



# *Maine Paint Stewardship Program*

2020 Annual Report



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## *Executive Summary*

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### **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.

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

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

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

### **PROGRAM HIGHLIGHTS**

**Drop-Off Sites.** The program added three new year-round paint drop-off sites – one paint retailer and two transfer stations – ending the year with 122 year-round sites. Of the 122 year-round sites, 77 were paint retailers, representing 33% of likely paint retail participants. The remaining sites included 42 transfer stations, one recycling center, one reuse store, and one environmental services company.

The program also managed paint from supplemental sites that included two seasonal HHW facilities, and 36 HHW drop-off events.

During the year, 95.7% of Maine residents lived within 15 miles of a drop-off site.

**Services.** The program provided nine 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 131,476 gallons of postconsumer paint.

**Paint Processing.** Latex paint was 73% of the paint processed: 84% was made into recycled-content paint, 1% was processed for energy recovery, and 15% that was dry paint was landfilled. Oil-based paint was 27% of the paint processed: 7% was made into recycled-content paint, 89% was processed for energy recovery, and 4% was incinerated.

**Revenue and Expenses.** The program was financed through a fee on new paint sales: 35 cents on pint and quart containers; 75 cents on 1-gallon containers; and \$1.60 on 5-gallon containers. Approximately 2.43 million gallons of architectural paints were sold in the state and the program collected \$1,628,474 in revenue from these sales.

Expenses, including paint transportation and processing, communications, staffing, and administration were \$1,203,392. The program ended the year with net assets of \$541,181. Total program cost per gallon of paint collected was \$9.15.

**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 5.4%.

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

Public outreach activities were impacted by the COVID-19 pandemic that began in March 2020. During the first half of the year 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.** The COVID-19 pandemic and the timing of lockdowns resulted in the program manager not visiting the state during 2020. The round of site visits planned for spring 2020 were cancelled and not rescheduled until spring 2021. This resulted in travel related expenses being reduced. Three new sites were trained remotely during the year and all sites were called at least once during the year. Other impacts included a reduction in collection at sites and events for several months.

## **PROGRAM PLAN AND ANNUAL REPORT**

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

# Section 1. Paint Collection and Transportation

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## Annual Report Statutory Citation

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

*(1) A description of the methods used to collect, transport, reduce, reuse and process post-consumer paint in the State.*

### A. DROP-OFF SITES AND SERVICES

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

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

#### YEAR-ROUND DROP-OFF SITES

| SITE TYPE                     | 2020 |
|-------------------------------|------|
| Environmental Service Company | 1    |
| Paint Retailer                | 77   |
| Recycling Center              | 1    |
| Reuse Store                   | 1    |
| Transfer Station              | 42   |
| Total Sites                   | 122  |

## SUPPLEMENTAL DROP-OFF SITES

| SITE TYPE  | 2020  |
|--|-------|
| Household Hazardous Waste Event Site /<br>Number of Events | 36/36 |
| Household Hazardous Waste Facility<br>(Seasonal)           | 2     |
| Total Sites  | 38    |

## SERVICES

| SITE/SERVICE TYPE  | 2020 |
|--|------|
| Direct Large Volume Pick-Up Site /<br>Number of Pick-Ups | 9/9  |

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

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

PaintCare continued to partner with Maine's two seasonal HHW facilities and event operators by paying for the disposal, transportation, and supplies required for all program products collected.

**Paint Retailers.** At the end of the year, PaintCare identified 77 paint retailers – including paint, hardware, and home improvement stores – with 236 considered potential paint retail drop-off sites. This number may change from year to year as stores open and close. PaintCare has been informed by the corporate headquarters of big box stores that they are not interested in serving as drop-off sites at this time, so they are not included in the count of potential retail drop-off sites.

Of the 236 potential retail drop-off sites, 77 (33%) were participating as drop-off sites at the end of the year. Retail participation as a drop-off site is voluntary, and sites are not compensated.

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

Seven material reuse stores – the Maine Building Materials Exchange and six Habitat for Humanity ReStores – were identified prior to program launch and invited to join the program. PaintCare has found in Maine, as in other PaintCare programs, that when reuse stores sell remanufactured/recycled-content paint, they often are not interested in becoming a PaintCare reuse site because it is more profitable and simpler to sell recycled-

content paint, rather than putting used paint on their shelves as well. One reuse store 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.

## **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 122 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.** Provide one site for every 30,000 residents of an Urbanized Area or Urban Cluster.



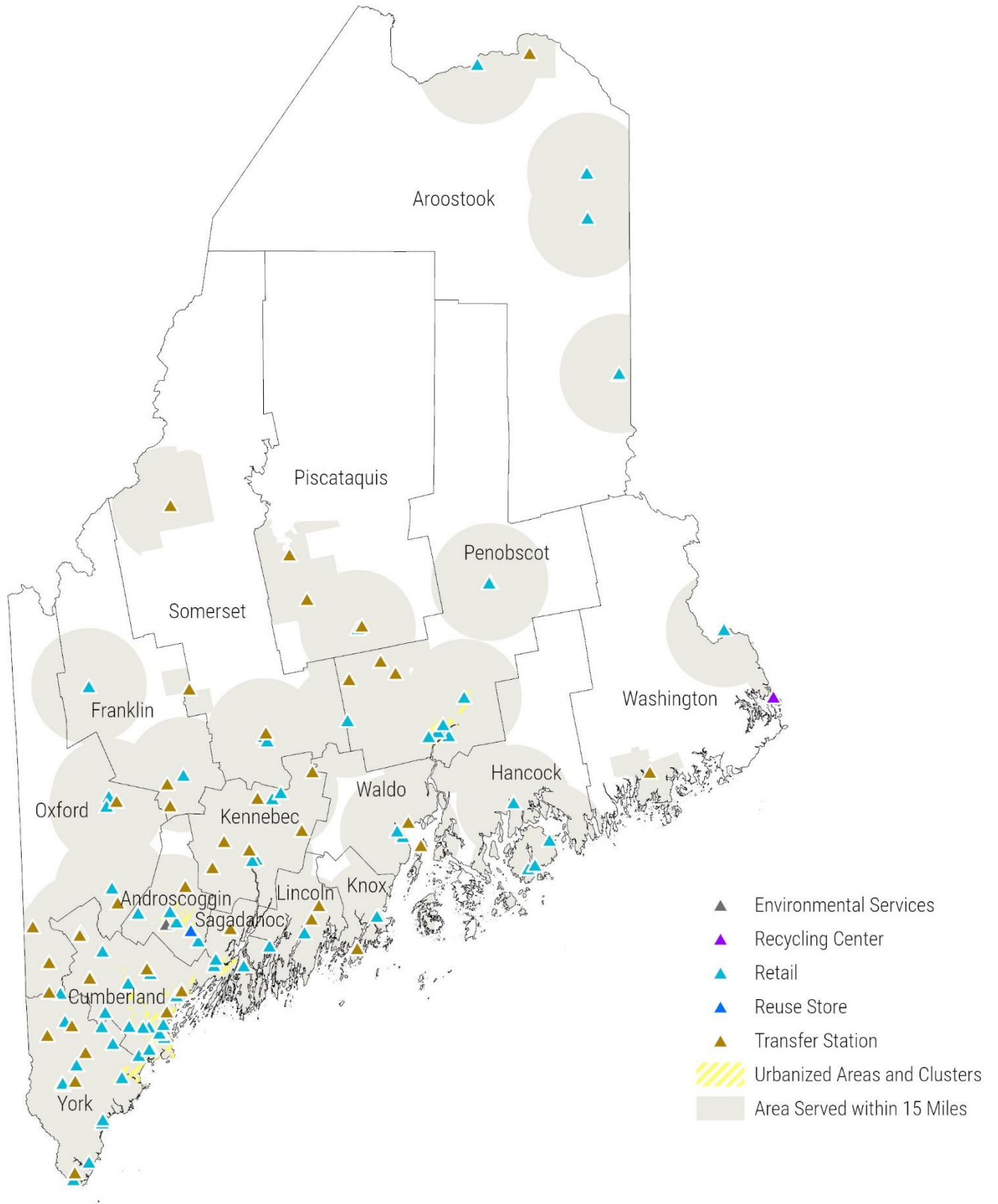
The following table shows the population centers in the state, the number of sites they require, and the level of service the program had at year-end.

### SITES NEEDED IN URBANIZED AREAS AND URBAN CLUSTERS

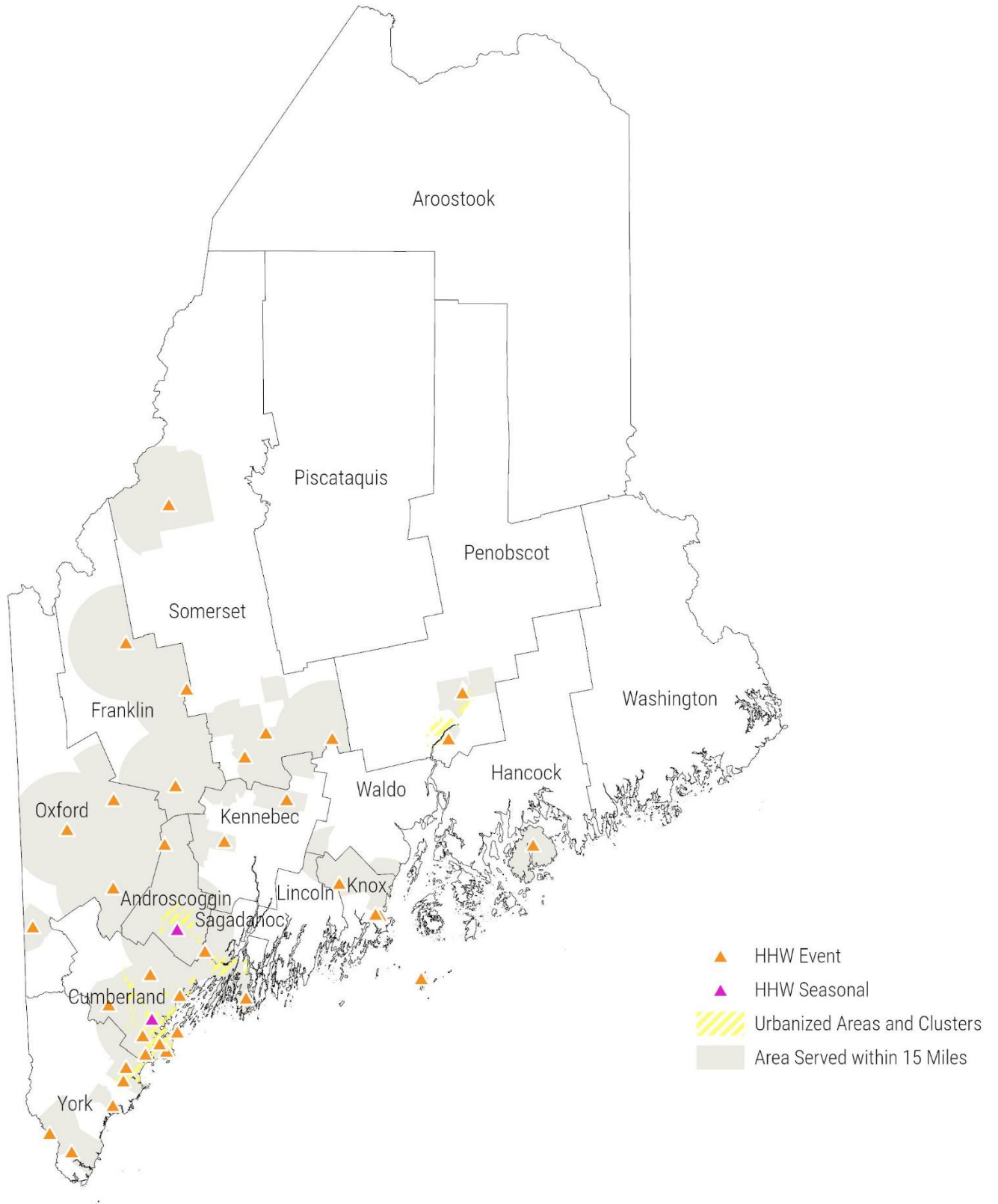
| CENSUS BUREAU URBANIZED AREA AND URBAN CLUSTER NAMES | POPULATION IN MAINE | SITES NEEDED | YEAR-ROUND SITES | ALL DROP-OFF SITES |
|--|---------------------|--------------|------------------|--------------------|
| Portland   | 226,711             | 7            | 17               | 23                 |
| Lewiston   | 69,221              | 2            | 5                | 5                  |
| Bangor   | 68,574              | 2            | 5                | 6                  |
| Brunswick  | 34,546              | 1            | 3                | 3                  |

