



Maine Paint Stewardship Program

2021 Annual Report

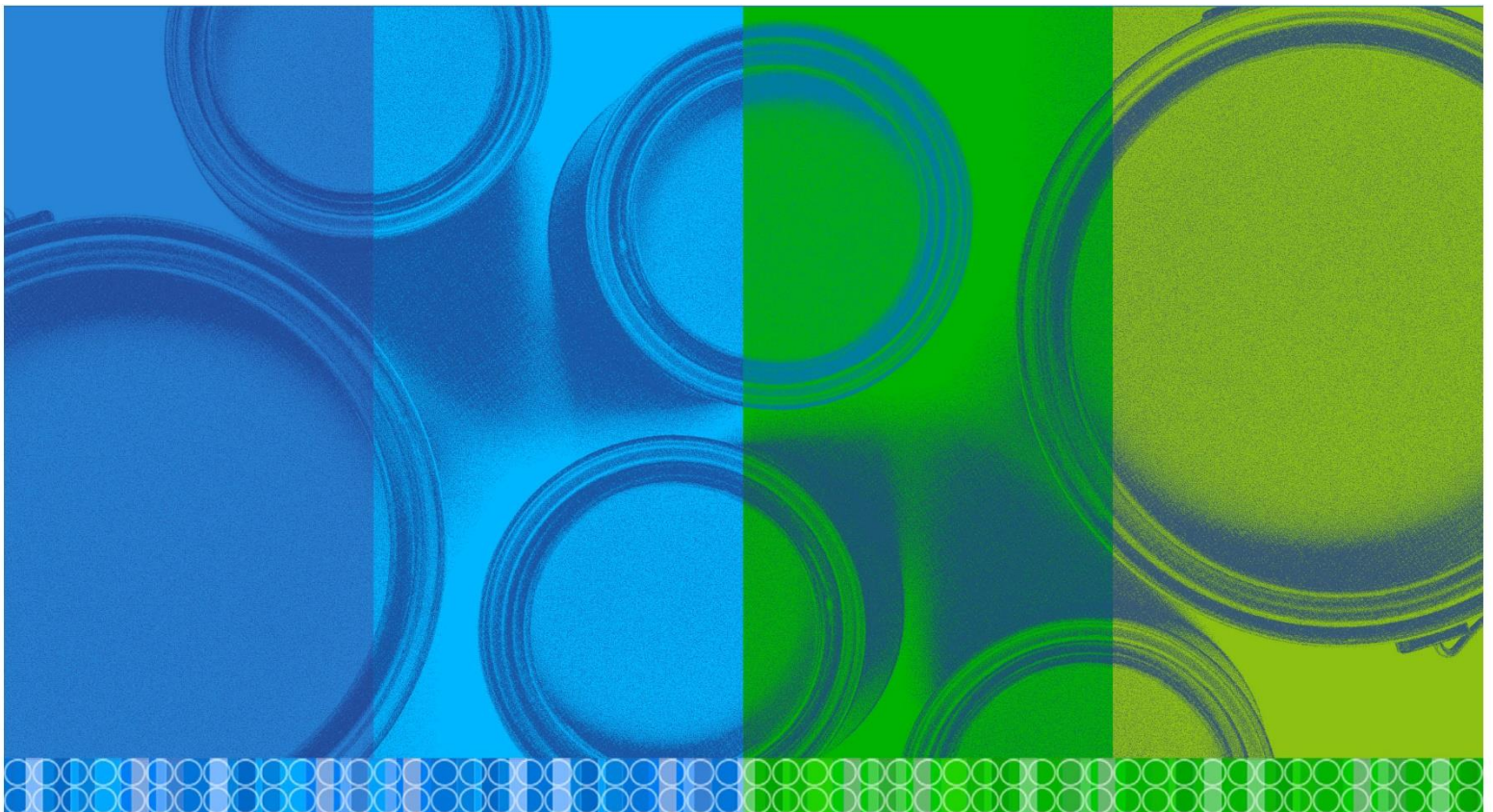
Submitted To

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Submitted By

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Executive Summary

MAINE PAINT STEWARDSHIP LAW

PaintCare is the representative stewardship organization for the Maine Paint Stewardship Program codified in Maine Revised Statutes, Title 38, Chapter 24, Subchapter 3, Section 2144. The Maine program began in October 2015.

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

PROGRAM HIGHLIGHTS

Drop-Off Sites. The program had 126 year-round paint drop-off sites at the end of the year. Of the 126 year-round sites, 79 were paint retailers, representing 34% of likely paint retail participants. The remaining sites included 44 transfer stations, one reuse stores, one recycling center, and one environmental services company.

The program also managed paint from supplemental sites that included two seasonal HHW facilities and 38 HHW events.

During the year, 96% of Maine residents lived within 15 miles of a drop-off site.

Services. The program provided 9 direct large volume pickups (LVP) from businesses and others that had accumulated more than 100 gallons of paint at their locations.

Paint Collection Volume. The program collected 136,818 gallons of postconsumer paint.

Paint Processing. Latex paint was 75.9% of the paint processed: 82.5% was made into recycled-content paint, 1% was processed for energy recovery, and 16.5% that was dry paint was landfilled. Oil-based paint was 24.1% of the paint processed: 7.7% was made into recycled-content paint, and 92.3% was processed for energy recovery.

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 2.2 million gallons of architectural paints were sold in the state and the program collected \$1,528,052 in revenue from these sales.

Expenses, including paint transportation and processing, communications, staffing, and administration were \$1,390,476. The program ended the year with net assets of \$678,757. Total program cost per gallon of paint collected was \$10.16.

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 6.2%.

Communications. Public outreach activities included the distribution of point-of-sale print materials, fact sheets, and signage, as well as messaging delivered via radio and social media. PaintCare launched a new brand identity intended to make outreach materials more effective by making them clearer, more accessible, and more memorable.

Operations. Program staff completed one full round of site visits in 2021, beginning the transition to normal field activity.

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

Annual Report Statutory Citation

Section 2144(5)(E) requires that PaintCare submit an annual report that includes, in relevant part:

(1) A description of the methods used to collect, transport, reduce, reuse and process post-consumer paint in the 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. Sites that stopped participating in the program during the year are listed as “partial year.” All sites are listed in the appendix.

YEAR-ROUND DROP-OFF SITES

Site Type	2020	2021
Environmental Services Company	1	1
Paint Retailer	77	79
Recycling Center	1	1
Reuse Store	1	1
Transfer Station	42	44
Total Sites	122	126

SUPPLEMENTAL DROP-OFF SITES

Site Type	2020	2021
Household Hazardous Waste Event Site/Number of Events	36/36	36/38
Household Hazardous Waste Facility (Seasonal)	2	2
Total Sites	38	36

SERVICES

Site/Service Type	2020	2021
Direct Large Volume Pickup Site/Number of Pickups	9/9	9/9

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

Household Hazardous Waste Programs. 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. HHW programs are typically good program partners because they have an existing customer base and provide an “all-in-one” HHW drop-off opportunity.

PaintCare continued to partner with Maine's two seasonal HHW facilities and event operators by paying costs for paint collection bins and paint transportation and processing.

Paint Retailers. At the end of the year, PaintCare identified 320 paint retailers—including paint, hardware, and home improvement stores—with 234 considered potential paint retail 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 234 potential retail drop-off sites, 79 (34%) 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.

Seven material reuse stores—the Maine Building Materials Exchange and six Habitat for Humanity ReStores—were identified prior to program launch and invited to join the program. PaintCare has found in Maine, as in other PaintCare programs, that when reuse stores sell remanufactured/recycled-content paint,

they often are not interested in becoming a PaintCare reuse site because it is more profitable and simpler to sell recycled-content paint, rather than putting used paint on their shelves as well. One reuse store currently participates in the program. PaintCare staff intend to revisit all of the Habitat ReStores during 2022.

Solid Waste Facilities. PaintCare partners with solid waste facilities, including transfer stations, recycling centers, and landfills to be paint drop-off sites for their customers.

PaintCare continued to meet with interested councils of government and independent towns in the state to discuss the PaintCare program and benefits. The program added two more transfer stations during the year, for a total of 44 transfer stations and one recycling center participating in the program.

Environmental Services Company. Environmental Projects Inc. participated in the program as a drop-off site. They allow anyone in the state with 50 gallons or more to drop paint off at their facility, by appointment, filling an important need for people who have more paint than a smaller site can handle, but not enough for the large volume pickup service.

Large Volume Pickup Service. PaintCare's large volume pickup 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 pickup is 100 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.

B. CONVENIENCE CRITERIA

PaintCare analyzed the convenience level offered by drop-off sites and events using Geographic Information System (GIS) tools and U.S. Census Bureau population data. 2020 population data was used for distribution analysis. However, population data and updated boundaries for Urbanized Areas and Urban Clusters were not yet available from at the time of this report; therefore, 2010 data was used for density analysis. Census Bureau data shows how population is distributed geographically in each state. Census Bureau Urbanized Areas and Urban Clusters 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 60 optimally located, year-round drop-off sites as its baseline service level goal.

Distribution Criterion. Provide 90% of the state’s residents access to a drop-off site within 15 miles.

The program’s 126 year-round drop-off sites provided 95.3% of the state’s residents access to a drop-off site within 15 miles. When supplemental sites were included, coverage increased to 96%.

Density Criterion. Provide one site for every 30,000 residents of an Urbanized Area or Urban Cluster.

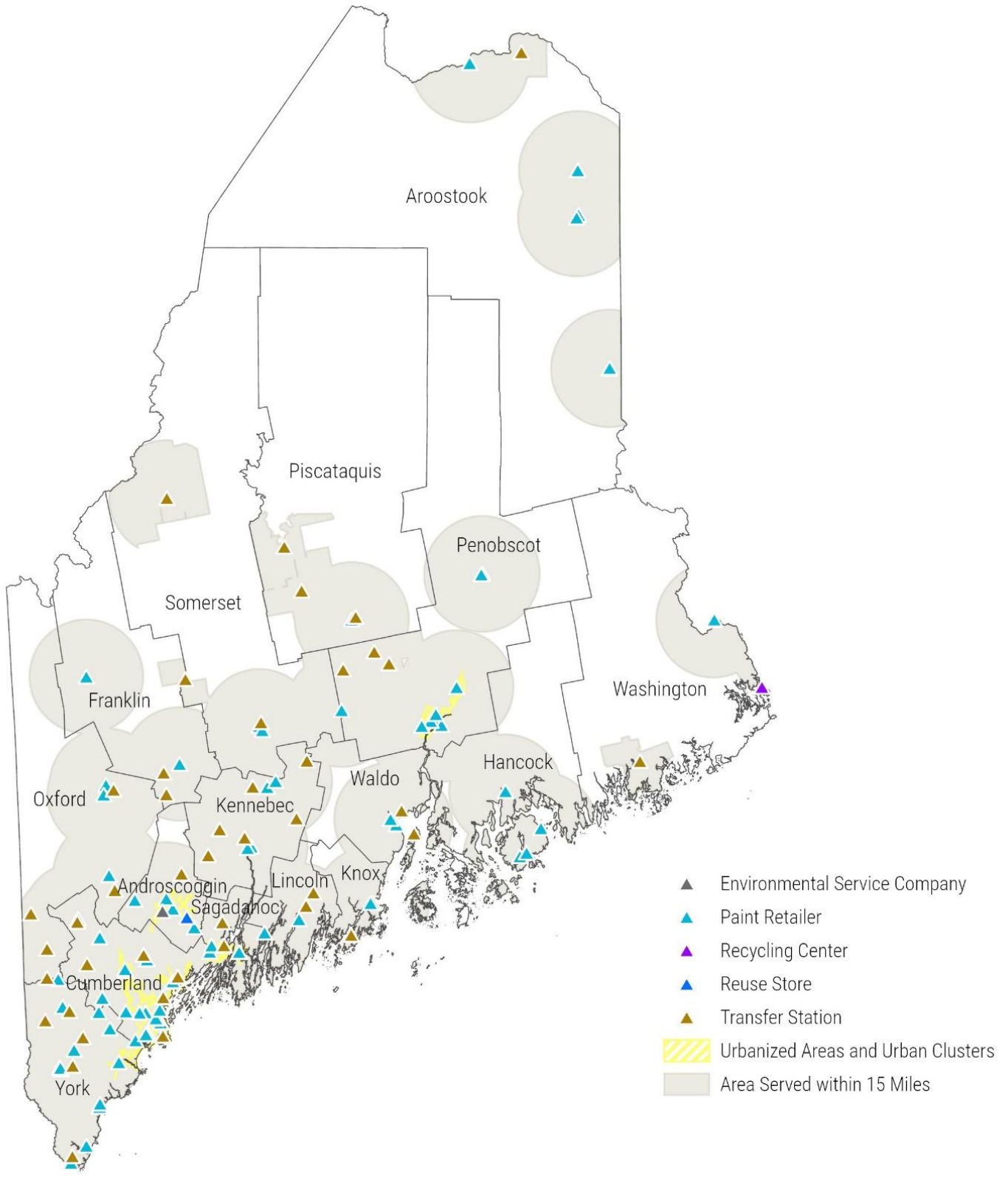
The following table shows the population centers in the state, the number of sites they require, and the level of service the program had at year-end. The ‘All Drop-Off Sites’ column includes year-round plus supplemental sites.

SITES NEEDED IN URBANIZED AREAS AND URBAN CLUSTERS

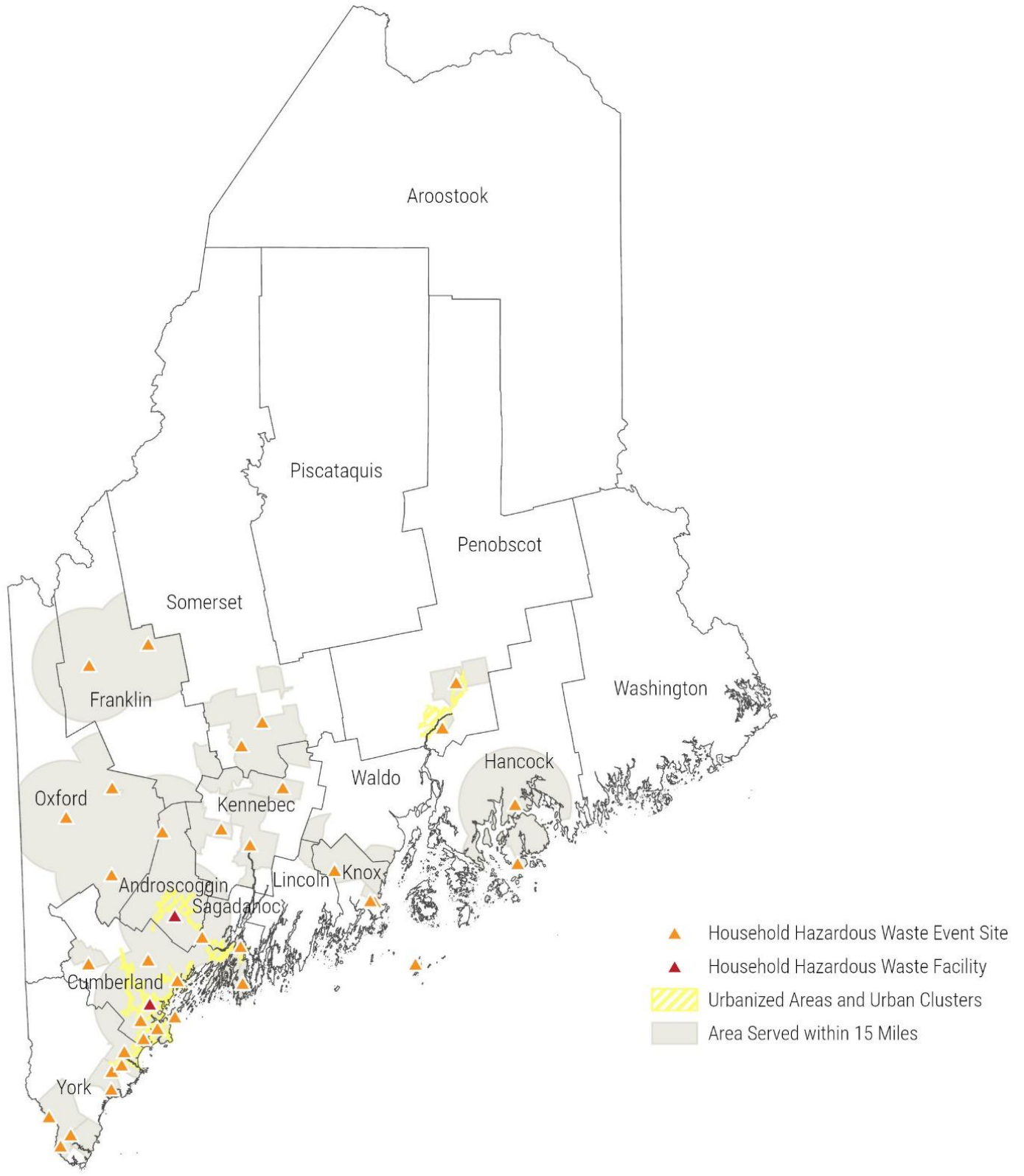
Census Bureau Urbanized Area and Urban Cluster Names	Population in Maine	Sites Needed	Year-Round Sites	All Drop-Off Sites
Portland	226,711	7	18	23
Lewiston	69,221	2	5	5
Bangor	68,574	2	5	6
Brunswick	34,546	1	3	3

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 pickup sites, which were not included when analyzing the distribution or density criteria.

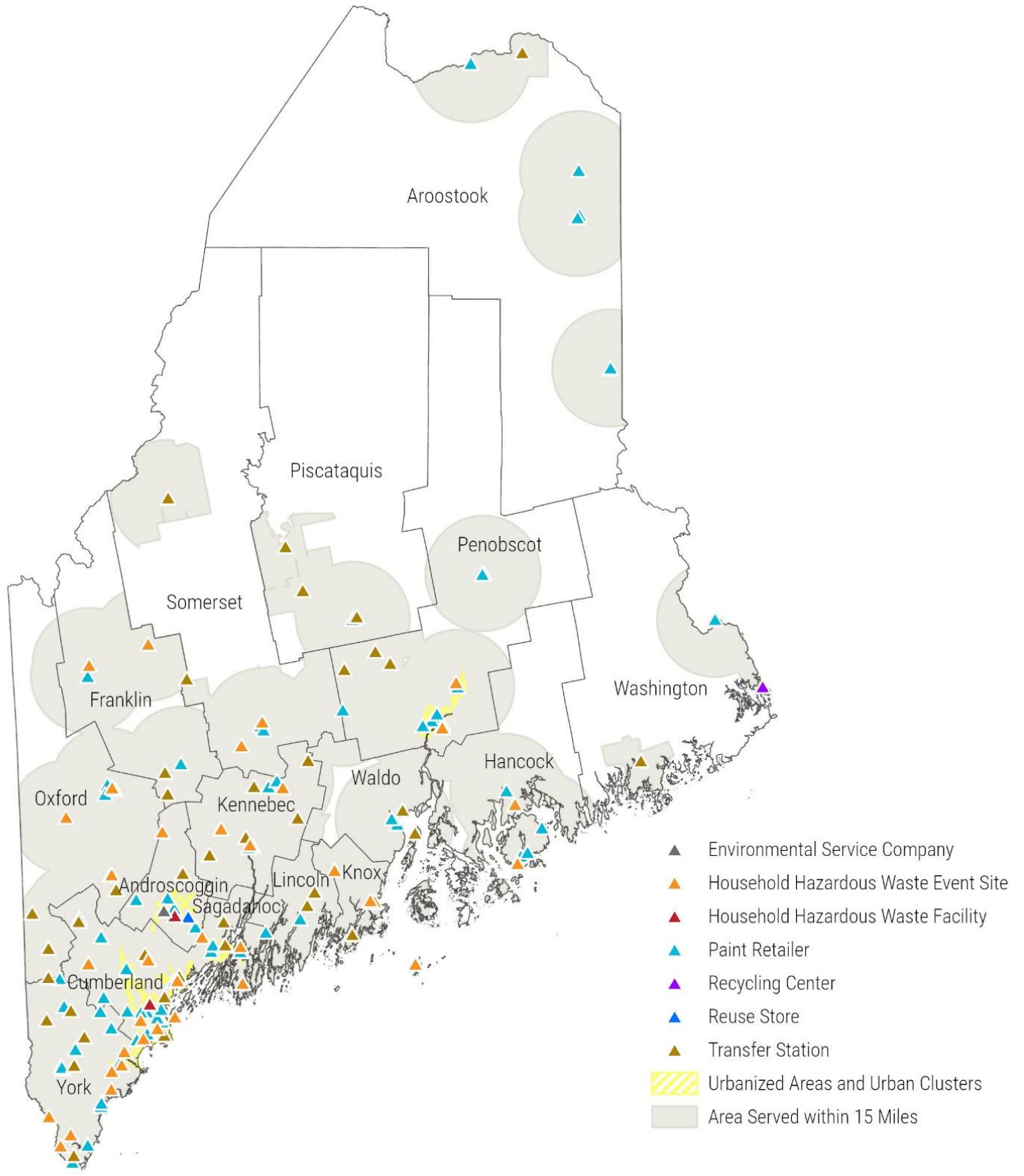
YEAR-ROUND SITES



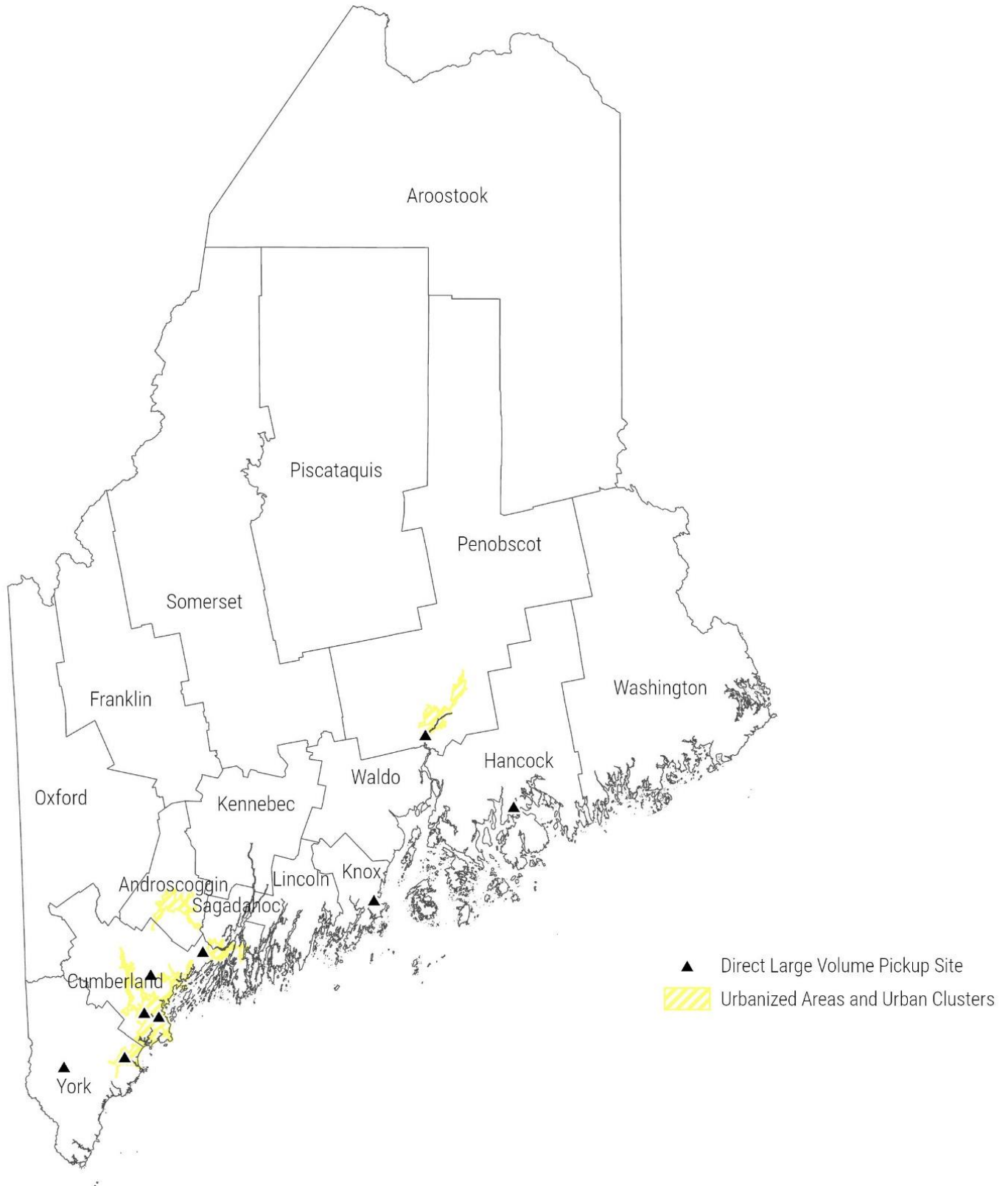
SUPPLEMENTAL SITES



YEAR-ROUND AND SUPPLEMENTAL SITES



LARGE VOLUME PICKUP 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 procedures manual covered identification and screening for program products, storage, spill response, arranging to have paint picked up, record keeping, and other topics.

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

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

D. PAINT TRANSPORTATION

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

TRANSPORTERS

Name	Site Types Served
Clean Harbors Environmental Services	Environmental Services Company, HHW Facility/Event, LVP, Paint Retailer, Reuse Store, Solid Waste Facility
Environmental Projects, Inc.	HHW Facility/Event
Loop	Environmental Services Company
Tradebe	HHW Event

Section 2. Paint Collection Volume and Processing Methods

Annual Report Statutory Citation

Section 2144(5)(E) requires that PaintCare submit an annual report that includes, in relevant part:

- (1) A description of the methods used to collect, transport, reduce, reuse and process post-consumer paint in the State.*
- (2) The volume of post-consumer paint collected in the State.*
- (3) The volume and type of post-consumer paint collected in the State by method of disposition, including reuse, recycling and other methods of processing.*
- (6) The total volume of post-consumer paint collected by the paint stewardship program and a breakdown of the volume collected at each collection site.*
- (7) Based on the paint stewardship assessment collected by the paint stewardship program, the total volume of architectural paint sold in the State during the preceding year.*
- (8) A list of all processors, including recyclers and disposers, used to manage post-consumer paint collected by the paint stewardship program in the preceding year up to the paint's final disposition, the volume each processor accepted and the disposition method used by each processor.*

A. COLLECTION VOLUME AND RECOVERY RATE

The table below provides the gallons of paint collected, gallons of new paint sales, and the resulting recovery rate. The recovery rate is a ratio of the volume (number of gallons) of paint collected compared to the volume of paint sold in the program during the same time period.

GALLONS COLLECTED, SOLD, AND RECOVERY RATE

Description	2020	2021
Paint Collected (gallons)	131,476	136,818
New Paint Sold (gallons)	2,434,693	2,210,951
Recovery Rate	5.4%	6.2%

PaintCare typically receives reports of gross pounds of paint collected, along with the number of bins or other collection containers. PaintCare or the transporter calculates the gallons of paint collected by applying a formula that removes packaging weight and converts everything to gallons.

An estimate of gallons collected at each site during the year is included in the appendix.

B. PAINT PROCESSING METHODS AND VOLUME

The following tables provide the volumes and paint processing methods for latex and oil-based paint during the year. 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

Method	2020 (gal)	2020 (%)	2021 (gal)	2021 (%)
Paint-to-Paint Recycling	74,657	84	98,335	82.5
Energy Recovery	908	1	1,230	1.0
Disposal	13,436	15	19,656	16.5
Total	89,001	100	119,221	100.0

OIL-BASED PAINT PROCESSING METHODS

Method	2020 (gal)	2020 (%)	2021 (gal)	2021 (%)
Paint-to-Paint Recycling	2,435	7	2,912	7.7
Energy Recovery	29,391	89	34,878	92.3
Incineration	1,206	4	0.0	0.0
Total	33,032	100	37,790	100.0

C. LATEX PAINT PROCESSING METHODS AND PROCESSORS

The following methods were used to process latex paint:

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

Energy Recovery. Latex paint unsuitable for recycled-content paint was processed for energy recovery at a waste-to-energy facility.

Disposal. Dry or solidified latex paint was sent to landfill for disposal.

LATEX PAINT PROCESSORS

Processor	Location	Process	Gallons
Emerald Energy	Mississauga, ON	Energy Recovery	1,230
GDB International	Monmouth Junction, NJ	Paint-to-Paint Recycling	91,965
Lee County Solid Waste	Bishopville, SC	Disposal	19,656
Loop	Niagara Falls, ON	Paint-to-Paint Recycling	6,370

D. OIL-BASED PAINT PROCESSING METHODS AND PROCESSORS

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

Paint-to-Paint Recycling. Oil-based paint was sorted and blended into recycled-content oil-based paint for domestic or international sale.

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	Gallons
Aimco Solrec	Milton, ON	Energy Recovery	882
Ash Grove	Chanute, KS	Energy Recovery	1,922
Buzzi-Unicem	Cape Girardeau, MO	Energy Recovery	10,398
Buzzi-Unicem	Greencastle, IN	Energy Recovery	20,068
ESSROC	Logansport, IN	Energy Recovery	1,179
Holcim	Holly Hill, SC	Energy Recovery	429
Loop	Niagara Falls, ON	Paint-to-Paint Recycling	2,912

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 VOLUME BY SITE TYPE OR SERVICE

Site Type/Service	2020 (Percent)	2021 (Percent)
Environmental Services Company	6	4
HHW Facility/Event	15	13
LVP	2	1
Paint Retailer	51	56
Transfer Station	26	26

F. CONTAINER RECYCLING

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

The program recycled an estimated 132 tons of paint containers. All latex paint containers managed by the downstream processor, GDB, the metal cans in the portion of oil-based paint managed at Clean Harbor's Smithfield, KY facility, and all latex and oil-based paint containers managed by Loop were recycled.

CONTAINER RECYCLING

	2020	2021
Tons	99	132

Section 3. Independent Audit and Financial Summary

Annual Report Statutory Citation

Section 2144(5)(E) requires that PaintCare submit an annual report that includes, in relevant part:

(4) The total cost of implementing the paint stewardship program, as determined by an independent financial audit funded from the paint stewardship assessment. The report of total cost must include a breakdown of administrative, collection, transportation, disposition and communication costs.

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, 2021, 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. Revenue and Expense Categories

Revenue. Revenue is derived from fees on new paint sales.

Expense categories:

Paint Processing. Processing costs were 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.

Paint Collection Supplies and Support. Collection supplies and 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, radio advertising, and the awareness survey.

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

State Agency Administrative Fees. These fees, required by the paint stewardship law, are paid to the state for oversight of the program.

Corporate Activity. Corporate activity costs include but are not limited to corporate staff, insurance, data management systems, annual financial audit, software licenses, professional fees for corporate or organization-wide issues, occupancy, and shared communications projects. These costs are shared across all PaintCare programs and allocated relative to population. At the end of the year, the program's share of the corporate allocation was 1.5% (a slight reduction from previous years due to the addition of the New York program to the allocation calculation at the end of the year). (Corporate activity was referred to as administrative costs in the Maine program plan.)

B2. Financial Summary

The following table shows program revenue and expenses.

REVENUE AND EXPENSES		
Revenue	2020	2021
Small Containers	\$230,234	\$208,454
Medium Containers	1,172,336	1,076,744
Large Containers	225,904	242,854
Total Revenue	1,628,474	1,528,052
Expenses		
Paint Processing	622,099	721,901
Paint Transportation	169,294	190,771
Paint Collection Supplies and Support	138,956	154,340
Communications	1,315	32,175
Personnel, Professional Fees, Other	93,525	106,383
State Agency Administrative Fees	78,919	80,035
Allocation of Corporate Activity	99,284	104,870
Total Expenses	1,203,392	1,390,475
Change in Net Assets	425,082	137,576
Net Assets, Beginning of Year	116,099	541,181
Net Assets, End of Year	\$541,181	\$678,757
Reserve Level	45%	49%

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.

Notable changes between the last two program years include:

- Communications expenses increased from 2020 to 2021 because public outreach activities were increased as the program's financial status improved.

C. FINANCIAL METRICS

The following financial metrics are provided for the year:

FINANCIAL METRICS		
Description	2020	2021
Total cost of the program	\$1,203,392	\$1,390,475
Cost per gallon of paint collected	\$9.15	\$10.16
Paint collection support/supplies, transportation, and processing costs as percentage of total program cost	77%	77%
Communications cost as percentage of total program cost	1%	2%
Program administration cost (corporate activity) as percentage of total program cost	8%	8%
Reserve level	45%	49%

D. 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.

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

Size	Container Size	Fee
Very Small	Half pint or smaller	\$0.00
Small	Larger than half pint up to smaller than 1 gallon	\$0.35
Medium	1 gallon	\$0.75
Large	Larger than 1 gallon up to 5 gallons	\$1.60

Manufacturers and/or their designated representatives reported sales and remitted fees to PaintCare directly.

Based on the program's financial performance, no adjustment to either the fee structure or the reporting system is presently necessary.

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. Revenue is projected to remain level with 2021 sales. Sales in prior years have fluctuated above and below this amount.

Changes to paint sales volumes would alter actual revenue available when compared to the forecast provided.

Expenses. Known increases in paint transportation and processing costs have been factored in, as well as other planned and predicted increases.

Changes to expenses, especially in paint collection volume and pricing, would alter actual expenses when compared to the forecast provided.

THREE-YEAR PROJECTIONS

	Actual	Projections		
Revenue	2021	2022	2023	2024
Small Containers	\$208,454	\$208,454	\$208,454	\$208,454
Medium Containers	1,076,744	1,076,744	1,076,744	1,076,744
Large Containers	242,854	242,854	242,854	242,854
Total Revenue	1,528,052	1,528,052	1,528,052	1,528,052
Expenses				
Paint Processing	721,901	729,120	736,412	736,411
Paint Transportation	190,771	192,679	194,605	194,605
Paint Collection Supplies and Support	154,340	155,883	157,442	157,442
Communications	32,175	32,175	32,175	32,175
Personnel, Professional Fees, Other	106,383	118,108	121,320	124,644
State Agency Administrative Fees	80,035	80,035	80,035	80,035
Allocation of Corporate Activity	104,870	106,967	109,107	111,289
Total Expenses	1,390,475	1,414,968	1,431,095	1,436,602
Change in Net Assets	137,576	113,084	96,957	91,450
Net Assets, Beginning of Year	541,181	678,757	800,463	906,041
Net Assets, End of Year	\$678,757	\$791,842	\$888,799	\$980,249
Reserve Level	49%	56%	62%	68%

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.

Section 4. Communications

Annual Report Statutory Citation

Section 2144(5)(E) requires that PaintCare submit an annual report that includes, in relevant part:

(5) A summary of outreach and educational activities undertaken and samples of educational materials provided to consumers of architectural paint.

A. OUTREACH ACTIVITIES

A1. Introduction

PaintCare's outreach strategy includes a variety of activities targeted to retailers, painting contractors, municipal agencies, and the public through direct contact and advertising. Outreach efforts focused on encouraging the public to recycle their unwanted paint, and also included messages related to reducing paint waste by planning ahead for a paint purchase and using up leftover paint.

Outreach was conducted by distributing brochures and other printed materials to retailers and others and by using a variety of media including radio and social media. The main call-to-action of outreach materials and messaging directs readers to visit PaintCare's website to find a drop-off site using PaintCare's site locator search tool.

In May PaintCare announced an updated brand, including a new logo design, new website, and updated graphic designs for public education materials. The updated brand was developed by PaintCare's in-house communications team after soliciting feedback from the staff and the public about how well the previous branding represented PaintCare's work and comparing PaintCare's brand with those of peer organizations. The goal of creating the new brand was to make PaintCare's communications and outreach materials more effective by making PaintCare's purpose more apparent to readers, improving clarity and legibility of the branding elements, make the PaintCare graphic design and website more accessible through stronger color contrasts, and make PaintCare's name and new tagline ("Recycling Made Easy") more noticeable and memorable. Updated branding is displayed in the samples included in the following sections of this report.

Beginning in FY2017, communications activities in Maine were scaled back due to the financial position of the program. Outreach efforts during the year continued to be modest in scope, but nonetheless included a variety of activities. Efforts focused on distributing brochures and point-of-sale materials, maintaining PaintCare's website and social media accounts, and public radio underwriting. PaintCare also conducted a survey to measure awareness of the program. Additional general advertising via radio, television, and digital advertising were not possible on the limited budget.

The relative amounts of spending dedicated to each of these outreach activities are summarized in the following table. The "other" category includes awareness surveys and conference and expo materials.

RELATIVE SPENDING ON OUTREACH ACTIVITIES

Activity	Percent
Print Materials Distribution	56
Radio	40
Conferences & Memberships	2
Surveys	1
Translations	1
Total	100

A2. Point of Sale Print Materials

PaintCare continued to distribute print materials to retailers for them to make available to consumers to educate them about the PaintCare program. Staff fulfilled requests for materials totaling 3,668 brochures, mini cards, fact sheets, posters, and other materials during the year. Additionally, 518 fact sheets were enclosed in a statewide mailing in August to 259 paint retail and other sites along with a cover letter informing them about PaintCare’s new brand and reduced threshold for large volume pickups. 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

In November, a notification was mailed to all paint retailers in Maine informing them about the fee category adjustment (2 gallon containers included at the 1 gallon fee level) to take effect January 1, 2022.

