



# *Rhode Island Paint Stewardship Program*

## 2020 Annual Report



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# *Executive Summary*

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## ***RHODE ISLAND PAINT STEWARDSHIP LAW***

PaintCare is the representative stewardship organization of the Rhode Island Paint Stewardship Program codified in Chapter 24.12 of Title 23 (Health and Safety) of the Rhode Island General Law. The Rhode Island program began in June 2014.

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.

## ***CHANGE TO THE ANNUAL REPORTING PERIOD***

PaintCare is transitioning all of its state programs operating on a July 1-June 30 fiscal year to a January 1-December 31 fiscal year. This change is taking place for administrative purposes in order to bring all PaintCare programs on the same reporting schedule, as some currently operate on the calendar year and some operated July-June. This change will have no impact on Rhode Island paint stewardship program operations, other than changing the reporting year (including the independent financial audit that accompanies each annual report).

The following calendar year 2020 annual report marks the transition of the Rhode Island program to a calendar year program. All future annual reports will also be presented on a calendar year. Due to this year's transition, data from previous reporting years and year-over-year comparisons will not be provided with this report since the timeframes will not correlate. The 2021 annual report will include both 2020 and 2021 data and year-over-year comparisons, and beginning with the 2022 annual report, each annual report will provide data for the previous three reporting years and year-over-year comparison.

## ***PROGRAM HIGHLIGHTS***

**Drop-Off Sites.** The program had 29 year-round paint drop-off sites at the end of the year. These sites included 25 paint retailers, representing 36% of likely paint retail participants, and four transfer stations.

The program also managed paint from supplemental sites that included two PaintCare events and Rhode Island Resource Recovery Corporation (RIRRC) programs. RIRRC provides all the state's household hazardous waste (HHW) collection services through their Eco-Depots (facility and events). PaintCare managed paint from RIRRC's facility in Johnston and from 15 events in other locations across the state.

During the year, 99.9% of Rhode Island residents lived within 15 miles of a site.



**Service.** The program provided 11 direct large volume pick-ups (LVP) from businesses and others that had accumulated more than 200 gallons of paint at their locations and had one site set up as a recurring large volume pick-up (RLVP) site.

**Paint Collection Volume.** The program collected 82,431 gallons of postconsumer paint.

**Paint Processing.** Latex paint was 78% of the paint processed: 83% was made into recycled-content paint and 17% that was dry paint was landfilled. Oil-based paint was 22% of the paint processed: 71% was processed for energy recovery and 29% was incinerated.

**Revenue and Expenses.** The program was financed through a fee on new paint sales: 35 cents on pint and quart containers; 75 cents on 1-gallon containers; and \$1.60 on 5-gallon containers. Approximately 1.6 million gallons of architectural paints were sold in the state and the program collected \$1,034,940 in revenue from these sales.

Expenses, including paint transportation and processing, communications, staffing, and administration were \$758,115. The program ended the year with net assets of \$1,102,296. Total program cost per gallon of paint collected was \$9.20.

**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 5.0%.

**Communications.** Public outreach activities included the distribution of point of sale print materials, fact sheets, and signage, as well as event promotion efforts and messaging delivered via digital ads, print ads, 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 and social media 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. A peak total of 68% of retailers and 25% of transfer stations suspended paint drop-off during this period. These sites were removed from the PaintCare site locator tool during this time. The LVP service was also suspended for a few months. Additionally, six RIRRC HHW events and three PaintCare events were canceled. As a result, paint collection and related expenses were lower than expected though collection volume increased when services resumed.

## **PROGRAM PLAN AND ANNUAL REPORT**

The state'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

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### Annual Report Statutory Citation

Section 23-24.12-3(m) requires PaintCare to submit an annual report that includes, in relevant part:

*(1) A detailed description of the methods used to collect, transport and process post-consumer paint in this state.*

### 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.

The program's drop-off sites and services 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. All sites are listed in the appendix.

#### YEAR-ROUND DROP-OFF SITES

SITE TYPE	2020
Paint Retailer	25
Transfer Station	4
Total Sites	29

#### SUPPLEMENTAL DROP-OFF SITES

SITE TYPE	2020
Household Hazardous Waste Event Site / Number of Events	15/15
Household Hazardous Waste Facility (Seasonal)	1
PaintCare Event Site / Number of Events	2/2
Total Sites	18

## SERVICES

SITE/SERVICE TYPE	2020
Direct Large Volume Pick-Up Site / Number of Pick-Ups	10/11
Recurring Large Volume Pick-Up Site	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 its partnership with the Rhode Island Resource Recovery Corporation, covering their costs for paint collection bins and paint transportation and processing.

**Paint Retailers.** At the end of the year, PaintCare identified 94 paint retailers – including paint, hardware, and home improvement stores – with 69 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 69 potential retail drop-off sites, 25 (36%) were participating as drop-off sites at the end of the year. Retail participation as a drop-off site is voluntary, and sites are not compensated.

**Reuse Stores.** A special group of retailers are material reuse stores. Even though only some of these stores sell paint, they are considered to be potential drop-off sites. Those who are drop-off sites may operate paint reuse programs by donating or selling good quality leftover paint back to the local community to use, rather than sending it downstream through PaintCare for processing. PaintCare provided compensation for reuse services.

PaintCare has identified two reuse stores in Rhode Island and invited them to participate in the program; however, they have decided not to join the program at this time.

**Transfer Stations.** PaintCare partners with transfer stations to be paint drop-off sites for their customers.

PaintCare maintained four transfer station drop-off sites during the year.

**PaintCare Events.** PaintCare held two drop-off events for paint to help clean out large volumes of stored-up paint and to increase paint drop-off opportunities. The total number of participants at these events was 1,117.

The events were held at the same location in Smithfield in September and November. The September event was larger than expected so a second event was held in the same location. Two events planned for the spring and one for the summer were canceled due to COVID-19 restrictions.



Smithfield September Event

**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.

**Recurring Large Volume Pick-Up Sites.** Some LVP sites receive pick-ups on an on-going basis. These recurring large volume pickup (RLVP) sites sign a contract with PaintCare to allow them to keep PaintCare collection bins on site and fill them as they accumulate leftover paint. In addition, staff at these locations are trained by PaintCare on how to segregate products and store them until picked up by a transporter.

## **B. CONVENIENCE CRITERIA**

PaintCare analyzed the convenience level offered by drop-off sites and events using Geographic Information System (GIS) tools and 2010 U.S. Census Bureau population data (2020 census data was not yet available at the time of this report). Census Bureau data shows how population is distributed geographically in each state; Census Bureau Urbanized Areas represent densely populated areas.

Some sites (e.g., HHW facilities) have geographic limitations; they are only available to residents of their own city, county, or jurisdiction (i.e., residents of other jurisdictions are not allowed to use the site to drop off HHW/paint even if they live close by). For these sites, PaintCare tracks their service area restrictions and only counts the population for those residents who are (1) within a 15-mile radius, and (2) within the site’s service area.

During the program planning phase, PaintCare identified approximately 22 optimally located, year-round drop-off sites as its baseline service level goal.

**Distribution Criteria.** Provide 95% of the state's residents access to a drop-off site within 15 miles.

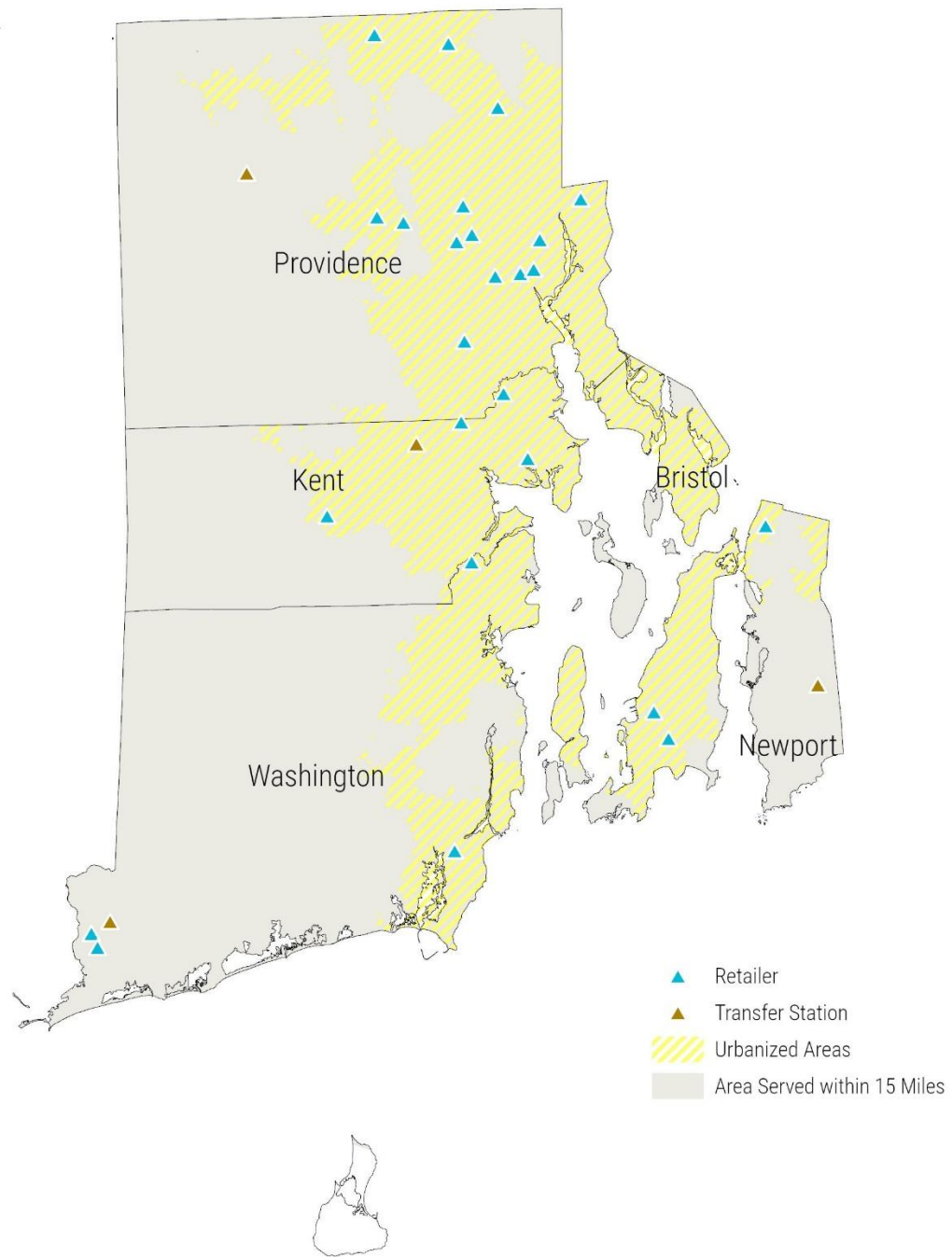
The program's 29 year-round drop-off sites provided 99.9% of the state's residents access to a drop-off site within 15 miles. When supplemental sites were included, coverage was 99.9%.

**Density Criteria.** Provide one site for every 50,000 residents of an Urbanized Area.

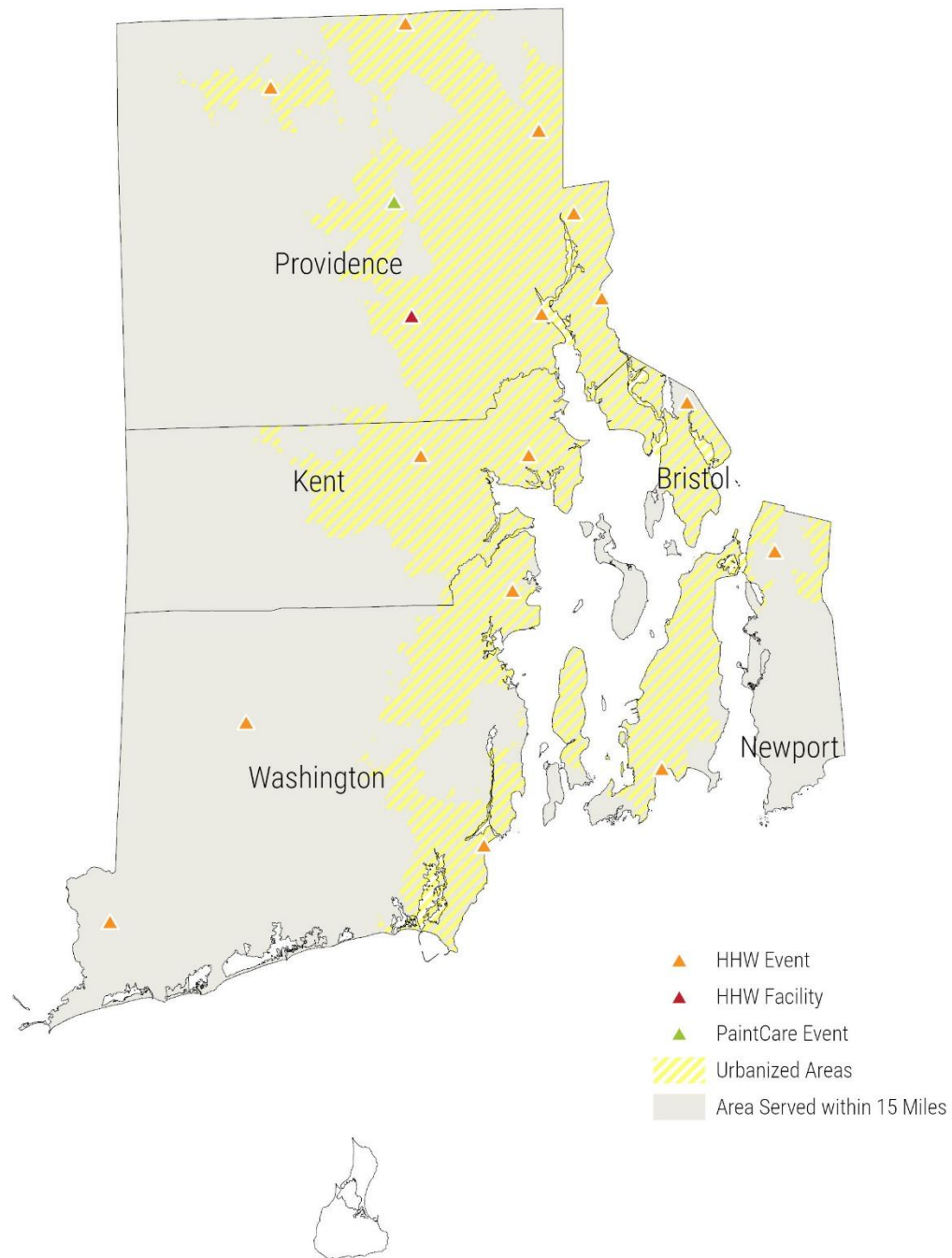
There is one large Urbanized Area covering part of Rhode Island and extending into Massachusetts, called Providence, RI--MA by the Census Bureau. The Rhode Island portion had a population of 957,861. The program should provide 19 sites in this Urbanized Area to meet its density target. There were 36 drop-off sites in this Urbanized Area during the year (23 year-round and 13 supplemental), surpassing the target.

**Maps.** The following maps show the locations of the sites and services available during the year: (1) year-round sites; (2) supplemental sites; (3) year-round and supplemental sites; and (4) large volume pick-up sites, which were not included when analyzing the distribution or density criteria.

## YEAR-ROUND DROP-OFF SITES

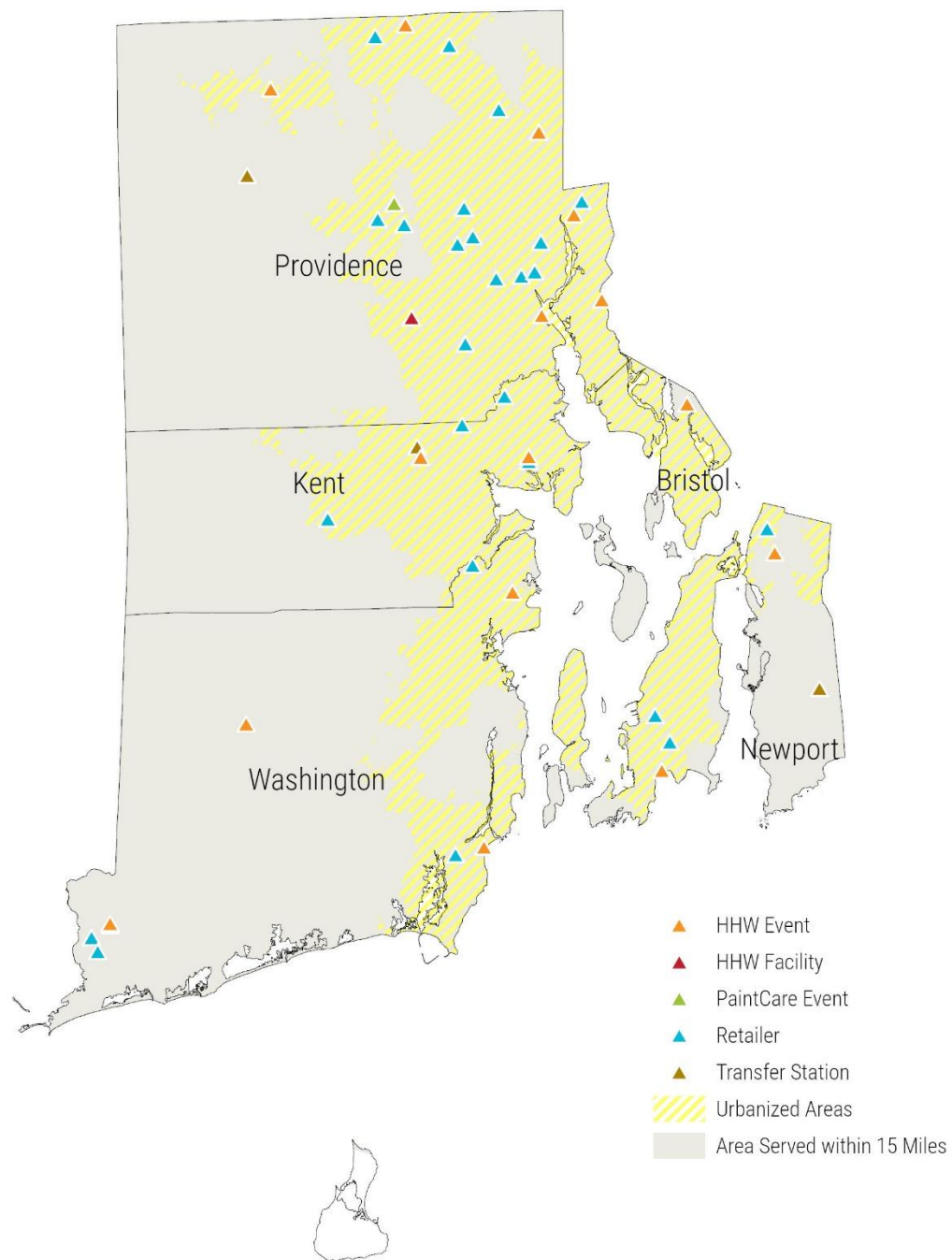


## SUPPLEMENTAL DROP-OFF SITES

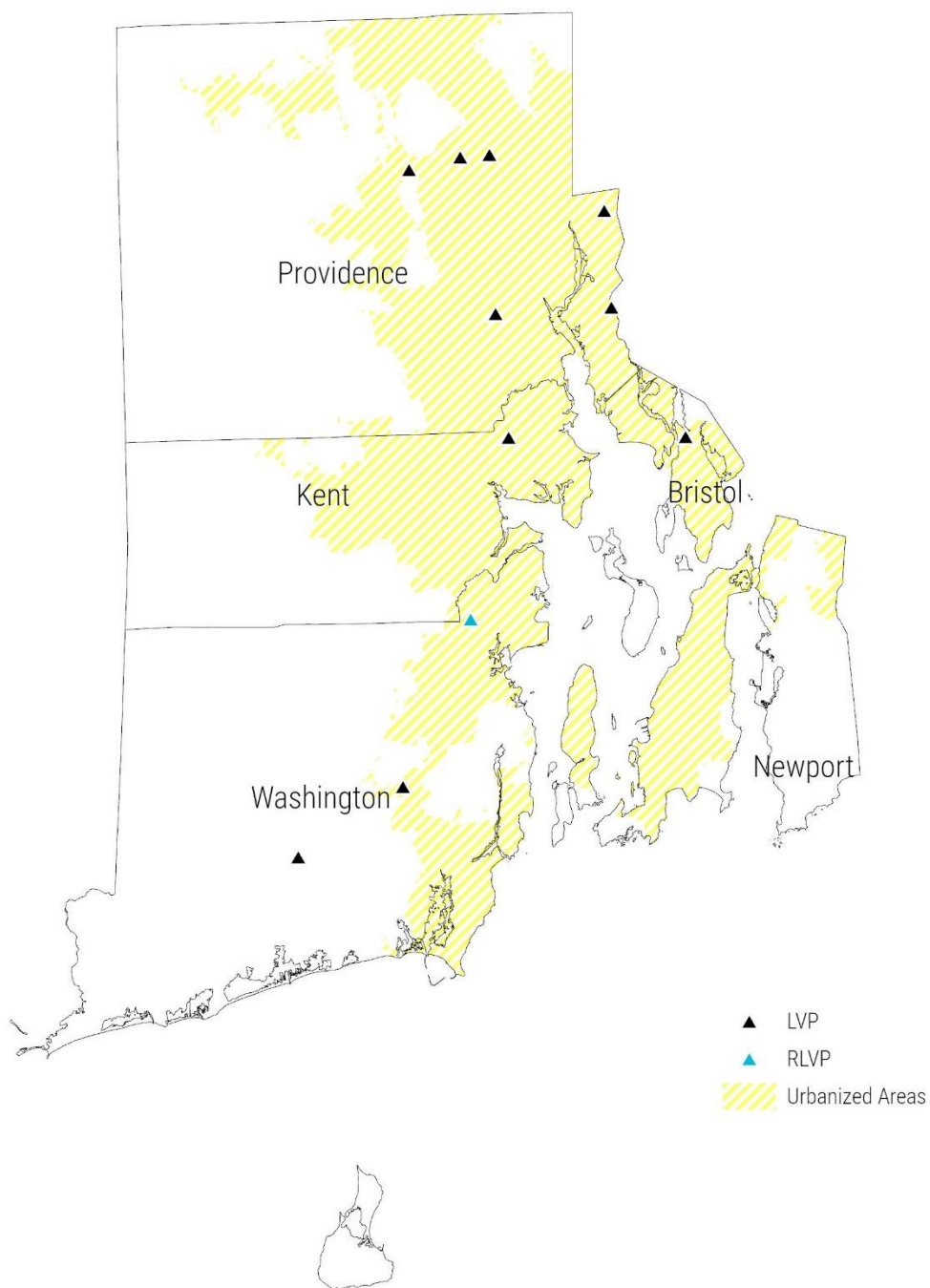




## YEAR-ROUND AND SUPPLEMENTAL DROP-OFF SITES



## LARGE VOLUME PICK-UP SITES



### C. PAINT COLLECTION PROCEDURES

The program has agreements with owners or operators of all drop-off sites and events, and other partners that set forth collection procedures. 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.

**Permits.** In addition to PaintCare’s training and documentation requirements, Rhode Island’s Department of Environmental Management (DEM) requires a permit for retail and transfer station drop-off sites. These sites are required to sign the completed permit registration form and be approved by DEM prior to accepting paint from the public. PaintCare files the registration form on behalf of sites.

### D. PAINT TRANSPORTATION

PaintCare contracted with the following companies for transportation services. Individual sites are assigned to transporters based on costs and logistics.

#### TRANSPORTERS

NAME	SITE TYPES SERVED
Clean Earth	HHW Facility/Events
Clean Harbors	Paint Retailer, Transfer Station, LVP/RLVP, PaintCare Events

## Section 2. Paint Collection Volume and Processing Methods

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### Annual Report Statutory Citation

Section 23-24.12-3(m) requires PaintCare to submit an annual report that includes, in relevant part:

*(2) The overall volume of post-consumer paint collected in this state.*

*(3) The volume and type of post-consumer paint collected in this state by method of disposition, including reuse, recycling and other methods of processing or disposal.*

### 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.

GALLONS COLLECTED, SOLD, AND RECOVERY RATE

DESCRIPTION	2020
Paint Collected (gallons)	82,431
New Paint Sold (gallons)	1,647,002
Recovery Rate	5.0%

**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. Descriptions of the processing methods follow the tables. 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

	2020	
METHOD	(GAL)	%
Recycled-Content Paint	54,708	83
Disposal	11,325	17
Latex Total	66,033	100

## OIL-BASED PAINT PROCESSING METHODS

	2020	
METHOD	(GAL)	%
Energy Recovery	13,223	71
Incineration	5,418	29
Oil-Based Total	18,641	100

Grand Total	84,674
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### 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.** Latex paint that was not processed by the above methods was solidified and landfilled.

## LATEX PAINT PROCESSORS

PROCESSOR	LOCATION	PROCESS
Clean Harbors	Cranston, RI	Recycle-Content Paint
GDB International	Monmouth Junction, NJ	Recycle-Content Paint
Lee County Solid Waste Facility	Bishopville, SC	Disposal
Modern Landfill	York, PA	Disposal

Seneca Meadows Landfill	Waterloo, NY	Disposal
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#### **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.

**Incineration.** Oil-based paint was incinerated.

#### **OIL-BASED PAINT PROCESSORS**

PROCESSOR	LOCATION	PROCESS
Buzzi-Unicem USA	Cape Girardeau, MO	Energy Recovery
Buzzi-Unicem USA	Greencastle, IN	Energy Recovery
Clean Harbors	El Dorado, AR	Incineration
Ross Environmental Services	Grafton, OH	Incineration

#### **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	30
Paint Retailer	38
Transfer Station	14
PaintCare Event	14
LVP/RLVP	4
Total	100

**F. CONTAINER RECYCLING**

The following table shows the tons of metal and plastic paint containers recycled.

CONTAINER RECYCLING	
	2020
Tons	67



## ***Section 3. Independent Audit and Financial Summary***

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### ***Annual Report Statutory Citation***

Section 23-24.12-3(m) requires PaintCare to submit an annual report that includes, in relevant part:

*(4) The total cost of implementing the program, as determined by an independent financial audit, as performed by an independent auditor.*

*(5) An evaluation of the adequacy of the program's funding mechanism.*

### **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.

### **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, events, and LVPs.

**Communications.** Communications expenses included advertising, printing and distribution of brochures and other outreach materials, media relations, 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.

**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, the program's share of the corporate allocation was 1.6% (a slight reduction from previous years due to the addition of the Washington State program to the allocation calculation).

## **B2. Financial Summary**

The following table shows program revenue and expenses.

REVENUE AND EXPENSES	
REVENUE	2020
Larger than half pint up to smaller than 1 gallon	\$138,778
1 gallon	701,337
Larger than 1 gallon up to 5 gallons	194,826
Total Revenue	1,034,940
EXPENSES	
Paint Processing	350,612
Paint Transportation	97,649
Paint Collection Supplies and Support	118,762
Communications	73,060
Personnel, Professional Fees, Other	39,361
Allocation of Corporate Activity	78,671
Total Expenses	758,115
Change in Net Assets	276,825

Net Assets, Beginning of Year	825,465
Net Assets, End of Year	\$1,102,290

*Values presented in this table are obtained from a financial worksheet that includes additional subcategories and cents. Due to rounding, Total Revenue and/or Total Expenses may differ by a few dollars in some years.*

### 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: \$758,115
- ◆ Cost per gallon of paint collected: \$9.20
- ◆ Communications cost as percentage of total program cost: 10%
- ◆ Collection support/supplies, transportation, and processing costs as percentage of total program cost: 75%
- ◆ Program administration cost (corporate activity) as percentage of total program cost: 10%
- ◆ Reserve level: 145%

## **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	\$ 0.35
1 gallon	\$ 0.75
Larger than 1 gallon up to 5 gallons	\$ 1.60

Due to the impacts of the COVID-19 pandemic, PaintCare will monitor paint collection activities over the coming months to see if a surge or other changes take place as operations at drop-off sites and RIRRC return to normal. Once more is known about the long-term impacts of the COVID-19 pandemic, PaintCare will determine if changes in expenses or fee structure are needed to reduce the reserves to the target range.

## **F. THREE-YEAR PROJECTIONS**

Three-year projections are an important exercise that can help provide the program with financial guidance. Projections are used for planning purposes only and should not be construed as representing actual program revenue, expenses, or budgets.

**Revenue.** We saw an increase in paint sales during 2020 due to the COVID-19 pandemic. Paint sales and the resulting revenue in 2021 and the following years are projected to return to 2019 levels.

**Expenses.** Expenses are projected to outpace revenues each of the next three years, resulting in declining reserve levels. In 2023, the number of PaintCare events is reduced from four to three events to minimize paint processing, transportation, and collection support costs.

### THREE-YEAR PROJECTIONS

	ACTUAL	PROJECTIONS		
REVENUE	2020	2021	2022	2023
Larger than half pint up to smaller than 1 gallon	\$138,778	\$122,196	\$122,196	\$122,196
1 gallon	701,337	629,781	629,781	629,781
Larger than 1 gallon up to 5 gallons	194,826	187,994	187,994	187,994
Total Revenue	1,034,940	939,971	939,971	939,971
EXPENSES				
Paint Processing	350,612	422,600	426,826	407,094
Paint Transportation	97,649	129,600	130,896	125,205
Paint Collection Supplies and Support	118,762	130,500	131,805	115,623
Communications	73,060	220,000	145,000	145,000
Personnel, Professional Fees, Other	39,361	83,221	84,293	85,507
Allocation of Corporate Activity	78,671	83,768	85,443	87,152
Total Expenses	758,115	1,069,689	1,004,263	965,581
Change in Net Assets	276,825	(129,718)	(64,292)	(25,610)
Net Assets, Beginning of Year	825,470	1,102,295	972,577	908,285
Net Assets, End of Year	\$1,102,296	\$972,577	\$908,285	\$882,675
Reserve Level	145%	91%	90%	91%

*Note: Values presented in this table are obtained from a financial worksheet that includes additional subcategories and cents. Due to rounding, Total Revenue and/or Total Expenses may differ by a few dollars in some years.*

Three-year projections show the reserves decreasing over the next few years, which would bring and keep the reserve balance within the target range.

## Section 4. Communications

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### *Annual Report Statutory Citation*

Section 23-24.12-3(m) requires PaintCare to submit an annual report that includes, in relevant part:

*(6) Samples of all educational materials provided to consumers of architectural paint and participating retailers.*

*(7) A detailed list of efforts undertaken and an evaluation of the methods used to disseminate such materials including recommendations, if any, for how the educational component of the program can be improved.*

### **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. During the first half of the year, outreach efforts focused on informing the public about changes to PaintCare's services due to the COVID-19 pandemic and encouraging them to use up leftover paint. During the second half of the year, outreach efforts encouraged the public to recycle their unwanted paint, and also continued to include messages about 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 others, and using a variety of media including digital ads, print advertising, 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. The "other" category includes costs for awareness surveys and translations.

## RELATIVE SPENDING ON OUTREACH ACTIVITY TYPES

ACTIVITY	PERCENT
Social Media	29
Digital Ads	19
Event Promotion	16
Video Ads	16
Point of Sale Print Materials	11
Print Ads	6
Earned Media	3
Other	<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 11,185 brochures, mini cards, fact sheets, and other materials 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 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 for Solid Waste Facilities Including Transfer Stations, Recycling Centers, and Landfills
- ◆ Reuse Programs – Compensation and Reporting
- ◆ 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, products covered by the program, and the Rhode Island program. PaintCare's website is updated throughout the year. The most frequently visited part of the website is the PaintCare site locator.

There were 16,099 page views of the Rhode Island web page during the year.

PaintCare provides a web page of links to paint calculators from various sources, at [www.paintcare.org/paint-calculators](http://www.paintcare.org/paint-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](http://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/store-right](http://www.paintcare.org/store-right).