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

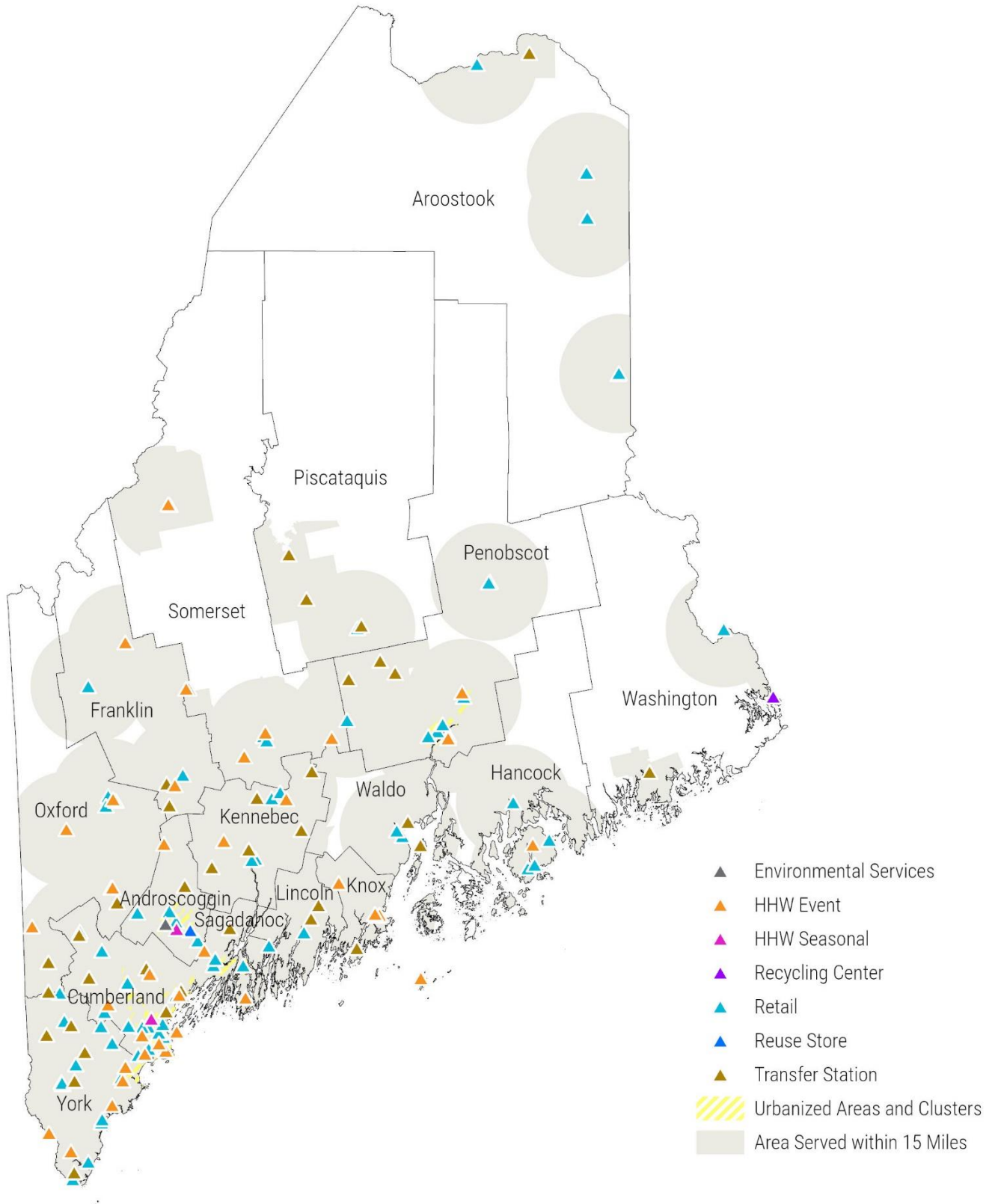
## YEAR-ROUND DROP-OFF SITES



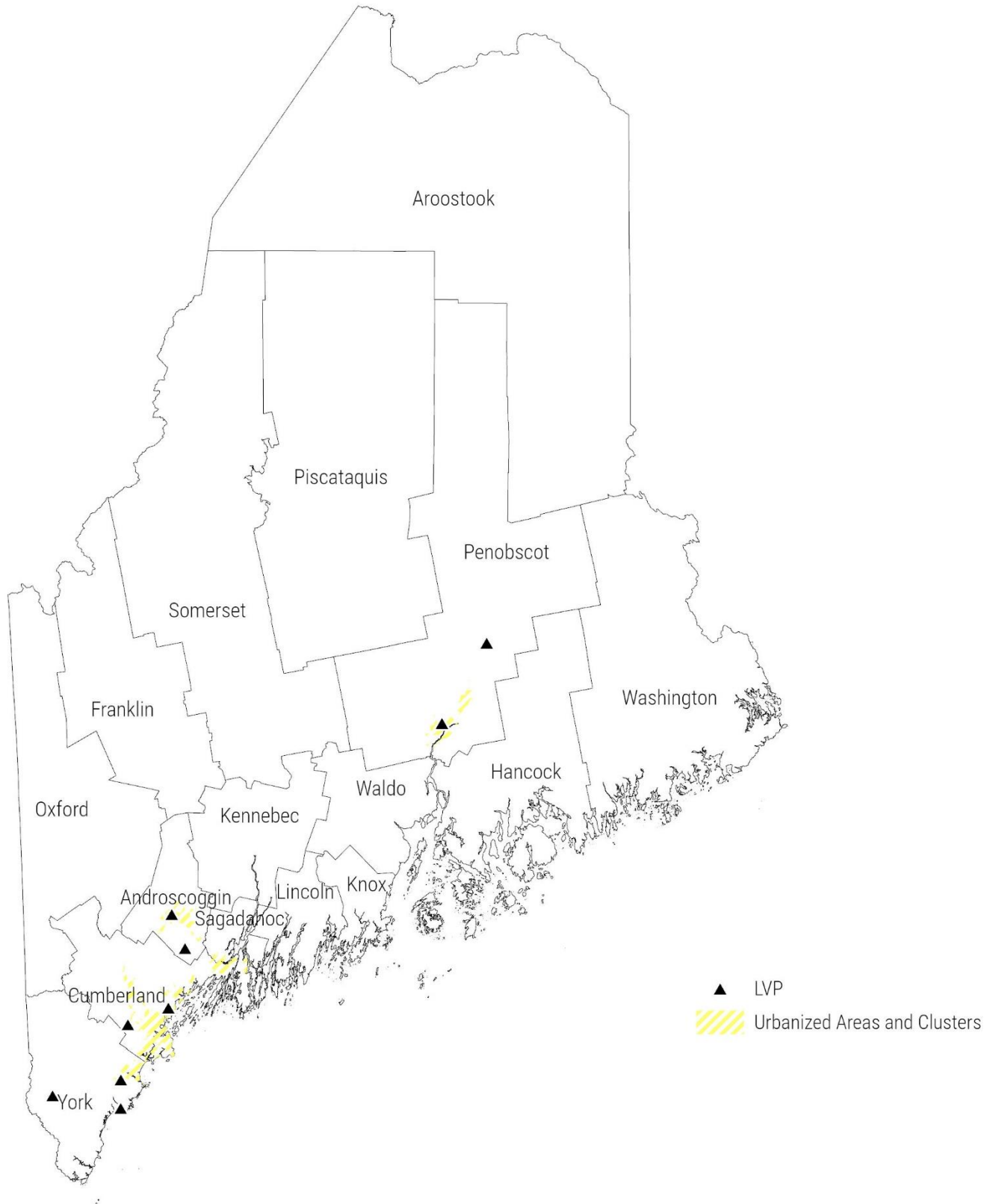
# SUPPLEMENTAL DROP-OFF SITES



## YEAR-ROUND AND SUPPLEMENTAL DROP-OFF SITES



LARGE VOLUME PICK-UP SITES



### C. PAINT COLLECTION PROCEDURES

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

Except for three sites that were 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 the following companies for transportation services. Individual sites are assigned to transporters based on costs and logistics.

#### TRANSPORTERS

| NAME                        | SITE TYPES SERVED   |
|-----------------------------|---|
| Clean Harbors               | HHW Facility/Event, Paint Retailer, Reuse Store, Solid Waste Facility, Environmental Service Company, LVP |
| Environmental Projects Inc. | HHW Facility/Event  |
| Loop                        | Environmental Service Company   |
| Tradebe                     | HHW Event   |

## Section 2. Paint Collection Volume and Processing Methods

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### 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.

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

#### GALLONS COLLECTED, SOLD, AND RECOVERY RATE

| DESCRIPTION               | 2020      |
|---------------------------|-----------|
| Paint Collected (gallons) | 131,476   |
| New Paint Sold (gallons)  | 2,434,693 |
| Recovery Rate             | 5.4%      |

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

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

## B. PAINT PROCESSING METHODS AND VOLUME

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

### LATEX PAINT PROCESSING METHODS

| METHOD                 | 2020    |     |
|------------------------|---------|-----|
|                        | Gallons | %   |
| Recycled-Content Paint | 74,657  | 84  |
| Energy Recovery        | 908     | 1   |
| Disposal               | 13,436  | 15  |
| Latex Total            | 89,001  | 100 |

### OIL-BASED PAINT PROCESSING METHODS

| METHOD                 | 2020    |     |
|------------------------|---------|-----|
|                        | Gallons | %   |
| Recycled-Content Paint | 2,435   | 7   |
| Energy Recovery        | 29,391  | 89  |
| Incineration           | 1,206   | 4   |
| Oil-Based Total        | 33,032  | 100 |
| Grand Total            | 122,033 | 100 |

## C. LATEX PAINT PROCESSING METHODS AND PROCESSORS

The following methods were used to process latex paint:



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

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

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

#### LATEX PAINT PROCESSORS

| PROCESSOR               | LOCATION              | PROCESS                | GALLONS |
|-------------------------|-----------------------|------------------------|---------|
| Clean Harbors           | Cranston, RI          | Recycled-Content Paint | 31,071  |
| GDB International       | Monmouth Junction, NJ | Recycled-Content Paint | 38,145  |
| Loop                    | Niagara Falls, ON     | Recycled-Content Paint | 5,441   |
| Emerald Energy          | Mississauga, ON       | Energy Recovery        | 908     |
| Lee County Solid Waste  | Bishopville, SC       | Disposal               | 8,378   |
| Seneca Meadows Landfill | Waterloo, NY          | Disposal               | 5,058   |

