



Maine Paint Stewardship Program

FY2020 Annual Report (July 1, 2019-June 30, 2020)



SUBMITTED BY
John Hurd
Maine Program Manager
jhurd@paintcare.org
(802) 245-4821

SUBMITTED TO
Melanie Loyzim
Acting Commissioner
Department of Environmental Protection
17 State House Station, Augusta, ME 04333

Contents

Executive Summary	4
Maine Paint Stewardship Law	4
Program Highlights	4
Program Plan and Annual Report	5
Section 1. Paint Collection and Transportation	6
A. Drop-off Sites and Services	6
B. Convenience Criteria	8
C. Paint Collection Procedures	14
D. Paint Transportation	14
Section 2. Paint Collection Volume and Processing Methods	15
A. Collection Volume and Recovery Rate	15
B. Paint Processing Methods and Volume	16
C. Latex Paint Processing Methods and Processors	17
D. Oil-Based Paint Processing Methods and Processors	18
E. Paint Collection Volume by Site Type	18
F. Container Recycling	19
Section 3. Independent Audit and Financial Summary	20
A. Independent Financial Audit	20
B. Financial Summary and Discussion	20
B1. Expense Categories	20
B2. Financial Summary	22
C. Reserves	23
D. Financial Metrics	23
E. Evaluation of the Program's Funding Mechanism	24

Section 4. Communications 25

A. Outreach Activities	25
A1. Introduction	25
A2. Point of Sale Print Materials	26
A3. Fact Sheets	27
A4. Website	28
A5. Translations	28
A6. Signs for Drop-Off Sites	29
A7. Awards	29
A8. Social Media	29
A9. Face-to-Face	31
B. Awareness Survey	31

Section 5. FY2021 and Future 32

A. Operations	32
B. Communications	32

Maps

Year-Round Drop-Off Sites	10
Supplemental Drop-Off Sites	11
Year-Round and Supplemental Drop-Off Sites	12
Large Volume Pick-Up Sites	13

Appendices

A. Drop-Off Sites and Services	
B. Independent Financial Audit of the PaintCare Program	
C. Samples of Outreach Materials	
D. Awareness Survey	

Executive Summary

MAINE PAINT STEWARDSHIP LAW

PaintCare is the representative stewardship organization of 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

Sites and Services. The program added four new year-round paint drop-off sites – one paint retailer and three transfer stations – ending the year with 121 year-round sites. Of the 121 year-round sites, 76 were retailers, representing 32% of likely retail participants. The remaining sites included 42 transfer stations, one reuse store, one recycling center, and one environmental services company. At the end of the year, 94.9% of Maine residents lived within 15 miles of a year-round drop-off site.

The program also managed paint from supplemental sites that included two seasonal HHW facilities and 44 HHW drop-off events at 32 locations. In addition, the program provided 12 direct large volume pick-ups (LVP) from businesses and others that had accumulated more than 200 gallons of paint at their locations.

Paint Collection Volume. The program collected 121,902 gallons of postconsumer paint.

Paint Processing. Latex paint was 68% of the paint processed: 86% was made into recycled-content paint, less than 1% was processed via energy recovery, and 14% was solidified and landfilled. Oil-based paint was 32% of the paint processed: a small amount was reused, 5% was made into recycled-content paint, and 95% was processed via energy recovery.

Revenue and Expenses. The program is 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 2.3 million gallons of architectural paints were sold in the state and the program collected \$1,523,115 in revenue from these sales.

Expenses, including paint transportation and processing, communications, staffing, and administration were \$1,210,573. The program ended the year with net assets of \$473,910. Total program cost per gallon of paint collected was \$9.93.

Paint Recovery Rate. The recovery rate – the volume of postconsumer paint collected divided by the volume of new paint sales in the same period – was 5.3%.

Awards. PaintCare received the 2019 Outstanding Industry Partner Award from the North American Hazardous Materials Management Association (NAHMMA) in recognition of ten years of successful paint stewardship programs across multiple states.

Communications. Public outreach activities included the distribution of point of sale print materials, fact sheets, and signage.

Public outreach activities were impacted by the COVID-19 pandemic that began in March 2020. During that period, PaintCare's website and social media were used to provide updates to the public about PaintCare's availability and to promote paint reuse messaging.

Operations. Paint collection activities were impacted by the COVID-19 pandemic from March to June. A peak total of 31% of retailers and no transfer stations suspended paint drop-off during this period. These sites were removed from the PaintCare site locator tool during this time. The LVP service was also suspended for a few months. Additionally, all HHW events were canceled from April through June. As a result, paint collection and related expenses were down year over year.

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, including adequate storage space for paint collection bins and willingness to accept all program products (latex and oil-based paints). 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 and described below. Sites that stopped participating in the program during the year are listed as "partial year."

YEAR-ROUND DROP-OFF SITES

SITE TYPE	FY 2017	FY 2018	FY 2019	FY 2020
Environmental Service Company	1	1	1	1
Recycling Center	0	1	1	1
Retailer	75	75	75	76
Reuse Store	1	1	1	1
Transfer Station	29	32	39	42
Total Sites	106	110	117	121

SUPPLEMENTAL DROP-OFF SITES

SITE TYPE	FY 2017	FY 2018	FY 2019	FY 2020
Household Hazardous Waste Event Site / Number of Events	23/25	37/39	38/41	32/44
Household Hazardous Waste Facility (Seasonal)	2	2	2	2
PaintCare Event Site / Number of Events	1/1	0	2	0
Paint-Only Event (Non-PaintCare) Site / Number of Events	1/1	0	0	0
Retailer (Partial Year)	1	1	5	0
Total Sites	28	40	47	34

SERVICES

SITE TYPE	FY 2017	FY 2018	FY 2019	FY 2020
Direct Large Volume Pick-Up Site / Number of Pick-Ups	6/6	14/14	13/14	12/12

Year-round and supplemental sites are counted in convenience analysis; services are not. All sites are listed in the appendix of this report.

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.

Paint Retailers. At the end of the year, PaintCare identified 321 paint retailers – including paint, hardware, and home improvement stores – with 236 considered potential drop-off sites. This number may change from year to year as stores open and close. PaintCare has been informed by the corporate headquarters of big box stores that they are not interested in serving as drop-off sites at this time, so they are not included in the count of potential retail drop-off sites.

Of the 236 potential retail drop-off sites, 76 (32%) were participating as drop-off sites at the end of the year. One new retail drop-off site was added. Retail participation as a drop-off site is voluntary, and sites are not compensated.

Reuse Stores. Some retail drop-off sites 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 participated in the program.

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 three more transfer stations during the year, for a total of 42 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 pick-up service.

Large Volume Pick-Up Sites: PaintCare's large volume pick-up service (LVP) provides a convenient option for painting contractors and others who have accumulated large volumes of paint. The minimum amount to receive a direct pick-up is 200 gallons. Typically, users of the service have accumulated paint over many years due to the institutional, logistical, and financial barriers to disposal. PaintCare has removed these barriers by providing a free and convenient service. Common users of this service include contractors, builders, property managers, academic institutions, and homeowners, and are further described in the appendix of this report.

B. CONVENIENCE CRITERIA

PaintCare analyzed the convenience level offered by drop-off sites and events using Geographic Information System (GIS) tools and 2010 U.S. Census Bureau population data (2020 census data was not yet available at the time of this report). Census Bureau data shows how population is distributed geographically in each state; Census Bureau Urbanized Areas 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 Criteria. Provide 90% of the state's residents access to a drop-off site within 15 miles.

The program's 121 year-round drop-off sites provided 94.9% of the state's residents access to a drop-off site within 15 miles. When supplemental sites were included, coverage increased to 95.7%.

Density Criteria. One site for every 30,000 residents of an Urbanized Area or Urban Cluster.

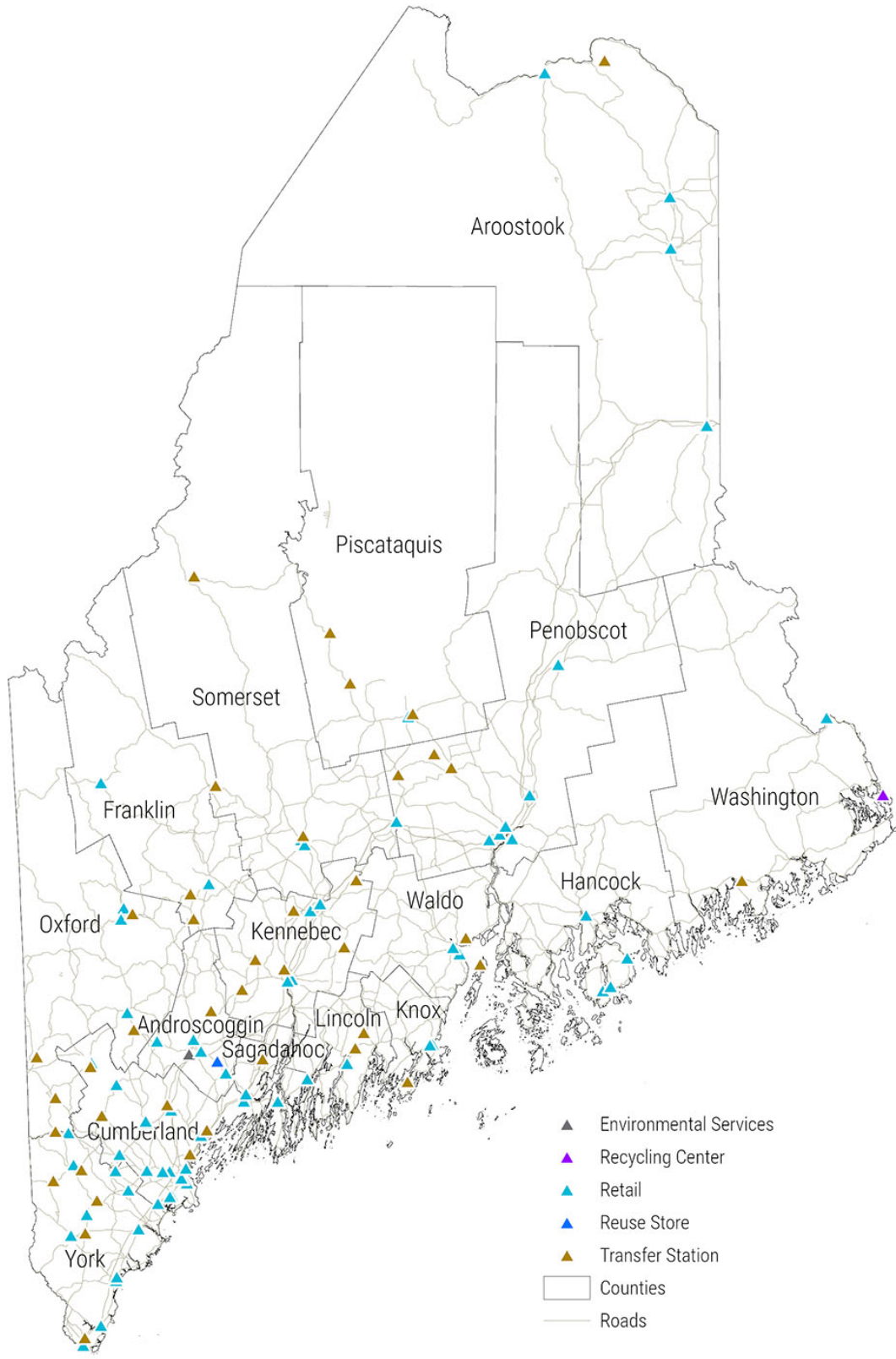
The following table shows the population centers in the state, the number of sites they require, and the level of service the program had at year-end.

SITES NEEDED IN URBANIZED AREAS AND URBAN CLUSTERS

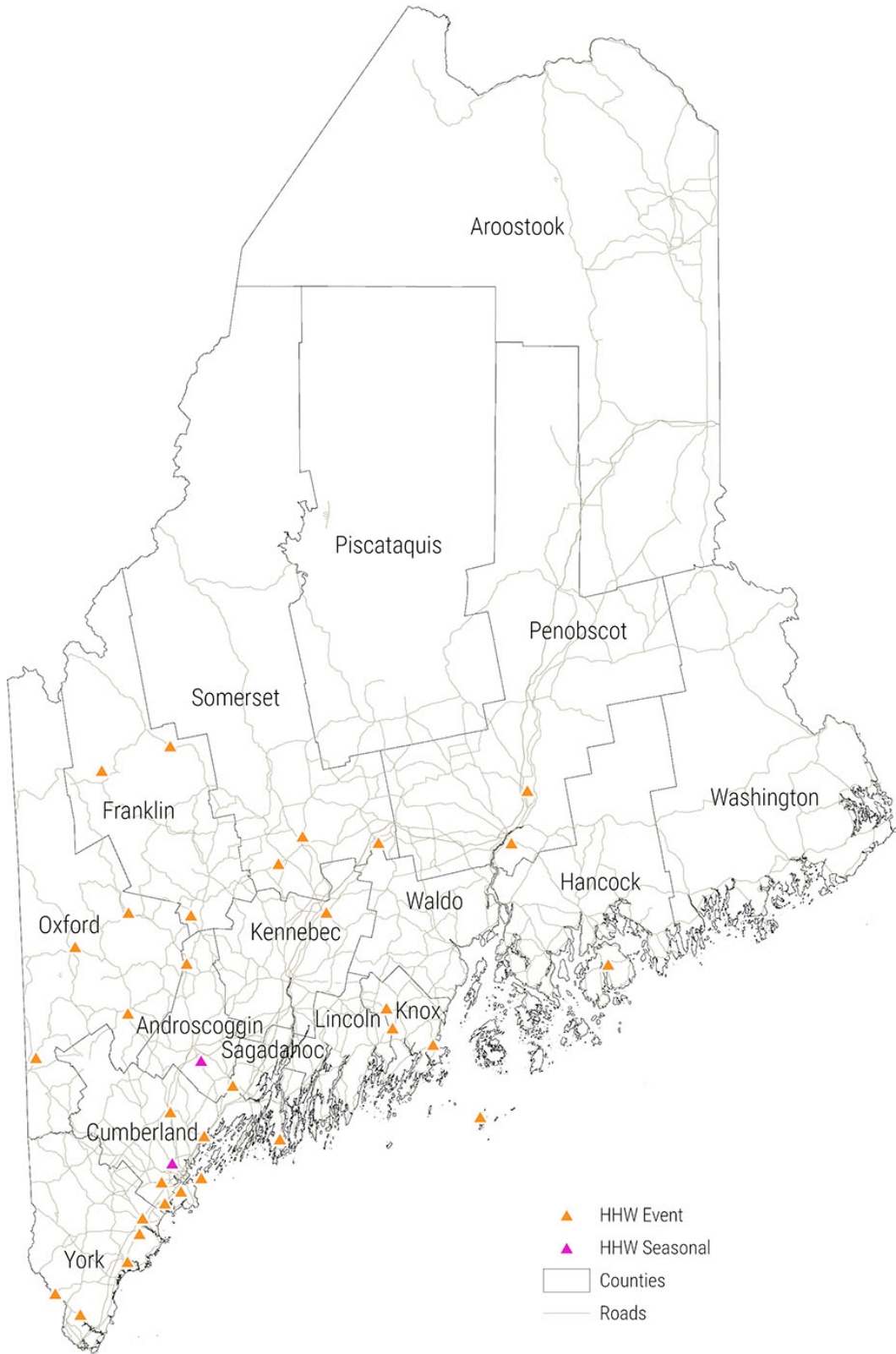
URBANIZED AREAS & URBAN CLUSTERS	POPULATION	SITES NEEDED	FY 2020 YEAR-ROUND SITES
Portland	226,711	7	17
Lewiston	69,221	2	5
Bangor	68,574	2	5
Brunswick	34,546	1	3

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 pick-up sites, which were not included when analyzing the distribution or density criteria.

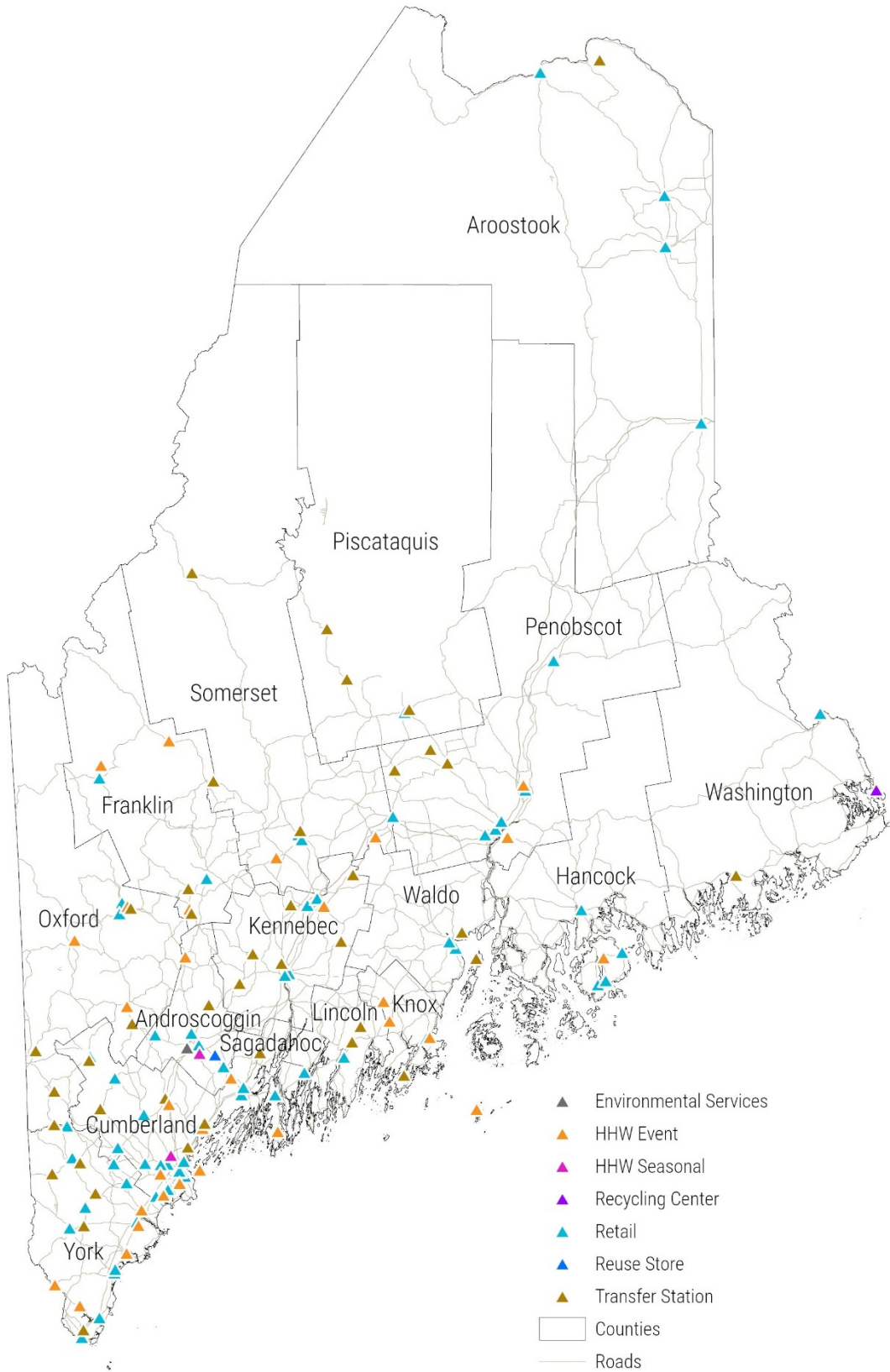
YEAR-ROUND DROP-OFF SITES



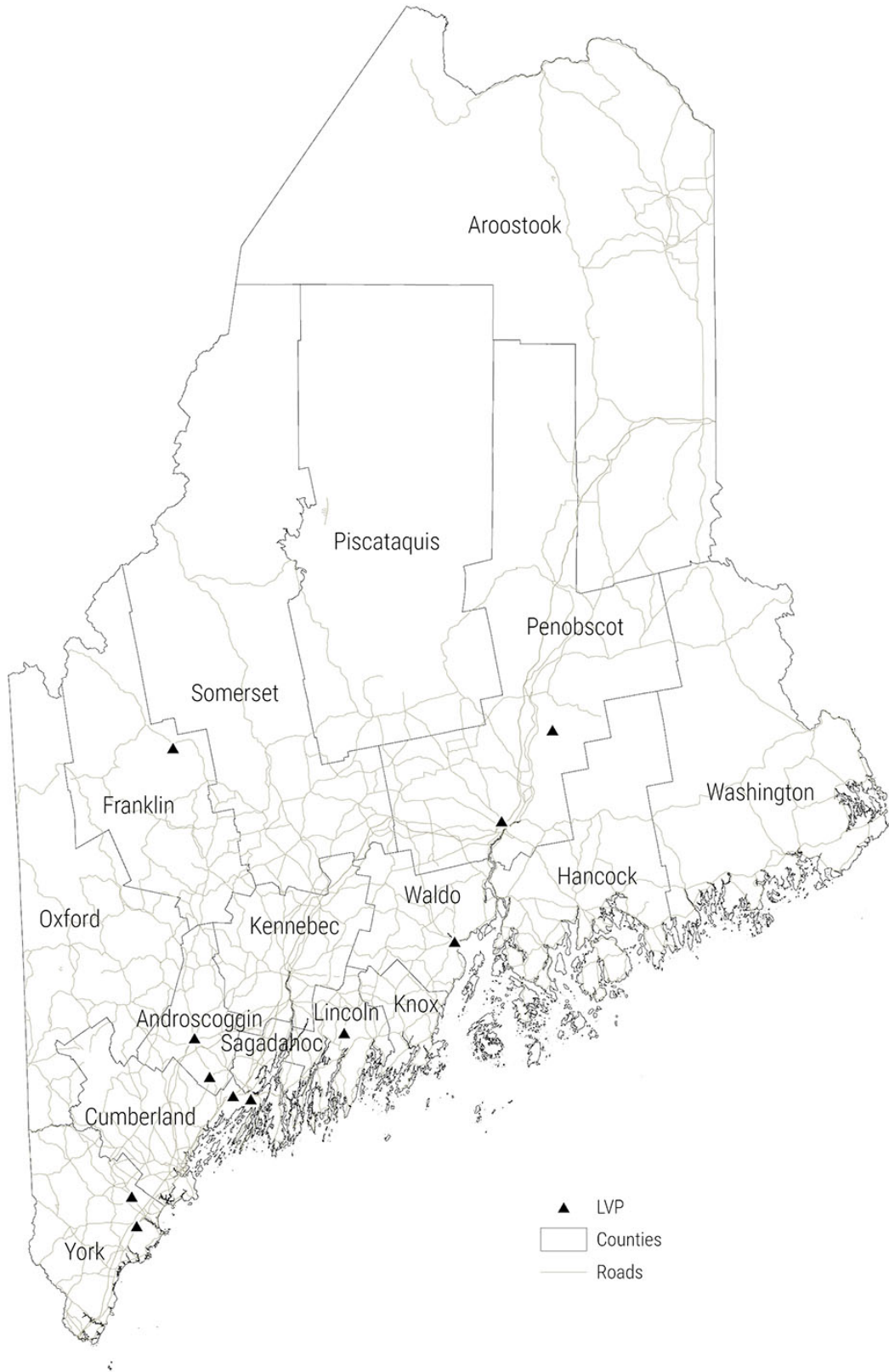
SUPPLEMENTAL DROP-OFF SITES



YEAR-ROUND AND SUPPLEMENTAL DROP-OFF SITES



LARGE VOLUME PICK-UP SITES



C. PAINT COLLECTION PROCEDURES

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

Except for one site that was trained remotely this year due to the COVID-19 pandemic, all new sites (other than HHWs and LVPs) received an on-site, in-person training and program procedures manual. The training and program manual covered identification and screening for program products, storage, spill response, arranging to have paint picked up, record keeping, and other topics.

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

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

D. PAINT TRANSPORTATION

PaintCare contracted with three entities for transportation services. Individual sites are assigned to transporters based on costs and logistics.

TRANSPORTERS

NAME	SITE TYPES SERVED
Clean Harbors	HHW Facility and Events, Retail, Reuse Store, Solid Waste Facility, Environmental Service Company, LVP
Environmental Projects Inc	HHW Facility and Events
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 recovery rate is a ratio of the volume (number of gallons) of paint managed in the program compared to the volume of paint sold in the program during the same time period.

In previous reports, PaintCare calculated the recovery rate using the volume of paint that was *processed* compared to the volume of paint sold during the same year. This year PaintCare is using the volume of paint *collected* compared to volume of paint sold to calculate the recovery rate.

The reason for this change is that using collection volume better aligns costs for paint management activities with the time period in which the expenses for paint management activities occur. Costs for paint management (including both transport and downstream processing costs) are incurred when paint is reported as having been collected from sites (i.e., shipped from the sites).

The following table provides the gallons of paint collected, gallons of new paint sales, and recovery rate based on gallons of paint collected in FY2019 and FY2020.

The COVID-19 pandemic reduced the volume of paint collected due to the temporary suspension of paint collection at many drop-off sites, cancelation of HHW events, and stay at home orders. However, paint sales were stronger than the previous years. The combined effect led to a large reduction in the recovery rate.

GALLONS COLLECTED, SOLD, AND RECOVERY RATE

DESCRIPTION	FY 2019	FY 2020
Paint Collected (gallons)	133,448	121,902
New Paint Sold (gallons)	1,941,253	2,285,122
Recovery Rate	6.9%	5.3%

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

Recovery Rate. Recovery rates are calculated by dividing the amount of paint collected by the amount of new paint sold during the year. To see recovery rates from previous years, based on the volume of paint processed, refer to the previous annual reports.

B. PAINT PROCESSING METHODS AND VOLUME

The following tables show the paint processing methods and volumes for latex and oil-based paint processed from FY2017 to FY2020. As mentioned above, the processing volume differs from the collection volume because not all paint is processed in the same year that it is collected. The volumes reported as processed in one year include some paint that was collected at the end of the previous year.

LATEX PAINT PROCESSING METHODS

METHOD	FY 2017		FY 2018		FY 2019		FY 2020	
	(GAL)	%	(GAL)	%	(GAL)	%	(gal)	%
Reuse	-	-	-	-	-	-	-	-
Recycled-Content Paint	69,847	82	81,489	83	84,694	85	76,097	86
Energy Recovery	1,241	2	984	1	383	<1	572	<1
Disposal	13,707	16	16,326	16	14,300	14	11,938	14
Latex Total	84,795	100	98,799	100	99,377	100	88,607	100

OIL-BASED PAINT PROCESSING METHODS

METHOD	FY 2017		FY 2018		FY 2019		FY 2020	
	(GAL)	%	(GAL)	%	(GAL)	%	(gal)	%
Recycled-Content Paint	1,753	7	3,262	10	1,372	4	2,147	5
Energy Recovery	22,719	93	27,846	90	34,067	96	39,578	95
Incineration	-	-	-	-	90	<1	-	-
Oil-Based Total	24,472	100	31,108	100	35,529	100	41,725	100
Grand Total	109,267		129,907		134,906		130,332	

C. LATEX PAINT PROCESSING METHODS AND PROCESSORS

The following methods were used to process latex paint:

Reuse. Latex paint was sold or given away in original labeled containers without any alteration of the container contents.

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

Energy Recovery. Some latex paint was processed in a waste-to-energy facility.

Disposal. Latex paint that was not processed by the above methods was solidified and landfilled.

LATEX PAINT PROCESSORS

PROCESSOR	LOCATION	PROCESS	GALLONS
Clean Harbors	Cranston, RI	Recycled-Content Paint	69,672
GDB International	Monmouth Junction, NJ	Recycled-Content Paint	2,520
Loop	Niagara Falls, ON	Recycled-Content Paint	3,905
Emerald Energy	Missassauga, ON	Energy Recovery	572
Lee County Solid Waste	Bishopville, SC	Disposal	298
Modern Landfill	York, PA	Disposal	298
Seneca Meadows Landfill	Waterloo, NY	Disposal	11,342

D. OIL-BASED PAINT PROCESSING METHODS AND PROCESSORS

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

Reuse. Oil-based paint was sold or given away in original labeled containers without any alteration of the container contents.

Recycled-Content Paint. Oil-based paint was sorted, blended, and made into recycled-content paint for domestic or international sale.

Energy Recovery. Oil-based paint was blended into a fuel for energy recovery.

Incineration. Oil-based paint was used as a fuel in the incineration process.

OIL-BASED PAINT PROCESSORS

PROCESSOR	LOCATION	PROCESS	GALLONS
Loop	Niagara Falls, ON	Recycled-Content Paint	2,147
Aimco Solrec	Burlington, ON	Energy Recovery	495
Buzzi-Unicem	Cape Girardeau, MO	Energy Recovery	6,499
Buzzi-Unicem	Greencastle, IN	Energy Recovery	32,431
ESSROC	Logansport, IN	Energy Recovery	153

E. PAINT COLLECTION VOLUME BY SITE TYPE

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

COLLECTION BY SITE TYPE

SITE TYPE	PERCENT
HHW Facilities/Events	11.8
Retailers	56.8
Solid Waste Facilities	26.4
LVP/RLVPs	2.5
Others (Environmental Services)	2.5
Total	100.0

F. CONTAINER RECYCLING

The following table shows the tons of metal and plastic paint containers recycled from FY2017 to FY2020.

CONTAINER RECYCLING				
	FY 2017	FY 2018	FY 2019	FY 2020
Tons	9	105	112	106

The program recycled an estimated 106 tons of paint containers. All latex paint containers managed by the downstream processors, GDB and Clean Harbors, the metal cans in the portion of oil-based paint managed at the Smithfield, KY facility, and all latex and oil-based paint containers managed by Loop were recycled.

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 June 30, 2020, and the changes in its net assets and its cash flows for the year ended in conformity with accounting principles generally accepted in the United States. The independent financial audit of the PaintCare program is available in the appendix of this report.

B. FINANCIAL SUMMARY AND DISCUSSION

B1. Expense Categories

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

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

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

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

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

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

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, legal fees for corporate or organization-wide issues, occupancy, and shared communications projects. These costs are shared across all PaintCare programs and allocated relative to population. At the end of the reporting year, the program's share of the corporate allocation was 2.3%. (Corporate activity was referred to as administrative costs in the Maine program plan.)

B2. Financial Summary

The following table shows program revenue and expenses from FY2017 to FY2020.

REVENUE AND EXPENSES

REVENUE	FY 2017	FY 2018	FY2019	FY 2020
Larger than half pint up to smaller than 1 gallon	\$189,848	\$188,096	\$180,711	\$207,967
1 gallon	1,077,369	1,058,659	933,531	1,101,872
Larger than 1 gallon up to 5 gallons	206,090	208,907	181,412	213,276
Total Revenue	1,473,307	1,455,662	1,295,654	1,523,115
EXPENSES				
Paint Processing	561,974	614,434	727,427	641,182
Paint Transportation	173,816	186,261	206,283	173,602
Paint Collection Supplies and Support	142,640	131,874	145,009	113,422
Communications	18,210	23,715	23,503	3,680
Personnel, Professional Fees, Other	93,904	100,667	127,536	98,391
State Agency Administrative Fees	82,000	53,146	71,003	78,919
Allocation of Corporate Activity	90,747	95,527	101,824	101,377
Total Expenses	1,163,291	1,205,624	1,402,585	1,210,573
Allocation of Investment Activity*	(6,545)	4,394	(2,417)	-
Change in Net Assets	303,471	254,432	(109,348)	312,542
Net Assets, Beginning of Year	(287,187)	16,284	270,716	161,368
Net Assets, End of Year	\$16,284	\$270,716	\$161,368	\$473,910

*As of January 2019, reserves are held in a checking account, and no longer in an investment portfolio.

Notable changes between the last two program years include:

- ◆ Expenses in the paint management categories – Paint Processing, Paint Transportation, and Paint Collection Supplies and Support – were lower due to reduced paint collection services from March-June due to COVID-19.
- ◆ Expenses in the category of Personnel, Professional Fees, Other, which includes staff travel, were lower due to COVID-19 travel restrictions.
- ◆ Communications expenses were lower primarily because there were no drop-off event promotion activities, fewer print materials were needed, and no media agency fees were needed to support outreach in Maine.
- ◆ Net assets increased to the strongest position to date, though the gain may be temporary.

