11%	6%	6%	3%

## **Adjusted Marketing Recall for Entire Population**

Marketing initiative recall was highest in D.C.; lowest, in Minnesota and Washington.



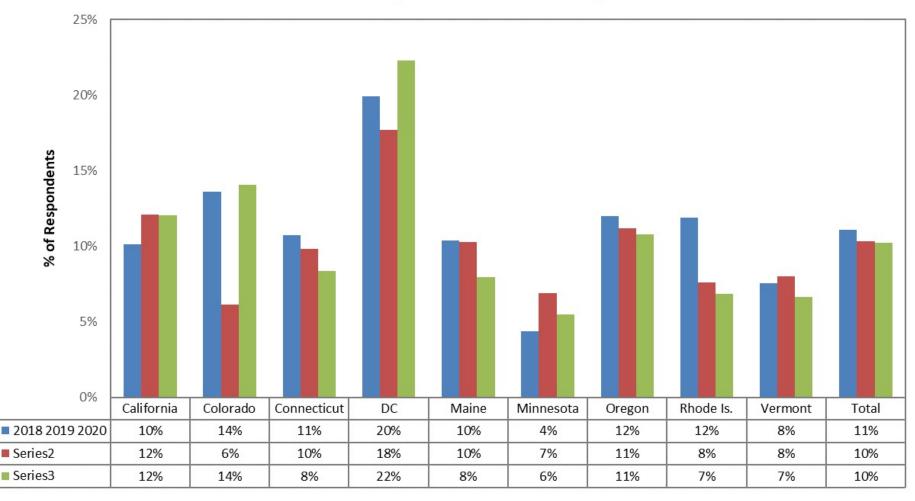


\*my own online research, mailed information, Facebook/social media, my local hazardous waste center, sign/poster/brochure/card from a store, friend/relative/colleague

## TREND: Adjusted Marketing Recall for Entire Population

- Marketing initiative recall has improved the most in Colorado and D.C.
- All other states saw modest gains or losses from last year.

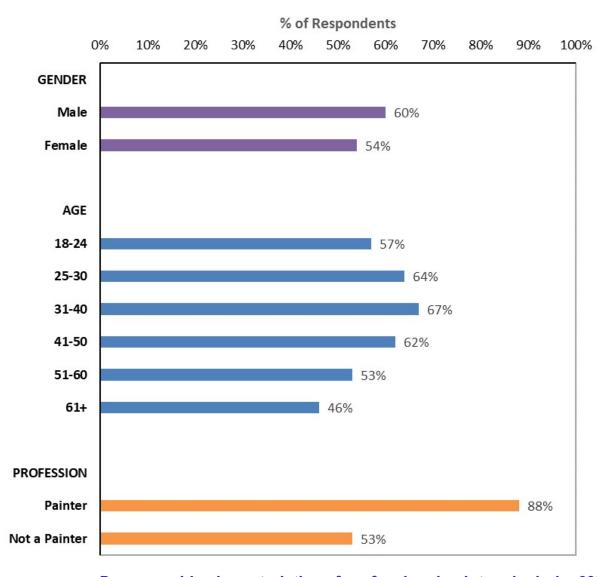
# TREND: HEARD OF PAINTCARE FROM OTHER SOURCES (NOT ADVERTISING)\*





### **Consumer Behavior Cross Tabulations**

### CROSS-TAB: Purchased Paint in Last Year

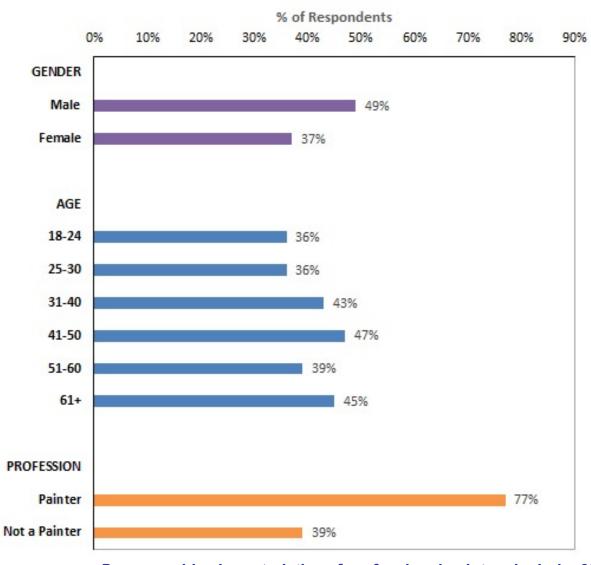


- Men purchased slightly more often than females in the last year. However, both genders are active and important to target to increase recycling knowledge.
- Those in the 31-40 age range bought paint most often in the last year.
- As expected, professional painters purchased more often in the last year than nonprofessionals.