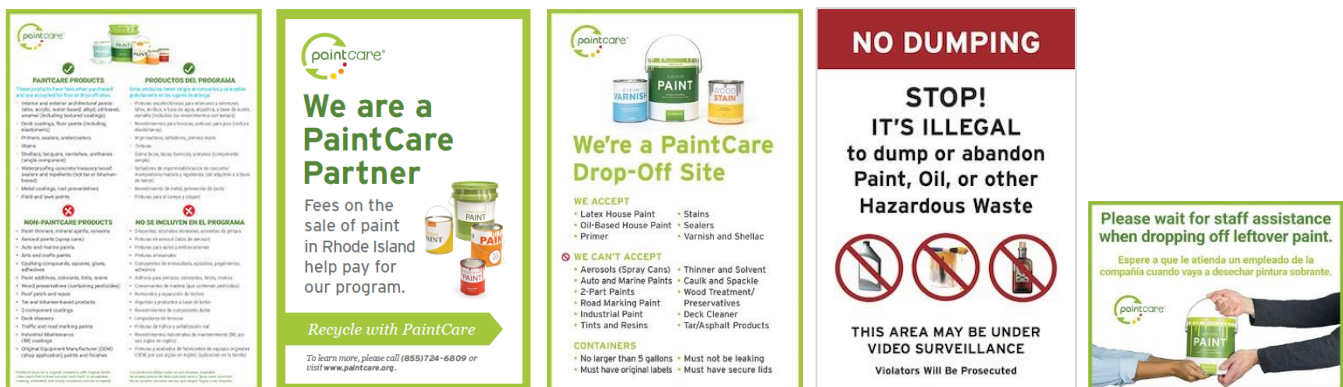
Two Examples of Storage Tip Videos: (1) Create a Tape Spout to Reduce Spills, (2) Use a Mallet to Close a Paint Can (Using a Hammer Can Damage the Can)

## 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](http://www.paintcare.org).



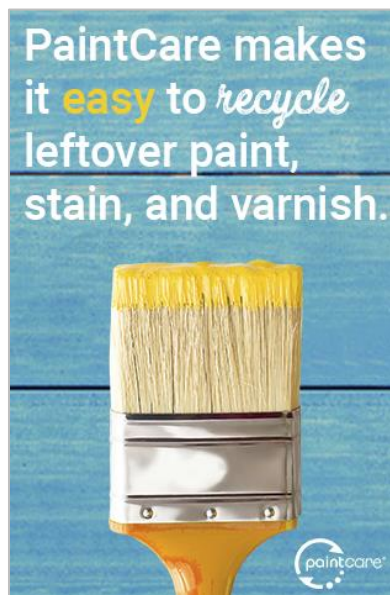
## A7. Digital Display Advertising

In March and April, PaintCare ran a portion of its planned digital advertising that was secured in advance, while most advertising was paused due to service interruptions associated with COVID-19. The “native display” ad (appears to be embedded within the webpage article content) promoted paint reuse rather than immediate recycling due to pandemic guidance regarding limiting discretionary travel.



Native Display Digital Ad

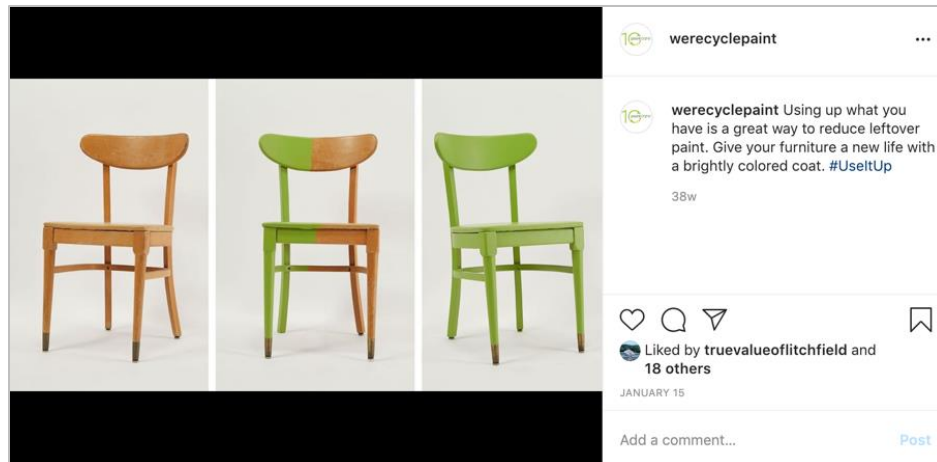
In September, October, and November, PaintCare used digital display advertising to efficiently promote its messaging to target audiences and drive them to PaintCare’s website and site locator tool. Ads targeted homeowners and paint consumers on a variety of popular websites across mobile, tablet, and desktop formats.



Example of PaintCare’s Digital Ads

## A8. 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.



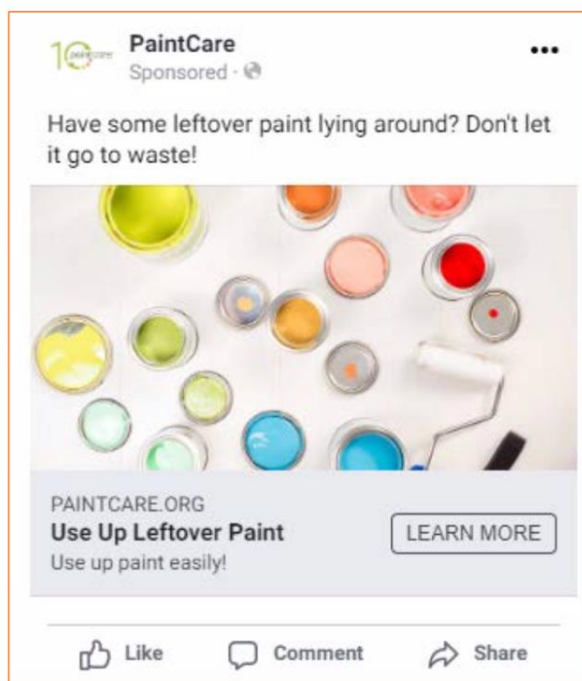
Instagram Post About Using Up Leftover Paint

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 August-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

## A9. Video

In September and October PaintCare ran video ads online and through web-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.

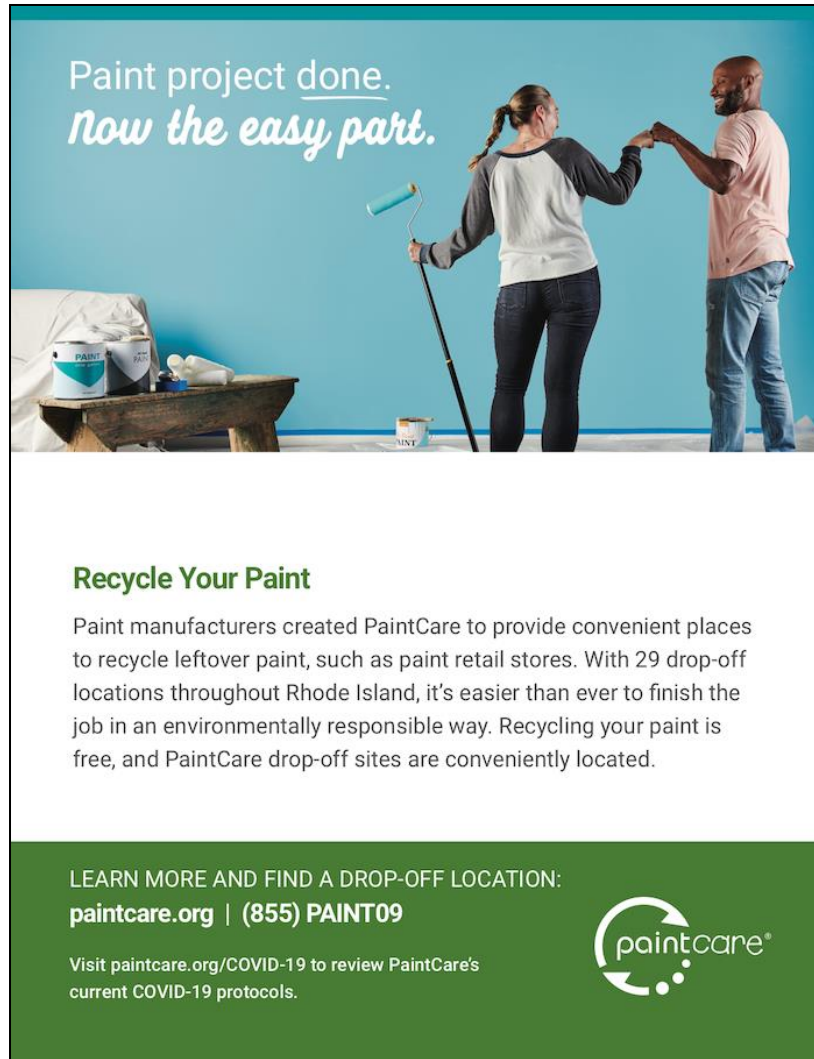


Still Frames from Painting Through the Eras Commercial

PaintCare's video commercials can be viewed on its YouTube channel.

### A10. Print Advertising

In November, PaintCare ran a prints ad in the magazine *Rhode Island Monthly*. The ad provided information about recycling leftover paint and directed readers to find their nearest drop-off site on PaintCare's website.




Paint project done.  
*Now the easy part.*

**Recycle Your Paint**

Paint manufacturers created PaintCare to provide convenient places to recycle leftover paint, such as paint retail stores. With 29 drop-off locations throughout Rhode Island, it's easier than ever to finish the job in an environmentally responsible way. Recycling your paint is free, and PaintCare drop-off sites are conveniently located.

LEARN MORE AND FIND A DROP-OFF LOCATION:  
**paintcare.org | (855) PAINT09**

Visit [paintcare.org/COVID-19](https://paintcare.org/COVID-19) to review PaintCare's current COVID-19 protocols.



Rhode Island Monthly Ad Promoting Paint Recycling

### A11. Face-to-Face

PaintCare staff attended the following face-to-face activities:

DATE	EVENT	ACTIVITY
2/5-2/6	Northeast Retail Lumber Association Show	Exhibited and distributed PaintCare materials (2,000+ attendees)



## **B. AWARENESS SURVEY**

In March 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:

- ◆ 264 surveys were completed by Rhode Island residents, allowing 90% confidence in the accuracy of the measured results for the population within +/-5%.
- ◆ 32% of Rhode Island respondents knew that paint can be recycled. Of those 56% have taken paint somewhere to be managed in the past, and 81% would consider doing so again.
- ◆ Over half of Rhode Island respondents purchased paint in the last year. Of those, 46% reported seeking help from paint retail staff and 58% reported taking measurements themselves in order to purchase the right amount of paint and reduce the amount leftover.
- ◆ 63% of Rhode Island respondents reported that they will choose a sustainable option if they have leftover paint in the future. The options included dropping it off at a paint retail store (16%) or HHW facility (27%) or giving it away to someone else who needs it (10%).

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



## ***Section 5. 2021 and Future***

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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. OPERATIONS***

There are plans for four PaintCare events during 2021, since the two events held during 2020 had such high participation and success.

### ***B. LVP MINIMUM CHANGE***

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.

### ***C. CORPORATE ACTIVITY EXPENSE***

Allocation of corporate activity expenses decreased from 1.8% to 1.6% 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 Rhode Island program in 2021 from the addition of the New York PaintCare program.

### ***D. LEGISLATIVE SUPPORT***

During 2021, PaintCare will begin to account for the costs of legislative support that is provided by our local lobbyists in Rhode Island as well as corporate staff. Legislative support is vital to the maintenance of a robust paint stewardship program. This support is provided by our local lobbyists in Rhode Island by monitoring the legislative landscape for any proposals that may undermine PaintCare's services. 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 the work conducted by local lobbyists will be billed directly to PaintCare and a portion of the work to expand PaintCare to new states will be billed to Rhode Island under the Allocation of Corporate Activity.

### ***E. COMMUNICATIONS***

PaintCare plans to continue robust public outreach activities in 2021, using a range of digital, video, radio, print, and social media strategies. PaintCare plans to repeat its awareness surveys of the general population to continue the measuring effectiveness of outreach activities. PaintCare recently completed an update of its

official logo, branding, and website, and will continue to redesign printed materials, advertisements, and other communications to reflect the refreshed branding in 2021.

## Appendix Section A



# PAINTCARE SITES

CY2020 PAINTCARE SITES IN RHODE ISLAND - PAGE 1

City/Town

Site Name

Address

Type

## 1. Year-Round Drop-Off Sites

29 Sites

Chepachet	Glocester Trans Stn	121 Chestnut Hill Rd	Transfer Station
Coventry	S & T Hardware	2300 Nooseneck Hill Rd	Retail
Cranston	Cranston Paint	386 Atwood Ave	Retail
Cumberland	Depault Hardware	2000 Mendon Rd	Retail
Greenville	Rockys Ace	633 Putnam Pike	Retail
Little Compton	Little Compton Trans Stn	122 Amy Hart Path	Transfer Station
Middletown	Beach Paint By Humphreys	750 Aquidneck Ave	Retail
Middletown	Sherwin-Williams	884 W Main Rd	Retail
Narragansett	Sherwin-Williams	14 Woodruff Ave	Retail
North Kingstown	Salks Ace	5939 Post Rd	Retail
North Providence	Eastern Paint Center	1926 Smith St	Retail
North Providence	Sherwin-Williams	1873 Mineral Spring Ave	Retail
North Smithfield	Leeway True Value	790 Great Rd	Retail
Pawtucket	Hannas Color Cente	470 Central Ave	Retail
Pawtucket	PPG Paints	50 Ann Mary St	Retail
Providence	Mt Pleasant True Value	249 Academy Ave	Retail
Providence	Sherwin-Williams	509 N Main St	Retail
Providence	The Paint Shoppes	275 Smith St	Retail
Smithfield	Douglas Lumber	125 Douglas Pike	Retail
Smithfield	Sherwin-Williams	400 Putnam Pike	Retail
Tiverton	Humphreys Building Supply	590 Main Rd	Retail
Warwick	Salks Hardware and Marine	2524 W Shore Rd	Retail
Warwick	Sherwin-Williams	77 Walnut St	Retail
Warwick	Sherwin-Williams	80 Lambert Lind Hwy	Retail
West Warwick	West Warwick Trans Stn	10 Junior St	Transfer Station
Westerly	Sherwin-Williams	116 Granite St	Retail
Westerly	Westerly Paints	85 Franklin St	Retail
Westerly	Westerly Trans Stn	39 Larry Hirsch Ln	Transfer Station
Woonsocket	Vose True Value	849 Cumberland Hill Rd	Retail

## 2. Supplemental Drop-Off Sites

17 Sites

Burrillville	Burrillville Recycling Center (RIRRC)	350 Whipple Ave	HHW Event
Cumberland	Cumberland Monastery (RIRRC)	1464 Diamond Hill Rd	HHW Event
East Providence	East Providence DPW (RIRRC)	60 Commercial Way	HHW Event
Johnston	Johnston Eco Depot	65 Shun Pike	HHW Facility
Narragansett	Beach Pavilion (RIRRC)	77 Boston Neck Rd	HHW Event



## PAINTCARE SITES

CY2020 PAINTCARE SITES IN RHODE ISLAND - PAGE 2

City/Town	Site Name	Address	Type
Newport	Newport Eastons Beach (RIRRC)	175 Memorial Blvd	HHW Event
North Kingstown	North Kingstown DPW (RIRRC)	2050 Davisville Rd	HHW Event
Pawtucket	Agnes Little School (RIRRC)	60 S Bend St	HHW Event
Providence	Clean Earth Facility	252 Allens Ave	HHW Event
Richmond	Richmond Trans Stn (RIRRC)	51 Buttonwoods Rd	HHW Event
Smithfield	Smithfield Highway Garage	3 Spragueville Rd	PaintCare Event
Tiverton	Tiverton DPW (RIRRC)	50 Industrial Way	HHW Event
Warren	Warren DPW (RIRRC)	21 Birch Swamp Rd	HHW Event
Warwick	Warwick DPW (RIRRC)	925 Sandy Ln	HHW Event
West Warwick	Civic Center (RIRRC)	100 Factory St	HHW Event
Westerly	Westerly DPW (RIRRC)	35 Larry Hirsch Ln	HHW Event
Woonsocket	Woonsocket Parks & Rec (RIRRC)	1117 River St	HHW Event

### 3. Large Volume Pick-Up Sites 11 Sites

Charlestown	[Non-Profit]	LVP
East Providence	[City Government]	LVP
Kingston	[University]	LVP
Lincoln	[Painting Contractor]	LVP
Lincoln	[Painting Contractor]	LVP
North Kingstown	[Painting Contractor]	RLVP
Pawtucket	[Toy Manufacturer]	LVP
Providence	[Household]	LVP
Smithfield	[Electrical Contractor]	LVP
Warren	[Furniture Manufacturer]	LVP
Warwick	[Painting Contractor]	LVP

## Appendix Section B

**PaintCare Inc.**

Financial Statements  
and Independent Auditors' Report

Twelve Month Period Ended December 31, 2020 and 2019

**PaintCare Inc.**

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

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## **INDEPENDENT AUDITORS' REPORT**

To the Board of Directors of  
PaintCare Inc.

We have audited the accompanying financial statements of PaintCare Inc. ("PaintCare"), which comprise the statements of financial position as of December 31, 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.

Handwritten signature of Rogers & Company LLC in black ink.

Vienna, Virginia  
March 16, 2021

**PaintCare Inc.**

Statements of Financial Position  
December 31, 2020 and 2019

	2020	2019
<b>Assets</b>		
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	<u>\$ 92,147,380</u>	<u>\$ 71,091,266</u>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
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	<u>11,545,591</u>	<u>8,976,758</u>
<b>Net Assets</b>		
Without donor restrictions	<u>80,601,789</u>	<u>62,114,508</u>
Total net assets	<u>80,601,789</u>	<u>62,114,508</u>
Total liabilities and net assets	<u>\$ 92,147,380</u>	<u>\$ 71,091,266</u>

**PaintCare Inc.**

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

	2020	2019
<b>Operating Revenue and Support</b>		
Paint recovery fees	\$ 68,107,028	\$ 60,008,899
Total operating revenue and support	<u>68,107,028</u>	<u>60,008,899</u>
<b>Expenses</b>		
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	<u>49,405,861</u>	<u>53,447,245</u>
General and administrative	<u>4,549,989</u>	<u>4,517,663</u>
Total expenses	<u>53,955,850</u>	<u>57,964,908</u>
<b>Change in Net Assets from Operations</b>	14,151,178	2,043,991
<b>Non-Operating Activities</b>		
Investment return, net	4,336,103	5,474,137
Loss on disposal of intangible assets	<u>-</u>	<u>(102,362)</u>
Total non-operating activities	<u>4,336,103</u>	<u>5,371,775</u>
<b>Change in Net Assets</b>	18,487,281	7,415,766
<b>Net Assets, beginning of period</b>	<u>62,114,508</u>	<u>54,698,742</u>
<b>Net Assets, end of period</b>	<u><u>\$ 80,601,789</u></u>	<u><u>\$ 62,114,508</u></u>

*See accompanying notes.*

**PaintCare Inc.**

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

	Program and Delivery Services											General and Administrative	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York		
<b>Expenses</b>													
Salaries and related benefits	\$ 115,544	\$ 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	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	10,688	3,666,157
Legal fees	-	5,784	-	-	-	-	-	5,794	1,913	81	13,617	52,033	79,222
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
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>	<b>\$ 4,512,687</b>	<b>\$ 28,771,777</b>	<b>\$ 2,856,892</b>	<b>\$ 679,444</b>	<b>\$ 4,758,947</b>	<b>\$ 718,430</b>	<b>\$ 1,104,108</b>	<b>\$ 5,415,908</b>	<b>\$ 442,305</b>	<b>\$ 102,912</b>	<b>\$ 42,451</b>	<b>\$ 4,549,989</b>	<b>\$ 53,955,850</b>

See accompanying notes.

**PaintCare Inc.**

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

	Program and Delivery Services										General and Administrative	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington		
<b>Expenses</b>												
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
<b>Total Expenses</b>	<b>\$ 4,375,335</b>	<b>\$ 31,370,565</b>	<b>\$ 3,380,453</b>	<b>\$ 810,418</b>	<b>\$ 5,130,101</b>	<b>\$ 817,191</b>	<b>\$ 1,256,277</b>	<b>\$ 5,866,575</b>	<b>\$ 398,730</b>	<b>\$ 41,600</b>	<b>\$ 4,517,663</b>	<b>\$ 57,964,908</b>

See accompanying notes.

**PaintCare Inc.**

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

	<u>2020</u>	<u>2019</u>
<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	<u>17,412,055</u>	<u>4,788,798</u>
<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	<u>(50,100)</u>	<u>-</u>
Net cash used in investing activities	<u>(1,093,394)</u>	<u>(6,128,556)</u>
<b>Net Increase (Decrease) in Cash</b>	16,318,661	(1,339,758)
<b>Cash, beginning of period</b>	<u>11,592,998</u>	<u>12,932,756</u>
<b>Cash, end of period</b>	<u><u>\$ 27,911,659</u></u>	<u><u>\$ 11,592,998</u></u>

See accompanying notes.

## **PaintCare Inc.**

### 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.



## PaintCare Inc.

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.

## **PaintCare Inc.**

### 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.

## PaintCare Inc.

### 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:

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

## PaintCare Inc.

### 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	<u>\$ 4,606,670</u>	<u>\$ 4,160,915</u>

## PaintCare Inc.

### 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	\$ 1,214,814	\$ 1,273,968
Net realized and unrealized gain	3,292,809	4,345,580
Investment fees	<u>(171,520)</u>	<u>(145,411)</u>
Total investment return, net	<u>\$ 4,336,103</u>	<u>\$ 5,474,137</u>

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.

**PaintCare Inc.**

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
<hr/>				
Equities:				
Energy	\$ 378,441	\$ -	\$ -	\$ 378,441
Materials	711,615	-	-	711,615
Industrials	1,933,051	-	-	1,933,051
Consumer discretionary	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
Bond	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
<hr/>				
Total investments	\$ 44,956,092	\$ 14,381,417	\$ -	\$ 59,337,509
<hr/>				

**PaintCare Inc.**

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
<hr/>				
Equities:				
Energy	\$ 623,221	\$ -	\$ -	\$ 623,221
Materials	581,943	-	-	581,943
Industrials	1,763,731	-	-	1,763,731
Consumer discretionary	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
<hr/>				
Total investments	\$ 39,991,287	\$ 15,010,119	\$ -	\$ 55,001,406
<hr/>				

## PaintCare Inc.

### Notes to Financial Statements December 31, 2020 and 2019

#### 7. Intangible Assets

Intangible assets consist of the following at December 31:

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

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	<u>39,541</u>
Future estimated amortization	<u>\$ 229,606</u>

#### 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<sup>®</sup> 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.



## **PaintCare Inc.**

### **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**

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PaintCare Inc.													
Schedule of Activities, Organized by Program For the Twelve Month Period Ended December 31, 2020													
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York	General and Administrative	Total
<b>Operating Revenue and Support</b>													
Paint recovery fees	\$ 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
<b>Expenses</b>													
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
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
<b>Change in Net Assets from Operations</b>	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
<b>Non-Operating Activity</b>													
Investment return, net	-	-	-	-	-	-	-	-	-	-	-	4,336,103	4,336,103
<b>Change in Net Assets Before Allocation of General and Administrative Activities</b>	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)	-
<b>Total Change in Net Assets</b>	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
<b>Net Assets (Deficit),</b> 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
<b>Net Assets (Deficit),</b> end of period	\$ 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

PaintCare Inc.												
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
<b>Operating Revenue and Support</b>												
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	\$ -	\$ -	\$ 60,008,899
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
<b>Expenses</b>												
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
<b>Change in Net Assets from Operations</b>	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
<b>Non-Operating Activities</b>												
Investment return, net	-	-	-	-	-	-	-	-	-	-	5,474,137	5,474,137
Loss on disposal of intangible assets	-	-	-	-	-	-	-	-	-	-	(102,362)	(102,362)
<b>Change in Net Assets Before Allocation of General and Administrative Activities</b>	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
General and administrative allocation	(299,140)	(2,908,883)	(279,075)	(82,187)	(414,144)	(48,859)	(103,722)	(392,692)	(46,984)	(44,338)	4,620,024	-
Investment allocation	-	4,919,764	-	-	24,372	(51,223)	(352)	537,206	44,369	-	(5,474,136)	-
<b>Total Change in Net Assets</b>	995,335	4,927,518	(236,227)	41,889	671,774	(61,058)	(51,377)	969,667	244,183	(85,938)	-	7,415,766
<b>Net Assets (Deficit)</b> , 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
<b>Net Assets (Deficit)</b> , 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



## Rhode Island 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?*

Rhode Island'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.*

## ❌ Non-PaintCare Products

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

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



# Recycle

with PaintCare



RHODE ISLAND

## Places to Take Leftover Paint

Paint recycling is more convenient with PaintCare. We set up paint drop-off sites throughout the state. To find your nearest drop-off site, use PaintCare's site locator at [www.paintcare.org](http://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](http://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](http://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
- \$ 0.35 Larger than half pint up to smaller than 1 gallon
- \$ 0.75 1 gallon
- \$ 1.60 Larger than 1 gallon up to 5 gallons

## 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](http://www.paintcare.org) or call (855) PAINT09.

## Mini Card



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

*Recycle with PaintCare*

Find a drop-off site near you:  
**(855) 724-6809 • [www.paintcare.org](http://www.paintcare.org)**

**Buy right.  
Use it up.  
Recycle the rest.**

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

#### **LEARN MORE**

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





# Paint Recycling Program

## About the PaintCare Program

### PAINTCARE

Paint manufacturers created PaintCare, a nonprofit organization, to set up convenient places for households and businesses to recycle leftover paint. PaintCare sets up paint drop-off sites throughout 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 state as required by state law. The fee is applied to each container and vary by the size of the container as follows:

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

*For more information or to find a place to take your unwanted paint for recycling, please ask for the PaintCare brochure, visit [www.paintcare.org](http://www.paintcare.org), or call (855) PAINT09.*



Recycle with PaintCare

XX-PIEN-0820

# WE CAN HELP Recycle YOUR PAINT

[www.paintcare.org](http://www.paintcare.org)

## Paint Recycling Made Easy

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

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



## What types of paint products can be recycled with PaintCare?



### 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	\$ 0.35
1 gallon	\$ 0.75
More than 1 gallon up to 5 gallons	\$ 1.60

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



## *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](http://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](http://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 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](http://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 eligible 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





## 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](http://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](http://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](http://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](http://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, 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

## Appendix Section D



# FY20 Awareness Survey Results

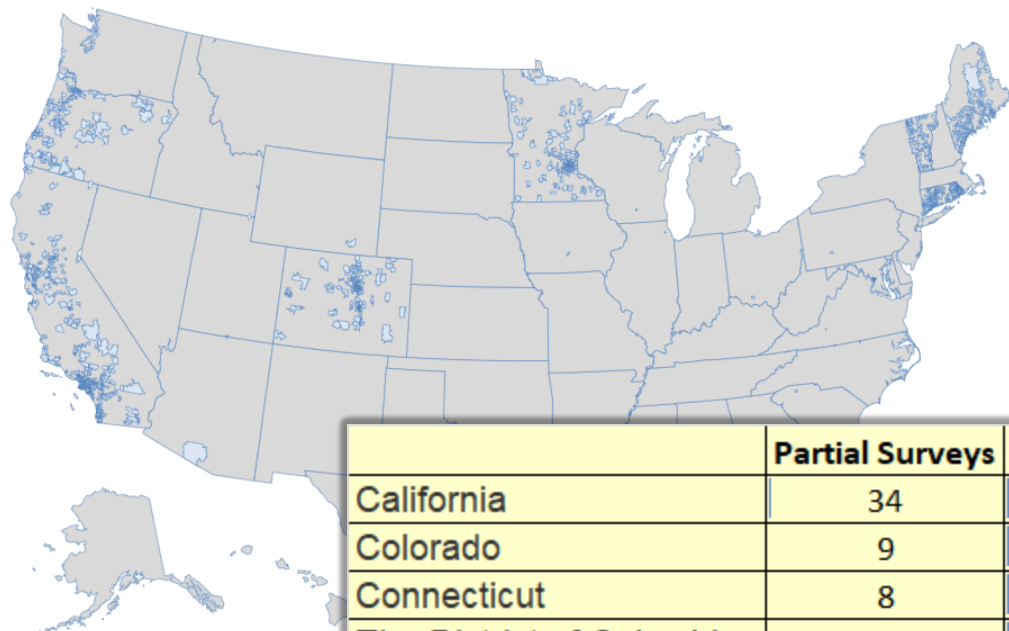
*prepared by*





# Response Summary

- ❖ Surveys were conducted in two phases in alignment with differing fiscal years:
  - Phase I November 2019: Colorado, Oregon, and the District of Columbia
  - Phase II March 2020: California, Connecticut, Maine, Minnesota, Rhode Island, and Vermont



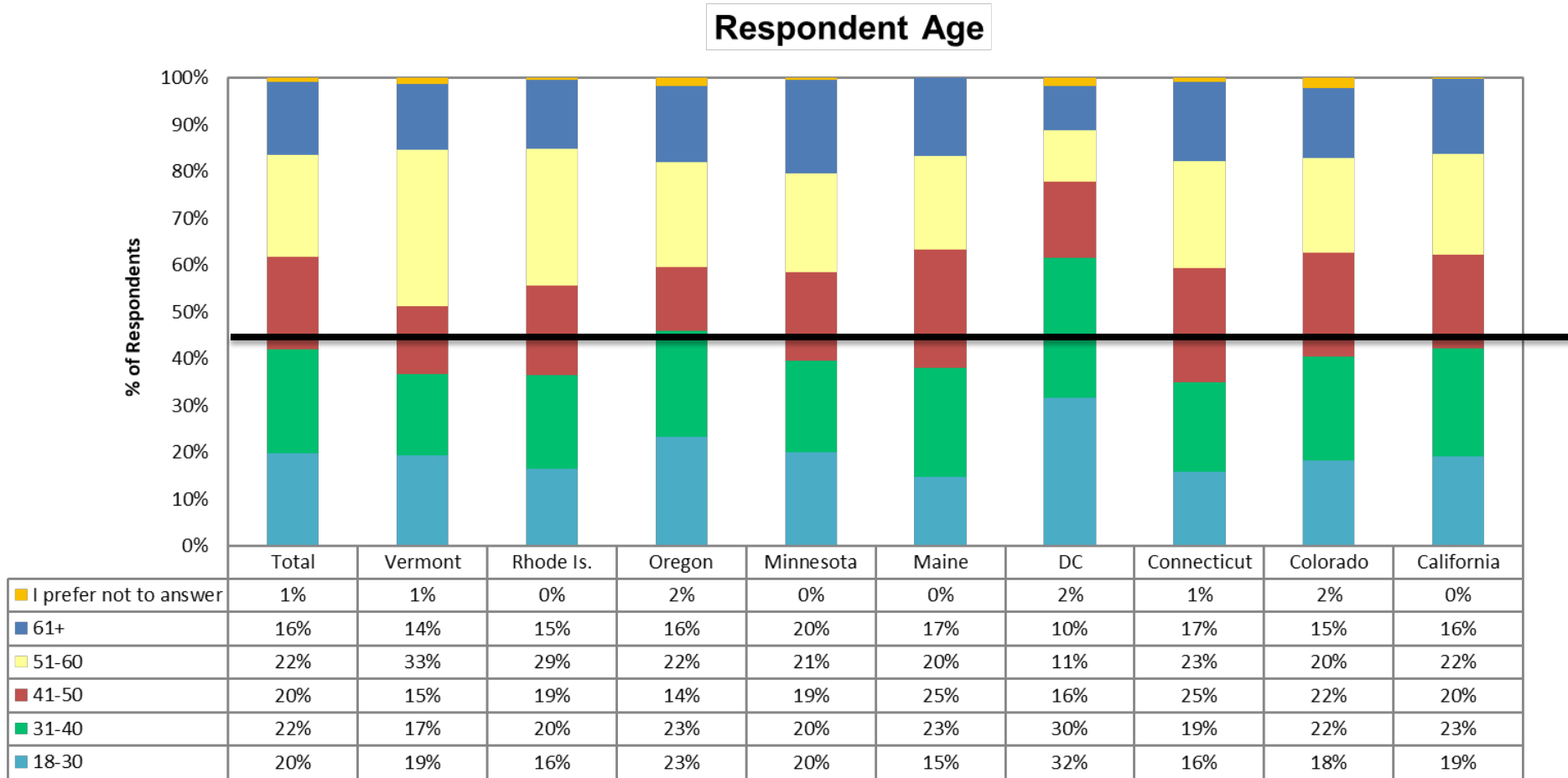
	Partial Surveys	Full Surveys	Total Surveys	Margin of Error*
California	34	655	689	+/-3%
Colorado	9	274	283	+/-5%
Connecticut	8	264	272	+/-5%
The District of Columbia	5	252	257	+/-5%
Maine	18	253	271	+/-5%
Minnesota	10	260	270	+/-5%
Oregon	21	250	271	+/-5%
Rhode Island	14	250	264	+/-5%
Vermont	2	150	152	+/-7%
<b>Total</b>	<b>121</b>	<b>2608</b>	<b>2729</b>	

## **RESPONDENT PROFILES**



# Profile of Respondents - Age

- ❖ A good mix of age ranges were represented in each state's/district's sample.
- ❖ The median age was 41-50 in all states except D.C. where it was 31-40.