C. RESERVES

Reserves represent the net assets (investments and/or checking account balance) of the program. Reserves provide the program with a balance that is sufficient to pay its bills in times of either higher than expected paint collection (higher expenses), lower than expected paint sales (lower revenue), or a combination of the two.

PaintCare's Reserves Policy sets a target reserve level as a percentage of annual expenses. The target is 100%. It also sets a range with minimum and maximum thresholds. The minimum threshold is 75% (nine months) of annual expenses and the maximum is 125% (15 months).

If reserves fall below the minimum threshold or rise beyond the maximum threshold, an evaluation of the program's expenses and revenue will be performed to determine if changes are needed to program operations, communications, and/or the fee structure to bring the reserve balance within range.

D. FINANCIAL METRICS

The following financial metrics are provided for the year:

- ◆ Total cost of the program: \$1,210,573
- ◆ Cost per gallon of paint collected: \$9.93
- ◆ Collection support/supplies, transportation, and processing costs as percentage of total program cost: 77%
- ◆ Program administration cost (corporate activity) as percentage of total program cost: 8%
- ◆ Reserve level: 39%

E. EVALUATION OF THE PROGRAM'S FUNDING MECHANISM

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

PAINTCARE FEE SCHEDULE

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

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

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.

Starting in FY2017, the outreach budget was cut back due to the financial position of the program. Outreach efforts during the year continued to be modest in scope, focusing on fulfillment of orders for point of sale print materials and maintaining PaintCare’s website and social media channels. PaintCare also conducted a survey to measure awareness of the program. Additional general advertising via radio, television, and other forms of digital advertising were not possible on the limited budget. The main call-to-action of outreach materials directs readers to visit PaintCare’s website to find a drop-off site using PaintCare’s site locator search tool.

Outreach efforts during the first half of the year 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. During the second half of the year, efforts focusing on informing the public about changes to PaintCare’s services due to the COVID-19 pandemic and encourage using up leftover paint.

The relative amounts of spending dedicated to each of these outreach activities are summarized in the following table. The “other” category includes costs for face-to-face outreach opportunities.

RELATIVE SPENDING ON OUTREACH ACTIVITY TYPES

ACTIVITY	PERCENT
Awareness Surveys	8
Point of Sale Print Materials	87
Other	5
Total	100

A2. Point of Sale Print Materials

PaintCare continued to distribute print materials to retailers for them to make available to consumers in their stores to educate them about the PaintCare program. Staff fulfilled requests for materials by mail, distributing a total of 3,825 brochures, mini cards, fact sheets, and posters during the year. Program staff also delivered additional materials in person during site visits.

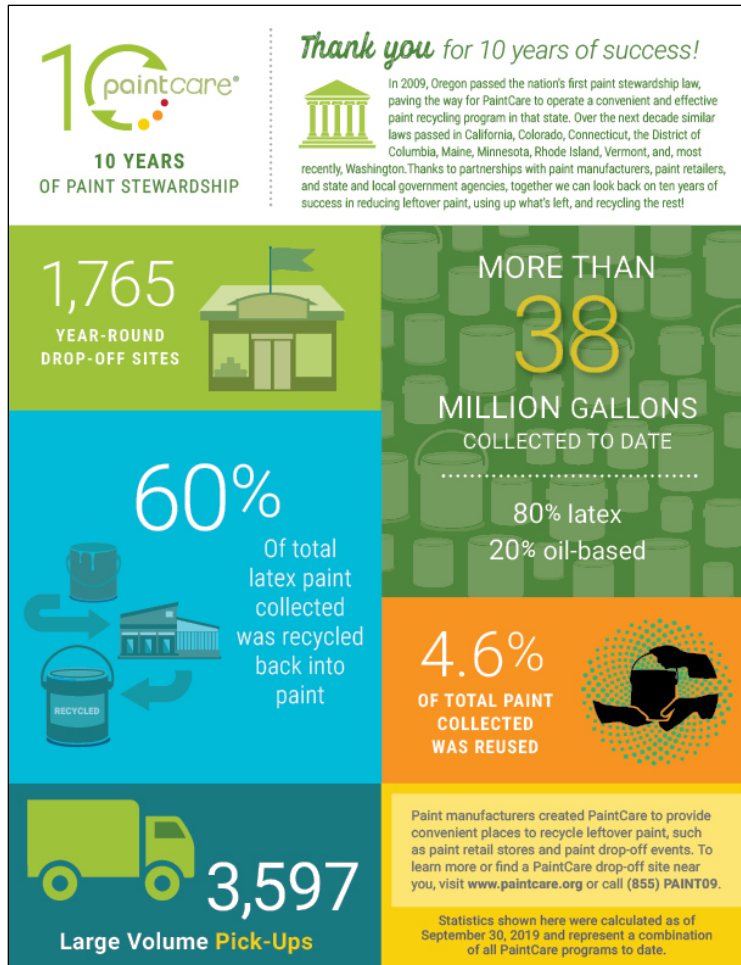
PaintCare provided counter mats to retailers for use in the paint department to reference when customers have questions. The counter mat is popular with retailers and more likely than the poster to be seen by customers while they wait for their paint to be mixed.

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



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

In November, PaintCare sent a mailing recognizing PaintCare's 10-year anniversary since the first paint stewardship law passed in Oregon in 2009. The mailing was sent to all known paint retailers in Maine, including both PaintCare drop-off sites and retailers that do not act as drop-off sites. The cover letter thanked retailers for their support and participation and reminded them how to order additional educational materials to distribute to paint consumers. Copies of PaintCare point of sale materials were enclosed in the package along with an infographic poster listing some of PaintCare's national paint management statistics to date. In total, 62 packets were sent to paint retail locations throughout the state, including 3,224 brochures, fact sheets, and mini cards.



Infographic Poster Recognizing PaintCare's 10th Anniversary

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

There were 5,808 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/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/storereight.



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

A5. Translations

PaintCare translates program brochures and fact sheets into languages other than English upon requests from paint retailers and other stakeholders. Translations of the program brochure and fact sheets including Information for Painting Contractors, PaintCare Products, Information about the Large Volume Pickup Service, and About PaintCare Fee are available in the following languages: Amharic, Arabic, Armenian, Chinese, Farsi,

French, Hmong, Khmer, Korean, Lao, Polish, Portuguese, Russian, Spanish, Somali, Thai, Turkish, and Vietnamese. PaintCare maintains a Spanish language translation button on its website, making the site fully bilingual. Additionally, live interpretation in Spanish and other languages is available on PaintCare’s telephone hotline by request.

A6. Signs for Drop-Off Sites

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



A7. Awards

In September 2019, PaintCare received the Outstanding Industry Partner Award from the North American Hazardous Materials Management Association (NAHMMA). The award recognized PaintCare’s ten years of successful paint stewardship programs across multiple states that support local government efforts to manage postconsumer paint. The award was announced at the NAHMMA national conference in Denver, CO on September 17, 2019.

A8. Social Media

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



Instagram Post About Measuring Before Buying Paint to Reduce Waste

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



Facebook Post Informing Followers About COVID-19 Impacts

A9. Face-to-Face

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

DATE	EVENT	ACTIVITY
9/28/2019	EcoMaine open house	Exhibitor, 400+ attendees; Table; provided program materials to general public at a Material Recovery Facility open house

B. AWARENESS SURVEY

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

Following are some highlights from the survey results:

- ◆ 271 surveys were completed by Maine residents, allowing 90% confidence in the accuracy of the measured results for the population within +/-5%.
- ◆ 40% of Maine respondents knew that paint can be recycled. Of those 47% have taken paint somewhere to be recycled in the past and 73% would consider doing so again.
- ◆ 68% purchased paint in the last year. Of those, 46% reported seeking help from paint retail staff and 61% reported taking measurements themselves in order to purchase the right amount of paint and reduce the amount leftover.
- ◆ 61% of respondents reported that they will choose a sustainable option if they have leftover paint in the future, the highest rate among all PaintCare states. The options included dropping it off at a paint retail store (9%) or HHW facility (37%) or giving it away to someone else who needs it (15%).

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

Section 5. FY2021 and Future

This section of the annual report describes activities or plans for the program that have happened since July 1, 2020 or are being planned:

A. OPERATIONS

The long-term effects of the ongoing COVID-19 pandemic on the paint recycling program remain unknown. Anecdotally, the HHW events held this summer and fall were very busy, with larger participation than previous years. The larger volume of paint from these collections should make up for some of the reduced collection this spring, but as the pandemic continues, the long-term effects are still to be seen.

B. COMMUNICATIONS

Starting in August 2020, PaintCare ramped outreach activities back up to normal levels following the temporary pause caused by the COVID-19 pandemic as paint drop-off sites, events, and other services resumed full operation. PaintCare plans to continue robust public outreach activities in FY2021, using a range of digital, video, radio, print, and social media strategies. In FY2021, PaintCare plans to repeat its awareness surveys of the general population to continue the measuring effectiveness of outreach activities.

Appendix Section A



PAINTCARE SITES

FY2020 PAINTCARE SITES IN MAINE - PAGE 1

City/Town

Site Name

Address

Type

1. Year-Round Sites

121 Sites

Alfred	Alfred Trans Stn	79 Sanford Rd	Transfer Station
Auburn	Environmental Projects Inc	664 Washington St N	Environmental Services
Auburn	Sherwin-Williams	445 Center St	Retail
Augusta	Aubuchon Hardware	10 Bangor St	Retail
Augusta	Hatch Hill Solid Waste Facility	112 Hatch Hill Rd	Transfer Station
Augusta	Sherwin-Williams	68 Western Ave	Retail
Bangor	Color Concepts	840 Hammond St	Retail
Bangor	J B Paint Co	2225 Odlin Rd	Retail
Bangor	Sherwin-Williams	625 B Broadway	Retail
Bar Harbor	Paradis True Value	31 Holland Ave	Retail
Bath	Rogers Ace	55 Congress Ave	Retail
Belfast	Aubuchon Hardware	231 Northport Ave	Retail
Belfast	Sherwin-Williams	15A Starrett Dr	Retail
Belgrade	Belgrade Trans Stn	41 Transfer Station Rd	Transfer Station
Biddeford	Sherwin-Williams	420 Alfred St	Retail
Bowdoinham	Bowdoinham Recycling Barn	243 Post Rd	Transfer Station
Brewer	Aubuchon Hardware	484 Wilson St	Retail
Bridgton	Bridgton Trans Stn	118 Sandy Creek Rd	Transfer Station
Bridgton	Hayes True Value	204 Portland Rd	Retail
Brownfield	Brownfield Trans Stn	1076 Pequawket Trl	Transfer Station
Brunswick	Sherwin-Williams	179 Pleasant St	Retail
Buxton	Aubuchon Hardware	400 Narragansett Trl	Retail
Buxton	Plummers Buxton Hardware	241 Parker Farm Rd	Retail
Calais	Sherwin-Williams	305 North St	Retail
Caribou	S W Collins	6 Washburn St	Retail
China	China Trans Stn	191 Alder Park Rd	Transfer Station
Clinton	Clinton Trans Stn	31 Old Leonard Woods Road	Transfer Station
Columbia Falls	Pleasant River SWD Station	1340 Route 1	Transfer Station
Corinna	Mid Maine Solid Waste Assoc	63 Airport Rd	Transfer Station
Corinth	Central Penobscot Solid Waste	117 Main St	Transfer Station
Cornish	Cornish Hardware	13 Maple St	Retail



PAINTCARE SITES

FY2020 PAINTCARE SITES IN MAINE - PAGE 2

City/Town	Site Name	Address	Type
Damariscotta	Sherwin-Williams	505 Main St	Retail
Dover Foxcroft	Dover Foxcroft Trans Stn	66 Landfill Rd	Transfer Station
Dover Foxcroft	Dover True Value	69 E Main St	Retail
Eastport	Eastport Recycling Ctr	Road 190 / Old Toll Bridge	Recycling Center
Ellsworth	Sherwin-Williams	43 Downeast Hwy	Retail
Falmouth	Falmouth Trans Stn	101 Woods Rd	Transfer Station
Farmington	Aubuchon Hardware	528 Wilton Rd	Retail
Fort Kent	S W Collins	35 W Main St	Retail
Frenchville	Valley Recycling Facility	72 Airport Ave	Transfer Station
Fryeburg	Fryeburg Trans Stn	2025 Lovell Road	Transfer Station
Garland	Garland Trans Stn	586 Center Rd	Transfer Station
Gorham	Gorham Hardware	57 Main St	Retail
Gray	Cooks Hardware	19 Portland Rd Rte 100	Retail
Gray	Gray Trans Stn	13 Seagull Dr	Transfer Station
Greene	Greene Trans Stn	281 Quaker Ridge Rd	Transfer Station
Greenville	Greenville Trans Stn	7 Minden St	Transfer Station
Hiram	Tri Town Trans Stn	208 S Hiram Rd	Transfer Station
Houlton	S W Collins	57 Bangor St	Retail
Houlton	Sherwin-Williams	2 Smyrna St	Retail
Islesboro	Islesboro Trans Stn	1299 Meadow Rd	Transfer Station
Jackman	Jackman Trans Stn	31 Hastings Rd	Transfer Station
Jay	Jay Trans Stn	672 Main St	Transfer Station
Kingfield	Kingfield Trans Stn	304 Lexington Rd	Transfer Station
Kittery	Kittery Ace	6 Shapleigh Rd	Retail
Kittery	Kittery Trans Stn	1 Mackenzie Ln	Transfer Station
Lewiston	Sherwin-Williams	1168 Lisbon St	Retail
Limerick	Limerick Trans Stn	86 Doles Hill Rd	Transfer Station
Limerick	Plummers Limerick Hardware	42 Central Ave	Retail
Lincoln	Aubuchon Hardware	245 W Broadway	Retail
Lincoln	S W Collins	302 W Broadway	Retail
Lisbon	ME Building Materials Exchange	102 Lisbon Rd	Reuse Store
Lisbon Falls	Aubuchon Hardware	572 Lisbon St	Retail
Mechanic Falls	Depot Square Hardware	9 Depot Square	Retail



PAINTCARE SITES

FY2020 PAINTCARE SITES IN MAINE - PAGE 3

City/Town	Site Name	Address	Type
Mexico	Rumford Trans Stn	388 River Rd	Transfer Station
Monson	Monson Trans Stn	80 Chapin Ave	Transfer Station
Naples	Aubuchon Hardware	499 Roosevelt Trl	Retail
Newfield	Newfield Trans Stn	320 Water St	Transfer Station
Newport	Aubuchon Hardware	83 Moosehead Trl	Retail
Nobleboro	Nobleboro Trans Stn	25 Transfer Ln	Transfer Station
Northeast Harbor	F T Brown	106 Main St	Retail
Northeast Harbor	S R Tracy	8 Summit Rd	Retail
Norway	Aubuchon Hardware	138 Main St	Retail
Oakland	Oakland Trans Stn	343 Town Farm Rd	Transfer Station
Old Town	Aubuchon Hardware	486 Stillwater Ave	Retail
Oxford	Oxford Trans Stn	89 Smith St	Transfer Station
Portland	Eldredge Lumber	145 Presumpscot St	Retail
Portland	Maine Hardware	274 Saint John St	Retail
Portland	PPG Paints	973 Congress St	Retail
Presque Isle	S W Collins	21 Rice St	Retail
Rangeley	Rangeley Lakes Builders Supply	2742 Main St	Retail
Readfield	Readfield Trans Stn	14 Recycle Rd	Transfer Station
Rockland	E L Spear Lumber	10 Payne Ave	Retail
Rockland	Sherwin-Williams	96 Park St	Retail
Rumford	Aubuchon Hardware	65 Falmouth St	Retail
Rumford	Sherwin-Williams	1023 Route 2	Retail
Scarborough	Dunstan Ace	636 US Hwy 1	Retail
Scarborough	Oak Hill Ace	29 Gorham Rd	Retail
Scarborough	Sherwin-Williams	166 US Route 1	Retail
Searsport	Searsport Trans Stn	Dump Rd	Transfer Station
Sebago	Sebago Trans Stn	141 Long Hill Rd	Transfer Station
Skowhegan	Quinn True Value	125 Waterville Rd	Retail
Skowhegan	Sherwin-Williams	257 Madison Ave	Retail
Skowhegan	Skowhegan Trans Stn	29 Transfer Station Dr	Transfer Station
South Portland	Maine Paint	153 Ocean St	Retail
South Portland	Sherwin-Williams	180 Waterman Dr	Retail
Southwest Harbor	Southwest Trustworthy	345 Main St	Retail



PAINTCARE SITES

FY2020 PAINTCARE SITES IN MAINE - PAGE 4

City/Town	Site Name	Address	Type
Springvale	Aubuchon Hardware	640 Main St	Retail
Springvale	Sherwin-Williams	544 Main St	Retail
Springvale	Springvale Hardware	489 Main St	Retail
Standish	Steep Falls Building Supply	190 Ossipee Trl W	Retail
Tenants Harbor	St George Trans Stn	176 Wallston Rd	Transfer Station
Topsham	Sherwin-Williams	86 Topsham Fair Rd	Retail
Waldoboro	Waldoboro Trans Stn	885 N Nobleboro Rd	Transfer Station
Waterboro	Plummers Hardware	1009 Main St	Retail
Waterboro	Waterboro Trans Stn	132 Bennett Hill Rd	Transfer Station
Waterville	Aubuchon Hardware	485 Kennedy Memorial Dr	Retail
Waterville	Sherwin-Williams	343 Main St	Retail
Wells	Aubuchon Hardware	1165 Post Rd #2	Retail
Wells	Sherwin-Williams	1521 Post Rd	Retail
Westbrook	Sherwin-Williams	100 Larrabee Rd	Retail
Westbrook	Sportsmans True Value	30 Central St	Retail
Wilton	Wilton Trans Stn	158 Weld Rd	Transfer Station
Windham	Aubuchon Hardware	777 Roosevelt Trl	Retail
Windham	Sherwin-Williams	859 Roosevelt Trl	Retail
Winthrop	Marshall Hills Trans Stn	1199 US-202	Transfer Station
Wiscasset	Ames Supply True Value	447 Bath Rd	Retail
Yarmouth	Maine Paint	412 US Route 1	Retail
Yarmouth	Sherwin-Williams	438 Route 1	Retail
Yarmouth	Yarmouth Trans Stn	659 E Main St	Transfer Station
York	Eldredge Lumber & Hardware	627 US Route 1	Retail

2. Supplemental Sites

34 Sites

Bar Harbor	Mt Desert Island H S (Acadia Dist)	1081 Eagle Lake Rd	HHW Event
Bethel	Maine School District (AVCOG Event)	1 Parkway	HHW Event
Biddeford	Biddeford Public Works (City)	371 Hill St	HHW Event
Brewer	Brewer Public Works (City)	221 Greenpoint Rd	HHW Event
Brunswick	Brunswick Landfill (Town)	49 Graham Rd	HHW Event
Carrabassett Valley	Carrabasset Valley T S (AVCOG)	1 Mile north of Surgarloaf Access Rd on Rt 27	HHW Event
Fryeburg	Fryeburg Trans Stn (AVCOG)	2025 Main St	HHW Event



PAINTCARE SITES

FY2020 PAINTCARE SITES IN MAINE - PAGE 5

City/Town	Site Name	Address	Type
Gray	Gray Trans Stn (Town)	14 Seagull Dr	HHW Event
Jay	Jay Trans Stn (AVCOG)	7962-836 Main St	HHW Event
Kennebunk	Kennebunk Public Svcs Dept (Town)	36 Sea Rd	HHW Event
Lewiston	Western Maine Env Depot (AVCOG)	424 River Rd	HHW Seasonal
Livermore	Livermore Trans Stn (AVCOG)	Gravel road north of 1801 Federal Rd	HHW Event
Matinicus	Matinicus Island (Island)	Unknown Street Address	HHW Event
Mexico	Mexico Trans Stn (AVCOG)	342 River Rd	HHW Event
Norridgewock	Crossroads Landfill (HHW Day)	357 Mercer Road	HHW Event
Norway	Norway Paris T S (AVCOG)	39 Brown St	HHW Event
Old Town	Old Town Trans Stn (Town)	246 Gilman Falls Ave	HHW Event
Phippsburg	Phippsburg Trans Stn (AVCOG)	58 Sam Day Hill Rd	HHW Event
Pittsfield	Pittsfield Recycling Ctr (KVCOG)	601 Peltoma Ave	HHW Event
Portland	Peaks Island Garage (City)	10 Florida Ave	HHW Event
Portland	Riverside Recycling Facility	910 Riverside St	HHW Seasonal
Rangeley	Rangeley Trans Stn (AVCOG)	682 Loon Lake Rd	HHW Event
Rockport	Mid Coast Solid Waste Corp (HHW Event)	90 Union St	HHW Event
Saco	Saco Public Works (City)	351 North St	HHW Event
Scarborough	Scarborough Public Works (Town)	20 Washington Ave	HHW Event
Skowhegan	Skowhegan Recycling (KVCOG)	29 Transfer Station Dr	HHW Event
South Berwick	Berwick Trans Stn (Town)	534B Route 4	HHW Event
South Portland	South Portland Municipal Svcs (City)	929 Highland Ave	HHW Event
Union	Tri County Recycling Ctr (Tri County)	3368 Heald Hwy	HHW Event
Warren	Warren Recycling Ctr (Town Event)	365 Old Augusta Rd	HHW Event
Westbrook	Casella Waste Systems (City Event)	594 County Rd	HHW Event
Winslow	Winslow Parks & Rec (KVCOG)	135 Halifax St	HHW Event
Yarmouth	Yarmouth Fire Rescue (Town)	178 North Rd	HHW Event
York	York Recycling Facility (Town)	65 Witchtrot Rd	HHW Event

3. Large Volume Pick-Up Sites 12 Sites

Bangor	[Retail]	LVP
Belfast	[Painting Contractor]	LVP
Biddeford	[Retailer]	LVP
Brunswick	[Painting Contractor]	LVP



PAINTCARE SITES

FY2020 PAINTCARE SITES IN MAINE - PAGE 6

City/Town	Site Name	Address	Type
Brunswick	[Painting Contractor]		LVP
Carrabassett Valey	[City Government]		LVP
Durham	[Painting Contractor]		LVP
Greenbush	[City Government]		LVP
Jefferson	[Painting Contractor]		LVP
Lewiston	[Hospital]		LVP
Saco	[Household]		LVP
Winslow	[Household]		LVP

**Appendix
Section B**

PaintCare Inc.

Financial Statements
and Independent Auditors' Report

June 30, 2020 and 2019

PaintCare Inc.

Financial Statements
June 30, 2020 and 2019

Contents

Independent Auditors' Report.....	1-2
<i>Financial Statements</i>	
Statements of Financial Position.....	3
Statements of Activities	4
Statements of Functional Expenses	5-6
Statements of Cash Flows.....	7
Notes to Financial Statements.....	8-18
<i>Supplementary Information</i>	
Schedule of Activities, Organized by Program.....	19-20

INDEPENDENT AUDITORS' REPORT

To the Board of Directors of
PaintCare Inc.

We have audited the accompanying financial statements of PaintCare Inc. ("PaintCare"), which comprise the statements of financial position as of June 30, 2020 and 2019; the related statements of activities, functional expenses, and cash flows for the years then ended; and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

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

Auditor's Responsibility

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

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

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

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of PaintCare as of June 30, 2020 and 2019, 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.

Emphasis of Matter

As discussed in Note 2 to the financial statements, PaintCare adopted Financial Accounting Standards Board (FASB) Accounting Standards Update (ASU) 2014-09, *Revenue from Contracts with Customers* (Topic 606) and FASB ASU 2018-08, *Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made*. Our opinion is not modified with respect to this matter.

Other Matter

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The supplementary information included on pages 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
September 22, 2020

PaintCare Inc.

Statements of Financial Position
June 30, 2020 and 2019

	<u>2020</u>	<u>2019</u>
Assets		
Current assets:		
Cash and cash equivalents	\$ 17,994,309	\$ 15,596,294
Accounts receivable, net	8,029,728	6,964,498
Investments	55,468,532	48,051,007
Prepaid expenses	<u>129,663</u>	<u>296,043</u>
Total current assets	81,622,232	70,907,842
Intangible assets, net	<u>211,183</u>	<u>274,538</u>
Total assets	<u>\$ 81,833,415</u>	<u>\$ 71,182,380</u>
Liabilities and Net Assets		
Liabilities		
Current liabilities:		
Accounts payable and accrued expenses	\$ 6,685,451	\$ 10,875,820
Grants payable	108,956	200,000
Due to affiliate	<u>822,407</u>	<u>800,081</u>
Total liabilities	<u>7,616,814</u>	<u>11,875,901</u>
Net Assets		
Without donor restrictions	<u>74,216,601</u>	<u>59,306,479</u>
Total net assets	<u>74,216,601</u>	<u>59,306,479</u>
Total liabilities and net assets	<u>\$ 81,833,415</u>	<u>\$ 71,182,380</u>

See accompanying notes.

PaintCare Inc.

Statements of Activities For the Years Ended June 30, 2020 and 2019

	<u>2020</u>	<u>2019</u>
Operating Revenue		
Paint recovery fees	\$ 64,113,250	\$ 60,493,546
Total operating revenue	<u>64,113,250</u>	<u>60,493,546</u>
Expenses		
Program and delivery services:		
Oregon	4,205,973	4,365,660
California	27,805,205	30,763,747
Connecticut	2,804,101	3,176,529
Rhode Island	614,279	729,092
Minnesota	4,628,157	5,068,449
Vermont	685,630	792,567
Maine	1,109,199	1,300,761
Colorado	4,893,051	5,629,379
District of Columbia	303,130	413,169
Washington	79,453	7,064
New York	20,212	-
Total program and delivery services	<u>47,148,390</u>	<u>52,246,417</u>
General and administrative	<u>4,472,263</u>	<u>4,433,932</u>
Total expenses	<u>51,620,653</u>	<u>56,680,349</u>
Change in Net Assets from Operations	12,492,597	3,813,197
Non-Operating Activities		
Investment return, net	2,417,525	2,841,128
Loss on disposal of intangible assets	-	(102,362)
Total non-operating activities	<u>2,417,525</u>	<u>2,738,766</u>
Change in Net Assets	14,910,122	6,551,963
Net Assets, beginning of year	<u>59,306,479</u>	<u>52,754,516</u>
Net Assets, end of year	<u>\$ 74,216,601</u>	<u>\$ 59,306,479</u>

See accompanying notes.

PaintCare Inc.

Statement of Functional Expenses
For the Year Ended June 30, 2020

	Program and Delivery Services											General and Administrative	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York		
Salaries and related benefits	\$ 117,155	\$ 895,093	\$ 95,999	\$ 29,632	\$ 202,568	\$ 40,165	\$ 85,538	\$ 189,394	\$ 13,990	\$ 38,947	\$ -	\$ 1,478,836	\$ 3,187,317
Collection support	14,197	2,851,573	403,745	82,767	327,444	67,242	113,422	452,439	25,748	-	-	-	4,338,577
Transportation and processing	3,970,365	20,707,061	1,988,195	392,796	3,946,928	553,840	814,784	3,572,663	171,742	-	-	-	36,118,374
Communications	23,990	2,772,951	280,012	97,985	100,965	4,749	3,680	504,032	46,672	1,054	-	15,654	3,851,744
State agency administrative fees	40,000	412,640	20,000	-	21,917	15,000	78,919	120,000	26,468	22,700	-	-	757,644
Management fees	-	-	-	-	-	-	-	-	-	-	-	2,151,495	2,151,495
Professional fees	3,354	14,443	2,996	747	1,593	400	495	4,196	398	193	-	127,560	156,375
Legal fees	7,018	13,072	378	-	-	-	251	10,581	10,507	8,930	8,834	73,726	133,297
Travel	9,958	103,383	6,062	6,321	17,337	3,797	8,617	27,093	7,494	4,813	6,533	104,692	306,100
Meetings	312	5,224	304	646	816	37	37	1,672	108	358	219	12,950	22,683
Office and supplies	3,146	7,964	377	263	2,150	308	90	1,708	3	1,205	-	25,617	42,831
Subscriptions and publications	702	2,516	12	4	1,126	5	11	470	-	208	-	55,894	60,948
Advertising and promotions	-	-	-	-	-	-	-	-	-	-	-	8,435	8,435
Professional development	2,274	19,204	5,852	2,870	5,313	50	2,206	8,005	-	723	4,626	36,425	87,548
Amortization	-	-	-	-	-	-	-	-	-	-	-	63,355	63,355
Insurance	-	-	-	-	-	-	-	-	-	-	-	235,948	235,948
Bank fees	893	-	169	226	-	-	964	-	-	-	-	81,676	83,928
Other expenses	12,609	81	-	22	-	37	185	798	-	322	-	-	14,054
Total Expenses	\$ 4,205,973	\$ 27,805,205	\$ 2,804,101	\$ 614,279	\$ 4,628,157	\$ 685,630	\$ 1,109,199	\$ 4,893,051	\$ 303,130	\$ 79,453	\$ 20,212	\$ 4,472,263	\$ 51,620,653

See accompanying notes.

PaintCare Inc.

Statement of Functional Expenses
For the Year Ended June 30, 2019

	Program and Delivery Services										General and Administrative	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington		
Salaries and related benefits	\$ 113,319	\$ 812,614	\$ 93,741	\$ 27,808	\$ 133,528	\$ 39,213	\$ 82,807	\$ 194,026	\$ 16,034	\$ 2,544	\$ 1,395,251	\$ 2,910,885
Collection support	20,381	3,134,672	434,073	100,440	448,281	81,970	145,009	506,813	38,858	-	-	4,910,497
Transportation and processing	4,085,078	22,661,082	2,133,266	471,744	4,214,375	636,180	933,710	3,989,607	216,039	-	-	39,341,081
Communications	59,874	3,394,905	462,698	105,153	187,698	9,375	23,502	610,488	104,388	-	61,056	5,019,137
State agency administrative fees	40,000	224,526	20,000	-	24,319	15,000	71,003	120,000	26,000	-	-	540,848
Management fees	-	-	-	-	-	-	-	-	-	-	2,151,624	2,151,624
Professional fees	2,700	25,432	5,596	769	2,950	2,829	3,541	37,900	496	-	94,447	176,660
Legal fees	350	201,033	11,511	15,144	10,078	263	9,505	3,339	1,186	-	23,632	276,041
Travel	21,803	156,565	9,951	5,527	14,731	7,134	17,143	49,160	9,095	4,502	157,311	452,922
Meetings	1,240	10,542	533	-	1,487	71	152	3,200	546	18	21,997	39,786
Office and supplies	1,040	3,443	229	288	1,019	246	314	1,968	163	-	30,954	39,664
Subscriptions and publications	931	5,002	292	81	1,530	119	252	1,718	4	-	81,761	91,690
Advertising and promotions	90	-	-	-	-	-	-	3,361	-	-	-	3,451
Professional development	1,653	27,506	2,716	856	4,971	127	2,773	7,458	51	-	25,531	73,642
Amortization	-	-	-	-	-	-	-	-	-	-	112,611	112,611
Insurance	-	-	-	-	-	-	-	-	-	-	220,261	220,261
Bank fees	1,185	-	1,572	979	-	-	205	-	-	-	56,681	60,622
Research and development grant	-	100,000	-	-	-	-	-	100,000	-	-	-	200,000
Other expenses	16,016	6,425	351	303	23,482	40	10,845	341	309	-	815	58,927
Total Expenses	\$ 4,365,660	\$ 30,763,747	\$ 3,176,529	\$ 729,092	\$ 5,068,449	\$ 792,567	\$ 1,300,761	\$ 5,629,379	\$ 413,169	\$ 7,064	\$ 4,433,932	\$ 56,680,349

See accompanying notes.

PaintCare Inc.