Demographic characteristics of professional painters include: 69% men / 29% women, median age 31-40, median income \$50-99K, 62% White / 13% Black / 13% Latino or Hispanic / 9% Asian.

## **Awareness/Engagement Cross Tabulations**

### CROSS-TAB: Aware of Paint Recycling

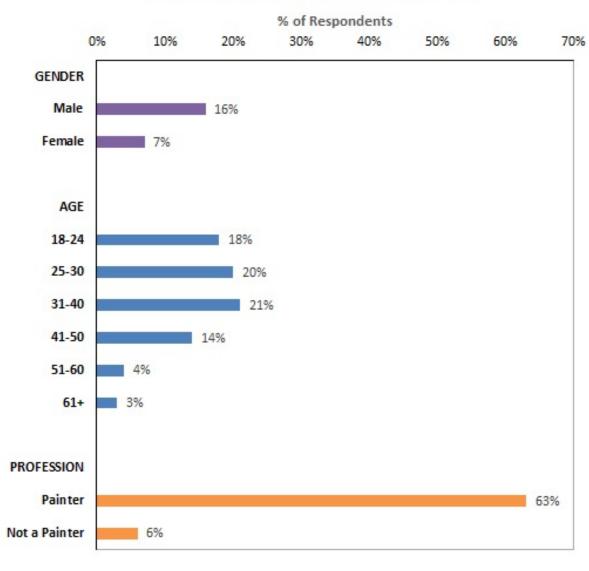


- Men are significantly more likely to know that paint can be recycled than women.
- In general, recycling knowledge increases with age.
- Professional painters are about twice as likely to know that paint can be recycled.

Demographic characteristics of professional painters include: 69% men / 29% women, median age 31-40, median income \$50-99K, 62% White / 13% Black / 13% Latino or Hispanic / 9% Asian.

## **Advertising/Marketing Cross Tabulations**

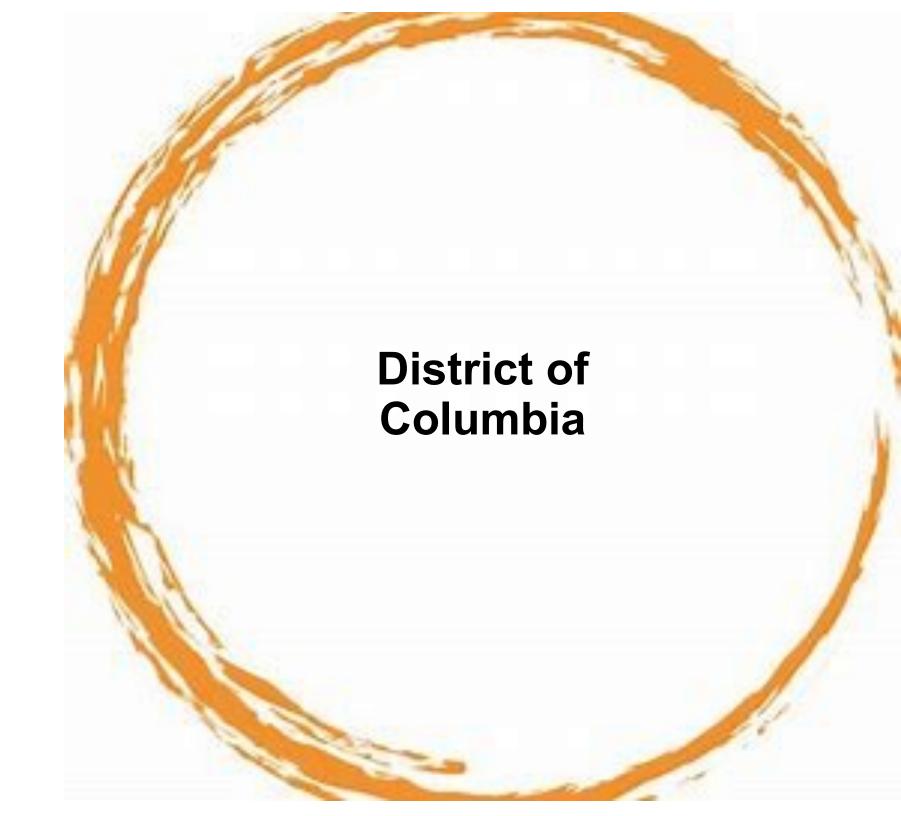
### CROSS-TAB: Heard of PaintCare



- More than twice as many men have heard of PaintCare than women.
- Awareness of PaintCare generally decreases with age.
- Professional painters are MUCH more aware of PaintCare than non-professionals.