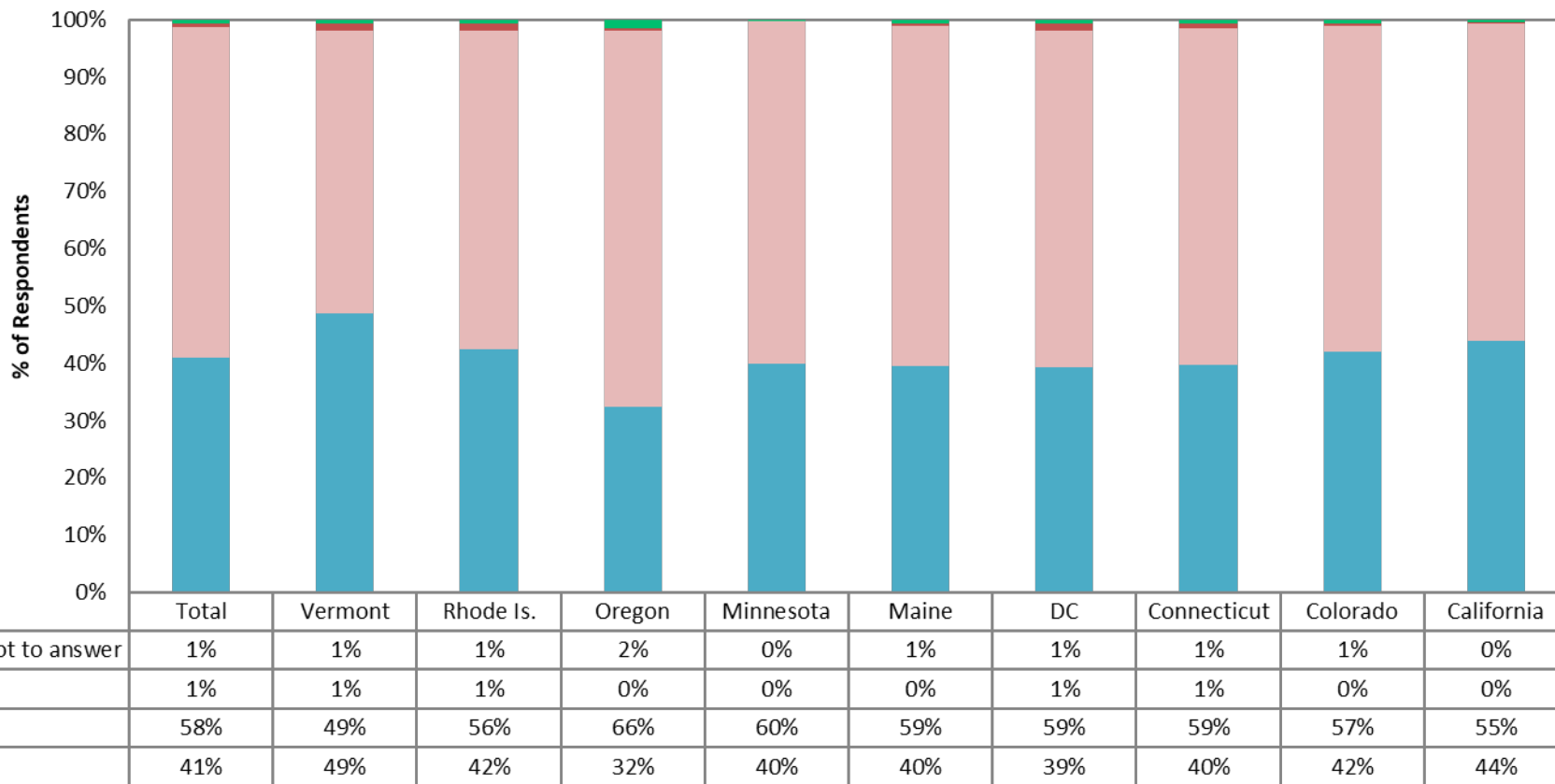


Sample Sizes: Total 2608; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 264; Colorado 274; California 655

# Profile of Respondents - Gender

- ❖ 41% of all respondents were men; 58%, women.
- ❖ Very few declined to share this information or provided an “other” response.

**Gender Identity**

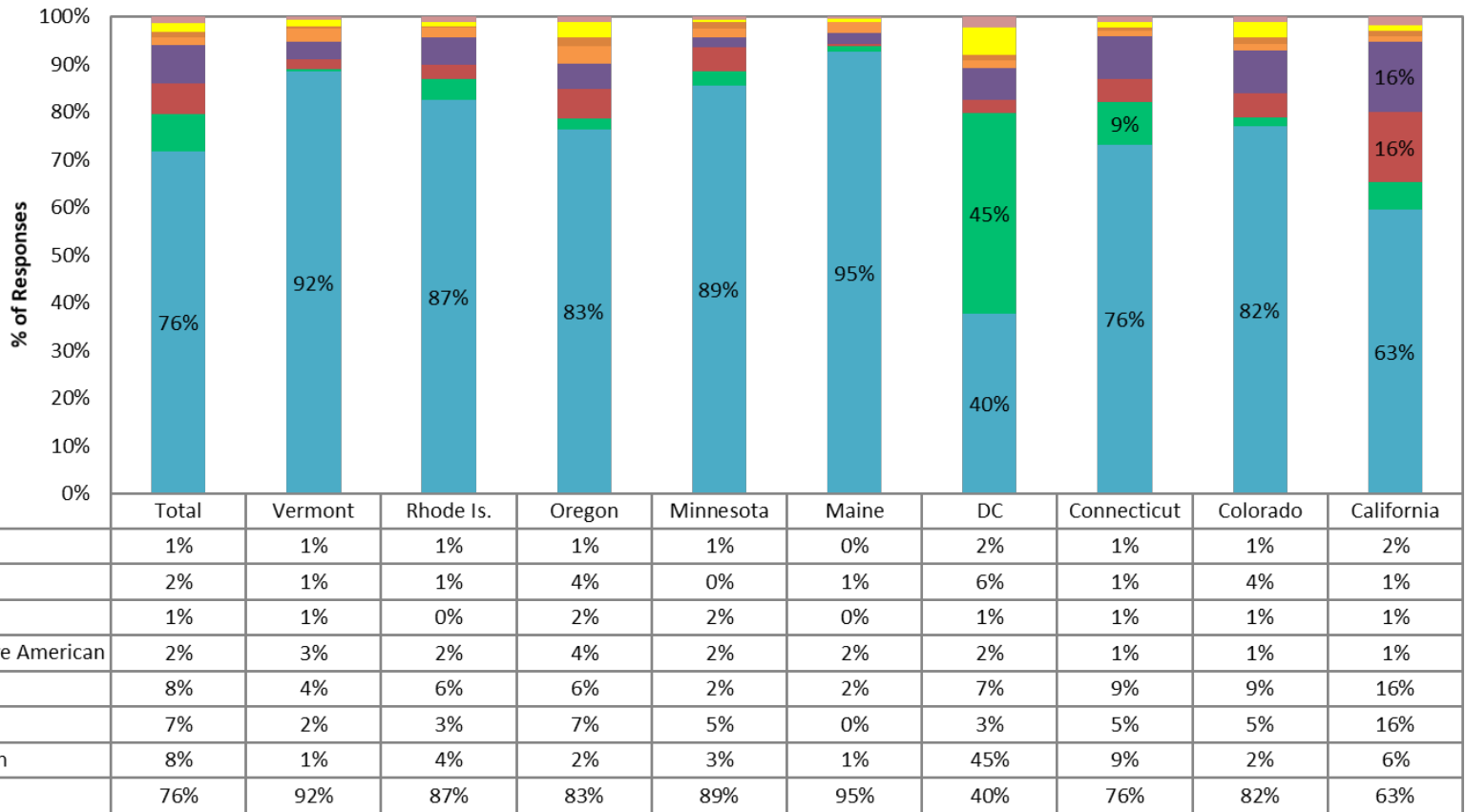


Sample Sizes: Total 2608; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 264; Colorado 274; California 655

# Profile of Respondents - Ethnicity

- ❖ 76% of all respondents identified themselves as Caucasian.
- ❖ However, there were variances within states/the district consistent with census data. For example, Washington D.C. had the highest proportion of African American respondents; California, the highest proportion of Hispanic and Asian respondents.

**Respondent Ethnicity**



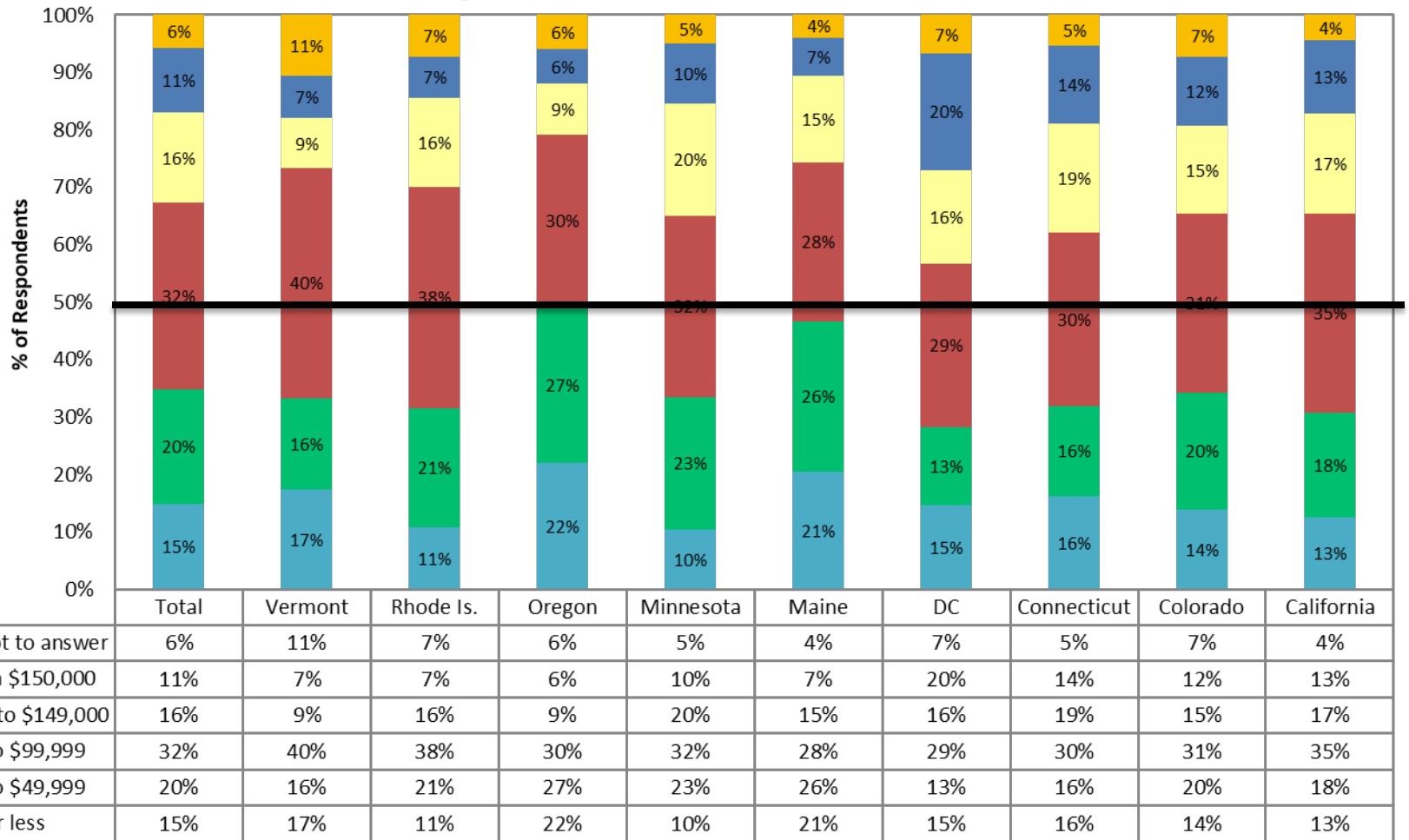
*Other Ethnicities: Arab, Jew, Armenian, German, Swedish, Italian, Mixed, Human*

*Sample Sizes: Total 2596; Vermont 150; Rhode Island 246; Oregon 249; Minnesota 259; Maine 253; DC 252; Connecticut 264; Colorado 274; California 649*

# Profile of Respondents - Income

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

## Respondent Annual Household Income

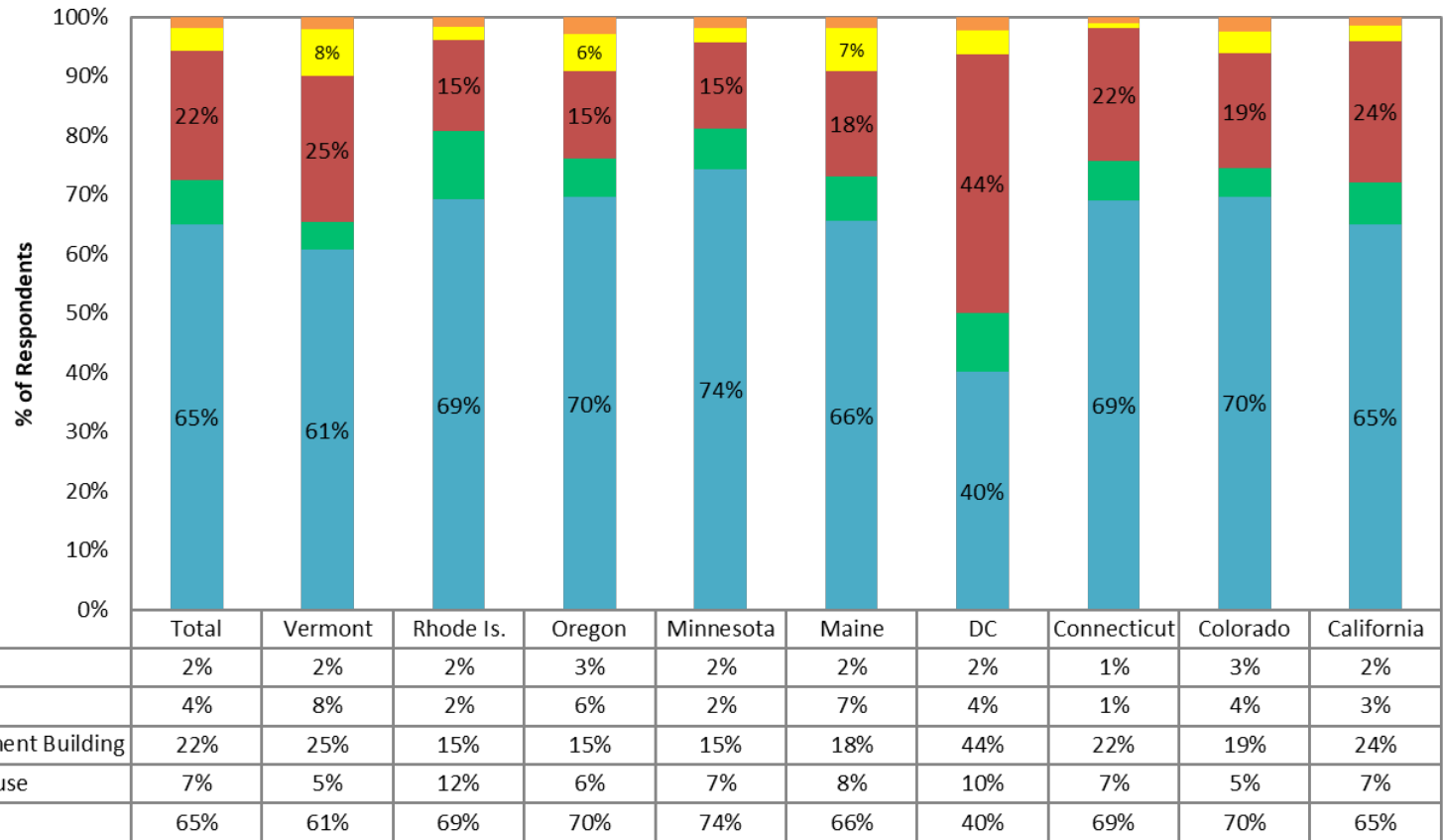


Sample Sizes: Total 2608; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 264; Colorado 274; California 655

# Profile of Respondents - Income

- ❖ Most respondents live in single-family homes.
- ❖ Condominium/apartment living was more predominant in Washington D.C.

Respondent Dwelling Type

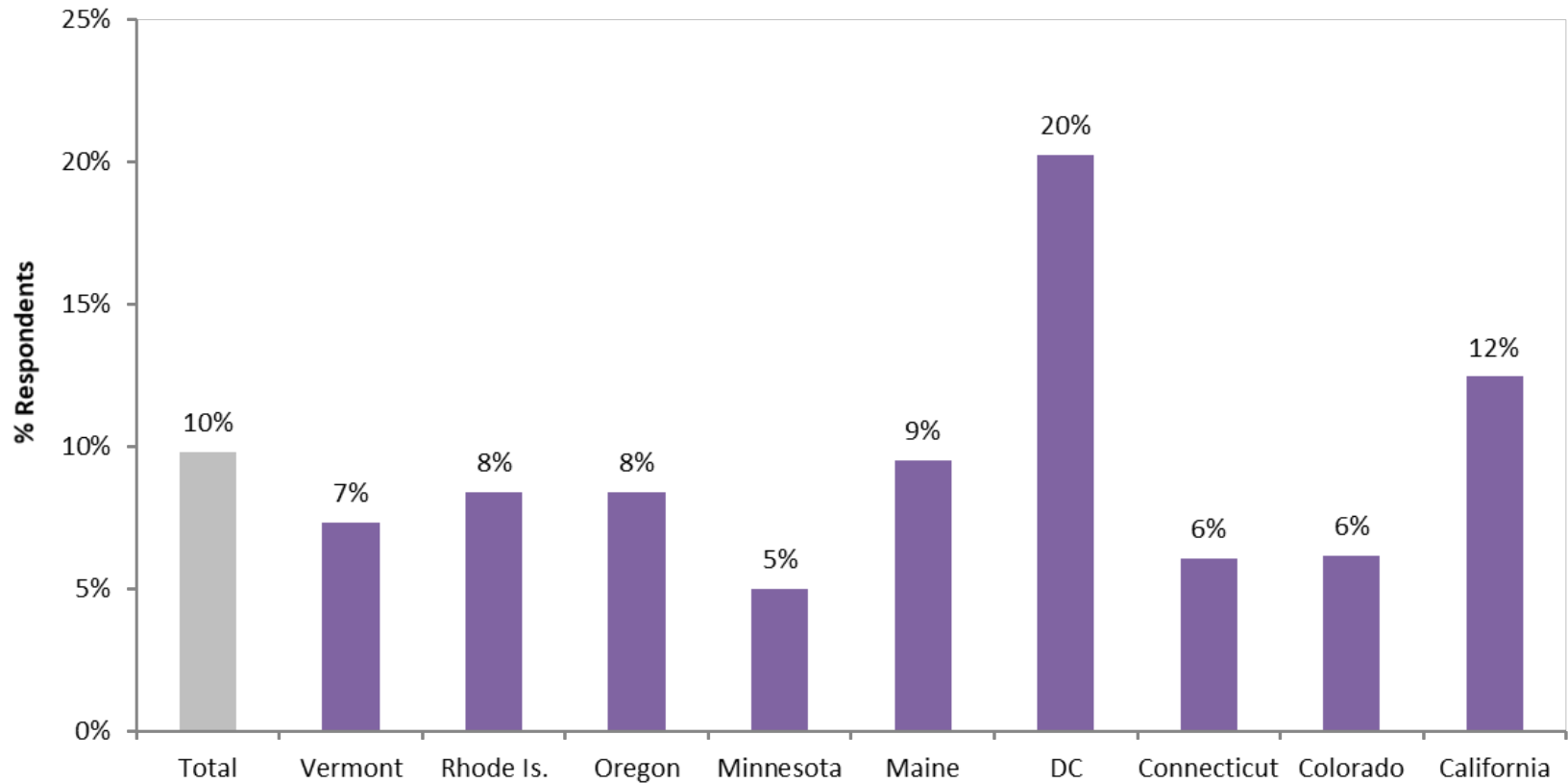


Sample Sizes: Total 2608; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 264; Colorado 274; California 655

## Profile of Respondents – Paint-Related Profession

- ❖ 10% of those surveyed said they painted professionally—consistent with 2018 findings.
- ❖ There were significant variances between states. As in 2018, the percentage of those who said they painted professionally was highest in Washington D.C and lowest in Minnesota.

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



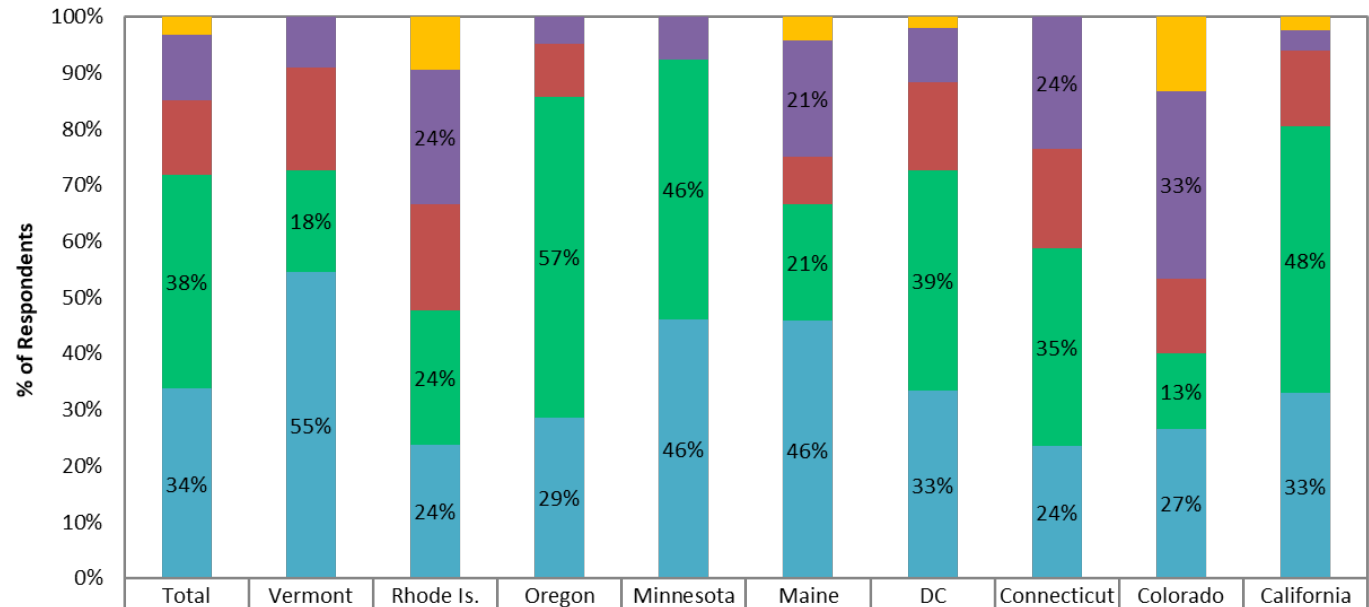
*Sample Sizes: Total 2616; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 265; Colorado 277; California 659*



# Profile of Respondents – Paint-Related Profession

- ❖ Only about a third of those who said they painted professionally were dedicated painting contractors.
- ❖ Many were general contractors, property maintenance crew-members and handymen.

## What type of professional painter are you?



Other	3%	0%	10%	0%	0%	4%	2%	0%	13%	2%
Handyman	12%	9%	24%	5%	8%	21%	10%	24%	33%	4%
Property maintenance crew	13%	18%	19%	10%	0%	8%	16%	18%	13%	13%
General contractor (I spend some of my time painting within larger jobs)	38%	18%	24%	57%	46%	21%	39%	35%	13%	48%
Painting contractor (I spend most of my time painting)	34%	55%	24%	29%	46%	46%	33%	24%	27%	33%

Other
Boat painting for maintenance
Hobby
homeowner
I do everything from plumbing, installing showers, installing carpets, hardwood floor installation, painting plowing etc.
I'm not a pro painter
It's not a paying job but I'm good at it

Sample Sizes: Total 255; Vermont 11; Rhode Island 21; Oregon 21; Minnesota 13; Maine 24; DC 51; Connecticut 17; Colorado 15; California 82

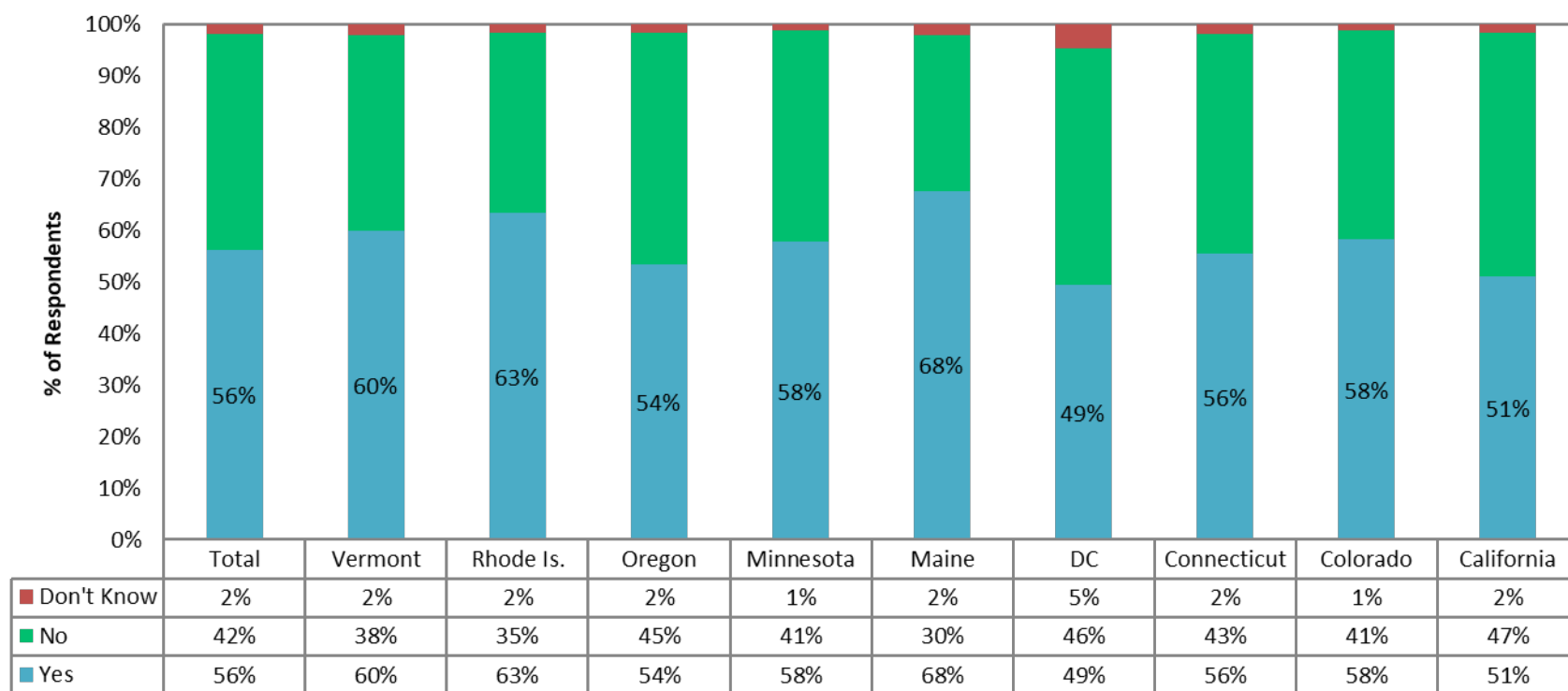
# CONSUMER BEHAVIOR, PAINT PURCHASING AND DISPOSAL

# Recency of Paint Purchases

- ❖ Slightly more than half of respondents bought paint in the last year.
- ❖ Results varied slightly by state. Maine showed the most paint purchases; Washington D.C., the least.

## 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.*

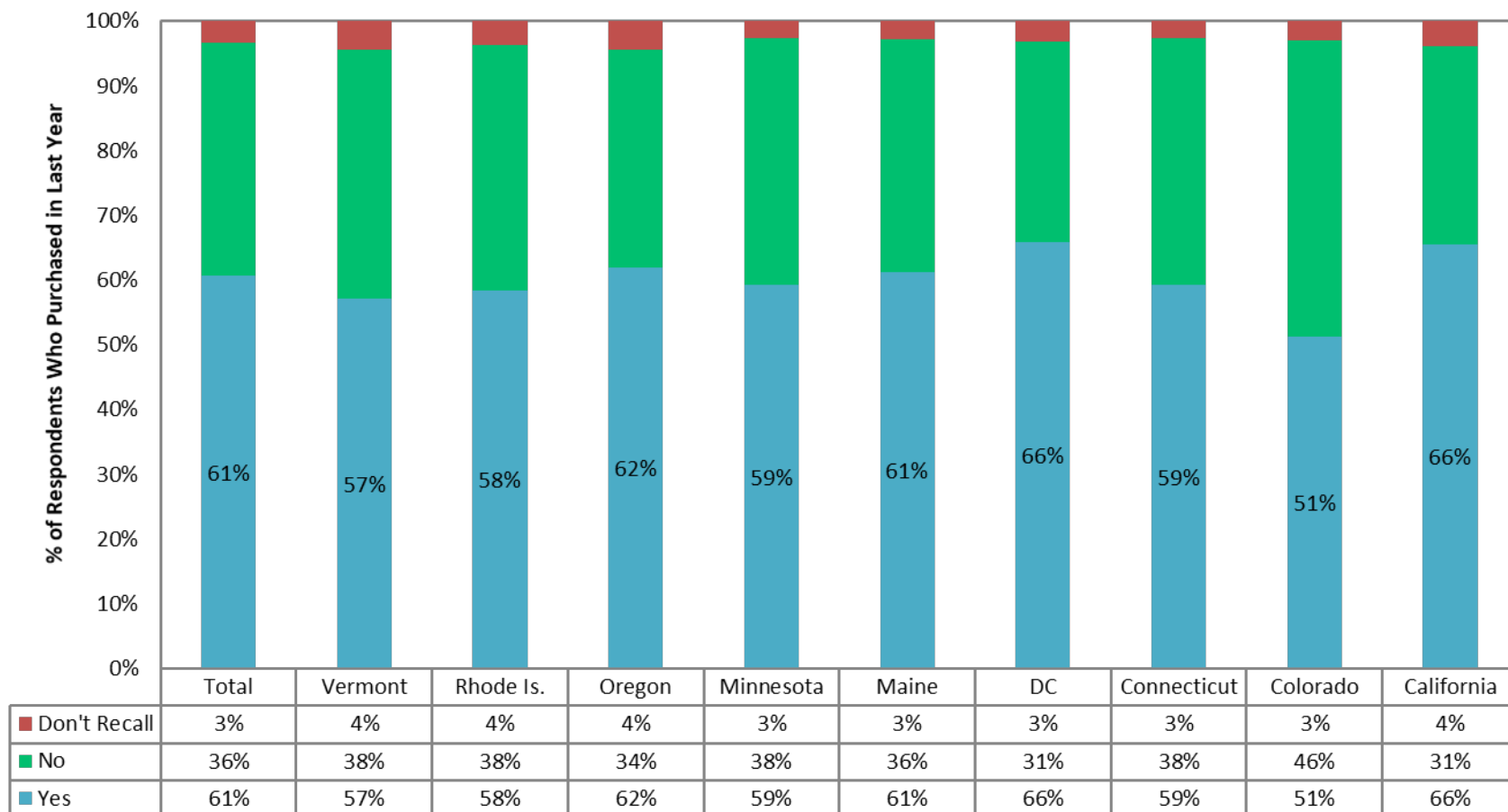


Sample Sizes: Total 2664; Vermont 152; Rhode Island 254; Oregon 256; Minnesota 263; Maine 257; DC 257; Connecticut 270; Colorado 283; California 672

## Measurements Prior to Paint Purchases

- ❖ 61% of respondents measured ahead of time to determine paint needs, similar to 2018 results.
- ❖ The highest level of preparation occurred in California and D.C.; the lowest, in Colorado.