Statements of Cash Flows For the Years Ended June 30, 2020 and 2019

	2020	2019
Cash Flows from Operating Activities		
Change in net assets	\$ 14,910,122	\$ 6,551,963
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Amortization	63,355	112,611
Loss on disposal of intangible assets	-	102,362
Net realized and unrealized gain on investments	(1,349,277)	(1,748,144)
Change in allowance for doubtful accounts receivable	-	21,272
Change in operating assets and liabilities:		
(Increase) decrease in:		
Accounts receivable	(1,065,230)	229,693
Prepaid expenses	166,380	(79,660)
Increase in:		
Accounts payable and accrued expenses	(4,190,369)	2,440,737
Grants payable	(91,044)	200,000
Due to affiliate	22,326	38,369
Net cash provided by operating activities	<u>8,466,263</u>	<u>7,869,203</u>
Cash Flows from Investing Activities		
Purchases of investments	(18,193,365)	(18,563,757)
Proceeds from sale of investments	12,125,117	17,470,774
Purchases of intangible assets	-	(316,775)
Net cash used in investing activities	<u>(6,068,248)</u>	<u>(1,409,758)</u>
Net Increase in Cash	2,398,015	6,459,445
Cash and Cash Equivalents, beginning of year	<u>15,596,294</u>	<u>9,136,849</u>
Cash and Cash Equivalents, end of year	<u>\$ 17,994,309</u>	<u>\$ 15,596,294</u>

See accompanying notes.

PaintCare Inc.

Notes to Financial Statements June 30, 2020 and 2019

1. Nature of Operations

PaintCare Inc. (“PaintCare”), a not-for-profit 501(c)(3) organization, was created in October 2009 by the American Coatings Association (ACA), who, working with state and local government stakeholders, passed the first ever paint product stewardship law in the United States in the state of Oregon in 2009. Similar legislation has subsequently been passed in other jurisdictions. The paint stewardship legislation guides an industry-led, end-of-life management program for post-consumer paint, which PaintCare operates. The PaintCare Board is made up of architectural paint manufacturers and participation in PaintCare is not limited to ACA members, but open to all architectural paint manufacturers. There are no dues or registration fees associated with PaintCare.

PaintCare organized single-member limited liability companies (LLC) for the Oregon, Connecticut, Rhode Island, Maine, Colorado, District of Columbia, Washington, and New York programs in an effort to shield the assets of each state program from liability stemming from acts and obligations of other PaintCare state programs.

2. Summary of Significant Accounting Policies

Basis of Accounting and Presentation

PaintCare’s financial statements are prepared on the accrual basis of accounting. Net assets without donor restrictions represent funds that are not subject to donor-imposed stipulations and are available for support of PaintCare’s operations. At June 30, 2020 and 2019, all net assets were without donor restrictions.

Cash Equivalents

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

Accounts Receivable

Accounts receivable are recorded at net realizable value and represent amounts due from post-consumer paint recovery fees. PaintCare provides an allowance for bad debts using the allowance method, which is based on management’s judgment considering historical information. Accounts are individually analyzed for collectability and will be reserved based on individual evaluation and specific circumstances. When all collection efforts have been exhausted, the accounts are written off against the related allowance. At both June 30, 2020 and 2019, an allowance of \$64,175 was recognized.

PaintCare Inc.

Notes to Financial Statements
June 30, 2020 and 2019

2. Summary of Significant Accounting Policies (continued)

Investments

Investments are stated at fair value, based on quoted market prices. All realized and unrealized gains and losses, net of investment management fees, are reported as a component of net investment return in the accompanying statements of activities.

Intangible Assets

PaintCare capitalizes certain costs associated with computer software developed or obtained for internal use in accordance with the provisions 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 represents amounts awarded to organizations for the Innovative 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 is included in the accompanying statements of financial position totaling \$108,956 and \$200,000 at June 30, 2020 and 2019, respectively.

Revenue Recognition

PaintCare recognizes revenue from post-consumer paint recovery fees at the time architectural paint product is sold by a manufacturer participant of the paint product stewardship program. Manufacturer participants in the program pay the PaintCare recovery fee to PaintCare based on the amount of program products they sell on a monthly basis. The majority of PaintCare's revenue arrangements generally consist of a single performance obligation to transfer promised services. Revenue is recognized when PaintCare delivers the services. Based on PaintCare's evaluation process and review of its contracts with customers, the timing and amount of revenue previously recognized is consistent with how revenue is recognized under the new standard. No changes were required for the previously reported revenues as a result of the adoption.

PaintCare Inc.

Notes to Financial Statements
June 30, 2020 and 2019

2. Summary of Significant Accounting Policies (continued)

Revenue Recognition (continued)

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

Revenue from all other sources is recognized when earned.

Functional Allocation of Expenses

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

Measure of Operations

PaintCare includes in its measure of operations all revenues and expenses that are an integral part of its programs and supporting activities and excludes net investment return and loss on disposal of intangible assets.

Reclassifications

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

PaintCare Inc.

Notes to Financial Statements
June 30, 2020 and 2019

2. Summary of Significant Accounting Policies (continued)

Change in Accounting Principles

FASB Accounting Standards Update (ASU) 2014-09, *Revenue from Contracts with Customers* (Topic 606), as amended, supersedes or replaces nearly all revenue recognition guidance under accounting principles generally accepted in the United States of America. These standards establish a new contract and control-based revenue recognition model, change the basis for deciding when revenue is recognized over time or at a point in time, and expand disclosures about revenue. PaintCare has implemented Topic 606 and has adjusted, if applicable, the presentation in these financial statements accordingly. The amendments have been applied retrospectively to all periods presented. The implementation had no impact on the previously reported net assets.

In June 2018, the FASB issued ASU 2018-08, *Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made*. This standard assists entities in evaluating whether transactions should be accounted for as contributions or exchange transactions and determining whether a contribution is conditional. PaintCare has implemented the provisions of ASU 2018-08 applicable to both contributions received and to contributions made in these financial statements under a modified prospective basis. The implementation had no impact on the previously reported net assets.

Use of Estimates

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

Subsequent Events

In preparing these financial statements, PaintCare has evaluated events and transactions for potential recognition or disclosure through September 22, 2020, the date the financial statements were available to be issued.

PaintCare Inc.

Notes to Financial Statements June 30, 2020 and 2019

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 equivalent balances as necessary. Amounts in excess of operating liquidity needs are invested in money market funds and highly liquid securities.

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 June 30:

	<u>2020</u>	<u>2019</u>
Cash and cash equivalents	\$ 17,994,309	\$ 15,596,294
Accounts receivable, net	8,029,728	6,964,498
Investments appropriated for current use	<u>34,660,675</u>	<u>28,595,981</u>
Total available for general expenditures	<u>\$ 60,684,712</u>	<u>\$ 51,156,773</u>

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.

PaintCare Inc.

Notes to Financial Statements June 30, 2020 and 2019

5. Accounts Receivable

Accounts receivable related to the following programs were due as follows at June 30:

	<u>2020</u>	<u>2019</u>
California	\$ 3,756,933	\$ 3,931,082
Colorado	1,119,812	761,606
Minnesota	1,381,682	749,761
Oregon	838,339	716,721
Connecticut	500,308	392,831
Maine	193,279	189,135
Rhode Island	118,954	113,726
District of Columbia	57,820	64,030
Vermont	126,596	109,781
Corporate	180	-
	<u>8,093,903</u>	<u>7,028,673</u>
Total accounts receivable	8,093,903	7,028,673
Less: allowance for doubtful accounts	<u>(64,175)</u>	<u>(64,175)</u>
Accounts receivable, net	<u>\$ 8,029,728</u>	<u>\$ 6,964,498</u>

6. Investments and Fair Value Measurements

Net investment return consists of the following for the years ended June 30:

	<u>2020</u>	<u>2019</u>
Interest and dividend income	\$ 1,224,635	\$ 1,238,869
Net realized and unrealized gain	1,349,277	1,748,144
Less: investment fees	<u>(156,387)</u>	<u>(145,885)</u>
Investment return, net	<u>\$ 2,417,525</u>	<u>\$ 2,841,128</u>

PaintCare Inc.

Notes to Financial Statements
June 30, 2020 and 2019

6. Investments and Fair Value Measurements (continued)

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

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

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

In general, and where applicable, PaintCare uses quoted prices in active markets for identical assets to determine fair value. This pricing methodology applies to Level 1 investments. Level 2 inputs include government securities, which are valued based on quoted prices in less active markets.

PaintCare Inc.

Notes to Financial Statements
June 30, 2020 and 2019

6. Investments and Fair Value Measurements (continued)

The following table presents PaintCare's fair value hierarchy for those assets measured on a recurring basis as of June 30, 2020:

	Level 1	Level 2	Level 3	Total
Equities:				
Energy	\$ 424,643	\$ -	\$ -	\$ 424,643
Materials	526,801	-	-	526,801
Industrials	1,508,670	-	-	1,508,670
Consumer discretionary	1,583,672	-	-	1,583,672
Consumer staples	1,240,399	-	-	1,240,399
Health care	2,002,096	-	-	2,002,096
Financials	1,948,502	-	-	1,948,502
Information technology	2,931,190	-	-	2,931,190
Telecommunication service	1,320,305	-	-	1,320,305
Utilities	608,459	-	-	608,459
Real estate	656,213	-	-	656,213
Blend	119,376	-	-	119,376
Mutual funds:				
Exchange traded funds	6,000,478	-	-	6,000,478
Fixed income	10,116,611	-	-	10,116,611
Corporate bonds	6,162,876	-	-	6,162,876
Cash equivalents	1,611,277	-	-	1,611,277
Government securities:				
U.S. Treasury	-	13,125,396	-	13,125,396
U.S. Agency	-	3,581,568	-	3,581,568
Total investments	\$ 38,761,568	\$ 16,706,964	\$ -	\$ 55,468,532

PaintCare Inc.

Notes to Financial Statements
June 30, 2020 and 2019

6. Investments and Fair Value Measurements (continued)

The following table presents PaintCare's fair value hierarchy for those assets measured on a recurring basis as of June 30, 2019:

	Level 1	Level 2	Level 3	Total
Equities:				
Energy	\$ 645,537	\$ -	\$ -	\$ 645,537
Materials	516,536	-	-	516,536
Industrials	1,537,644	-	-	1,537,644
Consumer discretionary	1,516,737	-	-	1,516,737
Consumer staples	1,197,977	-	-	1,197,977
Health care	1,807,095	-	-	1,807,095
Financials	2,138,219	-	-	2,138,219
Information technology	2,507,382	-	-	2,507,382
Telecommunication service	1,257,481	-	-	1,257,481
Utilities	564,074	-	-	564,074
Real estate	687,533	-	-	687,533
Blend	71,662	-	-	71,662
Mutual funds:				
Exchange traded funds	4,518,546	-	-	4,518,546
Fixed income	7,523,367	-	-	7,523,367
Corporate bonds	6,869,374	-	-	6,869,374
Cash equivalents	1,046,678	-	-	1,046,678
Government securities:				
U.S. Treasury	-	9,750,771	-	9,750,771
U.S. Agency	-	3,894,394	-	3,894,394
Total investments	\$ 34,405,842	\$ 13,645,165	\$ -	\$ 48,051,007

PaintCare Inc.

Notes to Financial Statements June 30, 2020 and 2019

7. Intangible Assets

Intangible assets consist of the following at June 30:

	<u>2020</u>	<u>2019</u>
Software	\$ 354,739	\$ 354,739
Less: accumulated amortization	<u>(143,556)</u>	<u>(80,201)</u>
Intangible assets, net	<u>\$ 211,183</u>	<u>\$ 274,538</u>

Amortization expense for each year of the estimated remaining lives is estimated to be as follows for the years ending June 30:

2021	\$ 63,355
2022	63,355
2023	63,355
2024	<u>21,118</u>
Future estimated amortization	<u>\$ 211,183</u>

8. Related Party

ACA, a related party, is a separate, 501(c)(6) nonprofit organization working to advance the needs of the paint and coatings industry and the professionals who work in it. ACA serves its members as an advocate on legislative, regulatory, and judicial issues at the federal, state, and local levels. ACA also provides members with such services as research and technical information, statistical management information, legal guidance, and community service project support and acts as a forum for the exchange of information and ideas among the industry and its business partners. ACA incorporated PaintCare for the sole purpose of implementing programs for post-consumer architectural paint. ACA maintains a controlling interest in PaintCare through the ability to appoint its Board of Directors.

PaintCare Inc.

Notes to Financial Statements June 30, 2020 and 2019

8. Related Party (continued)

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

For the years ended June 30, 2020 and 2019, the total administrative fees charged by ACA to PaintCare were \$2,151,495 and \$2,151,624, respectively. At June 30, 2020 and 2019, PaintCare owed ACA \$822,407 and \$800,081, 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 June 30, 2020

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	New York	General and Administrative	Total
Operating Revenue													
Paint recovery fees	\$ 5,943,949	\$ 35,992,569	\$ 3,643,393	\$ 991,912	\$ 7,263,964	\$ 936,987	\$ 1,523,115	\$ 7,202,092	\$ 615,269	\$ -	\$ -	\$ -	\$ 64,113,250
Total operating revenue	5,943,949	35,992,569	3,643,393	991,912	7,263,964	936,987	1,523,115	7,202,092	615,269	-	-	-	64,113,250
Expenses													
Salaries and related benefits	117,155	895,093	95,999	29,632	202,568	40,165	85,538	189,394	13,990	38,947	-	1,478,836	3,187,317
Collection support	14,197	2,851,573	403,745	82,767	327,444	67,242	113,422	452,439	25,748	-	-	-	4,338,577
Transportation and processing	3,970,365	20,707,061	1,988,195	392,796	3,946,928	553,840	814,784	3,572,663	171,742	-	-	-	36,118,374
Communications	23,990	2,772,951	280,012	97,985	100,965	4,749	3,680	504,032	46,672	1,054	-	15,654	3,851,744
State agency administrative fees	40,000	412,640	20,000	-	21,917	15,000	78,919	120,000	26,468	22,700	-	-	757,644
Management fees	-	-	-	-	-	-	-	-	-	-	-	2,151,495	2,151,495
Professional fees	3,354	14,443	2,996	747	1,593	400	495	4,196	398	193	-	127,560	156,375
Legal fees	7,018	13,072	378	-	-	-	251	10,581	10,507	8,930	8,834	73,726	133,297
Travel	9,958	103,383	6,062	6,321	17,337	3,797	8,617	27,093	7,494	4,813	6,533	104,692	306,100
Meetings	312	5,224	304	646	816	37	37	1,672	108	358	219	12,950	22,683
Office and supplies	3,146	7,964	377	263	2,150	308	90	1,708	3	1,205	-	25,617	42,831
Subscriptions and publications	702	2,516	12	4	1,126	5	11	470	-	208	-	55,894	60,948
Advertising and promotions	-	-	-	-	-	-	-	-	-	-	-	8,435	8,435
Professional development	2,274	19,204	5,852	2,870	5,313	50	2,206	8,005	-	723	4,626	36,425	87,548
Amortization	-	-	-	-	-	-	-	-	-	-	-	63,355	63,355
Insurance	-	-	-	-	-	-	-	-	-	-	-	235,948	235,948
Bank fees	893	-	169	226	-	-	964	-	-	-	-	81,676	83,928
Other expenses	12,609	81	-	22	-	37	185	798	-	322	-	-	14,054
Total expenses	4,205,973	27,805,205	2,804,101	614,279	4,628,157	685,630	1,109,199	4,893,051	303,130	79,453	20,212	4,472,263	51,620,653
Change in Net Assets from Operations	1,737,976	8,187,364	839,292	377,633	2,635,807	251,357	413,916	2,309,041	312,139	(79,453)	(20,212)	(4,472,263)	12,492,597
Non-Operating Activity													
Investment return, net	-	-	-	-	-	-	-	-	-	-	-	2,417,525	2,417,525
Change in Net Assets Before Allocation of General and Administrative Activities	1,737,976	8,187,364	839,292	377,633	2,635,807	251,357	413,916	2,309,041	312,139	(79,453)	(20,212)	(2,054,738)	14,910,122
General and administrative allocation	(292,379)	(2,843,138)	(272,767)	(80,330)	(404,784)	(47,755)	(101,377)	(383,817)	(45,916)	-	-	4,472,263	-
Investment allocation	-	2,098,712	-	-	56,274	(18,061)	-	256,224	24,376	-	-	(2,417,525)	-
Total Change in Net Assets	1,445,597	7,442,938	566,525	297,303	2,287,297	185,541	312,539	2,181,448	290,599	(79,453)	(20,212)	-	14,910,122
Net Assets (Deficit), beginning of year	(90,151)	49,412,295	3,386,666	823,729	218,961	(523,581)	161,368	5,506,945	461,659	(51,412)	-	-	59,306,479
Net Assets (Deficit), end of year	\$ 1,355,446	\$ 56,855,233	\$ 3,953,191	\$ 1,121,032	\$ 2,506,258	\$ (338,040)	\$ 473,907	\$ 7,688,393	\$ 752,258	\$ (130,865)	\$ (20,212)	\$ -	\$ 74,216,601

PaintCare Inc.

Schedule of Activities, Organized by Program
For the Year Ended June 30, 2019

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	General and Administrative	Total
Operating Revenue												
Paint recovery fees	\$ 5,478,466	\$ 34,611,457	\$ 3,445,259	\$ 930,766	\$ 6,413,373	\$ 866,404	\$ 1,295,654	\$ 6,817,282	\$ 634,885	\$ -	\$ -	\$ 60,493,546
Total operating revenue	5,478,466	34,611,457	3,445,259	930,766	6,413,373	866,404	1,295,654	6,817,282	634,885	-	-	60,493,546
Expenses												
Salaries and related benefits	113,319	812,614	93,741	27,808	133,528	39,213	82,807	194,026	16,034	2,544	1,395,251	2,910,885
Collection support	20,381	3,134,672	434,073	100,440	448,281	81,970	145,009	506,813	38,858	-	-	4,910,497
Transportation and processing	4,085,078	22,661,082	2,133,266	471,744	4,214,375	636,180	933,710	3,989,607	216,039	-	-	39,341,081
Communications	59,874	3,394,905	462,698	105,153	187,698	9,375	23,502	610,488	104,388	-	61,056	5,019,137
State agency administrative fees	40,000	224,526	20,000	-	24,319	15,000	71,003	120,000	26,000	-	-	540,848
Management fees	-	-	-	-	-	-	-	-	-	-	2,151,624	2,151,624
Professional fees	2,700	25,432	5,596	769	2,950	2,829	3,541	37,900	496	-	94,447	176,660
Legal fees	350	201,033	11,511	15,144	10,078	263	9,505	3,339	1,186	-	23,632	276,041
Travel	21,803	156,565	9,951	5,527	14,731	7,134	17,143	49,160	9,095	4,502	157,311	452,922
Meetings	1,240	10,542	533	-	1,487	71	152	3,200	546	18	21,997	39,786
Office and supplies	1,040	3,443	229	288	1,019	246	314	1,968	163	-	30,954	39,664
Subscriptions and publications	931	5,002	292	81	1,530	119	252	1,718	4	-	81,761	91,690
Advertising and promotions	90	-	-	-	-	-	-	3,361	-	-	-	3,451
Professional development	1,653	27,506	2,716	856	4,971	127	2,773	7,458	51	-	25,531	73,642
Amortization	-	-	-	-	-	-	-	-	-	-	112,611	112,611
Insurance	-	-	-	-	-	-	-	-	-	-	220,261	220,261
Bank fees	1,185	-	1,572	979	-	-	205	-	-	-	56,681	60,622
Research and development grant	-	100,000	-	-	-	-	-	100,000	-	-	-	200,000
Other expenses	16,016	6,425	351	303	23,482	40	10,845	341	309	-	815	58,927
Total expenses	4,365,660	30,763,747	3,176,529	729,092	5,068,449	792,567	1,300,761	5,629,379	413,169	7,064	4,433,932	56,680,349
Change in Net Assets from Operations	1,112,806	3,847,710	268,730	201,674	1,344,924	73,837	(5,107)	1,187,903	221,716	(7,064)	(4,433,932)	3,813,197
Non-Operating Activities												
Investment return, net	-	-	-	-	-	-	-	-	-	-	2,841,128	2,841,128
Loss on disposal of intangible assets	-	-	-	-	-	-	-	-	-	-	(102,362)	(102,362)
Change in Net Assets Before Allocation of General and Administrative Activities	1,112,806	3,847,710	268,730	201,674	1,344,924	73,837	(5,107)	1,187,903	221,716	(7,064)	(1,695,166)	6,551,963
General and administrative allocation	(293,665)	(2,855,647)	(273,967)	(80,683)	(406,565)	(47,965)	(101,824)	(385,506)	(46,124)	(44,348)	4,536,294	-
Investment allocation	-	2,567,226	-	-	(493)	(26,253)	(2,417)	282,154	20,911	-	(2,841,128)	-
Total Change in Net Assets	819,141	3,559,289	(5,237)	120,991	937,866	(381)	(109,348)	1,084,551	196,503	(51,412)	-	6,551,963
Net Assets (Deficit), beginning of year	(909,292)	45,853,006	3,391,903	702,738	(718,905)	(523,200)	270,716	4,422,394	265,156	-	-	52,754,516
Net Assets (Deficit), end of year	\$ (90,151)	\$ 49,412,295	\$ 3,386,666	\$ 823,729	\$ 218,961	\$ (523,581)	\$ 161,368	\$ 5,506,945	\$ 461,659	\$ (51,412)	\$ -	\$ 59,306,479

**Appendix
Section C**



Maine Paint Stewardship Program

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

Maine's paint stewardship law requires the paint manufacturing industry to develop a financially sustainable and environmentally responsible program to manage postconsumer architectural paint.

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

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

PaintCare Products

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

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

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

⊘ Non-PaintCare Products

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

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

ME-BREN-0820



Recycle

with PaintCare



MAINE

Places to Take Leftover Paint

Paint recycling is more convenient with PaintCare. We set up paint drop-off sites throughout the state. To find your nearest drop-off site, use PaintCare's site locator at www.paintcare.org or call our hotline at (855) PAINT09.

How to Recycle

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

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

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

What Happens to the Paint?

PaintCare makes sure that your leftover paint is remixed into recycled paint, used as a fuel, made into other products, or is properly disposed if no other beneficial use for it can be found.

Who Can Use the Program?

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

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

Large Volume Pickup

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



PaintCare Fee

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

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

Not a Deposit

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

Contact Us

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

Mini Card



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

Recycle with PaintCare

Find a drop-off site near you:
(855) 724-6809 • www.paintcare.org

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

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

LEARN MORE

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



Paint Recycling Program

About the Maine PaintCare Program

PAINTCARE

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

✔ PAINTCARE PRODUCTS

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

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

✘ NON-PAINTCARE PRODUCTS

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

PAINTCARE FEE

The PaintCare fee is applied to the purchase price of architectural paint sold in the state as required by state law. Sales tax is not applied to the PaintCare fee in Maine. The fee is applied to each container and vary by the size of the container as follows:

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

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



Recycle with PaintCare

ME-PIEN-0820

WE CAN HELP
Recycle
 YOUR PAINT
www.paintcare.org

Paint Recycling Made Easy

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

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



What types of paint products can be recycled in Maine?

✓ PAINTCARE PRODUCTS

(YOU CAN RECYCLE THESE)

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

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

✗ NON-PAINTCARE PRODUCTS

Leaking, unlabeled, and empty containers are not accepted.

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

PROGRAM FUNDING

The PaintCare Fee is applied to the purchase price of architectural paint sold in your state as required by law. Effective December 1, 2018, sales tax is not applied to the fees in Maine. Fees are based on container size:

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

ME-CMWI-0918

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



Information for Painting Contractors

UPDATED — AUGUST 2020

How do paint stewardship laws affect painting contractors?

Paint Recycling Made Easy

PaintCare is a nonprofit organization established by the American Coatings Association to implement state-mandated paint stewardship programs on behalf of paint manufacturers in states that pass paint stewardship laws. PaintCare currently operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, and Vermont, and is developing programs for New York and Washington. The main goal of 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 are able to take leftover architectural paint, free of charge.

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

Fee and Funding

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

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

California, Colorado, Connecticut, Maine, Rhode Island

\$ 0.00 — Half pint or smaller

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

\$ 0.75 — 1 gallon

\$ 1.60 — Larger than 1 gallon up to 5 gallons

District of Columbia, Oregon

\$ 0.00 — Half pint or smaller

\$ 0.45 — Larger than half pint up to smaller than 1 gallon

\$ 0.95 — 1 gallon up to 2 gallons

\$ 1.95 — Larger than 2 gallons up to 5 gallons

Minnesota

\$ 0.00 — Half pint or smaller

\$ 0.49 — Larger than half pint up to smaller than 1 gallon

\$ 0.99 — 1 gallon up to 2 gallons

\$ 1.99 — Larger than 2 gallons up to 5 gallons

Vermont

\$ 0.00 — Half pint or smaller

\$ 0.49 — Larger than half pint up to smaller than 1 gallon

\$ 0.99 — 1 gallon

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

New York and Washington

The fee structure in upcoming states is not yet known. PaintCare will propose fee structures in the program plans for New York and Washington, and they will be based on the anticipated costs to run each state program. The PaintCare fee must be approved by each state oversight agency. Visit www.paintcare.org for updates.

RECOMMENDATIONS FOR CONTRACTORS

Preparing Estimates

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

Pass Fee to Customers

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

Convenient Paint Drop-Off Sites

With paint drop-off sites conveniently located throughout PaintCare states, anyone can drop off their leftover paint year round. Many contractors report clearing out their storage spaces and no longer stockpiling paint. And 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 time to make sure they have space for your volume and to confirm they take paint from businesses.

Pickup Service for Large Volumes

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

Business Limits

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

What Products Are Covered?

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

PAINTCARE PRODUCTS

- ◆ Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- ◆ Deck coatings, floor paints
- ◆ Primers, sealers, undercoaters
- ◆ Stains
- ◆ Shellacs, 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



Large Volume Pickup (LVP) Service

UPDATED — MAY 2020

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

Who is PaintCare?

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

Paint Drop-Off Sites

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

Large Volume Pickups

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

Drums and Bulked Paint Are Not Accepted

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

HOW TO REQUEST A LARGE VOLUME PICKUP

1) Sort and count your paint

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

2) Fill out the LVP Request Form

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

Scheduling

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

On the Day of Your Pickup

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



The hauler is responsible to pack the paint into the shipping containers. Once your paint is properly packed and loaded onto the hauler's truck, you will sign a shipping document and receive a copy for your records. Your paint will then be taken to an authorized processing facility for recycling.

Repeat Service for Large Volume Pickups

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

Business Limits

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

If You Have Products We Don't Accept

PaintCare does not accept all paints (such as aerosols and automotive finishes) or other hazardous waste. If you have solvents, thinners, pesticides, or any non-PaintCare products (see list to right for examples), we recommend that residents 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 at PaintCare drop-off sites are the same products that have a fee when they are sold. PaintCare products include interior and exterior architectural coatings sold in containers that are no larger than 5 gallons. They do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings.

PAINTCARE PRODUCTS

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

NON-PAINTCARE PRODUCTS

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

**Appendix
Section D**



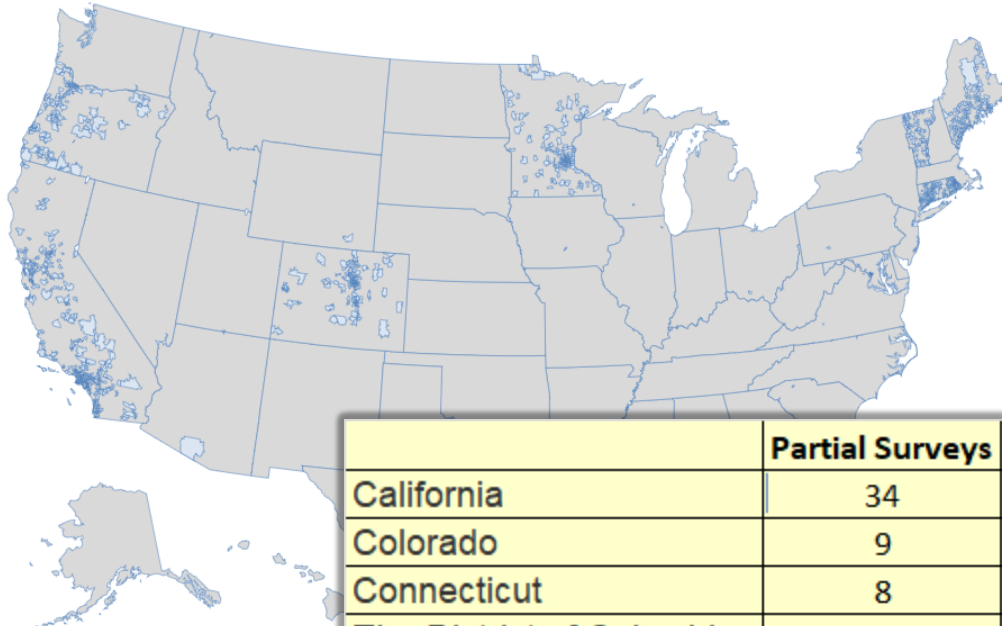
FY20 Awareness Survey Results

prepared by



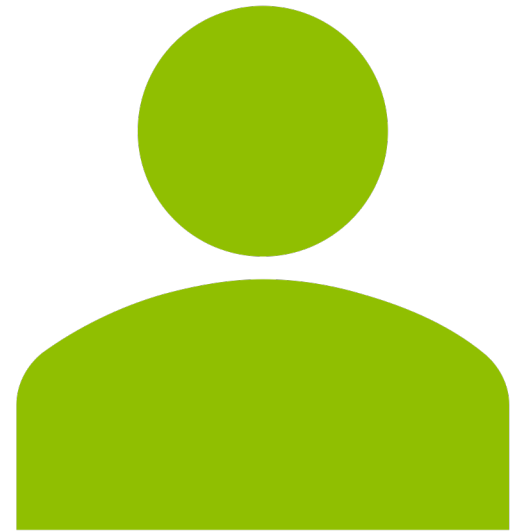
Response Summary

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



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

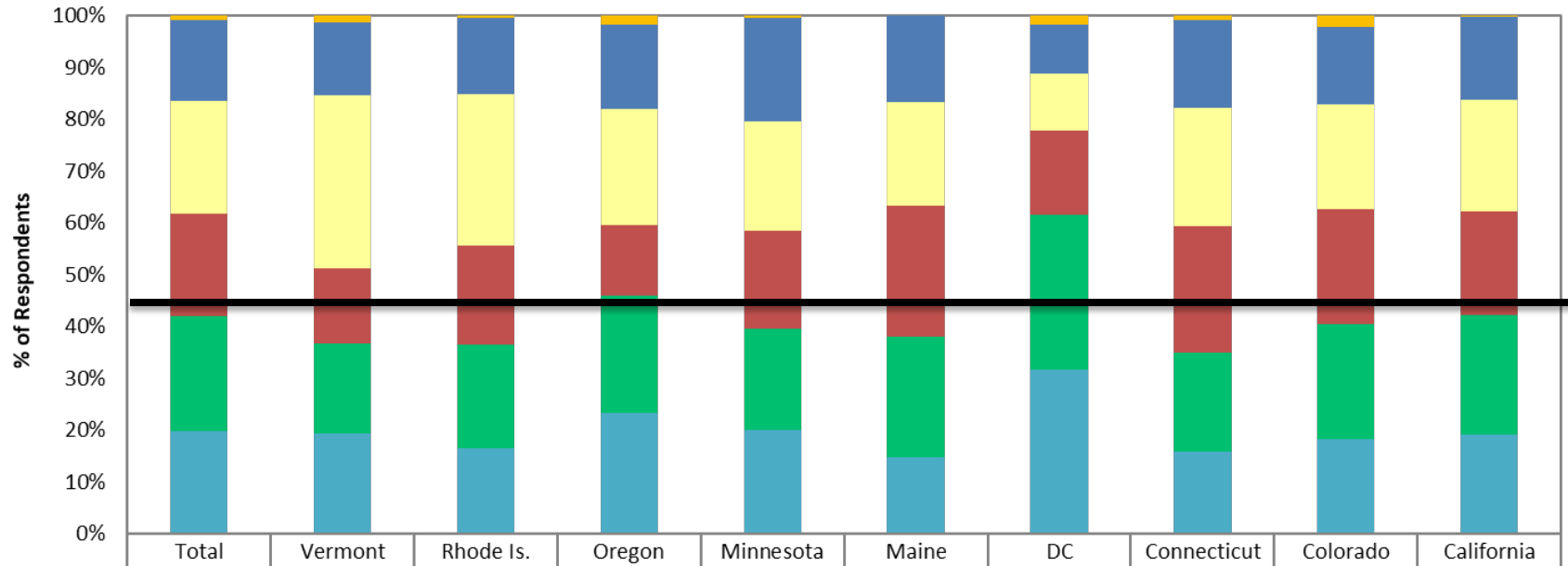
RESPONDENT PROFILES



Profile of Respondents - Age

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

Respondent Age



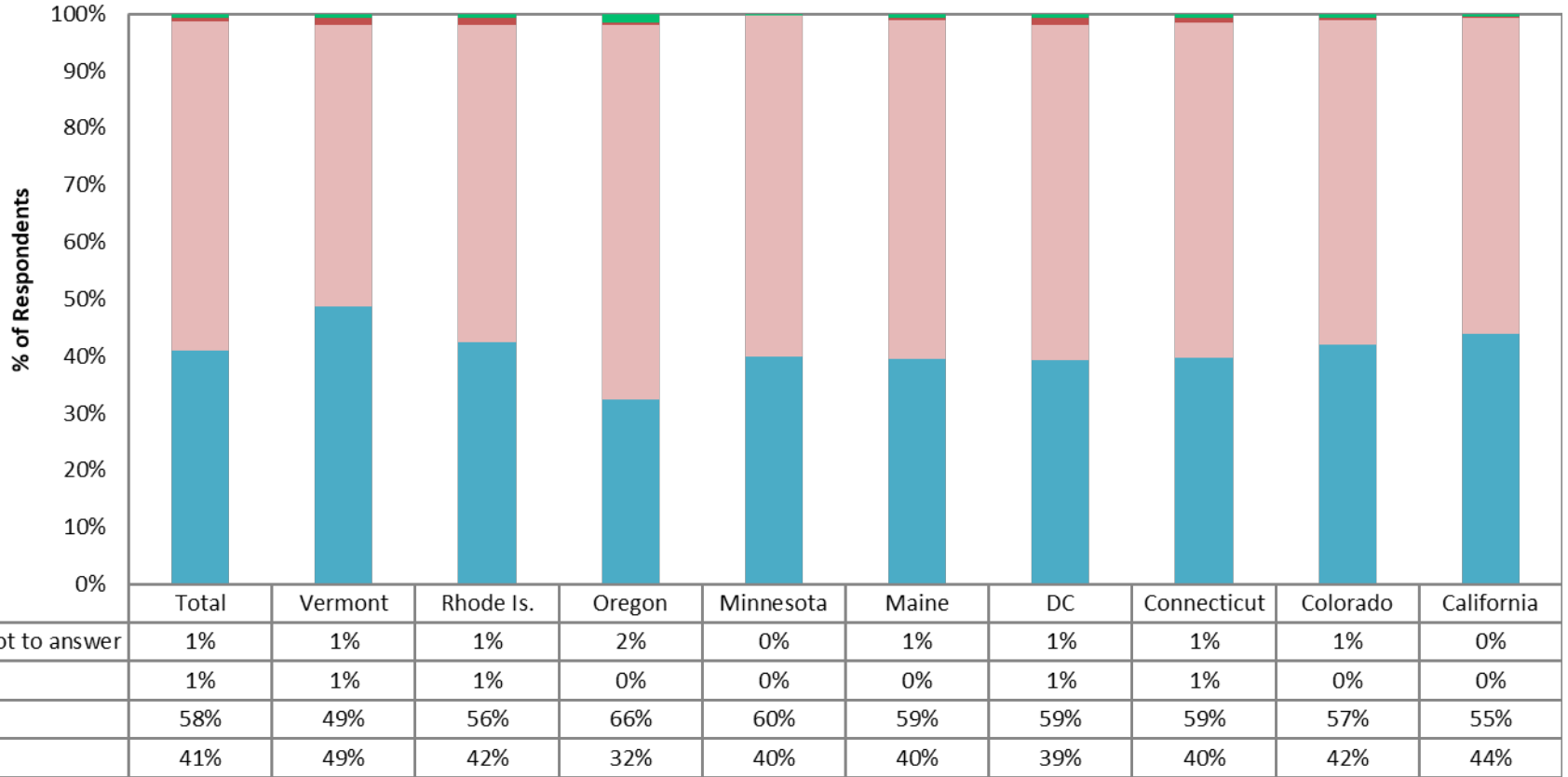
	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
I prefer not to answer	1%	1%	0%	2%	0%	0%	2%	1%	2%	0%
61+	16%	14%	15%	16%	20%	17%	10%	17%	15%	16%
51-60	22%	33%	29%	22%	21%	20%	11%	23%	20%	22%
41-50	20%	15%	19%	14%	19%	25%	16%	25%	22%	20%
31-40	22%	17%	20%	23%	20%	23%	30%	19%	22%	23%
18-30	20%	19%	16%	23%	20%	15%	32%	16%	18%	19%