Replacement program brochures, posters, and counter mat inserts listing the updated fee categories were sent to all paint retailers, along with an informational leaflet to distribute to painting contractors. Cover letters instructed retailers to dispose of materials listing the old fee categories by the end of the year and adjust point-of-sale systems to reflect the updated fee categories starting January 1. A reminder letter was mailed to retailers in December.

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 HHW Programs
- 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 materials 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, retailers, contractors, waste facilities, products covered by the program, and the Maine program. PaintCare's website is updated throughout the year. The most frequently visited part of the website is the PaintCare site locator.

There were 5,96 page views of the Maine web page during the year.

PaintCare provides a web page of links to paint calculators from various sources, at 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.

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.



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. PaintCare has translated its program brochure into Amharic, Arabic, Armenian, Bengali, Chinese, Farsi, French, Haitian Creole, Hawaiian, Hmong, Italian, Japanese, Khmer, Korean, Lao, Polish, Portuguese, Russian, Somali, Spanish, Tagalog, Thai, Turkish, Ukrainian, Vietnamese, and Yiddish. Two widely used fact sheets that provide information about the LVP service and guidance for painting contractors are also available in the 27 languages listed above. 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. This year, PaintCare added a new webpage to its site providing information on how to access translations and hotline interpretation, found at www.paintcare.org/language-assistance/.

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.

PaintCare
RECYCLING MADE EASY

PaintCare Products

These products have a fee when you buy them and are accepted for drop-off at no additional cost:

- Interior and exterior latex/alkyd paints, latex, acrylic, water-based, alkyd, oil based, enamel (including textured coatings), deck coatings, floor paints (including enamels)
- Primers, sealers, undercoats
- Stains
- Shellacs, varnishes, urethanes, urethane (single component)
- Waterproofing concrete/masonry/wood sealers and splatters (not for interior use)
- Metal coatings, rust preventatives
- Field and base paints

Products must be in original containers with original labels. Labels must be intact and not "back half" or otherwise illegible.

Non-PaintCare Products

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

- Paint thinners, solvent spirits, solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Arts and crafts paints
- Chalk, marking, floor, adhesives
- Paint additives, colorants, fillers, extenders
- Wood preservatives (containing pesticides)
- Roof patch and repair
- Qualified, hot bitumen-based products
- 2-component coatings
- Deck cleaners
- Traffic and floor marking paints
- Industrial Maintenance (IM) coatings
- Original Equipment Manufacturer (OEM) (shop application) paints and finishes

Leading, unlabelled, and empty containers are not accepted at drop-off sites.

To learn more, please call (855) PAINT99 or visit www.paintcare.org

PaintCare
RECYCLING MADE EASY

We are a PaintCare Partner

The fee on the sale of paint in Maine funds our program.

Recycle with PaintCare

To learn more, visit paintcare.org or call (855) PAINT99.

PaintCare
RECYCLING MADE EASY

We're a PaintCare Drop-Off Site for Leftover Paint

WE ACCEPT

- Latex paints (acrylic, water-based)
- Oil based paints (alkyd)
- Stains
- Primer and undercoats
- Shellacs, lacquers, varnishes, urethanes
- Sealers and waterproofing coatings for wood, concrete, and masonry
- Metal coatings, rust preventatives
- Field and base paints

WE DO NOT ACCEPT

- Aerosol paint (spray cans)
- Auto and marine paints
- 2-component coatings
- Road marking paint
- Industrial paint
- Fills and fillers
- Paint thinner and solvent
- Chalk and markers
- Wood treatment/preservatives
- Deck cleaner
- Tar and asphalt products

CONTAINERS

- No larger than 5 gallons
- Must have original labels
- Must not be leaking
- Must have secure lids
- No empty containers

NO DUMPING

STOP!
IT'S ILLEGAL
to dump or abandon
Paint, Oil, or other
Hazardous Waste

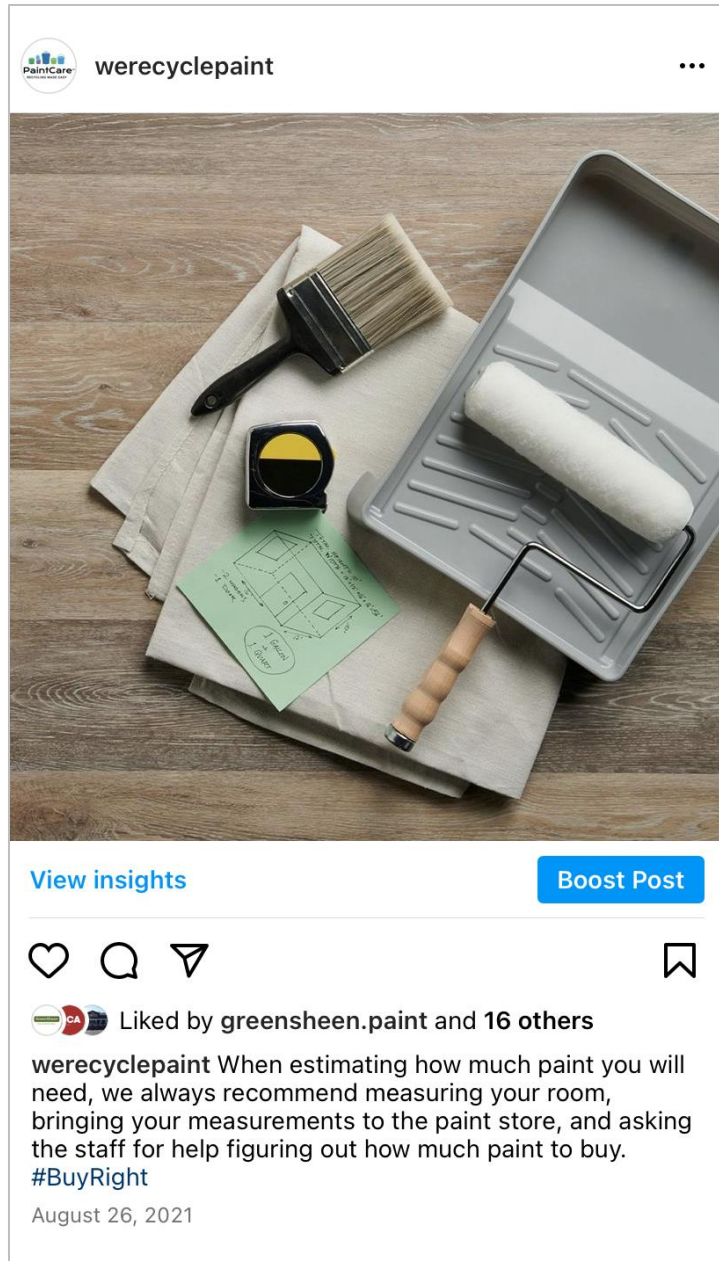
THIS AREA MAY BE UNDER VIDEO SURVEILLANCE
Violators Will Be Prosecuted

See a staff member for assistance before dropping off paint for recycling.

PaintCare
RECYCLING MADE EASY

A7. 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 Encouraging Followers to “Buy Right”

A8. Radio

In March through May PaintCare used underwriting of public radio stations in the state to promote its paint stewardship messaging to target audiences. The following message was used on public radio in 55 Maine Public Radio spots: “Station supporters include...PaintCare, with over 120 drop-off sites where Maine households and businesses can recycle leftover paint. Find one at PaintCare-dot-org.”

A9. Face-to-Face

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

Date	Event	Activity
11/18-11-19	MRRRA Recycling and Solid Waste Conference and Trade Show	Outreach booth for Maine transfer stations

B. AWARENESS SURVEY

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

Following are some highlights from the survey results:

- 255 surveys were completed by state residents, allowing 90% confidence in the accuracy of the measured results for the population within +/-5%.
- One third (33%) of state respondents knew that paint can be recycled. Of those almost half have taken paint somewhere to be managed in the past, and of those nearly all would consider doing so again.
- Over half (63%) of state respondents purchased paint in the last year. Of those, 41% reported seeking help from paint retail staff and 55% reported taking measurements themselves in order to purchase the right amount of paint and reduce the amount leftover.
- Nearly half (45%) of state 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 (13%) or HHW facility (23%) or giving it away to someone else who needs it (9%).

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

Section 5. 2022 and Future

This section of the annual report describes activities or plans for the program that have happened since December 31, 2022, or are being planned:

A. COMMUNICATIONS

PaintCare plans to continue promoting paint drop-off sites and events to Maine households and businesses. Additionally, PaintCare plans to apply QR codes to some of its outreach materials to test whether readers are likely to scan the codes with their smart phones in order to more conveniently access PaintCare's website resources such as its drop-off site locator.

Appendix A

MAINE PAINTCARE SITES IN 2021

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
1. Year-Round Sites				116,989
Alfred	Alfred Trans Stn	79 Sanford Rd	Transfer Station	364
Auburn	Environmental Projects Inc	664 Washington St N	Environmental Services	5,293
Auburn	Sherwin-Williams	445 Center St	Retail	1,626
Augusta	Aubuchon Hardware	10 Bangor St	Retail	477
Augusta	Hatch Hill Solid Waste Facility	112 Hatch Hill Rd	Transfer Station	523
Augusta	Sherwin-Williams	68 Western Ave	Retail	2,570
Bangor	Color Concepts	840 Hammond St	Retail	1,068
Bangor	J B Paint Co	2225 Odlin Rd	Retail	385
Bangor	Sherwin-Williams	625 B Broadway	Retail	2,816
Bar Harbor	Paradis True Value	31 Holland Ave	Retail	427
Bath	Rogers Ace	55 Congress Ave	Retail	1,475
Belfast	Aubuchon Hardware	231 Northport Ave	Retail	712
Belfast	Sherwin-Williams	15A Starrett Dr	Retail	1,425
Belgrade	Belgrade Transfer Station	41 Transfer Station Rd	Transfer Station	823
Biddeford	Sherwin-Williams	420 Alfred St	Retail	2,369
Bowdoinham	Bowdoinham Recycling Center	121 Pond Rd	Transfer Station	188
Brewer	Aubuchon Hardware	484 Wilson St	Retail	679
Bridgton	Bridgton Trans Stn	118 Sandy Creek Rd	Transfer Station	720
Bridgton	Hayes True Value	204 Portland Rd	Retail	1,216
Brownfield	Brownfield Trans Stn	1076 Pequawket Trl	Transfer Station	195
Brunswick	Sherwin-Williams	179 Pleasant St	Retail	2,413
Buxton	Aubuchon Hardware	400 Narragansett Trl	Retail	1,241
Buxton	Plummers Buxton Hardware	241 Parker Farm Rd	Retail	333
Calais	Calais Ace Home Center	295 North St	Retail	278
Calais	Johnsons True Value Hardware	188 North St	Retail	102
Calais	Sherwin-Williams	305 North St	Retail	327
Cape Elizabeth	Cape Elizabeth Recycling Center	Dennison Dr	Transfer Station	523
Caribou	S W Collins	6 Washburn St	Retail	647
China	China Transfer Station	191 Alder Park Rd	Transfer Station	1,247
Clinton	Clinton Trans Stn	31 Old Leonard Woods Rd	Transfer Station	576
Columbia Falls	Pleasant River SWD Station	1340 Route 1	Transfer Station	198
Corinna	Mid Maine Solid Waste Assoc	63 Airport Rd	Transfer Station	939

MAINE PAINTCARE SITES IN 2021

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<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
Corinth	Central Penobscot Solid Waste	117 Main St	Transfer Station	276
Cornish	Cornish Hardware	13 Maple St	Retail	126
Damariscotta	Sherwin-Williams	505 Main St	Retail	1,036
Dover Foxcroft	Dover Foxcroft Transfer Station	66 Landfill Rd	Transfer Station	432
Dover Foxcroft	Dover True Value	69 E Main St	Retail	173
Eastport	Eastport Recycling Ctr	Road 190 / Old Toll Bridge	Recycling Center	0
Ellsworth	Sherwin-Williams	43 Downeast Hwy	Retail	1,750
Falmouth	Falmouth Transfer Station	101 Woods Rd	Transfer Station	2,229
Farmington	Aubuchon Hardware	528 Wilton Rd	Retail	254
Fort Kent	S W Collins	35 W Main St	Retail	359
Frenchville	Valley Recycling Facility	72 Airport Ave	Transfer Station	448
Fryeburg	Fryeburg Trans Stn	2025 Lovell Rd	Transfer Station	689
Garland	Garland Trans Stn	586 Center Rd	Transfer Station	64
Gorham	Gorham Hardware	57 Main St	Retail	691
Gray	Cooks Hardware	19 Portland Rd	Retail	102
Gray	Gray Transfer Station	13 Seagull Dr	Transfer Station	2,830
Greene	Greene Trans Stn	281 Quaker Ridge Rd	Transfer Station	376
Greenville	Greenville Transfer Station	7 Minden St	Transfer Station	364
Hiram	Tri Town Transfer Station	208 S Hiram Rd	Transfer Station	627
Houlton	S W Collins	57 Bangor St	Retail	146
Houlton	Sherwin-Williams	2 Smyrna St	Retail	594
Islesboro	Islesboro Trans Stn	1299 Meadow Rd	Transfer Station	390
Jackman	Jackman Transfer Station	31 Hastings Rd	Transfer Station	122
Jay	Jay Trans Stn	672 Main St	Transfer Station	484
Kingfield	Kingfield Trans Stn	304 Lexington Rd	Transfer Station	570
Kittery	Kittery Ace	6 Shapleigh Rd	Retail	1,286
Kittery	Kittery Trans Stn	1 Mac Kenzie Ln	Transfer Station	1,296
Lewiston	Sherwin-Williams	1168 Lisbon St	Retail	2,115
Limerick	Limerick Transfer Station	86 Doles Hill Rd	Transfer Station	327
Limerick	Plummers Limerick Hardware	42 Central Ave	Retail	273
Lincoln	Aubuchon Hardware	245 W Broadway	Retail	656
Lincoln	S W Collins	302 W Broadway	Retail	297
Lisbon	ME Building Materials Exchange	102 Lisbon Rd	Reuse Store	1,694
Lisbon Falls	Aubuchon Hardware	572 Lisbon St	Retail	698

MAINE PAINTCARE SITES IN 2021

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
Mechanic Falls	Depot Square Hardware	9 Depot Square	Retail	498
Mexico	Rumford Trans Stn	388 River Rd	Transfer Station	926
Monson	Monson Trans Stn	80 Chapin Ave	Transfer Station	0
Naples	Aubuchon Hardware	499 Roosevelt Trl	Retail	1,048
Newfield	Newfield Transfer Station	320 Water St	Transfer Station	371
Newport	Aubuchon Hardware	83 Moosehead Trl	Retail	315
Nobleboro	Nobleboro Trans Stn	25 Transfer Ln	Transfer Station	1,891
Northeast Harbor	F T Brown	106 Main St	Retail	115
Northeast Harbor	S R Tracy	8 Summit Rd	Retail	423
Norway	Aubuchon Hardware	138 Main St	Retail	464
Oakland	Oakland Trans Stn	343 Town Farm Rd	Transfer Station	1,335
Old Town	Aubuchon Hardware	486 Stillwater Ave	Retail	765
Oxford	Oxford Trans Stn	89 Smith St	Transfer Station	914
Portland	Eldredge Lumber	145 Presumpscot St	Retail	396
Portland	Maine Hardware	274 Saint John St	Retail	619
Portland	PPG Paints	973 Congress St	Retail	247
Presque Isle	Rathbun Lumber	43 State St	Retail	78
Presque Isle	S W Collins	21 Rice St	Retail	742
Rangeley	Rangeley Lakes Builders Supply	2742 Main St	Retail	568
Readfield	Readfield Trans Stn	14 Recycle Rd	Transfer Station	463
Rockland	E L Spear Lumber	10 Payne Ave	Retail	1,457
Rockland	Sherwin-Williams	96 Park St	Retail	1,104
Rumford	Aubuchon Hardware	65 Falmouth St	Retail	131
Rumford	Sherwin-Williams	1023 Route 2	Retail	245
Scarborough	Dunstan Ace	636 US Hwy 1	Retail	872
Scarborough	Oak Hill Ace	29 Gorham Rd	Retail	1,157
Scarborough	Sherwin-Williams	166 US Route 1	Retail	1,886
Searsport	Searsport Transfer Station	Dump Rd	Transfer Station	562
Sebago	Sebago Trans Stn	141 Long Hill Rd	Transfer Station	627
Skowhegan	Quinn True Value	125 Waterville Rd	Retail	116
Skowhegan	Sherwin-Williams	257 Madison Ave	Retail	308
Skowhegan	Skowhegan Transfer Station	29 Transfer Station Dr	Transfer Station	402
South Portland	Maine Paint	153 Ocean St	Retail	3,482
South Portland	Sherwin-Williams	180 Waterman Dr	Retail	1,450

MAINE PAINTCARE SITES IN 2021

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<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
Southwest Harbor	Southwest Trustworthy	345 Main St	Retail	335
Springvale	Aubuchon Hardware	640 Main St	Retail	532
Springvale	Sherwin-Williams	544 Main St	Retail	1,738
Springvale	Springvale Hardware	489 Main St	Retail	735
Standish	Steep Falls Building Supply	190 Ossipee Trl W	Retail	447
Tenants Harbor	St George Transfer Station	176 Wallston Rd	Transfer Station	924
Topsham	Sherwin-Williams	86 Topsham Fair Rd	Retail	968
Topsham	Topsham Transfer Station	97 Townsend Way	Transfer Station	723
Waldoboro	Waldoboro Trans Stn	885 N Nobleboro Rd	Transfer Station	896
Waterboro	Plummers Hardware	1009 Main St	Retail	61
Waterboro	Waterboro Transfer Station	132 Bennett Hill Rd	Transfer Station	2,537
Waterville	Aubuchon Hardware	485 Kennedy Memorial Dr	Retail	445
Waterville	Sherwin-Williams	343 Main St	Retail	420
Wells	Aubuchon Hardware	1165 Post Rd	Retail	1,882
Wells	Sherwin-Williams	1521 Post Rd	Retail	2,313
Westbrook	Sherwin-Williams	100 Larrabee Rd	Retail	2,875
Westbrook	Sportsman's Hardware and Rental	30 Central St	Retail	357
Wilton	Wilton Transfer Station	158 Weld Rd	Transfer Station	373
Windham	Aubuchon Hardware	777 Roosevelt Trl	Retail	584
Windham	Sherwin-Williams	859 Roosevelt Trl	Retail	2,468
Winthrop	Marshall Hills Transfer Station	1199 US-202	Transfer Station	1,074
Wiscasset	Ames Supply True Value	447 Bath Rd	Retail	1,255
Yarmouth	Maine Paint	412 US Route 1	Retail	1,275
Yarmouth	Sherwin-Williams	438 Route 1	Retail	1,446
Yarmouth	Yarmouth Transfer Station	659 E Main St	Transfer Station	3,361
York	Eldredge Lumber & Hardware	627 US Route 1	Retail	3,039

MAINE PAINTCARE SITES IN 2021

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
2. Supplemental Sites				17,999
Arundel	Arundel HHW Day	46 Bergeron Dr	HHW Event	51
Augusta	Municipal Garage (KVCOG)	55 North St	HHW Event	427
Bath	Bath Public Works Dept (Town)	450 Oak Grove Ave	HHW Event	645
Bethel	Maine School District (AVCOG Event)	1 Parkway	HHW Event	275
Biddeford	Biddeford Public Works (City)	371 Hill St	HHW Event	1,191
Brewer	Brewer Public Works (City)	221 Greenpoint Rd	HHW Event	198
Brunswick	Brunswick Landfill (Town)	49 Graham Rd	HHW Event	578
Carrabassett Valley	Carrabasset Valley T S (AVCOG)	1 Mile north of Sargarloaf	HHW Event	117
Eliot	Eliot Trans Stn (Town)	468 Dow Hwy Route 236	HHW Event	198
Ellsworth	Ellsworth Transfer Station (County)	13 Industrial Dr	HHW Event	420
Gray	Gray Trans Stn (Town)	14 Seagull Dr	HHW Event	109
Kennebunk	Kennebunk Public Svcs Dept (Town)	36 Sea Rd	HHW Event	763
Lewiston	Western Maine Env Depot (AVCOG)	424 River Rd	HHW Seasonal	519
Livermore	Livermore Trans Stn (AVCOG)	Gravel road north of 1801	HHW Event	257
Matinicus	Matinicus Island (Island)	Municipal Wharf	HHW Event	49
Mexico	Mexico Trans Stn (AVCOG)	342 River Rd	HHW Event	48
Norridgewock	Crossroads Landfill (HHW Day)	357 Mercer Rd	HHW Event	394
Norway	Norway Paris T S (AVCOG)	39 Brown St	HHW Event	258
Old Town	Old Town Trans Stn (Town)	246 Gilman Falls Ave	HHW Event	534
Phippsburg	Phippsburg Trans Stnn (AVCOG)	58 Sam Day Hill Rd	HHW Event	316
Portland	Peaks Island Garage (City)	10 Florida Ave	HHW Event	338
Portland	Riverside Recycling Facility	910 Riverside St	HHW Seasonal	4,266
Rangeley	Rangeley Transfer Station (AVCOG)	682 Loon Lake Rd	HHW Event	90
Readfield	Readfield Transfer Station (KVCOG)	14 Recycle Rd	HHW Event	315
Rockland	Rockland Tranfer Station (City)	400 Limerock St	HHW Event	132
Rockport	Mid Coast Solid Waste	90 Union St	HHW Event	213
Saco	Saco Public Works (City)	351 North St	HHW Event	495
Scarborough	Scarborough Public Works (Town)	20 Washington Ave	HHW Event	732
Sebago	Sebago Trans Stn (Town Event)	141 Long Hill Rd	HHW Event	197
Skowhegan	Skowhegan Recycling (KVCOG)	29 Transfer Station Dr	HHW Event	160
South Berwick	Berwick Transfer Station (Town)	534B Route 4	HHW Event	326
South Portland	South Portland Municipal Svcs (City)	929 Highland Ave	HHW Event	1,641
Tremont	Tremont HHW Day	20 Harbor Rd	HHW Event	313

MAINE PAINTCARE SITES IN 2021

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
Union	Tri County Recycling Ctr (Tri County)	3368 Heald Hwy	HHW Event	167
Westbrook	Casella Waste Systems (City Event)	594 County Rd	HHW Event	156
Winslow	Winslow Parks & Rec (KVCOG)	135 Halifax St	HHW Event	702
Yarmouth	Yarmouth Fire Rescue (Town)	178 North Rd	HHW Event	104
York	York Recycling Facility (Town)	65 Witchtrot Rd	HHW Event	304

MAINE PAINTCARE SITES IN 2021

Sites with 0 gallons did not have paint picked up during the reporting year.

<u>City/Town</u>	<u>Site Name</u>	<u>Address</u>	<u>Type</u>	<u>Gallons</u>
3. Large Volume Pickup Sites				1,831
Biddeford	[Painting Contractor]		LVP	121
Brunswick	[Painting Contractor]		LVP	326
Cumberland	[Household]		LVP	128
Ellsworth	Household in Ellsworth		LVP	108
Hampden	[Painting Contractor]		LVP	292
Portland	[Property Manager/Owner]		LVP	301
Rockland	[Household]		LVP	161
Springvale	[Construction]		LVP	102
Westbrook	[Household]		LVP	292
Total				136,819

Appendix B

PaintCare Inc.

Financial Statements
and Independent Auditors' Report

December 31, 2021 and 2020

PaintCare Inc.

Financial Statements
December 31, 2021 and 2020

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INDEPENDENT AUDITORS' REPORT

To the Board of Directors of
PaintCare Inc.

Opinion

We have audited the accompanying financial statements of PaintCare Inc. ("PaintCare"), which comprise the statements of financial position as of December 31, 2021 and 2020; the related statements of activities, functional expenses, and cash flows for the years then ended; and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of PaintCare as of December 31, 2021 and 2020, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of PaintCare and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for 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.

Responsibilities of Management for the Financial Statements (continued)

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about PaintCare's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit 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 PaintCare's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about PaintCare's ability to continue as a going concern for a reasonable period of time.

Auditor's Responsibilities for the Audit of the Financial Statements (continued)

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Supplementary Information

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The supplementary information included on pages 19-20 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.



Vienna, Virginia
March 29, 2022

PaintCare Inc.

Statements of Financial Position
December 31, 2021 and 2020

	<u>2021</u>	<u>2020</u>
Assets		
Current assets:		
Cash and cash equivalents	\$ 36,963,562	\$ 27,911,659
Accounts receivable, net	4,896,293	4,606,670
Investments	62,580,051	59,337,509
Prepaid expenses	<u>219,541</u>	<u>61,936</u>
Total current assets	104,659,447	91,917,774
Intangible assets, net	<u>224,852</u>	<u>229,606</u>
Total assets	<u>\$ 104,884,299</u>	<u>\$ 92,147,380</u>
Liabilities and Net Assets		
Liabilities		
Current liabilities:		
Accounts payable and accrued expenses	\$ 8,342,451	\$ 9,305,941
Due to affiliate	7,098,980	2,139,549
Grants payable	<u>100,101</u>	<u>100,101</u>
Total liabilities	<u>15,541,532</u>	<u>11,545,591</u>
Net Assets		
Without donor restrictions	<u>89,342,767</u>	<u>80,601,789</u>
Total net assets	<u>89,342,767</u>	<u>80,601,789</u>
Total liabilities and net assets	<u>\$ 104,884,299</u>	<u>\$ 92,147,380</u>

See accompanying notes.

PaintCare Inc.

Statements of Activities
For the Years Ended December 31, 2021 and 2020

	2021	2020
Operating Revenue and Support		
Paint recovery fees	\$ 72,051,580	\$ 68,107,028
 Total operating revenue and support	 <u>72,051,580</u>	 <u>68,107,028</u>
Expenses		
Program and delivery services:		
Oregon	5,024,398	4,512,687
California	32,604,671	28,771,777
Connecticut	3,345,656	2,856,892
Rhode Island	1,023,818	679,444
Minnesota	5,568,865	4,758,947
Vermont	743,644	718,430
Maine	1,285,606	1,104,108
Colorado	6,403,821	5,415,908
District of Columbia	473,101	442,305
Washington	4,408,803	102,912
New York	276,923	42,451
 Total program and delivery services	 <u>61,159,306</u>	 <u>49,405,861</u>
 General and administrative	 <u>5,393,837</u>	 <u>4,549,989</u>
 Total expenses	 <u>66,553,143</u>	 <u>53,955,850</u>
 Change in Net Assets from Operations	 5,498,437	 14,151,178
Non-Operating Activity		
Investment return, net	3,242,541	4,336,103
 Total non-operating activity	 <u>3,242,541</u>	 <u>4,336,103</u>
 Change in Net Assets	 8,740,978	 18,487,281
 Net Assets, beginning of year	 <u>80,601,789</u>	 <u>62,114,508</u>
 Net Assets, end of year	 <u>\$ 89,342,767</u>	 <u>\$ 80,601,789</u>

See accompanying notes.

PaintCare Inc.

Statement of Functional Expenses
For the Year Ended December 31, 2021

	Program and Delivery Services											General and	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York	Administrative	
Expenses													
Salaries and related benefits	\$ 116,655	\$ 1,024,821	\$ 98,195	\$ 30,746	\$ 247,684	\$ 41,778	\$ 88,658	\$ 257,799	\$ 20,660	\$ 218,577	\$ 97,364	\$ 1,821,544	\$ 4,064,481
Collection support	73,523	3,382,046	496,113	159,445	376,479	77,773	154,340	565,391	42,510	714,369	-	-	6,041,989
Transportation and processing	4,724,976	23,257,761	2,350,669	592,179	4,522,049	580,973	912,673	4,646,488	240,433	3,205,769	-	-	45,033,970
Communications	44,445	4,491,661	338,788	214,175	320,554	13,731	32,175	754,596	137,446	142,277	67,685	113,419	6,670,952
Legal fees	-	-	-	-	13,189	-	-	-	-	-	161	26,202	39,552
State agency administrative fees	40,000	294,095	20,000	-	20,559	15,000	80,035	120,000	26,786	20,452	-	-	636,927
Professional fees	538	42,441	31,561	19,557	32,690	9,348	5,600	12,643	430	18,047	51,396	66,790	291,041
Office and supplies	6,589	11,085	507	107	2,047	215	325	2,616	63	8,115	791	23,721	56,181
Subscriptions and publications	651	3,868	145	43	719	60	217	4,880	-	1,760	110	81,974	94,427
Professional development	2,480	22,197	2,689	833	4,729	372	784	2,912	-	3,760	12,385	27,053	80,194
Travel	11,112	70,708	5,706	5,122	10,892	2,519	9,642	31,709	3,821	37,066	45,814	21,139	255,250
Meetings	171	3,988	66	-	-	-	-	1,228	-	311	707	1,890	8,361
Bank fees	1,174	-	1,003	1,174	-	-	1,157	-	97	1,124	-	119,158	124,887
Management fees	-	-	-	-	-	-	-	-	-	-	-	2,755,595	2,755,595
Insurance	-	-	-	-	-	-	-	-	-	-	-	213,433	213,433
Amortization	-	-	-	-	-	-	-	-	-	-	-	77,177	77,177
Interest	-	-	-	-	-	-	-	-	-	35,188	-	-	35,188
Other expenses	2,084	-	214	437	17,274	1,875	-	3,559	855	1,988	510	44,742	73,538
Total Expenses	\$ 5,024,398	\$ 32,604,671	\$ 3,345,656	\$ 1,023,818	\$ 5,568,865	\$ 743,644	\$ 1,285,606	\$ 6,403,821	\$ 473,101	\$ 4,408,803	\$ 276,923	\$ 5,393,837	\$ 66,553,143

See accompanying notes.

PaintCare Inc.

Statement of Functional Expenses
For the Year 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		
Expenses													
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
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

See accompanying notes.

PaintCare Inc.

Statements of Cash Flows
For the Years Ended December 31, 2021 and 2020

	<u>2021</u>	<u>2020</u>
Cash Flows from Operating Activities		
Change in net assets	\$ 8,740,978	\$ 18,487,281
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Amortization	77,177	63,355
Net realized and unrealized gain on investments	(2,209,604)	(3,292,809)
Change in allowance for doubtful accounts receivable	(2,193)	(4,276)
Change in operating assets and liabilities:		
(Increase) decrease in:		
Accounts receivable	(287,430)	(441,479)
Prepaid expenses	(157,605)	31,150
Increase (decrease) in:		
Accounts payable and accrued expenses	(963,490)	1,373,166
Due to affiliate	4,959,431	1,274,431
Grants payable	-	(78,764)
	<u>10,157,264</u>	<u>17,412,055</u>
Cash Flows from Investing Activities		
Purchases of investments	(17,692,279)	(13,411,519)
Proceeds from sale of investments	16,659,341	12,368,225
Purchases of intangible assets	(72,423)	(50,100)
	<u>(1,105,361)</u>	<u>(1,093,394)</u>
Net cash used in investing activities		
Net Increase in Cash	9,051,903	16,318,661
Cash and Cash Equivalents, beginning of year	<u>27,911,659</u>	<u>11,592,998</u>
Cash and Cash Equivalents, end of year	<u>\$ 36,963,562</u>	<u>\$ 27,911,659</u>

See accompanying notes.

PaintCare Inc.

Notes to Financial Statements
December 31, 2021 and 2020

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, 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, 2021 and 2020, 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 90 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, 2021 and 2020, an allowance of \$57,706 and \$59,899, respectively, was recognized.

PaintCare Inc.

Notes to Financial Statements
December 31, 2021 and 2020

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 at both December 31, 2021 and 2020.

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, 2021 and 2020

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 \$6,670,952 and \$3,666,157 for the years ended December 31, 2021 and 2020, 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, 2021 and 2020

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.

Subsequent Events

In preparing these financial statements, PaintCare has evaluated events and transactions for potential recognition or disclosure through March 29, 2022, 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 and cash equivalents 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>2021</u>	<u>2020</u>
Cash and cash equivalents	\$ 36,963,562	\$ 27,911,659
Accounts receivable, net	4,896,293	4,606,670
Investments, short term	<u>43,095,840</u>	<u>41,826,898</u>
Total available for general expenditures	<u>\$ 84,955,695</u>	<u>\$ 74,345,227</u>

PaintCare Inc.

Notes to Financial Statements
December 31, 2021 and 2020

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:

	2021	2020
California	\$ 2,546,825	\$ 2,679,700
Washington	529,207	-
Colorado	435,946	475,008
Minnesota	595,720	549,549
Oregon	377,308	451,841
Connecticut	232,476	246,193
Maine	80,140	95,524
Rhode Island	56,258	64,709
District of Columbia	49,110	45,288
Vermont	51,009	58,757
Total accounts receivable	4,953,999	4,666,569
Less: allowance for doubtful accounts	(57,706)	(59,899)
Accounts receivable, net	<u>\$ 4,896,293</u>	<u>\$ 4,606,670</u>

PaintCare Inc.

Notes to Financial Statements
December 31, 2021 and 2020

6. Investments and Fair Value Measurements

Net investment return consisted of the following for the years ended December 31:

	<u>2021</u>	<u>2020</u>
Interest and dividend income	\$ 1,216,669	\$ 1,214,814
Net realized and unrealized gain	2,209,604	3,292,809
Investment management fees	<u>(183,732)</u>	<u>(171,520)</u>
Total investment return, net	<u>\$ 3,242,541</u>	<u>\$ 4,336,103</u>

PaintCare invests a portion of its accumulated surplus in a portfolio with 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, 2021 and 2020

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, 2021:

	Level 1	Level 2	Level 3	Total
Equities:				
Energy	\$ 513,392	\$ -	\$ -	\$ 513,392
Materials	761,332	-	-	761,332
Industrials	2,072,705	-	-	2,072,705
Consumer discretionary	2,394,567	-	-	2,394,567
Consumer staples	1,357,142	-	-	1,357,142
Health care	2,472,775	-	-	2,472,775
Financials	2,469,937	-	-	2,469,937
Information technology	4,212,549	-	-	4,212,549
Telecommunication service	1,603,182	-	-	1,603,182
Utilities	646,460	-	-	646,460
Real estate	702,934	-	-	702,934
Blend	94,454	-	-	94,454
Mutual funds:				
Exchange traded funds	6,690,359	-	-	6,690,359
Fixed income	12,631,950	-	-	12,631,950
Corporate bonds	6,903,831	-	-	6,903,831
Cash equivalents	1,578,305	-	-	1,578,305
Government securities:				
U.S. Treasury	-	11,614,320	-	11,614,320
U.S. Agency	-	3,859,857	-	3,859,857
Total investments	\$ 47,105,874	\$ 15,474,177	\$ -	\$ 62,580,051

PaintCare Inc.

Notes to Financial Statements
December 31, 2021 and 2020

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
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
Blend	155,993	-	-	155,993
Mutual funds:				
Exchange traded funds	6,337,235	-	-	6,337,235
Fixed income	10,335,838	-	-	10,335,838
Corporate bonds	8,240,549	-	-	8,240,549
Cash equivalents	1,993,231	-	-	1,993,231
Government securities:				
U.S. Treasury	-	10,694,841	-	10,694,841
U.S. Agency	-	3,686,576	-	3,686,576
Total investments	\$ 44,956,092	\$ 14,381,417	\$ -	\$ 59,337,509

PaintCare Inc.

Notes to Financial Statements
December 31, 2021 and 2020

7. Intangible Assets

Intangible assets consist of the following at December 31:

	<u>2021</u>	<u>2020</u>
Software	\$ 477,262	\$ 404,839
Less: accumulated amortization	<u>(252,410)</u>	<u>(175,233)</u>
Intangible assets, net	<u>\$ 224,852</u>	<u>\$ 229,606</u>

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

2022	\$ 77,177
2023	77,177
2024	<u>70,498</u>
Future estimated amortization	<u>\$ 224,852</u>

8. Related Party Transactions

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, 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.

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.

PaintCare Inc.

Notes to Financial Statements
December 31, 2021 and 2020

8. Related Party Transactions (continued)

For the years ended December 31, 2021 and 2020, the total administrative fees charged by ACA to PaintCare were \$2,933,470 and \$2,230,558, respectively. At December 31, 2021 and 2020, PaintCare owed ACA \$7,098,980 and \$2,139,549, 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

PaintCare Inc.

