Program Overview

CARE Recycling Conference
April 26, 2023
Presentation Overview

• Some Quick Background
• Current Program Update
• Lessons Learned and a Look Ahead
PaintCare Inc.

- Product stewardship organization
- Subsidiary of the American Coatings Association (ACA)
- Implement requirements of paint stewardship laws on behalf of architectural paint manufacturers
- 501(c)(3) organization
- Governed by Board of Directors representing architectural paint manufacturers
- Formed in 2009 in wake of Oregon’s paint stewardship legislation
How It Began

• 2002 – National stakeholder dialogue, led by the Product Stewardship Institute (PSI)

• **Goal:** shift costs and responsibility for post-consumer paint management away from government and to the paint industry (“extended producer responsibility”)

• Effort was driven by state and local governments seeking to reduce HHW management costs

• 2007 – American Coatings Association passed resolution supporting implementation of a pilot state-based program, backed by agreed upon “model” legislation
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Fast Forward to 2022

- 2021 Washington
- 2010 Oregon
- 2012 California
- 2015 Colorado
- 2014 Minnesota
- 2014 Vermont
- 2014 Rhode Island
- 2013 Connecticut
- 2022 New York
- 2016 Washington, DC
Key Provisions of Paint Stewardship Laws

• **Consumer funded** – Financed by fee set by manufacturers and passed down to consumer (law provides antitrust protection)

• **Level playing field** – All manufacturers must participate, all retailers must pass the fee to consumers

• **Industry operated** – PaintCare develops and implements program, manage finances, etc.

• **State oversight** – State agency approves program plans and fee levels, and receives annual reports

Every PaintCare state operates under the **model legislation**
Paint Collection System

- 2,450 year-round drop-off sites
  - 75% are paint and hardware stores
  - The rest are municipal household hazardous waste (HHW) and solid waste collection facilities
- Paint collection events in underserved areas
- Large Volume Pickup service

- 98% of households are within 15 miles of a site
- 50+ million gal. collected since 2009
Program Goals

• Increase recycling opportunities for the public
• Reduce cost to state and local governments
• Ensure highest/best use of leftover paint; follow waste management hierarchy of Reduce, Reuse, Recycle
• Increase program awareness; robust and effective education and outreach
• Demonstrate successful industry-led product stewardship program
Outreach and Education

- Point-of-sale materials
- Online and social media
- TV, radio, streaming audio/video
- Newspaper, direct mail, other print
- Site locator on website
- Contractor meetings
- Tabling at conferences/community events
- Joint outreach with municipal programs
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Lessons Learned from New York

• Prepare to run legislative marathon
• Unwavering political support from legislative champion
• Expand the chorus:
  • Private Sector
  • Public Sector
  • Non-Governmental Organizations
• Craft the personal/emotional story for policy-makers
Program Expansion

• States currently pursuing PaintCare legislation:
  - Maryland
  - Illinois
  - Massachusetts
  - Missouri
  - New Jersey

• ACA supports states in their effort to pass paint stewardship legislation if they use the model “PaintCare” legislation

• Expansion may also include new products or requirements (spray paints, empty containers, automotive products, etc.)
More EPR to Come

- **2022:** 62 EPR bills considered across 18 states
  - 15 different product categories
  - **six became law**

- Beginning in 2021, four *packaging* EPR laws were enacted in the U.S., more are anticipated.

- **HHW** – there are many more products manufactured by the coatings industry that are not part of the PaintCare program

- **Framework** – gives state agencies broad authority to add products to an EPR scheme
Contact Information

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