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

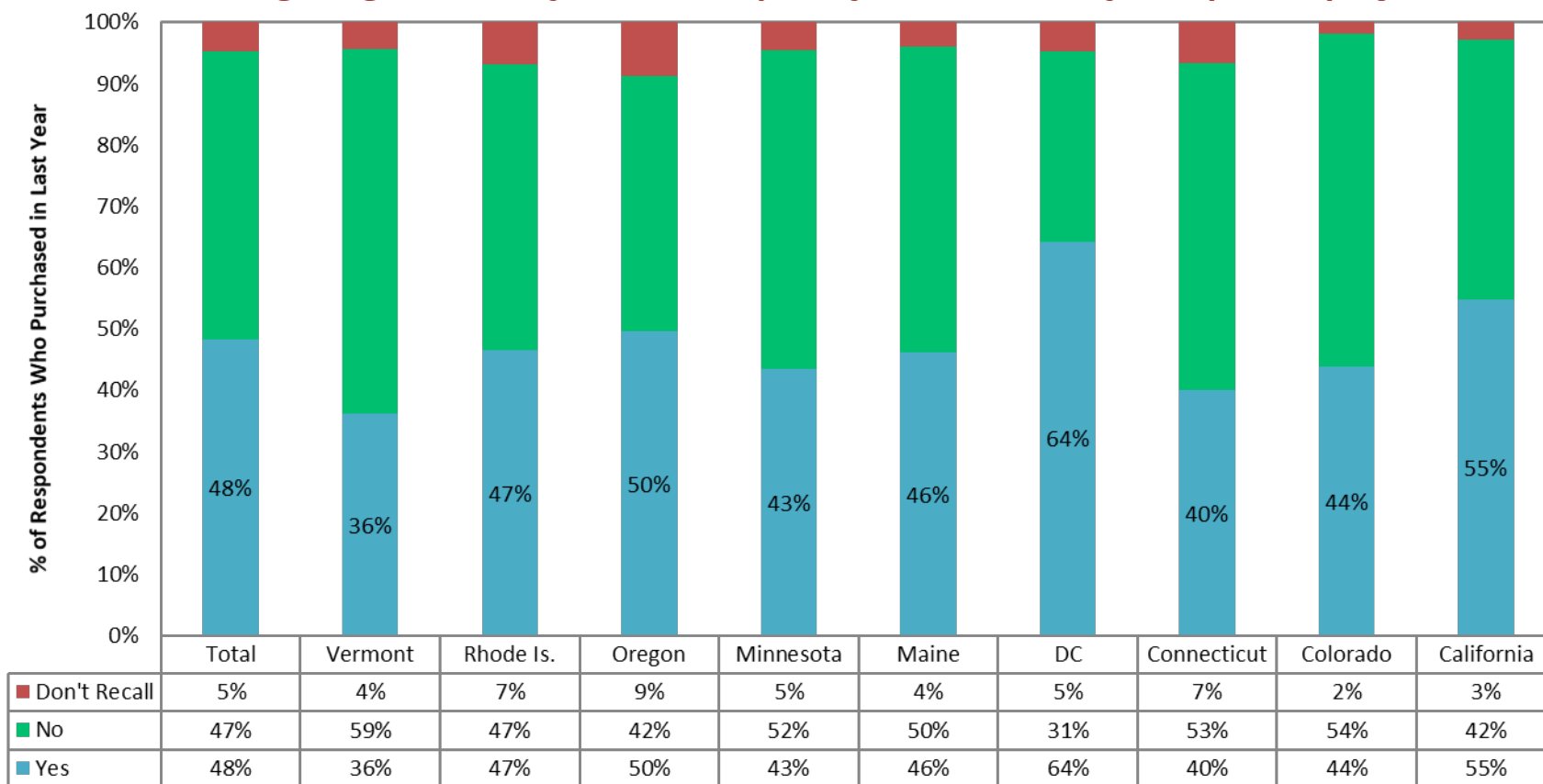


Sample Sizes: Total 1497; Vermont 91; Rhode Island 161; Oregon 137; Minnesota 152; Maine 173; DC 126; Connecticut 150; Colorado 164; California 343

# Paint Store Assistance

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

*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?*

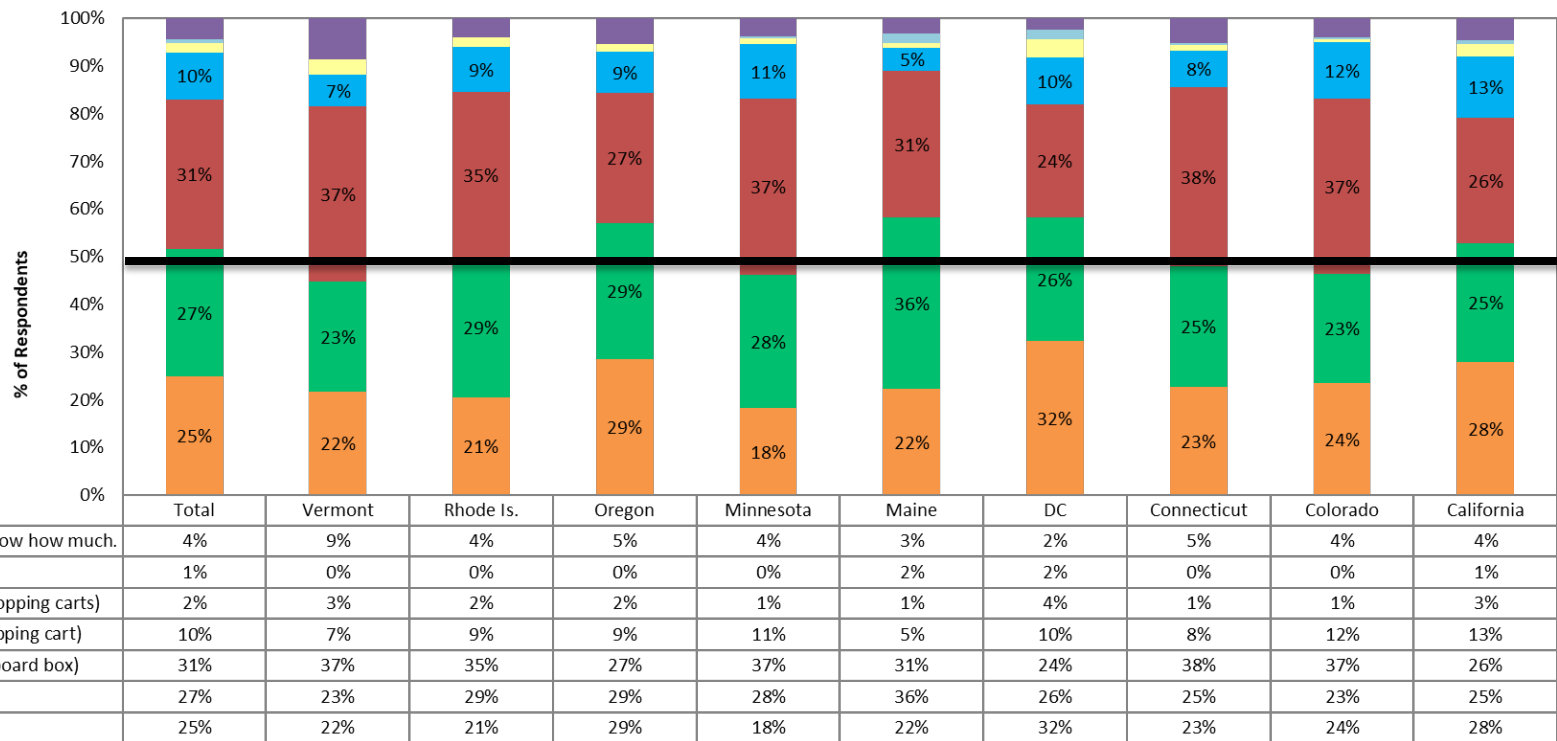


Sample Sizes: Total 1497; Vermont 91; Rhode Island 161; Oregon 137; Minnesota 152; Maine 173; DC 126; Connecticut 150; Colorado 164; California 343

# Leftover Paint

- ❖ The median amount of paint stored at home or business was “less than a gallon” in Rhode Island, Oregon, Maine, D.C., and California.
- ❖ Respondents stored slightly more paint in Vermont, Minnesota, Connecticut and Colorado where the median was 1-5 gallons.

**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)?**

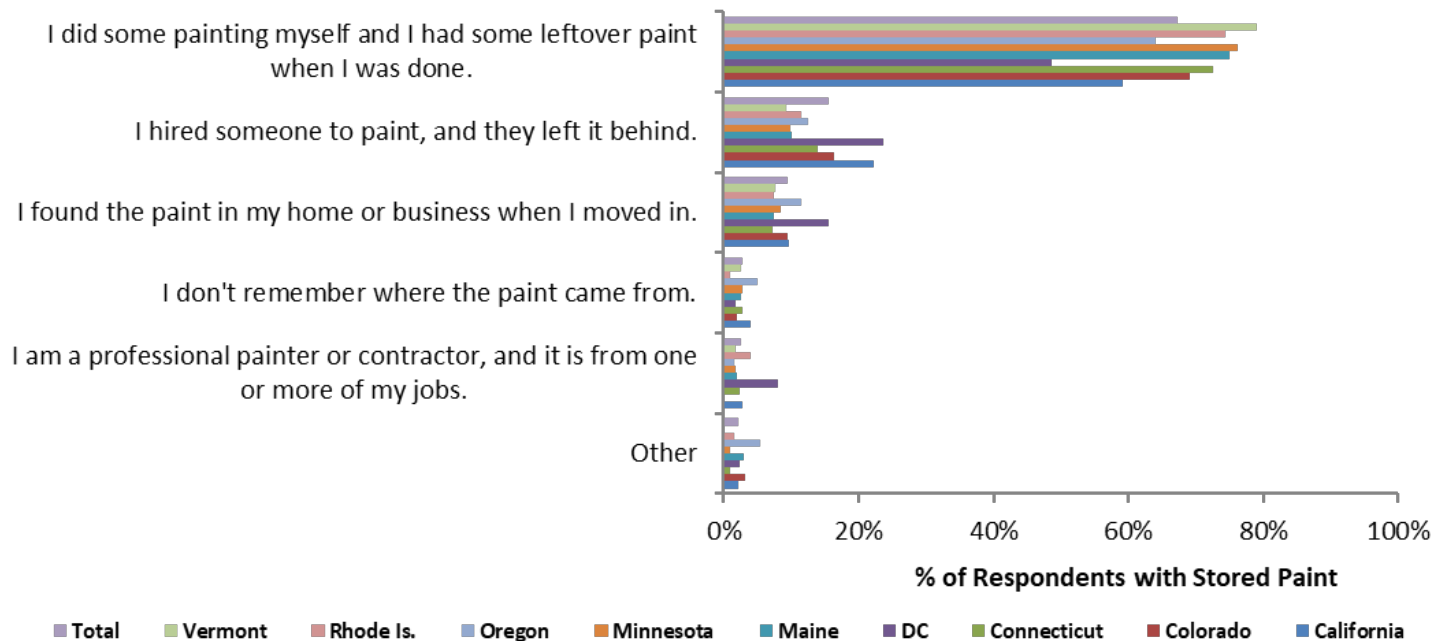


Sample Sizes: Total 2652; Vermont 152; Rhode Island 253; Oregon 256; Minnesota 262; Maine 256; DC 256; Connecticut 269; Colorado 280; California 668

# Reasons for Paint Storage

- ❖ As was the case in 2018, the top 2 reasons that consumers store paint was the same in all states/districts: leftovers from their own paint job or from a contractor's paint job.

**Where did most of the leftover paint come from that you currently have in your home/business?**



	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
I did some painting myself and I had some leftover paint when I was done.	67%	79%	74%	64%	76%	75%	49%	73%	69%	59%
I hired someone to paint, and they left it behind.	16%	9%	12%	13%	10%	10%	24%	14%	16%	22%
I found the paint in my home or business when I moved in.	9%	8%	8%	11%	8%	8%	16%	7%	9%	10%
I don't remember where the paint came from.	3%	3%	1%	5%	3%	3%	2%	3%	2%	4%
I am a professional painter or contractor, and it is from one or more of my jobs.	3%	2%	4%	2%	2%	2%	8%	2%	0%	3%
Other	2%	0%	2%	5%	1%	3%	2%	1%	3%	2%
Sample Size	1989	119	199	183	214	199	173	208	213	481

## “Other” Paint Sources - Comments

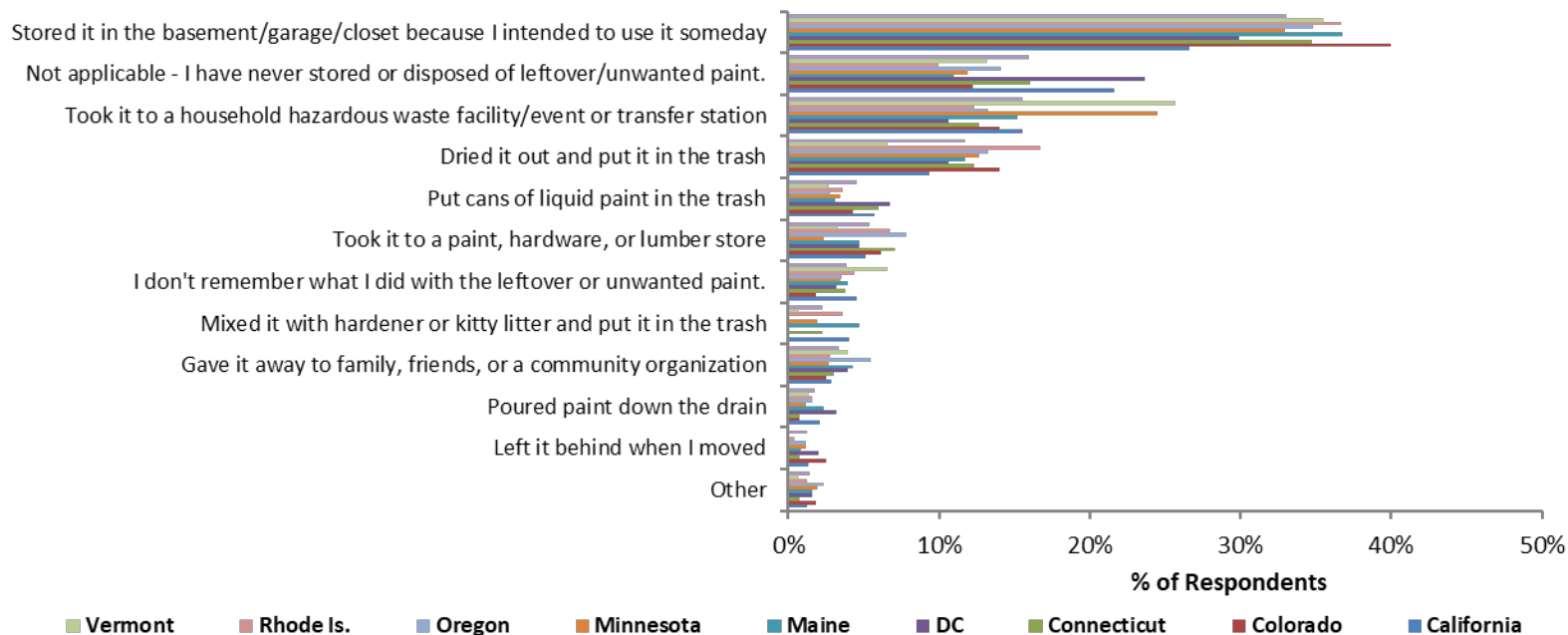
Other Paint Sources	
artist, that's normal stock	Left on property when we moved in
Bought it	Left over from my father
bought it	Leftover from having my home rebuilt in 2013 after it burned down in 2011
came with the house	Lowes
Dropped off the excess paint at local recycling center	My dad also helped repaint the outside of the house we live in.
From my job	My father and from various projects
Home depo	My husband bought it.
I asked to have it marked in jars for touch ups for future reference as needed. The Home Depot took the cans and we put the paint in glass jars for color matching.	My husband did the painting and some as left over
I bought it at a store	My mom bought it
I bought it from lows	My parents use it
I bought the paint from a store	My wife has some leftover paint from internal jobs.
I brought paint myself	Paint's leftover from past projects would be my guess.
I collect it from people living around my location	purchased but haven't used the paint
I hired someone and did painting myself	Some was from having my house professionally painted and some indoor rooms and some from paint I bought
I inherited it.	Someone else in my household painted various things and we have some paint left over.
I painted and have some leftover	spouse
i puff painted crafts and fabric	Store
I work for a company that buys and sells properties and owns two motels. I often have to paint out rooms at the motels and at the properties that they purchase.	Store-bought
just what I had left from painting my washroom	Was going to paint and decided not to
Landlords/property owners bought and gave to me	years ago, like 2014, mainly when moved in over here from mother-in-laws, same land, had the place re-done, so yes paint from that, can't recall if in last 12 months i have, bought spray cans like..



# Past Paint Disposal Methods

- ❖ Most commonly, people store paint in their basement, garage or closet because they might need it later.
- ❖ Disposing at HHW facility & dry/trash method were prevalent in many states as well.

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



	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
Stored it in the basement, garage, or a closet because I intended to use it someday	33%	36%	37%	35%	33%	37%	30%	35%	40%	27%
Not applicable - I have never stored or disposed of leftover or unwanted paint.	16%	13%	10%	14%	12%	11%	24%	16%	12%	22%
Took it to a household hazardous waste facility/event or transfer station	16%	26%	12%	13%	25%	15%	11%	13%	14%	15%
Dried it out and put it in the trash	12%	7%	17%	13%	13%	12%	11%	12%	14%	9%
Took it to a paint, hardware, or lumber store	5%	3%	7%	8%	2%	5%	5%	7%	6%	5%
Put cans of liquid paint in the trash	5%	3%	4%	3%	3%	3%	7%	6%	4%	6%
I don't remember what I did with the leftover or unwanted paint.	4%	7%	4%	4%	3%	4%	3%	4%	2%	5%
Gave it away to family, friends, or a community organization	3%	4%	3%	5%	3%	4%	4%	3%	3%	3%
Mixed it with hardener or kitty litter and put it in the trash	2%	1%	4%	0%	2%	5%	0%	2%	0%	4%
Poured paint down the drain	2%	1%	2%	2%	1%	2%	3%	1%	1%	2%
Other (please specify)	1%	1%	1%	2%	2%	2%	2%	1%	2%	1%
Left it behind when I moved	1%	0%	0%	1%	1%	1%	2%	1%	3%	1%
Sample Size	2641	152	251	256	261	256	254	268	278	665

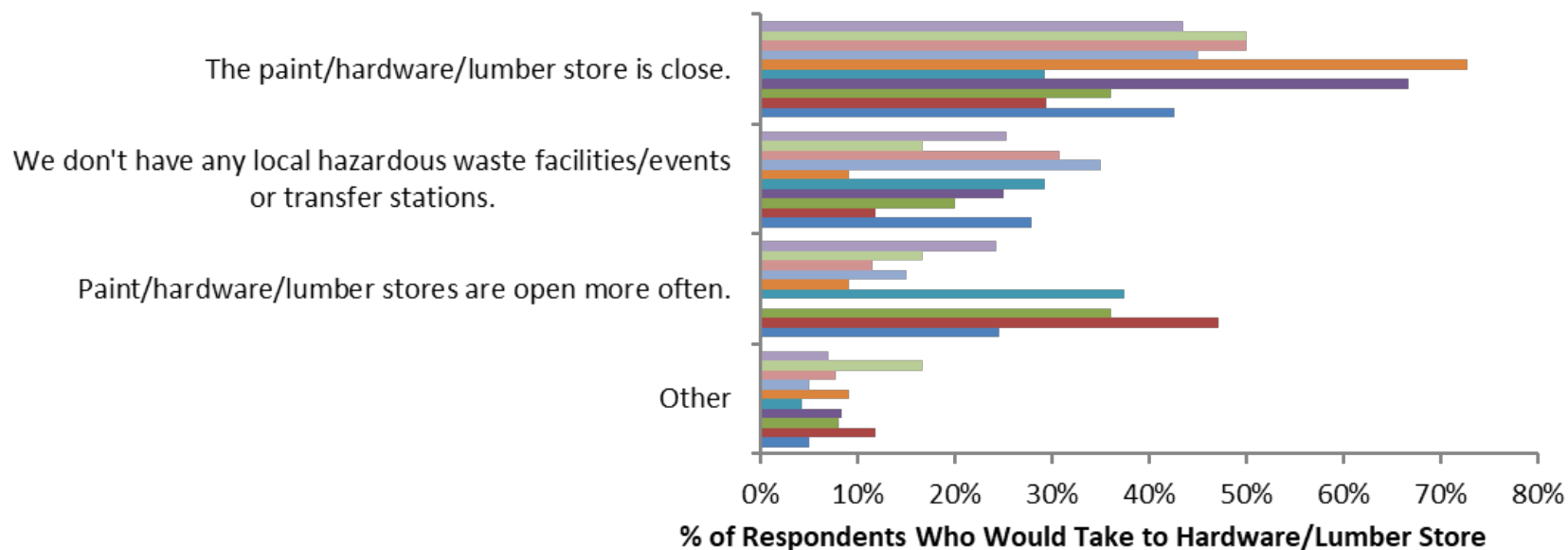
## “Other” Disposal Methods - Comments

Other Disposal Methods	
Brought it to the dump when the town had a 3 day time you could bring paint ect & they take care of it.	Kept for later use.
Disposal drop off site for Hennepin County	kept it for the next job
Don't know; someone else is responsible for it	left it in can and disposed of it
Donate it	local landfill that recycles it
Gave to county recycling agency	Mix it all together and paint the sidewalk and driveway concrete sealing it and protecting it
Have it stored in garage for future use	Mixed them together and paint the garage
hazmat pick up	more than one answer: save for touch-ups, took back to store (where they didn't want it), left behind, dried for trash, hazardous waste disposal
I haven't bought paint in years	My spouse took it to be disposed of
I live in a apartment	normally use it all up, then of course it's more the disposal of the empty tin or whatever...
I mix leftovers to use	Painted stuff
i rent and a landlord takes care of it?	saved the paint and reused it as needed.
I still have paint because I don't know what to do with it	Throw it in a big dumpster that we rented
I use every drop of leftover paint/stains for touch-ups. Empty containers go in recycling can	Use when need
I use it on small projects, shelves inside cabinets and crafting projects	Used all of it
It's in my basement	Used the leftovers on another project
We often just store the left over paint for future use. Even a quarter of a gallon will do one entire wall if not 2-3 walls	various

## Past Paint Store Disposal Preference

- ❖ Proximity is the number one reason for recycling at retail stores across most states/the district, with the exception of Maine and Colorado where hours of operation make the biggest difference.
- ❖ Note: results should be interpreted 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 eventor transfer station?***



	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
The paint/hardware/lumber store is close.	44%	50%	50%	45%	73%	29%	67%	36%	29%	43%
We don't have any local hazardous waste facilities/events or transfer stations.	25%	17%	31%	35%	9%	29%	25%	20%	12%	28%
Paint/hardware/lumber stores are open more often.	24%	17%	12%	15%	9%	38%	0%	36%	47%	25%
Other (please specify)	7%	17%	8%	5%	9%	4%	8%	8%	12%	5%
Sample Size	202	6	26	20	11	24	12	25	17	61

## Other Reasons for Paint Store Disposal - Comments

### Other Reasons to Take to a Paint Store

I knew someone who was mixing an off color and needed the paint in my can

Legal

Not sure what I'm suppose to do with it

paint store accepts and disposes properly

Paint store advertised to being left over paint

sherwin Williams is designated as a paint recycler

some are required to take it for disposal

The store recycles paint

They are closer to where I live

They are the ones to bring it to for recycling

THEY CAN DISPOSE OF IT PROPERLY

They dispose of it properly or donate to habitat for humanity

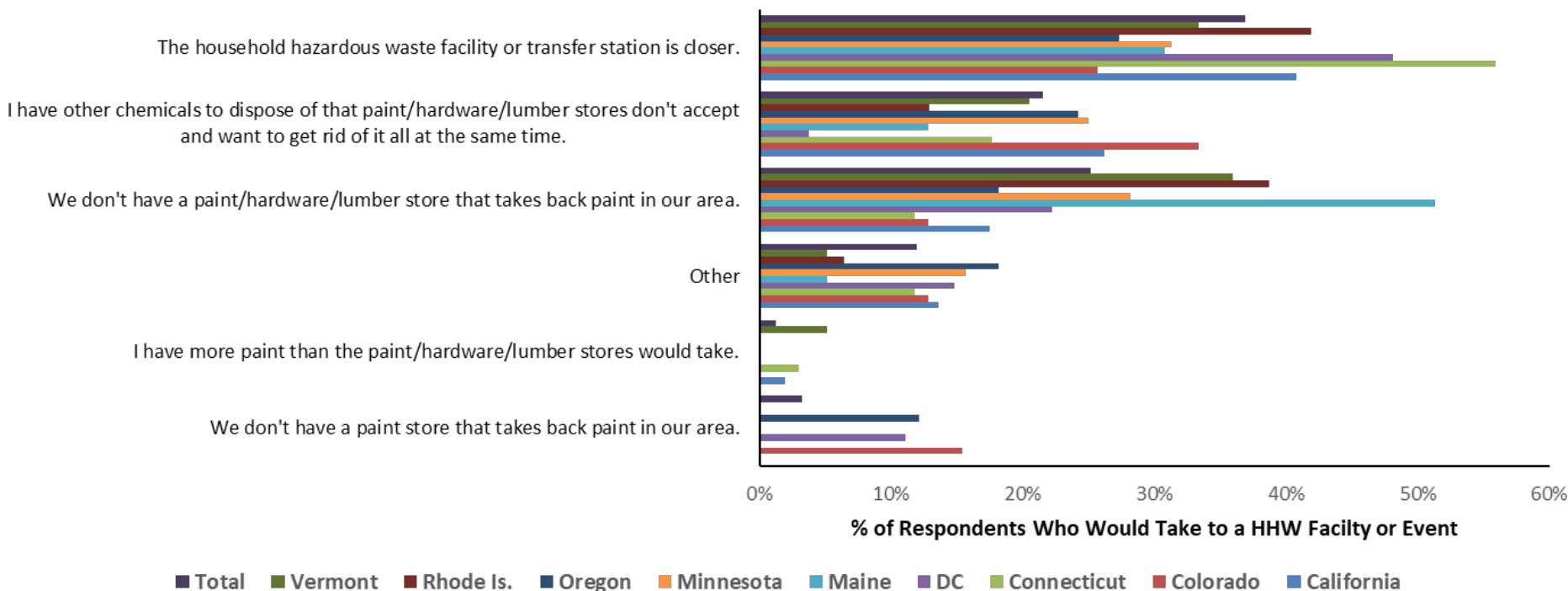
they dispose paint for us

We didn't know what to do with it

# Household Hazardous Waste Facility/Event Preference

- ❖ Proximity is the top reason for HHW facility/event preferences in all states except Colorado where the need to dispose other chemicals is most important.
- ❖ Note: results should be interpreted 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?***



	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
The household hazardous waste facility or transfer station is closer.	37%	33%	42%	27%	31%	31%	48%	56%	26%	41%
We don't have a paint/hardware/lumber store that takes back paint in our area.	25%	36%	39%	18%	28%	51%	22%	12%	13%	17%
I have other chemicals to dispose...stores don't accept...want to get rid of it all at the same time.	22%	21%	13%	24%	25%	13%	4%	18%	33%	26%
Other	12%	5%	6%	18%	16%	5%	15%	12%	13%	14%
We don't have a paint store that takes back paint in our area.	3%	0%	0%	12%	0%	0%	11%	0%	15%	0%
I have more paint than the paint/hardware/lumber stores would take.	1%	5%	0%	0%	0%	0%	0%	3%	0%	2%
Sample Size	409	39	31	33	64	39	27	34	39	103

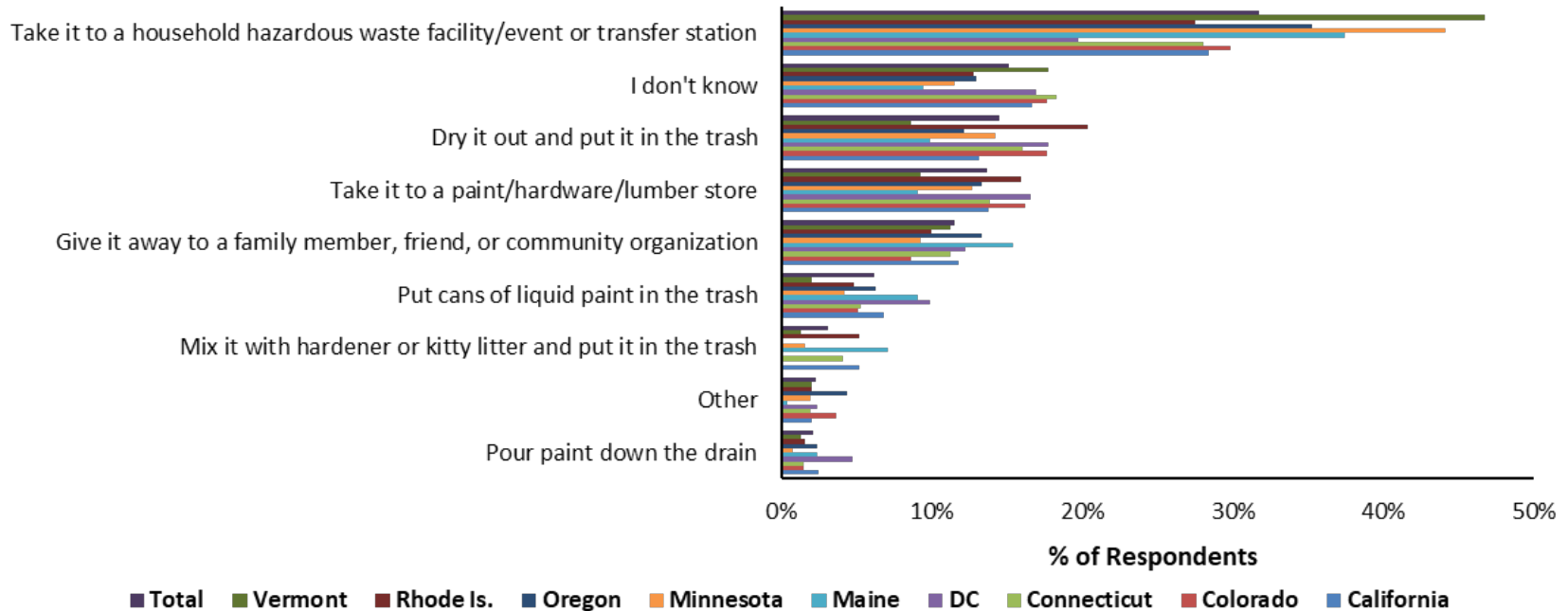
## Other Reasons for HHW Disposal - Comments

Other Reasons to Take Paint to HHW Facility/Event or Transfer Station	
Appropriate & best means of environmentally sound disposal	I don't know if hardware stores in our area take and dispose off them?
because I can also get free paint there	I never gave any other option a thought
better way to dispose of it	I never thought of taking it back to the paint store!
Convenient	I thought that was where I should take it
Convenient	I want it disposed of properly.
Did not know that stores take the paint back	I was getting rid of old electronics and I took the old paint to the hazardous waste site at the same time.
did not know that you could take old paint to paint store	I wasn't aware that hardware stores would take old paint
Did not know they took it	I wasn't aware the paint store would take it back.
didn't know hardware stores took it back	I'm not aware of stores that take back paint, whereas these events are specifically advertised for this purpose
Didn't know I could take it to a paint store	it is the best place to dispose of paint materials
Didn't know that was an option	its easy
Didn't know they took it	It's the responsible thing to do.
Didn't know they took paint	It's where I've always taken it. I didnt realize I could take it back to the hardware store.
dont know if store would take	Never heard of paint stores disposing of paint for you.
events	No knowledge of this
Family works there	not sure if we have a hardware store that will take it
For safety purposes	Recycle
haz waste center is free & easy to use in Boulder	recycling was not available that long ago. 1978
I believe they will do the best job of disposing of it properly.	Smarter choice
I didn't know a paint/hardware/lumber store took old paint.	Special paint recycle day!
i didn't know i could.	that is where you take it
I didn't know that paint stores would take it back...illl have to check on this	That's where I'm supposed to take it
I didn't know that the store would take them	The transfer station takes unlimited amounts thru PaintCare system.
I didn't know they took it.	Worry about the environment!