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

Profile of Respondents - Gender

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

Gender Identity

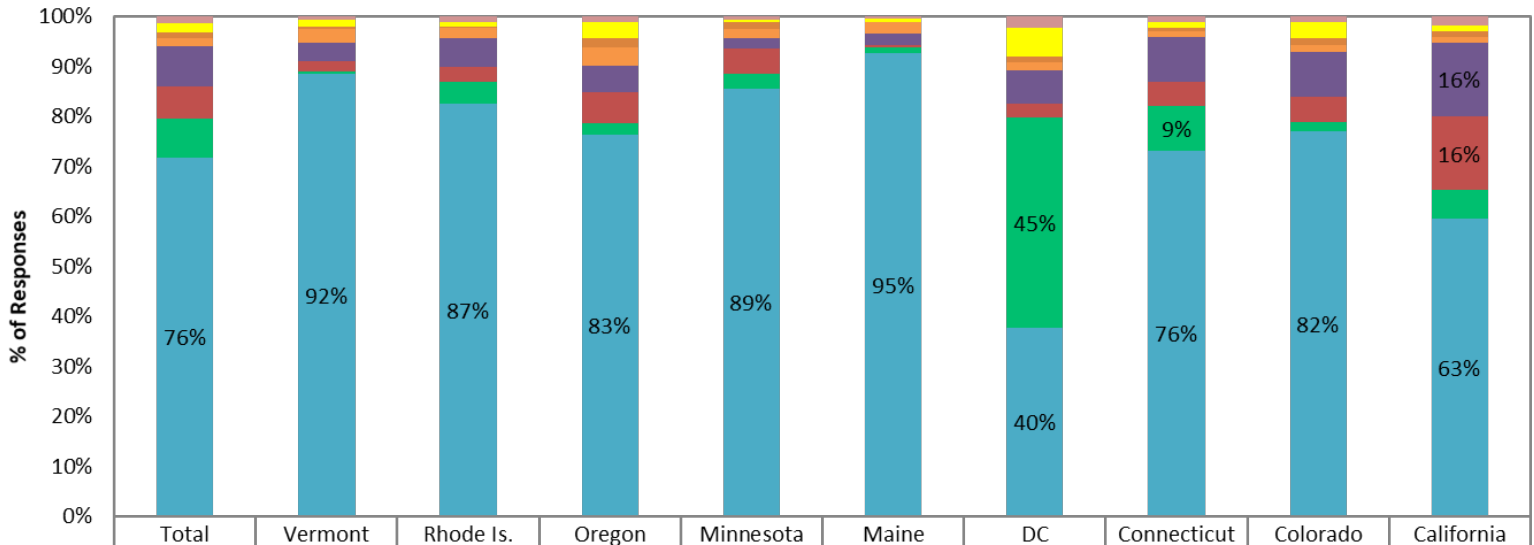


Sample Sizes: Total 2608; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 264; Colorado 274; California 655

Profile of Respondents - Ethnicity

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

Respondent Ethnicity



	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
Other	1%	1%	1%	1%	1%	0%	2%	1%	1%	2%
I prefer not to answer	2%	1%	1%	4%	0%	1%	6%	1%	4%	1%
Pacific Islander	1%	1%	0%	2%	2%	0%	1%	1%	1%	1%
American Indian/Native American	2%	3%	2%	4%	2%	2%	2%	1%	1%	1%
Hispanic/Latino	8%	4%	6%	6%	2%	2%	7%	9%	9%	16%
Asian	7%	2%	3%	7%	5%	0%	3%	5%	5%	16%
Black/African American	8%	1%	4%	2%	3%	1%	45%	9%	2%	6%
White/Caucasian	76%	92%	87%	83%	89%	95%	40%	76%	82%	63%

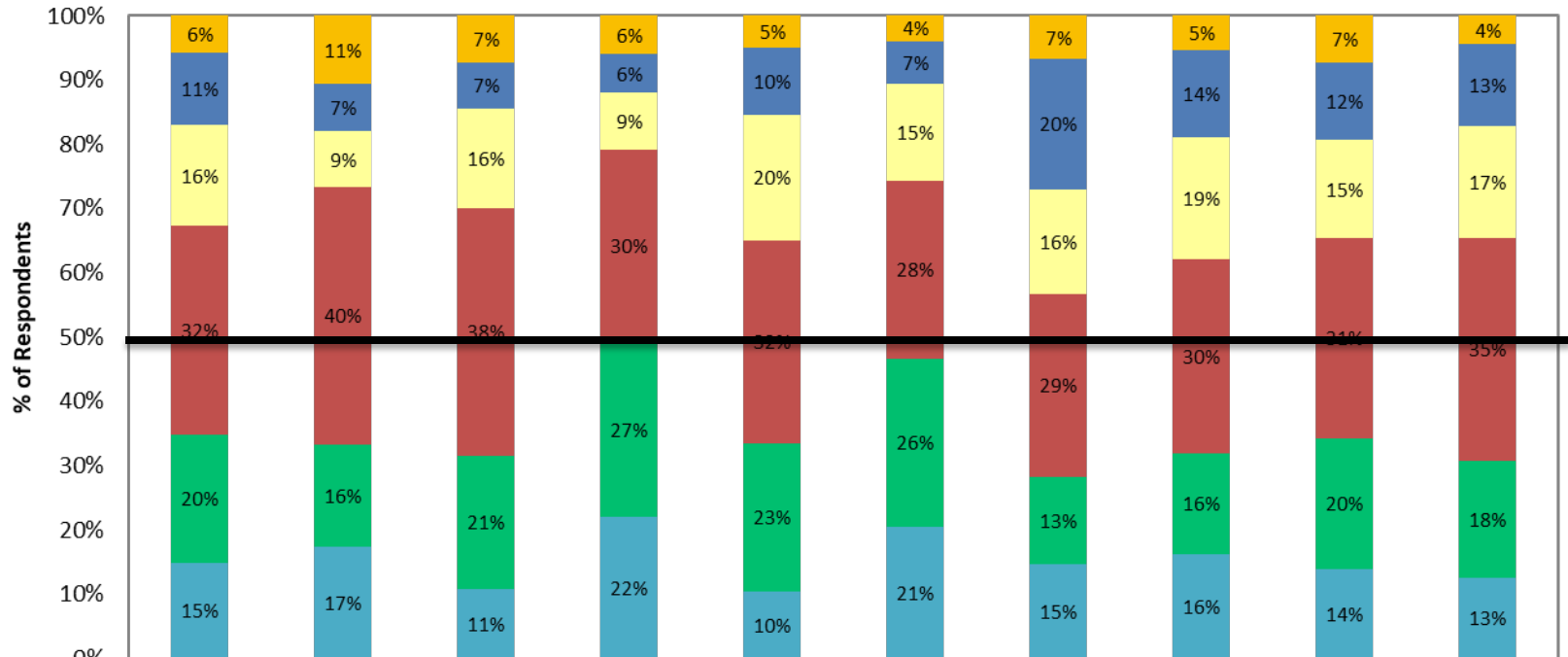
Other Ethnicities: Arab, Jew, Armenian, German, Swedish, Italian, Mixed, Human

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

Profile of Respondents - Income

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

Respondent Annual Household Income



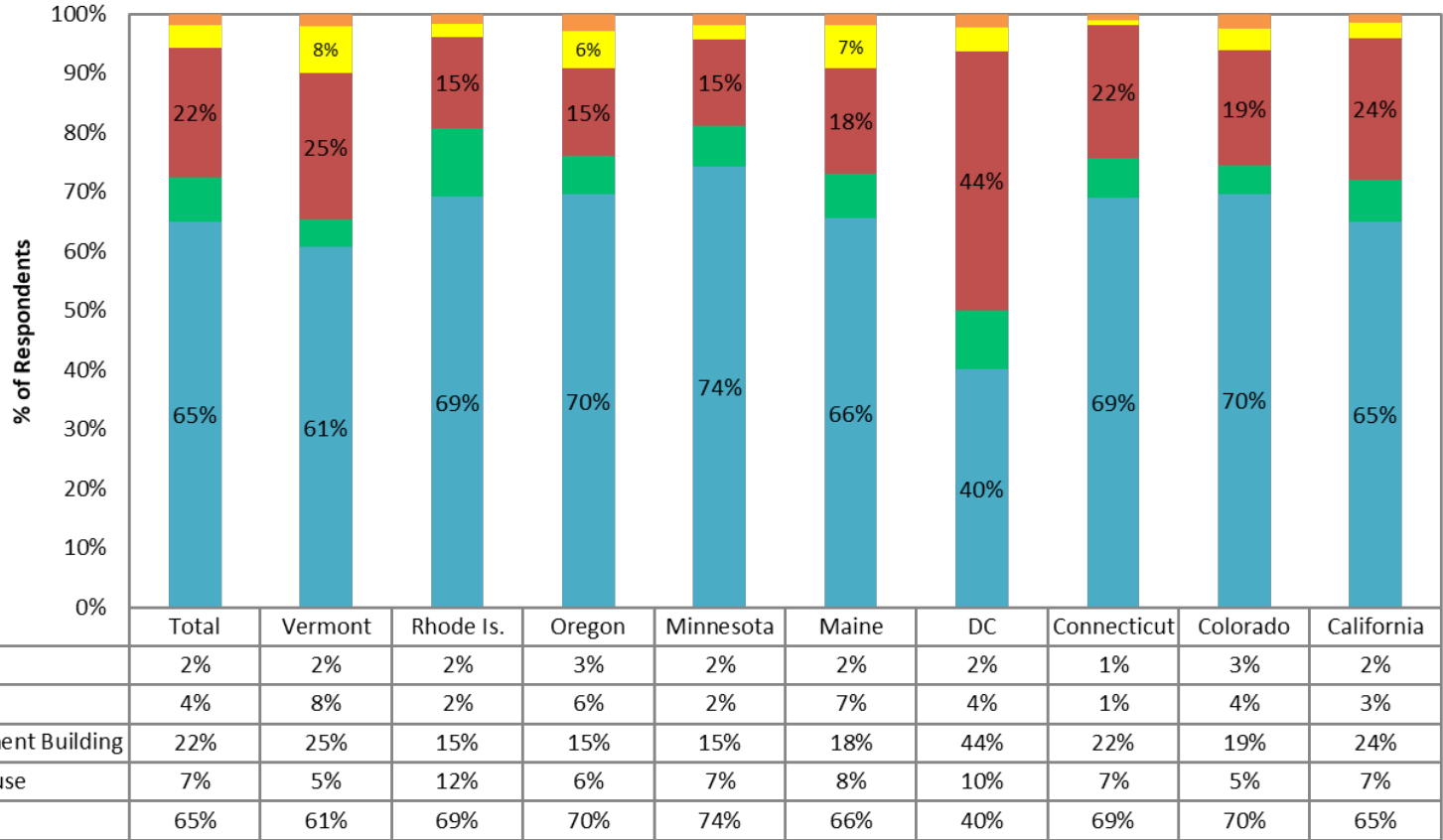
	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
I prefer not to answer	6%	11%	7%	6%	5%	4%	7%	5%	7%	4%
More than \$150,000	11%	7%	7%	6%	10%	7%	20%	14%	12%	13%
\$100,000 to \$149,000	16%	9%	16%	9%	20%	15%	16%	19%	15%	17%
\$50,000 to \$99,999	32%	40%	38%	30%	32%	28%	29%	30%	31%	35%
\$25,000 to \$49,999	20%	16%	21%	27%	23%	26%	13%	16%	20%	18%
\$24,999 or less	15%	17%	11%	22%	10%	21%	15%	16%	14%	13%

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

Profile of Respondents - Income

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

Respondent Dwelling Type

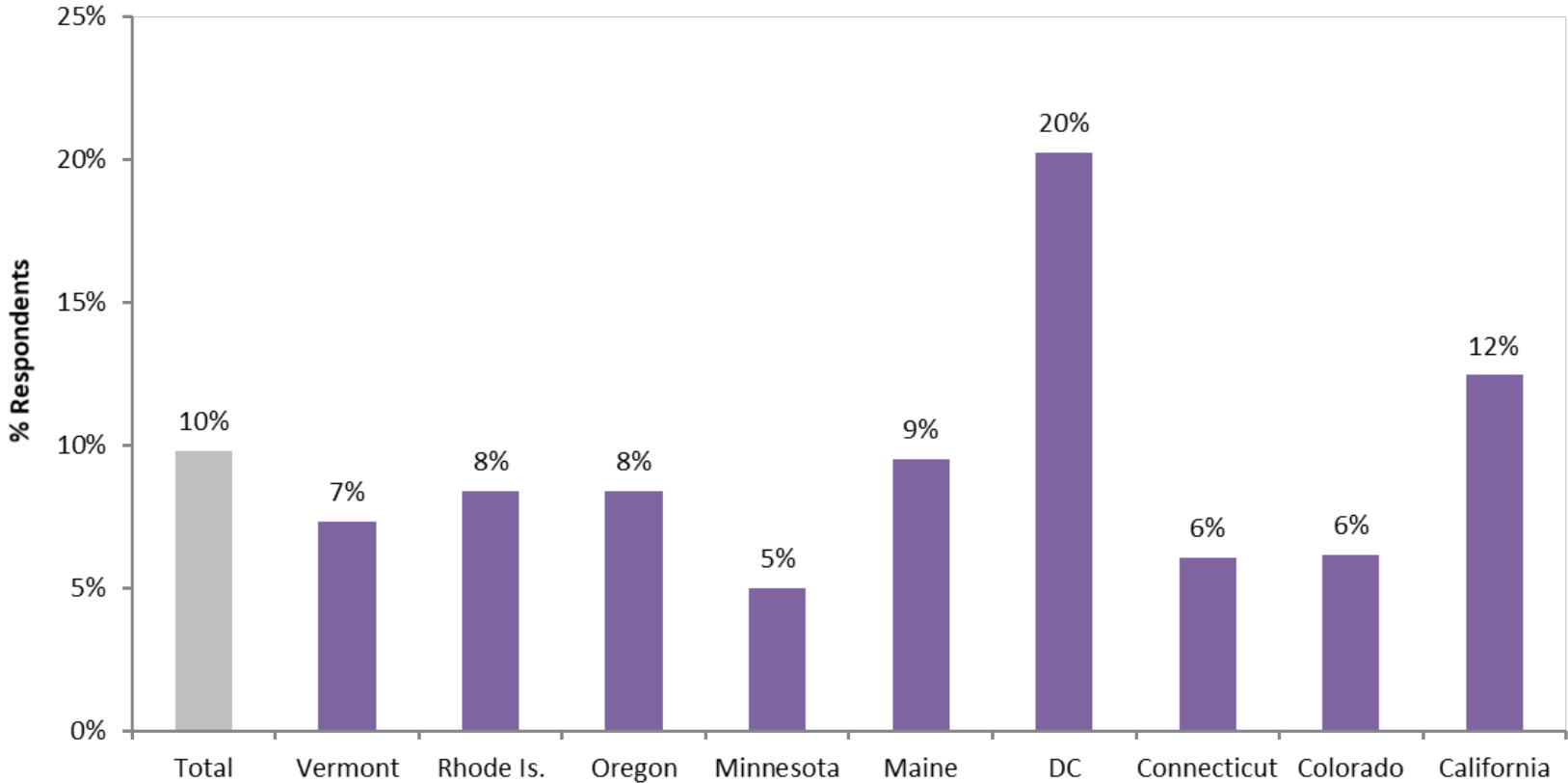


Sample Sizes: Total 2608; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 264; Colorado 274; California 655

Profile of Respondents – Paint-Related Profession

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

Do you paint professionally (NOT as an artist)?

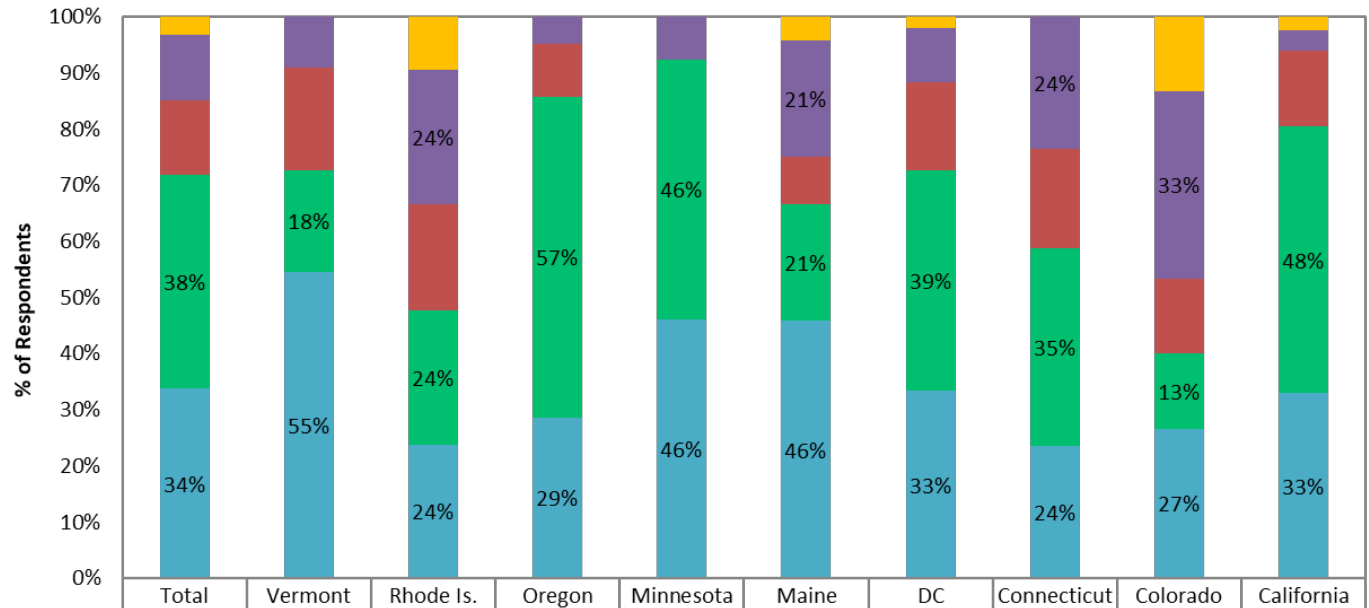


Sample Sizes: Total 2616; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 265; Colorado 277; California 659

Profile of Respondents – Paint-Related Profession

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

What type of professional painter are you?



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

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

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

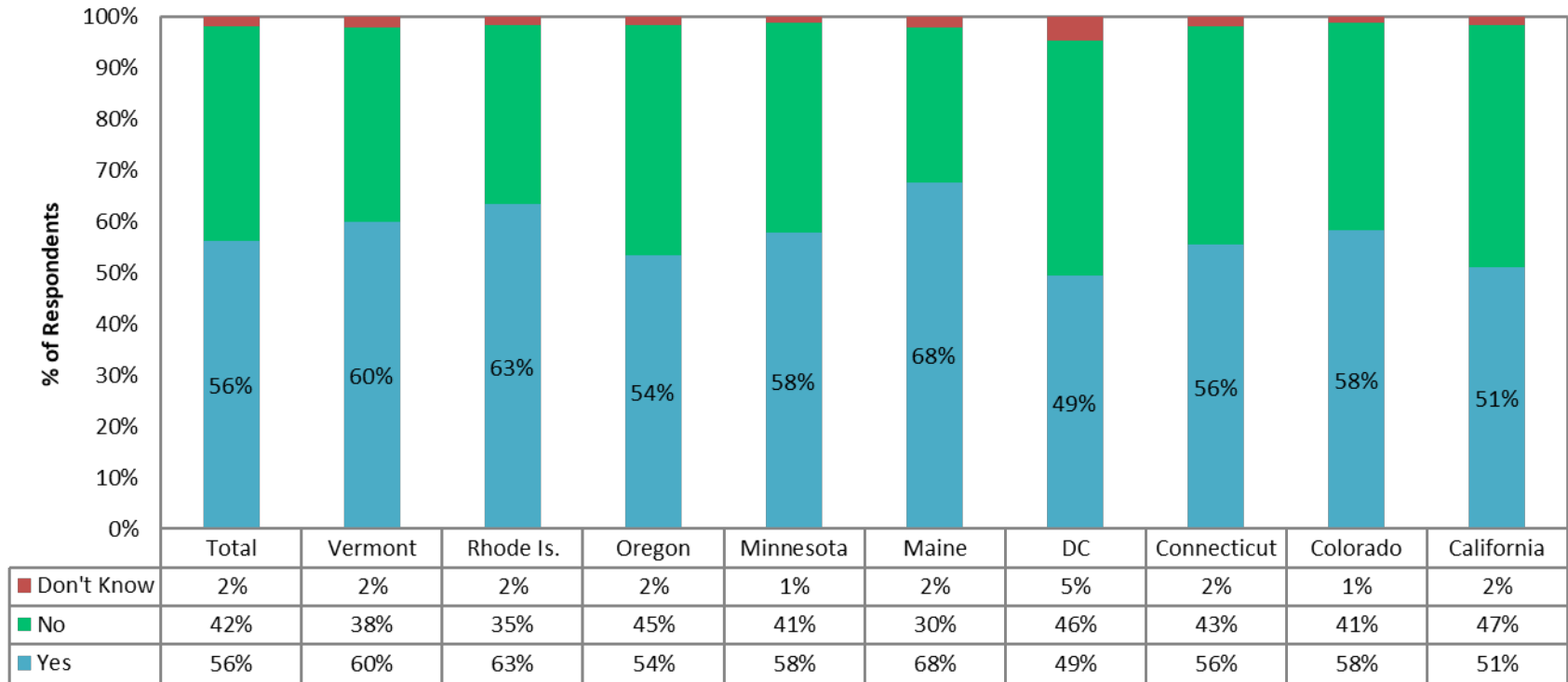
CONSUMER BEHAVIOR, PAINT PURCHASING AND DISPOSAL

Recency of Paint Purchases

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

Have you purchased paint in the last year*?

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

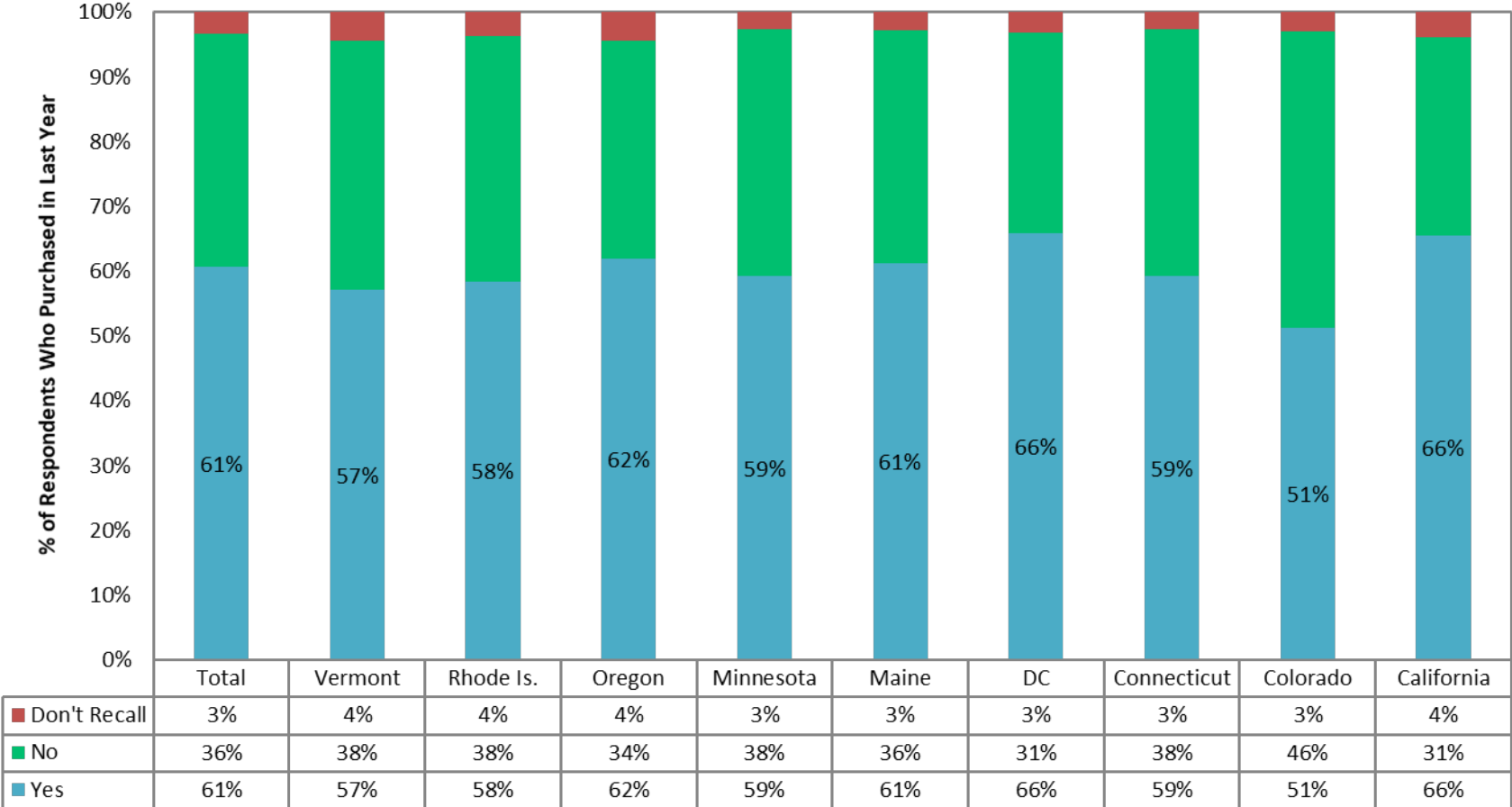


Sample Sizes: Total 2664; Vermont 152; Rhode Island 254; Oregon 256; Minnesota 263; Maine 257; DC 257; Connecticut 270; Colorado 283; California 672