#### D. OIL-BASED PAINT PROCESSING METHODS AND PROCESSORS

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

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

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

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

## OIL-BASED PAINT PROCESSORS

| PROCESSOR     | LOCATION           | PROCESS                | GALLONS |
|---------------|--------------------|------------------------|---------|
| Loop          | Niagara Falls, ON  | Recycled-Content Paint | 2,435   |
| Aimco Solrec  | Milton, ON         | Energy Recovery        | 1,077   |
| Buzzi-Unicem  | Cape Girardeau, MO | Energy Recovery        | 2,619   |
| Buzzi-Unicem  | Greencastle, IN    | Energy Recovery        | 25,508  |
| ESSROC        | Logansport, IN     | Energy Recovery        | 187     |
| Clean Harbors | El Dorado, AR      | Incineration           | 1,206   |

### E. PAINT COLLECTION VOLUME BY SITE TYPE OR SERVICE

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

#### COLLECTION BY SITE TYPE OR SERVICE

| SITE TYPE/SERVICE             | PERCENT |
|-------------------------------|---------|
| HHW Facility/Event            | 15      |
| Paint Retailer                | 51      |
| Transfer Station              | 26      |
| Environmental Service Company | 6       |
| LVP/RLVP                      | 2       |
| Total                         | 100     |

### F. CONTAINER RECYCLING

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

#### CONTAINER RECYCLING

|      | 2020 |
|------|------|
| Tons | 99   |

The program recycled an estimated 99 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*

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### Annual Report Statutory Citation

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

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

### **A. INDEPENDENT FINANCIAL AUDIT**

An independent financial audit of the national PaintCare program was conducted by Rogers & Company PLLC. This independent CPA firm conducted the audit in accordance with auditing standards generally accepted in the United States. Those standards require that the firm plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. The audit process includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. The audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In Rogers & Company's opinion, the financial statements of PaintCare present fairly, in all material respects, the financial position as of December 31, 2020, and the changes in its net assets and its cash flows for the year ended in conformity with accounting principles generally accepted in the United States. The independent financial audit of the PaintCare program is available in the appendix.

### **B. FINANCIAL SUMMARY AND DISCUSSION**

#### **B1. Expense Categories**

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

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

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

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

**Communications.** Communications expenses included advertising, printing and distribution of brochures and other outreach materials, 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 year, the program's share of the corporate allocation was 2.0%, down from 2.3% due to the addition of the Washington State program to the allocation calculation. (Corporate activity was referred to as administrative costs in the Maine program plan.)

## B2. Financial Summary

The following table shows program revenue and expenses.

| REVENUE AND EXPENSES                              |           |
|---|-----------|
| REVENUE   | 2020      |
| Larger than half pint up to smaller than 1 gallon | \$230,234 |
| 1 gallon  | 1,172,336 |
| Larger than 1 gallon up to 5 gallons              | 225,904   |
| Total Revenue                                     | 1,628,474 |
| EXPENSES  |           |
| Paint Processing                                  | 622,099   |
| Paint Transportation                              | 169,294   |
| Paint Collection Supplies and Support             | 138,956   |
| Communications                                    | 1,315     |
| Personnel, Professional Fees, Other               | 93,525    |
| State Agency Administrative Fees                  | 78,919    |
| Allocation of Corporate Activity                  | 99,284    |
| Total Expenses                                    | 1,203,392 |
| Change in Net Assets                              | 425,082   |
| Net Assets, Beginning of Year                     | 116,099   |
| Net Assets, End of Year                           | \$541,181 |

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

### 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: \$1,203,392
- ◆ Cost per gallon of paint collected: \$9.15
- ◆ 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: 45%

### 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

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### 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.

During the first half of the year, outreach efforts focused on informing the public about changes to PaintCare's services due to the COVID-19 pandemic and encouraging them to use up leftover paint. During the second half of the year, outreach efforts encouraged the public to recycle their unwanted paint, and also continued to include messages about reducing paint waste by planning ahead for a paint purchase and using up leftover paint.

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

#### RELATIVE SPENDING ON OUTREACH ACTIVITY TYPES

| ACTIVITY                      | PERCENT |
|-------------------------------|---------|
| Awareness Surveys             | 22      |
| Point of Sale Print Materials | 21      |
| Translations                  | 57      |
| 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 1,617 brochures, mini cards, fact sheets, posters, and other materials during the year. Program staff also delivered additional materials in person during site visits.

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

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



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

## A3. Fact Sheets

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

- ◆ How Does the Paint Stewardship Program Affect Paint Retailers?
- ◆ How to Become a Retail Drop-Off Site
- ◆ About PaintCare Fees
- ◆ Information for 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, products covered by the program, and the Maine program. PaintCare’s website is updated throughout the year. The most frequently visited part of the website is the PaintCare site locator.

There were 6,308 page views of the Maine web page during the year.

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

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

PaintCare’s website also provides a series of video tips about storing paint properly to increase recyclability. The videos are used in social media posts and on PaintCare’s website at [www.paintcare.org/store-right](http://www.paintcare.org/store-right).



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

#### A5. Translations

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

ilingual. Additionally, live interpretation in Spanish and other languages is available on PaintCare’s telephone hotline by request.

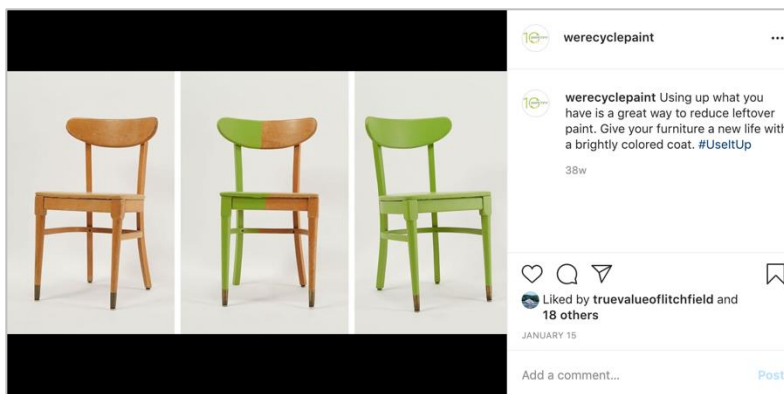
### A6. Signs for Drop-Off Sites

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



### A7. Social Media

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



Instagram Post About Using Up Leftover Paint

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



Facebook Post Informing Followers About COVID-19 Impacts

## 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. 2021 and Future

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### Annual Report Statutory Citation

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

*(9) An evaluation of the effectiveness of the paint stewardship program compared to prior years and anticipated steps, if any are needed, to improve performance throughout the State.*

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

#### A. LVP MINIMUM CHANGE

In April 2021 PaintCare lowered the LVP minimum amount of paint for a pickup to 100 gallons. This change will provide more convenient service for customers with more paint than is typically accepted at drop-off sites but less than the previous LVP minimum of 200 gallons.

#### B. CORPORATE ACTIVITY EXPENSE

Allocation of corporate activity expenses decreased from 2.3% to 2.0% in September 2020 due to the addition of the Washington State PaintCare program. There will most likely be another decrease in the percentage of corporate activity allocated to the Maine program in 2021 from the addition of the New York PaintCare program.

#### C. LEGISLATIVE SUPPORT

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

#### D. COMMUNICATIONS

PaintCare plans to continue public outreach activities in 2021, using radio, print, and social media strategies. A Maine Public Radio underwriting campaign promoting messaging about paint recycling opportunities statewide is currently being planned for the spring of 2021. PaintCare recently completed an update of its

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

**Appendix  
Section A**



# PAINTCARE SITES

## CY2020 PAINTCARE SITES IN MAINE - PAGE 1 OF 6

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

| City/Town                  | Site Name                       | Address                 | Type                   | Gallons        |
|----------------------------|---------------------------------|-------------------------|------------------------|----------------|
| <b>1. Year-Round Sites</b> |                                 | <b>122 Sites</b>        |                        | <b>108,826</b> |
| Alfred                     | Alfred Trans Stn                | 79 Sanford Rd           | Transfer Station       | 435            |
| Auburn                     | Environmental Projects Inc      | 664 Washington St N     | Environmental Services | 7,431          |
| Auburn                     | Sherwin-Williams                | 445 Center St           | Retail                 | 1,181          |
| Augusta                    | Aubuchon Hardware               | 10 Bangor St            | Retail                 | 411            |
| Augusta                    | Hatch Hill Solid Waste Facility | 112 Hatch Hill Rd       | Transfer Station       | 842            |
| Augusta                    | Sherwin-Williams                | 68 Western Ave          | Retail                 | 2,059          |
| Bangor                     | Color Concepts                  | 840 Hammond St          | Retail                 | 1,216          |
| Bangor                     | J B Paint Co                    | 2225 Odlin Rd           | Retail                 | 171            |
| Bangor                     | Sherwin-Williams                | 625 B Broadway          | Retail                 | 2,422          |
| Bar Harbor                 | Paradis True Value              | 31 Holland Ave          | Retail                 | 479            |
| Bath                       | Rogers Ace                      | 55 Congress Ave         | Retail                 | 1,402          |
| Belfast                    | Aubuchon Hardware               | 231 Northport Ave       | Retail                 | 654            |
| Belfast                    | Sherwin-Williams                | 15A Starrett Dr         | Retail                 | 1,514          |
| Belgrade                   | Belgrade Trans Stn              | 41 Transfer Station Rd  | Transfer Station       | 423            |
| Biddeford                  | Sherwin-Williams                | 420 Alfred St           | Retail                 | 1,501          |
| Bowdoinham                 | Bowdoinham Recycling Barn       | 243 Post Rd             | Transfer Station       | 220            |
| Brewer                     | Aubuchon Hardware               | 484 Wilson St           | Retail                 | 716            |
| Bridgton                   | Bridgton Trans Stn              | 118 Sandy Creek Rd      | Transfer Station       | 1,332          |
| Bridgton                   | Hayes True Value                | 204 Portland Rd         | Retail                 | 721            |
| Brownfield                 | Brownfield Trans Stn            | 1076 Pequawket Trl      | Transfer Station       | 246            |
| Brunswick                  | Sherwin-Williams                | 179 Pleasant St         | Retail                 | 1,505          |
| Buxton                     | Aubuchon Hardware               | 400 Narragansett Trl    | Retail                 | 983            |
| Buxton                     | Plummers Buxton Hardware        | 241 Parker Farm Rd      | Retail                 | 319            |
| Calais                     | Calais Ace Home Center          | 295 North St            | Retail                 | 0              |
| Calais                     | Sherwin-Williams                | 305 North St            | Retail                 | 225            |
| Caribou                    | S W Collins                     | 6 Washburn St           | Retail                 | 791            |
| China                      | China Trans Stn                 | 191 Alder Park Rd       | Transfer Station       | 772            |
| Clinton                    | Clinton Trans Stn               | 31 Old Leonard Woods Rd | Transfer Station       | 217            |
| Columbia Falls             | Pleasant River SWD Station      | 1340 Route 1            | Transfer Station       | 228            |
| Corinna                    | Mid Maine Solid Waste Assoc     | 63 Airport Rd           | Transfer Station       | 862            |
| Corinth                    | Central Penobscot Solid Waste   | 117 Main St             | Transfer Station       | 117            |
| Cornish                    | Cornish Hardware                | 13 Maple St             | Retail                 | 197            |