# Future Paint Disposal Intentions

- ❖ The top method for future paint disposal in all states/the district is taking it to a HHW event or facility.
- ❖ There is still a high percentage of respondents who don't know what they would do.

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



	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
Take it to a household hazardous waste facility/event or transfer station	32%	47%	27%	35%	44%	37%	20%	28%	30%	28%
I don't know	15%	18%	13%	13%	11%	9%	17%	18%	18%	17%
Dry it out and put it in the trash	14%	9%	20%	12%	14%	10%	18%	16%	18%	13%
Take it to a paint/hardware/lumber store	14%	9%	16%	13%	13%	9%	17%	14%	16%	14%
Give it away to a family member, friend, or community organization	11%	11%	10%	13%	9%	15%	12%	11%	9%	12%
Put cans of liquid paint in the trash	6%	2%	5%	6%	4%	9%	10%	5%	5%	7%
Mix it with hardener or kitty litter and put it in the trash	3%	1%	5%	0%	2%	7%	0%	4%	0%	5%
Other (please specify)	2%	2%	2%	4%	2%	0%	2%	2%	4%	2%
Pour paint down the drain	2%	1%	2%	2%	1%	2%	5%	1%	1%	2%
Sample Size	2,635	152	251	255	261	254	254	268	278	662



## “Other” Disposal Intentions

Other Future Disposal Methods	
Add kitty litter	Mix with cat litter to dry out and dispose.
Ask Lowe's or home Depot	None
Check with city to see where old/leftover paint should be taken.	not sure, cause not sure refuse place takes it, used to take cardboard, then only certain types now, my wife says ... I'm from UK originally, think might been something to do with China, or whoever takes recycling... get guilt trips in surveys, making me out to look bad, when not that I don't care or want to recycle, but my hands are tied if they won't take things like...
Clean it and wash it	only buy what i need
Disposal drop off site for Hennepin County	Place it in the barn with rest of the leftover paint, to be used later.
dispose of it properly via trash company	Probably keep it for touch ups and/or other small projects. I don't like to waste.
donate if possible, otherwise neighborhood hazmat, I'm not only using polymers	recycle it
Find something else to paint	Restore
Give away	Save it
give it to someone in complex, all houses painted same colors	STILL KEEPING
Give to someone that needs it	Take it back to the place that I bought it because I paid a surtax to get rid of it they should have a sent you there to collect it that was Home Depot
Google how to properly dispose of it and do that	Take it to a state sponsored paint disposal site
Google the proper way to dispose it	Take it to habitat for humanity
google what to do with it	Take it to Sherwin Williams which is a designated paint recycler
Hold it until next year's County wide disposal event	take it to the recycling center
I didn't know hardware stores would take it back	TAKE TOO RECYCLYING CERTER
I have never had any unwanted paint.	There is a local painting contractor that will recycle leftover paint.
I live in a apartment	try to find a paint recycling center nearby
I think our recycle center also takes it....does that qualify as a hazardous center?	Use it
I would inquire with my town as to what current proper disposal is in my area.	Use it
I would research the best option then likely put it in the garage out of laziness	use it again
I'd put it in the garage for storage.	Use it to kill plants
If there was too much paint in the can to dry it our I would bring it to a hazardous waste facility	We never have unwanted paint so this doesn't apply to me
In my current town, I would have to check into the possibilities	we pay a recycle fee upon purchase so I would return it
Let Co-op dispose of it properly	Whatever method/disposal option is available in my area that is safe and clean.
local landfill	Wouldn't happen as I don't paint.
Mix it together and paint sidewalks, driveway and garage concrete to seal it and protect it.	

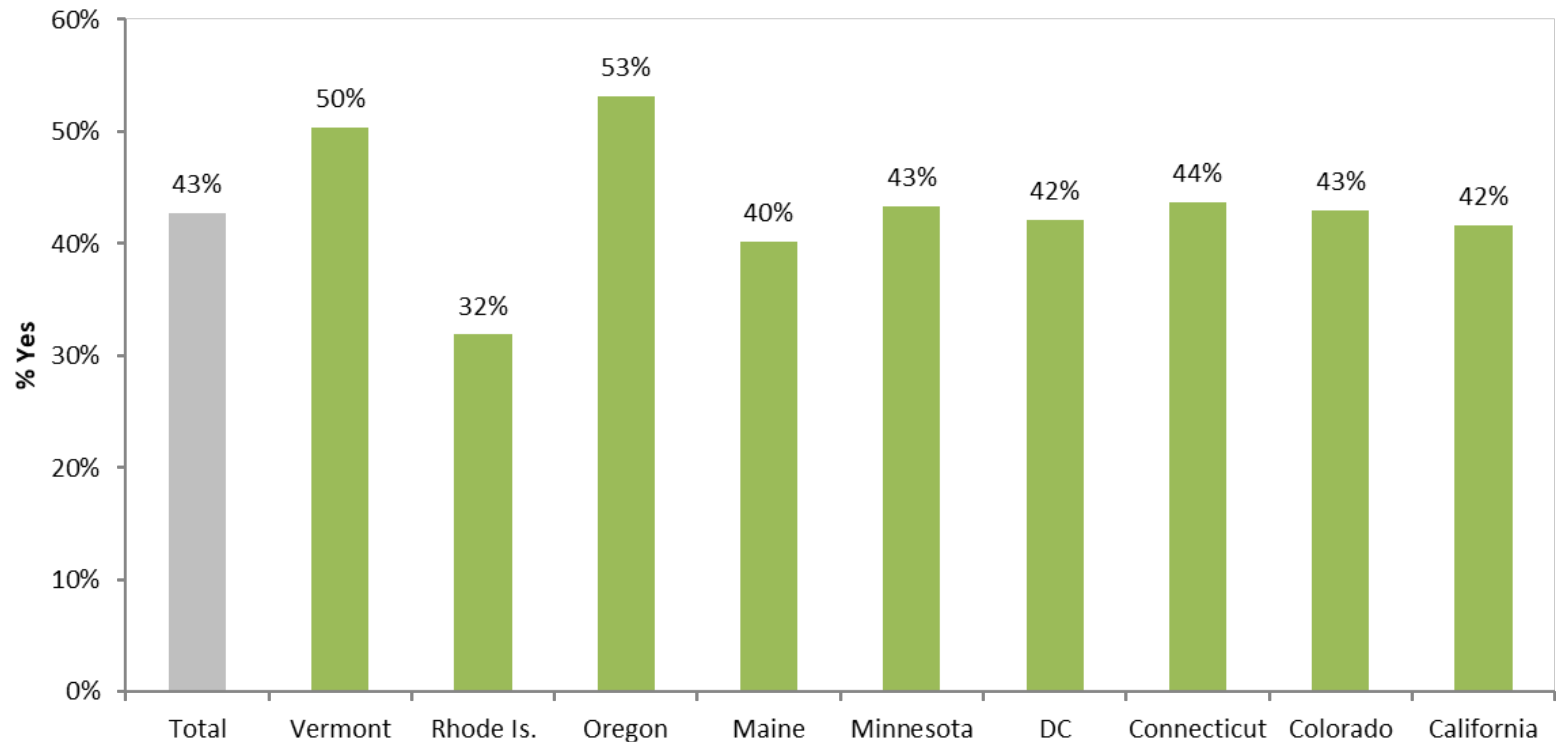


# PAINT RECYCLING AWARENESS/ENGAGEMENT

## Awareness of Paint Recycling

- ❖ Oregon and Vermont had the highest percentages of respondents who knew that paint can be recycled; Rhode Island, the lowest.
- ❖ All other states are similar--in the low 40% range.

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

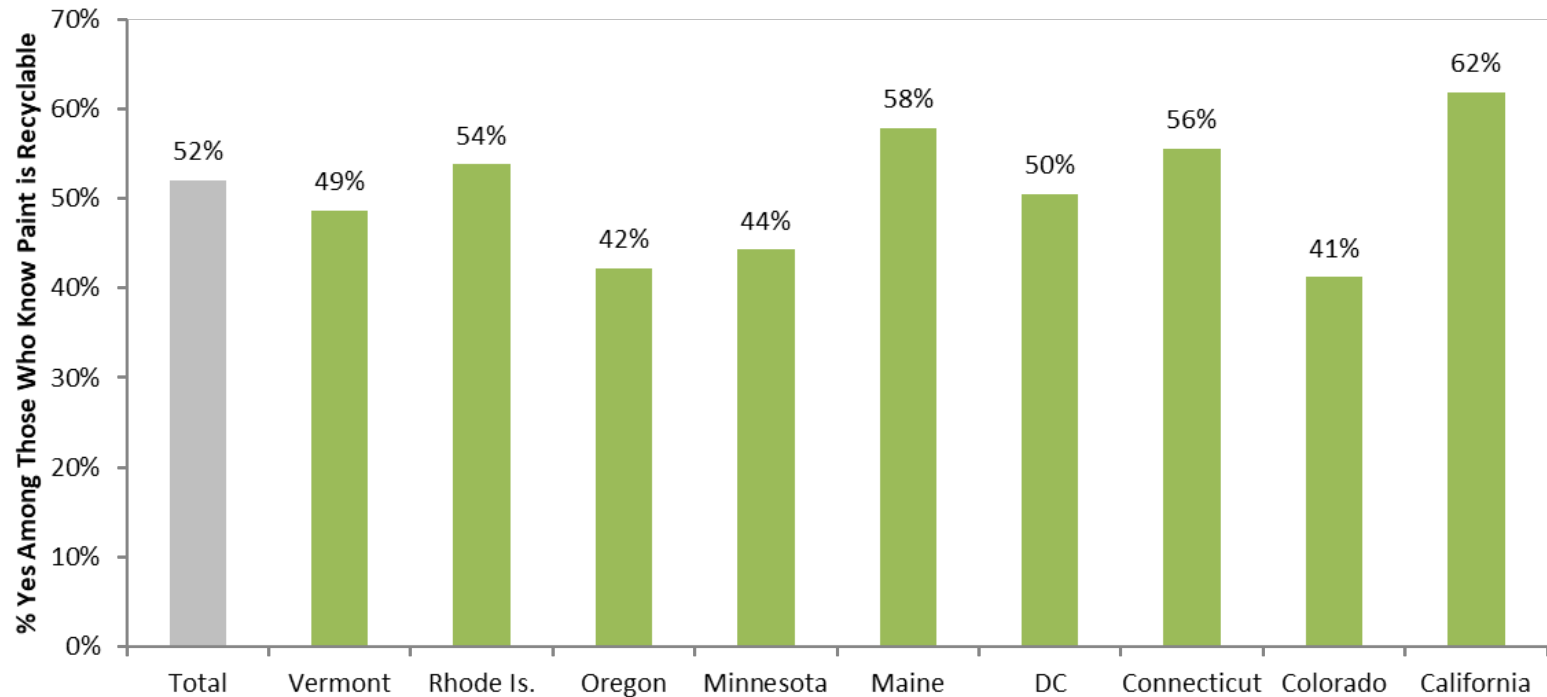


*Sample Sizes: Total 2631; Vermont 151; Rhode Island 251; Oregon 254; Minnesota 261; Maine 254; DC 254; Connecticut 268; Colorado 277; California 661*

## Awareness of Fee Among Those Who Knew About Recycling

- ❖ Those who are aware that paint can be recycled are not necessarily aware of the nuances of how it works. About half of these respondents knew that there was a recycling fee added to paint purchases.
- ❖ California, Maine and Connecticut showed the highest levels of awareness; Oregon and Colorado, the lowest.

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

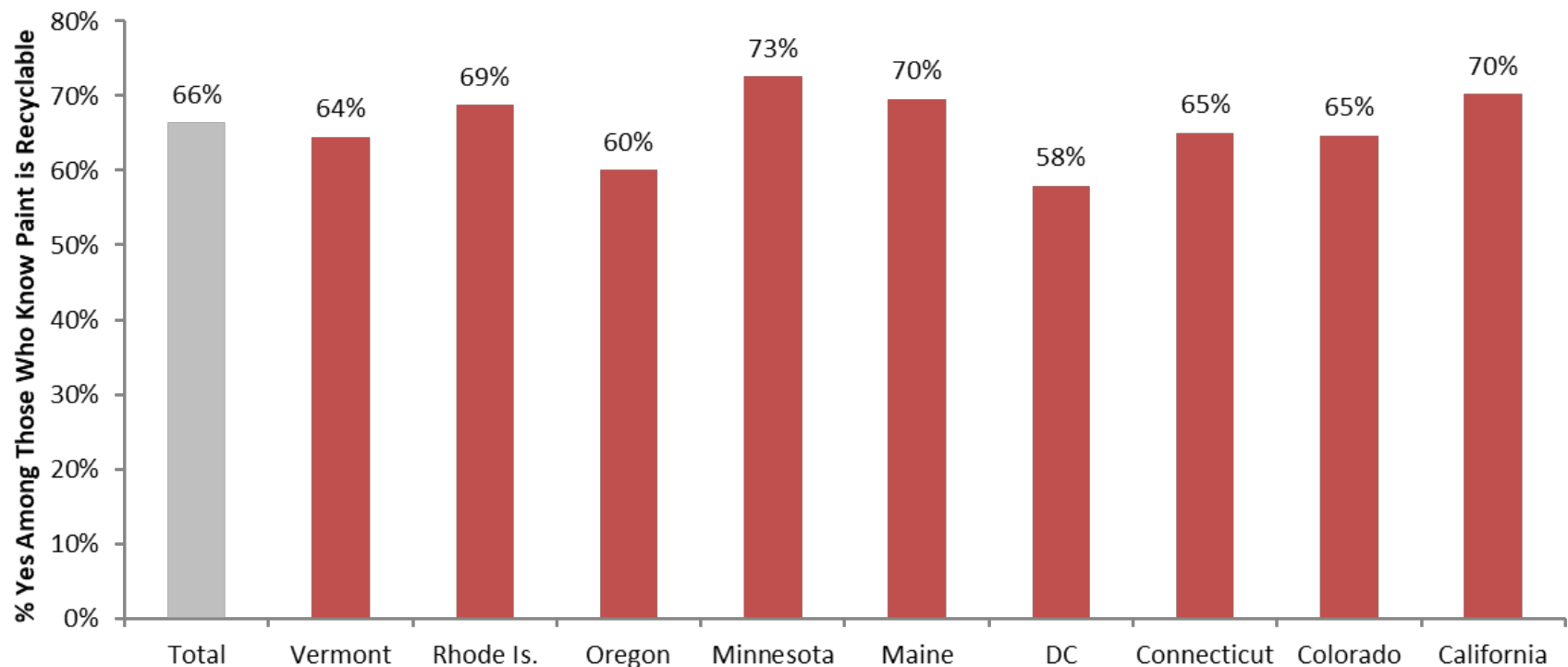


Sample Sizes: Total 1124; Vermont 76; Rhode Island 80; Oregon 135; Minnesota 113; Maine 102; DC 107; Connecticut 117; Colorado 119; California 275

## Awareness of Places for Recycling

- ❖ Two thirds of all respondents who knew that paint could be recycled also knew where to take it.
- ❖ Minnesota, Maine, and California respondents were the most aware of recycling locations; D.C. and Oregon respondents, the least aware.

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

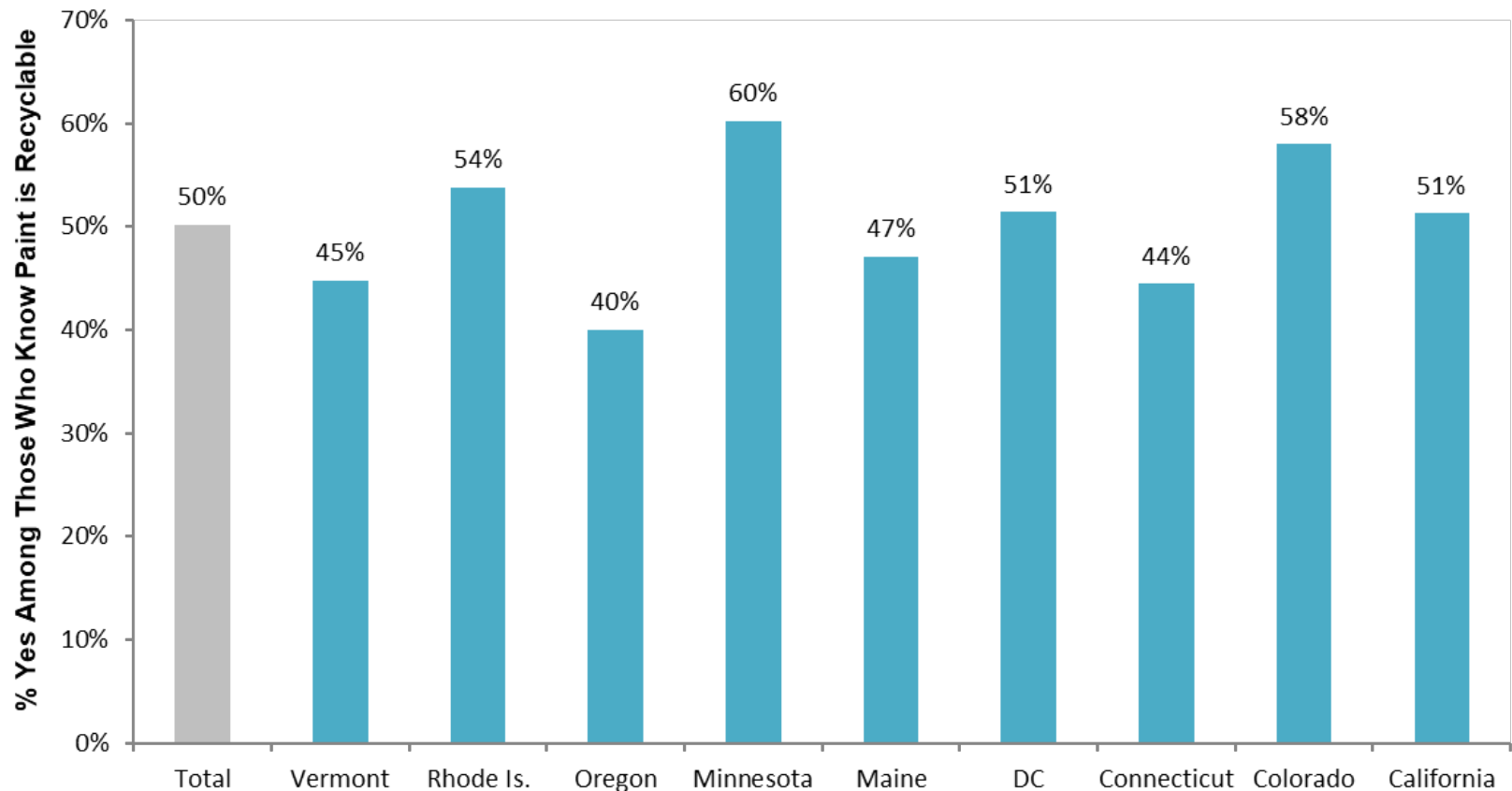


Sample Sizes: Total 1124; Vermont 76; Rhode Island 80; Oregon 135; Minnesota 113; Maine 102; DC 107; Connecticut 117; Colorado 119; California 275

## Past Recycling Behaviors

- ❖ Half of those who said they were aware that paint can be recycled said they had done so in the past.
- ❖ Minnesota and Colorado respondents have recycled at the highest rates; Oregon, the lowest.

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

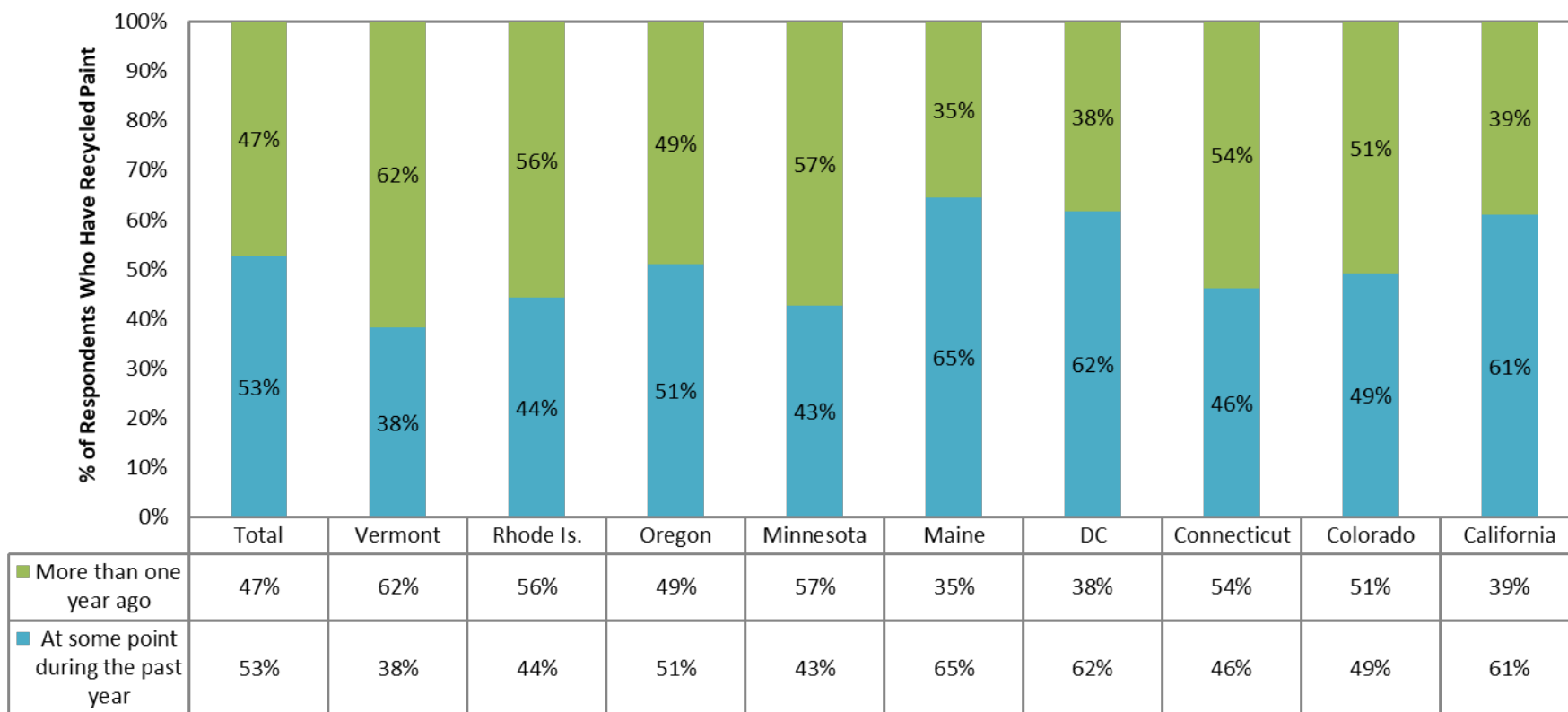


Sample Sizes: Total 1124; Vermont 76; Rhode Island 80; Oregon 135; Minnesota 113; Maine 102; DC 107; Connecticut 117; Colorado 119; California 275

# Recency of Paint Recycling

- ❖ Slightly more than half of those who said they had recycled paint in the past said they had done so in the last year.
- ❖ Recyclers in Maine, D.C., and California were most active in the last year; Vermont and Minnesota recyclers, the least.

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

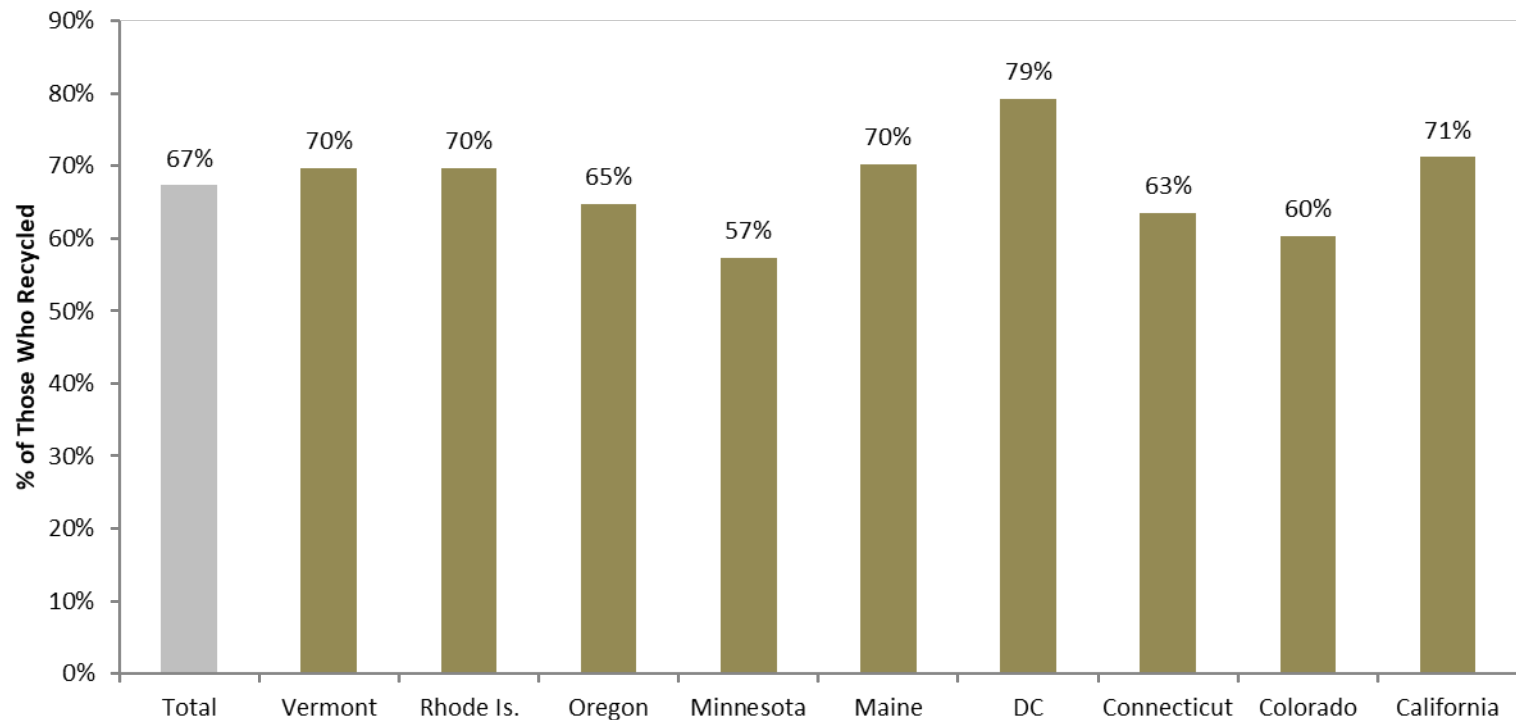


*Sample Sizes: Total 563; Vermont 34; Rhode Island 43; Oregon 53; Minnesota 68; Maine 48; DC 55; Connecticut 52; Colorado 69; California 141*

## Person Who Took Paint for Recycling

- ❖ Two thirds of the time, the person who took the paint to be recycled was the same person who bought the paint.
- ❖ Results varied by state—D.C. was the highest in this regard; Minnesota, the lowest.

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

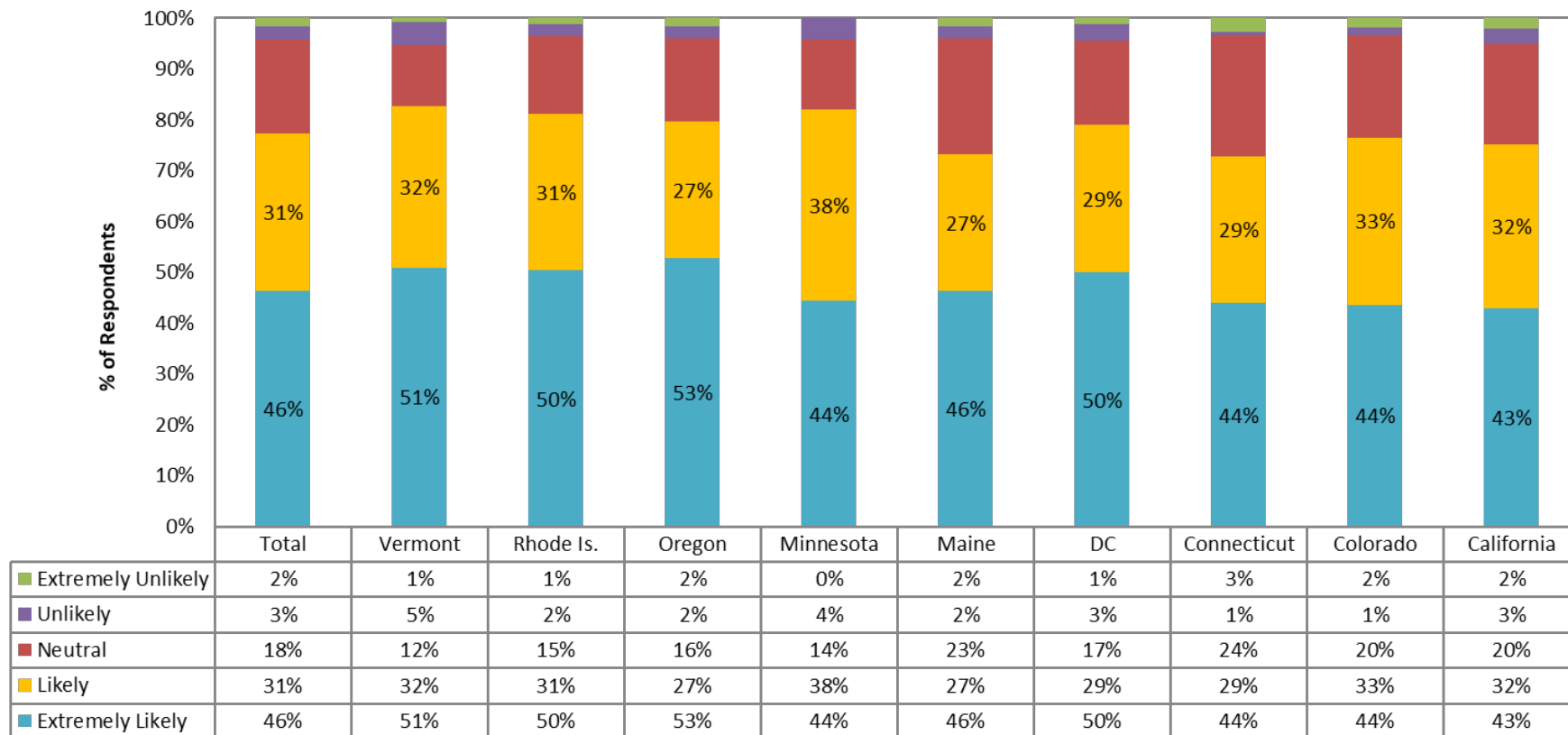


*Sample Sizes: Total 563; Vermont 34; Rhode Island 43; Oregon 53; Minnesota 68; Maine 48; DC 55; Connecticut 52; Colorado 69; California 141*

# Opportunity for Future Paint Recycling

- ❖ 77% of all respondents said they were “extremely likely” or “likely” to recycle the next time they had paint to dispose. Results were fairly consistent across states/the district.