Measurements Prior to Paint Purchases

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

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

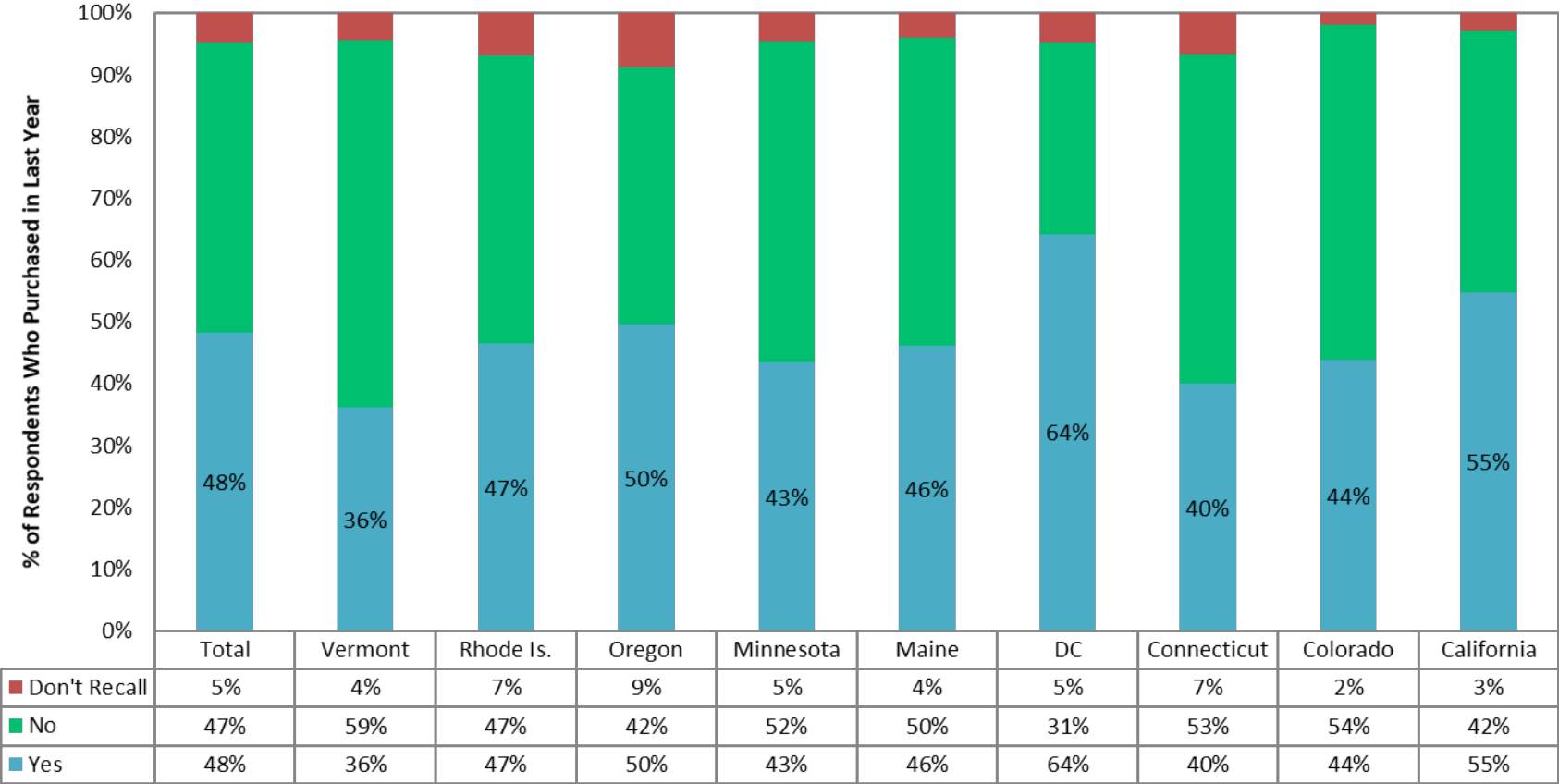


Sample Sizes: Total 1497; Vermont 91; Rhode Island 161; Oregon 137; Minnesota 152; Maine 173; DC 126; Connecticut 150; Colorado 164; California 343

Paint Store Assistance

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

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

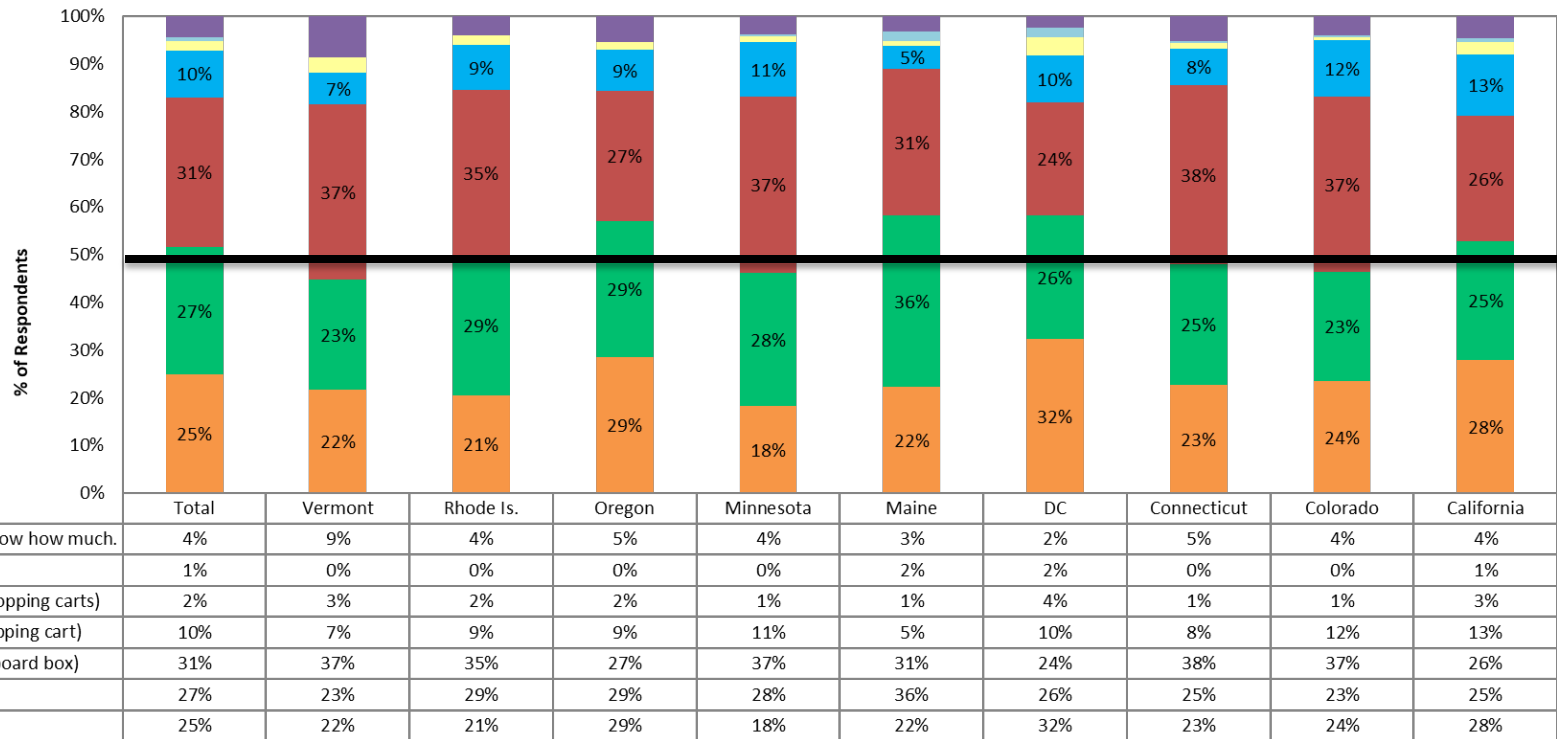


Sample Sizes: Total 1497; Vermont 91; Rhode Island 161; Oregon 137; Minnesota 152; Maine 173; DC 126; Connecticut 150; Colorado 164; California 343

Leftover Paint

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

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

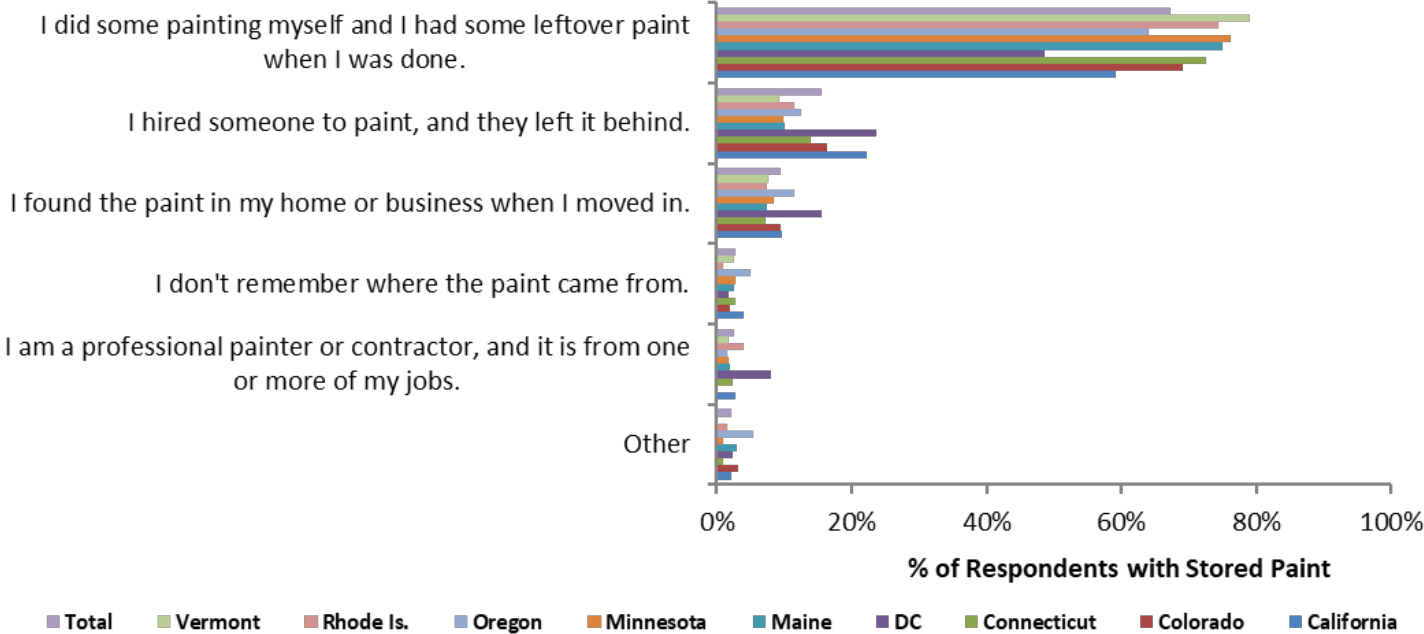


Sample Sizes: Total 2652; Vermont 152; Rhode Island 253; Oregon 256; Minnesota 262; Maine 256; DC 256; Connecticut 269; Colorado 280; California 668

Reasons for Paint Storage

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

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



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

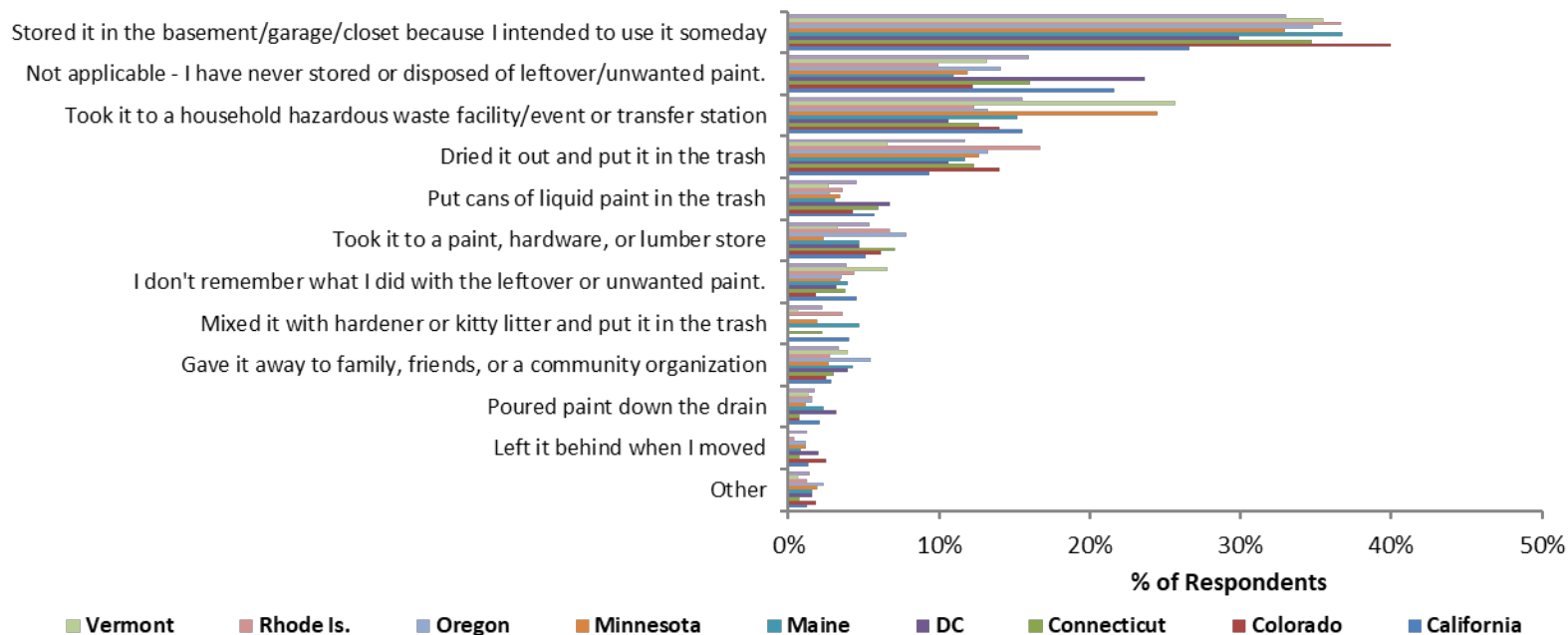
“Other” Paint Sources - Comments

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

Past Paint Disposal Methods

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

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



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

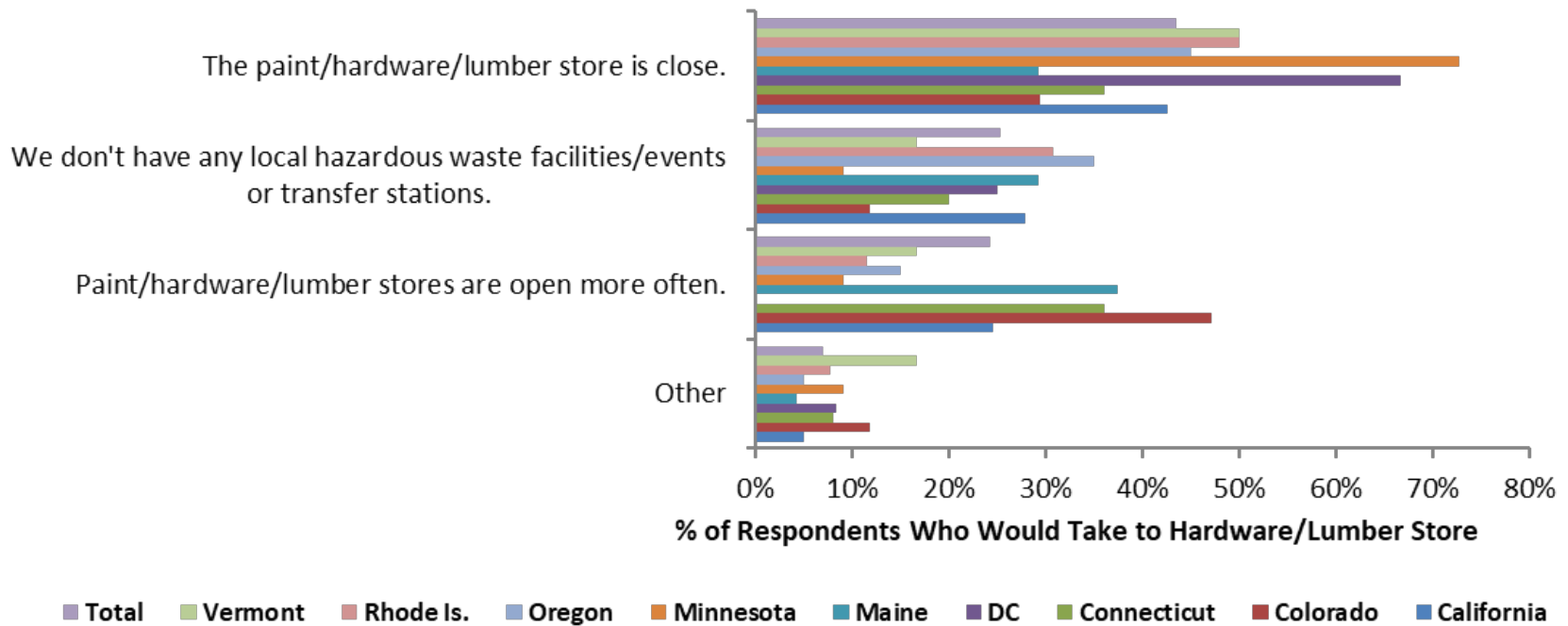
“Other” Disposal Methods - Comments

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

Past Paint Store Disposal Preference

- ❖ Proximity is the number one reason for recycling at retail stores across most states/the district, with the exception of Maine and Colorado where hours of operation make the biggest difference.
- ❖ Note: results should be interpreted directionally as sample sizes are low.

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



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

Other Reasons for Paint Store Disposal - Comments

Other Reasons to Take to a Paint Store

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

Legal

Not sure what I'm suppose to do with it

paint store accepts and disposes properly

Paint store advertised to being left over paint

sherwin Williams is designated as a paint recycler

some are required to take it for disposal

The store recycles paint

They are closer to where I live

They are the ones to bring it to for recycling

THEY CAN DISPOSE OF IT PROPERLY

They dispose of it properly or donate to habitat for humanity

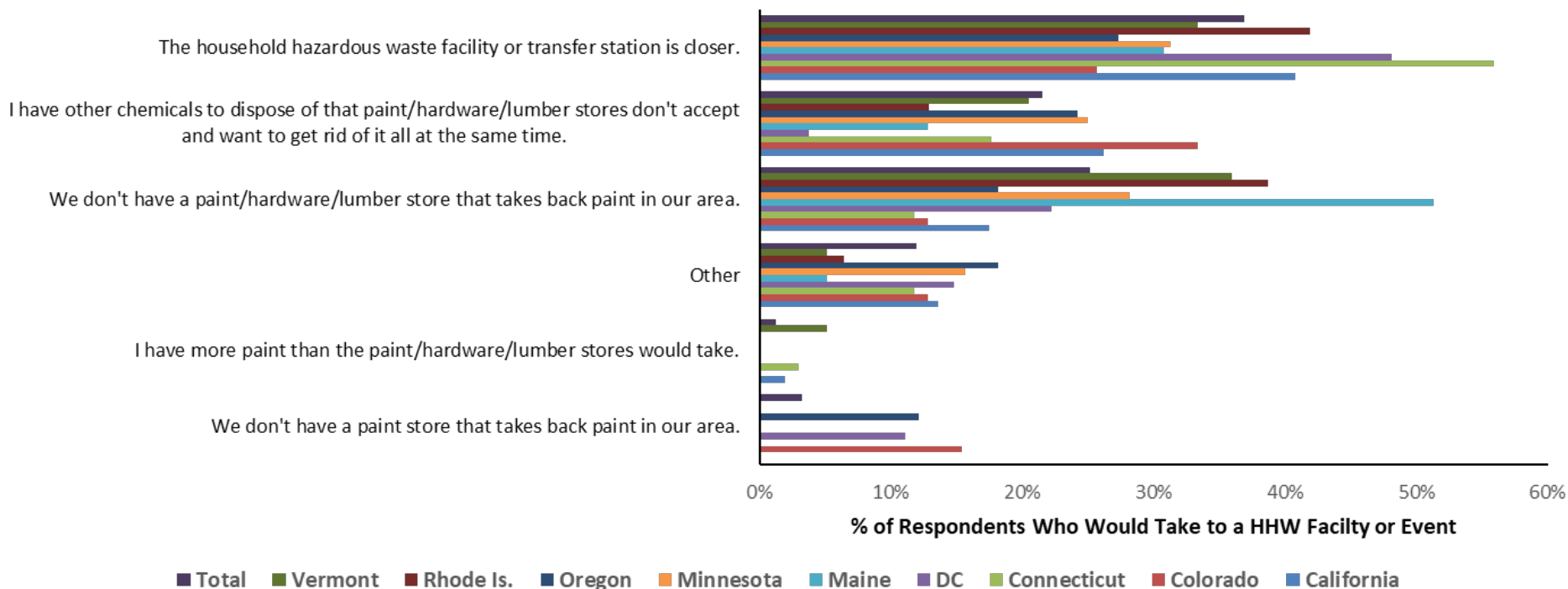
they dispose paint for us

We didn't know what to do with it

Household Hazardous Waste Facility/Event Preference

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

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



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

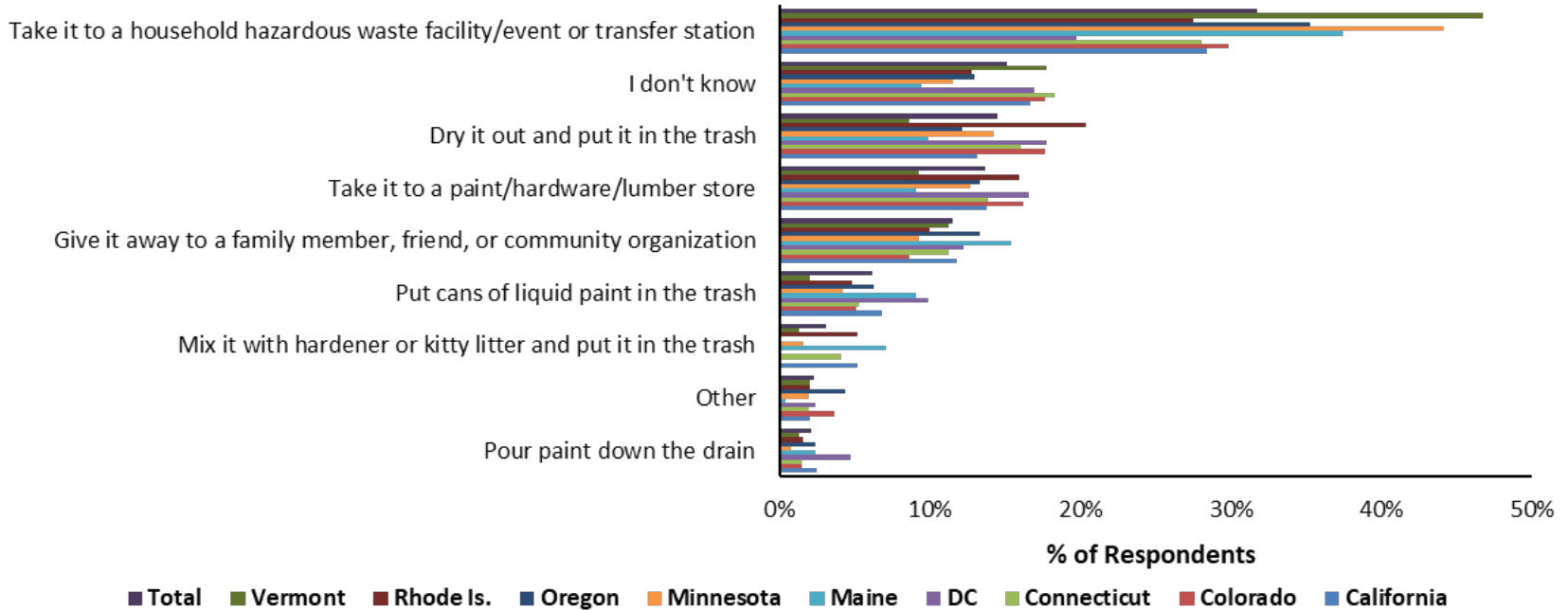
Other Reasons for HHW Disposal - Comments

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

Future Paint Disposal Intentions

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

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



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

“Other” Disposal Intentions

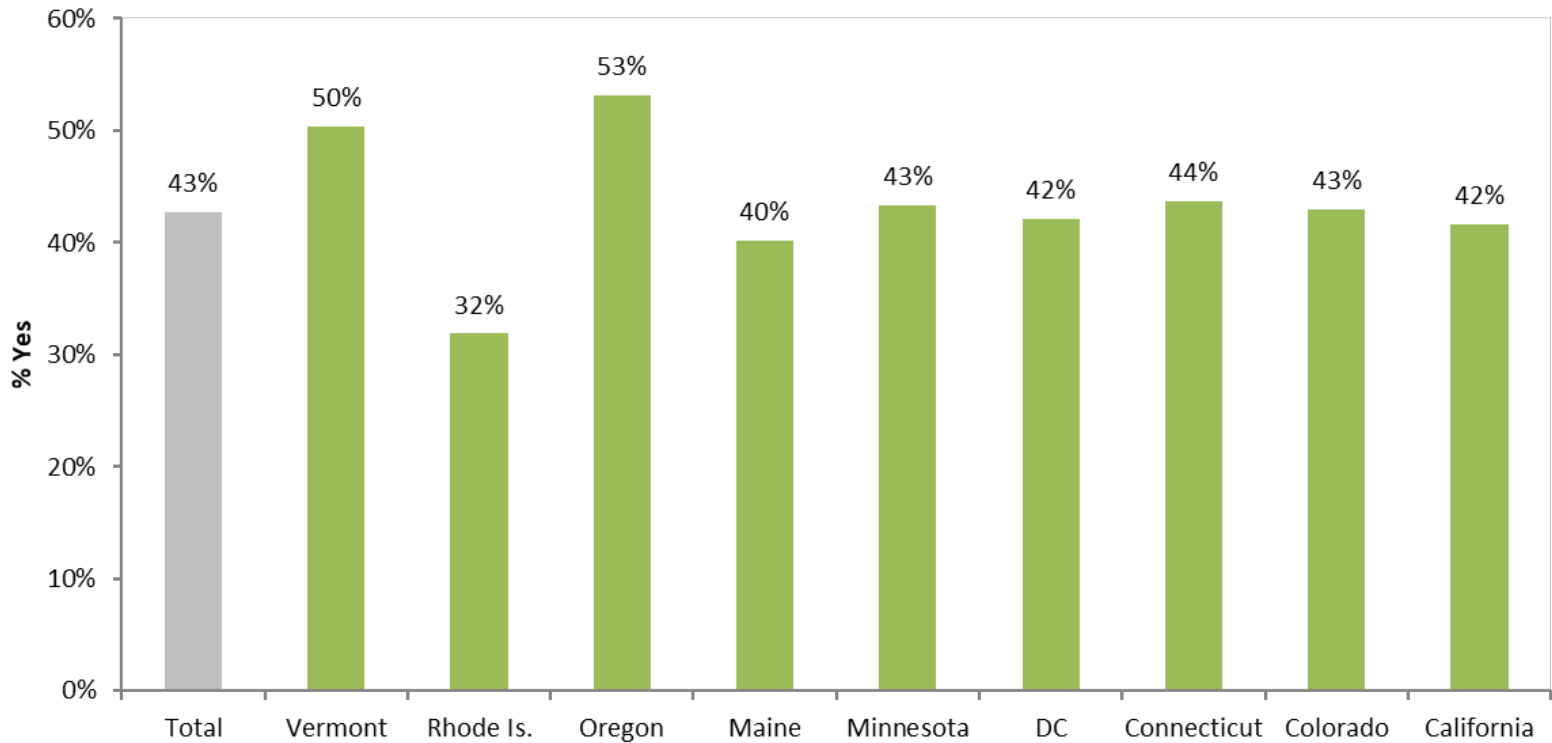
Other Future Disposal Methods	
Add kitty litter	Mix with cat litter to dry out and dispose.
Ask Lowe's or home Depot	None
Check with city to see where old/leftover paint should be taken.	not sure, cause not sure refuse place takes it, used to take cardboard, then only certain types now, my wife says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

PAINT RECYCLING AWARENESS/ENGAGEMENT

Awareness of Paint Recycling

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

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

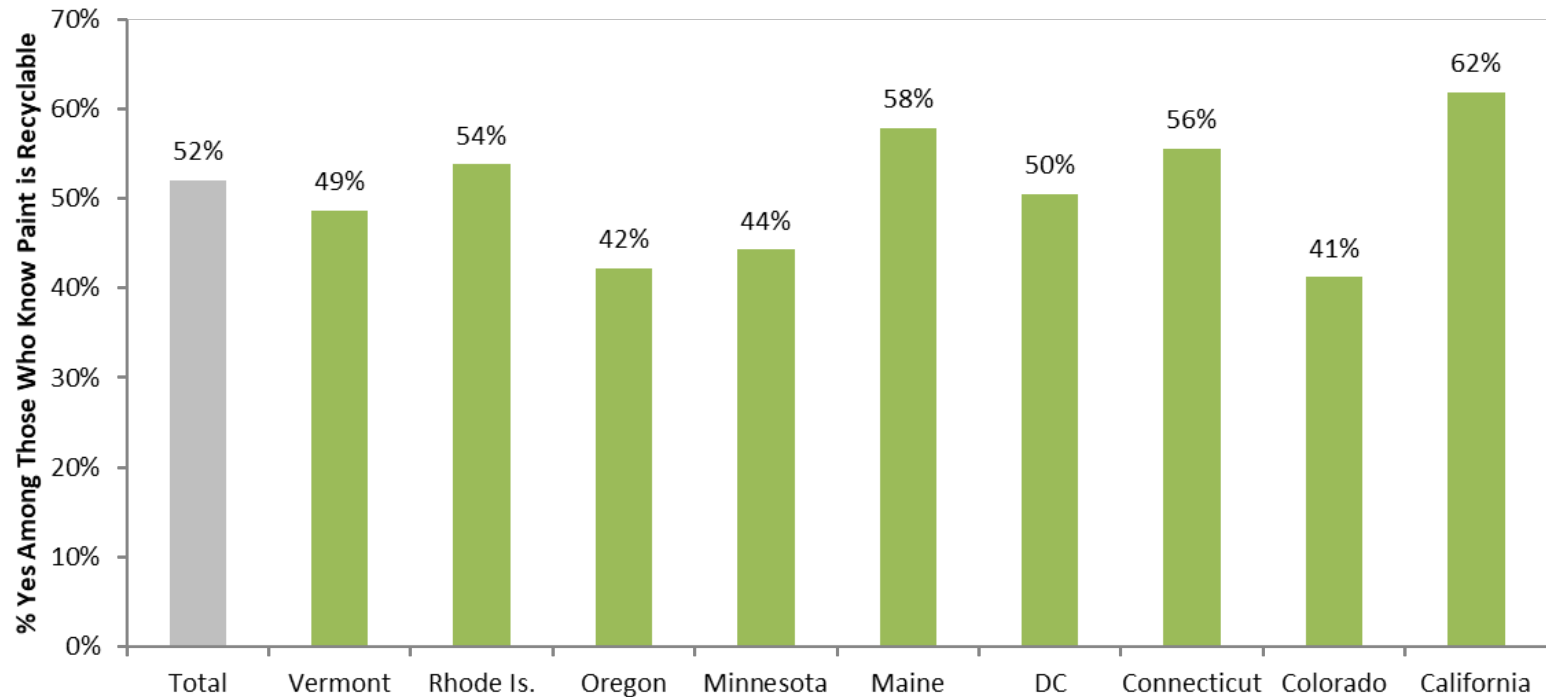


Sample Sizes: Total 2631; Vermont 151; Rhode Island 251; Oregon 254; Minnesota 261; Maine 254; DC 254; Connecticut 268; Colorado 277; California 661

Awareness of Fee Among Those Who Knew About Recycling

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

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

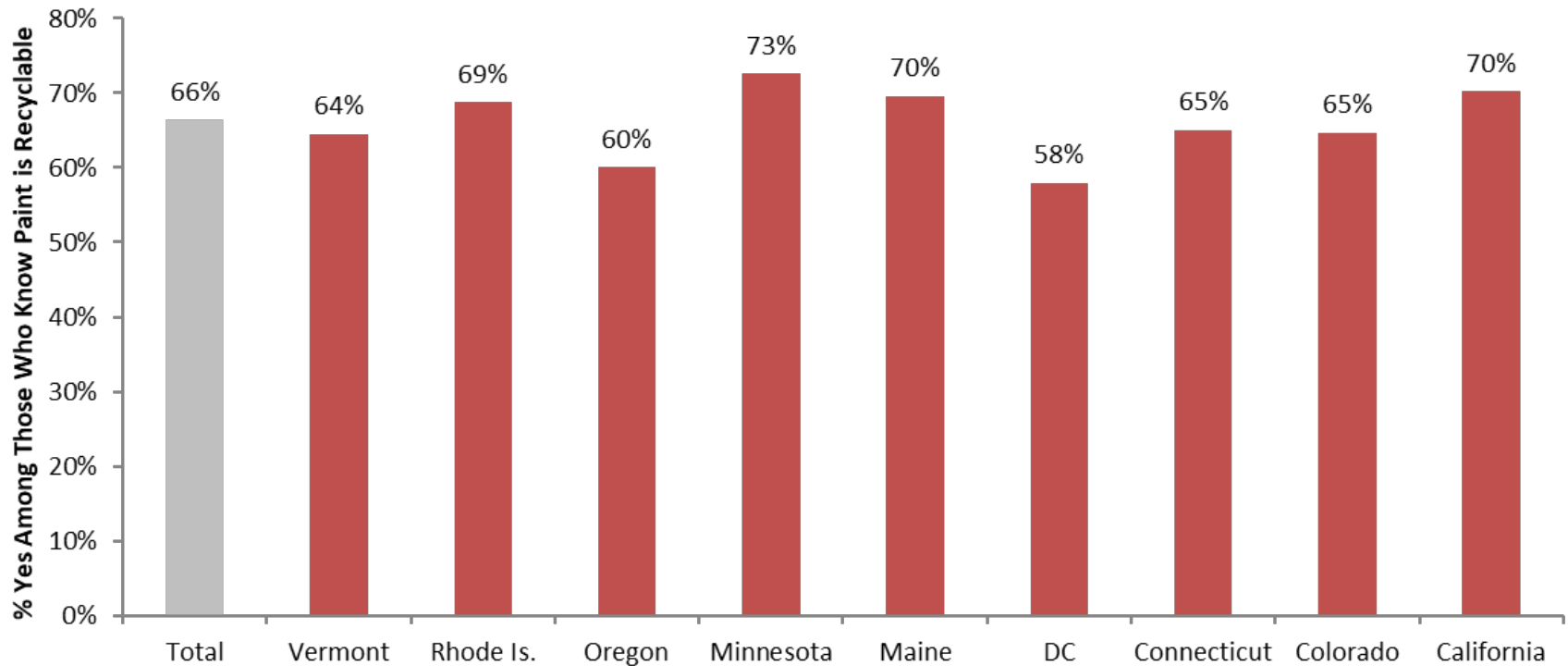


Sample Sizes: Total 1124; Vermont 76; Rhode Island 80; Oregon 135; Minnesota 113; Maine 102; DC 107; Connecticut 117; Colorado 119; California 275