Schedule of Activities, Organized by Program
For the Year Ended December 31, 2021

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York	General and Administrative	Total
Operating Revenue and Support													
Paint recovery fees	\$ 6,004,763	\$ 36,562,083	\$ 3,712,972	\$ 959,460	\$ 7,332,221	\$ 940,824	\$ 1,528,052	\$ 7,188,288	\$ 645,448	\$ 7,177,469	\$ -	\$ -	\$ 72,051,580
Total operating revenue and support	6,004,763	36,562,083	3,712,972	959,460	7,332,221	940,824	1,528,052	7,188,288	645,448	7,177,469	-	-	72,051,580
Expenses													
Program and delivery services:													
Collection support	73,523	3,382,046	496,113	159,445	376,479	77,773	154,340	565,391	42,510	714,369	-	-	6,041,989
Transportation and processing	4,724,976	23,257,761	2,350,669	592,179	4,522,049	580,973	912,673	4,646,488	240,433	3,205,769	-	-	45,033,970
Communications	44,445	4,491,661	338,788	214,175	320,554	13,731	32,175	754,596	137,446	142,277	67,685	-	6,557,533
Legal fees	-	-	-	-	13,189	-	-	-	-	-	161	-	13,350
State agency administrative fees	40,000	294,095	20,000	-	20,559	15,000	80,035	120,000	26,786	20,452	-	-	636,927
Other program expenses	141,454	1,179,108	140,086	58,019	316,035	56,167	106,383	317,346	25,926	325,936	209,077	-	2,875,537
Total program and delivery services	5,024,398	32,604,671	3,345,656	1,023,818	5,568,865	743,644	1,285,606	6,403,821	473,101	4,408,803	276,923	-	61,159,306
General and administrative:													
Legal fees	-	-	-	-	-	-	-	-	-	-	-	26,202	26,202
Management fees	-	-	-	-	-	-	-	-	-	-	-	2,755,595	2,755,595
Insurance	-	-	-	-	-	-	-	-	-	-	-	213,433	213,433
Other expense	-	-	-	-	-	-	-	-	-	-	-	2,398,607	2,398,607
Total general and administrative	-	-	-	-	-	-	-	-	-	-	-	5,393,837	5,393,837
Total expenses	5,024,398	32,604,671	3,345,656	1,023,818	5,568,865	743,644	1,285,606	6,403,821	473,101	4,408,803	276,923	5,393,837	66,553,143
Change in Net Assets from Operations	980,365	3,957,412	367,316	(64,358)	1,763,356	197,180	242,446	784,467	172,347	2,768,666	(276,923)	(5,393,837)	5,498,437
Non-Operating Activity													
Investment return, net	-	-	-	-	-	-	-	-	-	-	-	3,242,541	3,242,541
Change in Net Assets Before Allocation of General and Administrative Activities	980,365	3,957,412	367,316	(64,358)	1,763,356	197,180	242,446	784,467	172,347	2,768,666	(276,923)	(2,151,296)	8,740,978
General and administrative allocation	(305,546)	(2,954,447)	(281,565)	(83,276)	(421,408)	(49,414)	(104,870)	(403,223)	(48,231)	(539,002)	(202,855)	5,393,837	-
Investment allocation	-	2,681,305	-	-	194,328	(10,045)	-	342,456	34,497	-	-	(3,242,541)	-
Total Change in Net Assets	674,819	3,684,270	85,751	(147,634)	1,536,276	137,721	137,576	723,700	158,613	2,229,664	(479,778)	-	8,740,978
Net Assets (Deficit), beginning of year	1,798,103	61,675,337	3,810,070	1,102,290	3,468,495	(330,768)	541,181	8,155,949	782,516	(358,933)	(42,451)	-	80,601,789
Net Assets (Deficit), end of year	\$ 2,472,922	\$ 65,359,607	\$ 3,895,821	\$ 954,656	\$ 5,004,771	\$ (193,047)	\$ 678,757	\$ 8,879,649	\$ 941,129	\$ 1,870,731	\$ (522,229)	\$ -	\$ 89,342,767

PaintCare Inc.

Schedule of Activities, Organized by Program
For the Year Ended December 31, 2020

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York	General and Administrative	Total
Operating Revenue and Support													
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
Expenses													
Program and delivery services:													
Collection support	16,389	3,016,941	441,778	118,762	347,899	65,962	138,956	439,593	29,239	1,989	-	-	4,617,508
Transportation and processing	4,280,130	21,897,673	2,154,995	448,261	4,064,857	576,586	791,393	3,909,731	208,547	-	-	-	38,332,173
Communications	33,851	2,428,492	124,160	73,060	76,892	1,608	1,315	733,929	161,728	19,256	1,178	-	3,655,469
Legal fees	-	5,784	-	-	-	-	-	5,794	1,913	81	13,617	-	27,189
State agency administrative fees	40,000	402,584	22,400	-	17,171	30,000	78,919	120,000	26,468	22,700	10,000	-	770,242
Other program expenses	142,317	1,020,303	113,559	39,361	252,128	44,274	93,525	206,861	14,410	58,886	17,656	-	2,003,280
Total program and delivery services	4,512,687	28,771,777	2,856,892	679,444	4,758,947	718,430	1,104,108	5,415,908	442,305	102,912	42,451	-	49,405,861
General and administrative:													
Legal fees	-	-	-	-	-	-	-	-	-	-	-	52,033	52,033
Management fees	-	-	-	-	-	-	-	-	-	-	-	2,230,558	2,230,558
Insurance	-	-	-	-	-	-	-	-	-	-	-	254,832	254,832
Other expense	-	-	-	-	-	-	-	-	-	-	-	2,012,566	2,012,566
Total general and administrative	-	-	-	-	-	-	-	-	-	-	-	4,549,989	4,549,989
Total expenses	4,512,687	28,771,777	2,856,892	679,444	4,758,947	718,430	1,104,108	5,415,908	442,305	102,912	42,451	4,549,989	53,955,850
Change in Net Assets from Operations	1,878,817	9,182,105	1,003,509	355,496	3,270,358	284,617	524,366	2,165,315	181,947	(102,912)	(42,451)	(4,549,989)	14,151,178
Non-Operating Activity													
Investment return, net	-	-	-	-	-	-	-	-	-	-	-	4,336,103	4,336,103
Change in Net Assets Before Allocation of General and Administrative Activities	1,878,817	9,182,105	1,003,509	355,496	3,270,358	284,617	524,366	2,165,315	181,947	(102,912)	(42,451)	(213,886)	18,487,281
General and administrative allocation	(286,341)	(2,784,419)	(267,134)	(78,671)	(396,424)	(46,769)	(99,284)	(375,890)	(44,974)	(170,083)	-	4,549,989	-
Investment allocation	-	3,599,655	-	-	196,007	(14,807)	-	509,161	46,087	-	-	(4,336,103)	-
Total Change in Net Assets	1,592,476	9,997,341	736,375	276,825	3,069,941	223,041	425,082	2,298,586	183,060	(272,995)	(42,451)	-	18,487,281
Net Assets (Deficit), beginning of year	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
Net Assets (Deficit), end of year	\$ 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

Appendix C



Recycle

WITH **PaintCare**



PaintCare Products

These products have a fee when you buy them and are accepted for drop-off at no additional cost:

- 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.

ME-BREN-0122



A Program to Manage Leftover Paint

Each year about 800 million gallons of architectural paint are sold in the United States. Did you know that about 10 percent goes unused and is available for recycling?

Maine's paint stewardship law requires the paint manufacturing industry to develop a financially sustainable and environmentally responsible program to manage postconsumer (leftover) architectural paint. Paint manufacturers established PaintCare, a nonprofit organization, to run paint stewardship programs in states with applicable laws.

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.

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 search tool at www.paintcare.org or call our hotline at (855) PAINT09.

How to Recycle

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

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

Make sure all paint containers 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 may drop off as much latex or oil-based paint as the site is willing to accept.

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

Do You Accept Large Volumes of Paint?

If you have at least 100 gallons of paint to recycle at your business or home, ask about our free large volume pickup service. Please visit www.paintcare.org for more details or to request a pickup.



PaintCare Fee

PaintCare is funded by a fee paid by paint manufacturers for each can of paint sold in the state. Manufacturers pass the fee to retailers, who then apply it to the price of paint. Sales tax is not applied to the fee in Maine. Retailers are encouraged to show the fee on customer 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 up to 2 gallons
\$ 1.60	Larger than 2 gallons up to 5 gallons

Not a Deposit

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

Contact Us

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



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

.....
Find a drop-off site near you:
(855) PAINT09 | paintcare.org

Buy right.
Use it up.
Recycle the rest.

Paint manufacturers created PaintCare, a nonprofit organization, to set up convenient places for you to recycle leftover paint. PaintCare provides environmentally sound and cost-effective recycling programs in states with paint stewardship laws.

LEARN MORE

Visit 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 pickup service for businesses or households with at least 100 gallons of paint to recycle.

xx-mcen-0521

Mini Card



PaintCare™

RECYCLING MADE EASY

About the Paint Recycling Program

Paint manufacturers created PaintCare, a nonprofit organization, to provide convenient places for households and businesses to recycle leftover paint. PaintCare sets up paint drop-off sites throughout states that pass paint stewardship laws.

✓ PAINTCARE PRODUCTS

These products have a fee when you buy them and are accepted for drop-off at no additional cost:

- 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.

PAINTCARE FEE

The PaintCare fee is applied to the purchase price of architectural paint as required by law. Sales tax is not applied to the PaintCare fee in Maine. The fee funds collection, transportation, and processing costs. The fee is based on container size as follows:

\$0.00	Half pint or smaller
\$0.35	Larger than half pint up to smaller than 1 gallon
\$0.75	1 gallon up to 2 gallons
\$1.60	Larger than 2 gallons up to 5 gallons

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

✗ 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



Counter Mat

Recycle with PaintCare!



Buy Right: Consult with painting professionals and retailers to buy the right amount of paint and reduce potential waste.



Use It Up: Use up leftover paint on the surface you are painting, on additional painting projects around the house, or give it to someone else in your community.



Recycle the Rest: When you can't use up leftover paint, drop it off with PaintCare to get it recycled!

Visit www.paintcare.org to find a year-round paint drop-off site near you or schedule a large volume pickup.



What types of paint products can be recycled with PaintCare?

PAINTCARE PRODUCTS

The following are products included in the program. When purchased, the PaintCare fee is applied. These products are accepted at no additional cost when dropped off at PaintCare's participating drop-off sites.

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

NON-PAINTCARE PRODUCTS

The following are non-PaintCare products and are not included in the program. When purchased, the PaintCare fee is not applied. They are not accepted at PaintCare's participating drop-off sites.

- Paint thinners, mineral spirits, solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Art and craft paints
- Caulk, epoxies, glues, adhesives
- Paint additives, colorants, tints, resins
- Wood preservatives (containing pesticides)
- Roof patch and repair
- Asphalt, tar, and bitumen-based products
- 2-component coatings
- Deck cleaners
- Traffic and road marking paints
- Industrial Maintenance (IM) coatings
- Original Equipment Manufacturing (OEM) (shop application) paints and finishes
- Containers that are leaking or empty, and containers without the original printed manufacturer's label are not accepted at retail drop-off sites

PROGRAM FUNDING

The PaintCare fee is applied to the purchase price of architectural paint sold in Maine as required by law. Sales tax is not applied to the fee in Maine. The fee is based on container size:

Half pint or smaller	\$0.00
Larger than half pint up to smaller than 1 gallon	\$0.35
1 gallon up to 2 gallons	\$0.75
Larger than 2 gallons up to 5 gallons	\$1.60

Recycle Paint at This Store



✓ PAINTCARE PRODUCTS

Paint must be in sealed, original container with original manufacturer label.

- House paint and primers (latex or oil-based)
- Stains
- Deck and concrete sealers
- Clear finishes (e.g., varnishes, shellac)

✗ NON-PAINTCARE PRODUCTS

- No leaking, unlabeled, or empty containers
- No aerosol spray paints
- No drums or containers larger than 5 gallons
- We cannot accept other hazardous waste or chemicals such as paint thinner, solvents, motor oil, spackle, glue, adhesive, roofing tar, pesticides, cleaning chemicals

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

For a complete list of PaintCare Products, please ask for the PaintCare brochure, visit www.paintcare.org, or call (855) PAINT09.





PaintCare™
RECYCLING MADE EASY

We are a PaintCare Partner

The fee on the sale
of paint in Maine
funds our program.

Recycle with PaintCare

To learn more, visit paintcare.org
or call (855) PAINT09.





PaintCare™

RECYCLING MADE EASY

✓ PaintCare Products

These products have a fee when you buy them and are accepted for drop-off at no additional cost:

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

Products must be in original containers with original labels.
Latex paint that is dried out and "rock hard" is also acceptable.

✗ Non-PaintCare Products

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

- Paint thinners, mineral spirits, solvents
- Aerosol paints (spray cans)
- Auto and marine paints
- Arts and crafts paints
- 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

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

To learn more, please call **(855) PAINT09** or visit www.paintcare.org

See a staff member for assistance before dropping off paint for recycling.



XX-MAR-2021

NO DUMPING

STOP!
IT'S ILLEGAL
to dump or abandon
Paint, Oil, or other
Hazardous Waste



THIS AREA MAY BE UNDER
VIDEO SURVEILLANCE

Violators Will Be Prosecuted

Large Volume Pickup (LVP) Service

Updated — February 2022



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 .

In states with a paint stewardship program (see www.paintcare.org/states), PaintCare's primary effort is to set up conveniently located drop-off sites—places where households and businesses may take their unwanted paint for no charge. Sites set their own limits on the volume of paint they accept from customers per visit, usually from 5 to 20 gallons. To find a drop-off site near you, please use PaintCare's site locator at www.paintcare.org or call (855) PAINT09.

Large Volume Pickups

In states where PaintCare operates a paint stewardship program, those who have accumulated a large volume of paint may be eligible for PaintCare's large volume pickup service (LVP). Large volume means 100 or more gallons, measured by container size, not liquid volume. On a case-by-case basis, PaintCare may approve a pickup for less than 100 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 AN LVP

- 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 request form**
Fill out the Large Volume Pickup Request Form on our website (www.paintcare.org/pickup). Upon request, the form is also available as a PDF and can be returned to PaintCare by email or regular mail. Call PaintCare to request the printable 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 paint collection bins.



The hauler is responsible for packing the paint into the bins. 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 LVPs

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 reusable collection 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 on how to properly pack the paint.

Business Limits

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

If You Have Products We Don't Accept

PaintCare does not accept certain paint products (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. Some HHW programs also 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 by the PaintCare program are the same products that have a fee when they are sold. PaintCare products include interior and exterior architectural coatings sold in container sizes 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

Information for Painting Contractors

Updated — January 2022



How do paint stewardship laws affect painting contractors?

PaintCare

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

Paint Drop-Off Sites

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take postconsumer (leftover) architectural paint, free of charge. Most drop-off sites are paint and hardware stores; others are waste transfer stations, recycling centers, landfills, and household hazardous waste (HHW) facilities. Participation as a drop-off site is voluntary. There are more than 2,000 drop-off sites across all PaintCare programs. To find a drop-off location, visit www.paintcare.org.

Fee and Funding

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

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 with at least 100 gallons of leftover paint to recycle may qualify to have their paint picked up by PaintCare for free. To learn more about this service or to request an appointment, visit www.paintcare.org/pickup or call (855) PAINT09.

Business Limits

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

What Are the Fee Amounts?

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

California and Colorado

- \$ 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 gallons up to 5 gallons

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 up to 2 gallons
- \$ 1.60 — Larger than 2 gallons up to 5 gallons

District of Columbia

- \$ 0.00 — Half pint or smaller
- \$ 0.30 — Larger than half pint up to smaller than 1 gallon
- \$ 0.70 — 1 gallon up to 2 gallons
- \$ 1.60 — Larger than 2 gallons up to 5 gallons

Minnesota and Vermont

- \$ 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 gallon up to 5 gallons

New York, 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 gallon up to 5 gallons

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

Become a Retail Drop-Off Site for Paint

Updated — January 2022



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

Funding for the program comes from a fee applied to the price of architectural paint sold in these states.

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

Paint Drop-Off Sites

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

Most drop-off sites are paint and hardware stores; others are waste transfer stations, recycling centers, landfills, and household hazardous waste (HHW) facilities. Participation as a drop-off site is voluntary. There are more than 2,000 drop-off sites across all PaintCare programs.

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

Benefits to Retailers and Their Customers

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

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

Become a Paint Drop-Off Site

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



PaintCare Drop-Off Sites Receive

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

Drop-Off Site Responsibilities

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



What Products Are Covered?

The products accepted at PaintCare drop-off sites are the same products that have a fee when they are sold. PaintCare products include interior and exterior architectural coatings sold in container sizes 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

How Does the Maine Paint Stewardship Program Affect Paint Retailers?

Updated — January 2022



Maine's paint stewardship law requires paint manufacturers to set up and operate a paint stewardship program in the state. Funding for the program comes from a fee applied to the price of architectural paint sold in Maine. The program started in October 2015.

PaintCare

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

Paint Drop-Off Sites

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take postconsumer (leftover) architectural paint, free of charge. PaintCare has established more than 2,000 paint drop-off sites across its programs. While most sites are paint and hardware stores, solid waste facilities including transfer stations, recycling centers, and landfills, as well as household hazardous waste (HHW) facilities, may participate as paint drop-off sites.

Participation as a Drop-Off Site is Voluntary

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

Retailers interested in becoming drop-off sites can fill out the Interest Form available at <https://www.paintcare.org/drop-off-site-interest-form/>.

REQUIREMENTS OF RETAILERS

1. Check Registered Manufacturers and Brands

Retailers may not sell architectural paints in Maine that are not registered. Paint manufacturers must register their company with PaintCare, and they must register all architectural paint brands they sell in the state. PaintCare publishes lists of registered manufacturers and brands so that retailers can check to see that the products they sell are registered. Please visit www.paintcare.org/manufacturers for current registration lists.

2. Pass on the PaintCare Fee

State law requires that a stewardship fee (PaintCare fee) be applied by manufacturers to the wholesale price of architectural paint sold in store and online in Maine. This fee pays for all aspects of running the program.

The fee is paid by manufacturers to PaintCare and then passed to their dealers. Retailers should see the PaintCare fee on invoices from suppliers. The law also requires that retailers and distributors apply the fee to the price of architectural paint they sell. The fee paid by the customers to the retailers offsets the fee charged to the retailers. This ensures a level playing field for all parties.

COMMON QUESTIONS

How much is the fee?

The fee is by container size, as follows:

\$ 0.00 — Half pint or smaller

\$ 0.35 — Larger than half pint up to smaller than 1 gallon

\$ 0.75 — 1 gallon up to 2 gallons

\$ 1.60 — Larger than 2 gallons up to 5 gallons

How is the fee initially calculated?

When a new program starts, the fee is set to cover the cost of a fully operating program. PaintCare estimates the annual sales of architectural paint in each state and divides the estimated annual expenses of the program by the estimated number of containers to be sold, adjusts for container size, and determines a fee per container size that will provide the revenue needed to fund the program.

PaintCare is a nonprofit organization and operates programs on a state-by-state basis, so the fee may increase or decrease and is different from state to state.

Is sales tax applied to the fee, itself?

No. Effective December 1, 2018, sales tax is not applied to the PaintCare fee in Maine.

Is the fee a deposit to be returned to customers?

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

Are we required to show the fee on receipts?

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

Do we refund the fee if a product is returned?

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

How does the public know about the fee?

PaintCare provides brochures and other printed materials for retailers to distribute to the public to help explain the purpose of the fee, how the program works, and how to find paint drop-off locations. Additional materials can be ordered at any time for free. In addition to retailer

information, PaintCare works with contractor associations to get information to trade painters, and conducts general outreach including newspaper, radio, television, and online advertising.

What products are covered?

Architectural paints include most house paints, stains, and clear coatings (e.g., varnish and shellac). For a definition of architectural paint for the purposes of this program or for examples of PaintCare and non-PaintCare products, please contact PaintCare or visit www.paintcare.org.

Contact

John Hurd
Program Manager (Maine and Vermont)
(802) 245-4821
jhurd@paint.org

About the PaintCare Fee

Updated — January 2022



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

PaintCare

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

1. What is the recovery fee and how does it work?

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

2. Do retailers have to pass on the fee?

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

3. How much is the fee?

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

California and Colorado

- \$ 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

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 up to 2 gallons
- \$ 1.60 — Larger than 2 gallons up to 5 gallons

District of Columbia

- \$ 0.00 — Half pint or smaller
- \$ 0.30 — Larger than half pint up to smaller than 1 gallon
- \$ 0.70 — 1 gallon up to 2 gallons
- \$ 1.60 — Larger than 2 gallons up to 5 gallons

Minnesota and Vermont

- \$ 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

New York, 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

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.

4. How is the fee initially calculated?

When a new program starts, the fee is set to cover the cost of a fully implemented program. PaintCare estimates annual sales of paint in each state and then divides the cost of the program in that state by the number of containers sold in that state. Next, the fee is adjusted based on container size by taking into consideration the typical percentage of unused paint for each size (e.g., the percentage of unused paint from one 5 gallon container is typically less than from five 1 gallon containers).

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

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

While it's not required, PaintCare encourages retailers to list the PaintCare fee on purchase receipts to aid in consumer education, and most stores do so.

6. Is the fee taxable?

Yes, the fee is part of the purchase price of paint. Sales tax is collected on the fee in most cases, except in Oregon, a state that does not have a sales tax, and Maine, per supplemental legislation.

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

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

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

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

9. Do retailers return the fee if someone returns a product?

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

10. How does the public know about the fee?

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

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

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

12. What products are covered?

The products accepted at PaintCare drop-off sites are the same products that have a fee when they are sold. PaintCare Products include interior and exterior architectural coatings sold in container sizes of five gallons or less. They do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings. For a detailed list of PaintCare and non-PaintCare products, please visit www.paintcare.org/products-we-accept.

FOR NEW PROGRAMS

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

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

Information for HHW Programs

Updated — January 2022



Paint stewardship laws benefit household hazardous waste (HHW) programs.

PaintCare

PaintCare is a nonprofit organization established by the American Coatings Association to implement manufacturer-led paint stewardship programs in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, Vermont, and Washington, and is developing a program for New York. The main goal of the programs 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. PaintCare has established more than 2,000 paint drop-off sites across its programs. While most sites are paint and hardware stores, solid waste facilities including transfer stations, recycling centers, and landfills, as well as household hazardous waste collection programs are also important partners and may participate as paint drop-off sites and have their paint transportation and recycling costs paid by PaintCare.



Become a Drop-Off Site

HHW programs that would like their facilities and/or events to become paint drop-off sites can fill out the interest form available at www.paintcare.org/drop-off-site-interest-form/.

Benefits of Partnering with PaintCare

There are many benefits to becoming a paint drop-off site. The cost of transportation and recycling of products accepted by PaintCare (e.g., paint, stain, varnish) will be paid by PaintCare. As a participating drop-off site, you will:

- Save on paint management (supplies, transportation, and recycling) and public outreach
- Help your state conserve resources, keep paint out of the solid waste stream, and prevent the improper disposal of paint in your community
- Make recycling of leftover paint more convenient for your community

Water-Based (Latex) Paint is a Resource

An important goal of PaintCare is to conserve resources and increase the amount of paint that is recycled. In areas where HHW programs do not accept water-based paint, households and businesses are often instructed to let water-based paint dry out and then dispose of the dry paint in the trash. Through the PaintCare program, all paint—including latex paint—is recycled to the maximum extent possible.

PaintCare Drop-Off Sites Receive

- Staff training at your site
- Reusable paint collection bins
- Free paint transportation and processing services
- Site signage
- Compensation for value-added services including paint reuse programs, bulking of oil-based paint, and other optional services
- Publicity of HHW site or event (optional)

Drop-Off Site Responsibilities

- Provide secure storage area for reusable paint collection bins
- Accept all brands of leftover PaintCare products from the public during operating hours
- Place only PaintCare products in bins
- Keep bins neat and properly packed
- Complete minimal paperwork related to tracking outgoing paint shipments
- Ensure all staff maintain training on PaintCare program guidelines and operating procedures

How do billing and payments work?

- In the most common scenario, when your site ships out PaintCare products, the hauler sends PaintCare an invoice directly. This avoids the need for reimbursement.
- If your site also contracts with PaintCare for value-added services such as paint reuse, your program sends an invoice to PaintCare for reimbursement.

Will PaintCare Require Operational Changes?

- If your program does not currently accept latex paint, PaintCare will not require you to do so. If you wish to start accepting latex, PaintCare will cover the transportation and processing costs.
- If your program does not currently accept paint from businesses, PaintCare will not require you to do so. If you wish to start accepting paint from businesses, PaintCare will cover the transportation and processing costs.
- HHW programs may continue to put restrictions on who can use their programs, e.g., to residents of certain towns or cities. (PaintCare retail drop-off sites accept paint from anyone in the state, and from both households and businesses.)

Our Program Would Like to Partner with PaintCare, What Are Our Next Steps?

- Contact PaintCare to begin contracting discussions as early as possible
- Analyze your current operations so you can describe them in detail to PaintCare to help determine the most appropriate type of contracting approach for your program
- Reach out internally to those who will be involved with the contracting process to understand their needs and time constraints
- Consult with staff involved with paint management operations to ensure they understand how partnership with PaintCare works and to address any questions and concerns with PaintCare staff
- Review the Fact Sheet: Contracting with PaintCare for more details on contract types and other considerations as you prepare. Get a copy by contacting PaintCare or find the fact sheet in the Waste Facilities section of www.paintcare.org.

Information for Solid Waste Facilities Including Transfer Stations, Recycling Centers, and Landfills

Updated — January 2022



PaintCare supports paint collection activities at solid waste facilities in states with paint stewardship laws. Funding for the program comes from a fee applied to the price of architectural paint sold in these states.

PaintCare

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

Paint Drop-Off Sites

The primary requirement of paint stewardship laws is for paint manufacturers to set up paint drop-off sites at retailers and other locations where households and businesses can take postconsumer (leftover) architectural paint, free of charge. PaintCare has established more than 2,000 paint drop-off sites across its programs. While most sites are paint and hardware stores, solid waste facilities including transfer stations, recycling centers, and landfills, as well as household hazardous waste (HHW) facilities, may participate as paint drop-off sites.

Become a Drop-off Site

Solid Waste Facilities that would like to become a drop-off site can fill out the interest form available at www.paintcare.org/drop-off-site-interest-form/.

Benefits to Solid Waste Facilities and Their Customers of Becoming a PaintCare Drop-Off Site

There are many benefits to becoming a paint drop-off site. The cost of transportation and recycling of PaintCare accepted products (e.g., paint, stain, varnish) will be paid by PaintCare. As a participating drop-off site, you will:

- Make recycling of leftover paint more convenient for your customers
- Help relieve local government of their cost of managing leftover paint
- Help your state conserve resources, keep paint out of the solid waste stream, and prevent the improper disposal of paint in your community
- Optional: offer paint in good condition collected at your site to the public for reuse and receive a reimbursement of \$1.60 per gallon. See our fact sheet, Reuse Program – Compensation and Reporting, for more information.

PaintCare Drop-Off Sites Receive

- Bins for storing collected PaintCare products
- Transportation and recycling of the collected PaintCare products
- Training materials and staff training at your site
- Program brochures, signage, and customer education materials
- Optional: listing your drop-off site on PaintCare website and in ads and promotional materials

Drop-Off Site Responsibilities

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

Water-Based (Latex) Paint is a Resource

An important goal of PaintCare is to conserve resources and increase the amount of paint that is recycled. In areas where HHW programs do not accept water-based paint, households and businesses are often instructed to let water-based paint dry out and then dispose of the dry paint in the trash. Through the PaintCare program, all paint—including latex paint—is recycled to the maximum extent possible.

Will Becoming a PaintCare Drop-Off Site Require Operational Changes?

No. Your facility may continue to put restrictions on who can access the paint collection program at your site. If your facility only services a specific geographic region (e.g., specific towns, cities, or counties), you will not be required to service customers that live outside of your service area. Similarly, if your facility is not permitted to take business waste, you will not be required to do so. (PaintCare retail sites accept paint from anyone in the state and from both households and businesses.)

Benefits of PaintCare to Solid Waste Facilities

Solid waste facilities that generate leftover paint but are not PaintCare drop-off sites can still participate in the PaintCare program.

- Solid waste facilities, like other entities, can drop off leftover paint at PaintCare sites. All PaintCare drop-off sites accept up to 5 gallons of paint, but some PaintCare sites accept more. Visit paintcare.org/drop-off-locations to find a site.
- PaintCare offers a free pickup service for households, businesses, and organizations that have accumulated 100+ gallons of paint measured by container size (not volume). Learn more about this in our fact sheet titled Large Volume Pickup (LVP) Service or at paintcare.org/pickup/.
- For entities that generate large volumes of unwanted paint on a regular basis, a service for recurring direct pickups is available. Contact PaintCare for additional information.

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 container sizes 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

Joint Outreach Projects

Updated — January 2022



Introduction

If you are a local government that has partnered with PaintCare, we offer limited funding support for outreach activities that promote the PaintCare program. We are most interested in partnering with you when setting up new PaintCare sites, where participation is low, or to promote one-day household hazardous waste events to boost the amount of paint collected. We support radio, newspaper, social media, and direct mail, and will consider other media.

REVIEW AND APPROVAL

Project budgets and all creative work must be reviewed and pre-approved by PaintCare. Creative work includes text, images, and scripts. All projects must include PaintCare's website address and logo and mention that other PaintCare drop-off sites can be found at www.paintcare.org.

PROPOSAL FORM

Please complete our Proposal Form for Joint Outreach Projects on the Waste Facilities page at www.paintcare.org/joint-outreach/, or email brodgers@paintcare.org with questions.

IMAGES

We have artwork and photos you can borrow for creating drafts at www.flickr.com/photos/paintcare/, but please be sure to request permission to use them in your final design.

Your Responsibilities

At the start of each project, we request that you provide PaintCare with draft text, dimensions and/or specs, and due dates for the materials.

PRINT (BROCHURES, POSTCARDS, ETC.)

You are responsible for sending artwork files to your printer, coordinating mailings, and distribution. After the project is completed, we request a description of how, when, and where the piece was distributed and an electronic copy of the final piece.

NEWSPAPER

You are responsible for scheduling and sending artwork files to the newspaper. After the project is completed, we request a list of run dates for each newspaper and a scan of each ad.

RADIO

You are responsible for providing the pre-approved scripts to the stations and handling scheduling. After the project is completed, we request you provide text of the final script with a list of run dates and times.

DIGITAL MEDIA & OTHER

We are open to other types of projects such as digital advertising and social media campaigns, as well as other forms of outreach. Please coordinate details in advance and send PaintCare supporting documentation along with your invoice so we have a record of the projects and examples to show others.

Design Assistance

PaintCare can provide assistance with basic layout and graphic design for print and digital projects. When we provide this type of assistance, we will provide electronic files for you to send for printing or ad placement. Other than editing and commenting on scripts, we do not provide in-house assistance with audio or video production.

Please allow plenty of time for project planning, approvals, and editing. Depending on the time of year, this may take 4–8 weeks.

Reimbursement

PaintCare provides reimbursements for pre-approved projects only. We do not provide money up front, pay vendors directly, or accept requests for reimbursements on projects that have already been completed. Generally, PaintCare will reimburse costs for pre-approved projects proportional to the amount of the project dedicated to PaintCare information. Funding amounts may also differ depending on budgets available and our other outreach taking place in your area.

To be reimbursed after the project is completed, send an invoice from your government agency, samples of final pieces, and copies of invoices from your vendors to paintcare@bill.com and copy Brett Rodgers at

brodgers@paint.org. The "To:" space on the invoice should be addressed to PaintCare Inc., 901 New York Ave NW, Suite 300 West, Washington DC, 20001. In the space for purchase orders please write "6369 Communications: Other, Joint Projects." See sample invoice below.

{SAMPLE INVOICE}

Environmental Services Program

Washington County
123 Government Way
Anytown, State 55776

June 24, 2021

Invoice: 2452187

Purchase Order: 6369 Communications: Other, Joint Projects

Outreach Department
PaintCare Inc.
901 New York Ave NW #300W
Washington DC, 20005

Description:

- Newspaper ad promoting one day event held in Anytown on May 1, 2021
- Three 5x5 ads ran on April 13, 2021 in the County Journal
- Total invoices from newspapers: \$1,487.00
- Invoice and copy of one ad are attached
- Per prior discussion, PaintCare agreed to reimburse county for \$750
- Contact person: Marie Chen, 202-555-1212

Invoice Amount: \$750.00

Remit to:

Environmental Services Program
Washington County
123 Government Way
Anytown, State 55776

Reuse Programs - Compensation & Reporting

Updated — May 2021



PaintCare encourages household hazardous waste programs, reuse stores, and others to operate paint reuse programs (i.e., swap shops or exchanges). Reuse programs return good quality, unused paint to the local community at low or no cost. Reuse is a preferred method of waste management.

To encourage reuse, PaintCare will compensate paint drop-off sites operating a reuse program under a contract with PaintCare.

Operating a Reuse Program

Any PaintCare products (qualifying paint, stain, and varnish as defined by PaintCare – please see www.paintcare.org/products-we-accept) that are distributed through reuse programs must be in their original container, have an original label, and be in good physical and aesthetic condition. Contents must be liquid and relatively new. Containers should be closed securely before being placed in the reuse storage area.

Customers must sign a waiver form explaining that the paint is taken “as is” with no guarantee of quality or contents. The customer is required to read, complete, and sign the form, and site staff members are required to verify and record what has been taken by the customer. If a reuse facility does not use a waiver form, the facility accepts the liability for the materials. The staff must record the number of containers taken by each participant and the total estimated volume on the log.

Track and Report by Volume (gallons)

- Containers may contain any amount of paint in them
- The site must determine and report the total gallons of latex paint and the total gallons of oil-based paint distributed for reuse
- Compensation is provided at \$1.60 per gallon

The site must track and report the actual volume of paint in the containers using an internal methodology (e.g., weigh the cans on a scale, estimate weight by hand, do visual inspection). The methodology must be provided to PaintCare upon request.



Reuse room at the Household Hazardous Waste Facility at the Yolo County Central Landfill in Woodland, CA.

Appendix D



Annual Consumer Survey Results

prepared by

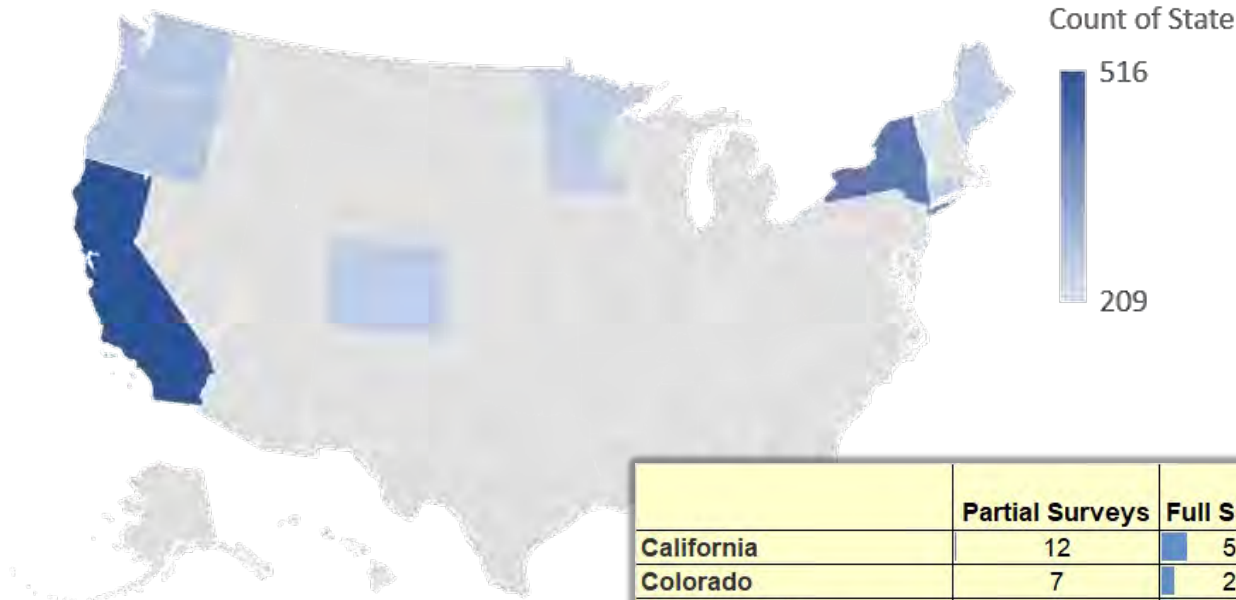


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Response Summary

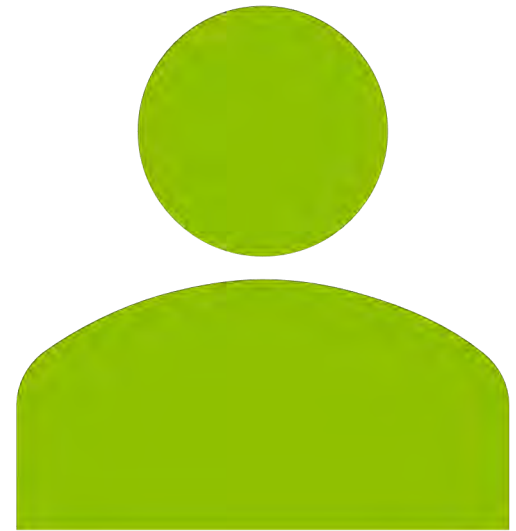
- ❖ 3,239 surveys were conducted in 10 states plus the District of Columbia in October 2021.
- ❖ Panel research methodologies were applied to attain distribution of results by gender, age, ethnicity, and income. Surveyed consumers were all over the age of 18.