# PAINTCARE SITES

## CY2020 PAINTCARE SITES IN MAINE - PAGE 2 OF 6

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

| City/Town      | Site Name                      | Address                    | Type             | Gallons |
|----------------|--------------------------------|----------------------------|------------------|---------|
| Damariscotta   | Sherwin-Williams               | 505 Main St                | Retail           | 1,498   |
| Dover Foxcroft | Dover Foxcroft Trans Stn       | 66 Landfill Rd             | Transfer Station | 1,038   |
| Dover Foxcroft | Dover True Value               | 69 E Main St               | Retail           | 114     |
| Eastport       | Eastport Recycling Ctr         | Road 190 / Old Toll Bridge | Recycling Center | 0       |
| Ellsworth      | Sherwin-Williams               | 43 Downeast Hwy            | Retail           | 1,690   |
| Falmouth       | Falmouth Trans Stn             | 101 Woods Rd               | Transfer Station | 1,819   |
| Farmington     | Aubuchon Hardware              | 528 Wilton Rd              | Retail           | 572     |
| Fort Kent      | S W Collins                    | 35 W Main St               | Retail           | 294     |
| Frenchville    | Valley Recycling Facility      | 72 Airport Ave             | Transfer Station | 126     |
| Fryeburg       | Fryeburg Trans Stn             | 2025 Lovell Rd             | Transfer Station | 779     |
| Garland        | Garland Trans Stn              | 586 Center Rd              | Transfer Station | 193     |
| Gorham         | Gorham Hardware                | 57 Main St                 | Retail           | 769     |
| Gray           | Cooks Hardware                 | 19 Portland Rd Rte 100     | Retail           | 114     |
| Gray           | Gray Trans Stn                 | 13 Seagull Dr              | Transfer Station | 3,115   |
| Greene         | Greene Trans Stn               | 281 Quaker Ridge Rd        | Transfer Station | 533     |
| Greenville     | Greenville Trans Stn           | 7 Minden St                | Transfer Station | 367     |
| Hiram          | Tri Town Trans Stn             | 208 S Hiram Rd             | Transfer Station | 690     |
| Houlton        | S W Collins                    | 57 Bangor St               | Retail           | 388     |
| Houlton        | Sherwin-Williams               | 2 Smyrna St                | Retail           | 381     |
| Islesboro      | Islesboro Trans Stn            | 1299 Meadow Rd             | Transfer Station | 408     |
| Jackman        | Jackman Trans Stn              | 31 Hastings Rd             | Transfer Station | 169     |
| Jay            | Jay Trans Stn                  | 672 Main St                | Transfer Station | 248     |
| Kingfield      | Kingfield Trans Stn            | 304 Lexington Rd           | Transfer Station | 743     |
| Kittery        | Kittery Ace                    | 6 Shapleigh Rd             | Retail           | 1,131   |
| Kittery        | Kittery Trans Stn              | 1 Mackenzie Ln             | Transfer Station | 870     |
| Lewiston       | Sherwin-Williams               | 1168 Lisbon St             | Retail           | 1,703   |
| Limerick       | Limerick Trans Stn             | 86 Doles Hill Rd           | Transfer Station | 264     |
| Limerick       | Plummers Limerick Hardware     | 42 Central Ave             | Retail           | 217     |
| Lincoln        | Aubuchon Hardware              | 245 W Broadway             | Retail           | 762     |
| Lincoln        | S W Collins                    | 302 W Broadway             | Retail           | 180     |
| Lisbon         | ME Building Materials Exchange | 102 Lisbon Rd              | Reuse Store      | 1,127   |
| Lisbon Falls   | Aubuchon Hardware              | 572 Lisbon St              | Retail           | 663     |
| Mechanic Falls | Depot Square Hardware          | 9 Depot Square             | Retail           | 492     |





# PAINTCARE SITES

## CY2020 PAINTCARE SITES IN MAINE - PAGE 3 OF 6

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

| City/Town        | Site Name                      | Address                | Type             | Gallons |
|------------------|--------------------------------|------------------------|------------------|---------|
| Mexico           | Rumford Trans Stn              | 388 River Rd           | Transfer Station | 906     |
| Monson           | Monson Trans Stn               | 80 Chapin Ave          | Transfer Station | 0       |
| Naples           | Aubuchon Hardware              | 499 Roosevelt Trl      | Retail           | 1,193   |
| Newfield         | Newfield Trans Stn             | 320 Water St           | Transfer Station | 402     |
| Newport          | Aubuchon Hardware              | 83 Moosehead Trl       | Retail           | 296     |
| Nobleboro        | Nobleboro Trans Stn            | 25 Transfer Ln         | Transfer Station | 1,569   |
| Northeast Harbor | F T Brown                      | 106 Main St            | Retail           | 85      |
| Northeast Harbor | S R Tracy                      | 8 Summit Rd            | Retail           | 175     |
| Norway           | Aubuchon Hardware              | 138 Main St            | Retail           | 619     |
| Oakland          | Oakland Trans Stn              | 343 Town Farm Rd       | Transfer Station | 1,291   |
| Old Town         | Aubuchon Hardware              | 486 Stillwater Ave     | Retail           | 792     |
| Oxford           | Oxford Trans Stn               | 89 Smith St            | Transfer Station | 1,205   |
| Portland         | Eldredge Lumber                | 145 Presumpscot St     | Retail           | 554     |
| Portland         | Maine Hardware                 | 274 Saint John St      | Retail           | 847     |
| Portland         | PPG Paints                     | 973 Congress St        | Retail           | 296     |
| Presque Isle     | S W Collins                    | 21 Rice St             | Retail           | 522     |
| Rangeley         | Rangeley Lakes Builders Supply | 2742 Main St           | Retail           | 579     |
| Readfield        | Readfield Trans Stn            | 14 Recycle Rd          | Transfer Station | 494     |
| Rockland         | E L Spear Lumber               | 10 Payne Ave           | Retail           | 1,310   |
| Rockland         | Sherwin-Williams               | 96 Park St             | Retail           | 771     |
| Rumford          | Aubuchon Hardware              | 65 Falmouth St         | Retail           | 122     |
| Rumford          | Sherwin-Williams               | 1023 Route 2           | Retail           | 382     |
| Scarborough      | Dunstan Ace                    | 636 US Hwy 1           | Retail           | 846     |
| Scarborough      | Oak Hill Ace                   | 29 Gorham Rd           | Retail           | 904     |
| Scarborough      | Sherwin-Williams               | 166 US Route 1         | Retail           | 2,082   |
| Searsport        | Searsport Trans Stn            | Dump Rd                | Transfer Station | 359     |
| Sebago           | Sebago Trans Stn               | 141 Long Hill Rd       | Transfer Station | 672     |
| Skowhegan        | Quinn True Value               | 125 Waterville Rd      | Retail           | 30      |
| Skowhegan        | Sherwin-Williams               | 257 Madison Ave        | Retail           | 333     |
| Skowhegan        | Skowhegan Trans Stn            | 29 Transfer Station Dr | Transfer Station | 539     |
| South Portland   | Maine Paint                    | 153 Ocean St           | Retail           | 3,512   |
| South Portland   | Sherwin-Williams               | 180 Waterman Dr        | Retail           | 1,273   |
| Southwest Harbor | Southwest Trustworthy          | 345 Main St            | Retail           | 457     |



# PAINTCARE SITES

## CY2020 PAINTCARE SITES IN MAINE - PAGE 4 OF 6

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

| City/Town      | Site Name                   | Address                 | Type             | Gallons |
|----------------|-----------------------------|-------------------------|------------------|---------|
| Springvale     | Aubuchon Hardware           | 640 Main St             | Retail           | 666     |
| Springvale     | Sherwin-Williams            | 544 Main St             | Retail           | 1,555   |
| Springvale     | Springvale Hardware         | 489 Main St             | Retail           | 647     |
| Standish       | Steep Falls Building Supply | 190 Ossipee Trl W       | Retail           | 53      |
| Tenants Harbor | St George Trans Stn         | 176 Wallston Rd         | Transfer Station | 560     |
| Topsham        | Sherwin-Williams            | 86 Topsham Fair Rd      | Retail           | 901     |
| Waldoboro      | Waldoboro Trans Stn         | 885 N Nobleboro Rd      | Transfer Station | 1,252   |
| Waterboro      | Plummers Hardware           | 1009 Main St            | Retail           | 135     |
| Waterboro      | Waterboro Trans Stn         | 132 Bennett Hill Rd     | Transfer Station | 2,703   |
| Waterville     | Aubuchon Hardware           | 485 Kennedy Memorial Dr | Retail           | 483     |
| Waterville     | Sherwin-Williams            | 343 Main St             | Retail           | 330     |
| Wells          | Aubuchon Hardware           | 1165 Post Rd #2         | Retail           | 1,330   |
| Wells          | Sherwin-Williams            | 1521 Post Rd            | Retail           | 1,774   |
| Westbrook      | Sherwin-Williams            | 100 Larrabee Rd Ste 300 | Retail           | 2,098   |
| Westbrook      | Sportsmans True Value       | 30 Central St           | Retail           | 257     |
| Wilton         | Wilton Trans Stn            | 158 Weld Rd             | Transfer Station | 489     |
| Windham        | Aubuchon Hardware           | 777 Roosevelt Trl       | Retail           | 627     |
| Windham        | Sherwin-Williams            | 859 Roosevelt Trl       | Retail           | 1,860   |
| Winthrop       | Marshall Hills Trans Stn    | 1199 US-202             | Transfer Station | 1,651   |
| Wiscasset      | Ames Supply True Value      | 447 Bath Rd             | Retail           | 1,418   |
| Yarmouth       | Maine Paint                 | 412 US Route 1          | Retail           | 1,338   |
| Yarmouth       | Sherwin-Williams            | 438 Route 1             | Retail           | 1,091   |
| Yarmouth       | Yarmouth Trans Stn          | 659 E Main St           | Transfer Station | 3,272   |
| York           | Eldredge Lumber & Hardware  | 627 US Route 1          | Retail           | 2,623   |

| 2. Supplemental Sites |                                     | 38 Sites                   |           | 15,003 |
|-----------------------|-------------------------------------|----------------------------|-----------|--------|
| Bar Harbor            | Mt Desert Island H S (Acadia Dist)  | 1081 Eagle Lake Rd         | HHW Event | 537    |
| Bethel                | Maine School District (AVCOG Event) | 1 Parkway                  | HHW Event | 171    |
| Biddeford             | Biddeford Public Works (City)       | 371 Hill St                | HHW Event | 977    |
| Brewer                | Brewer Public Works (City)          | 221 Greenpoint Rd          | HHW Event | 530    |
| Brunswick             | Brunswick Landfill (Town)           | 49 Graham Rd               | HHW Event | 363    |
| Cape Elizabeth        | Cape Elizabeth Recycling Ctr (Town) | Dennison Dr (off Spurwink) | HHW Event | 1,387  |
| Fryeburg              | Fryeburg Trans Stn (AVCOG)          | 2025 Main St               | HHW Event | 258    |
| Gray                  | Gray Trans Stn (Town)               | 14 Seagull Dr              | HHW Event | 66     |