Awareness of Places for Recycling

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

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

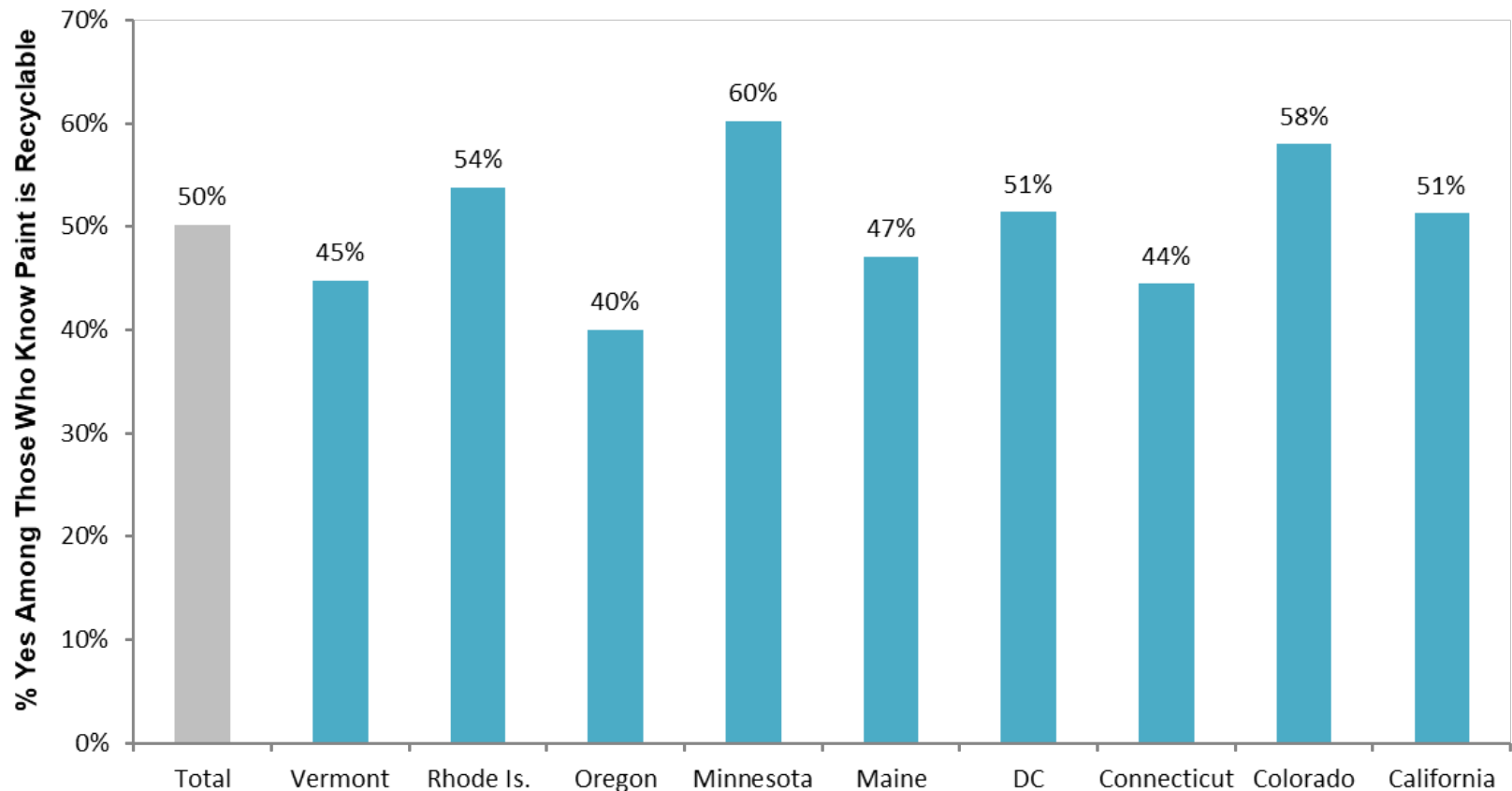


Sample Sizes: Total 1124; Vermont 76; Rhode Island 80; Oregon 135; Minnesota 113; Maine 102; DC 107; Connecticut 117; Colorado 119; California 275

Past Recycling Behaviors

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

Have you ever taken paint somewhere to be recycled?

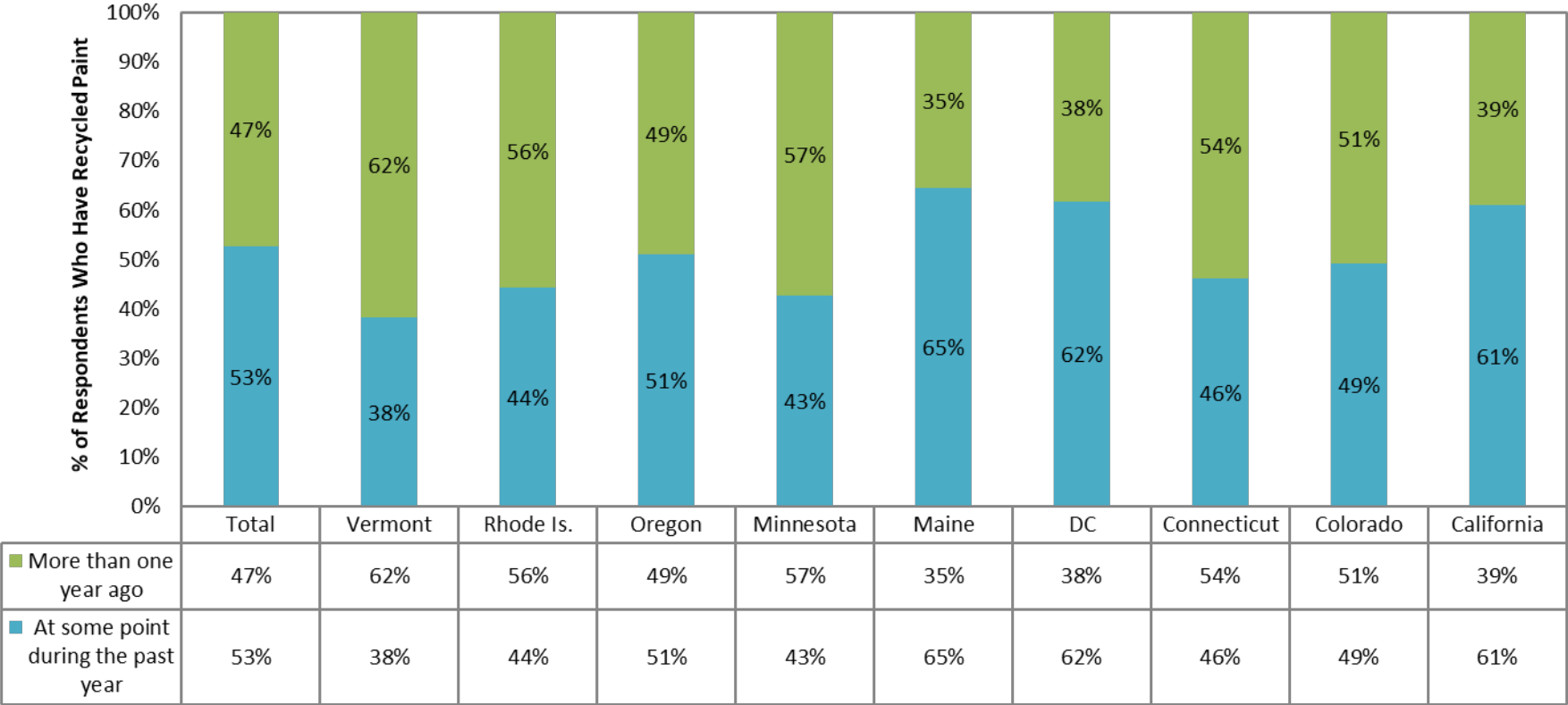


Sample Sizes: Total 1124; Vermont 76; Rhode Island 80; Oregon 135; Minnesota 113; Maine 102; DC 107; Connecticut 117; Colorado 119; California 275

Recency of Paint Recycling

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

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

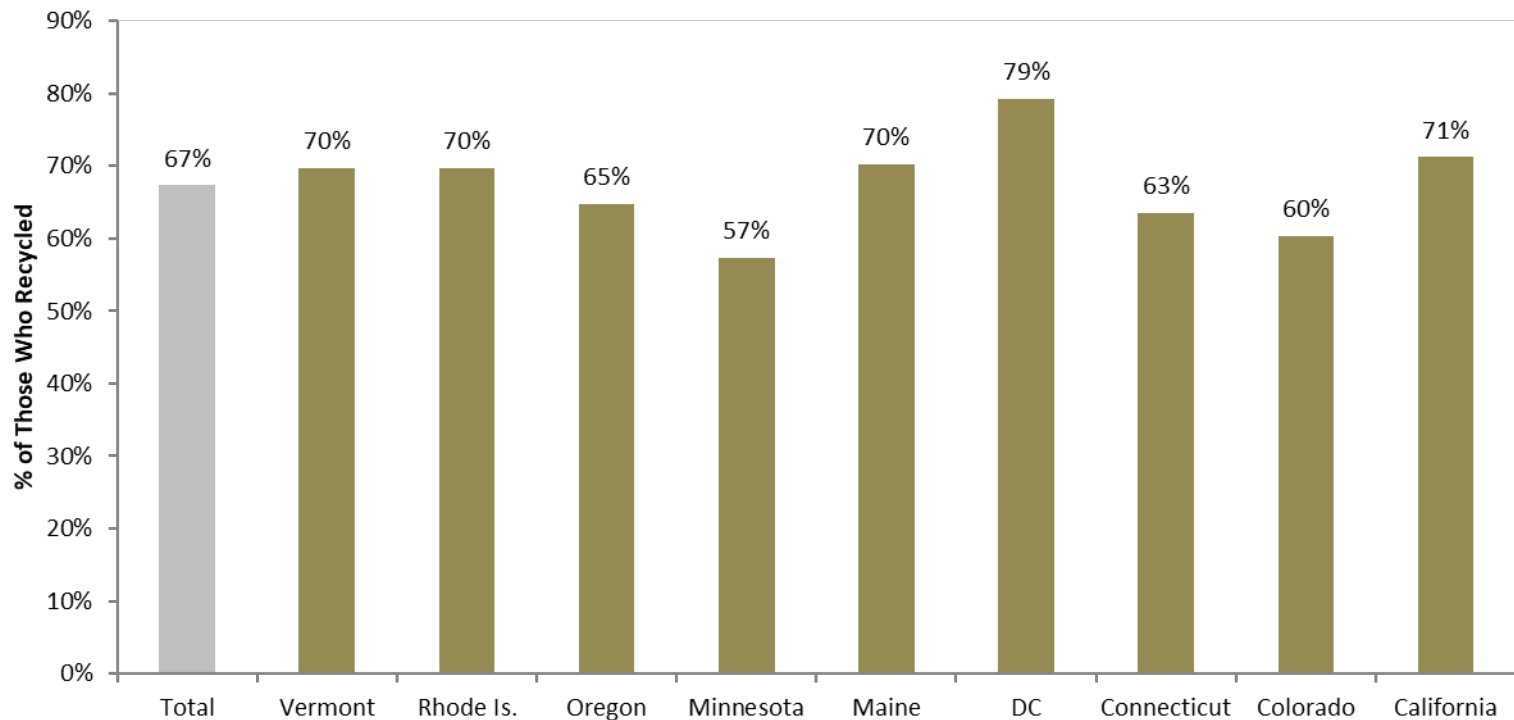


Sample Sizes: Total 563; Vermont 34; Rhode Island 43; Oregon 53; Minnesota 68; Maine 48; DC 55; Connecticut 52; Colorado 69; California 141

Person Who Took Paint for Recycling

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

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

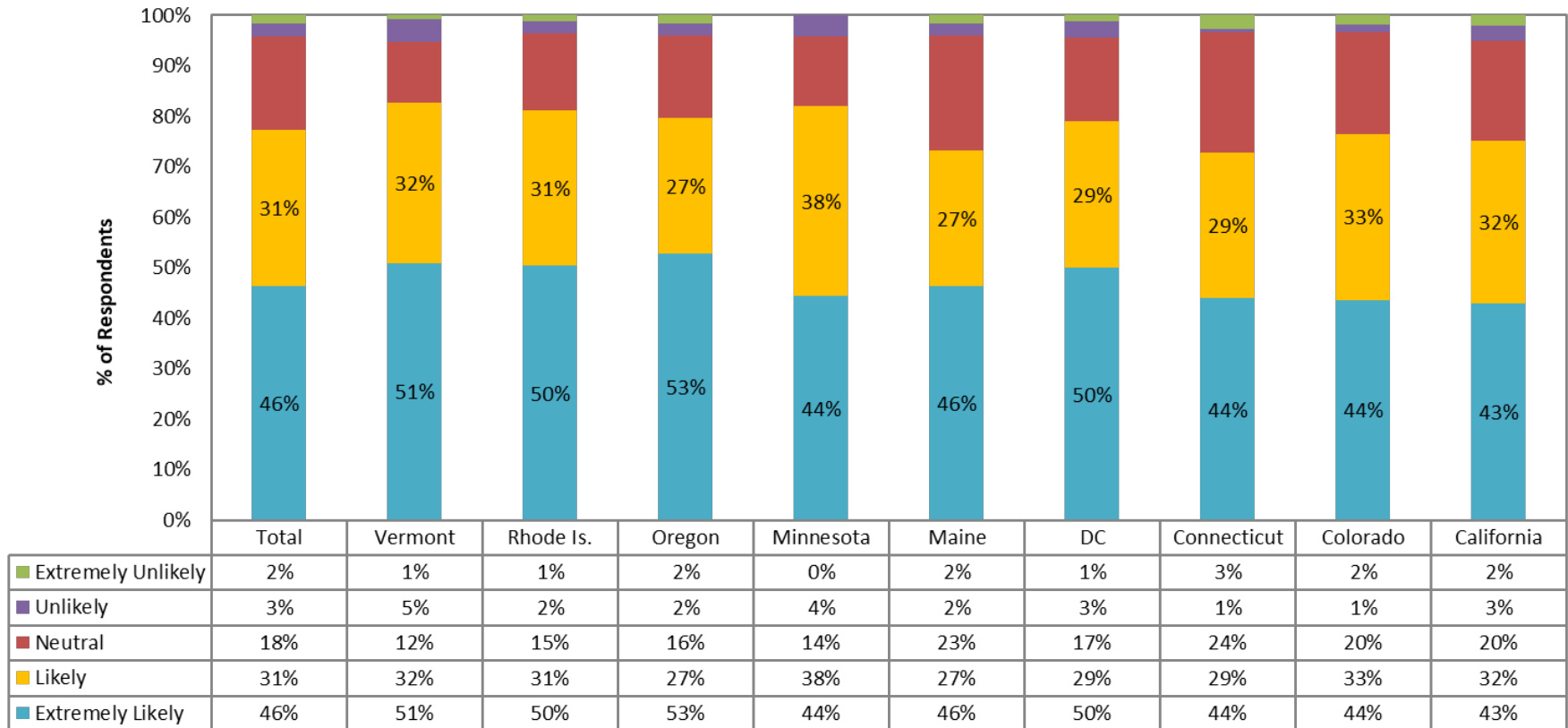


Sample Sizes: Total 563; Vermont 34; Rhode Island 43; Oregon 53; Minnesota 68; Maine 48; DC 55; Connecticut 52; Colorado 69; California 141

Opportunity for Future Paint Recycling

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

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



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

Open-Ended Commentary: Recycling Motivations

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

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

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

N=1,955

Sample Comments – Likely to Recycle

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

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

Sample Comments – Likely to Recycle, continued

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

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

Sample Comments – Unlikely to Recycle*

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

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

Sample Comments – Unlikely to Recycle, continued

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

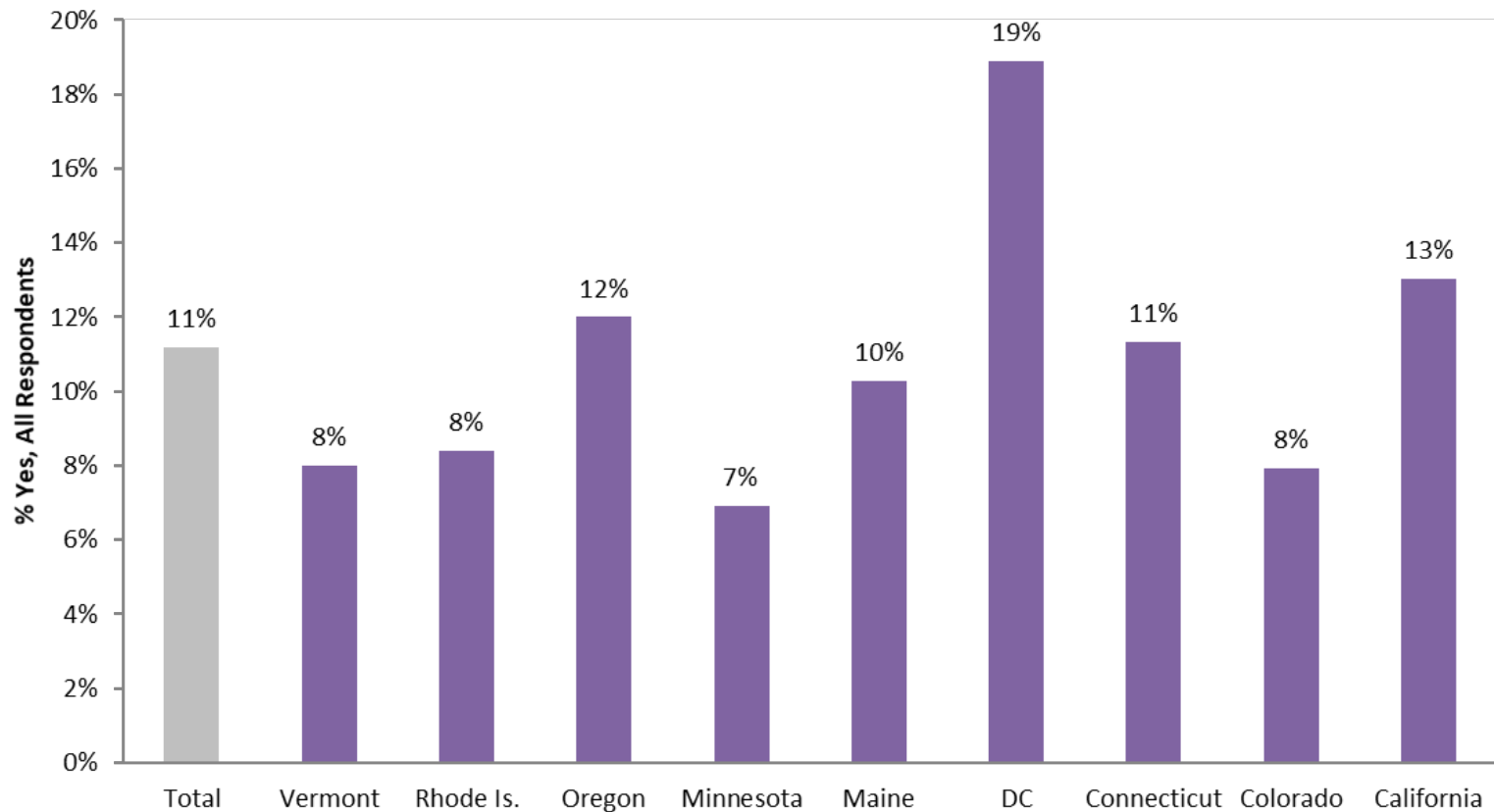
I can always use it in the future or give it to someone that can use it	no time
I do not have the time nor the inclination to drive to a recycling plant miles from my home for zero perks.	No use
I don't buy painf	Not going to paint. Will hire out.
I don't have leftover paint	Not interested
I don't know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

ADVERTISING/MARKETING CONSIDERATIONS

PaintCare Awareness

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

Have you ever heard of PaintCare before?

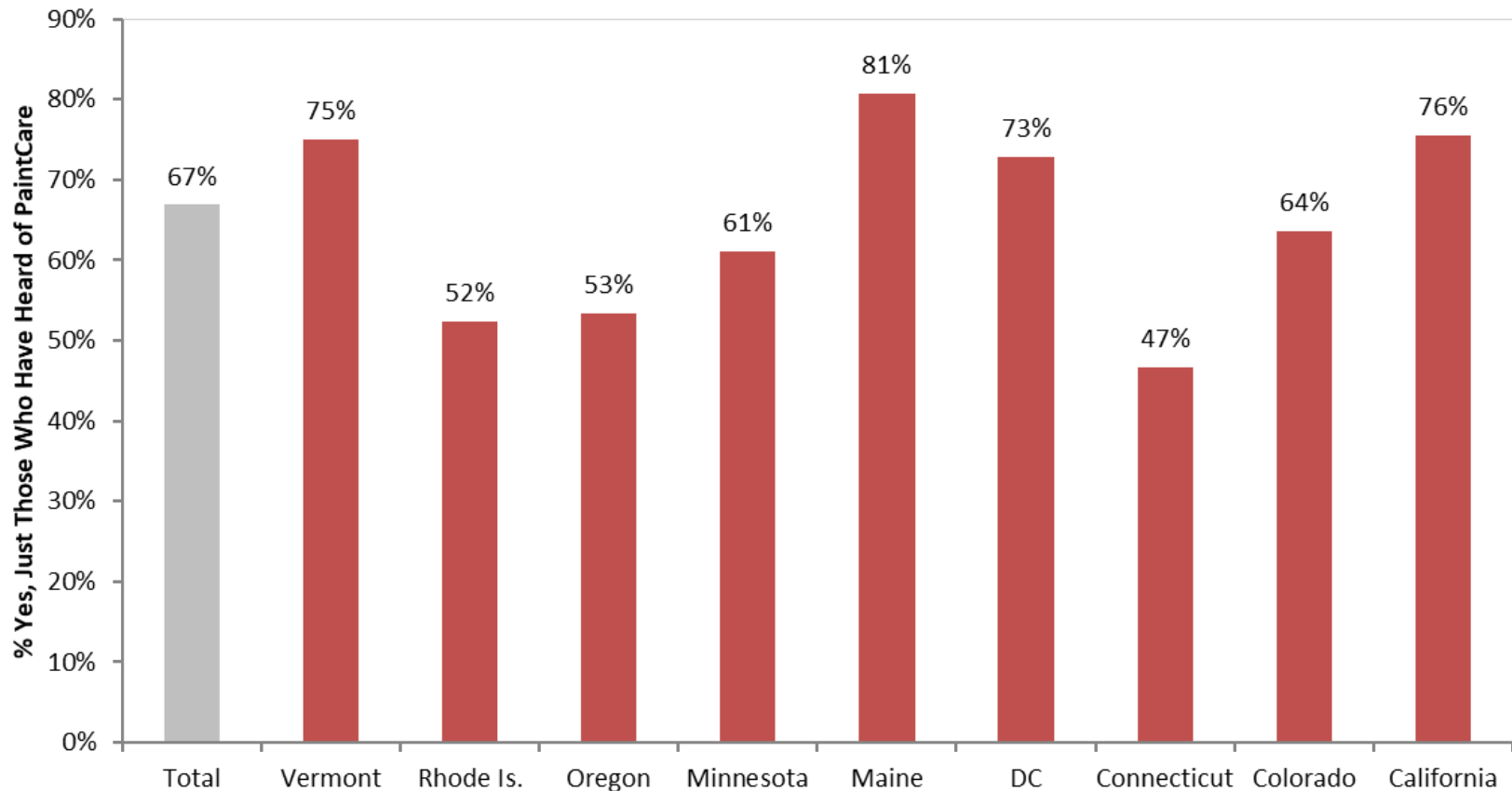


Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660

Ad Recall Among Those Who Knew of PaintCare

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

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

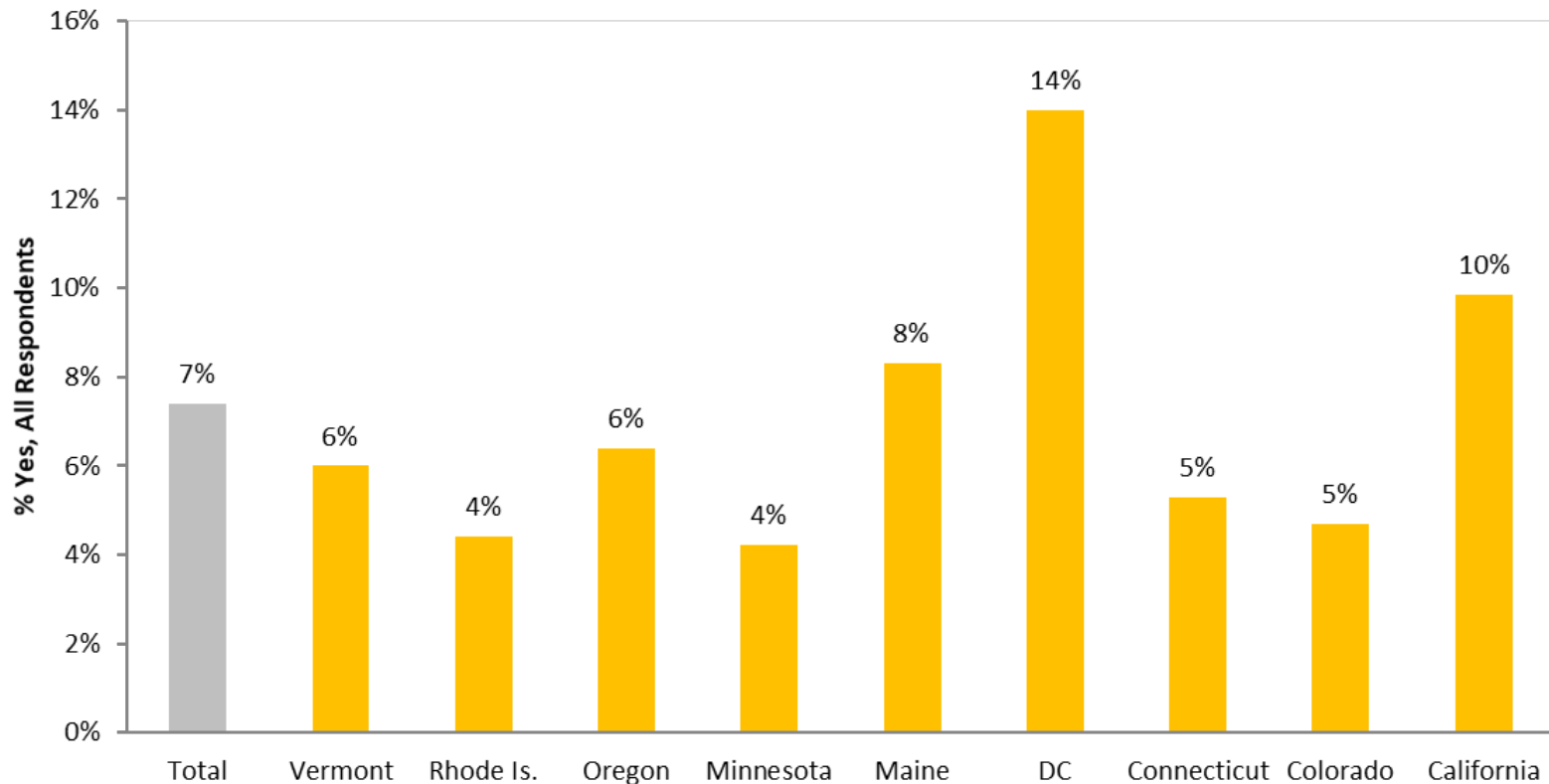


Sample Sizes: Total 293; Vermont 12; Rhode Island 21; Oregon 30; Minnesota 18; Maine 26; DC 48; Connecticut 30; Colorado 22; California 86

Adjusted Ad Recall for Entire Population

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

Adjusted Ad Recall (as a percentage of all surveyed)

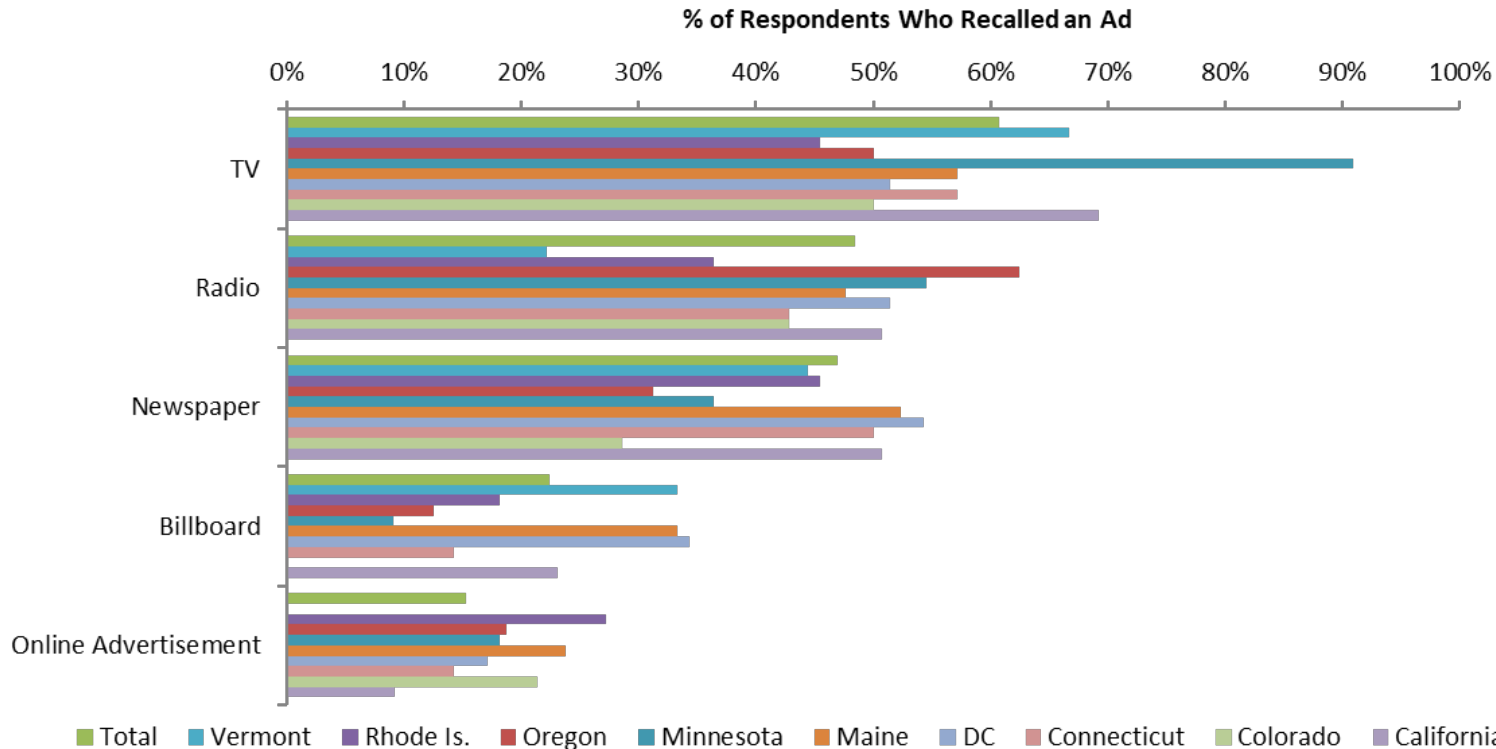


Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660

Ad Recall Types

- ❖ TV was most frequently cited in most states. Newspaper was most common in D.C.; radio, in Oregon.
- ❖ Note: sample sizes are small by state/the district; as such, results should be considered directionally.