	Partial Surveys	Full Surveys	Total Completes	Margin of Error*
California	12	504	516	+/-3%
Colorado	7	251	258	+/-5%
Connecticut	6	250	256	+/-5%
The District of Columbia	9	250	259	+/-5%
Maine	5	250	255	+/-5%
Minnesota	4	250	254	+/-5%
New York	13	418	431	+/-4%
Oregon	6	266	272	+/-5%
Rhode Island	9	250	259	+/-5%
Vermont	8	201	209	+/-6%
Washington	6	264	270	+/-5%
Total	85	3154	3239	

* at a 90% level of confidence

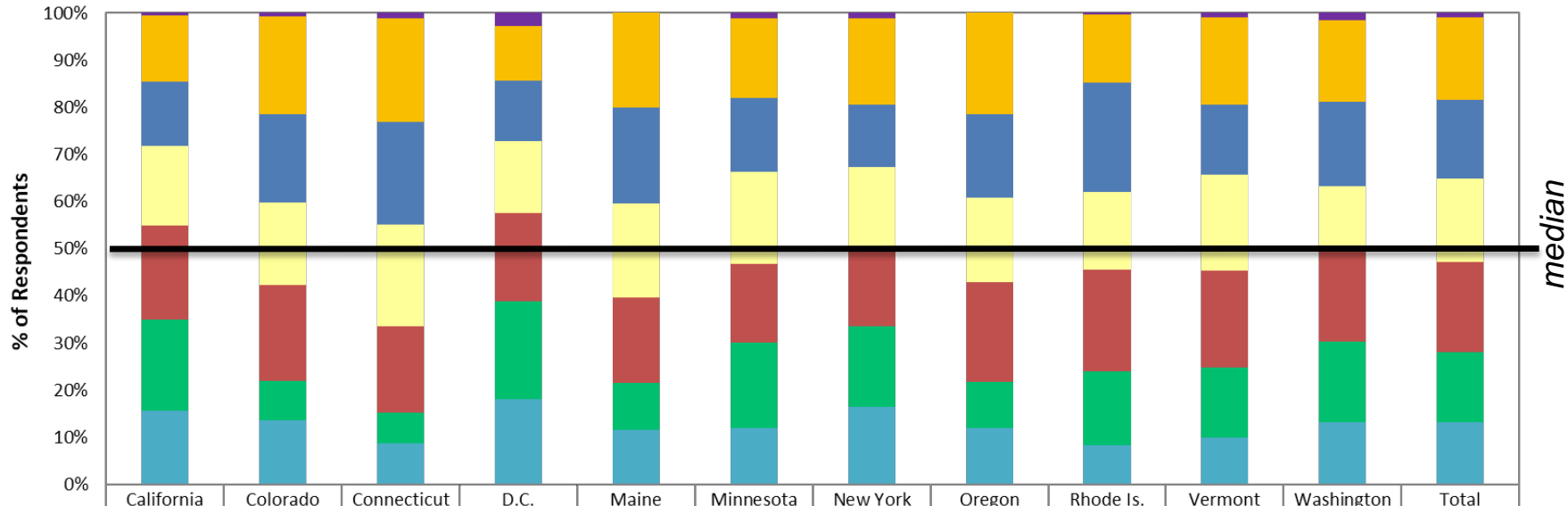
RESPONDENT PROFILES



Profile of Respondents - Age

- ❖ A good mix of age ranges was represented in each state's/district's sample.
- ❖ The median age was 41-50 overall and in most states/the district (as was the case last period). However, we surveyed proportionately fewer 61+ and proportionately more in the 18-30 range than in 2020.
- ❖ Variances can be attributed to state characteristics and sample availability.

Respondent Age

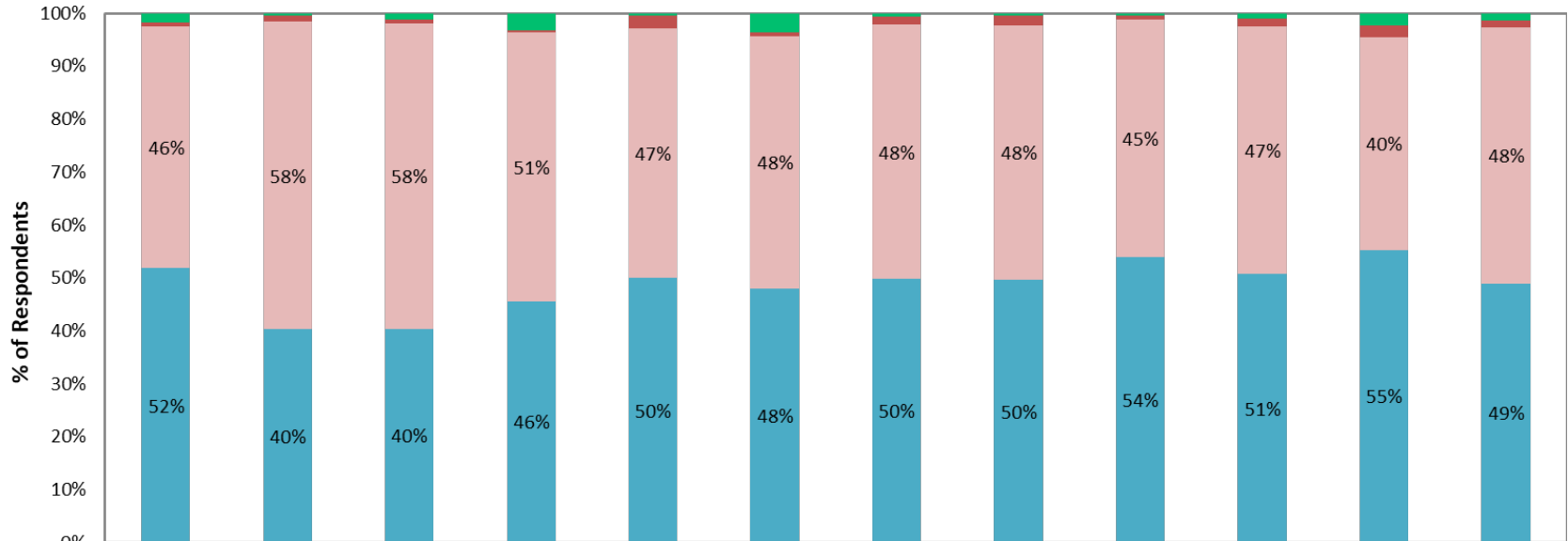


	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
I prefer not to answer	1%	1%	1%	3%	0%	1%	1%	0%	0%	1%	2%	1%
61+	14%	21%	22%	12%	20%	17%	18%	21%	14%	18%	17%	17%
51-60	14%	19%	22%	13%	20%	16%	13%	18%	23%	15%	18%	17%
41-50	17%	18%	22%	15%	20%	20%	17%	18%	16%	20%	13%	18%
31-40	20%	20%	18%	19%	18%	17%	16%	21%	22%	20%	20%	19%
25-30	19%	8%	6%	21%	10%	18%	17%	10%	16%	15%	17%	15%
18-24	16%	14%	9%	18%	12%	12%	17%	12%	8%	10%	13%	13%

Profile of Respondents - Gender

- ❖ Overall, results were evenly split between men and women. Results varied by state, but the split was no greater than 40%-60% in any state/district.

Gender Identity

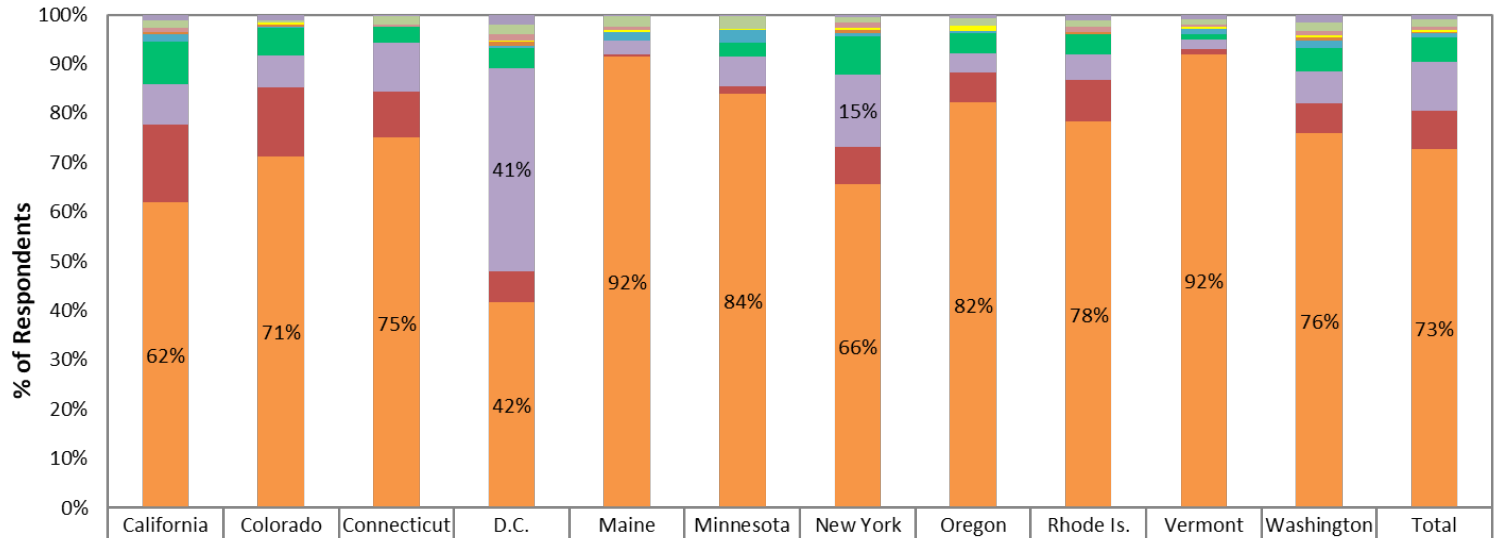


	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
I prefer not to answer	2%	0%	1%	3%	0%	4%	1%	0%	0%	1%	2%	1%
Non-binary/other	1%	1%	1%	0%	2%	1%	1%	2%	1%	1%	2%	1%
Woman	46%	58%	58%	51%	47%	48%	48%	48%	45%	47%	40%	48%
Man	52%	40%	40%	46%	50%	48%	50%	50%	54%	51%	55%	49%

Profile of Respondents - Ethnicity

- ❖ 73% of all respondents identified themselves as Caucasian (slightly lower than last period).
- ❖ However, there were variances within states/the district. Consistent with census data, D.C. had the highest proportion of Black/African American respondents; California and Colorado, Hispanic/Latino respondents; California and New York, Asian respondents.

Respondent Ethnicity



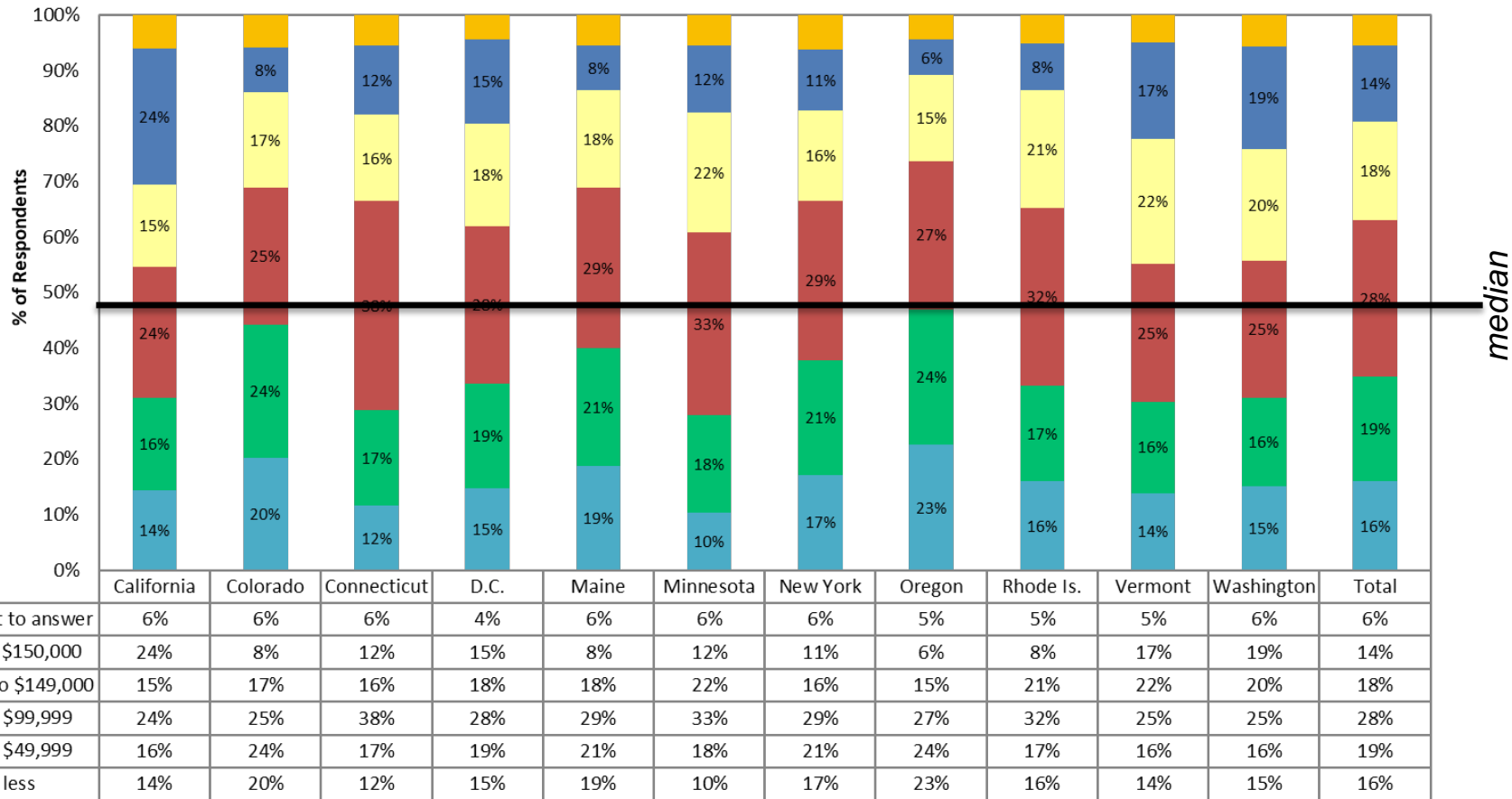
	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
Other*	1%	1%	0%	2%	0%	0%	0%	1%	1%	1%	2%	1%
I prefer not to answer	2%	0%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%
Some other race, ethnicity or origin	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%
Native Hawaiian or Other Pacific Islander	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
Middle Eastern or North African	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%
American Indian or Alaska Native	2%	0%	0%	0%	2%	2%	0%	0%	0%	1%	2%	1%
Asian	9%	6%	3%	4%	0%	3%	8%	4%	4%	1%	5%	5%
Black or African American	8%	6%	10%	41%	3%	6%	15%	4%	5%	2%	6%	10%
Hispanic, Latino or Spanish origin	16%	14%	9%	6%	0%	2%	8%	6%	8%	1%	6%	8%
White	62%	71%	75%	42%	92%	84%	66%	82%	78%	92%	76%	73%

*Other Ethnicities: Afro Latino, American, Biracial, Cuban, German, Human, Indo-European, Native American, African Canadian, Italian, Middle Eastern, Swedish, Mexican.

Profile of Respondents - Income

- ❖ The median household income level for respondents in each state/the district was \$50-99K (same as last period).

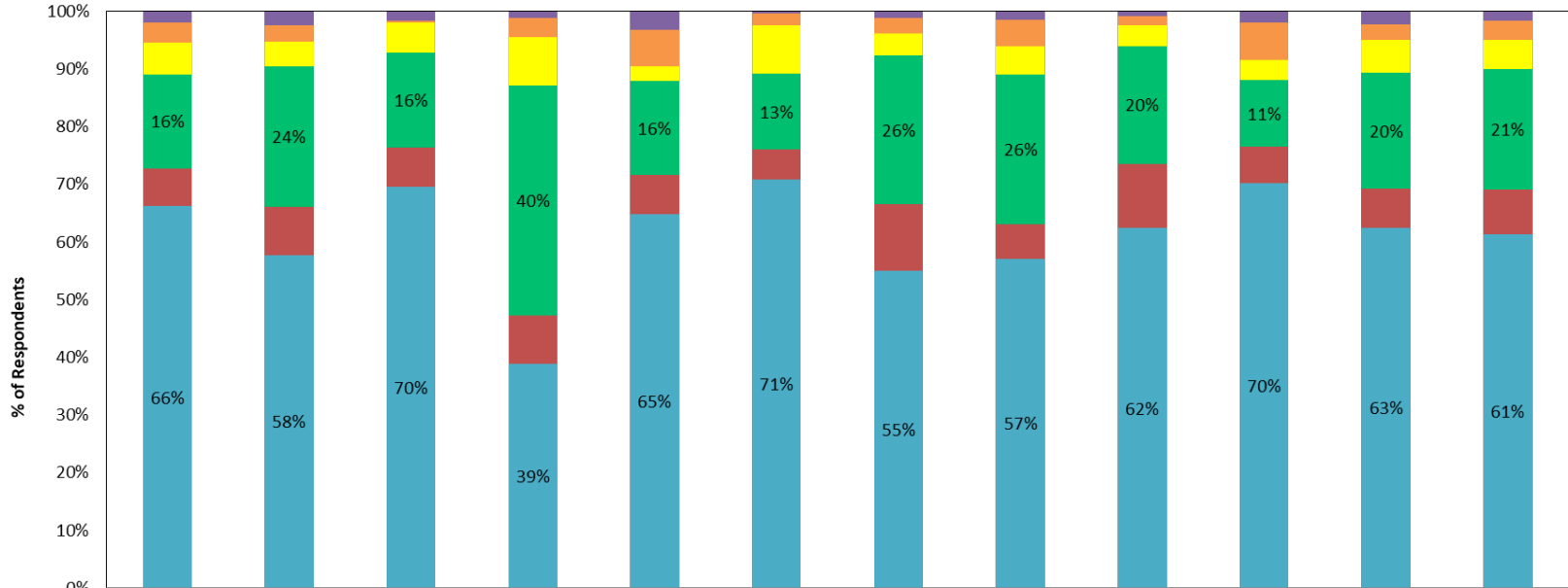
Respondent Annual Household Income



Profile of Respondents – Dwelling Type

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

Respondent Dwelling Type



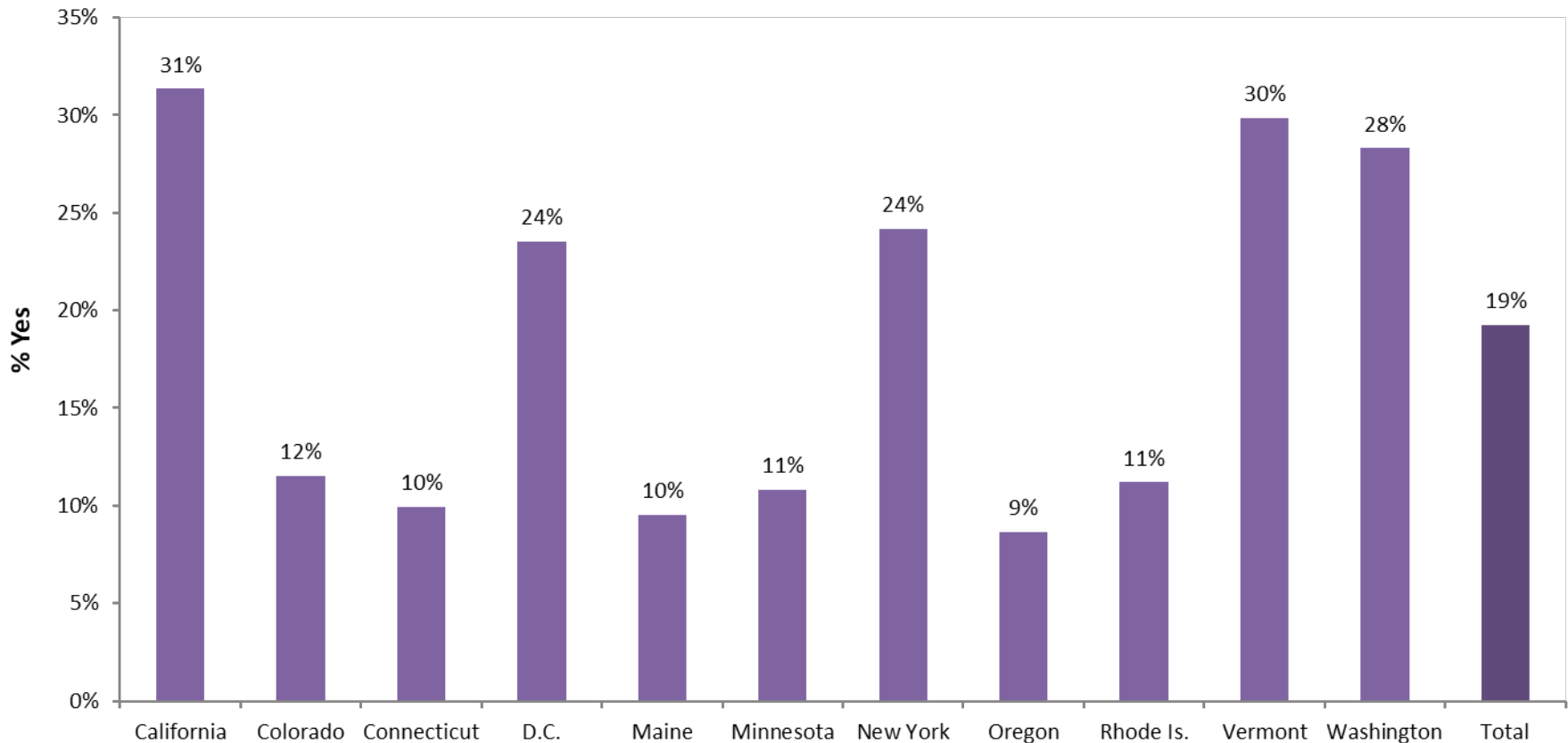
Dwelling Type	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
Other*	2%	2%	2%	1%	3%	0%	1%	2%	1%	2%	2%	2%
Mobile Home	3%	3%	0%	3%	6%	2%	3%	5%	2%	6%	3%	3%
Townhome	6%	4%	5%	8%	2%	8%	4%	5%	4%	3%	6%	5%
Condominium or Apartment Building	16%	24%	16%	40%	16%	13%	26%	26%	20%	11%	20%	21%
Two or Three-Family House	7%	8%	7%	8%	7%	5%	11%	6%	11%	6%	7%	8%
Single-Family House	66%	58%	70%	39%	65%	71%	55%	57%	62%	70%	63%	61%

**Other Dwelling Types: A little of everything, assisted living, homeless, truck, boarding house, camper, car, duplex, group home, with family, motor home, tent, vehicle, prefer not to answer*

Profile of Respondents – Paint-Related Profession

- ❖ 19% of those surveyed said they painted professionally, higher than in 2020 (10%) – possibly because we surveyed proportionately fewer 61+ respondents, possibly because more entered the profession, or both.
- ❖ Demographic characteristics of professional painters were: 69% men / 28% women, median age 31-40, median income \$100-149K, 66% White / 17% Black or African American / 9% Latino or Hispanic / 4% Asian.

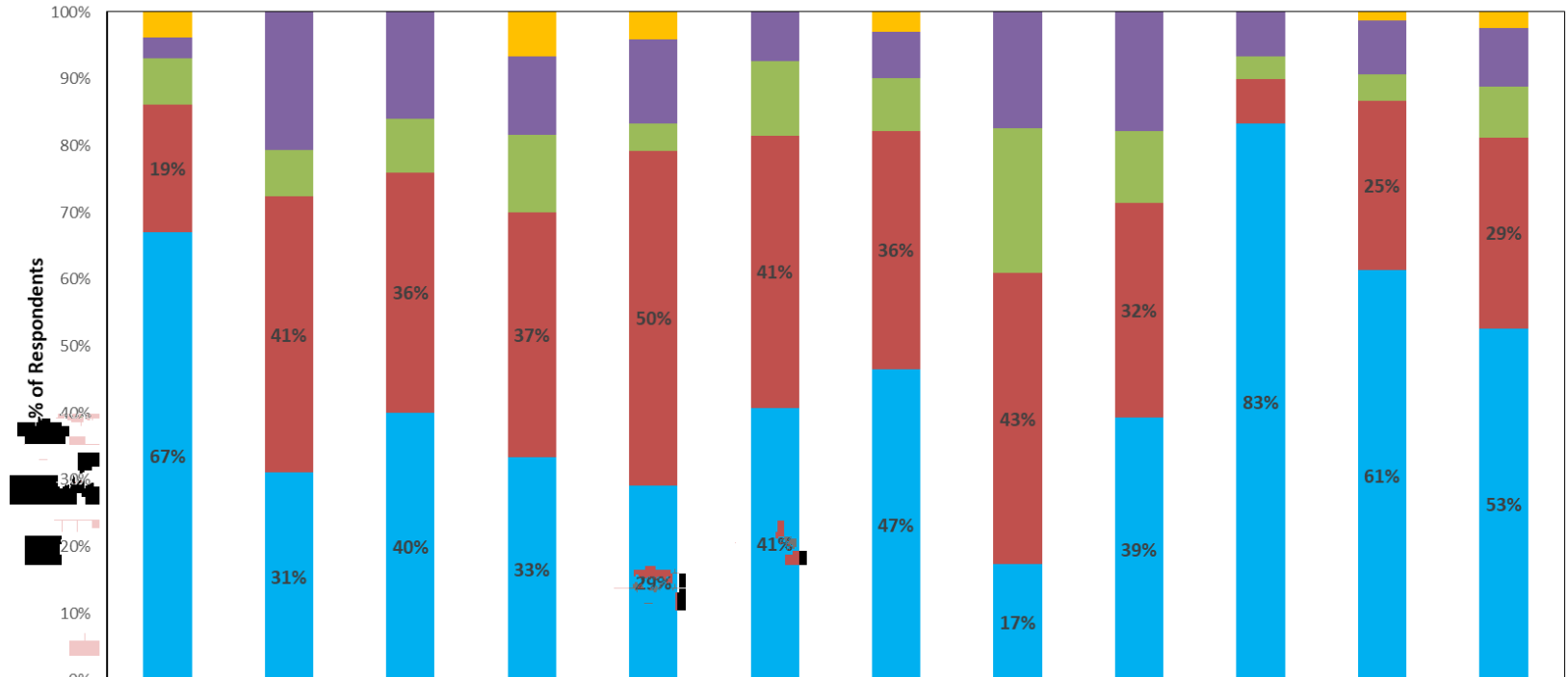
Do you paint professionally (NOT as an artist)?



Profile of Respondents – Paint-Related Profession (continued)

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

What type of professional painter are you?



	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
Other*	4%	0%	0%	7%	4%	0%	3%	0%	0%	0%	1%	2%
Handyman	3%	21%	16%	12%	13%	7%	7%	17%	18%	7%	8%	9%
Property maintenance crew	7%	7%	8%	12%	4%	11%	8%	22%	11%	3%	4%	8%
General contractor	19%	41%	36%	37%	50%	41%	36%	43%	32%	7%	25%	29%
Painting contractor	67%	31%	40%	33%	29%	41%	47%	17%	39%	83%	61%	53%

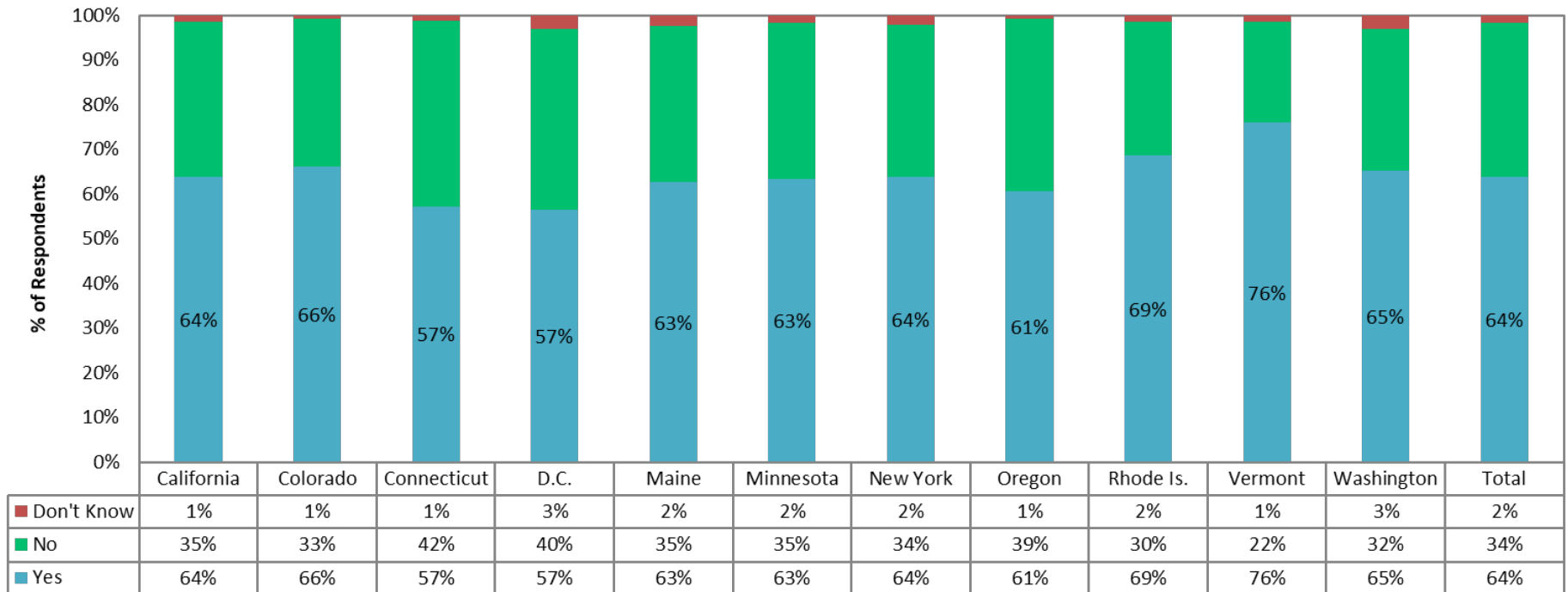
CONSUMER BEHAVIOR, PAINT PURCHASING AND DISPOSAL

Recency of Paint Purchases

- ❖ Overall, 64% of respondents bought paint in the last year.
- ❖ Results were similar in each state/district other than in Vermont where a proportionately higher percentage of respondents had purchased paint in the last year.

Have you purchased paint in the last year*?

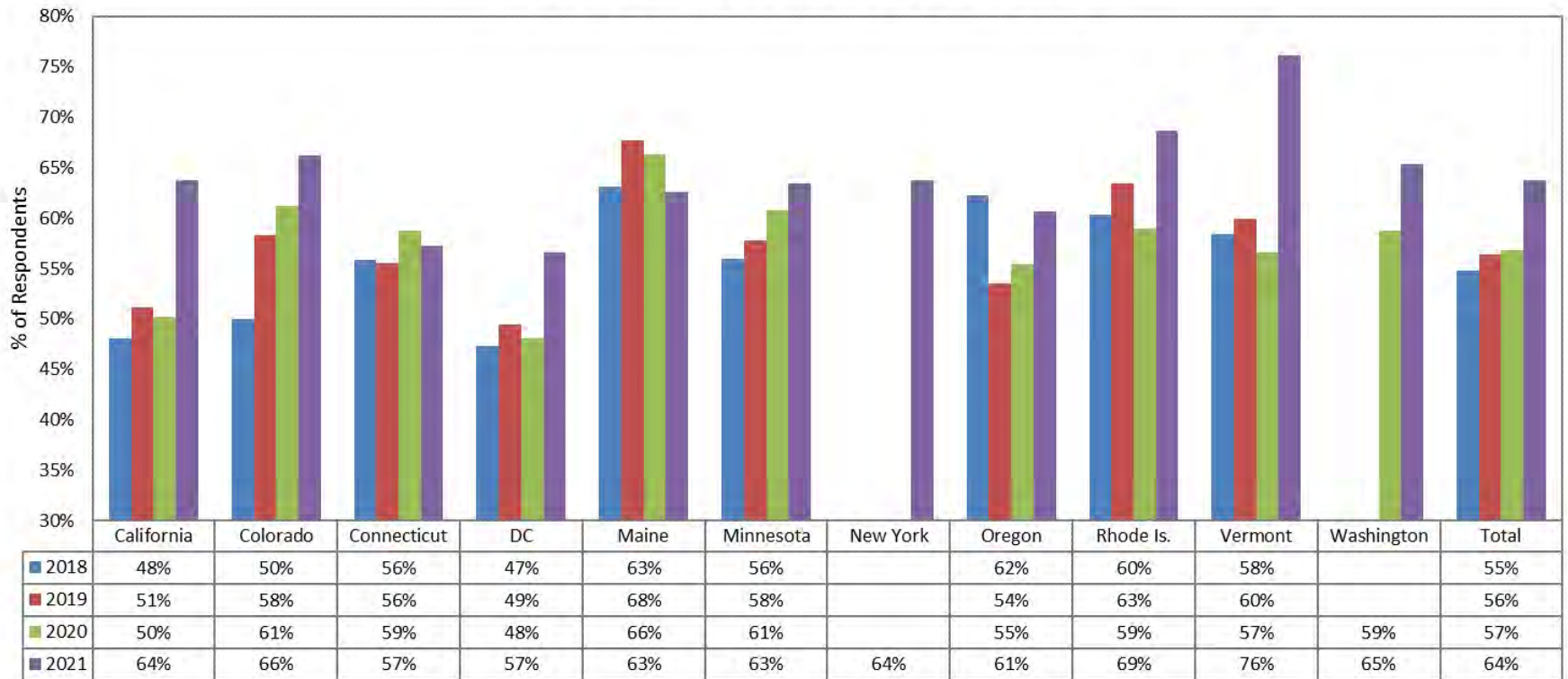
**For the purposes of this question, "paint" includes primer, interior or exterior house paint, stain, deck sealer, and clear finishes like varnish.*



TREND: Recency of Paint Purchases

- ❖ With a couple of exceptions (Connecticut and Maine), paint purchasing increased in the last year.
- ❖ The most significant increases were in California, D.C., Rhode Island, Vermont and Washington.
- ❖ Again, multiple factors may play into this result (e.g., respondent mix, profession changes, decrease of COVID cases and lock downs, etc.).

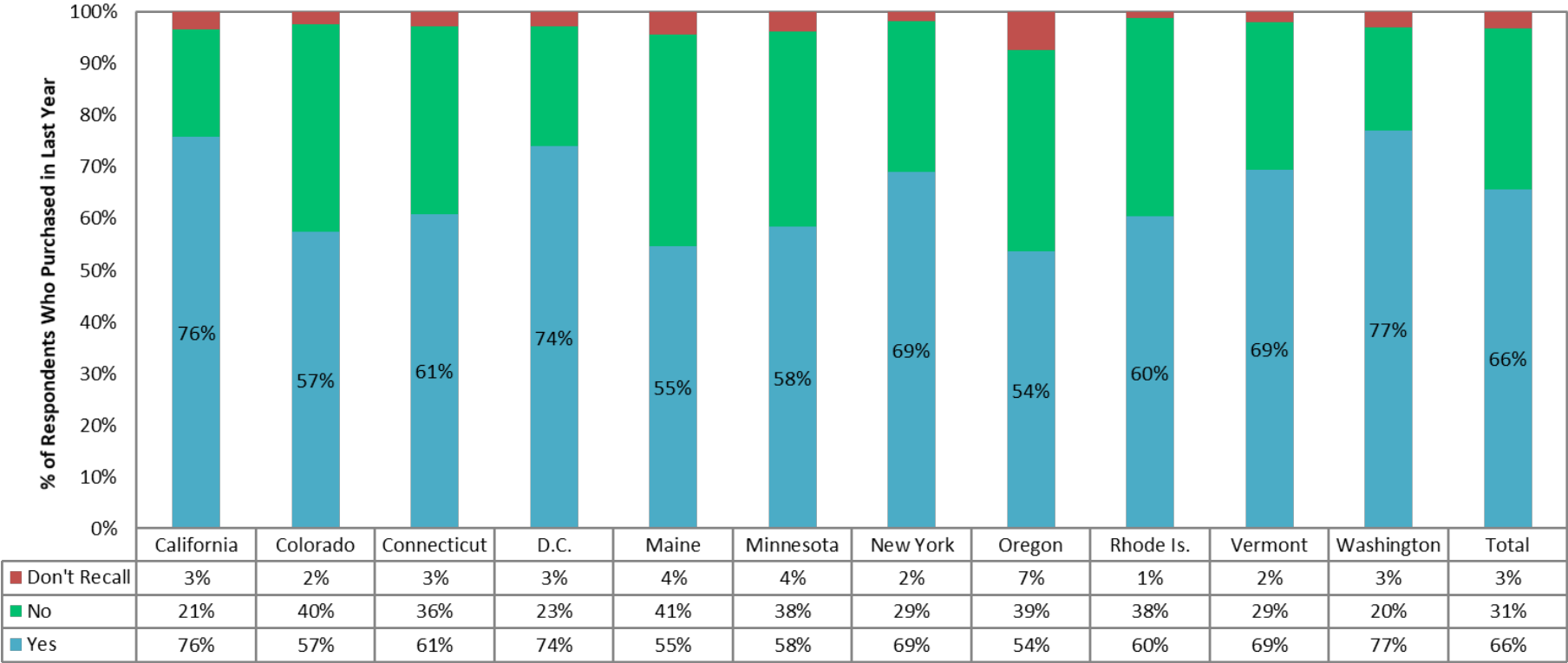
TREND: PURCHASED PAINT IN LAST YEAR



Measurements Prior to Paint Purchases

- ❖ Two thirds of respondents measured ahead of time to determine paint needs before purchasing.
- ❖ The highest level of preparation occurred in California, D.C. and Washington; the lowest, in Maine and Oregon.