# PAINTCARE SITES

## CY2020 PAINTCARE SITES IN MAINE - PAGE 5 OF 6

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

| City/Town      | Site Name                              | Address                              | Type         | Gallons |
|----------------|--|--------------------------------------|--------------|---------|
| Jackman        | Jackman (KVCOG Event)                  | 31 Hastings Rd                       | HHW Event    | 49      |
| Kennebunk      | Kennebunk Public Svcs Dept (Town)      | 36 Sea Rd                            | HHW Event    | 468     |
| Kingfield      | Kingfield Trans Stn (AVCOG)            | 304 Lexington Rd                     | HHW Event    | 129     |
| Lewiston       | Western Maine Env Depot (AVCOG)        | 424 River Rd                         | HHW Seasonal | 1,357   |
| Livermore      | Livermore Trans Stn (AVCOG)            | Gravel road north of 1801 Federal Rd | HHW Event    | 148     |
| Matinicus      | Matinicus Island (Island)              | Unknown Street Address               | HHW Event    | 51      |
| Mexico         | Mexico Trans Stn (AVCOG)               | 342 River Rd                         | HHW Event    | 34      |
| Norridgewock   | Crossroads Landfill (HHW Day)          | 357 Mercer Rd                        | HHW Event    | 414     |
| Norway         | Norway Paris T S (AVCOG)               | 39 Brown St                          | HHW Event    | 251     |
| Old Town       | Old Town Trans Stn (Town)              | 246 Gilman Falls Ave                 | HHW Event    | 273     |
| Phippsburg     | Phippsburg Trans Stnn (AVCOG)          | 58 Sam Day Hill Rd                   | HHW Event    | 235     |
| Pittsfield     | Pittsfield Recycling Ctr (KVCOG)       | 601 Peltoma Ave                      | HHW Event    | 66      |
| Portland       | Peaks Island Garage (City)             | 10 Florida Ave                       | HHW Event    | 337     |
| Portland       | Riverside Recycling Facility           | 910 Riverside St                     | HHW Seasonal | 4,065   |
| Readfield      | Readfield Transfer Station (KVCOG)     | 14 Recycle Rd                        | HHW Event    | 113     |
| Rockland       | Rockland Tranfer Station (City)        | 400 Limerock St                      | HHW Event    | 403     |
| Rockport       | Mid Coast Solid Waste Corp (HHW Event) | 90 Union St                          | HHW Event    | 534     |
| Saco           | Saco Public Works (City)               | 351 North St                         | HHW Event    | 692     |
| Scarborough    | Scarborough Public Works (Town)        | 20 Washington Ave                    | HHW Event    | 1,286   |
| Skowhegan      | Skowhegan Recycling (KVCOG)            | 29 Transfer Station Dr               | HHW Event    | 121     |
| South Berwick  | Berwick Trans Stn (Town)               | 534B Route 4                         | HHW Event    | 767     |
| South Portland | South Portland Municipal Svcs (City)   | 929 Highland Ave                     | HHW Event    | 1,182   |
| Standish       | Standish HHW Day (Town)                | 150 Moody Rd                         | HHW Event    | 501     |
| Stratton       | Eustis Trans Stnn (AVCOG)              | Rangley Rd                           | HHW Event    | 121     |
| Union          | Tri County Recycling Ctr (Tri County)  | 3368 Heald Hwy                       | HHW Event    | 211     |
| Westbrook      | Casella Waste Systems (City Event)     | 594 County Rd                        | HHW Event    | 167     |
| Wilton         | Wilton Recycling (AVCOG)               | 211 Munson Rd                        | HHW Event    | 113     |
| Winslow        | Winslow Parks & Rec (KVCOG)            | 135 Halifax St                       | HHW Event    | 897     |
| Yarmouth       | Yarmouth Fire Rescue (Town)            | 178 North Rd                         | HHW Event    | 170     |
| York           | York Recycling Facility (Town)         | 65 Witchtrot Rd                      | HHW Event    | 182     |

### 3. Large Volume Pick-Up Sites

9 Sites

|        |          |  |     |     |
|--------|----------|--|-----|-----|
| Bangor | [Retail] |  | LVP | 153 |
|--------|----------|--|-----|-----|



# PAINTCARE SITES

## CY2020 PAINTCARE SITES IN MAINE - PAGE 6 OF 6

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

| City/Town | Site Name              | Address | Type | Gallons |
|-----------|------------------------|---------|------|---------|
| Biddeford | [Retailer]             |         | LVP  | 189     |
| Durham    | [Painting Contractor]  |         | LVP  | 219     |
| Falmouth  | [Construction]         |         | LVP  | 555     |
| Gorham    | [School or University] |         | LVP  | 253     |
| Greenbush | [City Government]      |         | LVP  | 165     |
| Kennebunk | [Hotel]                |         | LVP  | 135     |
| Lebanon   | [Painting Contractor]  |         | LVP  | 340     |
| Lewiston  | [Hospital]             |         | LVP  | 259     |

**PaintCare Inc.**

Financial Statements  
and Independent Auditors' Report

Twelve Month Period Ended December 31, 2020 and 2019

**PaintCare Inc.**

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

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## INDEPENDENT AUDITORS' REPORT

To the Board of Directors of  
PaintCare Inc.

We have audited the accompanying financial statements of PaintCare Inc. ("PaintCare"), which comprise the statements of financial position as of December 31, 2020 and 2019; the related statements of activities, functional expenses, and cash flows for twelve month period then ended; and the related notes to the financial statements.

### *Management's Responsibility for the Financial Statements*

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

### *Auditor's Responsibility*

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

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

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

***Opinion***

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of PaintCare as of December 31, 2020 and 2019, and the changes in its net assets and its cash flows for twelve month period then ended in accordance with accounting principles generally accepted in the United States of America.

***Other Matter***

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The supplementary information included on pages 18-19 is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.



Vienna, Virginia  
March 16, 2021



**PaintCare Inc.**

Statements of Financial Position  
December 31, 2020 and 2019

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

**PaintCare Inc.**

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

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

See accompanying notes.

**PaintCare Inc.**

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

|                                  | Program and Delivery Services |                      |                     |                   |                     |                   |                     |                     |                      |                   |                  | General and Administrative | Total                |  |
|----------------------------------|-------------------------------|----------------------|---------------------|-------------------|---------------------|-------------------|---------------------|---------------------|----------------------|-------------------|------------------|----------------------------|----------------------|--|
|                                  | Oregon                        | California           | Connecticut         | Rhode Island      | Minnesota           | Vermont           | Maine               | Colorado            | District of Columbia | Washington        | New York         |                            |                      |  |
| <b>Expenses</b>                  |                               |                      |                     |                   |                     |                   |                     |                     |                      |                   |                  |                            |                      |  |
| Salaries and related benefits    | \$ 115,544                    | \$ 915,713           | \$ 98,382           | \$ 32,368         | \$ 234,884          | \$ 41,696         | \$ 88,330           | \$ 189,256          | \$ 12,189            | \$ 38,029         | \$ -             | \$ 1,590,724               | \$ 3,357,115         |  |
| Collection support               | 16,389                        | 3,016,941            | 441,778             | 118,762           | 347,899             | 65,962            | 138,956             | 439,593             | 29,239               | 1,989             | -                | -                          | 4,617,508            |  |
| Transportation and processing    | 4,280,130                     | 21,897,673           | 2,154,995           | 448,261           | 4,064,857           | 576,586           | 791,393             | 3,909,731           | 208,547              | -                 | -                | -                          | 38,332,173           |  |
| Communications                   | 33,851                        | 2,428,492            | 124,160             | 73,060            | 76,892              | 1,608             | 1,315               | 733,929             | 161,728              | 19,256            | 1,178            | 10,688                     | 3,666,157            |  |
| Legal fees                       | -                             | 5,784                | -                   | -                 | -                   | -                 | -                   | 5,794               | 1,913                | 81                | 13,617           | 52,033                     | 79,222               |  |
| State agency administrative fees | 40,000                        | 402,584              | 22,400              | -                 | 17,171              | 30,000            | 78,919              | 120,000             | 26,468               | 22,700            | 10,000           | -                          | 770,242              |  |
| Professional fees                | 647                           | 11,800               | 3,358               | 597               | 1,593               | 400               | 781                 | 611                 | 541                  | 14,750            | 3,486            | 110,538                    | 149,102              |  |
| Office and supplies              | 7,522                         | 13,525               | 396                 | 99                | 1,584               | -                 | 156                 | 734                 | -                    | 1,787             | 293              | 24,531                     | 50,627               |  |
| Subscriptions and publications   | 869                           | 16,291               | 145                 | 43                | 1,537               | 60                | 217                 | 386                 | -                    | 472               | -                | 62,525                     | 82,545               |  |
| Professional development         | 2,580                         | 18,009               | 5,336               | 3,692             | 3,157               | 125               | 2,281               | 5,245               | -                    | 650               | 4,626            | 12,181                     | 57,882               |  |
| Travel                           | 5,258                         | 42,983               | 5,167               | 1,597             | 9,220               | 1,956             | 499                 | 7,182               | 1,606                | 2,455             | 6,533            | 24,411                     | 108,867              |  |
| Meetings                         | 65                            | 1,945                | 64                  | 101               | 153                 | -                 | -                   | 162                 | 74                   | 10                | 2,718            | 1,737                      | 7,029                |  |
| Bank fees                        | 1,050                         | -                    | 661                 | 790               | -                   | -                 | 1,076               | -                   | -                    | 210               | -                | 103,441                    | 107,228              |  |
| Management fees                  | -                             | -                    | -                   | -                 | -                   | -                 | -                   | -                   | -                    | -                 | -                | 2,230,558                  | 2,230,558            |  |
| Insurance                        | -                             | -                    | -                   | -                 | -                   | -                 | -                   | -                   | -                    | -                 | -                | 254,832                    | 254,832              |  |
| Amortization                     | -                             | -                    | -                   | -                 | -                   | -                 | -                   | -                   | -                    | -                 | -                | 63,355                     | 63,355               |  |
| Other expenses                   | 8,782                         | 37                   | 50                  | 74                | -                   | 37                | 185                 | 3,285               | -                    | 523               | -                | 8,435                      | 21,408               |  |
| <b>Total Expenses</b>            | <b>\$ 4,512,687</b>           | <b>\$ 28,771,777</b> | <b>\$ 2,856,892</b> | <b>\$ 679,444</b> | <b>\$ 4,758,947</b> | <b>\$ 718,430</b> | <b>\$ 1,104,108</b> | <b>\$ 5,415,908</b> | <b>\$ 442,305</b>    | <b>\$ 102,912</b> | <b>\$ 42,451</b> | <b>\$ 4,549,989</b>        | <b>\$ 53,955,850</b> |  |

See accompanying notes.

**PaintCare Inc.**

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

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

See accompanying notes.

**PaintCare Inc.**

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

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

See accompanying notes.

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2020 and 2019

### 1. Nature of Operations

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

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

### 2. Summary of Significant Accounting Policies

#### Basis of Accounting and Presentation

PaintCare’s financial statements are prepared on the accrual basis of accounting. Net assets without donor restrictions represent funds that are not subject to donor-imposed stipulations and are available for support of PaintCare’s operations. At December 31, 2020 and 2019, all net assets were without donor restrictions.

#### Cash Equivalents

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

#### Accounts Receivable

Accounts receivable are recorded at net realizable value and represent amounts due from post-consumer paint recovery fees. PaintCare provides an allowance for bad debts using the allowance method, which is based on management’s judgment considering historical information. Accounts are individually analyzed for collectability, and will be reserved based on individual evaluation and specific circumstances. When all collection efforts have been exhausted, the accounts are written off against the related allowance. At December 31, 2020 and 2019 an allowance of \$59,899 and \$64,175, respectively, was recognized.

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2020 and 2019

### 2. Summary of Significant Accounting Policies (continued)

#### Investments

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

#### Intangible Assets

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

#### Grants Payable

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

#### Revenue Recognition

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

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2020 and 2019

### 2. Summary of Significant Accounting Policies (continued)

#### Revenue Recognition (continued)

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

Revenue from all other sources is recognized when earned.