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



*Sample Sizes: Total 2628; Vermont 151; Rhode Island 250; Oregon 252; Minnesota 261; Maine 254; DC 254; Connecticut 268; Colorado 277; California 661*



## Open-Ended Commentary: Recycling Motivations

- ❖ The most common motivations to recycle paint are to help the environment, save the planet, reduce landfill waste, reuse resources, and get rid of clutter. Many said “it was the right thing to do.”

Q19 What would be your personal motivation for recycling your leftover paint in the future?

trash n house t want less waste save earth money bring easier good idea  
recycle paint save money less better way sure possible future hazardous way  
avoid None take Save planet harm environment will try recycle don t  
care environment safer go waste earth green things water clean Yes  
rid Safety Environmental Environmental concerns know store  
right thing Keep landfill use place good disposed properly  
Better environment longer recycle  
way dispose environment recycle everything paint  
something help environment try waste s better  
help reduce waste reuse anything want someone keep free  
protect environment environmentally friendly planet enviroment  
go Environmental reasons need s dispose motivation make harm  
Save environment hazardous waste landfill dispose paint much able  
throwing away end leave dont save dont want someone use pollution put think  
make sure world great pollute

N=1,955

# Sample Comments – Likely to Recycle

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

Because i never liked taking it to a hazardous waste center but recycling it means it could be used again and that I think is a great idea	I am all for a greener future and anything that can be recycled should be.
1. keep environment safe 2. glad that paint can be recycled and re-used	I do not like throwing things away if there is a way to recycle, reuse or compost it that is what I try to do. We humans waste so much and the planet is so crowded now. We do not need or have room for more landfills. I am trying to lessen my negative impact on the planet. I am trying to do my best to help the planet heal. If paint can be recycled that is one less contaminate that will end up hurting the water we all need to survive, animal and human.
a refund or rebate	I do not want to let things go to waste so I try to use it all. If I could no longer find a use for the leftover paint I have, I would recycle it because I do not want to cause pollution by disposing of it carelessly.
an easy way to do it local drop off or certain times throughout the year curb side pick up	I don't want to contribute to damage the environment
Anything that can be recycled should be	I don't like paint to be poured down sinks or drains.
As long as it doesn't cost would be better way than slot of options mentioned	I don't like the idea of being thrown away if it can be reused in the future
Avoid creating more waste.	I have been actively recycling for well over 20 years and will continue to do so
avoid having hazardous materials in my home	I prefer disposing of things in the best manner
Avoid pollution and waste.	I support recycling in general, I try to do my part. But I don't know if there is anywhere to recycle paint in my area. I will check though.
bc its illegal to pour it down the drain	I wouldn't want to keep paint in my house. I certainly don't want to dump it in the sewer. It's just a lot easier to take it to the transfer station recycle center.
Because i dont want to put toxic stuff into the landfills	If I can't get a use out of it then why not let someone else get use out of it.
Because know it has hazardous chemicals in it and needs to be taken to professionals to be disposed properly.	If it is free to do
Better environment and no mess in my house	It can be used and not wasted. There's too much waste in the world already
Better for the environment	It would save resources. it would prevent harmful substances from entering the environment. Someone might be able to reuse my paint
Better for the planet, if it is easy to dispose of	It's the right thing to do
Cash back	Lower my carbon footprint.
Clean planet	Money
Cleaning up the house	Protecting my drains!
Clutter	Save our planet
Contaminating the environment	Save the Earth one small act at a time.
Didn't know about the process, I usually store it inside, must make sure it doesn't freeze and then I use it on other products	So the kids don't get into it
Do not want to waste the product since it came from resources. Do not know where trashed paint ends up so better for environ. if can be used again	To avoid any toxic pollution
doing the right thing	To get it out of house and reduce clutter.
Doing what is best for the environment and not wasting things	To help better the climate!
Dont wanna contribute to pollution.	To keep chemicals away from nature
Dont want it in water	it's a hazardous material..here in Maine in my city we have certain weekends where we can bring old hazardous materials to dump to be properly disposed in the safest manner
Environmentally better option for disposal	It can be used again
Future of humanity	It's the right thing to do. I usually use a water base paint but if I used something else I feel it needs to be disposed of properly. Pouring down the drain or out on the ground is inappropriate and could cause damages to where ever you put it
Get it out of my garage	I always recycle paint. I go to our transfer station weekly for trash and recycling and bring paint when I need to get rid of it.
Getting rid of it safely.	It sure beats leaving it in the garage for ten years. Better that it go somewhere it can be used.
Green	It's bad to pour it down the drain. My trash can has a sticker on it that says don't throw in the trash. I read how to get rid of it from a hazardous disposal website.

# Sample Comments – Likely to Recycle, continued

<i>What would be your personal motivation for recycling your leftover paint in the future?</i>	
Hazardous materials	It's Hazwaste
Health concern	I consider myself somewhat a "green" person and like to do things like recycling to help the environment. I recycle cans, glass, paper and cardboard. I have also brought paint to be recycled to Sherwin Williams, a paint recycling collection point here. I brought paint from my friends and neighbors too, in order to avoid it getting in the waste stream.
help the environment. The paint store took our old paint and they said it was to be recycled	Now that I know it can be recycled I will recycle
no motivation needed	It's better for the planet and for the animals
You just can't dump it anywhere. It's bad for the enviroment	It's less wasteful and it can be put to good use for someone else.
Receiving money	Save our planet!
its the right thing to do. recycle	Keeping it out of the landfill/groundwater
The cans and the paint gets recycled efficiently and we don't have to have them in our landfills.	THAT IT CAN BE PUT TO GOOD USE
Sustainability	I don't want chemicals in the environment via the dump/garbage
To help not contaminate my earth so others can live here longer with a clean environment	so it can be reused instead of wasted
We recycle everything we can. Before I just stored it with us and used it for touch up or other projects. My kids enjoy recycling as well so I would take them along to recycle the left over paint	To help the environment, and I always recycle everything.
If I can use the remaining paint next year, of course I would love to. In the future, when I go to paint, I will be less expensive.	this survey
Better for the environment	I want to do what I can to help the earth.
To recycle and save less processing of chemicals and other additives in paint.	I don't like to pollute
TO GET RID OF THE PAINT	Ensure that it does not go down drains.
i would rather recycle the paint, then for it to go somewhere where it should not go and contaminate the earth.	so I dont pollute the environment and they can reuse the paint
not letting the paint getting to the wrong place and adding to pollution or destruction	Get it out of the house safely
give to habitat for humanity	that someone else may benefit from my left over paint
I don't have any place to put it and it's free to recycle.	Out of basement
I care about our environment	Maybe cheaper costs
Keeping my child happy as I try and save the planet	Better than putting in the trash, more sustainable
probably better for the environment. Also - if it could be used by someone else - even better.	Environmental reasons.
It is a small step I can take to leave my small corner of the world a healthier place.	So someone else who needs paint can use it too.
To be greener	help the earth
Possibly helping someone else out, doing the right thing.	So I don't pollute
to make sure it gets handled correctly	Doing the right thing
Keep chemicals out of the water	so it gets put to a good use and/or disposed of properly.
to better protect the environment, which is in DESPARATE need of our help!	it is something that people should try to do
I am a wastewater engineer, and I know firsthand the problems that arise from people dispose of paint improperly down the drain. Similarly paint should not be incinerated without the proper controls	Preserve the environment, ecological reasons
I now how knowledge that recycling is an option.	I would rather recycle anything rather than throw it away.
Right thing to do	My childrens future

## Sample Comments – Unlikely to Recycle\*

### *Why are you unlikely to recycle leftover paint in the future?*

Because I don't have a recycling bin	I tend to use it in other projects.
Because I don't get paid for it. I paid for the paint, recycle companies get paid,	I think it's a stupid idea.
Because I don't know where to take it and when you asked the place where you bought it from they have no idea either	I think the recycling places are too far from me.
Because i don't really be worried about it	i try to use up my paint.
Because I'd give it to someone I know who could use it	I typically do not see the benefits of recycling this type of item. I feel that although it provides unskilled jobs for people, recycling likely uses just as many or more resources and money than its saving
Because when I contacted the groups in my area I was told there was a \$25 per container fee for recycling it! I will pour it down the drain first before paying to have it recycled!	I would rather just dry it out and dump it
Cause I use it all	I wouldn't even know where to take it
do not do it	I'd leave it in the house when I move.
Don't know where to take it	If it cost too much money to recycle.
don't care about recycling	ill give it to family instead
don't have paint	It is easier to dry it out
Dont have time	It is not in a condition to recycle.
Don't know where	It's a hassle
don't know where to recycle it	It's a pain. I would rather save it and use it as I need to touch up
Don't know where to take it	just am not sure if i would do it or not
Dump in storm drain	Just because I want to reuse it
Environmentalism is a f-ing cult that I WILL NOT PARTAKE IN.	Keep for the next time I need to touch up.
For I don't paint very often	Keep in base ment
Give it away	keep paint to use for touch ups
I will not buy a lot of paint.	Lines are too long, without a special local event it is too far to drive and wait in line
I always get what I need, it isn't that difficult.	No need I won't be buying any
I am unlikely to recycle leftover paint in the future because I use all of it in a short period of time.	No place in the area

## Sample Comments – Unlikely to Recycle, continued

<i>Why are you unlikely to recycle leftover paint in the future?</i>	
I can always use it in the future or give it to someone that can use it	no time
I do not have the time nor the inclination to drive to a recycling plant miles from my home for zero perks.	No use
I don't buy paint	Not going to paint. Will hire out.
I don't have leftover paint	Not interested
I don't know I don't recycle	Not sure what I need to do.
I don't know how	put in the paint
I don't know where to recycle it; I just learned that it can be done. Are you going to let me know where to recycle?	Save it & use it when needed
I don't know where to take it other than the hazardous waste facility	sounds like a hassle
I don't see myself using paint in the future. I live in an apartment and we're not allowed to paint it	To better the environment
I don't use paint as I live in an Apt. & landlord takes care of any painting that needs to be done.	To lazy
I have a store recycle non recycle waste unwanted paint no to waste or recycle if able to recycle by the year 1999 painter tile auto fuel or revenue service waste at all unless I intend to pay 300 000 per ounce to the nearest recycling plant with unwanted body parts or remains in it for auto recycled paint and ornistar or auto richalnd star value lane or inland value city inn paint jobs in rich auto body maaco art paint of constable ray edomons race car drier niece or nephew took once and fell thru the wall and had brain damage and gear shift auto scare disease and needs recycling agreement to pay for treatment and a only had the right thing by richalnd auto mars disco art for any thing to be repaired as on g for girl or young child up to 2 milio thank god did not recycle paint	To paint something else
I have never heard of this and don't know where to do this	too difficult
I just don't know	Too much of a hassle to take to a recycling place. And heavy to carry
I keep a little left over paint everything I paint in the house in case I need to touch it up for many reasons	Too much trouble & time.
I keep leftover paint until I use it or it's no good.	Too much trouble.
I keep leftovers for touch-ups	Took it to a paint store to dispose of. They refused it
I like to save it to use it for touchups or other paint jobs in the future.	unsure how to do it
I live in a apartment	Use it
I never paint things myself. I always pay for it.	Usually it isn't good
I plan to use what I buy.	Where can I recycle it! Too heavy to transport paint cans

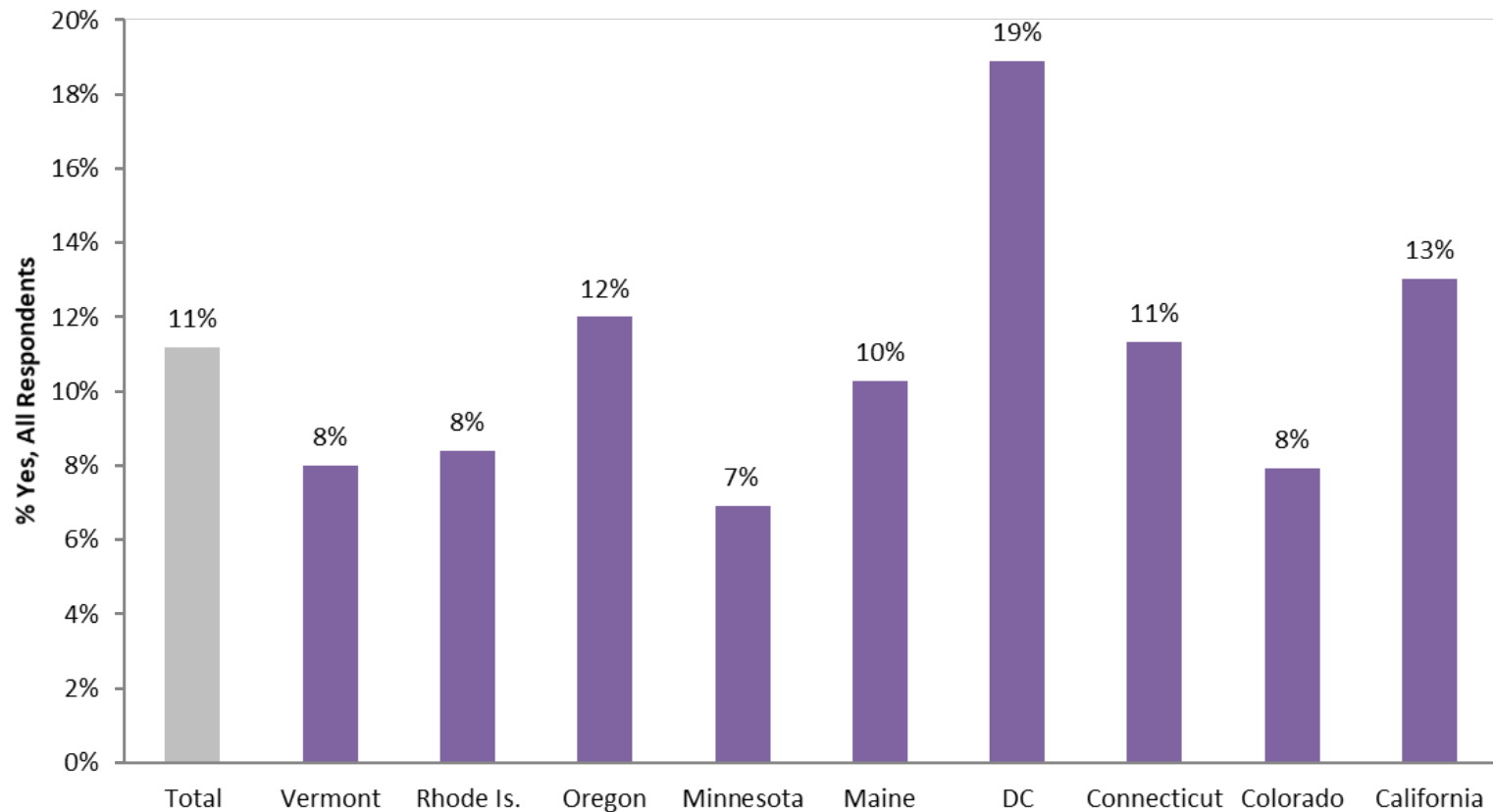


# ADVERTISING/MARKETING CONSIDERATIONS

## PaintCare Awareness

- ❖ 11% of respondents said they had heard of PaintCare before.
- ❖ Results differed by state/the district. D.C., California and Oregon residents appear to be most aware; Minnesota residents, least aware.
- ❖ Note, margins of error deem most differences statistically insignificant.

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

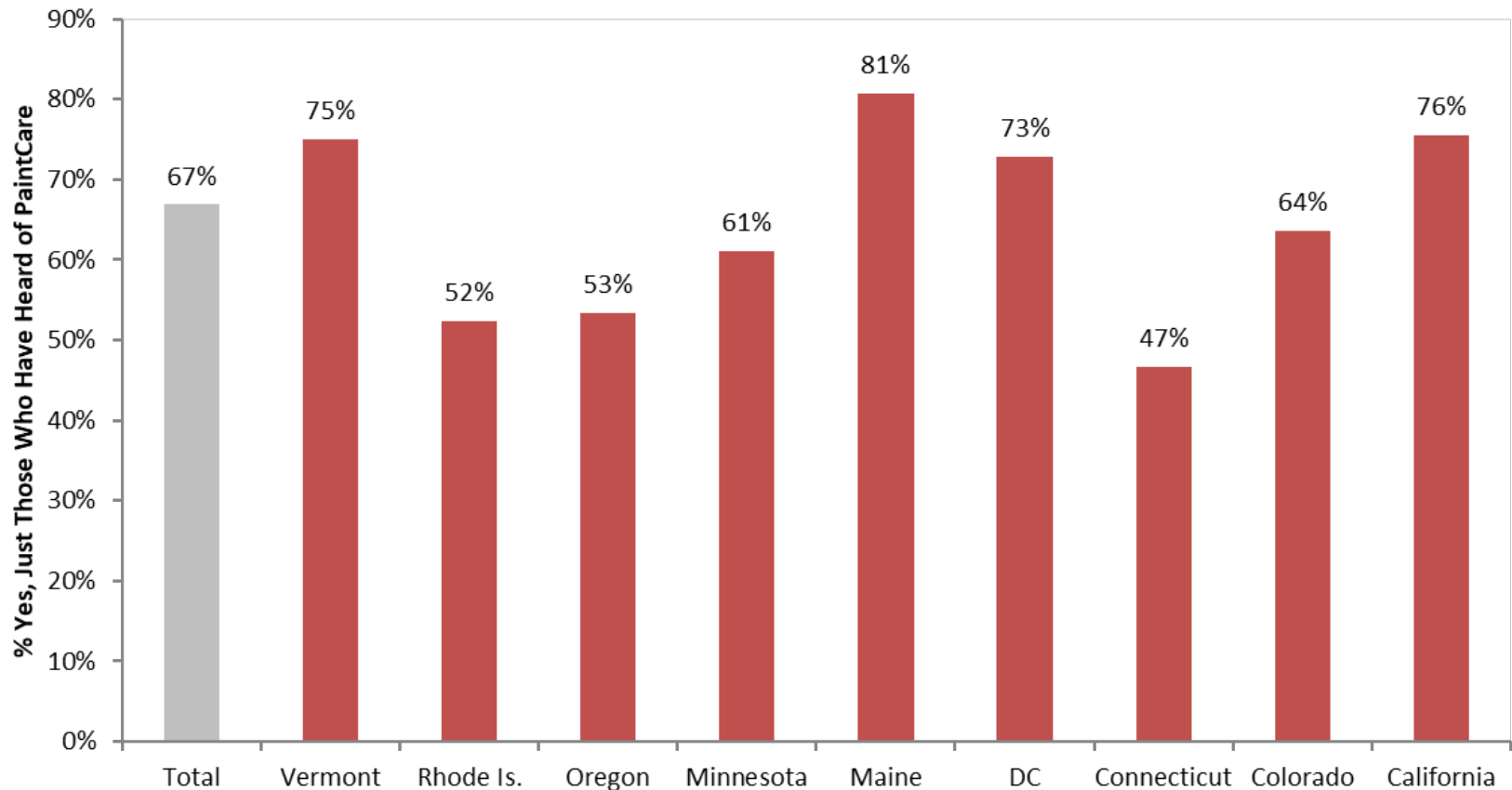


Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660

## Ad Recall Among Those Who Knew of PaintCare

- ❖ 67% of those who had heard of PaintCare before said they had seen an ad in the last several months.
- ❖ However, this varied greatly by state...

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



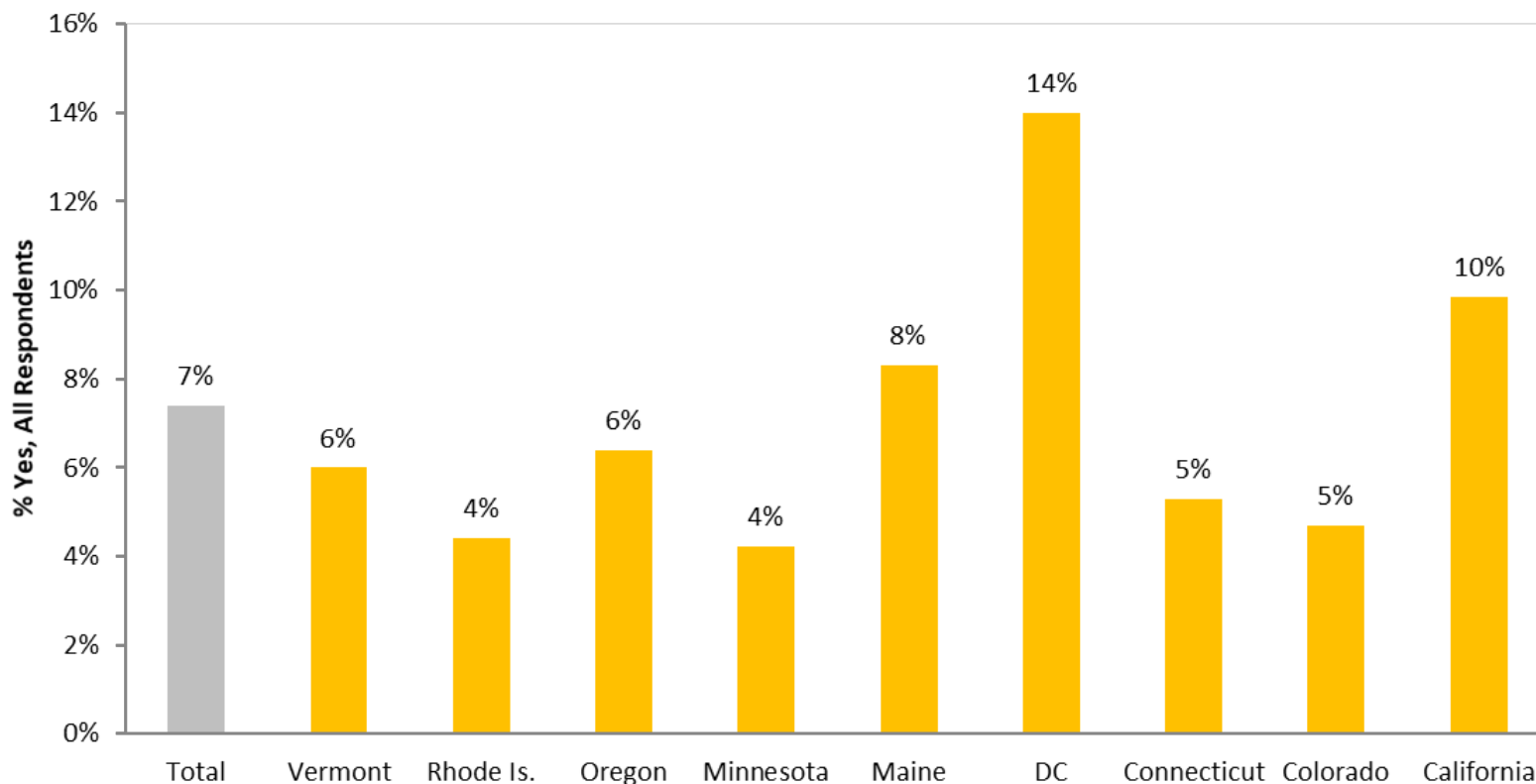
*Sample Sizes: Total 293; Vermont 12; Rhode Island 21; Oregon 30; Minnesota 18; Maine 26; DC 48; Connecticut 30; Colorado 22; California 86*



## Adjusted Ad Recall for Entire Population

- ❖ By multiplying the percentage who were familiar with PaintCare by the percentage who recalled an ad, we can evaluate what percentage of the population recalled an ad.
- ❖ Washington D.C. and California had the highest overall ad recall rates; Rhode Island and Minnesota the lowest.

### *Adjusted Ad Recall* (as a percentage of all surveyed)

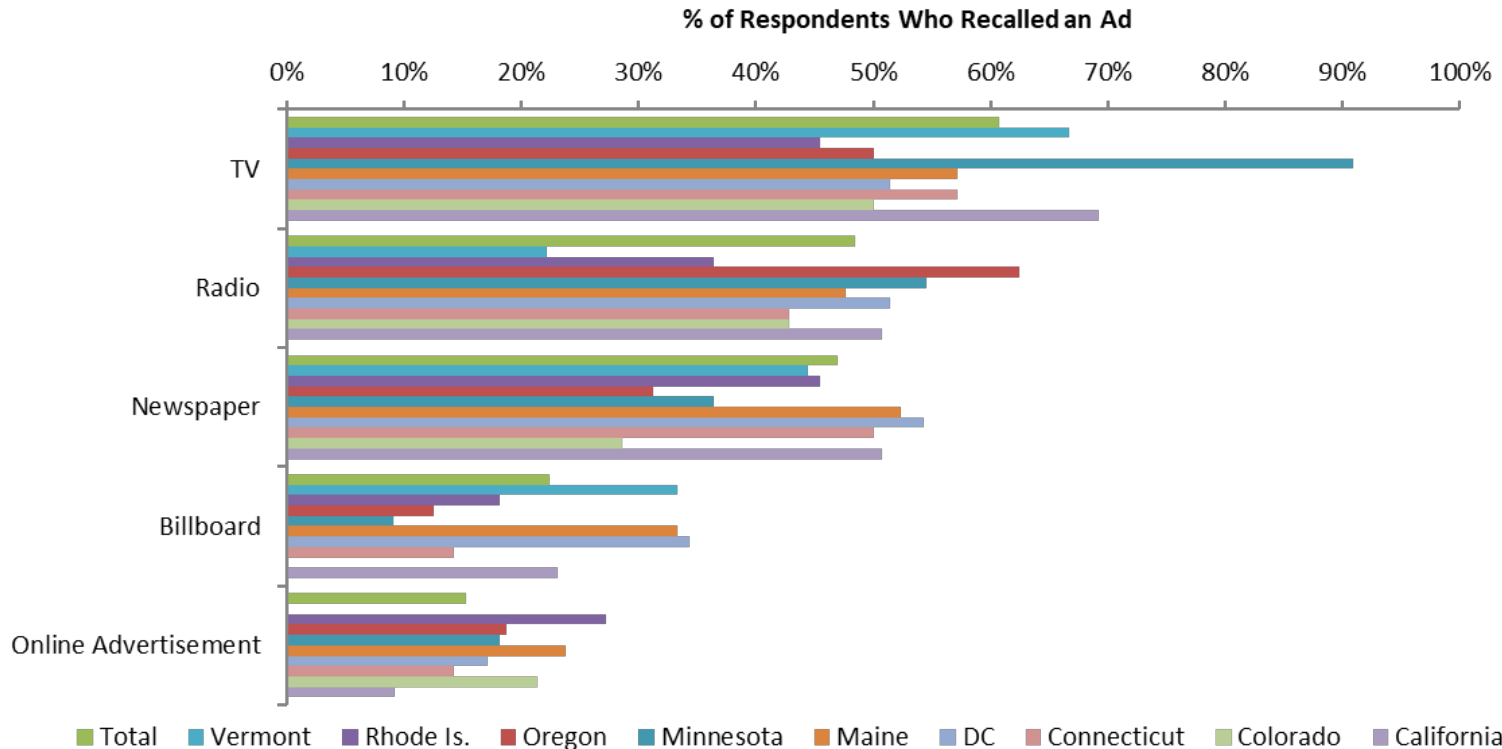


Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660

# Ad Recall Types

- ❖ TV was most frequently cited in most states. Newspaper was most common in D.C.; radio, in Oregon.
- ❖ 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?

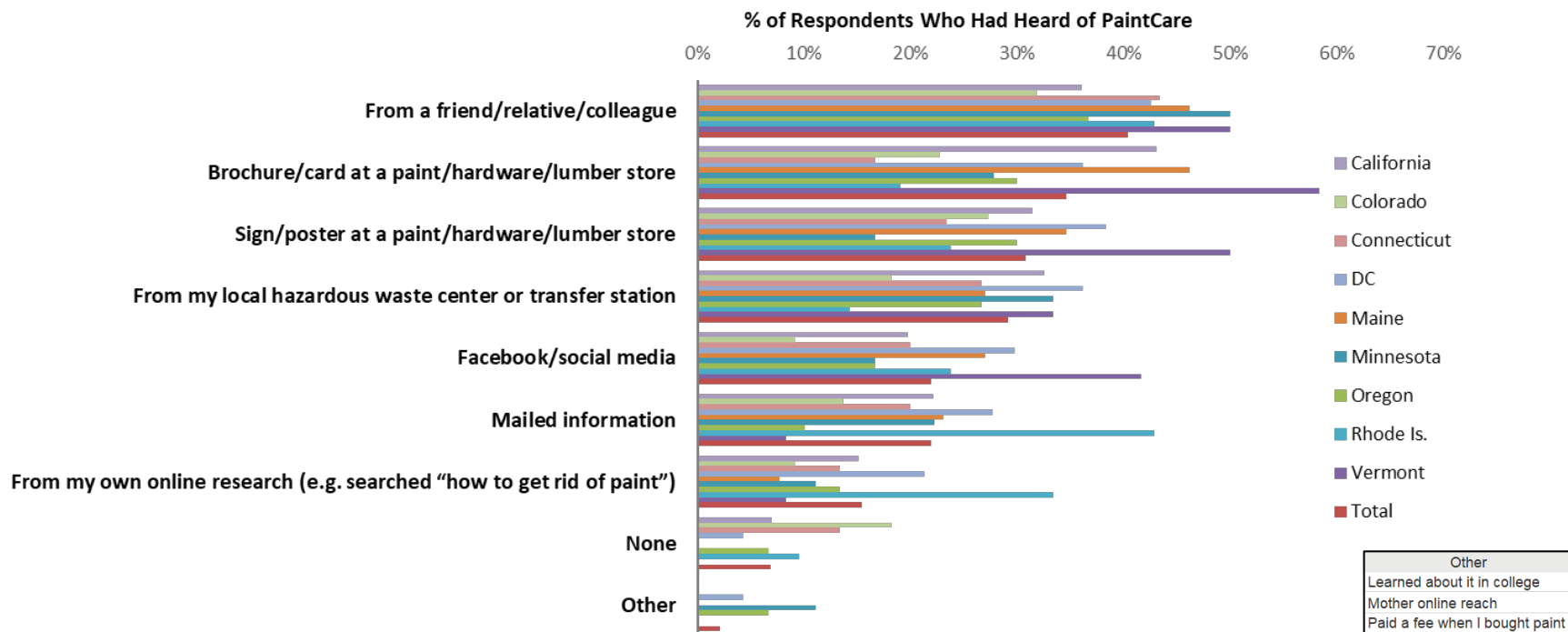


	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
TV	61%	67%	45%	50%	91%	57%	51%	57%	50%	69%
Radio	48%	22%	36%	63%	55%	48%	51%	43%	43%	51%
Newspaper	47%	44%	45%	31%	36%	52%	54%	50%	29%	51%
Billboard	22%	33%	18%	13%	9%	33%	34%	14%	0%	23%
Online Advertisement	15%	0%	27%	19%	18%	24%	17%	14%	21%	9%
<b>Sample Size</b>	<b>196</b>	<b>9</b>	<b>11</b>	<b>16</b>	<b>11</b>	<b>21</b>	<b>35</b>	<b>14</b>	<b>14</b>	<b>65</b>

# Recall of Other Marketing Measures

- ❖ It is clear that word-of-mouth is extremely important in spreading the word about paint recycling.
- ❖ The next most successful measures are store-provided brochures/cards/posters and direct mail.
- ❖ Note: sample sizes are small by state/the district; as such, results should be considered directionally.