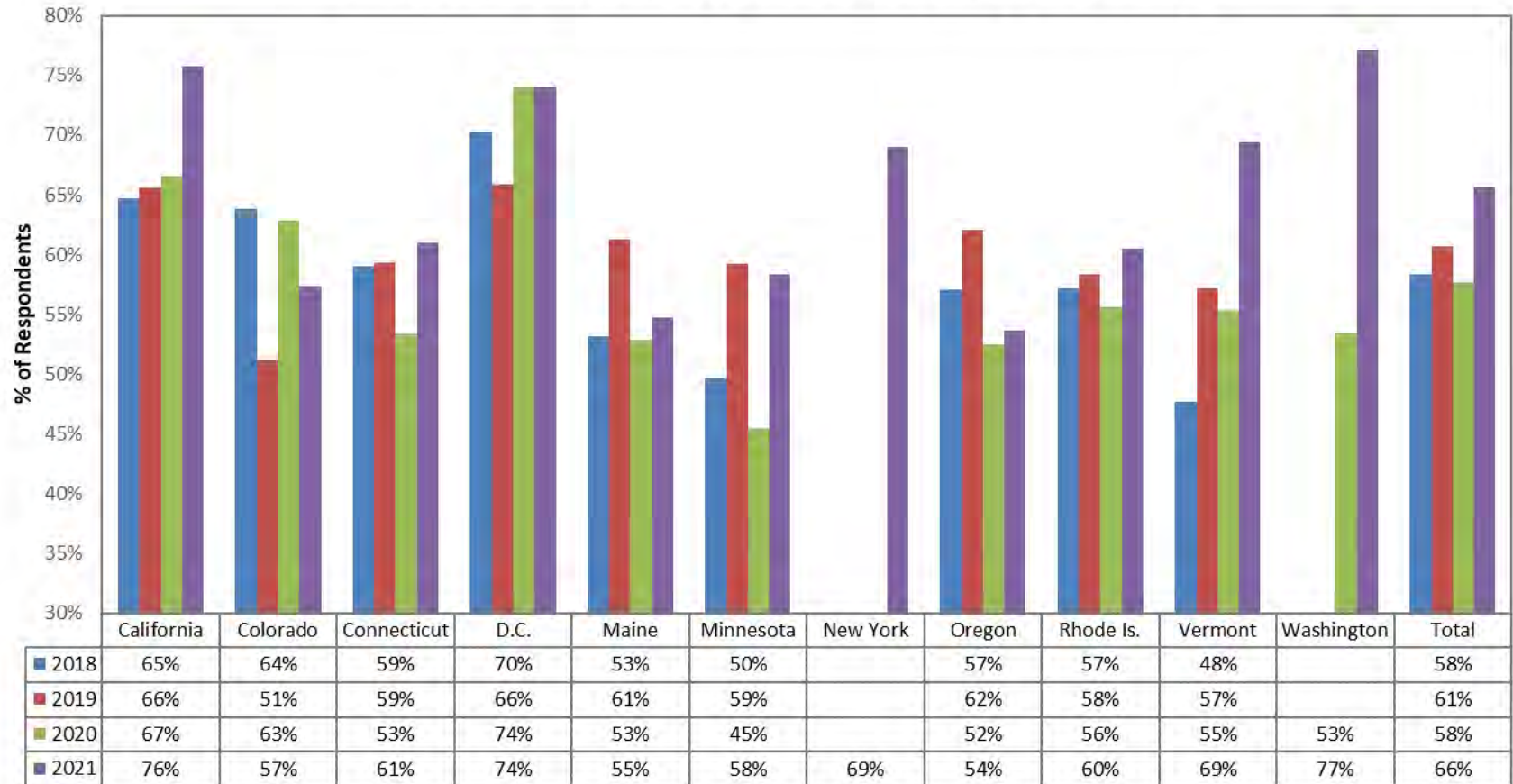
Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?



TREND: Measurements Prior to Paint Purchases

❖ In general, pre-project measurements increased, with two exceptions (Colorado and D.C.).

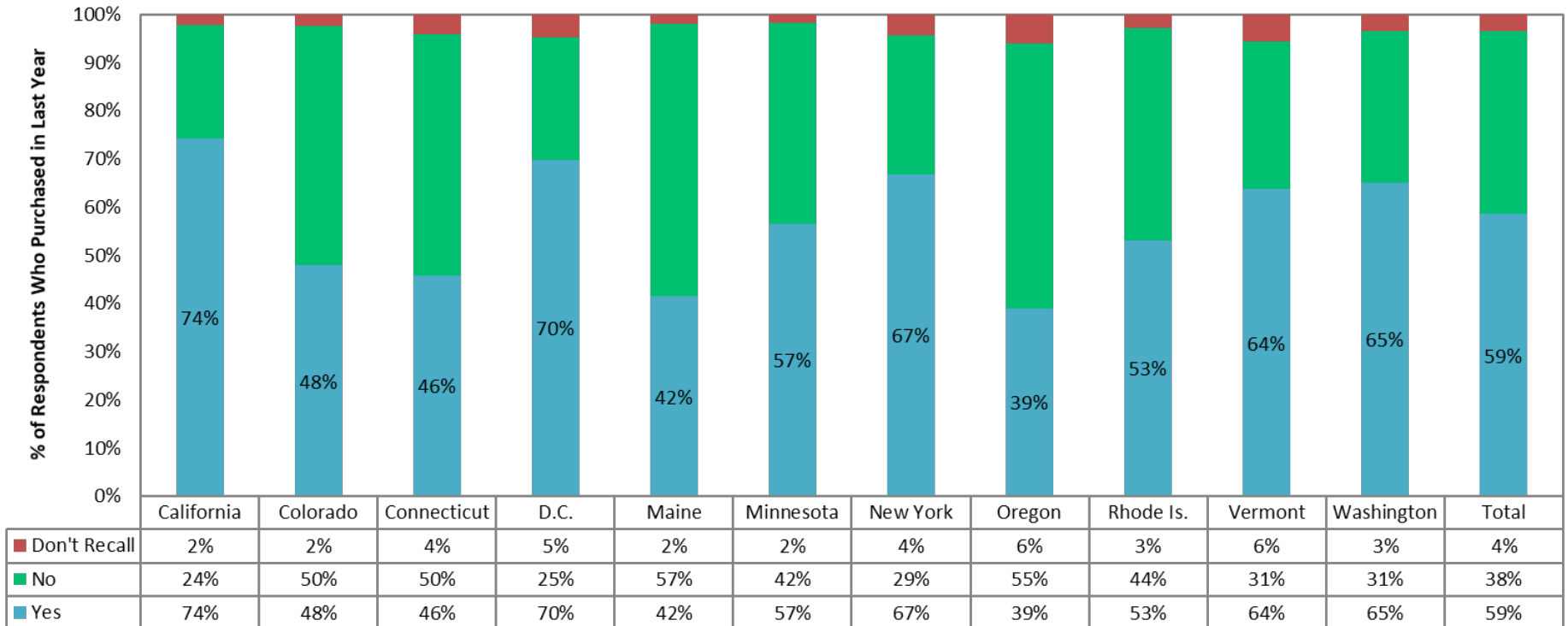
TREND: MEASUREMENTS TAKEN BEFORE PURCHASING



Paint Store Assistance

- ❖ Overall, 59% of purchasers said the paint store staff assisted them with determining paint needs.
- ❖ California and D.C. retailers are most involved in this process; Maine and Oregon retailers, the least.

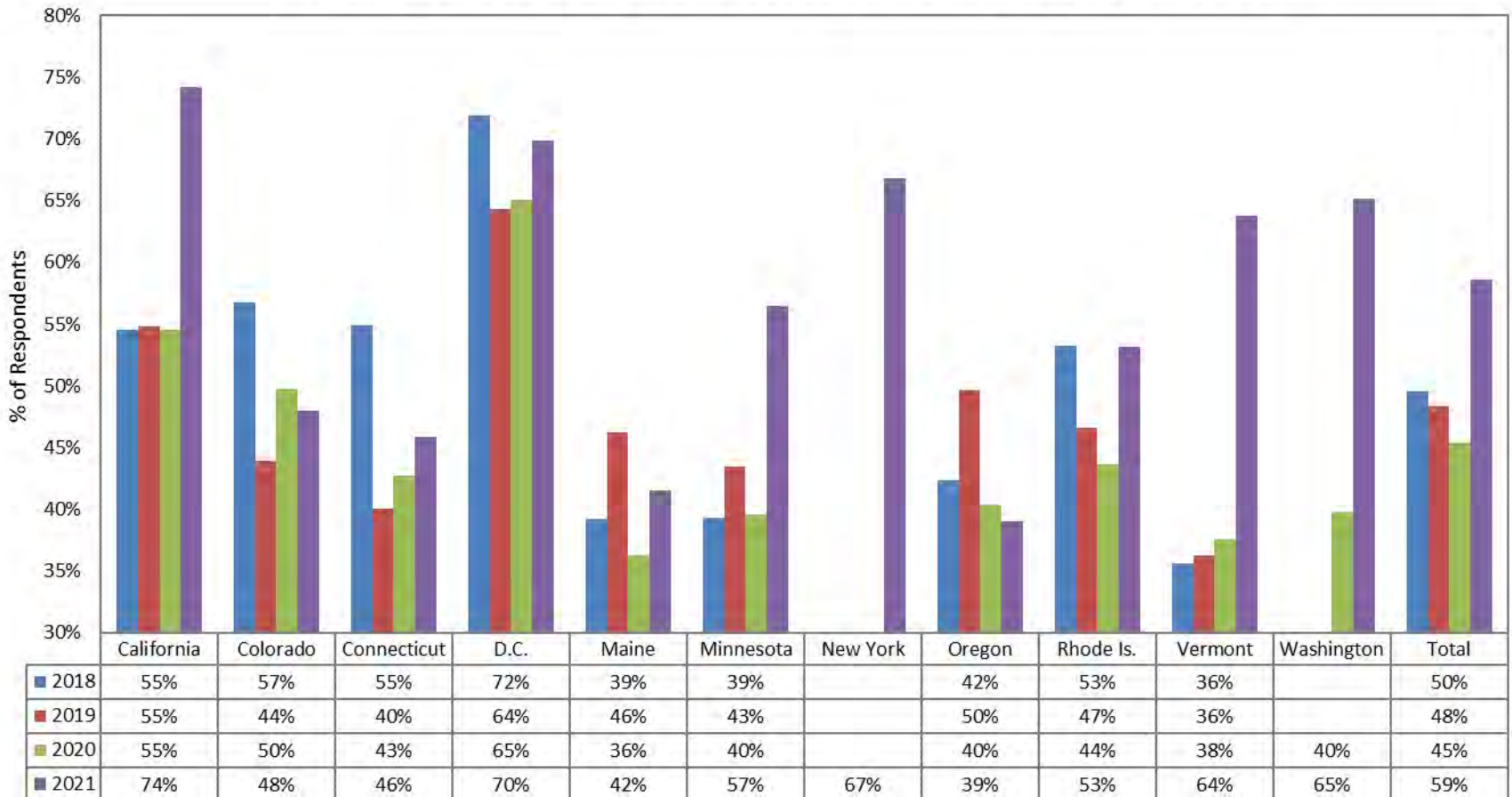
Did the staff at a paint retailer (e.g. paint/hardware/lumber store) assist you with figuring out exactly how much paint you needed for your specific project?



TREND: Paint Store Assistance

- ❖ Store assistance improved in all states with the exception of Colorado and Oregon, where modest decreases existed (both within the 5% error range).
- ❖ The most significant gains were made in California, Vermont and Washington.

TREND: PAINT STORE ASSISTANCE, AMOUNT OF PAINT NEEDED



Leftover Paint Storage

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

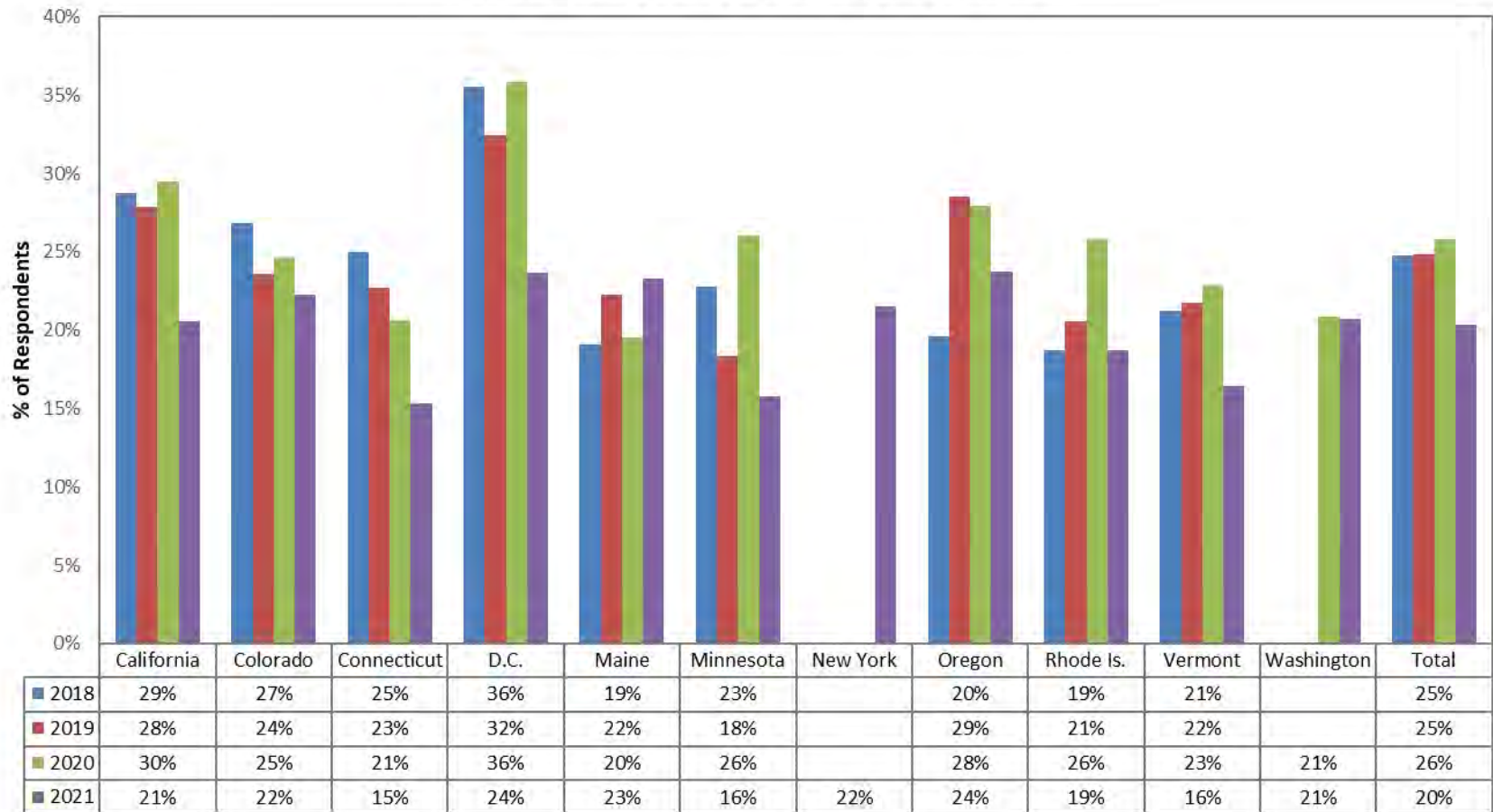
How much leftover or unwanted paint do you have in your home or business at this time (e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)?



TREND: Leftover Paint Storage

- ❖ In general, the percentage of consumers who are not storing paint at home (desirable) decreased or stayed steady everywhere except Maine.
- ❖ The increase in stored paint might be explained by the recent uptick in paint purchases or other factors.

TREND: NO PAINT STORED AT HOME



Reasons for Paint Storage

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

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

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
I did some painting myself and I had some leftover paint when I was done.	66%	72%	69%	57%	73%	74%	62%	66%	75%	76%	64%	68%
I hired someone to paint, and they left it behind.	14%	11%	18%	21%	12%	11%	22%	17%	12%	12%	15%	15%
I found the paint in my home or business when I moved in.	8%	4%	6%	15%	5%	7%	8%	9%	7%	5%	9%	7%
I am a professional painter or contractor, and it is from one or more of my jobs.	5%	4%	2%	4%	2%	1%	4%	2%	0%	2%	7%	3%
I don't remember where the paint came from.	5%	4%	4%	3%	6%	4%	4%	3%	4%	2%	2%	4%
Other*	3%	6%	2%	1%	2%	3%	1%	3%	1%	2%	3%	2%
Sample Size	406	199	215	197	194	214	336	206	209	173	211	2560

“Other” Reasons for Storage

*Other Reasons to Store Paint	
Bought but haven't used it	kept for touch up (after new construction)
Builder left paint for me	Leftover from remodeling home.
Builder left paint from the building of our new townhouse 3 years ago.	moved in and the people before me left it
Decided not to paint couple walls because we choose another color	Multiple unfinished projects needing the paint, also to have some on have for touch up.
For later use	My wife inherited her brother's house. It was in there when sold it.
For touch up	Never opened
For touch ups	Not finished painting
I also want leftover for more repair projects in the future	Over bought
I always want a little left over for touch ups.	Over measured
I buy paint from Homedepot when I can find a color I like...I use it for various projects I have in mind. Maybe for a birdhouse or a piece of furniture i picked up 2nd hand. I mostly like to get them from people who have left overs from painting.	Paint was just used for touch ups around the house
I did some painting myself and I had some leftover paint when I was done. I hired someone to paint, and they left it behind.	Purchased a bunch of paint at an auction 25 years ago.
I had leftover paint. I don't throw the extra of anything away. I'll use it on something.	Purchased for a DIY & had some leftover.
I keep extra for touch up	Save for touchup or for another project, can mix colors if I have to.
I keep it around to use on various projects	Saved it for touchupd
I keep the leftover paint to do touch ups...i do my own painting	Some From old projects, Some given to me and some found when moved in
I kept finding & taking all the paint others had discarded	the painter left it for me
I painted the whole interior of my home and the paint that I have leftover I use for touch ups as needed. There are minimal amounts left in each color.	To do touch ups if needed
I recently bought the paint and I did not use it yet.	To use for touch ups
I still have another room to do	touch up paint
I wanted extra	Various colors have some left. Can be used for touch up as needed
wanted extra	Was left in my townhouse from the last time they painted
i wanted leftover to do touchups later and it would match	We are painting in our business
In case I need to re paint a scratch part or what have you.	We Bought some paint to that we still have leftover from a project
It's paint I bought to touch up my previous residence	we used as much as suitable for aesthetics and it came out well
Just small paint projects in home	

Past Paint Disposal Methods

- ❖ Similar to those surveyed in prior years, most people who kept paint intended to use it someday.
- ❖ Disposing at HHW facility/event or the dry-then-trash methods were next most common.
- ❖ There were some variances by state. For example, those in California and Vermont both had higher percentages of respondents who poured paint down the drain.

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

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
Stored it in the basement, garage, or a closet because I intended to use it someday	23%	33%	37%	33%	30%	35%	27%	26%	35%	33%	27%	30%
Took it to a household hazardous waste facility/event or transfer station	13%	11%	14%	7%	11%	23%	8%	19%	13%	13%	9%	12%
Dried it out and put it in the trash	9%	10%	14%	9%	11%	12%	14%	11%	18%	12%	12%	12%
Not applicable - I have never stored or disposed of leftover or unwanted paint.	13%	13%	9%	14%	14%	9%	13%	13%	9%	8%	12%	12%
Poured paint down the drain	18%	3%	2%	6%	2%	2%	6%	1%	4%	20%	12%	8%
Took it to a paint, hardware, or lumber store	5%	6%	8%	8%	7%	3%	4%	7%	4%	2%	3%	5%
Put cans of liquid paint in the trash	5%	5%	5%	6%	6%	4%	7%	5%	5%	2%	5%	5%
Mixed it with hardener or kitty litter and put it in the trash	5%	5%	5%	5%	6%	4%	8%	2%	4%	3%	8%	5%
Gave it away to family, friends, or a community organization	5%	5%	3%	7%	5%	4%	6%	9%	2%	2%	4%	5%
I don't remember what I did with the leftover or unwanted paint.	2%	4%	3%	3%	5%	3%	5%	4%	4%	2%	3%	4%
Left it behind when I moved	2%	3%	1%	1%	1%	2%	1%	3%	2%	0%	2%	2%
Other*	2%	3%	0%	1%	2%	0%	2%	1%	0%	2%	2%	1%
Sample Size	508	254	252	256	252	252	426	270	257	207	265	3199

“Other” Disposal Methods

*Other Paint Disposal Methods	
Took it to RKMiles in town	paint contractor disposed of the paint
Found a place to use it (on a shed or barn, since I live on a farm)	Brought to Habitat for Humanity
had a community organization pick it up from my home	I use for small projects I have never have left over
Used it as a creative project.	Garbage can
Store it and use it when I have projects that need painted	Took to town dump
Never needed to purchase paint-much dispose of unwanted paint.	apartment building recycles
I've never disposed	I put it down the drain
Paint retailer has a return for disposal program	Keep it stored
Store it in smaller containers for touch up	Used leftover for other projects or other properties
I just kept it for future use and touchups	3,5,7,9 Depended on the situation. # 5 usually happens until can is empty
It's in garage	Unless you can't do basic math, there is no good reason to ever have unused paint.
Used for crafts	I'm 90 years old, I have had left-over paint from projects many times in my life. I have probably disposed of left overs in many differentd ways.
My painter took it with him after finished	My husband deals with it
None	I will use it when needed
I have never bought paint!	No Reason
Disposed of it properly in the dump	I have just kept it
Still have it. Dont know how to dispose of it	Dump
Never really bought paint	Saved the leftovers and used it to reapply on the walls when need to be
Took it to the dump	Recycling location

Past Paint Store Disposal Preference

- ❖ Proximity was the number one reason for recycling at retail stores across most states/the district.
- ❖ Maine, New York, Rhode Island and Washington were exceptions, where the lack of close-by HHW facilities had more of an impact.
- ❖ Many Connecticut and Vermont respondents also said that paint store hours impacted their decision to recycle.
- ❖ *Note: results should be interpreted only directionally as sample sizes are low.*

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

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
The paint/hardware/lumber store is close.	37%	50%	37%	43%	22%	43%	18%	40%	30%	20%	33%	35%
We don't have any local hazardous waste facilities/events or transfer stations.	26%	21%	11%	24%	39%	29%	59%	40%	40%	20%	44%	32%
Paint/hardware/lumber stores are open more often.	30%	29%	53%	33%	11%	14%	12%	20%	30%	40%	22%	27%
Other*	7%	0%	0%	0%	28%	14%	12%	0%	0%	20%	0%	7%
Sample Size	27	14	19	21	18	7	17	20	10	5	9	167

Other Rationale for Choosing a Store for Recycling

*Other - Why Store?
hazardous waste dump only once per year
They recycle
There's no public transportation to the hazardous waste transfer Station
The hardware store disposes of it at a hazardous waste facility
The paint store does not charge for old paint disposal.
we pay a recycling fee when we buy the paint so they take it back and dispose of it properly
Paint/hardware/lumber store recycles for us
Paint recycling is in the price of paint purchase. Left over paint is recycled for free because of this prepaid fee
It was recommended by a friend
It can be recycled that way.
the paint store that i take it to collects and sends paint to the waste facility /very convenient

Household Hazardous Waste Facility/Event Preference

- ❖ Proximity was the top reason for HHW facility selection across most states/the district.
- ❖ In Minnesota, Rhode Island and Vermont, the need to dispose other chemicals was most important.
- ❖ In Maine, Rhode Island and Vermont, the lack of paint store participation was a big obstacle.
- ❖ *Note: results should be interpreted only directionally as sample sizes are low.*

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

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
The household hazardous waste facility or transfer station is closer.	43%	48%	34%	29%	30%	33%	49%	38%	26%	26%	40%	37%
I have other chemicals to dispose of that paint/hardware/lumber stores don't accept and want to get rid of it all at the same time.	21%	26%	31%	24%	15%	33%	29%	22%	32%	33%	24%	26%
We don't have a paint/hardware/lumber store that takes back paint in our area.	19%	19%	26%	18%	41%	21%	11%	16%	32%	30%	24%	22%
Other*	14%	7%	9%	18%	15%	11%	6%	18%	3%	11%	12%	11%
I have more paint than the paint/hardware/lumber stores would take.	3%	0%	0%	12%	0%	2%	6%	6%	6%	0%	0%	3%
Sample Size	63	27	35	17	27	57	35	50	34	27	25	397

Other Rationale for Choosing a HHW Facility/Event for Recycling

Other - Why HHWF?	
wasn't aware they took it back	more environmentally friendly
I thought that was the way to dispose of it properly	Hazard control
No hardware stores advertised this service	I'm not sure. Thought it was the correct procedure
I had no idea paint/hardware/lumber stores take used paint	I didn't know you could take paint back to a store
My hazardous waste facility makes paint available to people who want to use it, if effect, recycles it	So I dont have to pollute the waters by dumping it down the drain.
No other place to take it at that time	because i could
They were having a special "don't know what to do with" day when they collected everyone's junk	it didn't occur to me
I didn't know I could take it to a hardware or lumber store.	I didn't know the paint store would use it
have always disposed of paint in this manner	It was the procedure in the prior state in which I lived. I mean I would take it to a paint store
had recycling and garbage to take too	For recycle
I like the way it smells	Don't know
I didn't know that lowes would take the paint back.	I didn't know you could take it back to the store
It wasn't allowed in the trash and I was unaware it could be taken to a hardware store.	I am unaware of any place else to dispose of it safely
To recycle	I don't know if a local store accepts paint for disposal.
I didn't know I could take it to a pain store	I didn't know they take back unused paint
Not aware they take it	No reason
don't know	For environmental safety reasons and adherence to hazardous waste laws.
It's convenient	They mix and donate to the needy.
Healthy environment	Its the proper way to dispose of paint.
I know that waste facility recycles paint	It was a very long time ago
That's how my work is set up	Didn't know that was an option.
It's more convenient	I think it is the best way to recycle
I don't know what to do with it.	

Future Paint Disposal Intentions

- ❖ Disposing at a HHW facility/event was the top future disposal intentions in all states/the district.
- ❖ The dry-it-out/throw-it-away intention was also a top intention in most states.
- ❖ Giving it away was also prevalent, as was taking it to a paint/hardware store.
- ❖ Only in California and Vermont was pouring paint down the drain a common intention.

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

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
Take it to a household hazardous waste facility/event or transfer station	23%	26%	31%	17%	23%	35%	17%	32%	22%	37%	27%	25%
Dry it out and put it in the trash	9%	15%	14%	15%	19%	17%	18%	11%	22%	10%	14%	14%
I don't know	11%	13%	13%	15%	16%	10%	16%	15%	13%	7%	11%	13%
Give it away to a family member, friend, or community organization	12%	14%	11%	15%	9%	12%	12%	18%	15%	9%	9%	12%
Take it to a paint/hardware/lumber store	13%	14%	14%	13%	13%	12%	9%	12%	11%	11%	9%	12%
Pour paint down the drain	17%	4%	4%	7%	2%	4%	8%	2%	2%	18%	11%	8%
Put cans of liquid paint in the trash	7%	6%	7%	7%	6%	5%	11%	4%	7%	4%	8%	7%
Mix it with hardener or kitty litter and put it in the trash	8%	9%	4%	9%	9%	3%	9%	3%	5%	4%	11%	7%
Other*	1%	1%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%
Sample Size	507	254	251	255	252	252	425	270	254	205	265	3190

“Other” Future Disposal Intentions

*Other Future Disposal Methods	
I would still give it away but if I have no one to give to, I will research on what is the safe way to dispose it. I am not sure whether I have a household hazardous waste facility near my residence, I would have to find out.	Check with local authorities.
Take it to a hazardous waste facility. Or give it away to a community program. call the previous community organization	Google how to properly dispose of it and follow that method
Paint a mural.	Lol
I would use it on something	Just put it in a safe Place where it can be Reused.
Look up online how to dispose of it properly	Recycle it
use it all eventually	Hazardous materials drop off
Keep for future use	Donate it to Restore
Throw it away, in a nearby dumpster.	Whatever I buy would be used on what I bought it for.
I never get rid of paint. I'm an artist and there is always another use.	check recycling recommendations whether to dry out or take to hazardous waste collection
Find out if it can be recycled.	Ask my husband
I would google how to properly dispose of unused paint	Town Transfer station
recycle	Use the leftover to paint another layer of paint
Our local dump has paint disposal	Bring it to the transfer station
Combined it with other paint for other projects	County recycling center
Google it to figure out how to gift it. or ask my local buy nothing group if they want it.	Wait for my county's household hazardous waste collection date
Call sanitation to ask how to dispose of	Take it to a re-use store for building materials
I believe in Oregon we can recycle our used paint cans up to 5-gallon containers with the respectful metals or plastics. We are allowed 1 inch of dried paint in recycled containers.	I wouldnt
Keep it	I would research the most environmentally proficient way to dispose of old paint. How about you?
Use it	I am an artist and will use the left over acrylic paint for my commissioned art work.
Take it to the Habitat for Humanity ReStore so they can sell or recycle it.	There is a certain day when the trash pick up collects paint and other left over chemicals
Find out how to properly get rid of it and do so	Offer it for free to someone needing paint for a small project
Post it on the FB buy nothing website and see if someone else could use it before trying to get rid of it	Try to find a recycle place, or dispose of properly for better environment.
I currently have dozens of one- or two-ounce bottles of "craft paint", but living in a 6th floor apartment, have no need for gallon-sized quantities of paint, and it has been 30 or 40 years since we had need for "house paints"	We have at a place at our dump were we can bring unwanted paint. They deposed it green friendly.

TREND: Future Paint Disposal Intentions

- ❖ There are several disposal intentions that have shifted between 2020 and 2021 (statistically significant changes in red below).
- ❖ Most notably, fewer respondents said they intended to take paint to a HHW facility/event and more said they'd pour liquid paint down the drain. California was responsible for most of this shift, followed by Vermont.

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

% Change from 2020 to 2021

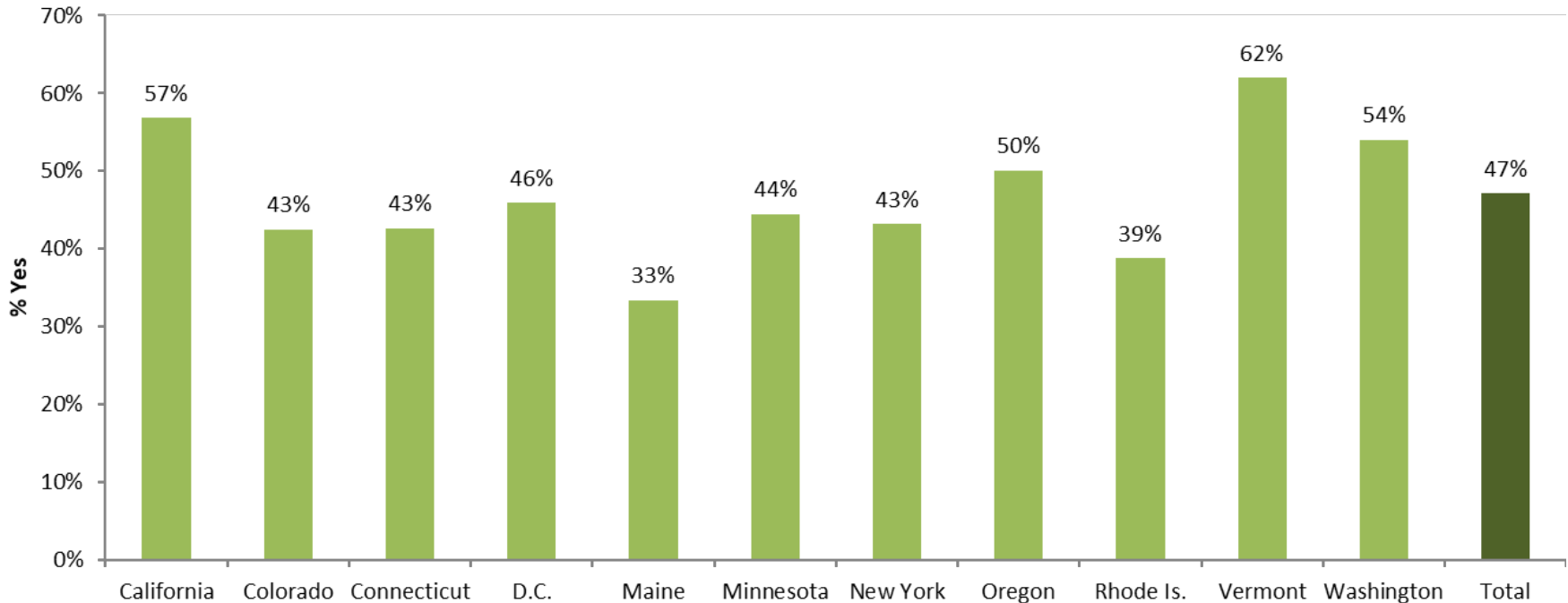
Change from 2020 to 2021	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
Dry it out and put it in the trash	-1%	-4%	-6%	2%	3%	1%	n/a	1%	7%	-3%	-4%	0%
Give it away to a family member, friend, or community organization	3%	1%	-1%	0%	-4%	4%	n/a	3%	7%	-6%	-6%	0%
I don't know	-7%	2%	1%	-7%	5%	0%	n/a	4%	-1%	-6%	-6%	-1%
Mix it with hardener or kitty litter and put it in the trash	4%	2%	2%	3%	1%	-1%	n/a	-3%	-1%	0%	5%	2%
Other*	-1%	0%	-1%	0%	0%	0%	n/a	-1%	0%	0%	-1%	-1%
Pour paint down the drain	13%	-3%	2%	-2%	2%	3%	n/a	-1%	1%	16%	9%	5%
Put cans of liquid paint in the trash	2%	-1%	0%	2%	2%	0%	n/a	-1%	2%	-2%	6%	2%
Take it to a household hazardous waste facility/event or transfer station	-12%	4%	3%	2%	-7%	-10%	n/a	1%	-9%	1%	-2%	-5%
Take it to a paint/hardware/lumber store	-1%	1%	1%	1%	-2%	2%	n/a	-3%	-6%	0%	-2%	-1%

PAINT RECYCLING AWARENESS/ENGAGEMENT

Awareness of Paint Recycling

- ❖ At least half of respondents in California, Oregon, Vermont and Washington knew that paint can be recycled.
- ❖ Maine and Rhode Island had the lowest awareness rates.