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

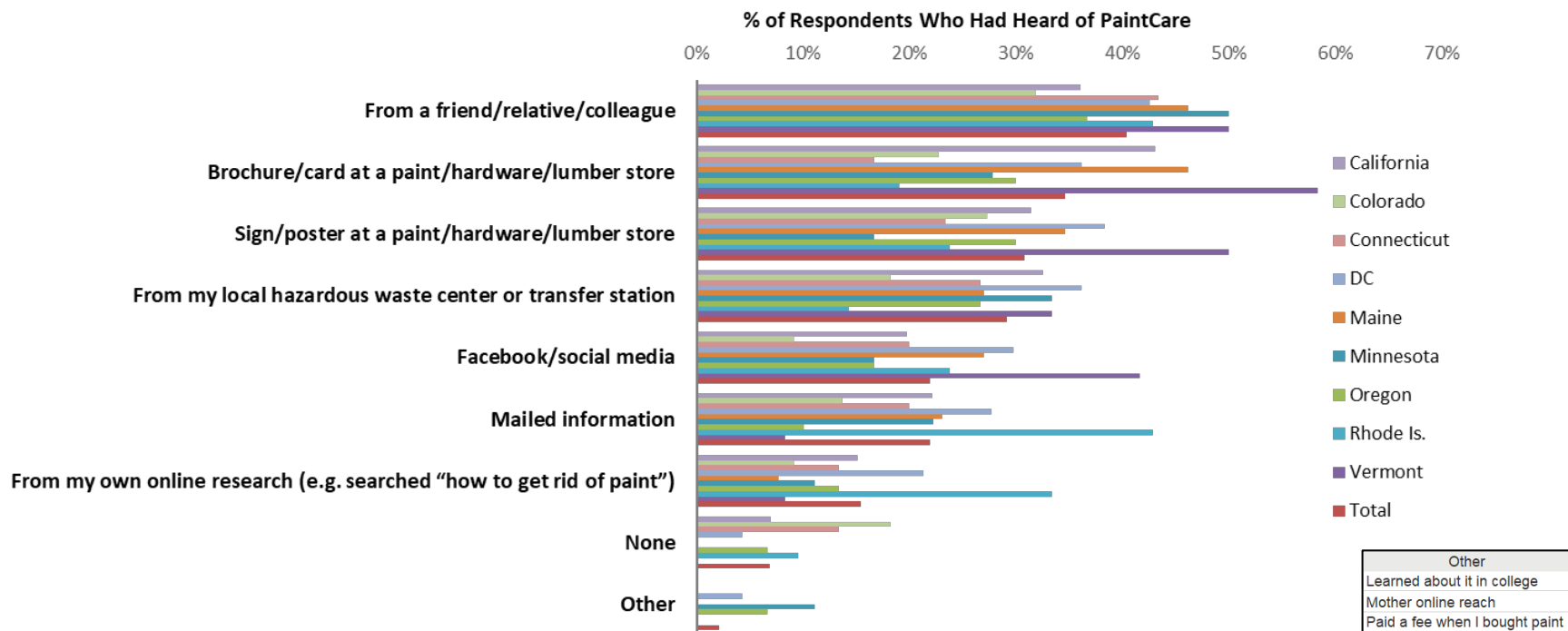


	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
TV	61%	67%	45%	50%	91%	57%	51%	57%	50%	69%
Radio	48%	22%	36%	63%	55%	48%	51%	43%	43%	51%
Newspaper	47%	44%	45%	31%	36%	52%	54%	50%	29%	51%
Billboard	22%	33%	18%	13%	9%	33%	34%	14%	0%	23%
Online Advertisement	15%	0%	27%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

Recall of Other Marketing Measures

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

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

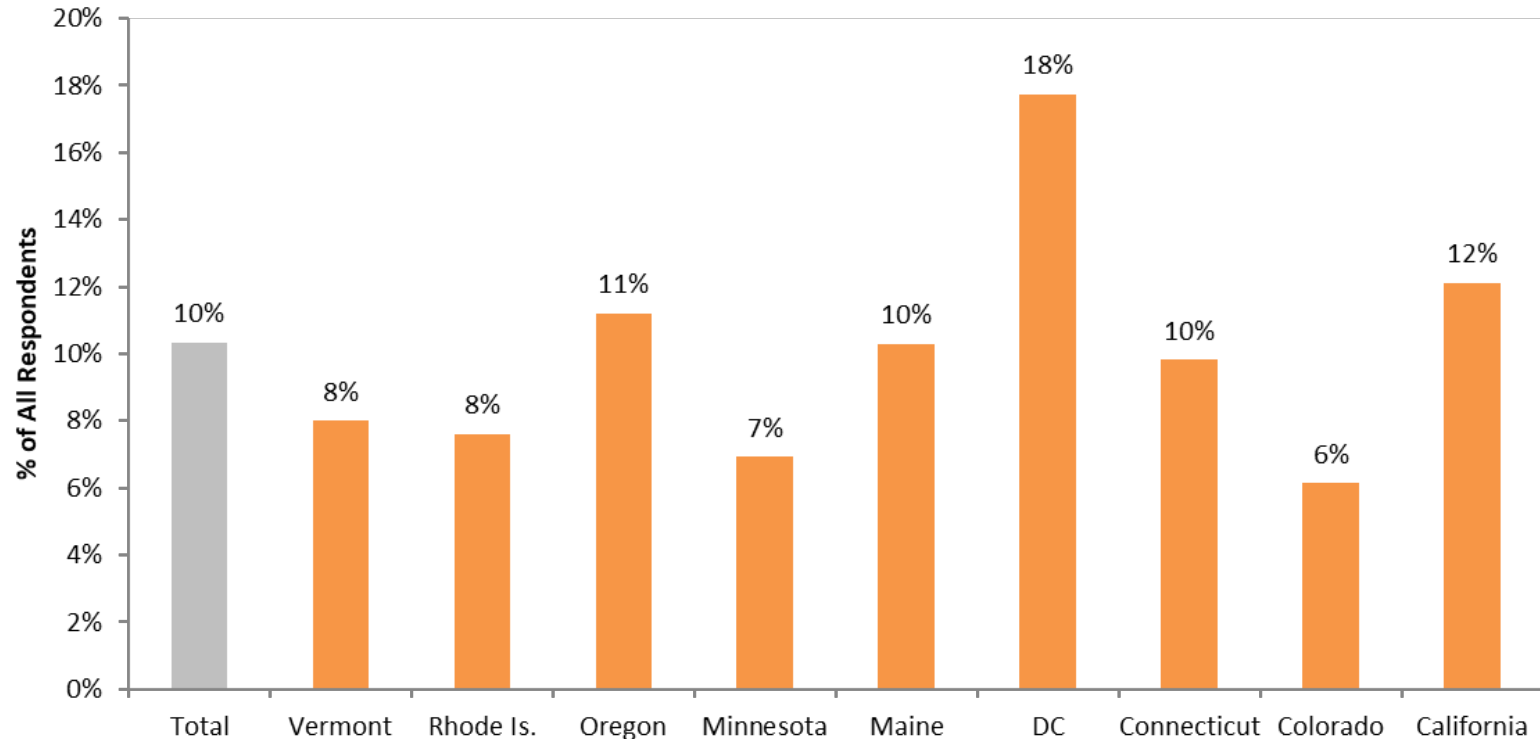


	Total	Vermont	Rhode Is.	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
From a friend/relative/colleague	40%	50%	43%	37%	50%	46%	43%	43%	32%	36%
Brochure/card at a paint/hardware/lumber store	35%	58%	19%	30%	28%	46%	36%	17%	23%	43%
Sign/poster at a paint/hardware/lumber store	31%	50%	24%	30%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

Adjusted Marketing Recall for Entire Population

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

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

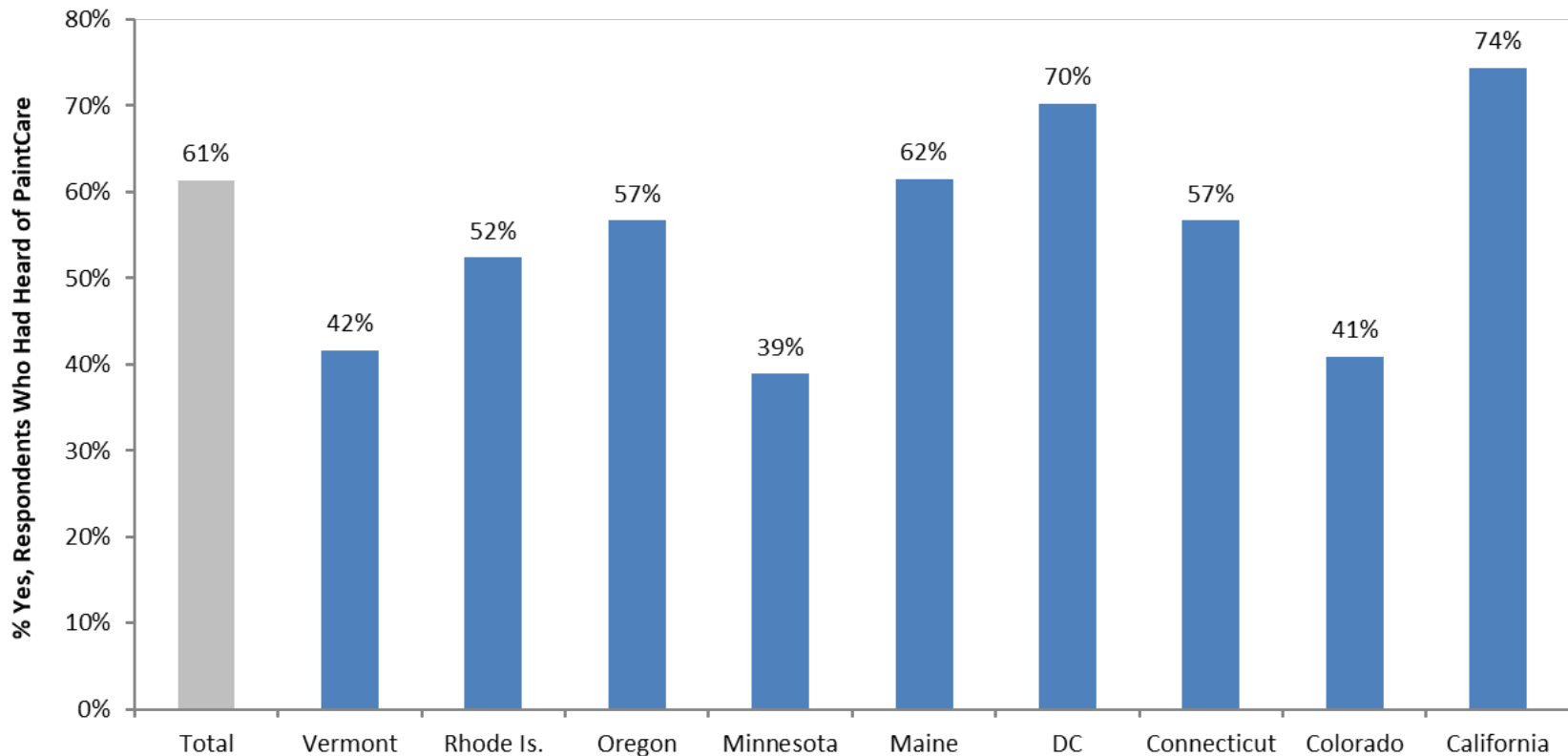


Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660

PaintCare Event Attendance

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

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

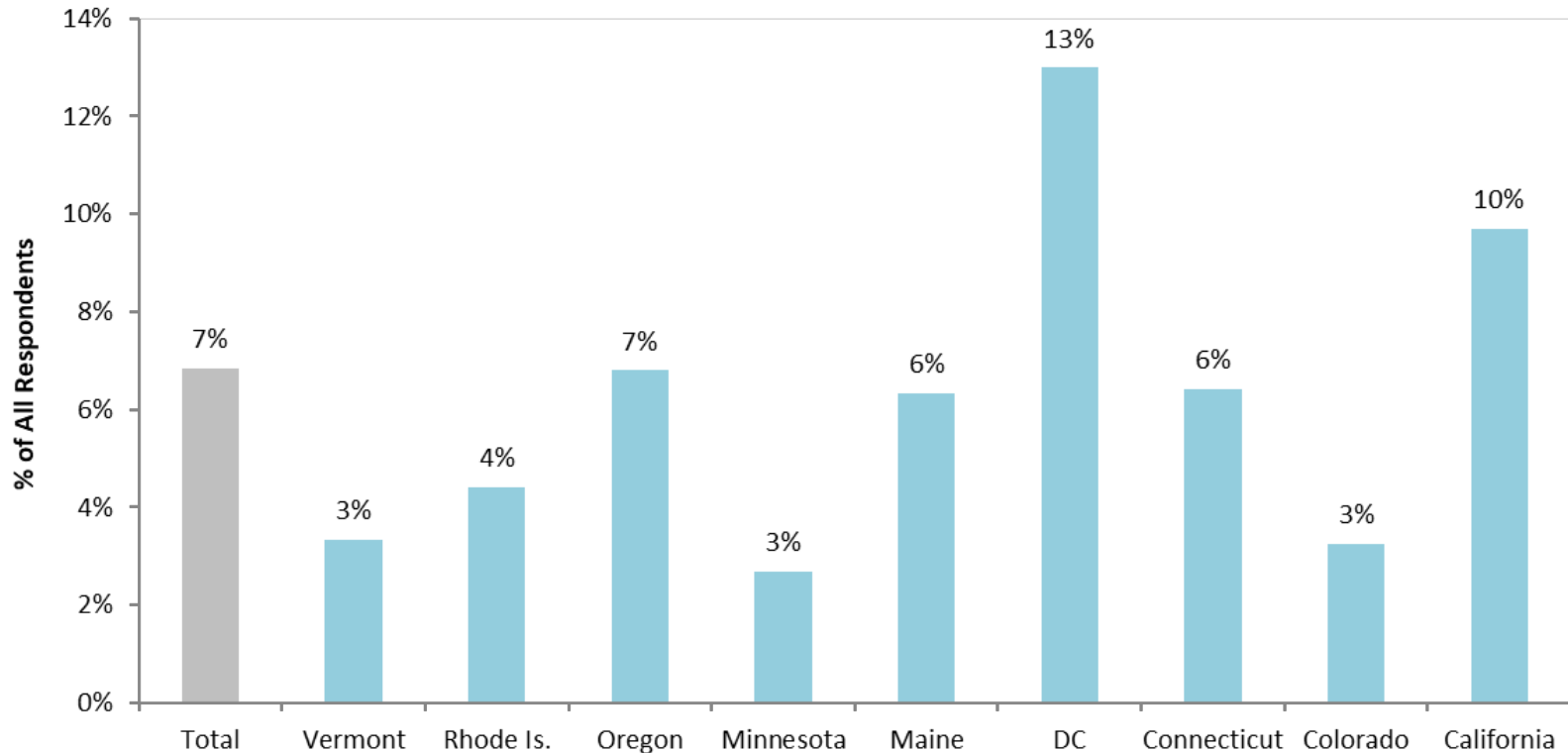


Sample Sizes: Total 292; Vermont 12; Rhode Island 21; Oregon 30; Minnesota 18; Maine 26; DC 47; Connecticut 30; Colorado 22; California 86

Adjusted Event Attendance for Entire Population

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

Adjusted Event Attendance
(as a percentage of all respondents)



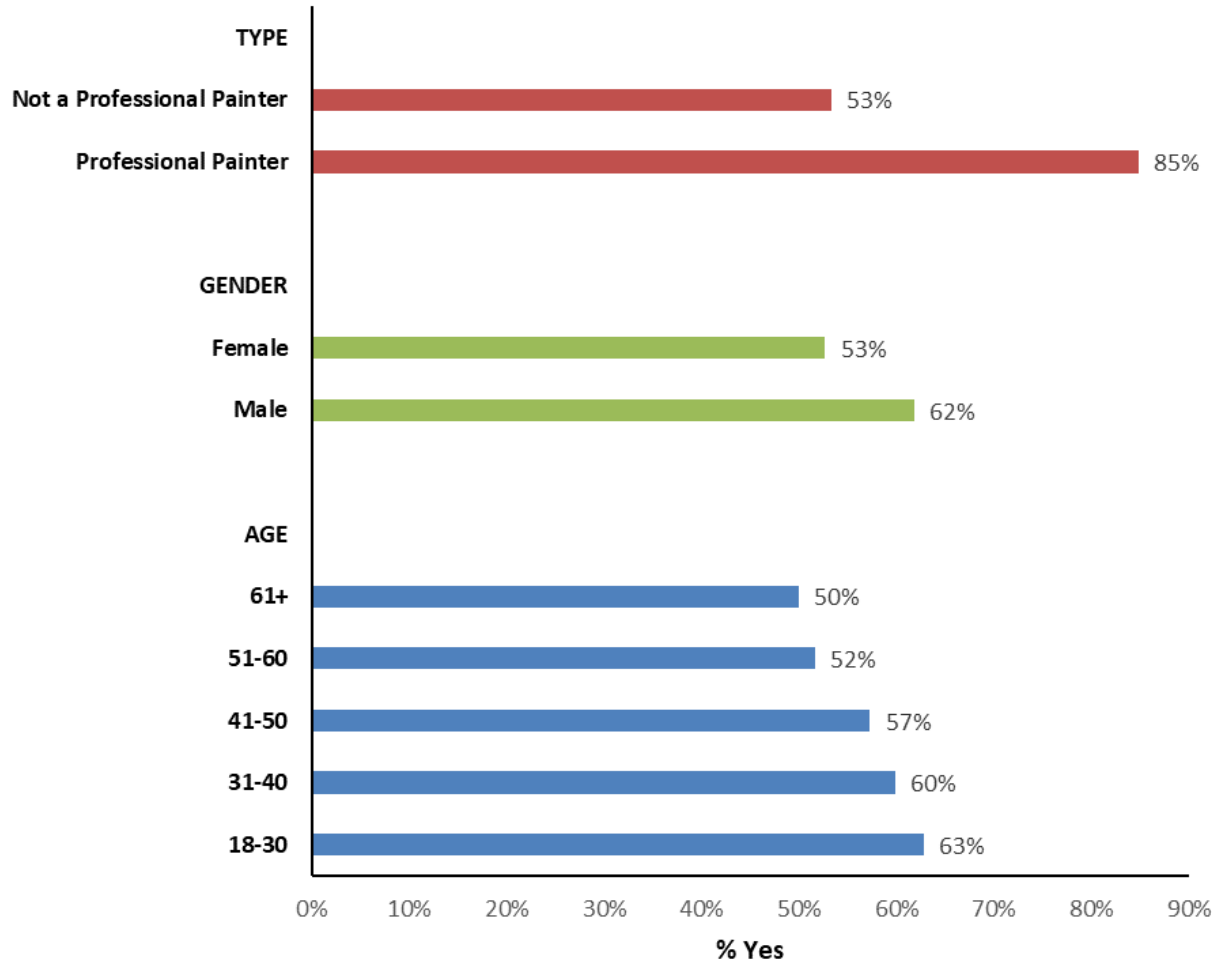
Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660



**CROSS-
TABULATIONS**

Consumer Behavior Cross Tabulations

Have you purchased paint in the last year?

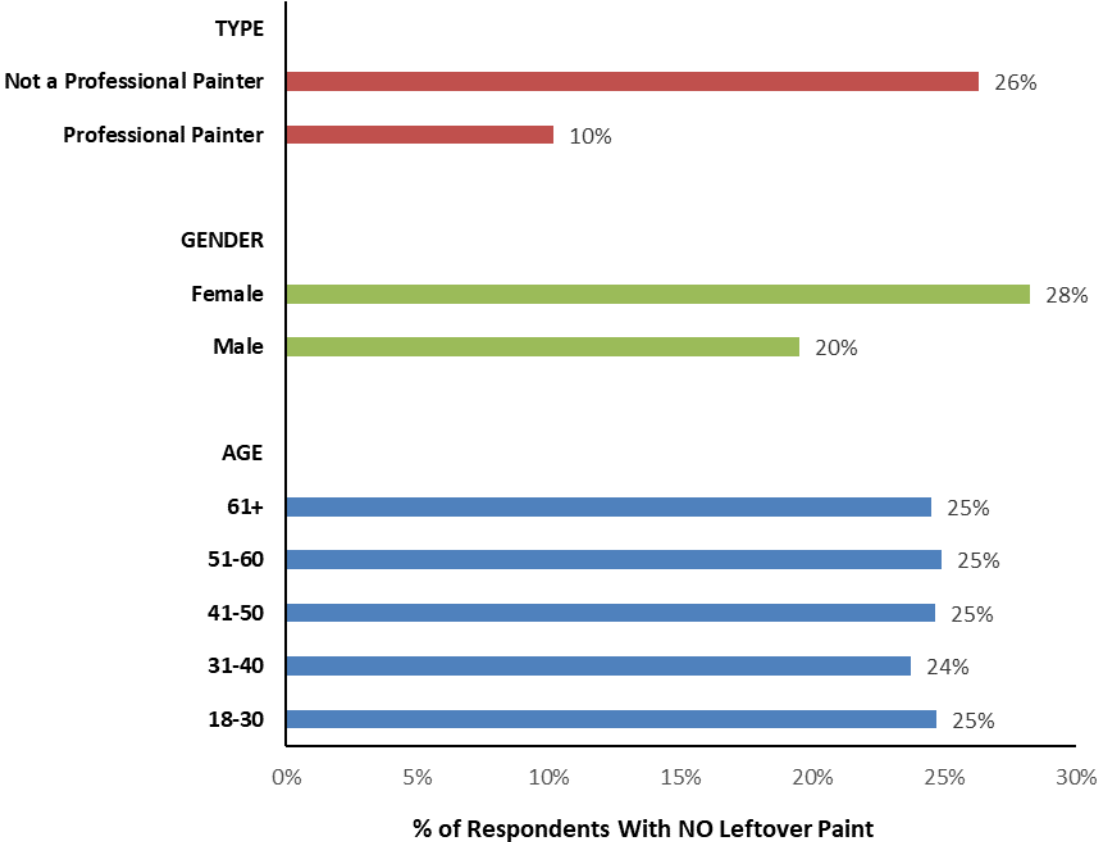


- ❖ As expected, professional painters have more recently purchased paint than non-professionals.
- ❖ Men have purchased slightly more than females in the last year.
- ❖ Incidence of recent paint purchases decreases with age.

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

Consumer Behavior Cross Tabulations

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

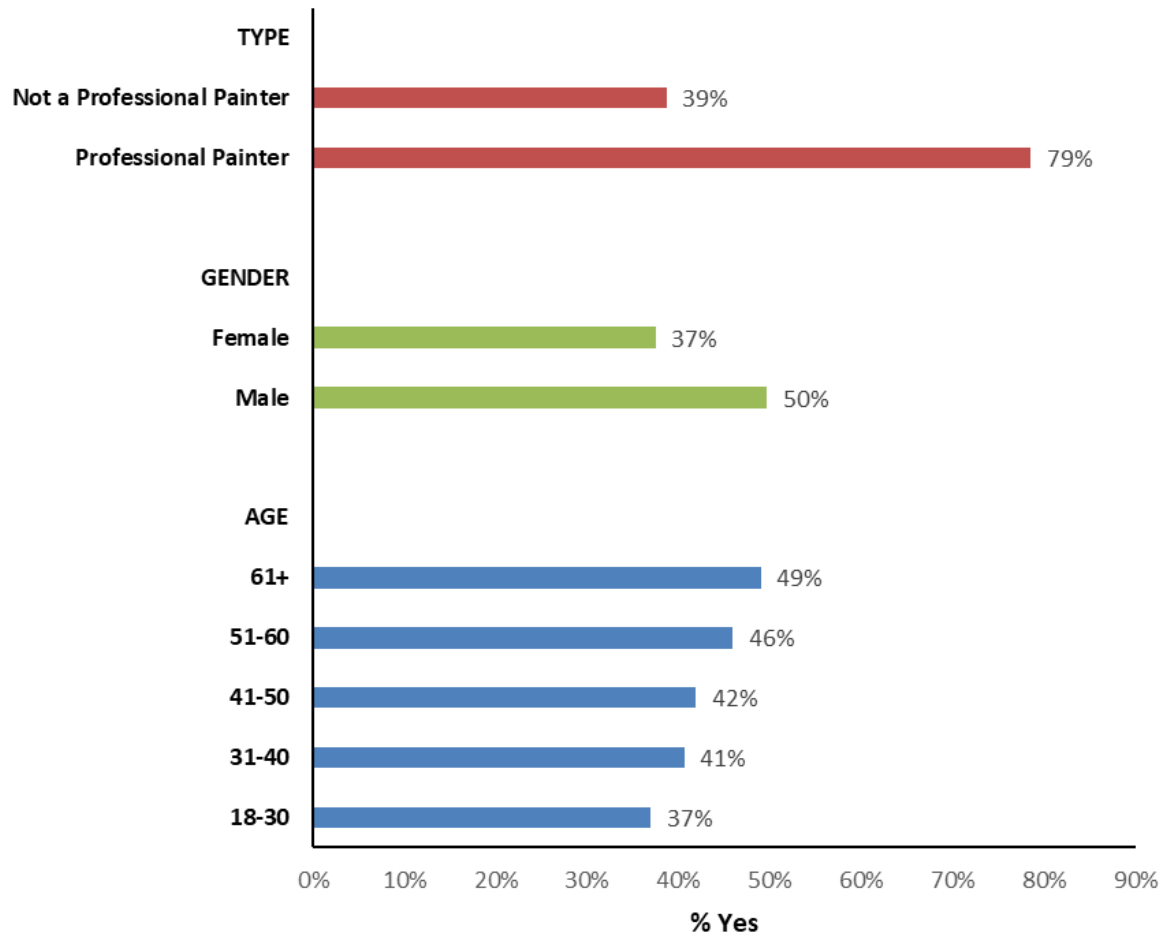


- ❖ As expected, professional painters store more paint than non-professionals.
- ❖ Males store paint more often than women.
- ❖ Age does not play a role in the storage of paint.

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

Awareness/Engagement Cross Tabulations

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

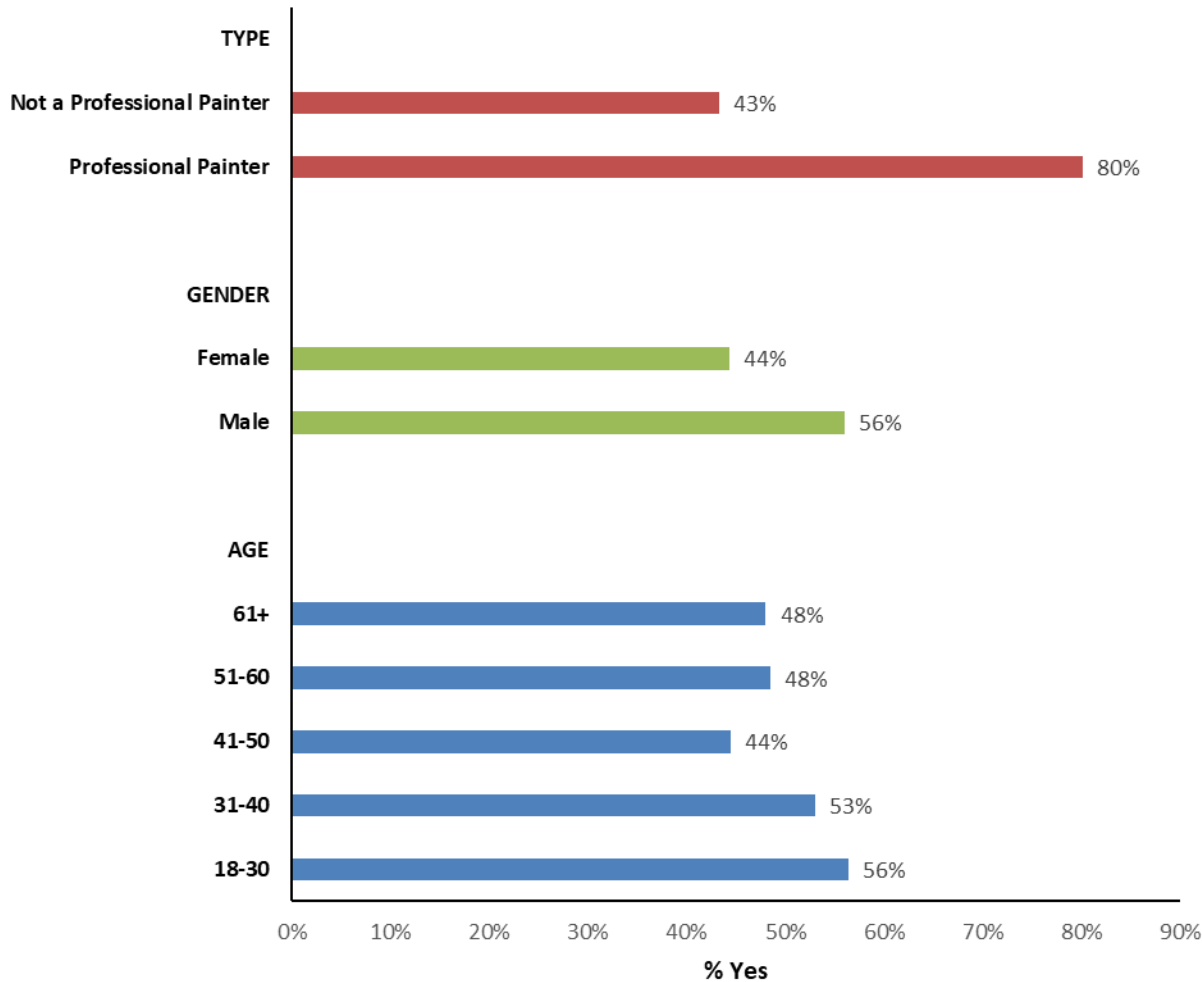


- ❖ Professional painters are about twice as likely to know that paint can be recycled.
- ❖ Men are more likely to know that paint can be recycled than women.
- ❖ Knowledge increases with age.

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

Awareness/Engagement Cross Tabulations

Have you ever taken paint somewhere to be recycled?