#### Functional Allocation of Expenses

The costs of program and supporting services activities have been summarized on a functional basis in the statements of activities. The statements of functional expenses present the natural classification detail of expenses by function. Accordingly, certain costs have been allocated among the programs and supporting services benefited. The expenses that are allocated include occupancy and amortization, which are allocated on a square footage basis, as well as salaries and wages, benefits, payroll taxes, professional services, office expenses, information technology, interest, insurance, and other, which are allocated on the basis of estimates of time and effort.

#### Communications Costs

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

#### Use of Estimates

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



## PaintCare Inc.

Notes to Financial Statements  
December 31, 2020 and 2019

### 2. Summary of Significant Accounting Policies (continued)

#### Measure of Operations

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

#### Reclassifications

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

#### Subsequent Events

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

### 3. Liquidity and Availability

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

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

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

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2020 and 2019

### 4. Concentration of Credit Risk

Financial instruments that potentially subject PaintCare to significant concentrations of credit risk consist of cash and cash equivalents, and investments. PaintCare maintains cash deposit and transaction accounts, along with investments, with various financial institutions and these values, from time to time, may exceed insurable limits under the Federal Deposit Insurance Corporation (FDIC) and Securities Investor Protection Corporation (SIPC). PaintCare has not experienced any credit losses on its cash and cash equivalents, and investments to date as it relates to FDIC and SIPC insurance limits. Management periodically assesses the financial condition of these financial institutions and believes that the risk of any credit loss is minimal.

### 5. Accounts Receivable

Accounts receivable related to the following programs were due as follows at December 31:

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

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2020 and 2019

### 6. Investments and Fair Value Measurements

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

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

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

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

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

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

**PaintCare Inc.**

Notes to Financial Statements  
December 31, 2020 and 2019

**6. Investments and Fair Value Measurements (continued)**

The following table presents PaintCare's fair value hierarchy for those assets measured on a recurring basis as of December 31, 2020:

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

**PaintCare Inc.**

Notes to Financial Statements  
December 31, 2020 and 2019

**6. Investments and Fair Value Measurements (continued)**

The following table presents PaintCare's fair value hierarchy for those assets measured on a recurring basis as of December 31, 2019:

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

## PaintCare Inc.

Notes to Financial Statements  
December 31, 2020 and 2019

### 7. Intangible Assets

Intangible assets consist of the following at December 31:

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

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

|                               |                   |
|-------------------------------|-------------------|
| 2021                          | \$ 63,355         |
| 2022                          | 63,355            |
| 2023                          | 63,355            |
| 2024                          | <u>39,541</u>     |
| Future estimated amortization | <u>\$ 229,606</u> |

### 8. Related Party

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

## **PaintCare Inc.**

Notes to Financial Statements  
December 31, 2020 and 2019

### **8. Related Party (continued)**

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

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

### **9. Income Taxes**

PaintCare is recognized as a tax-exempt organization under Internal Revenue Code (IRC) Section 501(c)(3), and is exempt from income taxes except for taxes on unrelated business activities.

No tax expense is recorded in the accompanying financial statements for PaintCare, as there was no unrelated business taxable income. Contributions to PaintCare are deductible as provided in IRC Section 170(b)(1)(A)(vi).

Management evaluated PaintCare's tax positions, and concluded that PaintCare's financial statements do not include any uncertain tax positions.

## **SUPPLEMENTARY INFORMATION**

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

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

**PaintCare Inc.**

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

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

**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.



# Recycle

with PaintCare



## Places to Take Leftover Paint

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

## How to Recycle

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

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

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



## What Happens to the Paint?

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

## Who Can Use the Program?

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

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

## Large Volume Pickup

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

## PaintCare Fee

PaintCare is funded by a fee paid by paint manufacturers for each can of paint they sell in the state. Manufacturers pass the fee to retailers, who then apply it to the price of paint. 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](http://www.paintcare.org) or call (855) PAINT09.

## Mini Card



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

*Recycle with PaintCare*

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

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

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

#### **LEARN MORE**

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



# Paint Recycling Program

## About the 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](http://www.paintcare.org), or call (855) PAINT09.*



Recycle with PaintCare

ME-PIEN-0820

WE CAN HELP  
**Recycle**  
 YOUR PAINT  
[www.paintcare.org](http://www.paintcare.org)

*Paint Recycling Made Easy*

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

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



**What types of paint products can be recycled 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 |

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





## How do paint stewardship laws affect painting contractors?

### Paint Recycling Made Easy

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

### Paint Drop-Off Sites

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

### Fee and Funding

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

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

#### California, Colorado, Connecticut, Maine, Rhode Island

\$ 0.00 — Half pint or smaller

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

\$ 0.75 — 1 gallon

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

#### District of Columbia, Oregon, Washington

\$ 0.00 — Half pint or smaller

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

\$ 0.95 — 1 gallon up to 2 gallons

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

#### Minnesota

\$ 0.00 — Half pint or smaller

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

\$ 0.99 — 1 gallon up to 2 gallons

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

#### Vermont

\$ 0.00 — Half pint or smaller

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

\$ 0.99 — 1 gallon

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

#### New York

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

## RECOMMENDATIONS FOR CONTRACTORS

### Preparing Estimates

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

### Pass Fee to Customers

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

### Convenient Paint Drop-Off Sites

With paint drop-off sites conveniently located throughout PaintCare states, anyone can drop off their leftover paint year round. Many contractors report clearing out their storage spaces and no longer stockpiling paint.

Contractors now have an answer for customers who ask what to do with old paint they no longer want; they can recommend that they use PaintCare drop-off sites too.

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

### Pickup Service for Large Volumes

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

### Business Limits

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

### *What Products Are Covered?*

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

#### PAINTCARE PRODUCTS

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

#### NON-PAINTCARE PRODUCTS

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



## Large Volume Pickup (LVP) Service

UPDATED — JANUARY 2021

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

### Who Is PaintCare?

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

### Paint Drop-Off Sites

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

### Large Volume Pickups

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

### Drums and Bulked Paint Are Not Accepted

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

### HOW TO REQUEST A LARGE VOLUME PICKUP

#### 1) Sort and count your paint

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

#### 2) Fill out the LVP Request Form

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

### Scheduling

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

### On the Day of Your Pickup

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



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

### **Repeat Service for Large Volume Pickups**

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

### **Business Limits**

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

### **If You Have Products We Don't Accept**

PaintCare does not accept all paints (such as aerosols and automotive finishes) or other hazardous waste. If you have solvents, thinners, pesticides, or any non-PaintCare products (see list to right for examples), we recommend that households contact their local household hazardous waste (HHW) program. Businesses should contact their local HHW program to determine if they are eligible to participate. Some HHW programs allow businesses to use their program for a modest fee. Otherwise, businesses should contact a licensed hazardous waste transportation company.

## *What Products Are Covered?*

The products accepted at PaintCare drop-off sites are the same products that have a fee when they are sold. PaintCare products include interior and exterior architectural coatings sold in containers that are no larger than 5 gallons. They do not include aerosol products (spray cans), industrial maintenance (IM), original equipment manufacturer (OEM), or specialty coatings.