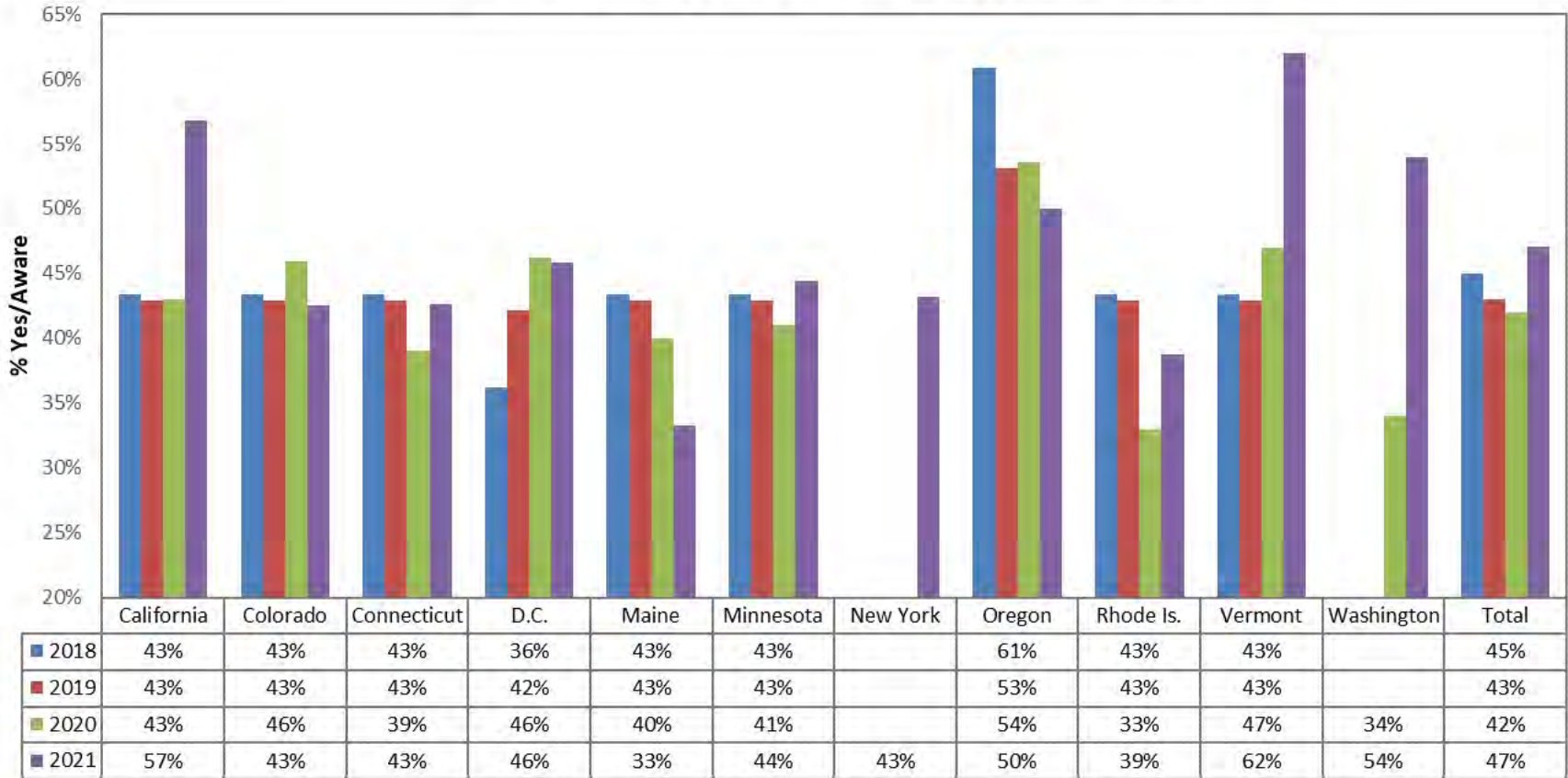
Prior to this survey, did you know that paint can be recycled?



TREND: Paint Recycling Awareness

❖ California, Vermont and Washington saw the greatest improvements in 2021.

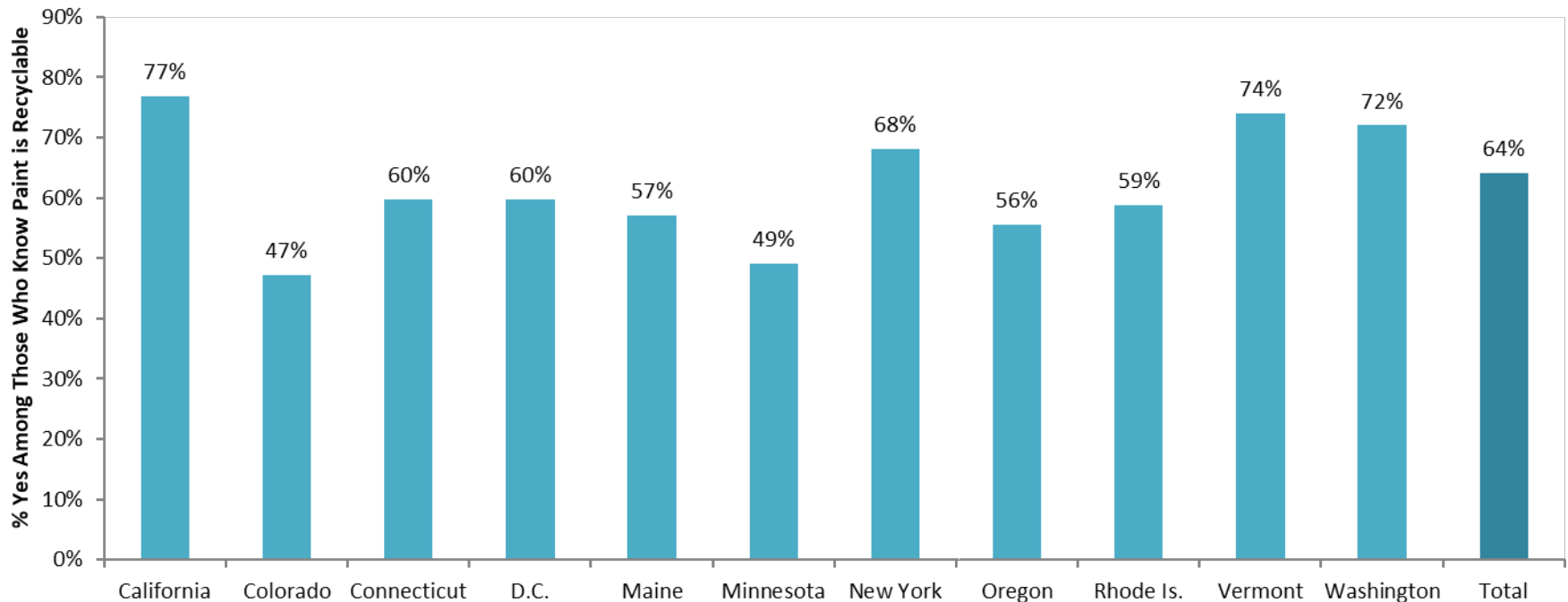
TREND: KNOWLEDGE OF PAINT RECYCLING



Awareness of Fee Among Those Who Knew About Recycling

- ❖ Those who were aware that paint can be recycled were not necessarily aware of the nuances of how it works. More than a third of them didn't know that there was a recycling fee added to paint purchases.
- ❖ The highest fee awareness levels were in California, Vermont and Washington; the lowest, in Colorado and Minnesota.

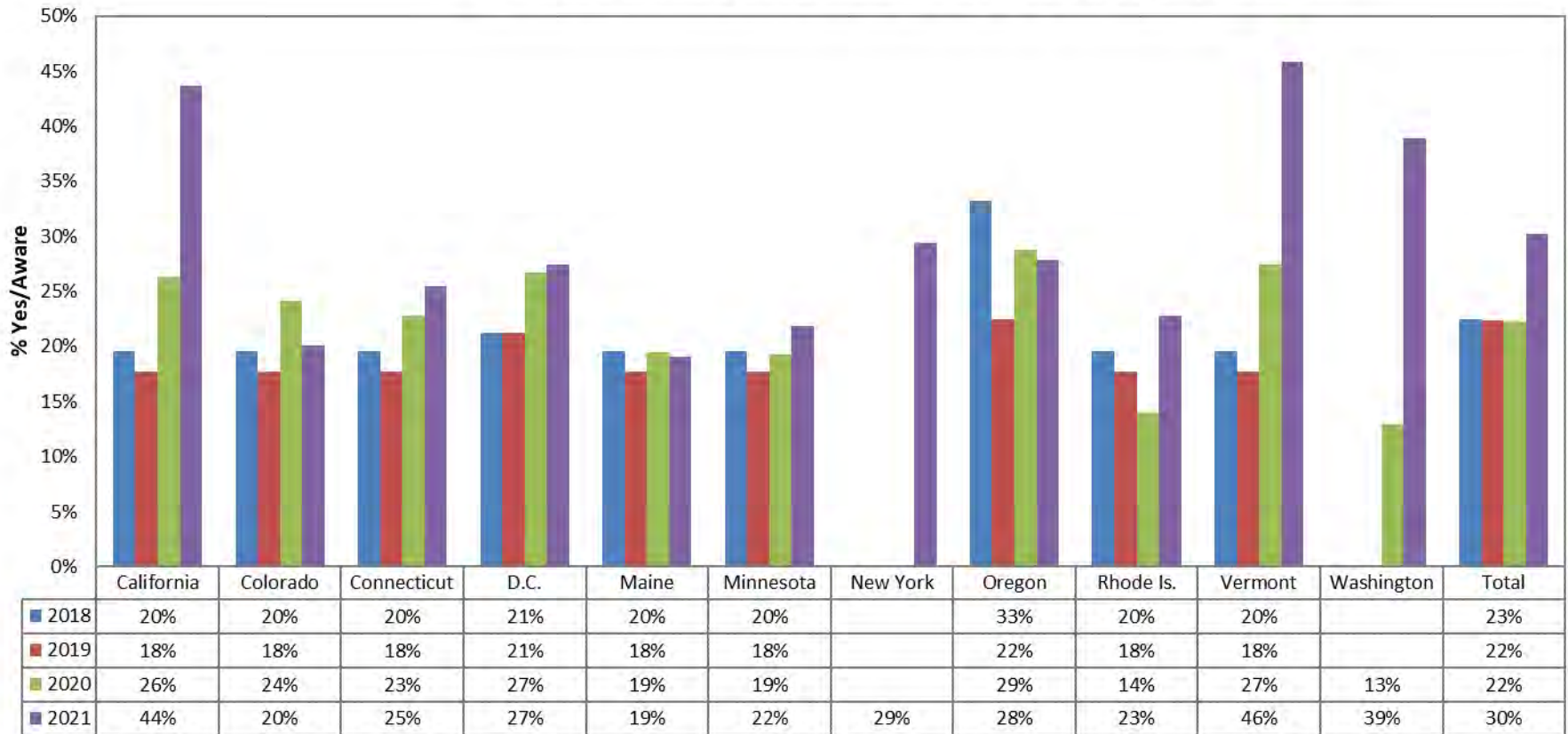
Are you aware that when you buy paint in (STATE/DISTRICT), there is a small fee added to the price to pay for a program to recycle any leftover paint you have?



TREND: Fee Awareness Among All Respondents

- ❖ The most improved locations for recycling fee awareness are California, Vermont and Washington.
- ❖ This may be interrelated to big upticks in purchasing activity in those states and/or higher percentages of professional painters in the sample.
- ❖ Note that trends are shown as a percentage of all survey participants, not only those who are familiar with paint recycling.

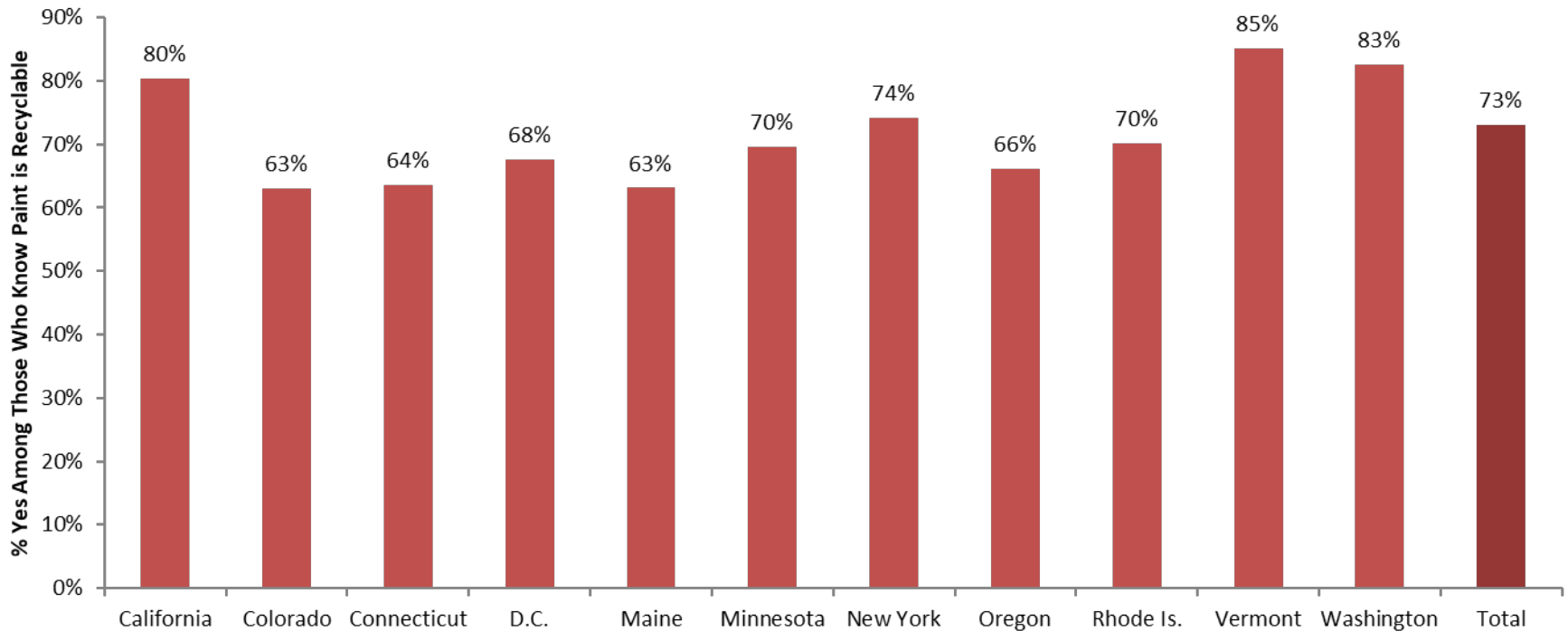
TREND: AWARENESS OF FEE FOR FUTURE RECYCLING



Awareness of Places for Recycling

- ❖ 73% of the respondents who knew that paint is recyclable knew where to go.
- ❖ Location knowledge is highest in California, Vermont and Washington.
- ❖ Most others were statistically similar.

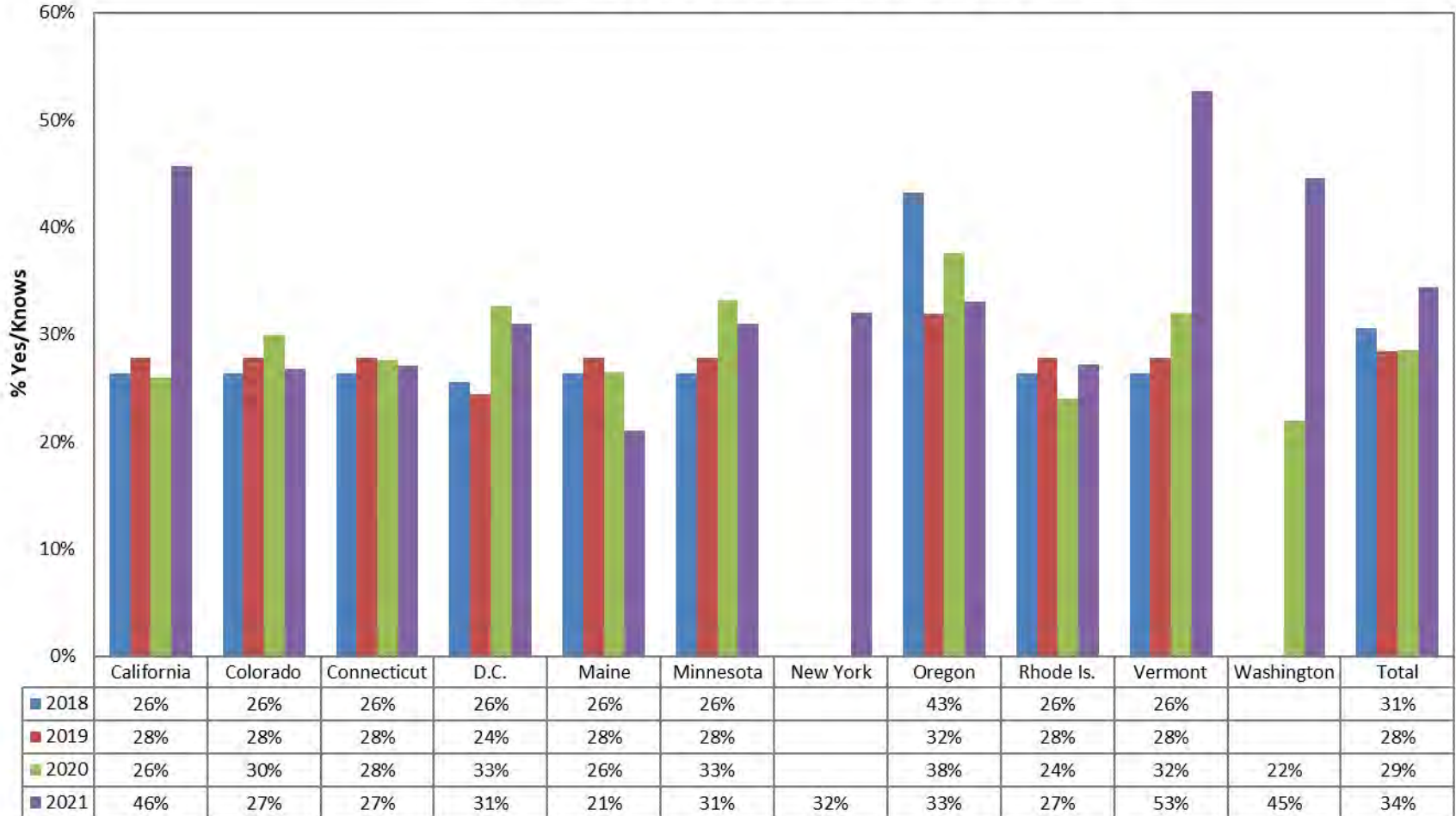
If you wanted to take paint somewhere to be recycled, do you know where to take it?



TREND: Knowledge of Where to Recycle Among All Respondents

- ❖ The most improved locations for recycling fee awareness are California, Vermont and Washington.
- ❖ Note that trends are shown as a percentage of all survey participants.

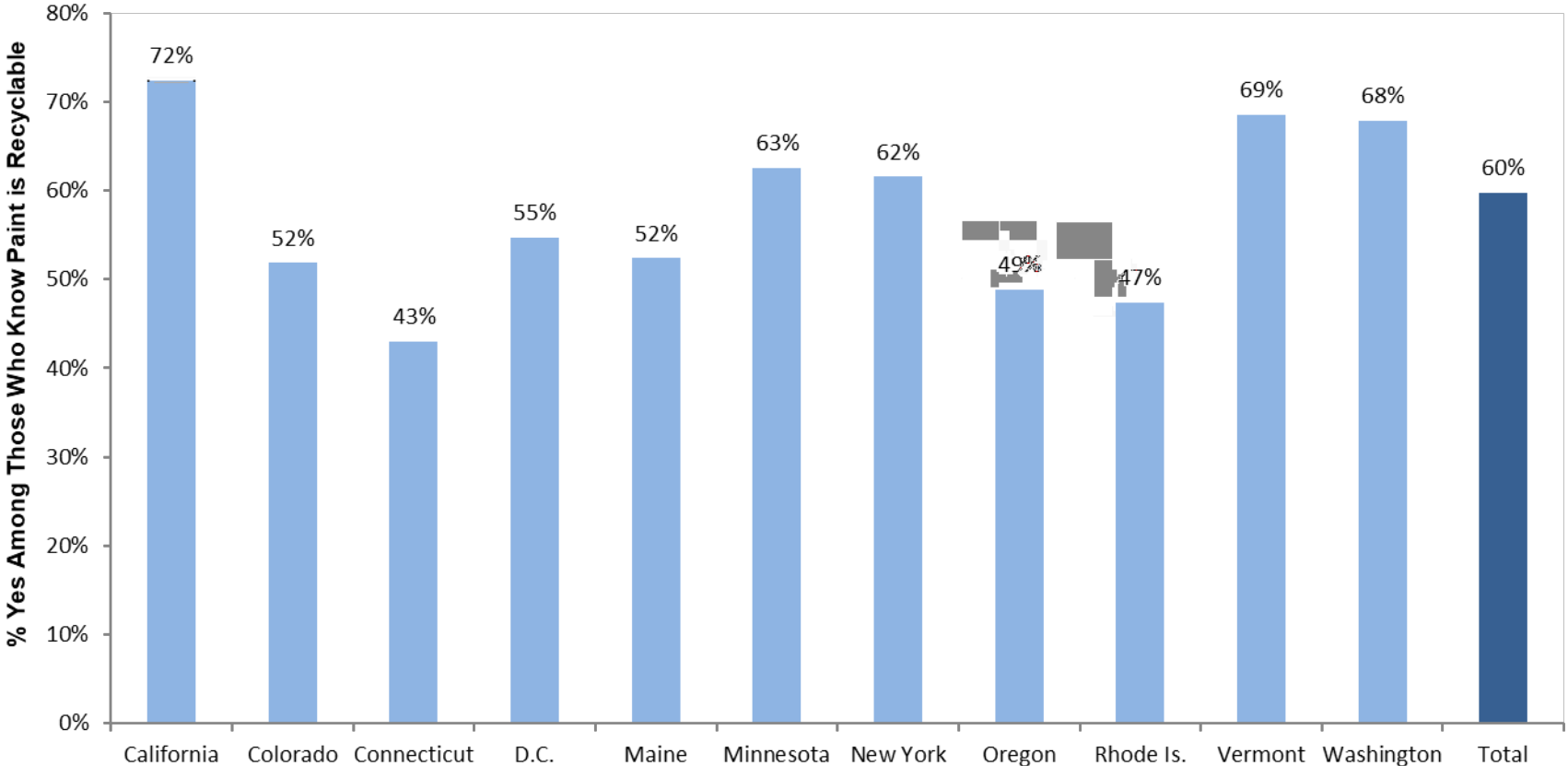
TREND: KNOWLEDGE OF WHERE TO RECYCLE



Past Recycling Behaviors Among Those That Knew About Recycling

- ❖ 60% of those who said they were aware that paint can be recycled said they had done so in the past.
- ❖ California, Vermont and Washington had the greatest recycling rates; Connecticut, the lowest.

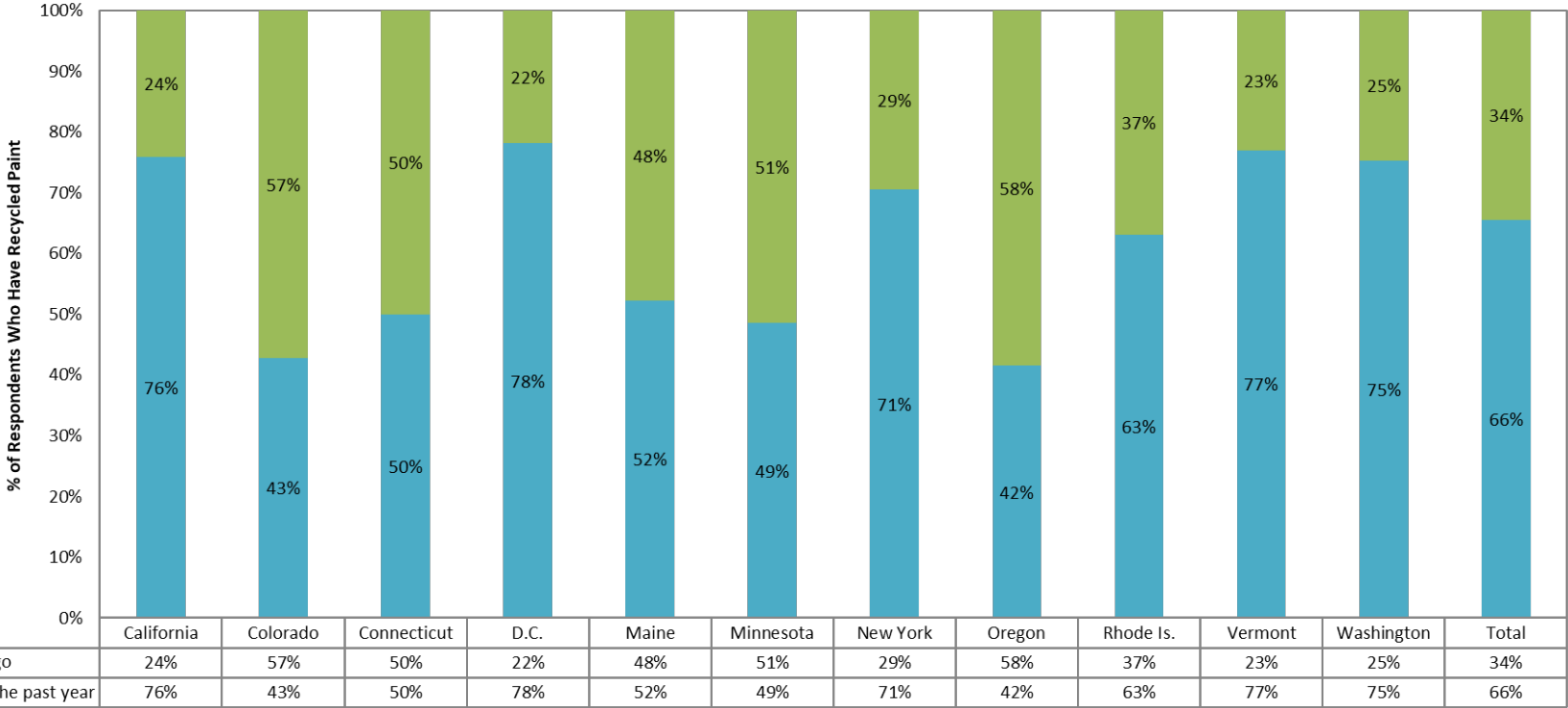
Have you ever taken paint somewhere to be recycled?



Recency of Paint Recycling

- ❖ Two thirds of those who said they had recycled paint in the past said they had done so in the last year; however, results varied by state/the district.
- ❖ California, D.C, New York, Vermont and Washington respondents were proportionately more active recycling paint in the last year; those in Oregon and Colorado, the least active.

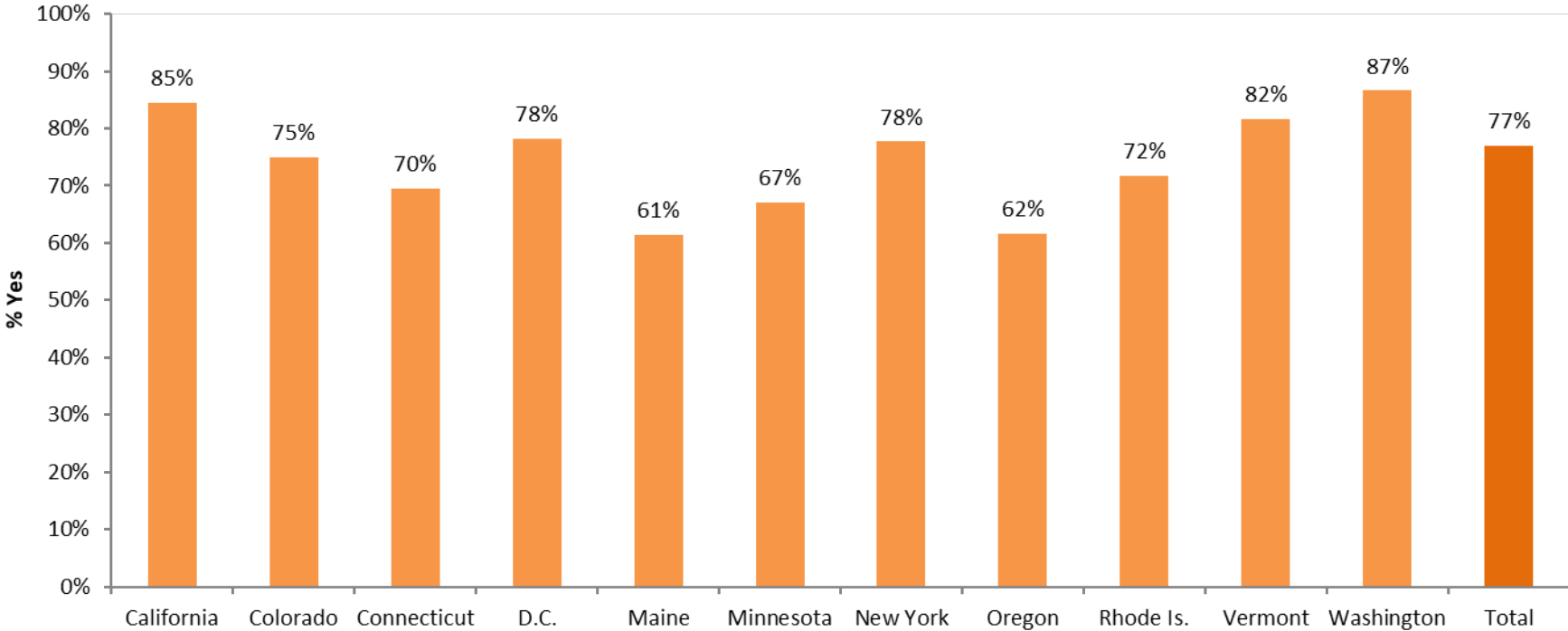
When was the most recent time you have taken paint somewhere to be recycled?



Consistency of Paint Purchasing and Recycling

❖ The person who brought the paint to be recycled was typically the same person who had purchased the paint.

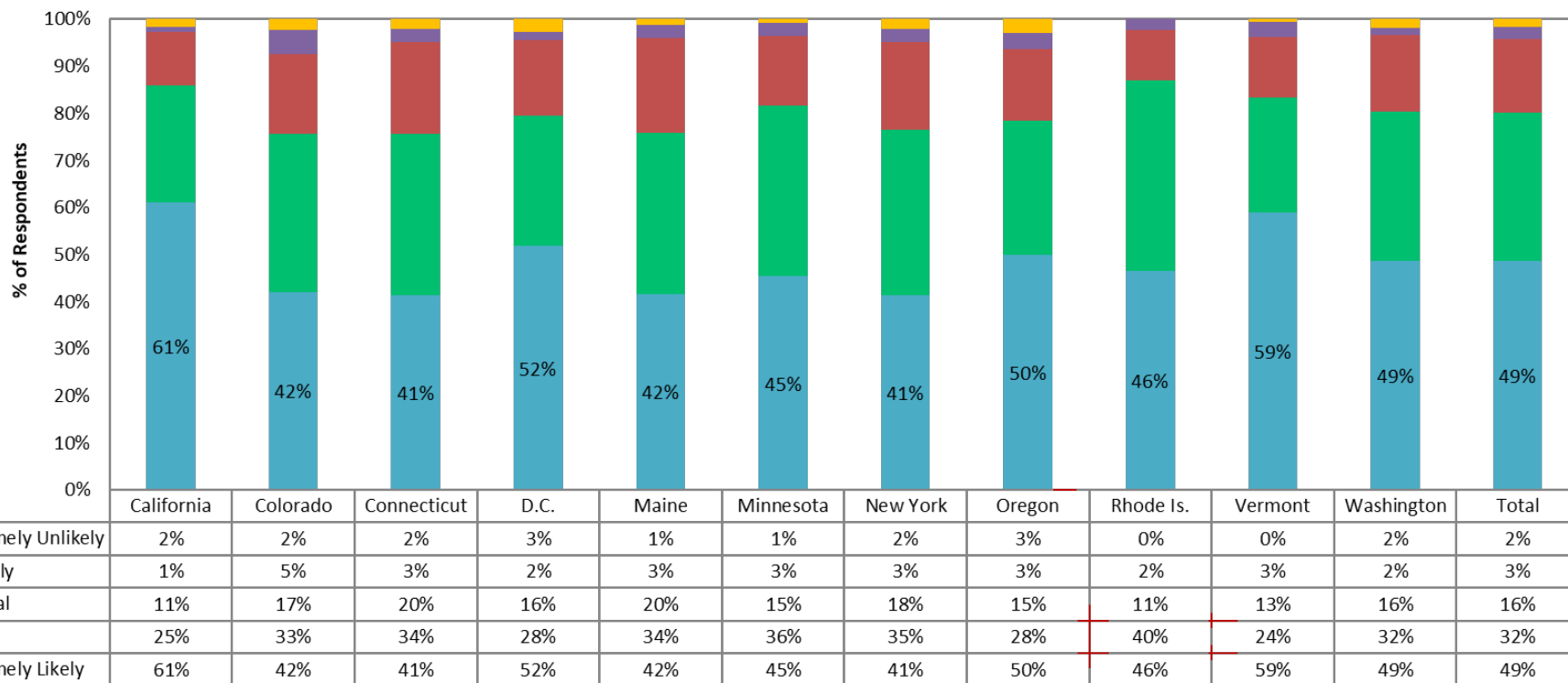
Was the person who physically took the paint to be recycled the same person who bought the paint?



Opportunity for Future Paint Recycling

- ❖ 81% of all respondents said they were “extremely likely” or “likely” to recycle the next time they had paint to dispose, similar to last year’s results.
- ❖ The states with the highest percentage of “extremely likely” respondents were California and Vermont.

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



Open-Ended Commentary: Recycling Motivators

- ❖ Consistent with prior year findings, the most common motivations to recycle paint are to help/save the environment, reduce waste/clutter, and “do the right thing.”

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

make anything great idk reduce waste demon game take paint future Yes bad
personal motivation part way believe recycling S make sure someone use
people dispose well go waste help planet world doesn't recycle paint
Better planet Environmental landfill save harm environment things
save money save environment also earth recycling leftover
need environmentally friendly know Nothing want possible
waste house paint go good throw away
better environment take care
environment Less waste recycle safety use
t know help environment animals right thing
always keep motivation recycling help now
protect environment dispose paint don't recycle anything rid
cause will prevent safe try recycle leftover paint care environment
clean s better planet love ok put save planet hurt environment None store
reuse feel left idea keep environment t want environment wasteful easy one
know recycle toxic try best way

Recycling Motivators, continued

Sample Comments: Environmental Reasons

Any chance of recycling materials I will take, the world has very limited recourses and we need to be mindful of how we use them.

environmental conservation and the natural resources not being so fully polluted and there not being any left for future generations leading to extinction of mankind

I am a strong believer of recycling, to help our planet. So by all means if possible I will switch any method I was using prior if recycling becomes an option.

I had no idea that it could be recycled but I do see it as a huge waste of materials now as well as may be bad for the earth.

I try to recycle anything to the extent that I can. If paint can be recycled I'd be happy to do so to not just dump it back into the environment.

It would be a way to dispose of the paint without causing any harm to the environment. I'd rather know it was being recycled and being put to better use than it just being dumped and causing damage to the environment.

it's bad for the environment to just throw it randomly in the garbage. and number 2. It will take up too much of my garbage space.

My motivation would be to ensure that the paint is being properly disposed, so it does not cause an environmental hazard.

My personal motivation would be so that it won't harm the environment or animals, or contaminated drinking water for people and animals.

preserve the future of our ecosystem and lessen my footprint on the environment

Environmental reasons are my main motivation in recycling properly

Environmental...I would like to dispose of paint in the safest way possible.

for someone else to benefit using it or taken care of as to not hurt the environment

I have more knowledge about not recycling and how important it is to the environment and the planet.

I think about recycling to help the planet is totally fundamentals before climate

It can be really really toxic for the environment no matter how you throw it out there are less hazardous methods but none of them are good like messing with soil or water supply

I've always been concerned about the way I dispose of paint. I didn't know if my way of doing it was harming the environment. I don't want to leave this earth having made it a worse place to live for my grandchildren.

Protect the environment and save money.

The world is already disgusting and doesn't need my help making it worse

To help protect the environment, because I imagine that if you just "dumped the paint down the drain", it would not only clog the drain, but would be hazardous to the environment.

To help the Earth so climate change does not take over the world and melt all of the icebergs

To help this world heal instead of adding to the problem. I might still be alive for another 20-30 years, I can't afford for this planet to get any more worse than it currently is.

To prevent any hazardous chemicals from getting into the environment

Recycling Motivators, continued

Sample Comments - Reduce Clutter / Get Rid of It

clean out the garage

Get rid of something I don't need in a conscious way

it is the best and safest way to get rid of leftover paint

To dispose of unwanted paint and to clear up space in my garage.

To get rid of old paint and make more room. No clutter

Get it out of my house

It's a better way to get rid of extra paint all around. I'm glad that there is such thing. I honestly didn't know it existed. But it seems eco friendly.

Getting rid of in a good way

so there is more room in my basement

don't want it hanging around in my garage

To decrease clutter and not have it sitting in my house forever

Because in the past I would put the lid on it and stored it in the basement but I never use the paint again my reason is simple so it does not get dump in our waters or in the ground

Getting it out of the house in a responsible manner

I think it would be toxic to dump anywhere and it would be nice to see it recycled or out to better use than sitting in a garage or in the house

It would be the best and most responsible way to dispose of it.

To keep my storage closets clean

get it out of the house

Don't want to store the leftover paint.

To get all the paint cans out of my basement

To get it out of my house as I will probably not ever use again and someone might be able to use

Get rid of it

Get it out of the garage to make room for other "stuff"

So it don't add up and cause clutter

To ensure it doesn't go to waste and hurt the environment plus not keep it in my garage

To get it out of the house and made useful

Get rid of paint right away

i'M TIED OF SEEING IT IN MY BASEMENT.

just getting rid of it all the chemicals

My personal motivation would be not to have the extra paint cans cluttering the basement.

Recycling Motivators, continued

Sample Comments - Reduce Waste

Better than putting in a landfill.