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

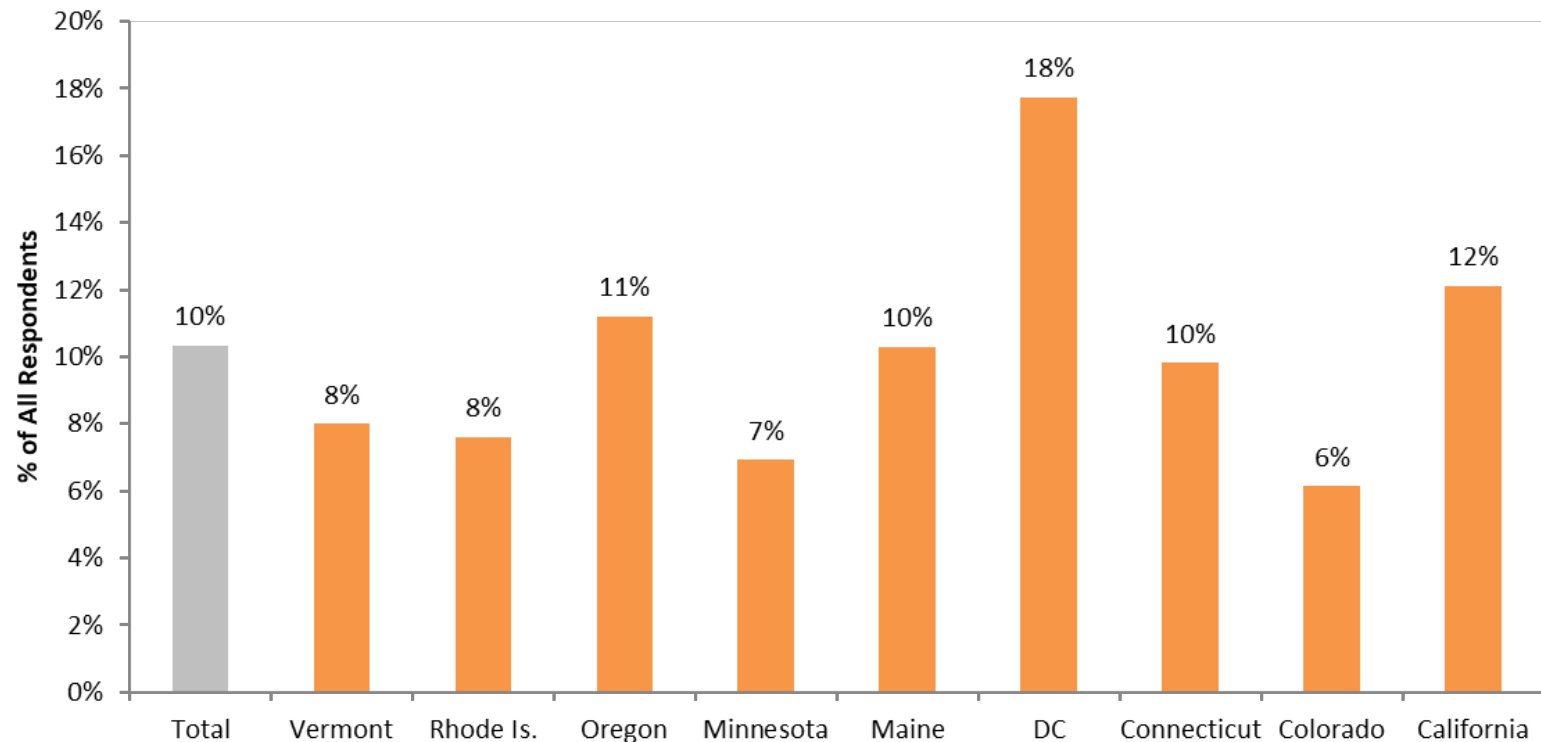


	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
From a friend/relative/colleague	40%	50%	43%	37%	50%	46%	43%	43%	32%	36%
Brochure/card at a paint/hardware/lumber store	35%	58%	19%	30%	28%	46%	36%	17%	23%	43%
Sign/poster at a paint/hardware/lumber store	31%	50%	24%	30%	17%	35%	38%	23%	27%	31%
From my local hazardous waste center or transfer station	29%	33%	14%	27%	33%	27%	36%	27%	18%	33%
Mailed information	22%	8%	43%	10%	22%	23%	28%	20%	14%	22%
Facebook/social media	22%	42%	24%	17%	17%	27%	30%	20%	9%	20%
From my own online research (e.g. searched "how to get rid of paint")	15%	8%	33%	13%	11%	8%	21%	13%	9%	15%
None	7%	0%	10%	7%	0%	0%	4%	13%	18%	7%
Other	2%	0%	0%	7%	11%	0%	4%	0%	0%	0%
<b>Sample Size</b>	<b>292</b>	<b>12</b>	<b>21</b>	<b>30</b>	<b>18</b>	<b>26</b>	<b>47</b>	<b>30</b>	<b>22</b>	<b>86</b>

## Adjusted Marketing Recall for Entire Population

- ❖ Marketing initiative recall rates were highest in D.C. and California; lowest in Colorado and Minnesota.

### Adjusted Recall of "Other Ways" (as a percentage of all surveyed)

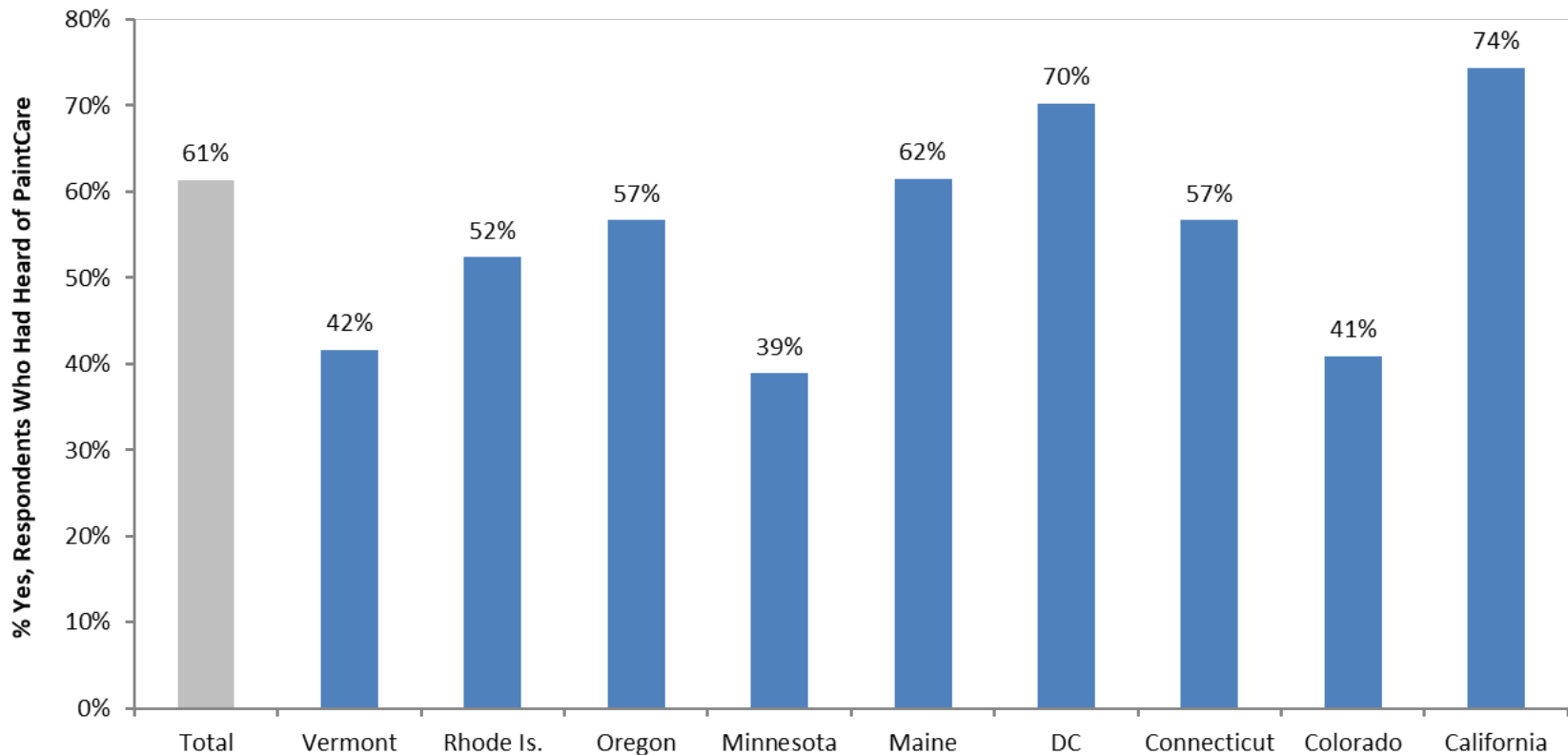


Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660

# PaintCare Event Attendance

- ❖ While California, Maine, Oregon, Colorado, and Rhode Island were the only states with recent events, a significant portion of respondents familiar with PaintCare in all states said they had been to an event in the past.
- ❖ The highest attendance rates were in California and D.C.; the lowest, in Minnesota.
- ❖ \*Note: sample sizes are low by state/the district and should be considered directionally.

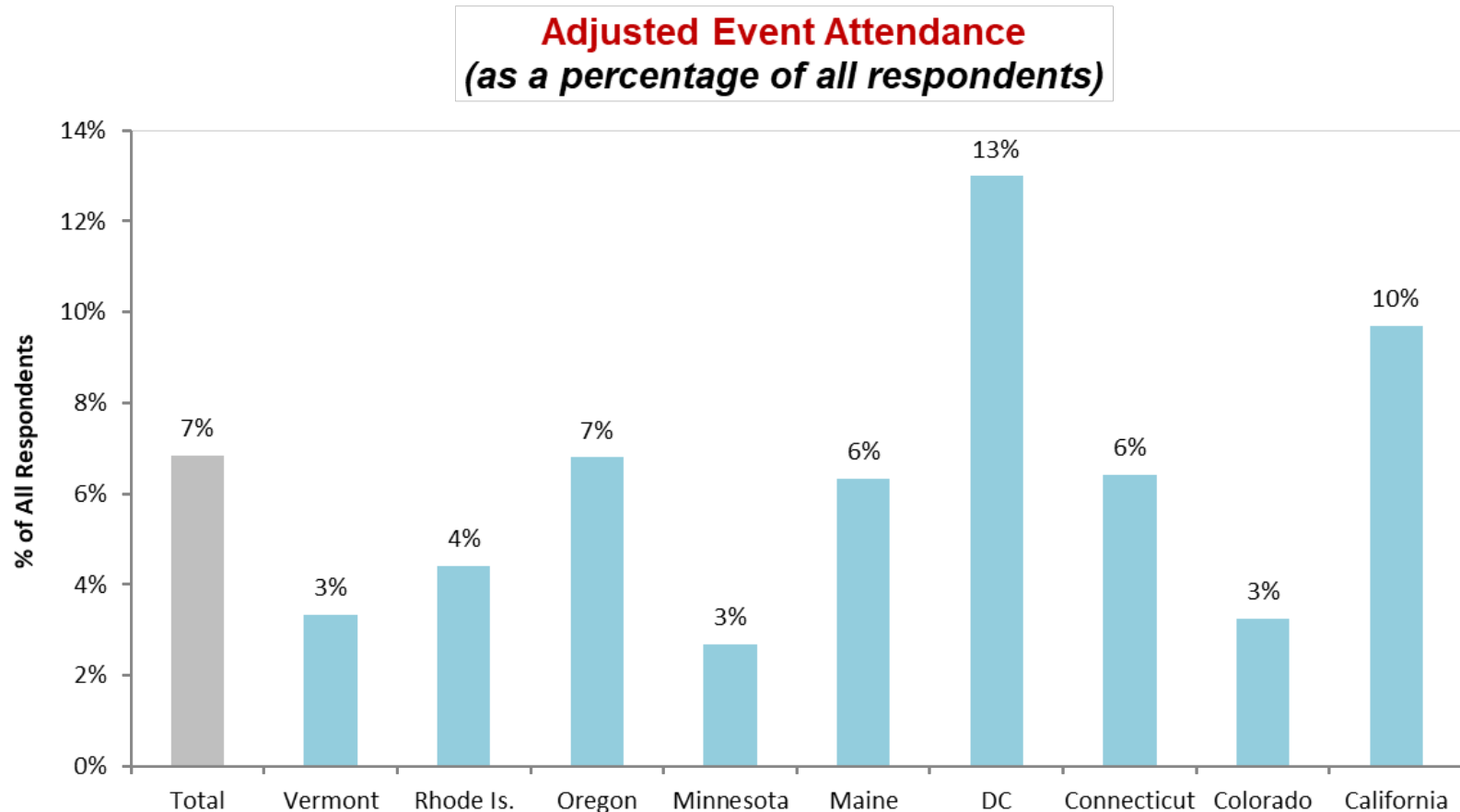
***Have you ever attended one of PaintCare's one-day collection events?***



*Sample Sizes: Total 292; Vermont 12; Rhode Island 21; Oregon 30; Minnesota 18; Maine 26; DC 47; Connecticut 30; Colorado 22; California 86*

## Adjusted Event Attendance for Entire Population

- ❖ 7% of all respondents said they had been to a collection event.
- ❖ Event attendance was highest in D.C. at 13%; lowest in Colorado, Minnesota and Vermont at 3%.



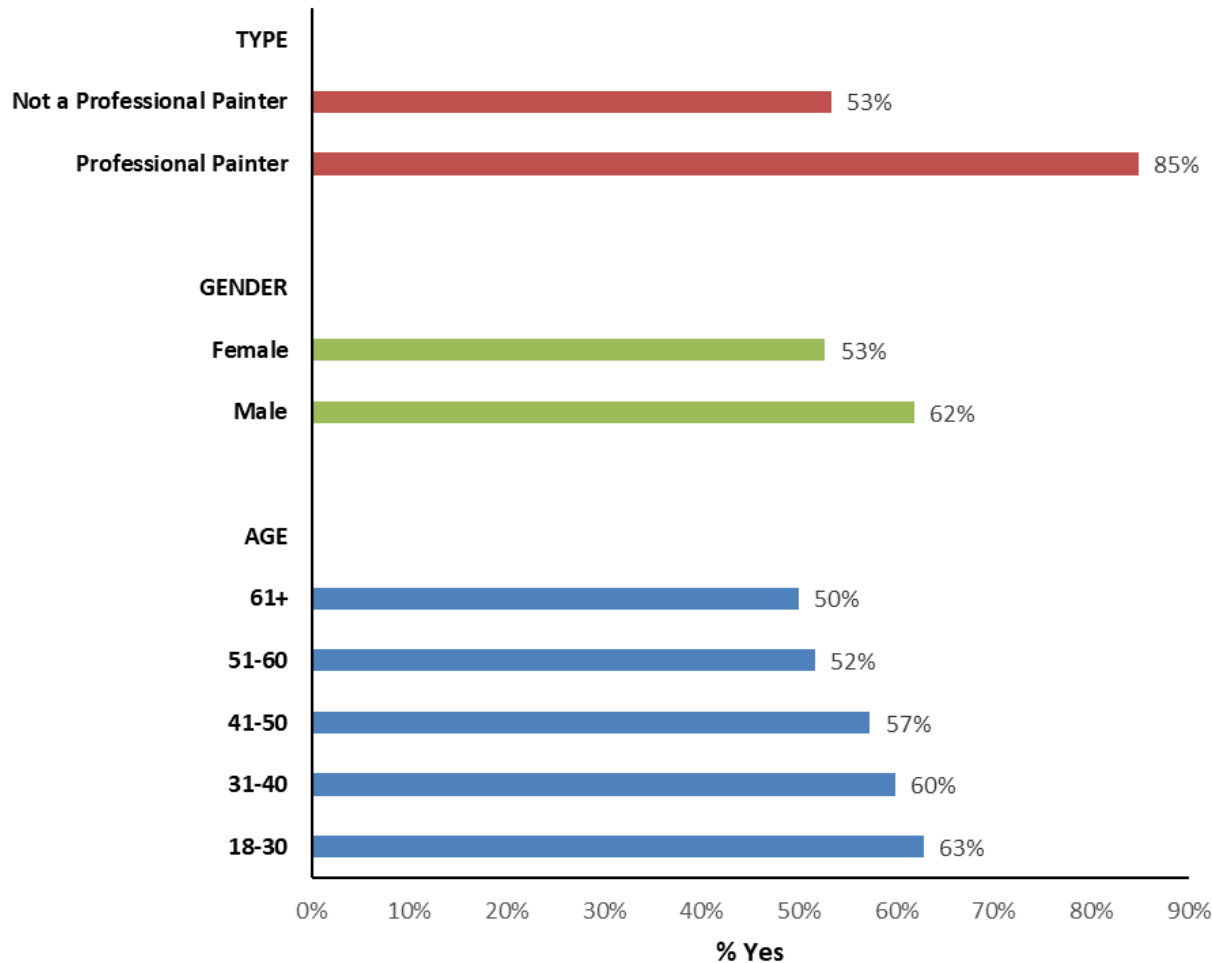
Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660



# CROSS- TABULATIONS

# Consumer Behavior Cross Tabulations

*Have you purchased paint in the last year?*



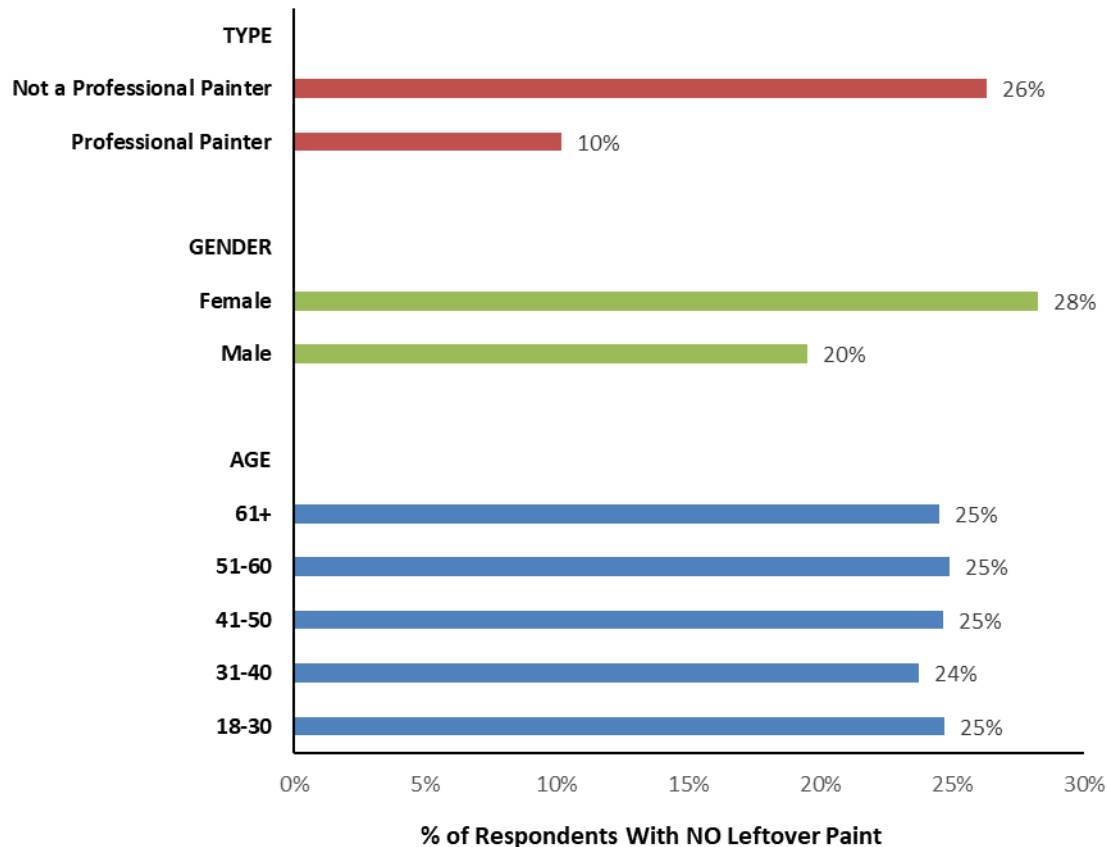
- ❖ As expected, professional painters have more recently purchased paint than non-professionals.
- ❖ Men have purchased slightly more than females in the last year.
- ❖ Incidence of recent paint purchases decreases with age.

Sample Sizes: Age 18-30, 514; Age 31-40, 581; Age 41-50, 515; Age 51-60, 570; Age 61+, 408; Men, 1071; Women, 1505; Pro, 256; Non-Pro, 2361



# Consumer Behavior Cross Tabulations

*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)?*

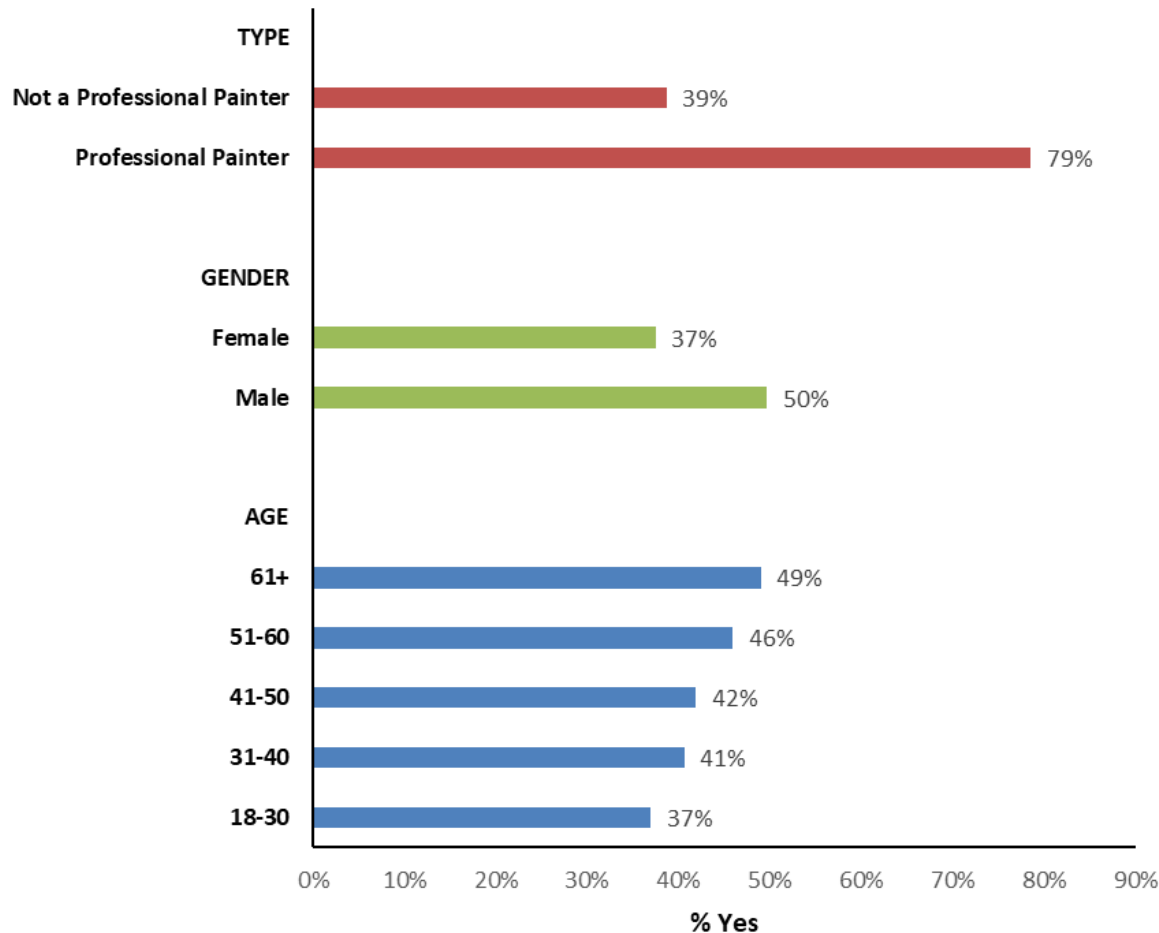


- ❖ As expected, professional painters store more paint than non-professionals.
- ❖ Males store paint more often than women.
- ❖ Age does not play a role in the storage of paint.

Sample Sizes: Age 18-30, 514; Age 31-40, 581; Age 41-50, 515; Age 51-60, 570; Age 61+, 408; Men, 1071; Women, 1505; Pro, 256; Non-Pro, 2361

# Awareness/Engagement Cross Tabulations

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

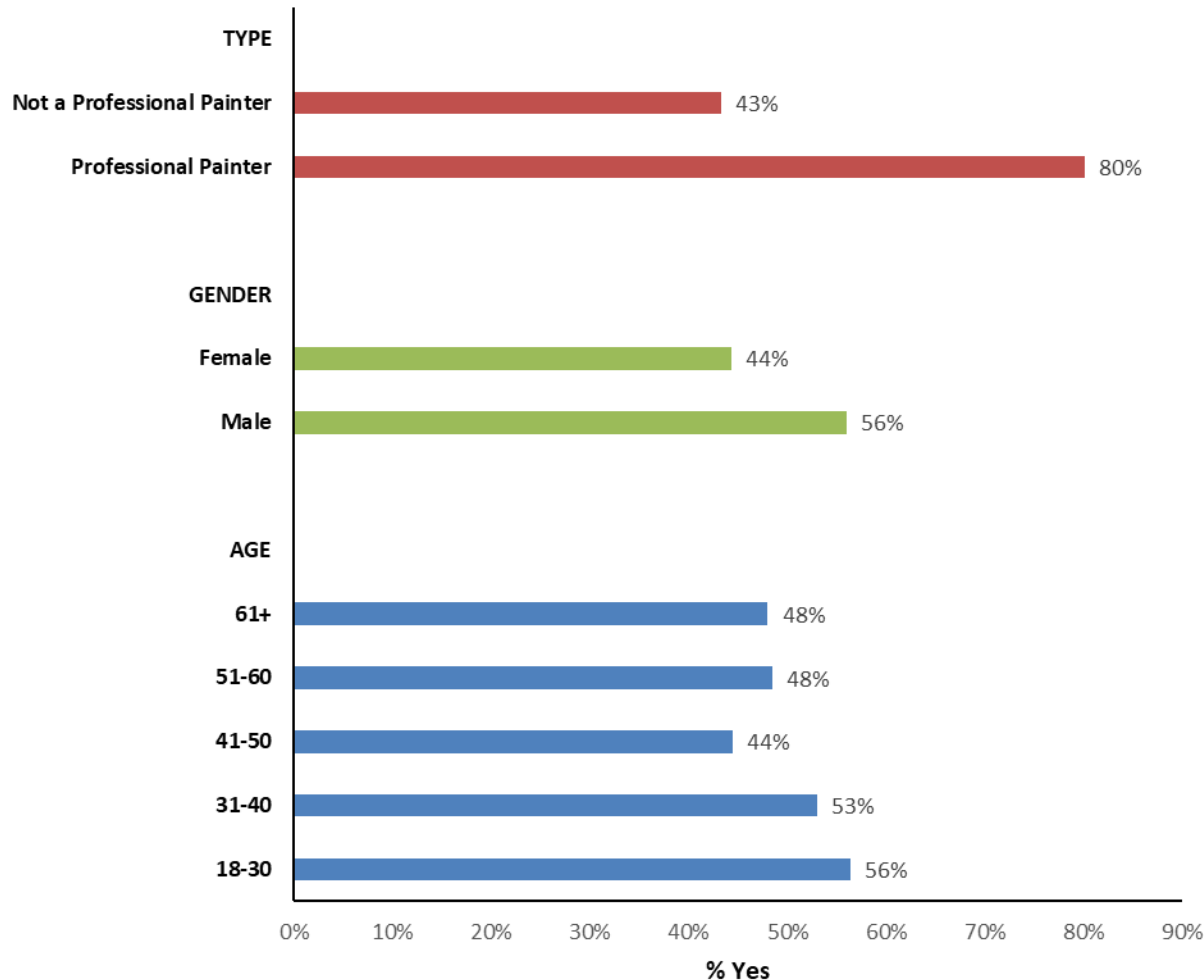


- ❖ Professional painters are about twice as likely to know that paint can be recycled.
- ❖ Men are more likely to know that paint can be recycled than women.
- ❖ Knowledge increases with age.

Sample Sizes: Age 18-30, 514; Age 31-40, 581; Age 41-50, 515; Age 51-60, 570; Age 61+, 408; Men, 1071; Women, 1505; Pro, 256; Non-Pro, 2361

# Awareness/Engagement Cross Tabulations

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

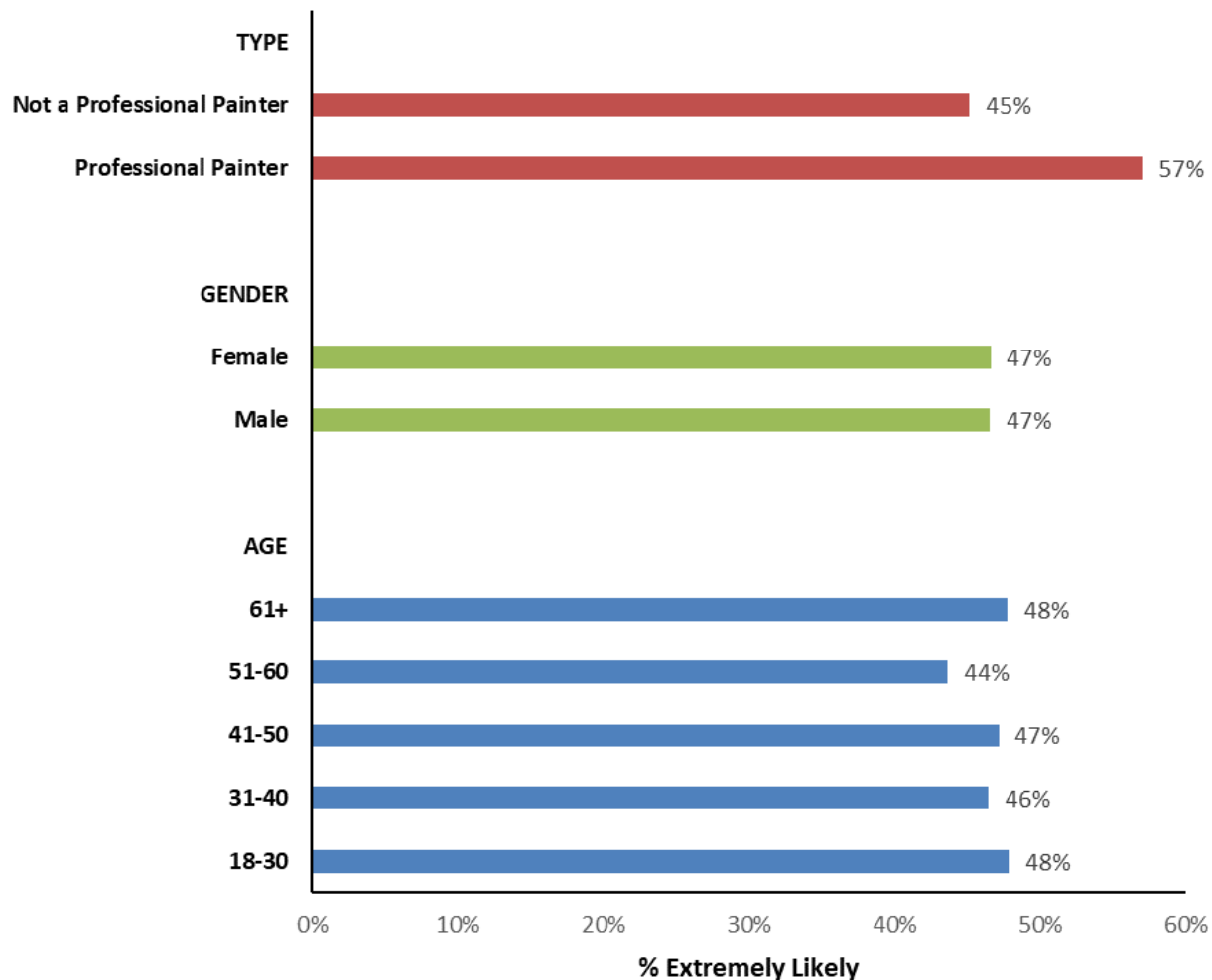


- ❖ Professional painters have recycled paint almost twice as often as non-professionals.
- ❖ Men have recycled paint more than females.
- ❖ Younger respondents said they had recycled paint slightly more often than older respondents.