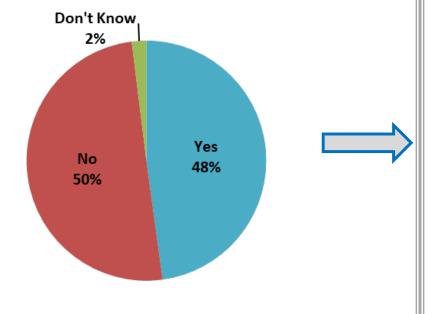
Demographic characteristics of professional painters include: 69% men / 29% women, median age 31-40, median income \$50-99K, 62% White / 13% Black / 13% Latino or Hispanic / 9% Asian.

## **APPENDIX: STATE HIGHLIGHTS**

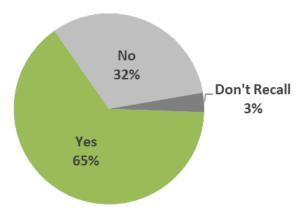


Almost half of those surveyed have purchased in the last year. 65% of them were helped by the store in determining needs. 74% took measurements themselves.

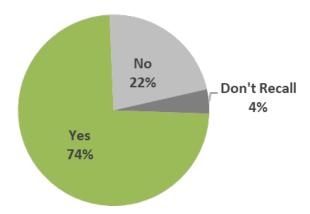




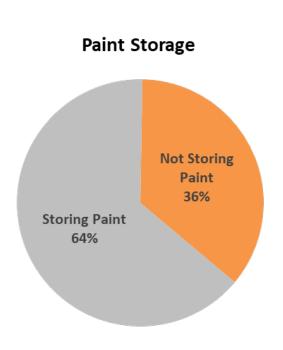
Did the staff of the paint retail store assist you with figuring out exactly how much paint you needed for your specific project?



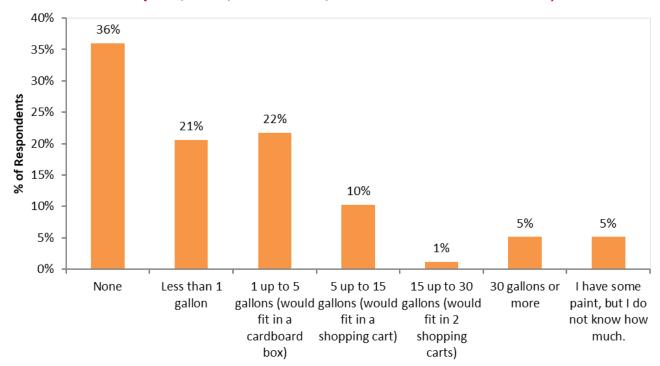
Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?



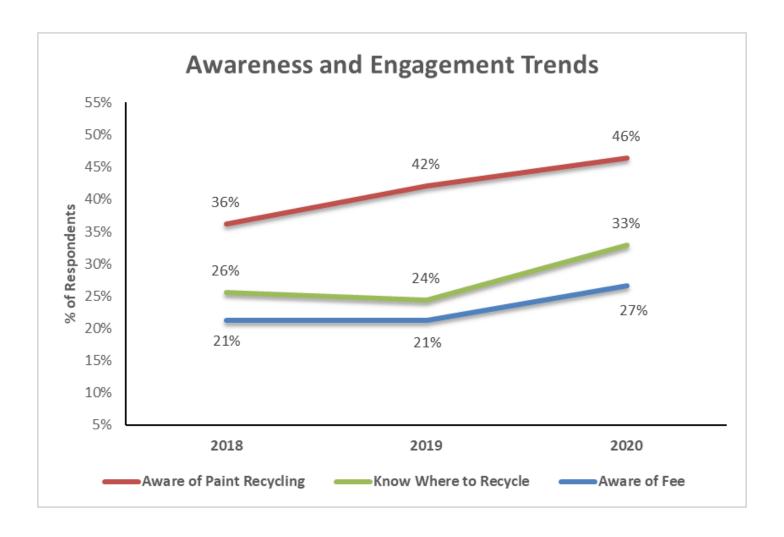
36% of respondents were NOT storing paint at home or at their business (i.e., 64% were). The median amount stored was "less than 1 gallon."