Knowing that it is not wasteful and better for the environment to recycle.

Not having anything go to waste, rather recycle and find different use for it

Prevention of waste

So it doesn't end up in the landfill

I don't want paint to be disposed of in a landfill.

I feel like it would be a waste to just throw the paint away or dispose of it.

I would recycle paint simply because I do not want to waste anything that I use if someone else could use it.

keep it out of landfills

Cause I don't need it to go to waste

Don't want to keep overloading the landfills. Recycling is a much better process than just throwing stuff away.

to reduce costs and not waste

I hate to see how us humans are ruining the environment and do everything possible to reduce unnecessary waste

So it doesn't end up in our landfills

There are profession was a forester so I've always seen my life as having a strong environmental ethic. I hate the thought of waste and if the material in unused paint can be repurposed, it's a positive. I also had to deal with illegal dumping while I was working and it angered me greatly.

anything to stop it from going to a landfill

Hate to be wasteful. Would always try to recycle if possible

I care deeply about environmental issues. Anything I can do to keep toxics out of landfills I will do.

I hate putting anything in a landfill that doesn't need to be there

To reduce waste

To help eliminate waste

to help the environment and also not let good paint go to waste

I don't like to have waste! If I am unable to use the leftover paint in any other way for my own purposes, it makes the most sense to me to recycle it. it's wasteful not to and destroys the environment

There is too much waste on this planet and we need to reduce reuse and recycle as much as possible.

To reduce waste. If it can be recycled, I will definitely do this.

To reduce waste and help fight climate change.

don't want anything to go to waste

I don't want it to go in a landfill

Recycling Motivators, continued

Sample Comments - Right Thing to Do

Civic duty

It is the right thing to do. I try to recycle as much as I can.

It would make me feel like I'm doing the right thing.

because it's the right thing to do.

It's just the right thing to do.

its the right thing to do for the environment

I try to recycle whenever possible. It's the right thing to do, even if it's slightly inconvenient.

It is the right thing to do - maybe someone else can use it.

It seems lie the right thing to do

right thing to do

There is a facility located 10-15 miles away so it is easy and convenient. Most importantly, it is the right thing to do and best for the environment.

Because it's the right thing to do for the environment

I had no idea you couldn't sounds like the right thing to do

It is the right thing to do

The right thing to do for the environment and climate control.

To do my part for the enviornment! Plus it is the right thing to do.

Disposal correctly is the right thing to do.

Knowing that I was doing the right thing with this.

I try to recycle as much as possible and just learned in the last two weeks that our local transferstation takes the paint for free. Even though the staff there doesn't care at all about recycling and they let you know.....very narrow minded people that make me angry every time I drop stuff off and try to do the right thing

Because it's the right thing to do

I want to do the right thing

It is the right thing to do.

It's the right thing to do if you have leftover paint that needs to be thrown out.

I would feel guilty if I didn't.

it is the appropriate and responsible thing to do and can be done with minimal inconvenience.

responsible thing to do

To be more responsible.

It seems like the responsible thing to do.

Recycling Motivators, continued

Sample Comments: Other Reasons

Because I have no idea what to do with unused paint and now that I've learned I can recycle, well, that's what I'd do. I have no other idea of what to do with paint, so than you for the tip.

Because someone else might want to use it!

For money

I like to see things reused versus thrown away

My personal motivation for recycling my leftover paint in the future would be the knowledge. The knowledge that I know that you can recycle paint now

No more poison laying around.

Convenience

hopefully to keep the cost down

I would rather recycle anything we use that dispose of it somewhere. I will be checking where to recycle it next time we purchase paint.

If someone can use it that would be great!

discounts offered by paint stores

I get scared of putting toxic things down the drain or in the garbage so I try to be safe!

Maybe someone else can use it.

Safety

To save money

Hopefully someone will find it useful

cost efficiency and save money

Easy access to recycling services.

Save money

2 bucks back for recycling

Help create a supply of recycled paint to be sold (to me) at a price much lower than normal retail

I want to recycle anything I can

Just knowing that I can recycle paint motivates me. I try to do my best to recycle things

So kids and animals can't get into it

I liked this survey. Thanks!

Cost savings

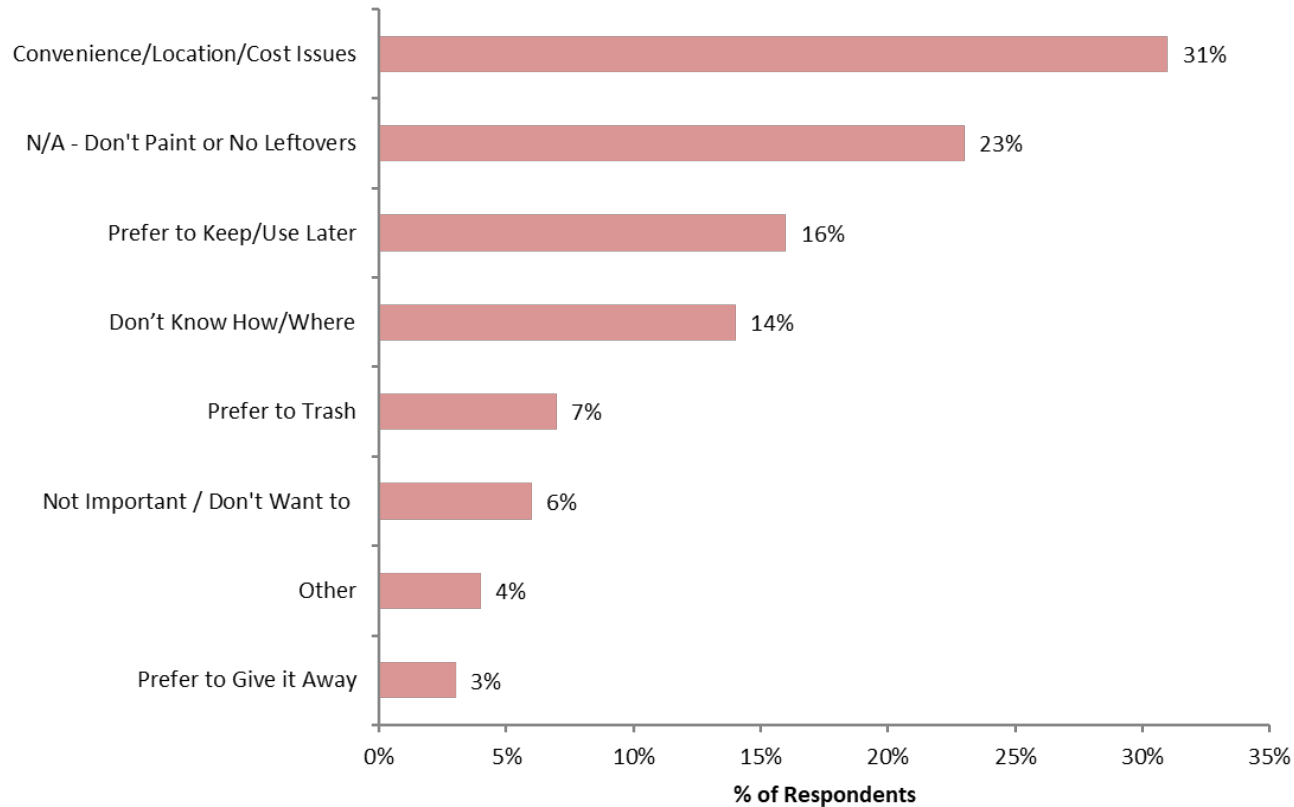
Because it leaves less of a carbon footprint than anything else I do with it.

Because it can be recycled and reused properly.

Open-Ended Commentary: Recycling Obstacles

- ❖ The most prevalent obstacle cited by those not likely to recycle in the future was perceived cost, either in terms of money, time or inconvenience.
- ❖ Almost a quarter said they wouldn't recycle paint because they didn't paint and/or wouldn't have any to dispose in the future.
- ❖ 16% said they were intent on keeping it to use later.
- ❖ 14% said they didn't know how (opportunity for PaintCare).

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



N=100

Recycling Obstacles (continued)

Sample Comments - Won't Paint or Have Leftovers In Future

Because I don't buy paint, and when I'm done with it I give it away.
Because I never have leftover paint
Because I will not paint in the future
because i wouldn't really need paint
because i'm not it i'm going to buy paint
do not have a reason to get paint
Don't do painting
Don't paint so noeftovers
I am never going to paint
I am not. I live in an apartment where maintenance comes to paint.
I don't buy paint
I don't own a house
I don't paint
I don't plan on ever painting again due to my age
i dont use paint
recycle
I probably won't be painting

I will depend on my apartment maintenance people to use paint in future.
I'm not pain more
that has to be disposed of.
no historic over purchase for project
use it all
We do not paint... so no paint

Sample Comments - Convenience Issues

Because I have to drive far from home to get there
Because when I have called the companies that claim to recycle the paint I get told it will cost me \$10 per gallon! I'll dump it on the ground before I will pay to recycle it
Easier to dispose of at a transfer station
easier to dispose of my way
Easier to throw out
remaining
I do not live in an area where it is easy to get to a place that would do this type of thing.
I don't drive no way to get there
I don't even know how. It would probably be inconvenient.
I live in the country and have to travel to a recycling place.
It is easy to put it in the garbage

it's easier to just throw it in a dumpster.
No place in my area
No place to take it.
not available in my area
Not available in this area
not convenient
not convenient, would have to drive a half hour to drop it off at the recycle center
Sounds like too much of a burden compared to just throwing it away
the closest place to take unused paint charges a disposal fee on top of the \$3.00 fee added to each gal of paint
The cost to drive to a recycling center outweighs the benefits.
there is no recycle here
To much of a hassle
Too costly after the price paid to paint.
Too hard to find out where to take it.
Too inconvenient
Too lazy to bring it
too much hassle
Too much of a hassle
Too much work researching how to do it then doing it
Why, It cost too damn much as it is!

Recycling Obstacles (continued)

Sample Comments - Don't Know Where/How

Don't know where to go.
don't know anything about it
dont know how to do it
don't know where I can recycle it
don't know where to take it.
I don't know

I don't know of any stores that do this.
I dont know where to recycle it at

I don't know.
I would rather take it to someone that knows what to do withbit
Not sure where to recycle it.
There's nowhere that I know of to recycle it
Where

Sample Comments - Prefer to Keep/Use Later

store it for when I need it
because I'd keep it for myself
Don't usually have much. Keep what I have
Don't want to waist it
I always use it
i always use it all eventually
I can probably use it later for touch up
it for touchups.
I tend to keep extra paint in case of needed touch ups.
I use my leftover paint.

I would always find a use for old paint as a primer
I would just use it for something else and not waste it
If I only have a little left I save it to have to touch up of the wall
my commissioned projects and have always finished the paint.
on the walls that needs a bit of "Fixing."
Save for future painting

Sample Comments - All Other Obstacles

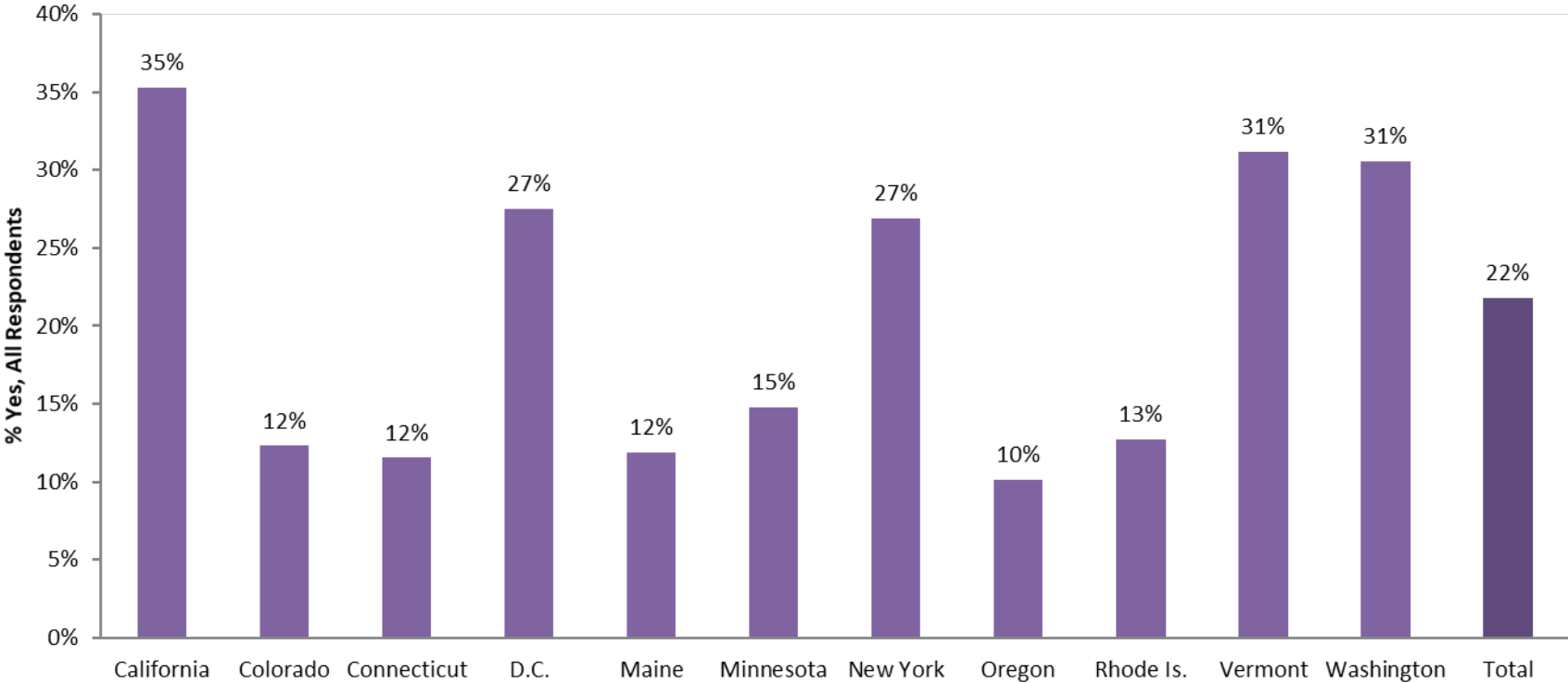
Trash
Because I would give it to a friend who is always painting something.
Because it's going in the regular trash bin
Because it's not important to me
Cuz it's not fresh
don't want to
I can't be bothered
if i have any left
I will just donate it or give it away.
Just not the option I will most likely choose TBH
no intrest
taught to "dry and dispose".
Very good to hear from you and thanks
will never have
You want it ? Come and get it
quantity to little

ADVERTISING/MARKETING CONSIDERATIONS

PaintCare Awareness

- ❖ Overall, 22% of respondents said they had heard of PaintCare before. Again, results differed by state/the district.
- ❖ California, D.C., New York, Vermont and Washington residents were most aware of PaintCare.
- ❖ All other states had 10%-15% awareness, similar to the average last period.

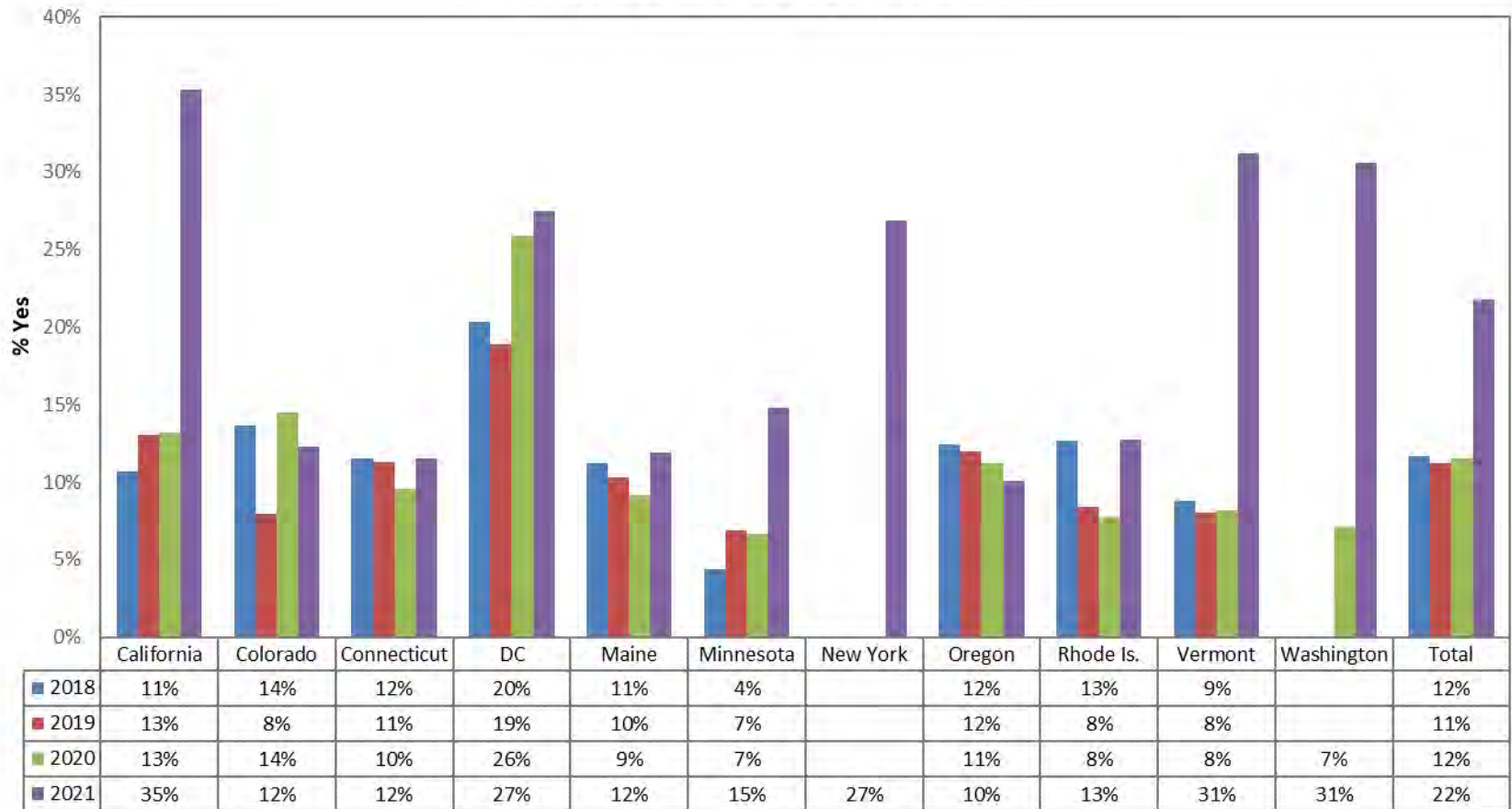
Have you ever heard of PaintCare, the program that sets up sites that take paint for recycling?



TREND: PaintCare Awareness

- ❖ Overall, awareness levels jumped dramatically 2021, largely attributable to California, Vermont, and Washington, as well as the addition of New York.
- ❖ Minnesota and Rhode Island both showed notable improvements as well.
- ❖ All other states experienced insignificant gains/losses from last period.

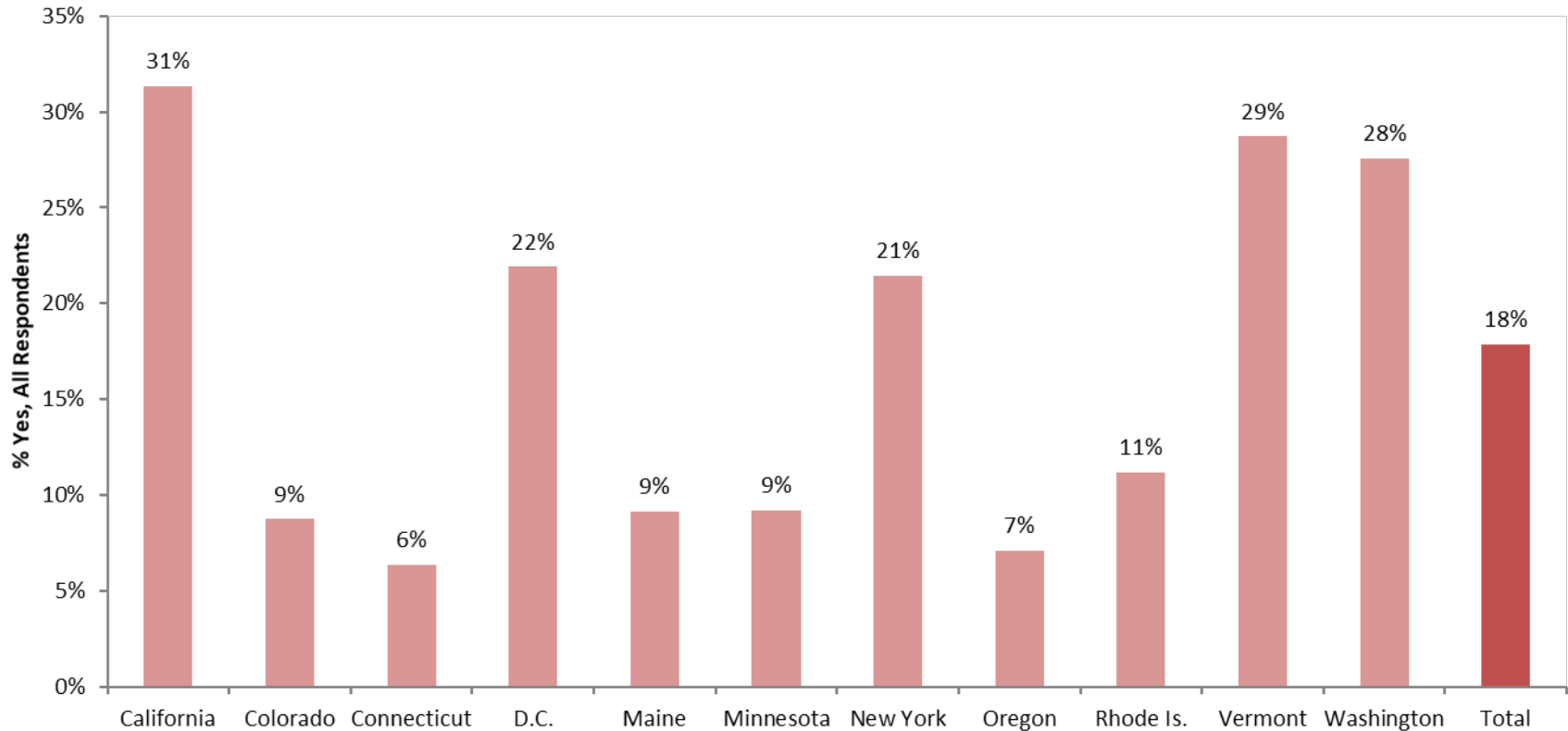
TREND: HEARD OF PAINTCARE



Ad Recall

- ❖ 18% of all respondents recalled seeing/hearing a PaintCare ad, or one about paint recycling, in the last several months. However, results by state/the district varied widely.
- ❖ As with overall awareness, California, D.C., New York, Vermont and Washington showed the highest recall rates.

***Do you recall seeing or hearing an advertisement about paint recycling and/or PaintCare in the last several months?
(as a percentage of all surveys)***



Ad Recall Types

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

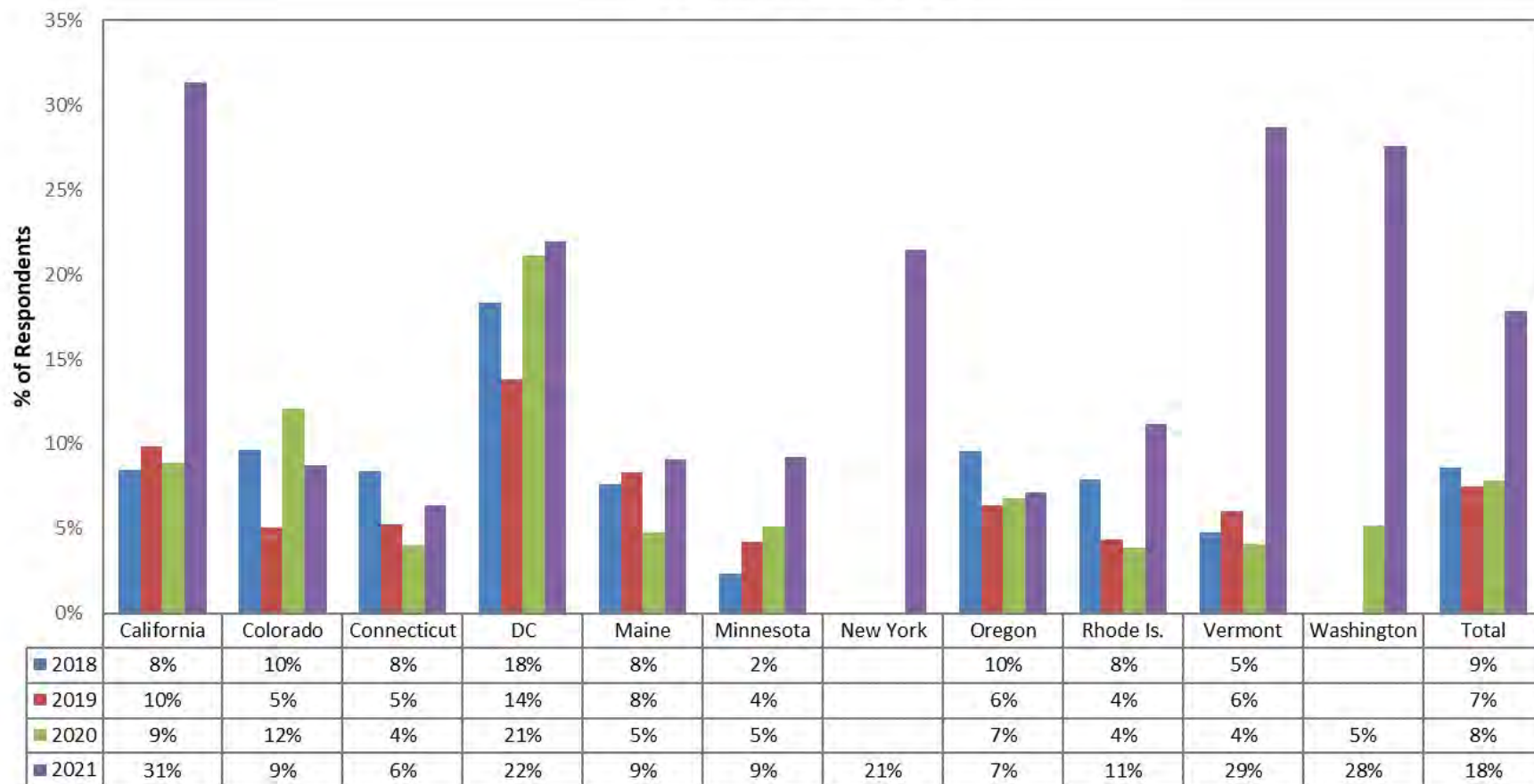
What type(s) of ad(s) do you recall? Choose all that apply.

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
TV	82%	50%	56%	73%	70%	35%	66%	47%	64%	91%	79%	73%
Newspaper	49%	45%	31%	38%	26%	65%	48%	26%	54%	11%	64%	45%
Radio	46%	50%	50%	49%	39%	35%	37%	32%	36%	30%	60%	43%
Online Advertisement	41%	27%	38%	44%	43%	52%	47%	53%	39%	30%	53%	43%
Billboard	39%	41%	38%	44%	17%	39%	24%	21%	25%	7%	47%	33%
Mailer sent to my home/business	20%	14%	19%	5%	9%	9%	8%	26%	11%	4%	37%	16%
Unsure	1%	0%	25%	2%	0%	4%	0%	5%	0%	0%	10%	3%
Sample Size	158	22	16	55	23	23	90	19	28	57	73	564

TREND: Adjusted Ad Recall for Entire Population

❖ Ad recall jumped the most in California, Rhode Island, Vermont and Washington.

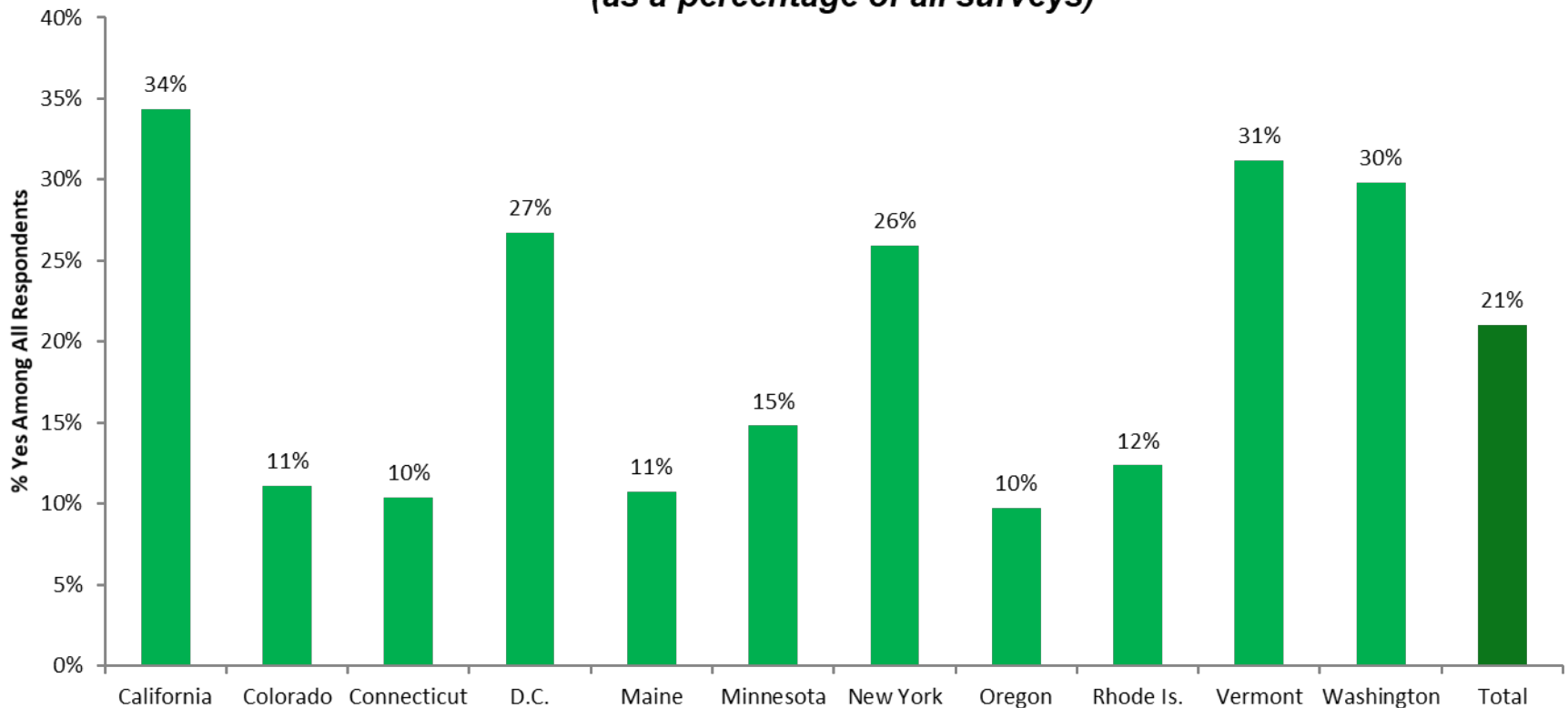
TREND: AD RECALL



Adjusted Marketing Recall for Entire Population

- ❖ About a fifth of respondents remembered some other type of marketing communication (non-ad).
- ❖ Marketing initiative recall was highest in the same states/districts: California, D.C., New York, Vermont and Washington.

***Do you recall hearing about paint recycling and/or PaintCare in any of the following other ways? Choose all that apply.
(as a percentage of all surveys)***



Recall of Other Marketing Measures

- ❖ Among those who had heard of PaintCare, word-of-mouth communications was the most common source of information in most states, as were brochures/cards/signs at stores.
- ❖ Other (non-ad) communication types varied by state.
- ❖ Note that Washington enjoyed strong results in almost every category.
- ❖ Note: sample sizes are small by state/the district; as such, results should be considered directionally.

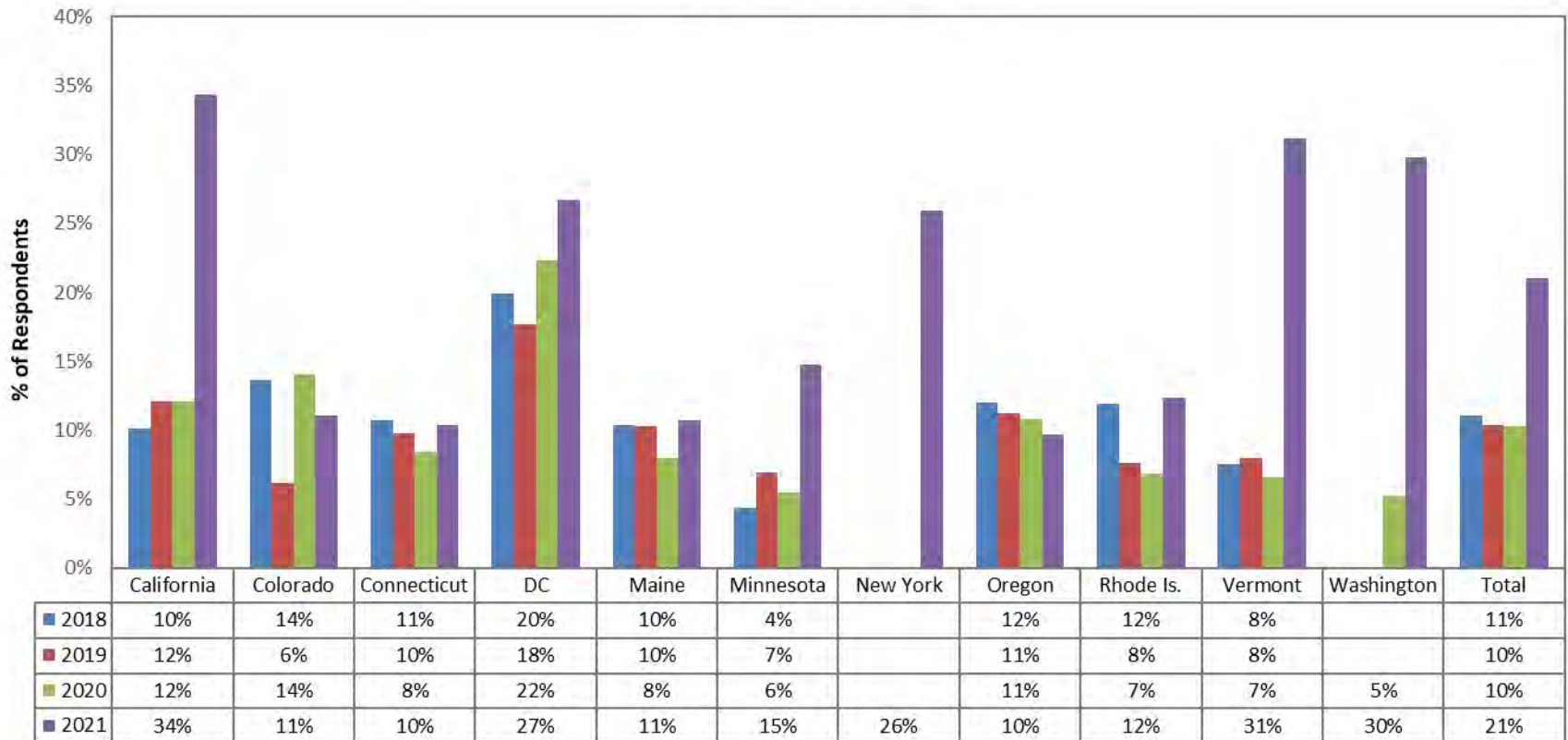
Do you recall hearing about paint recycling and/or PaintCare in any of the following other ways? Choose all that apply.

	California	Colorado	Connecticut	D.C.	Maine	Minnesota	New York	Oregon	Rhode Is.	Vermont	Washington	Total
From a friend/relative/colleague	72%	42%	38%	58%	57%	46%	41%	26%	50%	61%	65%	56%
Brochure/card at a paint/hardware/lumber store	33%	42%	31%	29%	17%	41%	37%	37%	31%	18%	58%	35%
Sign/poster/display at a paint/hardware/lumber store	35%	29%	10%	26%	33%	51%	43%	26%	34%	6%	58%	35%
From my local hazardous waste center or transfer station	22%	26%	31%	41%	23%	27%	30%	33%	31%	27%	41%	30%
Facebook/social media	21%	13%	24%	30%	23%	30%	25%	22%	16%	3%	42%	24%
At one of PaintCare's one-day paint collection events	19%	29%	17%	25%	27%	16%	28%	19%	13%	8%	40%	23%
Mailed information	15%	6%	21%	26%	13%	19%	13%	7%	16%	2%	36%	17%
From my own online research (e.g. searched "how to get rid of paint")	11%	16%	21%	19%	10%	5%	10%	22%	6%	23%	31%	16%
None	3%	10%	10%	3%	10%	0%	4%	4%	3%	0%	2%	3%
Other*	1%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%
Sample Size	178	31	29	69	30	37	113	27	32	62	81	689

TREND: Marketing Recall

- ❖ Marketing initiative recall has improved the most in California, Minnesota, Rhode Island and Washington.
- ❖ All other states saw modest gains or losses from last year.