### **PAINTCARE PRODUCTS**

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

### **NON-PAINTCARE PRODUCTS**

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

**Appendix  
Section D**



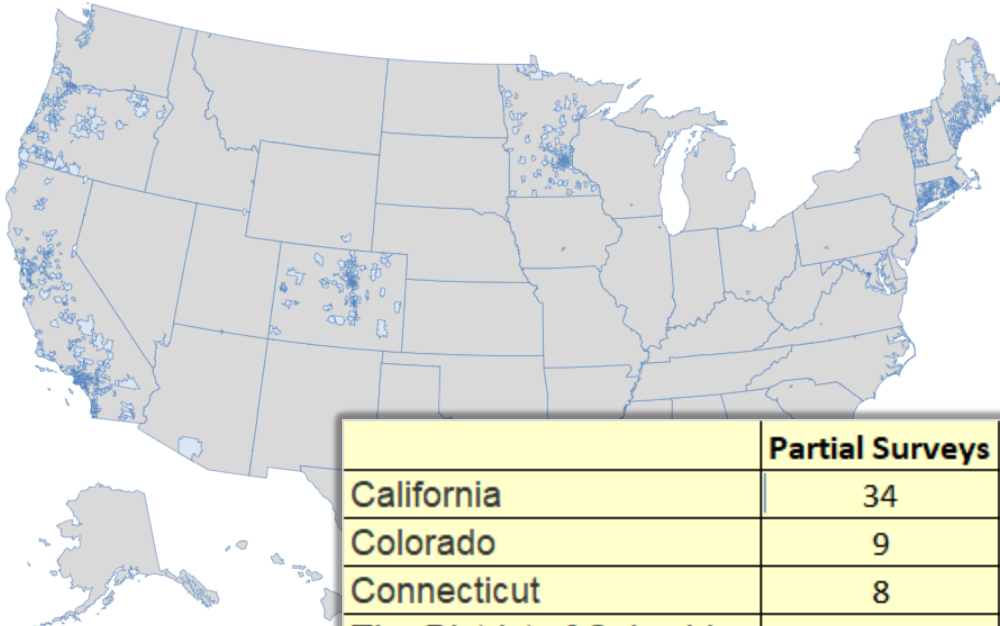
# FY20 Awareness Survey Results

*prepared by*



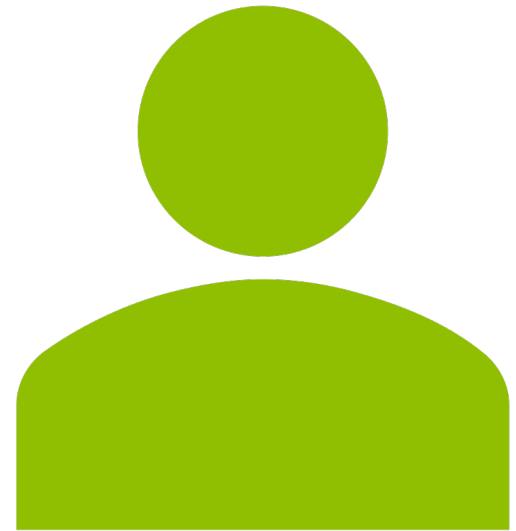
# Response Summary

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



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

# RESPONDENT PROFILES

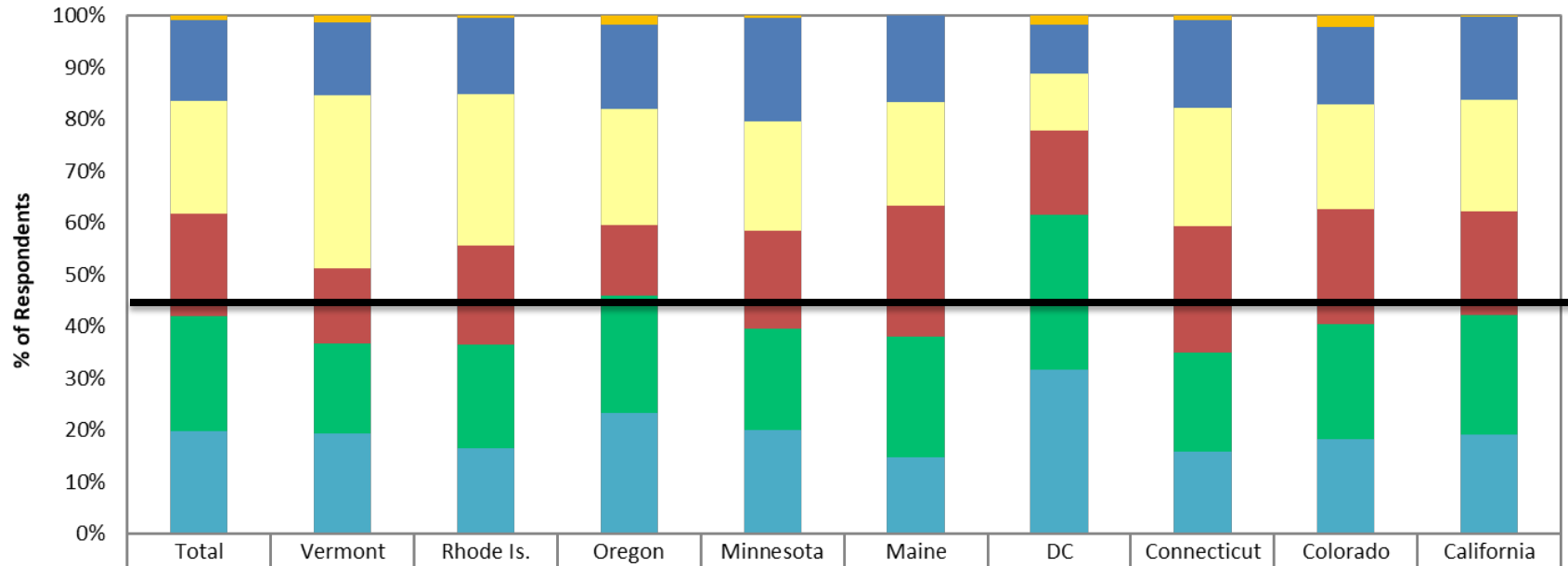




# Profile of Respondents - Age

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

**Respondent Age**



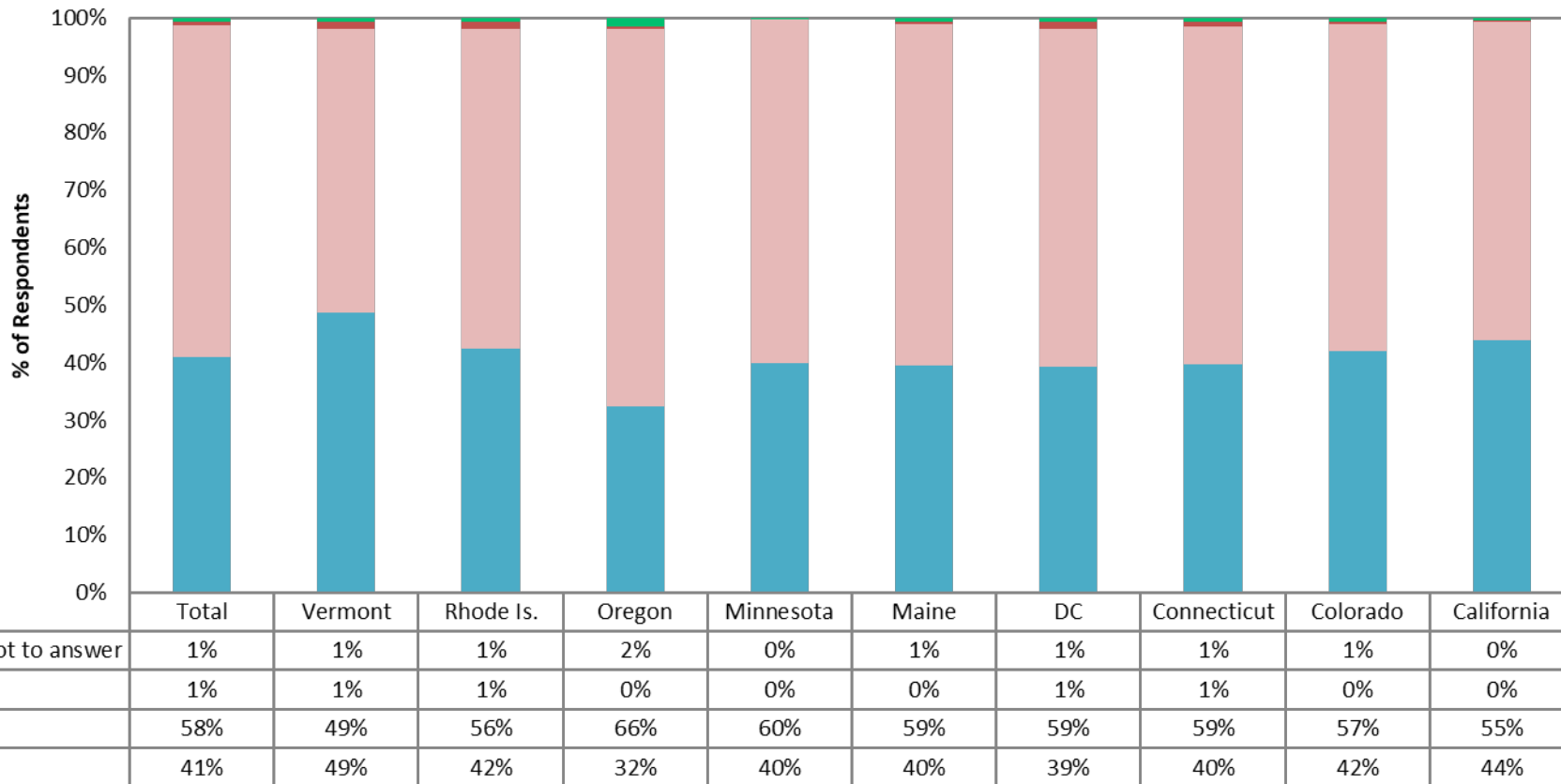
|                        | Total | Vermont | Rhode Is. | Oregon | Minnesota | Maine | DC  | Connecticut | Colorado | California |
|------------------------|-------|---------|-----------|--------|-----------|-------|-----|-------------|----------|------------|
| I prefer not to answer | 1%    | 1%      | 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

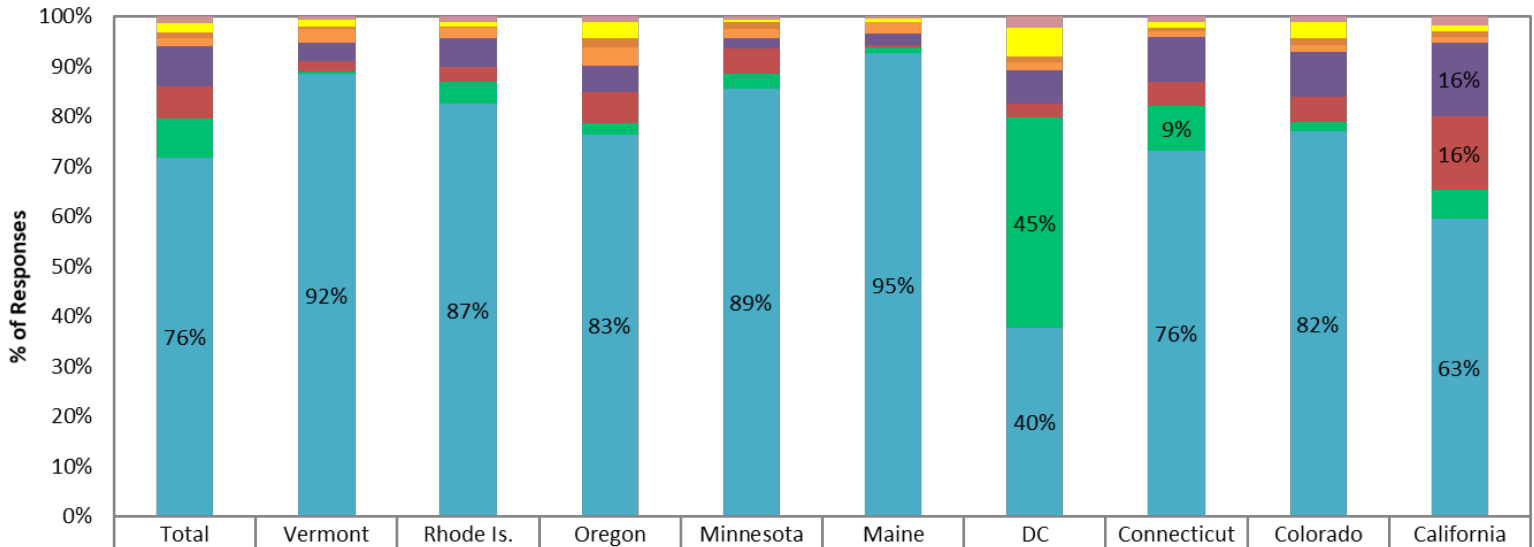


Sample Sizes: Total 2608; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 264; Colorado 274; California 655

# 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%        |

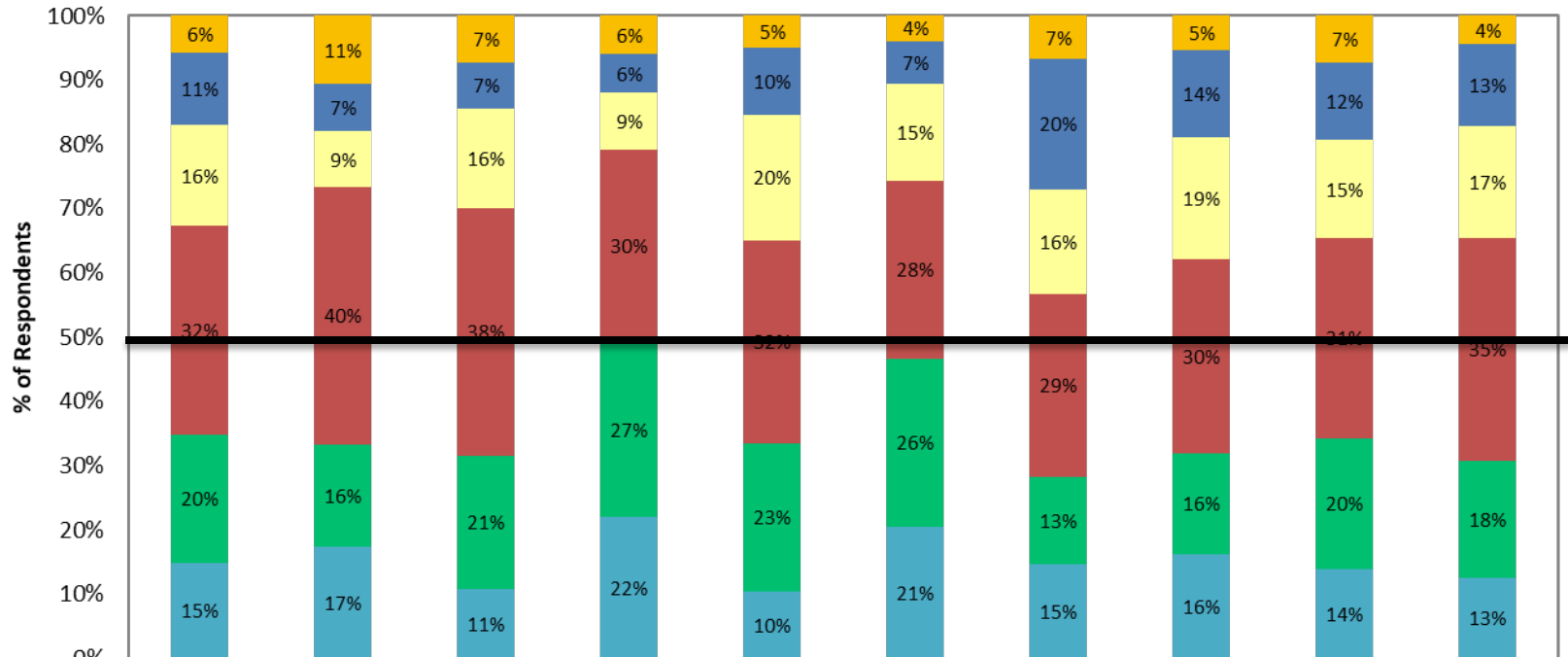
Other Ethnicities: Arab, Jew, Armenian, German, Swedish, Italian, Mixed, Human