Sample Sizes: Age 18-30, 514; Age 31-40, 581; Age 41-50, 515; Age 51-60, 570; Age 61+, 408; Men, 1071; Women, 1505; Pro, 256; Non-Pro, 2361

# Awareness/Engagement Cross Tabulations

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



❖ Professional painters said they were more likely to recycle paint in the future than non-professionals.

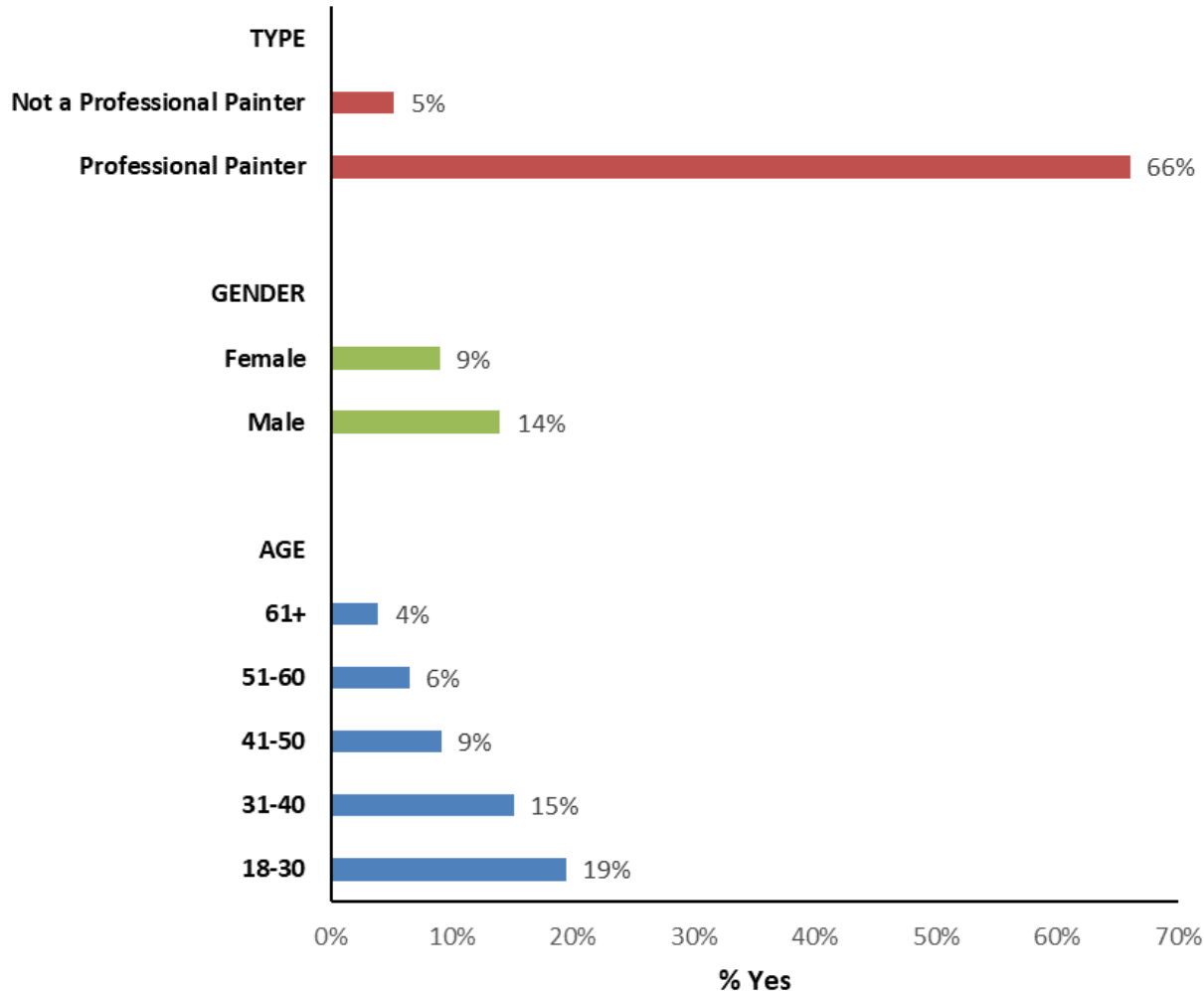
❖ Gender plays no role in likelihood to recycle paint in the future.

❖ Age doesn't play a role in the likelihood to recycle in the future.

Sample Sizes: Age 18-30, 514; Age 31-40, 581; Age 41-50, 515; Age 51-60, 570; Age 61+, 408; Men, 1071; Women, 1505; Pro, 256; Non-Pro, 2361

# Advertising/Marketing Cross Tabulations

*Have you ever heard of PaintCare before?*

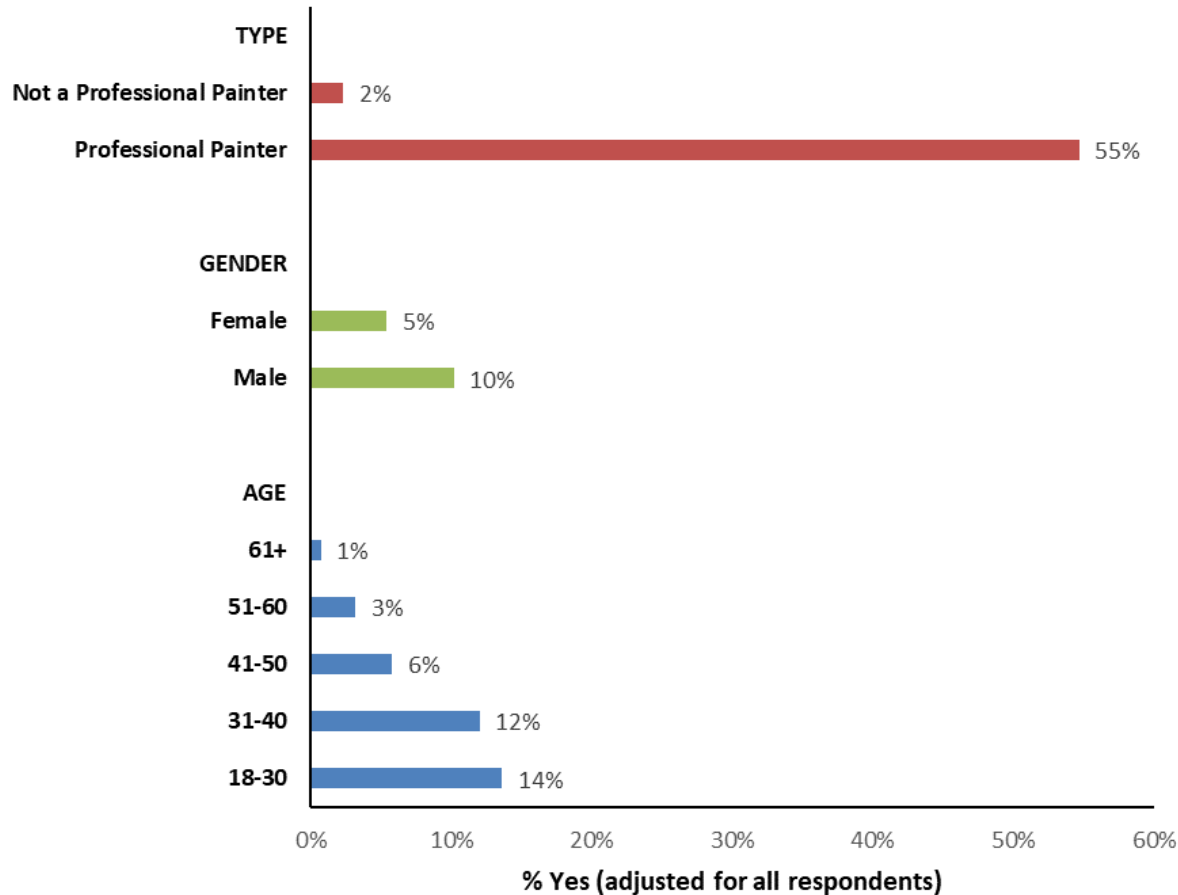


- ❖ As expected, professional painters are more aware of PaintCare than non-professionals.
- ❖ Men are slightly more aware than women.
- ❖ Awareness of PaintCare decreases with age.

Sample Sizes: Age 18-30, 514; Age 31-40, 581; Age 41-50, 515; Age 51-60, 570; Age 61+, 408; Men, 1071; Women, 1505; Pro, 256; Non-Pro, 2361

# Advertising/Marketing Cross Tabulations

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

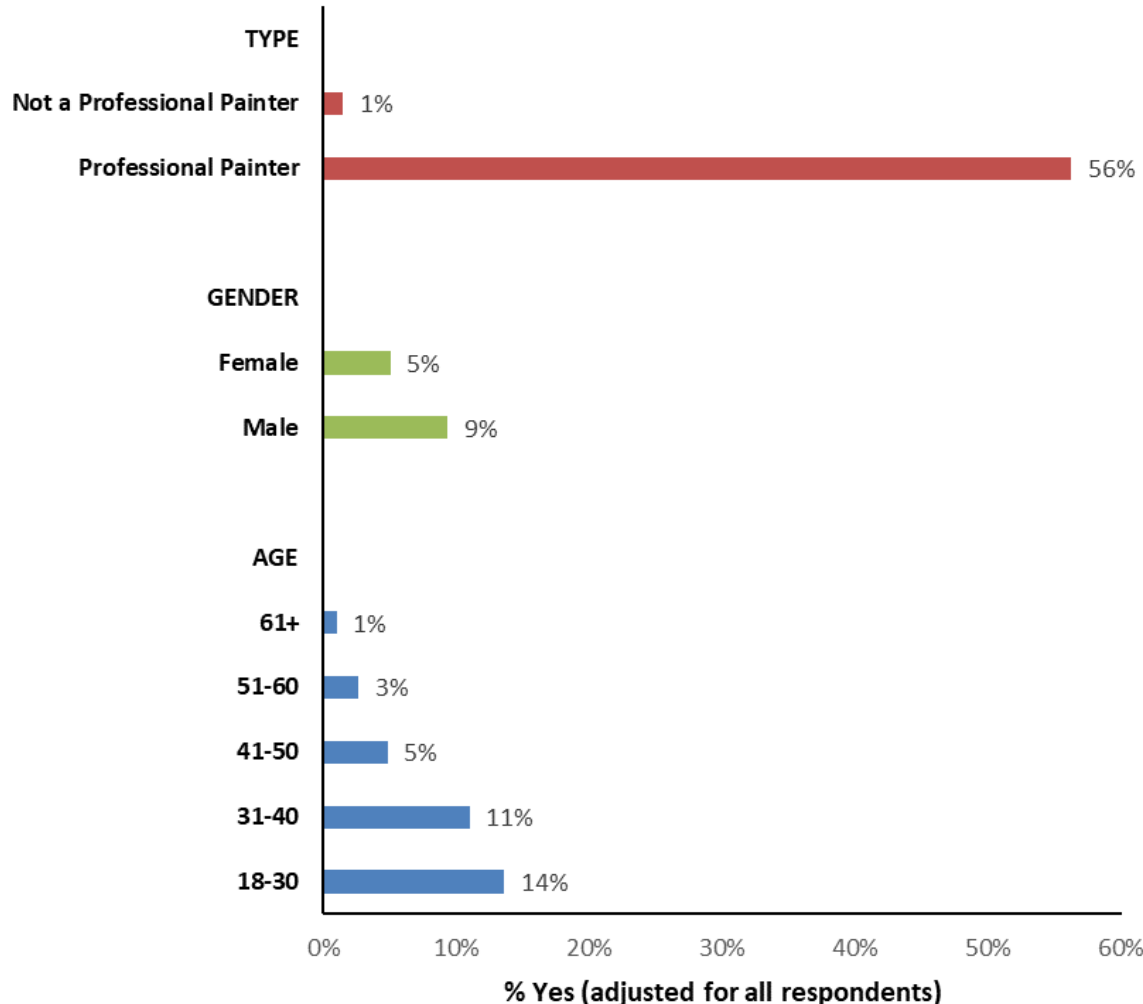


- ❖ Professional painters recall a PaintCare ad 25X more often than non-professionals.
- ❖ Ad recall among men is 2X as high as with women.
- ❖ Ad recall decreases with age.

Sample Sizes: Age 18-30, 514; Age 31-40, 581; Age 41-50, 515; Age 51-60, 570; Age 61+, 408; Men, 1071; Women, 1505; Pro, 256; Non-Pro, 2361

# Advertising/Marketing Cross Tabulations

*Have you ever attended one of PaintCare's one-day collection events?*



- ❖ More than half of professional painters have attended a collection event.
- ❖ Men have attended collection events more often than women.
- ❖ Incidence of event attendance decreases with age.

Sample Sizes: Age 18-30, 514; Age 31-40, 581; Age 41-50, 515; Age 51-60, 570; Age 61+, 408; Men, 1071; Women, 1505; Pro, 256; Non-Pro, 2361

## APPENDIX: STATE HIGHLIGHTS



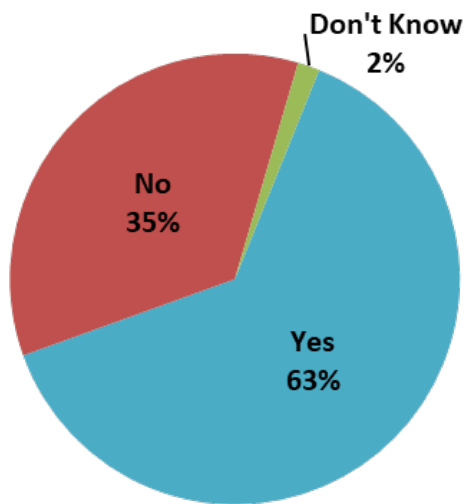
A large, hand-drawn orange circle with a textured, brushstroke-like appearance, centered on the page.

# Rhode Island

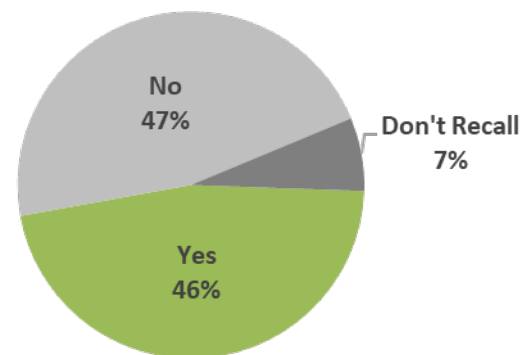
# Rhode Island Highlights

- ❖ 63% of those surveyed have purchased paint in the last year. Almost half of them were helped by the store in determining needs. 58% took measurements themselves.

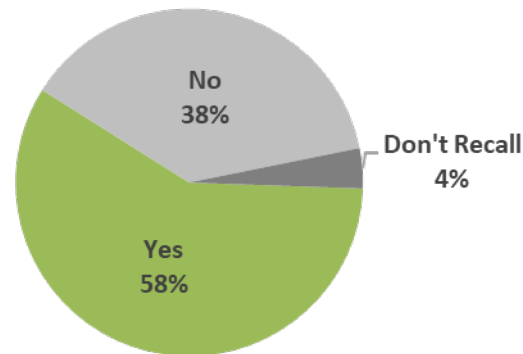
*Have you purchased paint in the last year?*



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

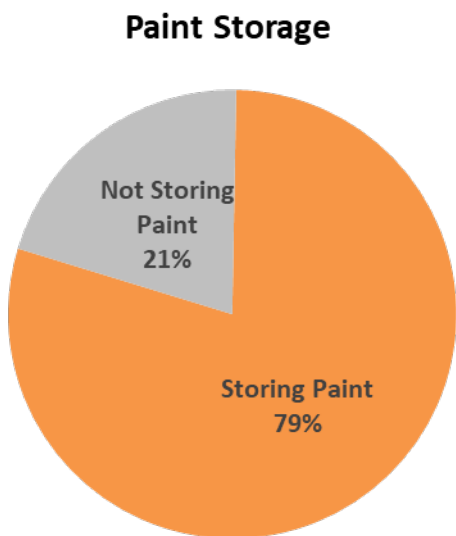


*Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?*

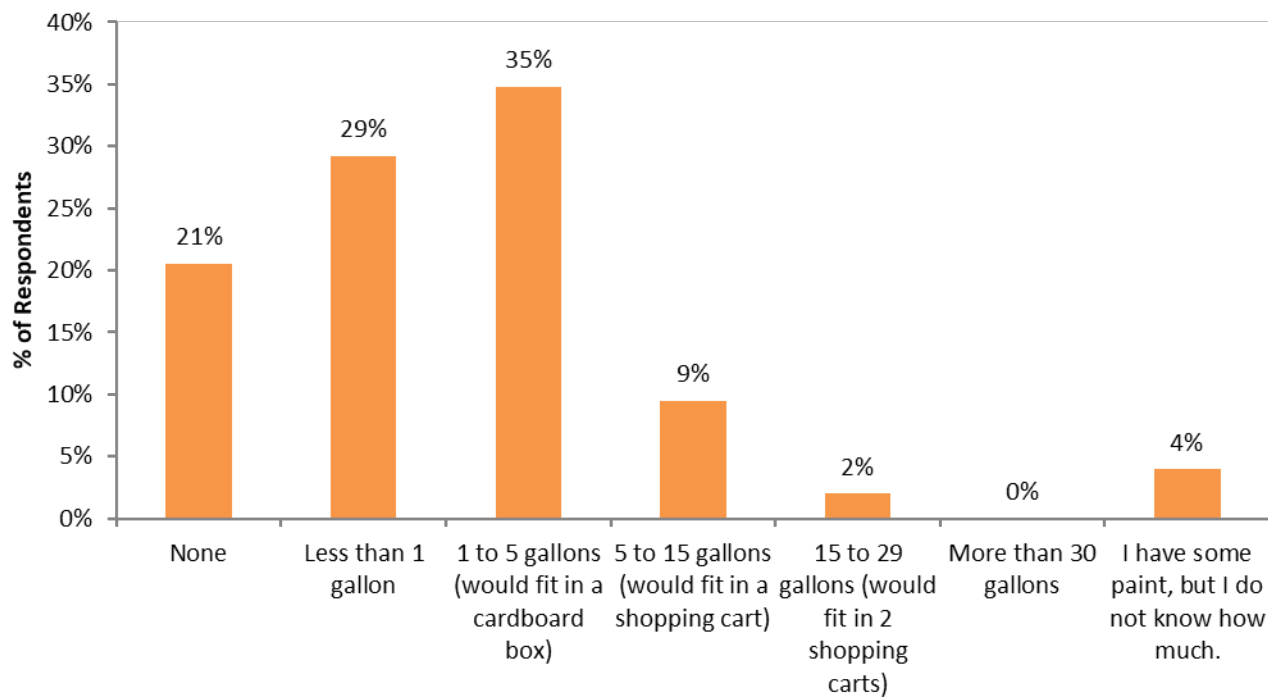


## Rhode Island Highlights

- ❖ 21% of respondents are NOT storing paint at home or at their business. The median amount stored was “less than 1 gallon.”



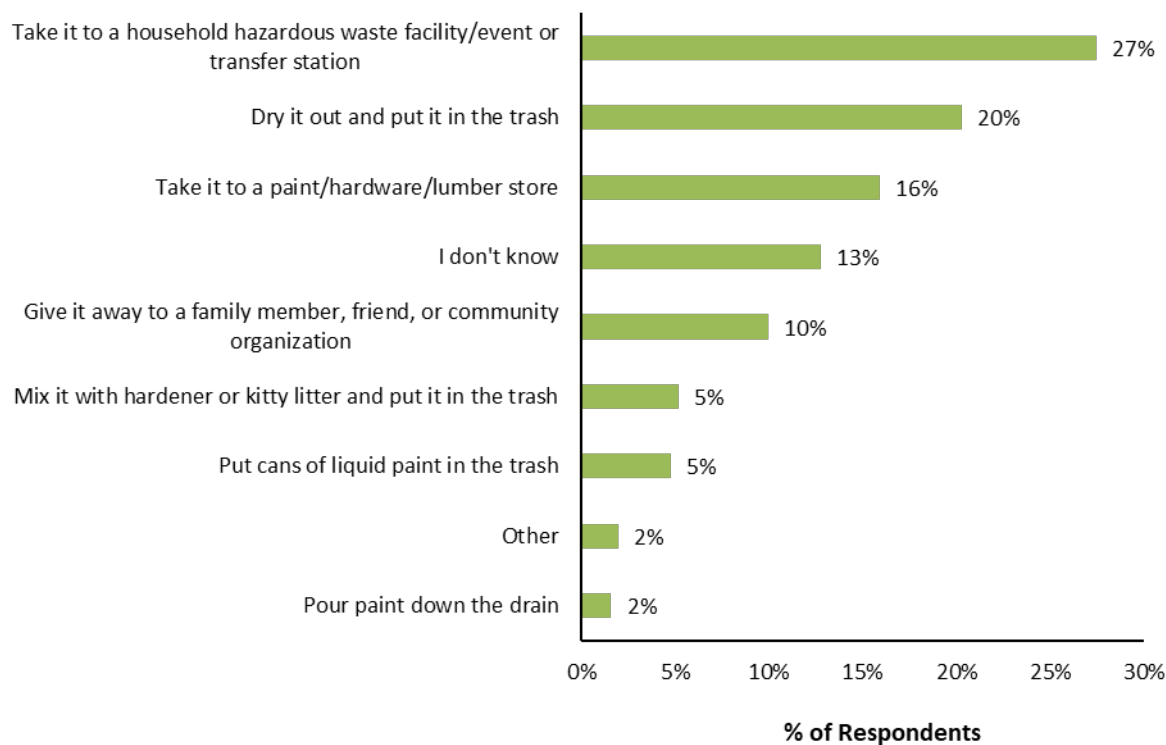
***How much leftover or unwanted paint do you have in your home or business at this time (e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)?***



## Rhode Island Highlights

- ❖ 43% of respondents said they would take unwanted paint to a HHWF or a retail store in the future.
- ❖ Only 7% 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?***

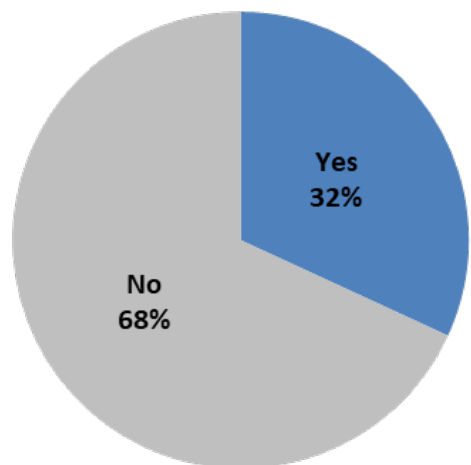


Other Disposal Methods
bought it because I paid a surtax to get rid of it they should have a sent you there to collect it that was Home Depot
Ask Lowe's or home Depot what current proper disposal is in my area.
Find something else to paint
Take it to a state sponsored paint disposal site

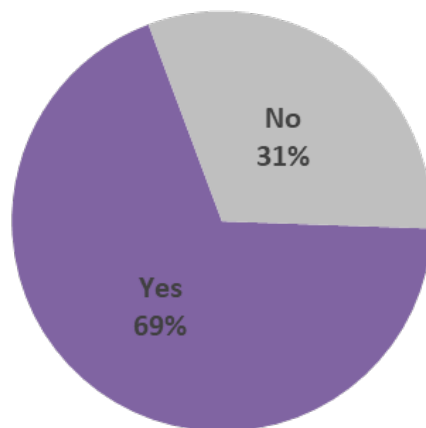
## Rhode Island Highlights

- ❖ Only about a third of respondents knew that paint can be recycled.
- ❖ Of those, 69% knew where to take it; 54%, about the fee added to paint purchases.

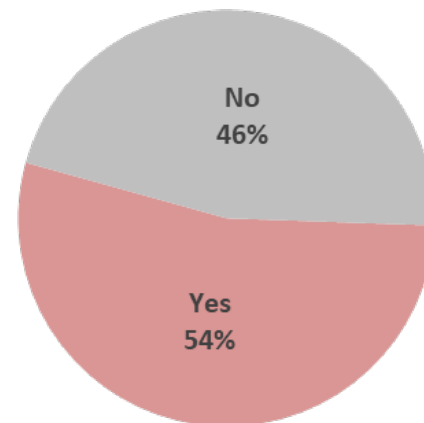
*Prior to this survey, did you know that paint can be recycled?*



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



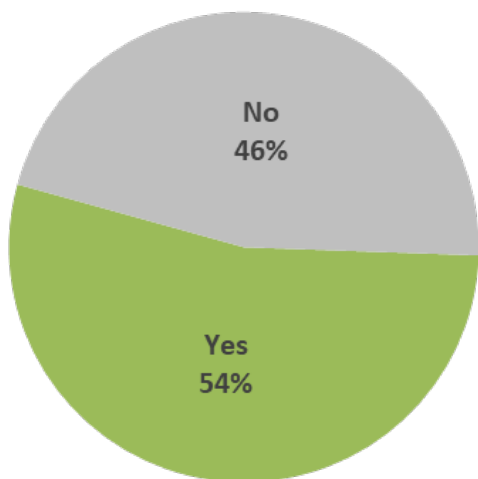
*Are you aware that when you buy paint in your state, there is a small fee added to the price to pay for a program to recycle any leftover paint you have?*



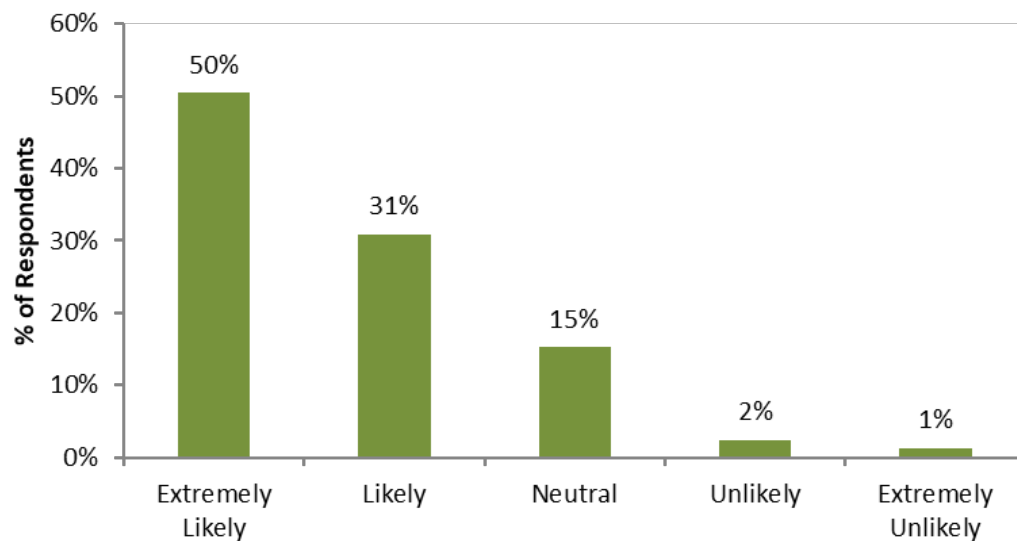
## Rhode Island Highlights

- ❖ Of those who knew that paint could be recycled, 56% have taken paint somewhere to be recycled in the past.
- ❖ 81% said they would be likely to recycle paint in the future.

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



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



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

It's better for the environment	give to habitat for humanity
It's the right thing to do	Don't want it around the house any longer.
To save the plant	Do the right thing for they evroment
It can be used and not wasted. There's too much waste in the world already	get it out of my house
Good for the environment	reduce waste
Through my city pick up	Environmental reasons.
Like to recycle	Toxic waste
Less garbage	I care about our environment
Its just good for the environment.	So I wouldn't harm the environment if I dispose of it in the regular trash
To avoid any toxic pollution	So someone else who needs paint can use it too.
Environment safety	To keep less out of the landfill
I prefer disposing of things in the best manner	I am a strong believer in recycling anything that can be recycled
Clean out basement	To dispose of it in a way that does no harm
So the kids don't get into it	to better protect the environment, which is in DESPARATE need of our help!
So it can be reused and not thrown away.	Possibly helping someone else out, doing the right thing.
Hazardous materials	So it's not in the landfill
Don't want it in the water	If I didn't need the paint for touch-ups, I would recycle with no incentive.
I like to recycle when I can, waste is bad.	I called around and no one would take the paint cans. I would love to recycle them.
if not using for other projects would recycle to keep out of the enviroment	Recycling conscience
Better for the planet, if it is easy to dispose of	It's better for the planet and for the animals
So someone else could use it and save them money!	Keep chemicals out of the water
Better for the environment	It is the law and not good for environment
I don't really have a motivation, i never really recycled because I liked watching the paint pour down the drain, but I'm bored of that now.	Making sure paint is disposed of properly
I believe recycling anything makes the world a better place.	If recycling paint helps our planet then there shouldn't be any question as to why you wouldn't.
Green	To make sure it goes to the right place
I am a strong proponent of recycling whenever possible.	I like to recycle.
don't know what else to do with it anyway.	So it wouldn't be filling up a landfill
Protecting my drains!	so it can be reused instead of wasted
I don't want to contribute to damage the environment	The environment. We can't do much, but we can do all we can
So it wouldn't go to waste	Better than putting in the trash, more sustainable
Clean environment future generations	I like the sustainability aspect of recycling.
So I wouldn't have to keep it around	To be greener
Safer	I don't like to pollute
I think it can reduce some unnecessary waste	Help the carbon footprint
To recycle it properly	Right thing to do
Right thing to do	this survey
Better for the environment	I would bever do anything to intentionally harm the environment, how that i know I can recycle it, i shall.
To follow proper guidelines of paint disposal	help the earth
I'm a huge recycler when able.	i would rather recycle the paint, then for it to go somewhere where it should not go and contaminate the earth.
Now that I know about this I will always do it. Just the fact it can get disposed of properly	THAT IT CAN BE PUT TO GOOD USE
Save the environment. Prevent making a mess all over the front of my house.	Get it out of the house safely
best for the planet	Ayuda al medio ambiente
i like to do the right things	Coupon to a hardware store or a free opportunity