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

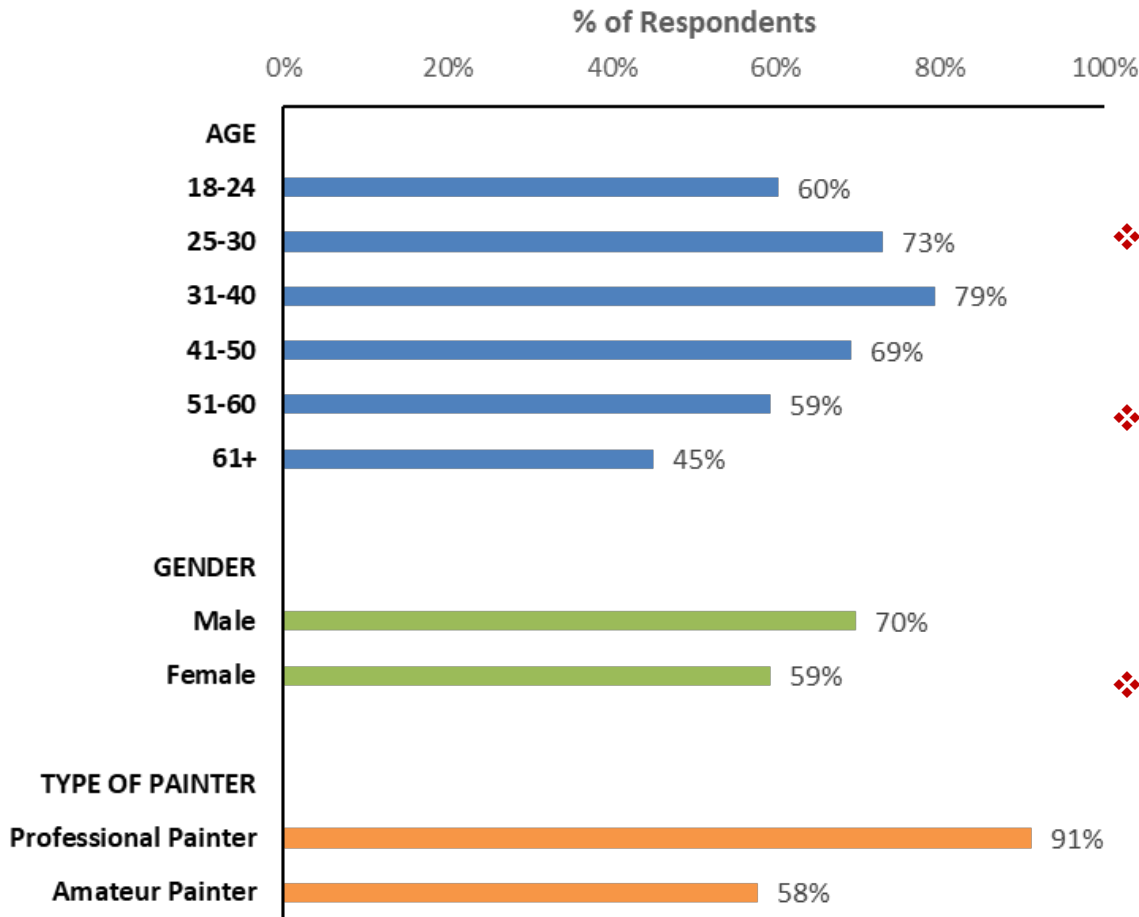




**CROSS-
TABULATIONS
FOR
TARGET
MARKETING**

Consumer Behavior Cross Tabulations – Paint Purchases

CROSS-TAB: Purchased Paint in Last Year



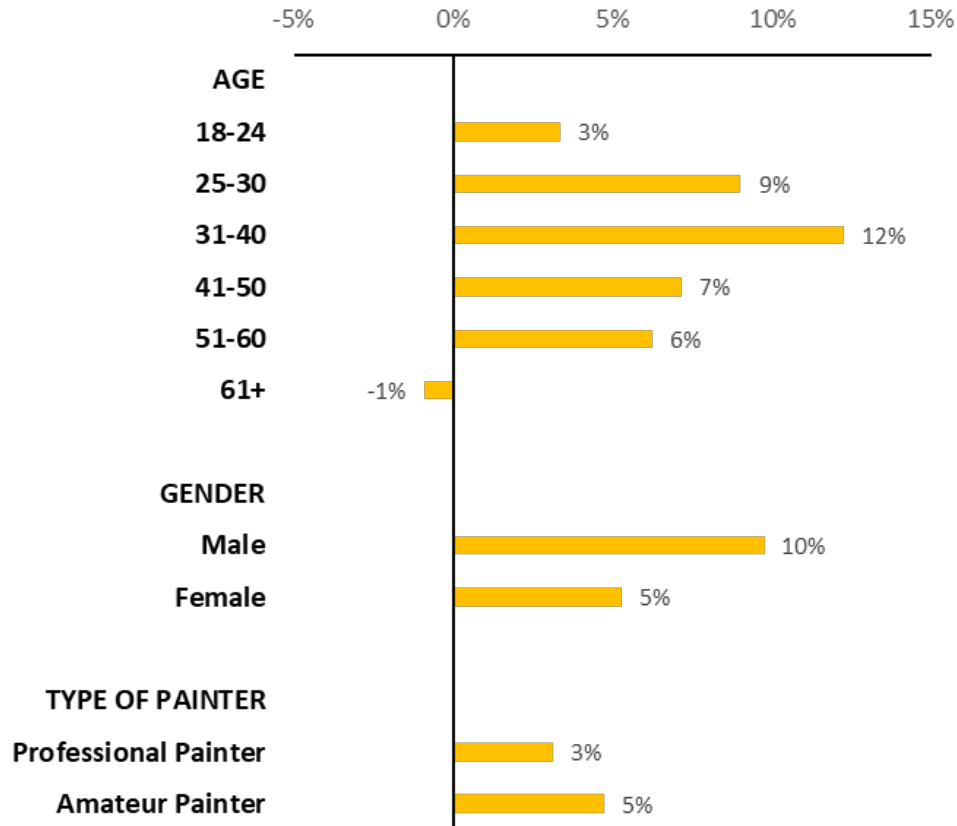
- ❖ Those in the 31-40 age range bought paint most often in the last year.
- ❖ Men purchased more often than women in the last year, as was the case in previous years. However, purchase rates for both genders are both significant.
- ❖ As expected, professional painters purchased more often in the last year than non-professionals.

Demographic characteristics of professional painters include: 69% men / 28% women, median age 31-40, median income \$100-149K, 66% White / 17% Black / 9% Latino or Hispanic / 4% Asian.

Consumer Behavior Cross Tabulations – Paint Purchase Trend

TREND: Purchased Paint in the Last Year

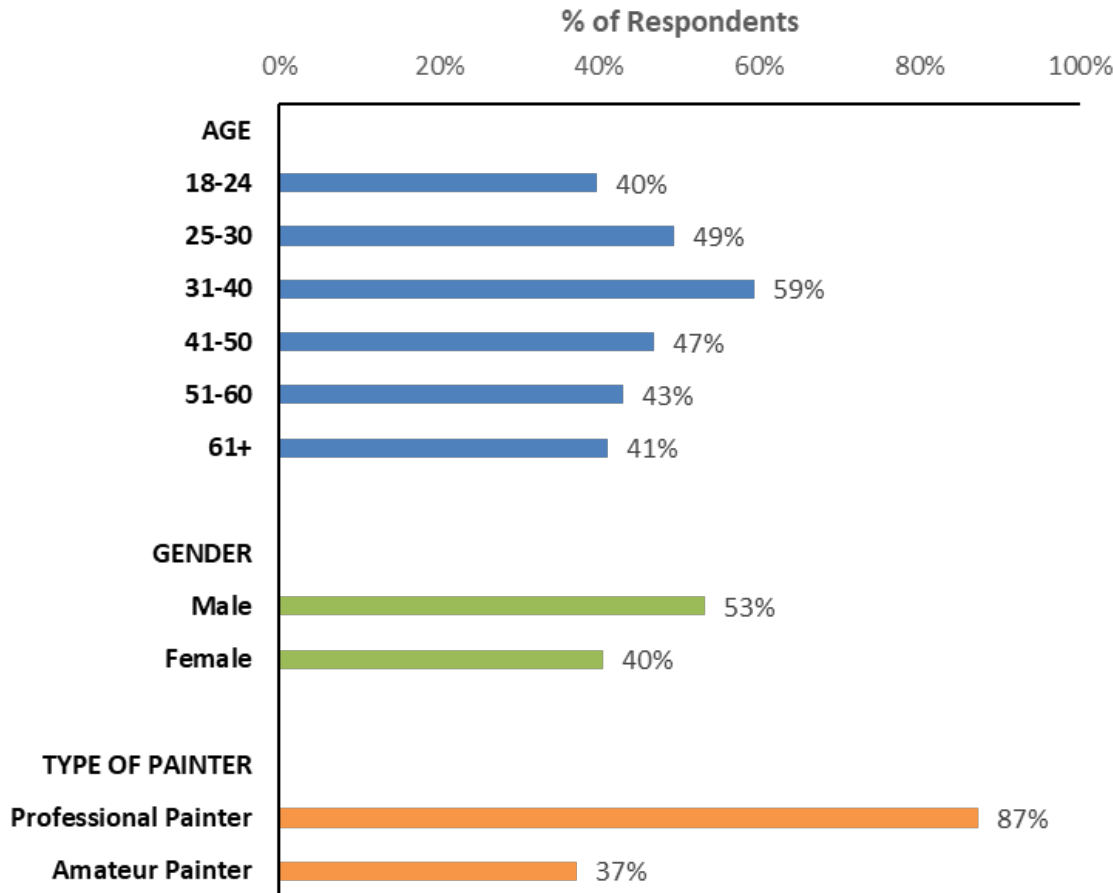
% Yes - Change from 2020 to 2021



- ❖ By examining the results for respondents within different categories, we can isolate the impact of respondent mix.
- ❖ Paint purchase increases existed in almost every age category (with the exception of 61+).
- ❖ The greatest uptick in purchases in 2021 existed in the 31-40 age range.
- ❖ The greatest increase in purchases existed among men.
- ❖ Activity increased among both types of painters, but the greatest uptick was among amateur painters.

Awareness/Engagement Cross Tabulations – Recycling Knowledge

CROSS-TAB: Knew Paint Can Be Recycled



❖ Recycling knowledge seems to peak with those in the 31-40 range.

❖ Men are significantly more likely to know that paint can be recycled than women, as was the case in prior years.

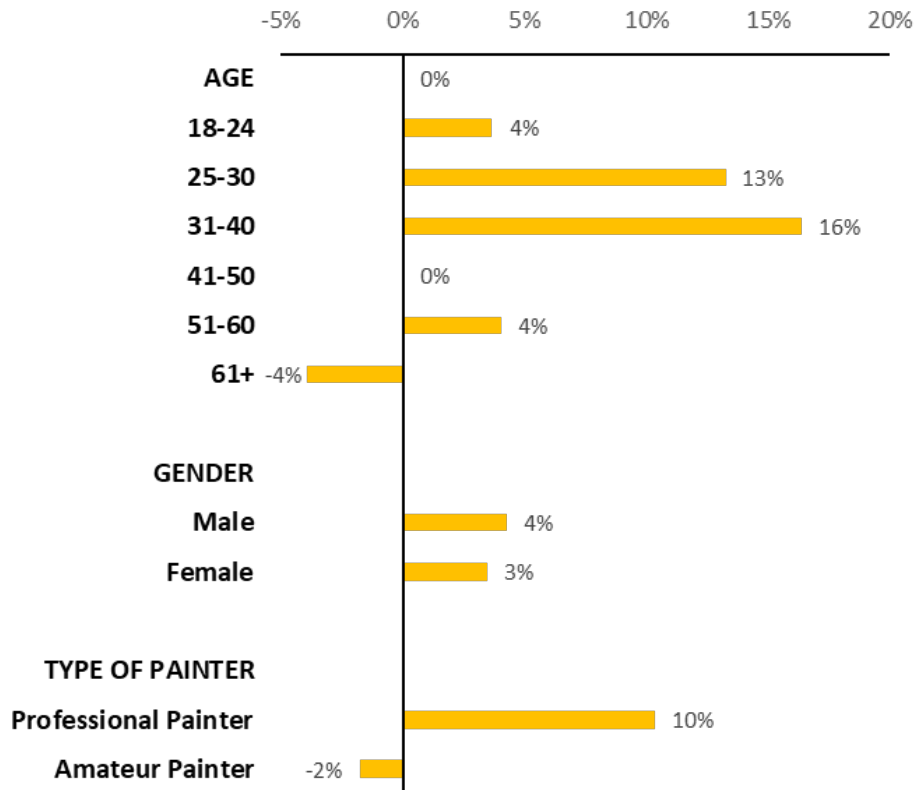
❖ Professional painters are more than twice as likely to know that paint can be recycled.

Demographic characteristics of professional painters include: 69% men / 28% women, median age 31-40, median income \$100-149K, 66% White / 17% Black / 9% Latino or Hispanic / 4% Asian.

Awareness Cross Tabulations – Recycling Knowledge Trend

TREND: Knowledge of Paint Recycling

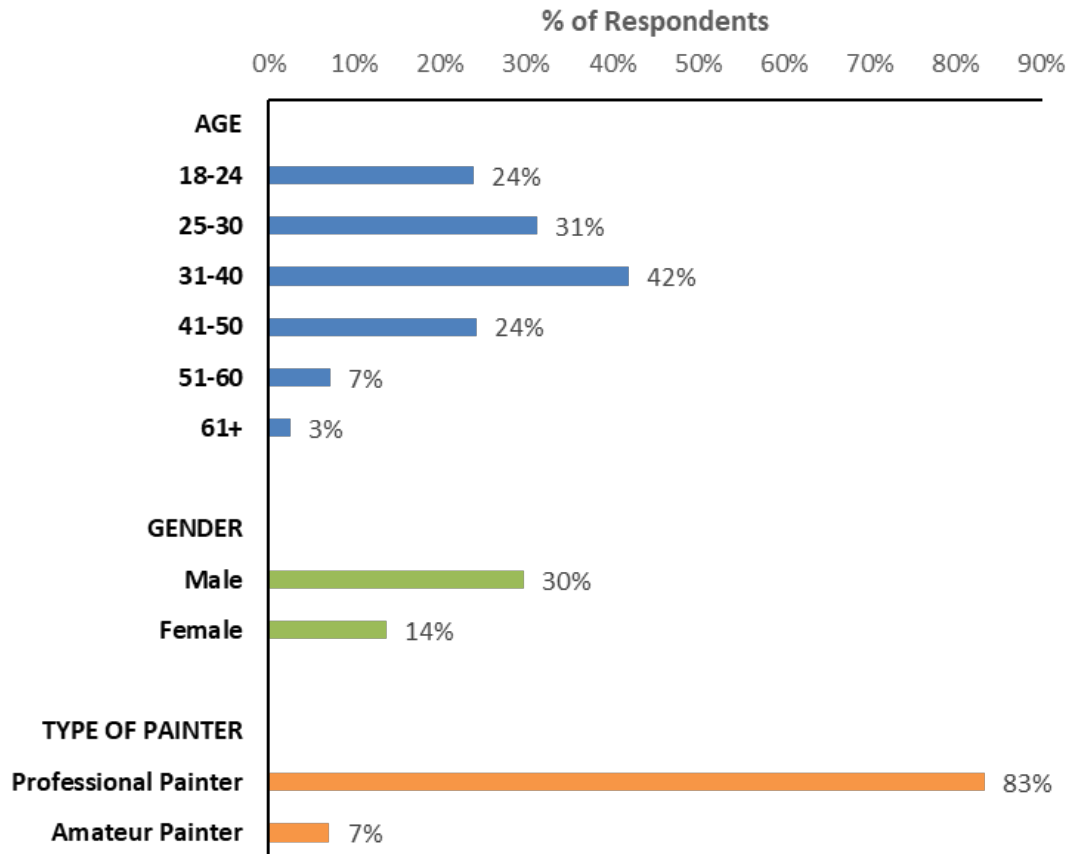
% Yes - Change from 2020 to 2021



- ❖ By examining the results for respondents within different categories, we can isolate the impact of respondent mix.
- ❖ In the last year, great strides in recycling knowledge have been made in the 25-40 age ranges.
- ❖ Awareness of paint recycling increased among both men and women in the last year.
- ❖ Awareness increased more for professional painters than for amateurs (for which we actually saw a negative change).

Advertising/Marketing Cross Tabulations

CROSS-TAB: Heard of PaintCare



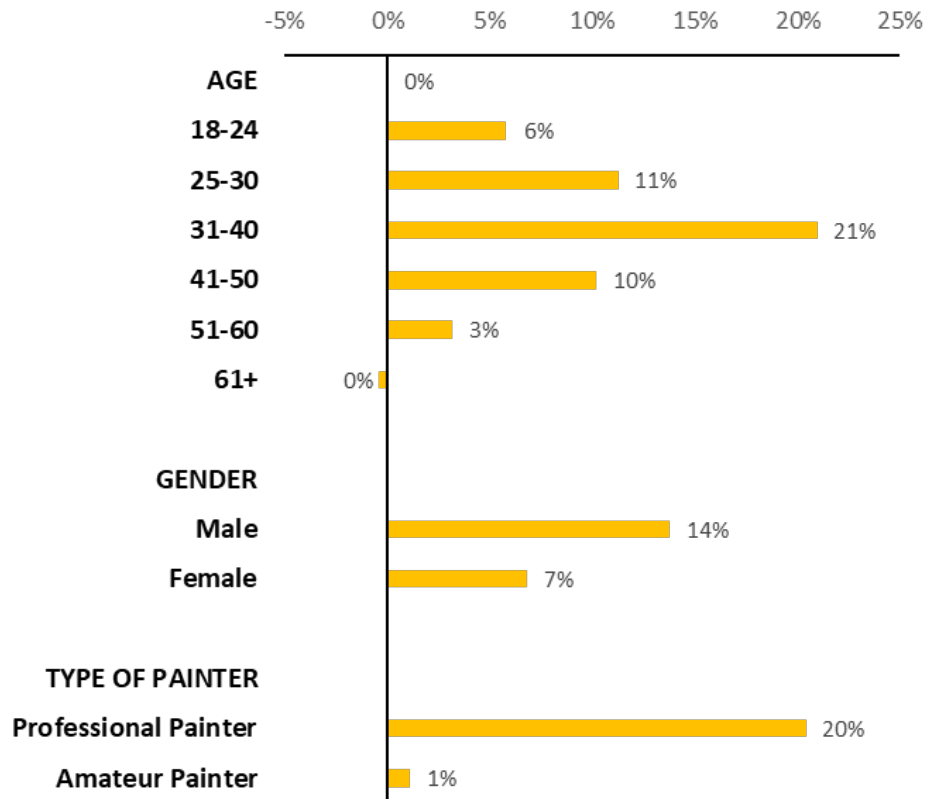
- ❖ Awareness of PaintCare peaks in the 31-40 range and drops off dramatically after 50.
- ❖ More than twice as many men have heard of PaintCare than women.
- ❖ Professional painters are MUCH more aware of PaintCare than non-professionals.

Demographic characteristics of professional painters include: 69% men / 28% women, median age 31-40, median income \$100-149K, 66% White / 17% Black / 9% Latino or Hispanic / 4% Asian.

Engagement Cross Tabulations – PaintCare Awareness Trend

TREND: Heard of PaintCare

% Yes - Change from 2020 to 2021



- ❖ By examining the results for respondents within different categories, we can isolate the impact of respondent mix.
- ❖ In the last year, great strides in PaintCare knowledge have been made in all age ranges (except 61+), particularly the 25-50 age ranges.
- ❖ Awareness of PaintCare increased among both men and women in the last year, especially men.
- ❖ Awareness increased more for professional painters than for amateurs.

APPENDIX: STATE/DISTRICT HIGHLIGHTS

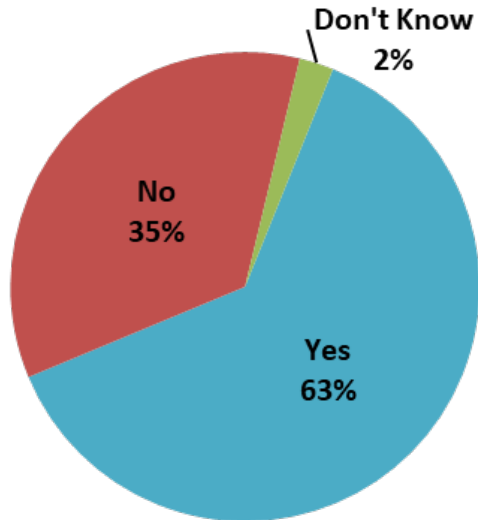


Maine

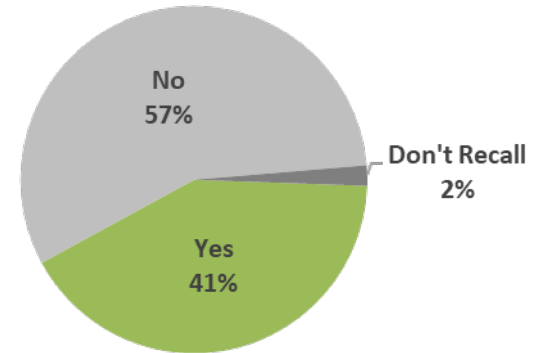
Maine Highlights

- ❖ Almost two thirds of those surveyed have purchased in the last year, similar to last period. 41% of them were helped by the store in determining needs. Slightly more than half took measurements themselves.

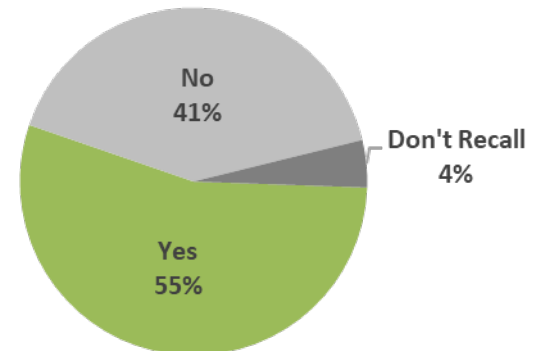
Have you purchased paint in the last year?



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

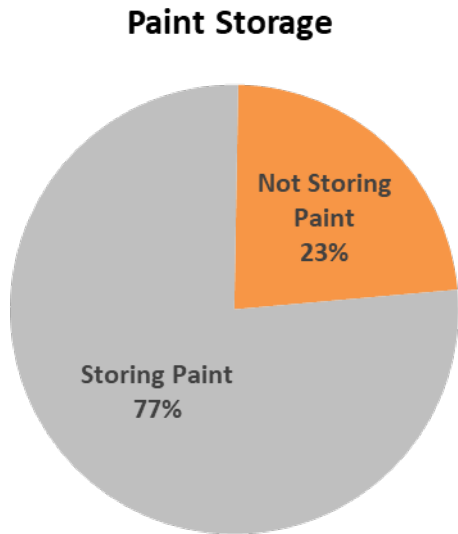


Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?

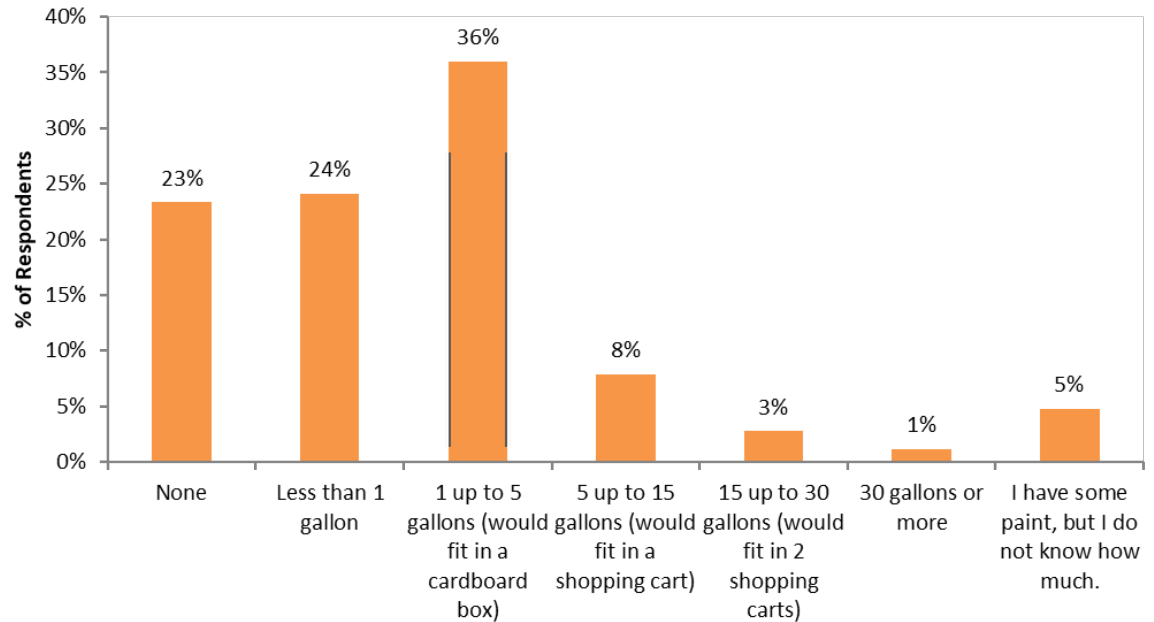


Maine Highlights

- ❖ 23% of respondents were NOT storing paint at home or at their business, up slightly from last period (20%).
- ❖ The median amount of paint stored is “1 to 5 gallons.”

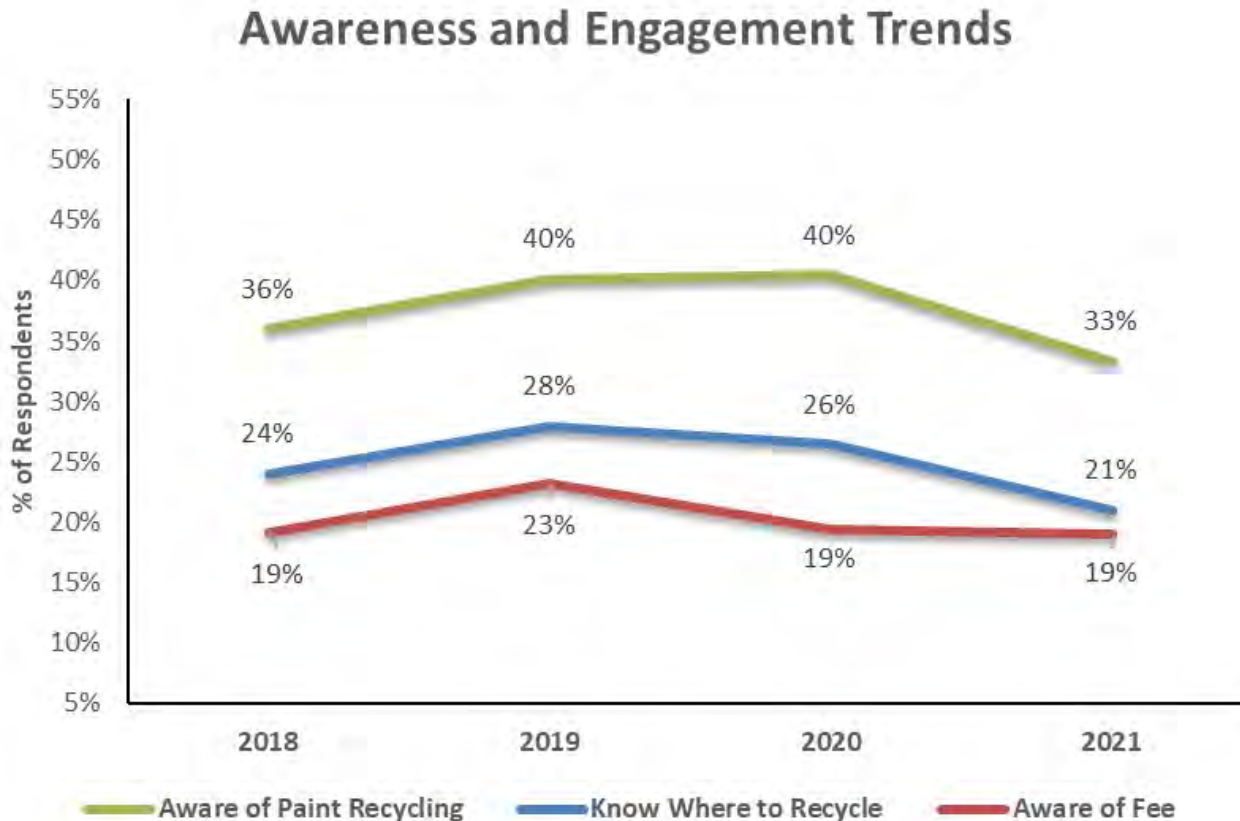


How much leftover or unwanted paint do you have in your home or business at this time (e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)?



Maine Highlights

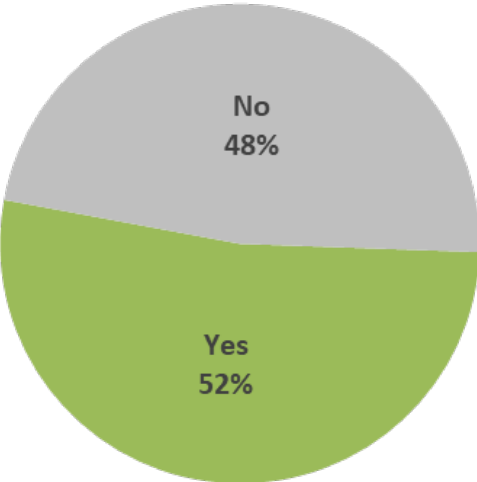
- ❖ A third of consumers were aware of paint recycling, down from last period (40%). We also saw a drop in the knowledge of where to recycle, from 26% to 21%. 19% were aware of the fee added to paint purchases for future recycling, the same as last period.



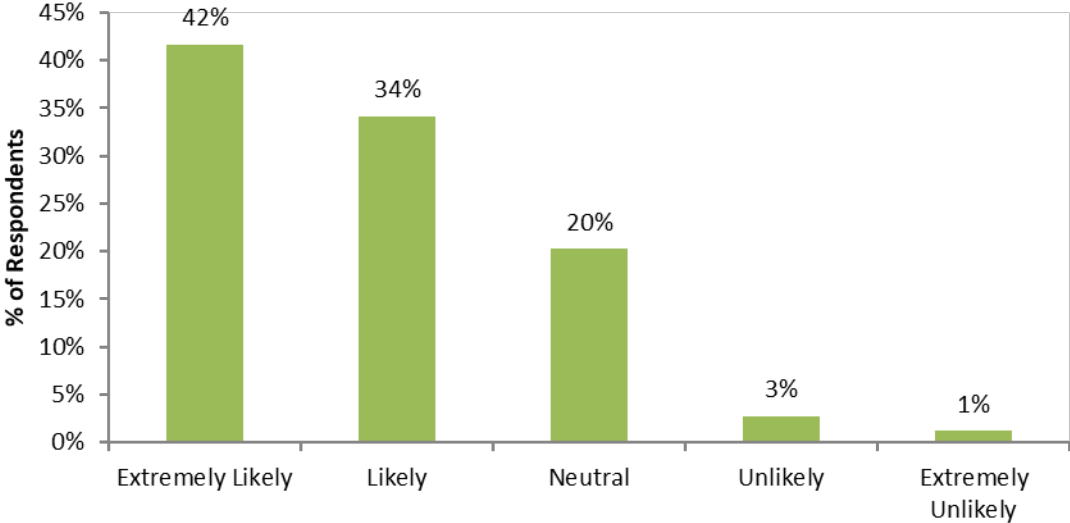
Maine Highlights

- ❖ 52% of respondents said they had taken paint to be recycled in the past.
- ❖ 42% of respondents said they would be “extremely likely” to recycle paint in the future. Another 34% said they’d be “likely” to do so.

Have you ever taken paint somewhere to be recycled?



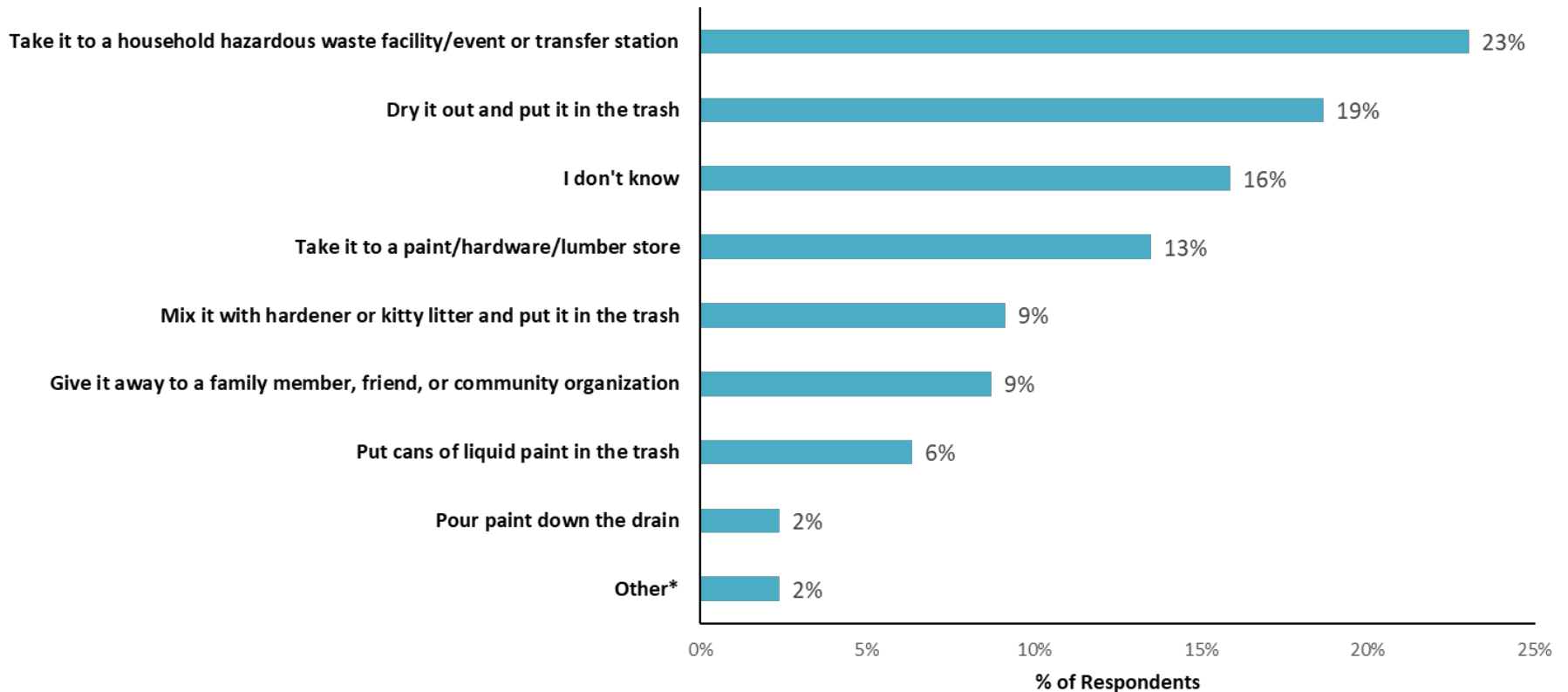
How likely will you recycle next time you have paint to dispose?



Maine Highlights

- ❖ 36% of respondents said they would take unwanted paint to a HHW facility/event or a retail store in the future down from 46% last period.
- ❖ 8% said they would put liquid paint in the trash or pour it down the drain, about the same as last period.

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



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

Anything we can do to help our environment is what I do.

As I understand it, it's better to dispose of it at a transfer station because they recycle it properly

Because it's better for the environment

better service

discounts offered by paint stores

don't want it hanging around in my garage

Environmental reasons are my main motivation in recycling properly

for someone else to benefit using it or taken care of as to not hurt the environment

Having a safe place to dispose of paint would be great.

I all repurposing and reusing.

I am all for recycling anything that can be recycled!

i care about the earth

I do not want to be a person who damages the environment with hazardous waste

It's the right thing to do.

Not adding materials to the waste stream.

So it doesn't end up in our landfills

To decrease clutter and not have it sitting in my house forever

To help the environment

to stop it from going to the waste stream

Waste storage

Environmental Pollution factor

Environmentally friendly thing to do

i personally had a experience with lead poisoning from ingesting paint left dried up on the ground and i would never want something similar to happen to anyone. hazardous waste needs to be treated as what it is and disposed of properly.

less waste

Save the earth by recycling it

To save environment and unessicary dumping

To save the environment I would recycle or donate it to a good cause

i love what i see from this the most

if it isn't used, it should be recycled

if there was some kind of pick up service that would dispose of it for me the right way