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)?

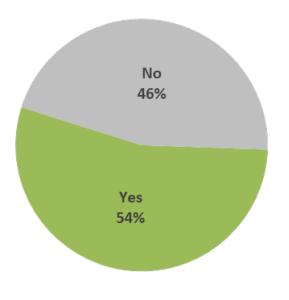


- In 2020, 46% of consumers were aware of paint recycling.
- Fewer were aware of the finer details of paint recycling -- 33% knew where to recycle; 27% were aware of the fee added to paint purchases for future recycling.
- In general, D.C. is seeing upward trends in all metrics.

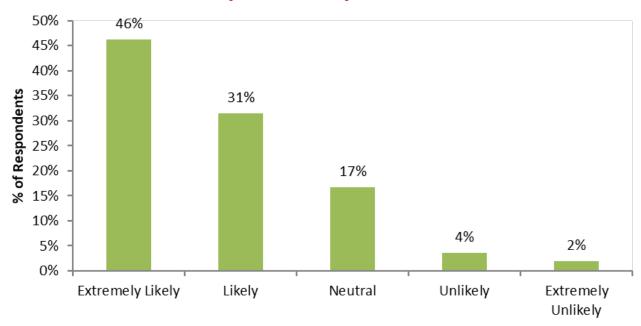


- 46% of respondents said they would be extremely likely to recycle paint in the future.
- Another 31% said they are likely to recycle in the future.
- Since future intentions exceed past behavior, there is reason for optimism.

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

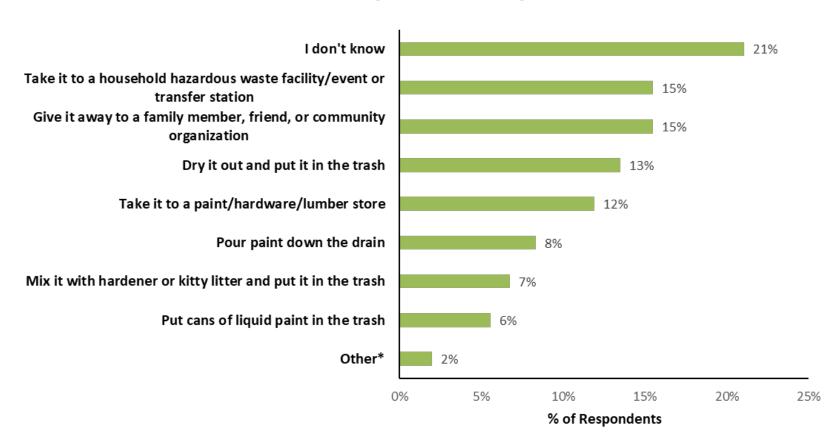


# How likely will you recycle next time you have paint to dispose?



- 27% of respondents said they would take unwanted paint to a HHW facility/event or a retail store in the future.
- 14% said they would put liquid paint in the trash or pour it down the drain.

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



### Sample Comments: What would be your personal motivation for recycling your leftover paint in the future?

an recycling can reduce our extra cost and it's help us to easily go with right way.

Because I take care of the environment.

Because now I know it can be done. Why waste it when it can be recycled.

Better for the environment and it is less wasteful.

climate change

Doing it, is taking safety precautions.

Get it out of my basement

Getting rid of it the right way

I hate throwing anything in a landfill! If it can be used or disposed of responsibly, I will always choose that.

I now know that it's possible to do so. It's time consuming trying to find someone who needs paint and is will take leftovers.

I think it is the socially responsible thing to do.

I want to do things that are better for the environment

Just take left over paint to where they can recycle it

Knowing that I can now

My personal motivation for recycling my leftover paint in the future i will manage how to recycle that stuff

My personal motivation for recycling my leftover paint in the future is because I feel guilty with things in the air and environment being negat

Probably to minimize the clutter of the paint cans.

Right now for a new technology and the best price.

Saving the planet

So I have more space at home

So it doesn't get wasted cause paint is not cheap

So that it is put in the right place and not hurting the earth or wildlife.

Survey

The Bible

The same way I paid \$50 to recycle a TV, I'd pay to safely rid myself of unwanted paint. But if the vacuum packed paint I have dries out before to take better care of the planet

too get ridge of it!