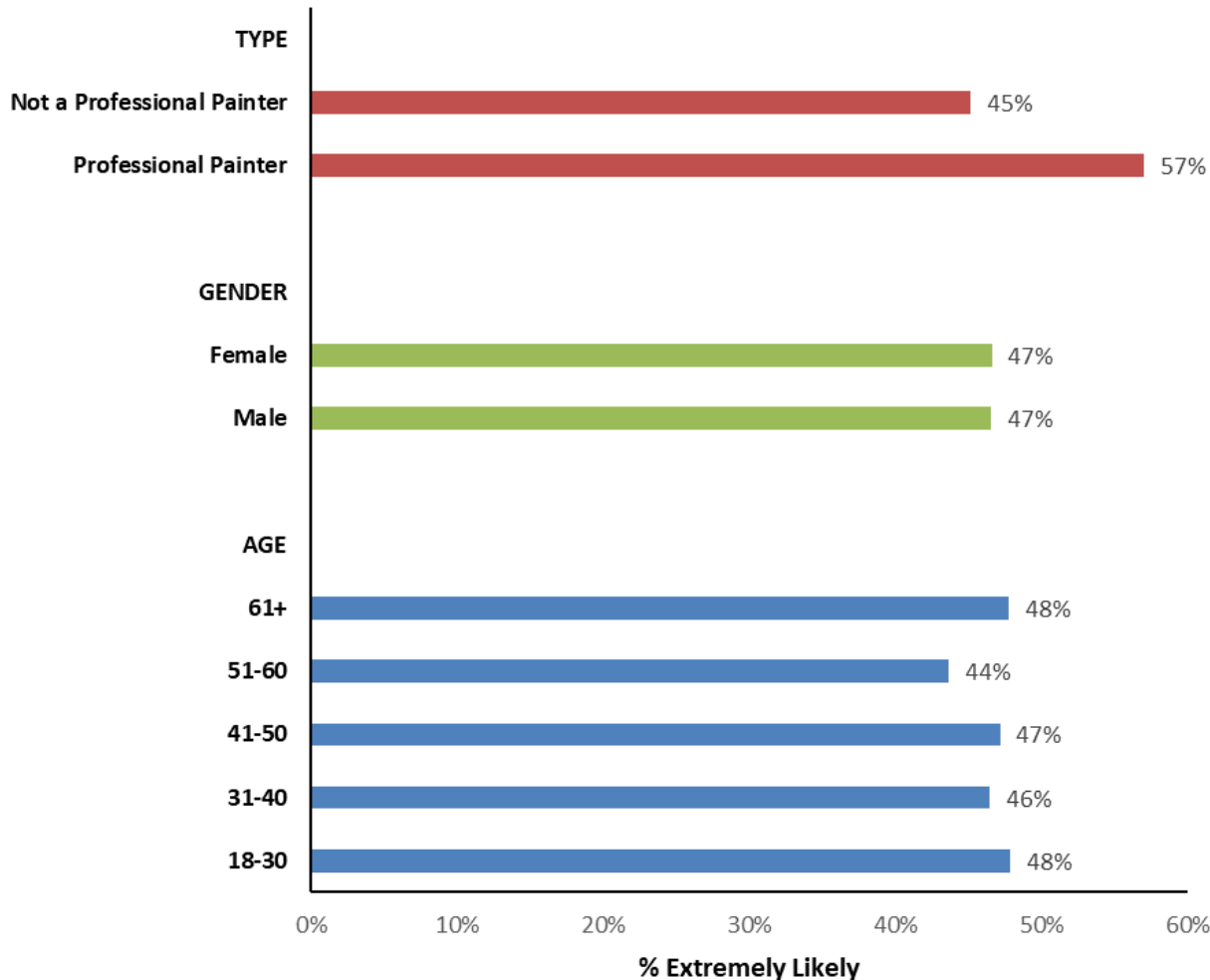


- ❖ Professional painters have recycled paint almost twice as often as non-professionals.
- ❖ Men have recycled paint more than females.
- ❖ Younger respondents said they had recycled paint slightly more often than older respondents.

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

Awareness/Engagement Cross Tabulations

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



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

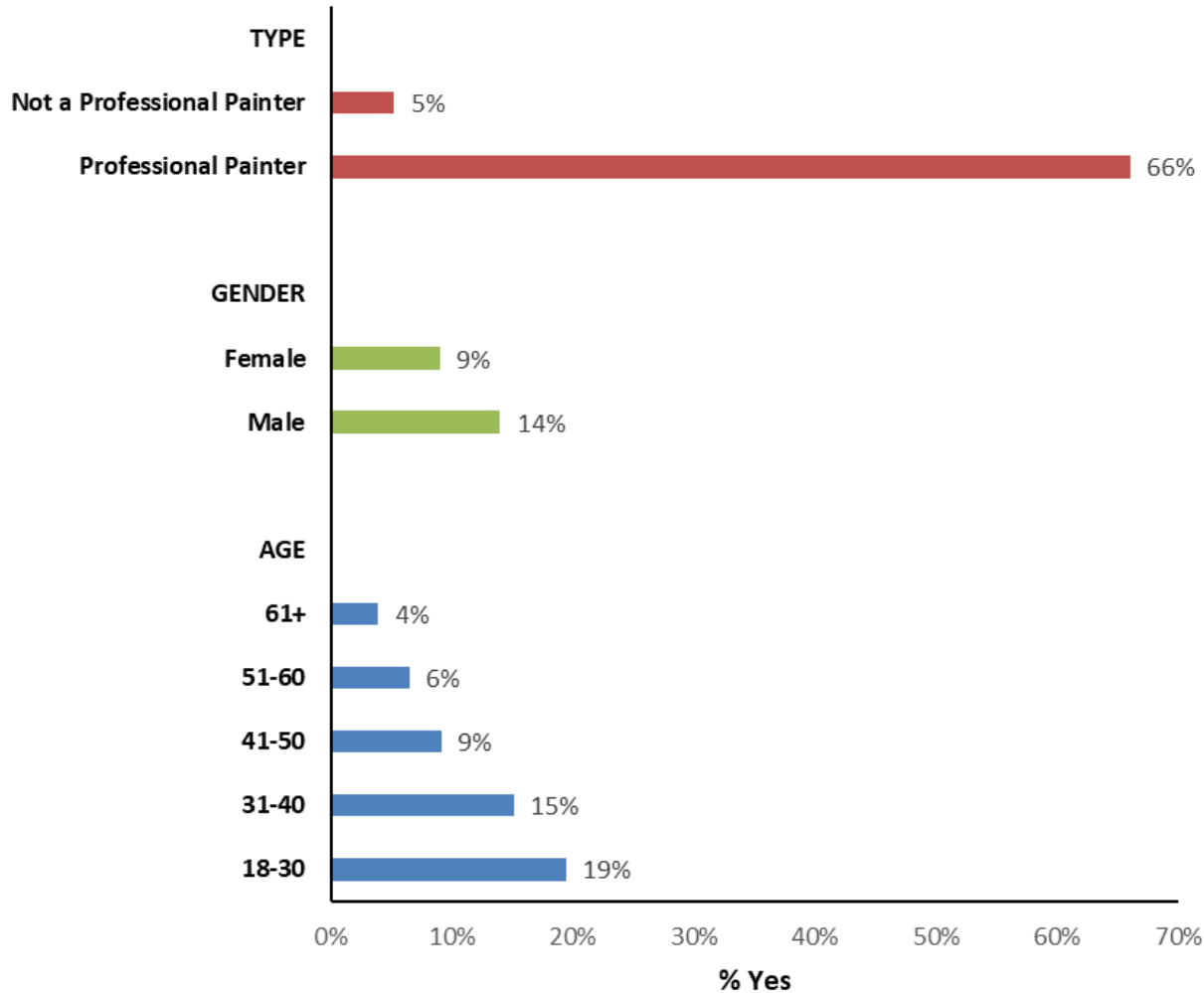
❖ Gender plays no role in likelihood to recycle paint in the future.

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

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

Advertising/Marketing Cross Tabulations

Have you ever heard of PaintCare before?

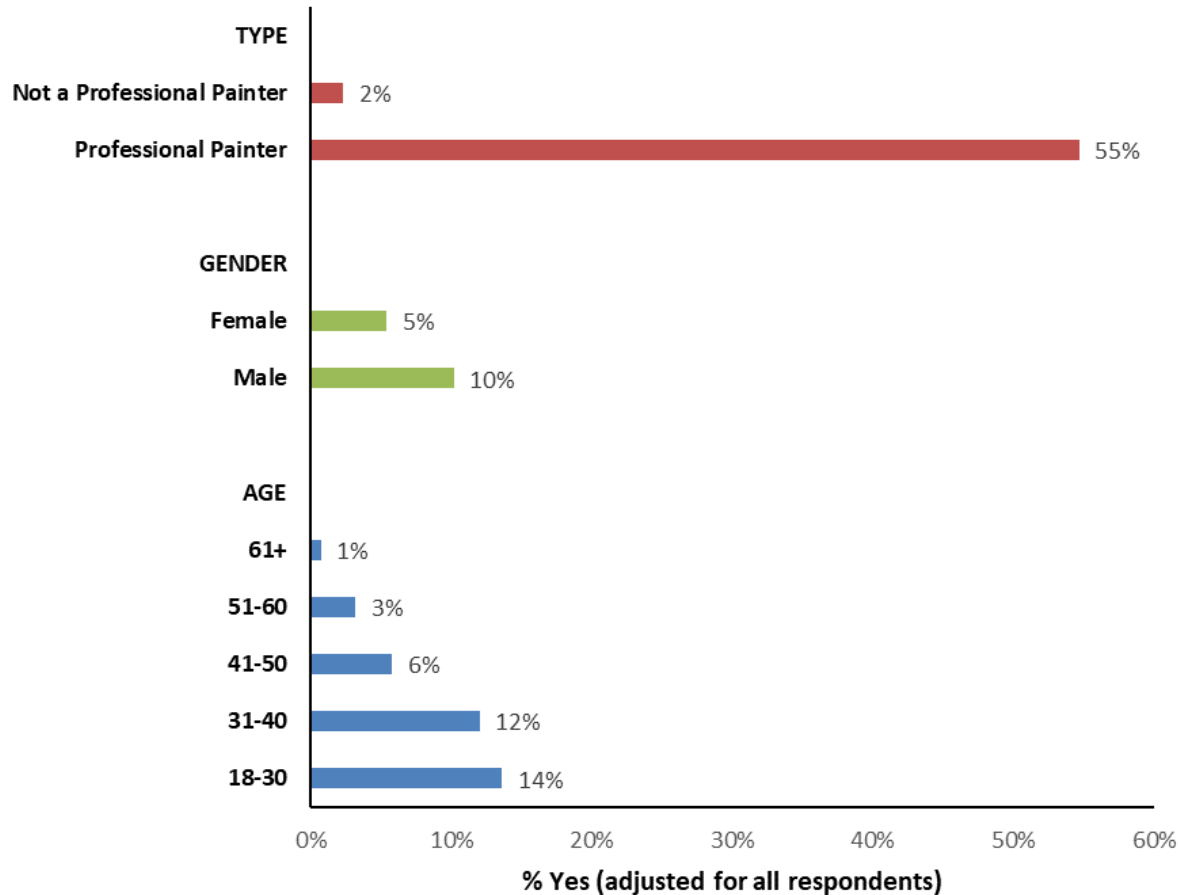


- ❖ As expected, professional painters are more aware of PaintCare than non-professionals.
- ❖ Men are slightly more aware than women.
- ❖ Awareness of PaintCare decreases with age.

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

Advertising/Marketing Cross Tabulations

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

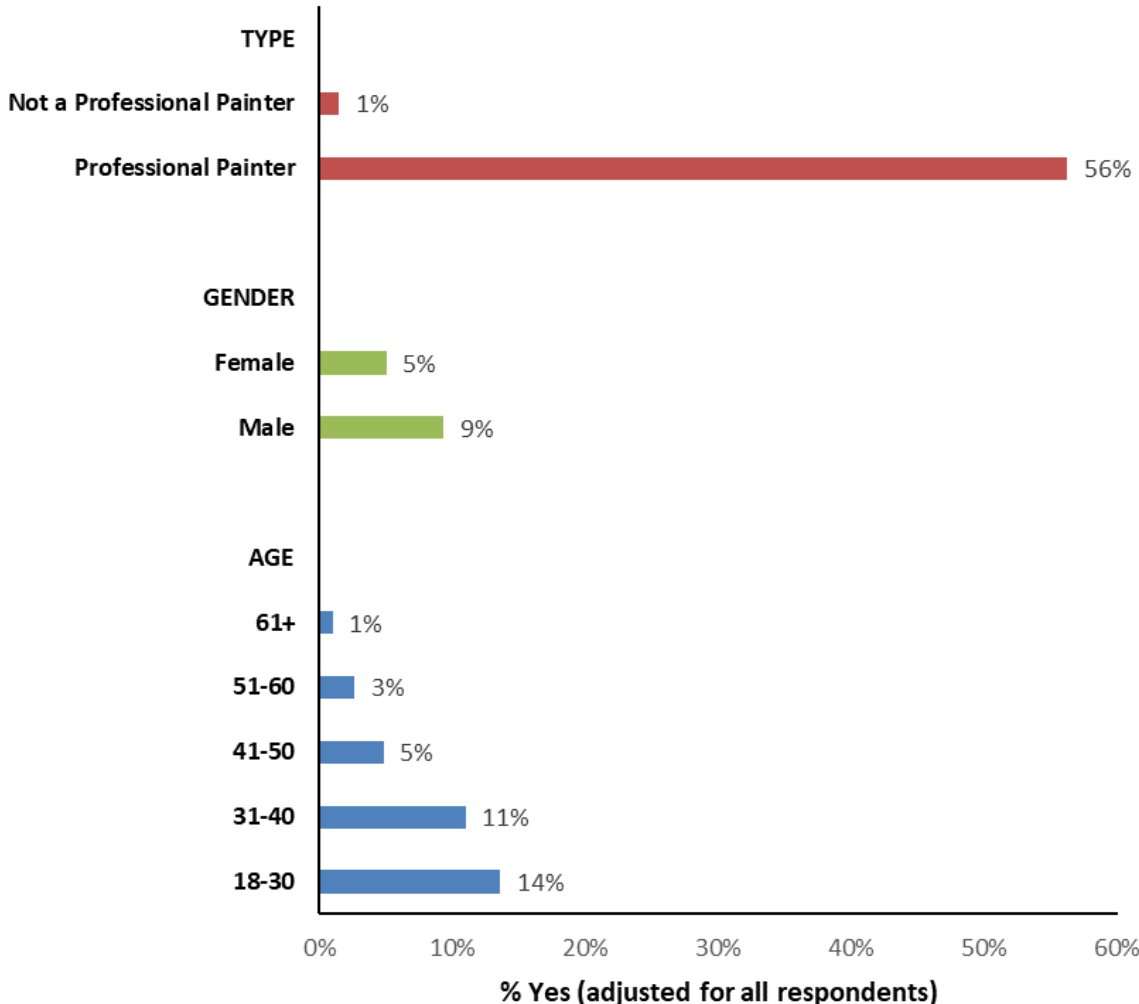


- ❖ Professional painters recall a PaintCare ad 25X more often than non-professionals.
- ❖ Ad recall among men is 2X as high as with women.
- ❖ Ad recall decreases with age.

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

Advertising/Marketing Cross Tabulations

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



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

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

APPENDIX: STATE HIGHLIGHTS

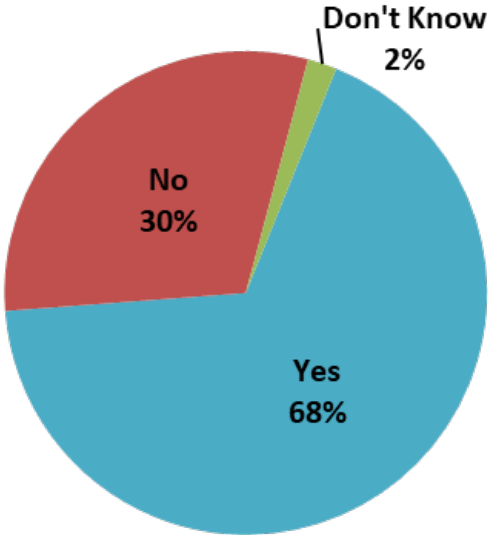


Maine

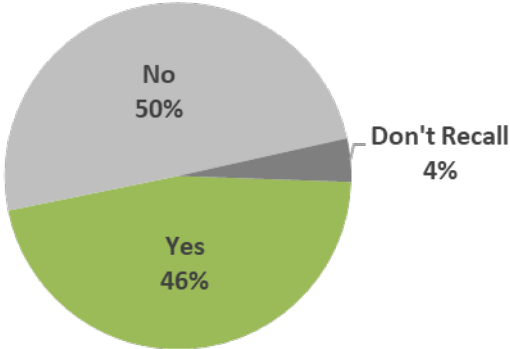
Maine Highlights

❖ 68% of those surveyed have purchased paint in the last year. Almost half of them were helped by the store in determining needs. 61% took measurements themselves.

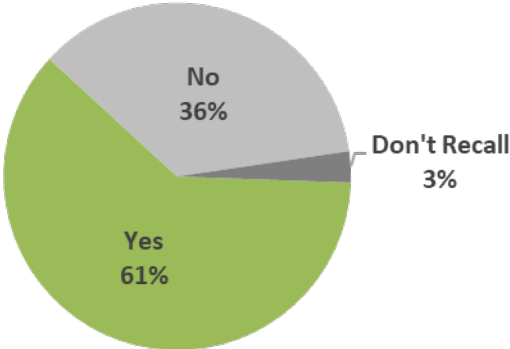
Have you purchased paint in the last year?



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



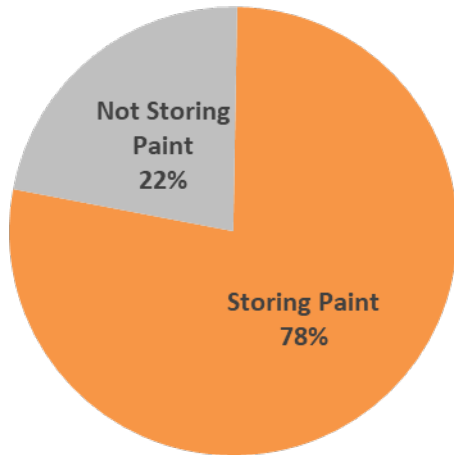
Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?



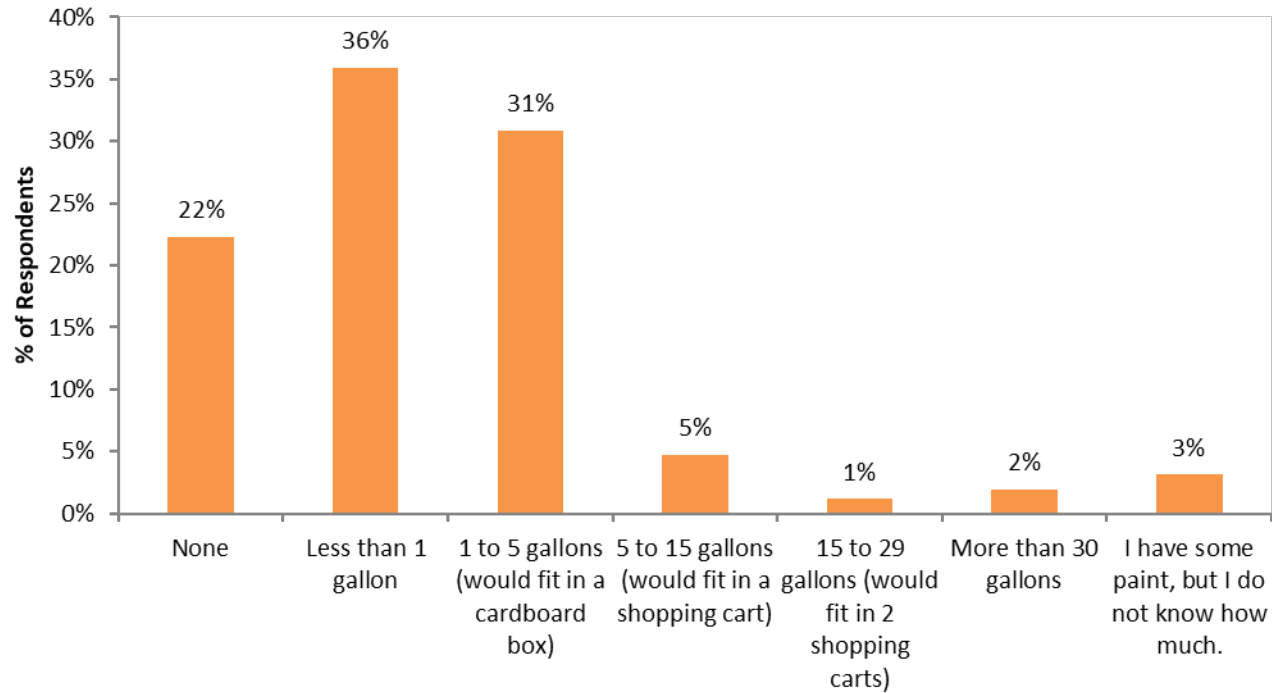
Maine Highlights

- ❖ 22% of respondents are NOT storing paint at home or at their business. The median amount stored was “less than 1 gallon.”

Paint Storage



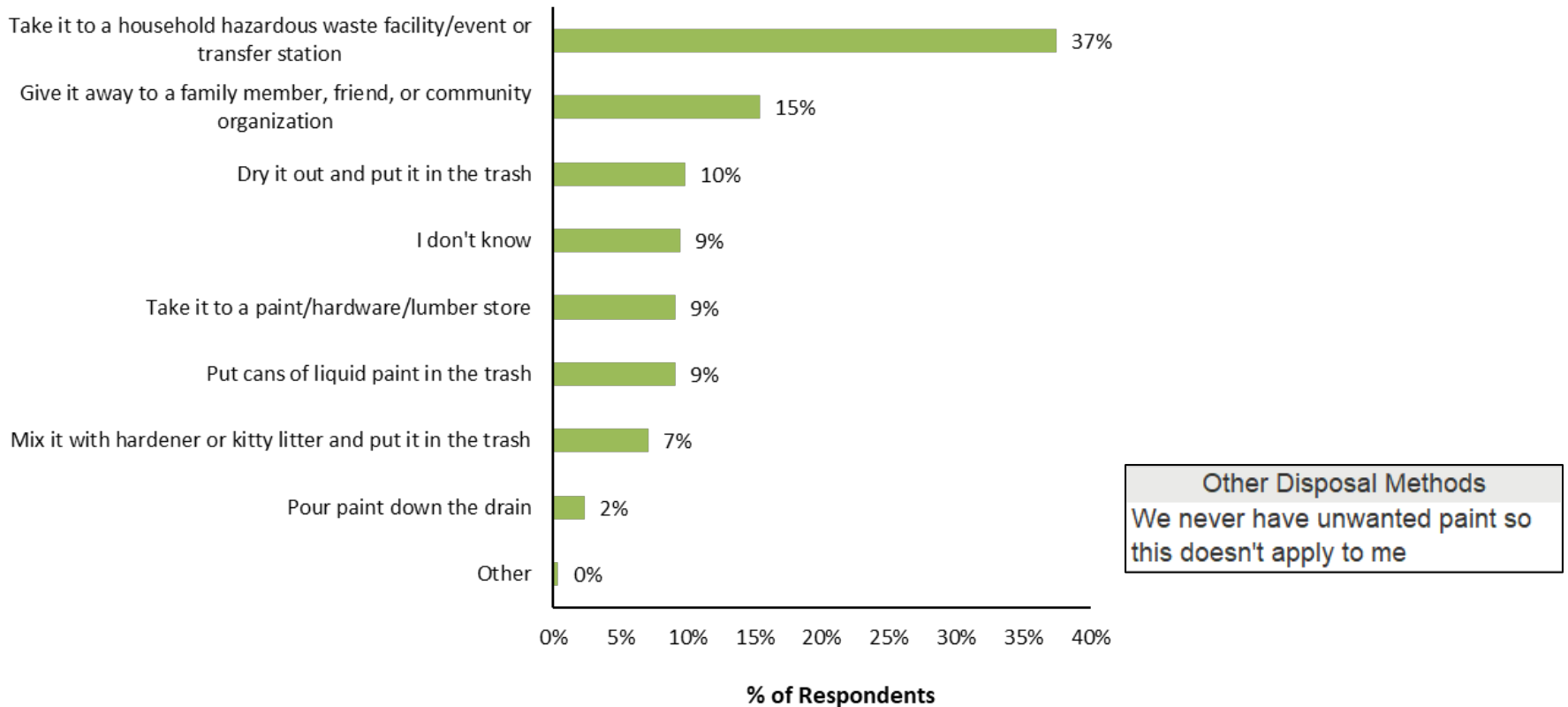
How much leftover or unwanted paint do you have in your home or business at this time (e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)?



Maine Highlights

- ❖ 46% of respondents said they would take unwanted paint to a HHWF or a retail store in the future.
- ❖ 11% said they would put liquid paint in the trash or pour it down the drain.

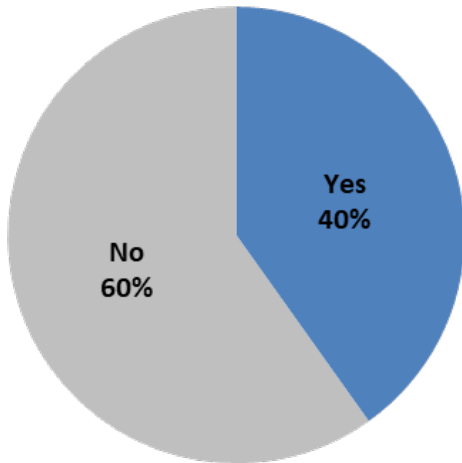
If you wanted to get rid of unwanted paint in the near future, what would you most likely do with it?



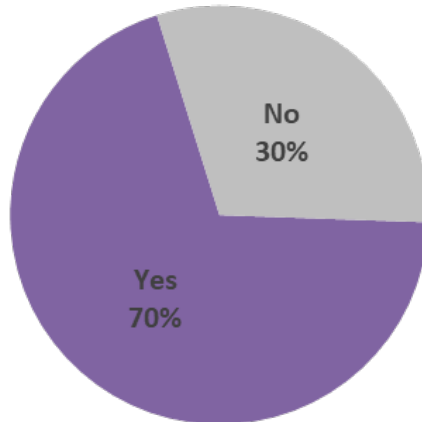
Maine Highlights

- ❖ 40% of respondents knew that paint can be recycled.
- ❖ Of those, 70% knew where to take it; 58%, about the fee added to paint purchases.

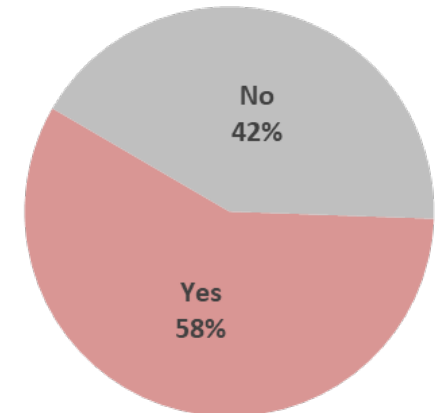
Prior to this survey, did you know that paint can be recycled?



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



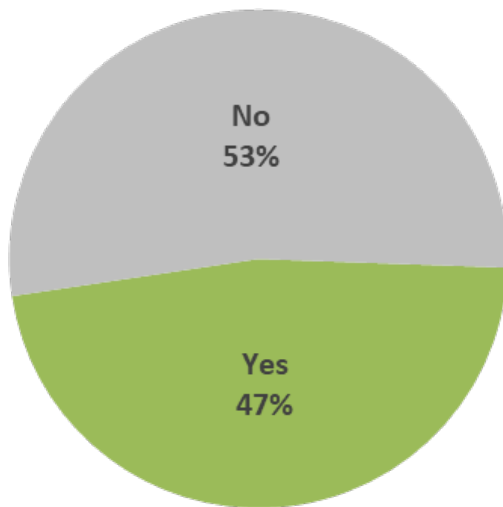
Are you aware that when you buy paint in your state, there is a small fee added to the price to pay for a program to recycle any leftover paint you have?



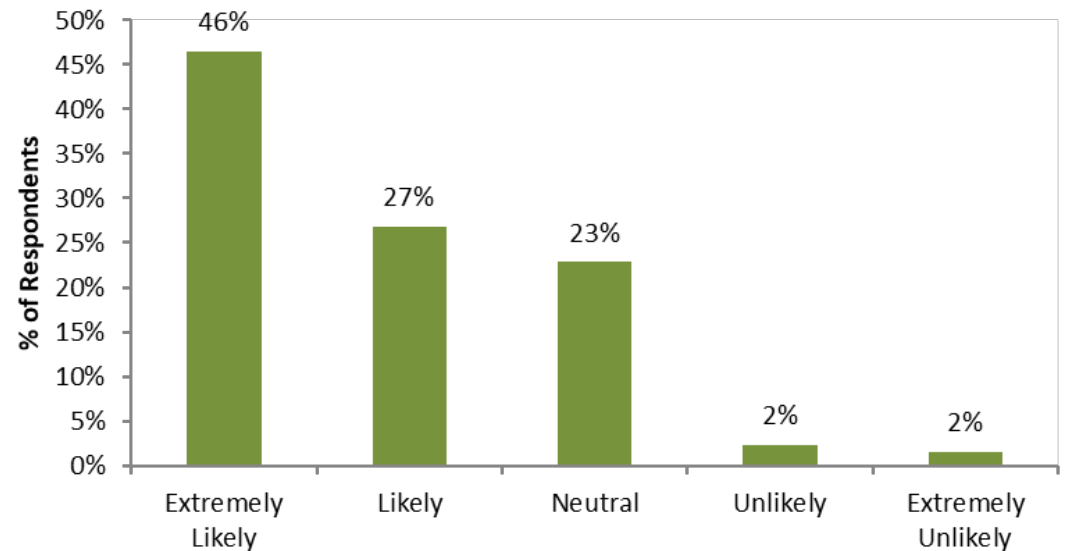
Maine Highlights

- ❖ Of those who knew that paint could be recycled, 47% have taken paint somewhere to be recycled in the past.
- ❖ 73% said they would be likely to recycle paint in the future.

Have you ever taken paint somewhere to be recycled?



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



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

a refund or rebate	it's a hazardous material..here in Maine in my city we have certain weekends where we can bring old hazardous materials to dump to be properly disposed in the safest manner
As long as it doesn't cost would be better way than slot of options mentioned	It's the right thing to do. I usually use a water base paint but if I used something else I feel it needs to be disposed of properly. Pouring down the drain or out on the ground is inappropriate and could cause damages to where ever you put it
Because it's toxic	just knowing is awesome
Because recycling is always the best route to go	less waste in the landfill
Best way for nature	Money for paint cans
Better for it to be reused	Now that I know it can be recycled I will recycle
better for the environment	Overall, this is much better for the environment. I can be assured that the paint will be properly disposed of.
Caring for the environment	Recycling helps the environment and is cheaper/easier than simply throwing stuff away
Clear instructions form the town I Live in.	Recycling is the best idea for cure our environment
Conservation	Recycling saves energy and water, lowers pollution and greenhouse gas emissions, improves air and water quality, preserves landfill space and conserves natural resources. ... We can benefit from the raw materials and energy that have already gone into their production
Dont want it in water	Safest way to dispose for environmental reasons
Easily accessible locations	Saving the planet
Eliminating more plastics from our environment.	The cans and the paint gets recycled efficiently and we don't have to have them in our landfills.
Environmental need to protect the earth	The Earth
Get it out of my house	To dispose properly
Getting rid of it safely.	To get rid of the paint
Health concern	To help not contaminate my earth so others can live here longer with a clean environment
I always recycle what ever I can.	to help save the planet by recycling as much stuff as possible instead of contributing to the trash we as a people leave
I am trying to help the environment any way I can	to keep the landfills clean of toxins
I do not like throwing things away if there is a way to recycle, reuse or compost it that is what I try to do. We humans waste so much and the planet is so crowed now. We do not need or have room for more landfills. I am trying to lessen my negative impact on the planet. I am trying to do my best to help the planet heal. If paint can be recycled that is one less contaminate that will end up hurting the water we all need to survive, animal and human.	To keep the planet clean of unwanted dangerous chemicals
I do not want paint disposed in garbage or recycling.	To make sure it gets disposed the correct way.
I dont want to introduce more toxins than we already hsrve.I dont want it somehow to get in our water supply or lakes	to save money and use it again and also to help the environment stay clean.
I hate to throw away something that can be reused	We recycle everything we can. Before I just stored it with us and used it for touch up or other projects. My kids enjoy recycling as well so I would take them along to recycle the left over paint
I have been actively recycling for well over 20 years and will continue to do so	If I can use the remaining paint next year, of course I would love to. In the future, when I go to paint, I will be less expensive.
I hope it is better for the environment.	Better for the environment
I like recycling!	Better for the environment
I prefer to reduce waste in general. Recycling paint is a great option, now that i know.	Better for the world
I support recycling in general, I try to do my part. But I don't know if there is anywhere to recycle paint in my area. I will check though.	good to recycle anything you can
I try to be reuse and recycle as much as I can because it is the right thing to do and it is what my parents taught me to do.	Have it disposed of safely
I wouldn't want to keep paint in my house. I certainly don't want to dump it in the sewer. It's just a lot easier to take it to the transfer station recycle center.	I am always looking for ways to save our planet. I recycle and reuse everything I can.