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



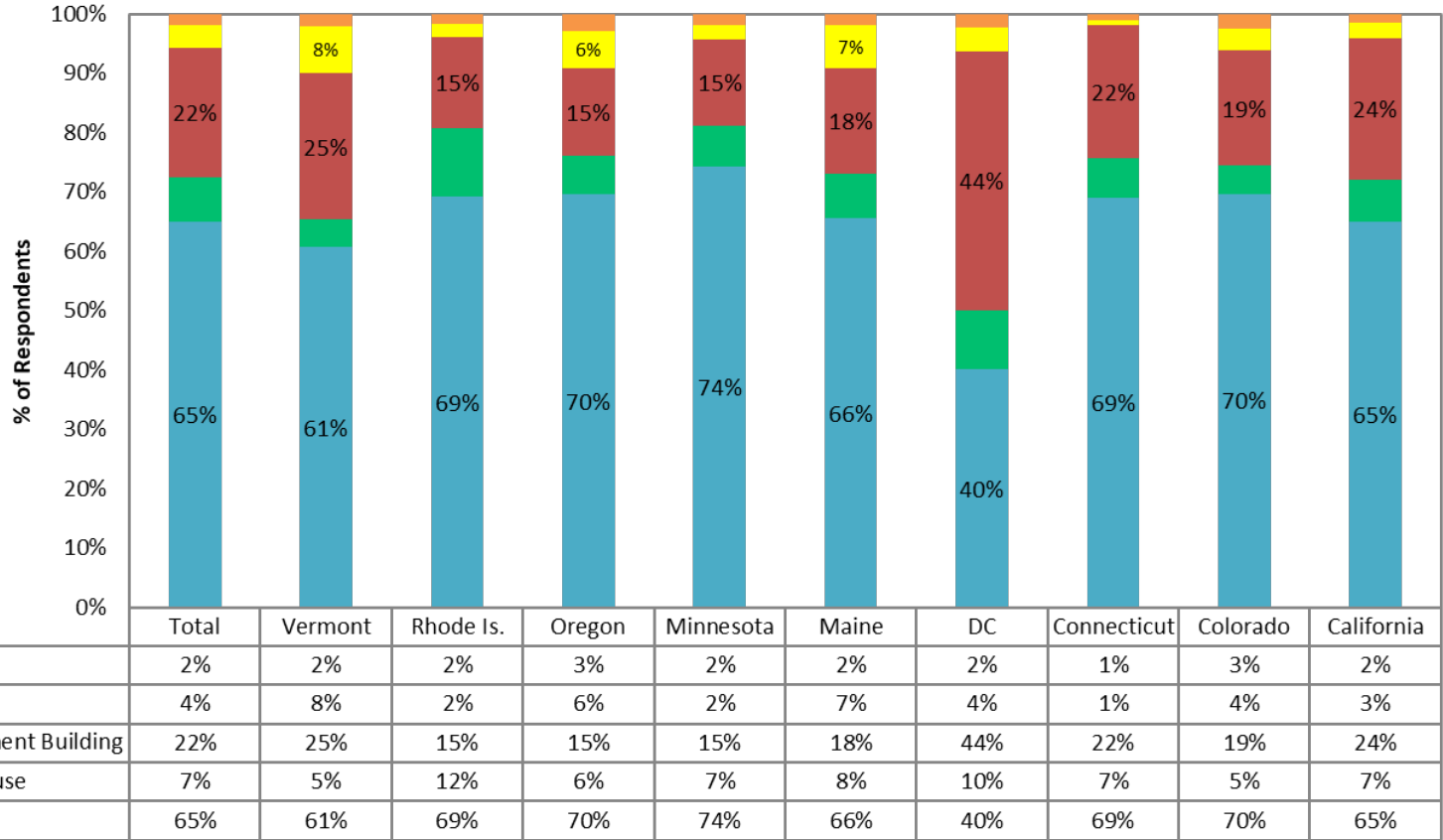
|                        | Total | Vermont | Rhode Is. | Oregon | Minnesota | Maine | DC  | Connecticut | Colorado | California |
|------------------------|-------|---------|-----------|--------|-----------|-------|-----|-------------|----------|------------|
| I prefer not to answer | 6%    | 11%     | 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

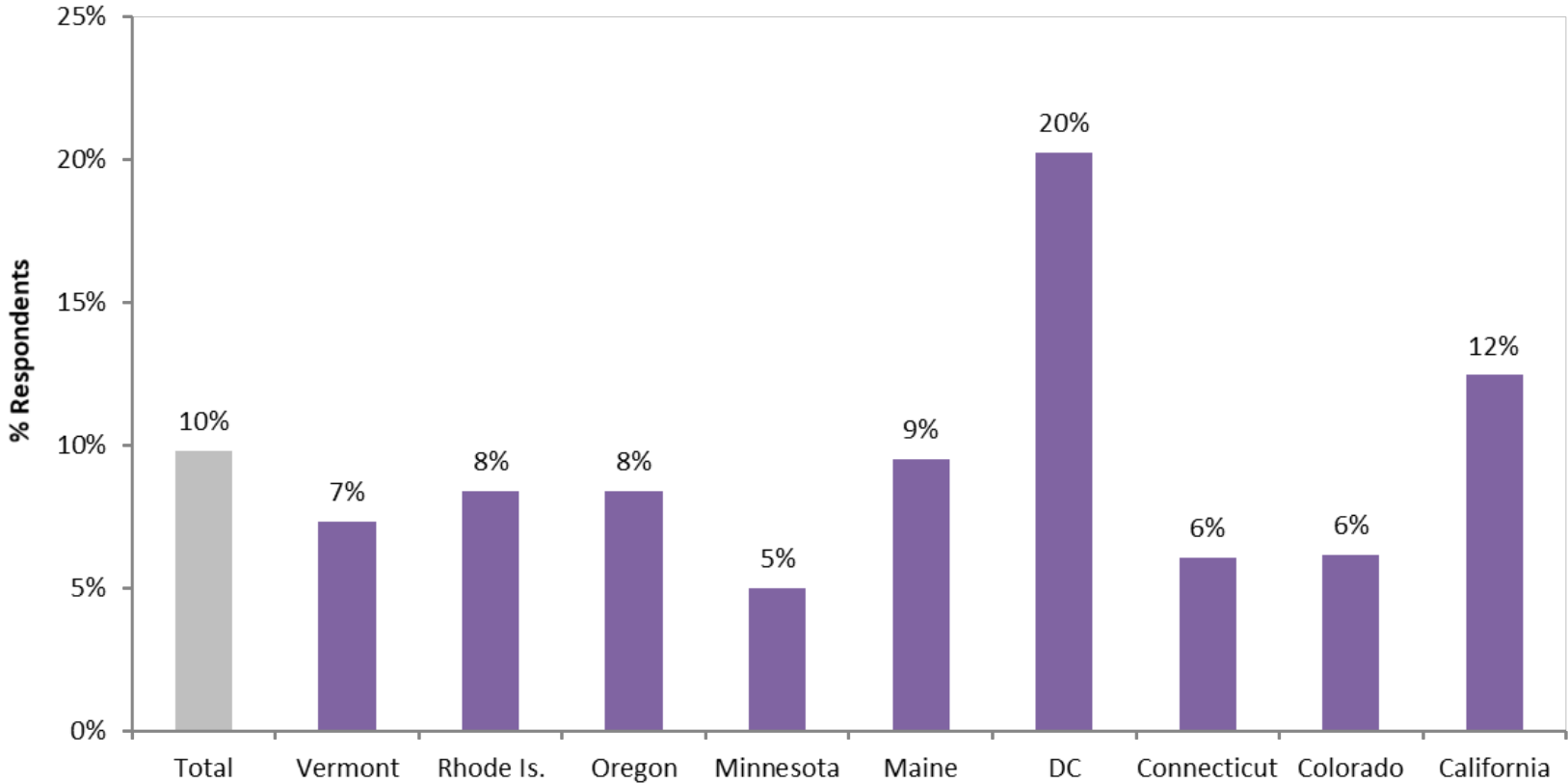


Sample Sizes: Total 2608; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 264; Colorado 274; California 655

# 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)?*

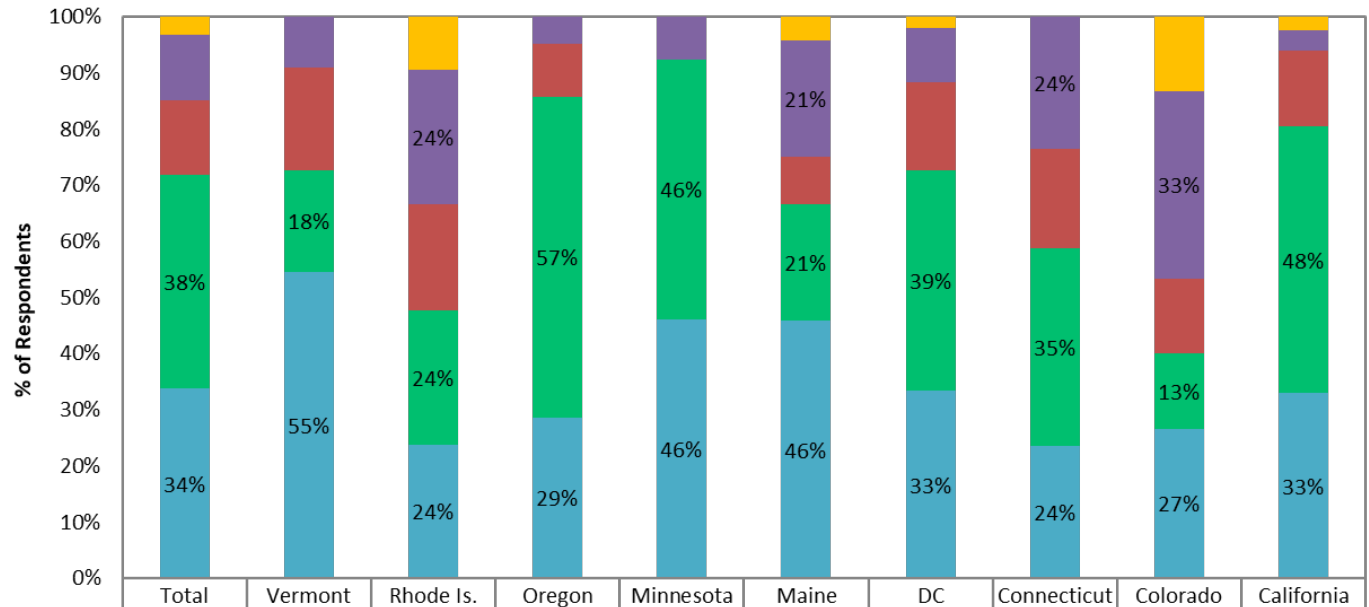


*Sample Sizes: Total 2616; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 252; Connecticut 265; Colorado 277; California 659*

# 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

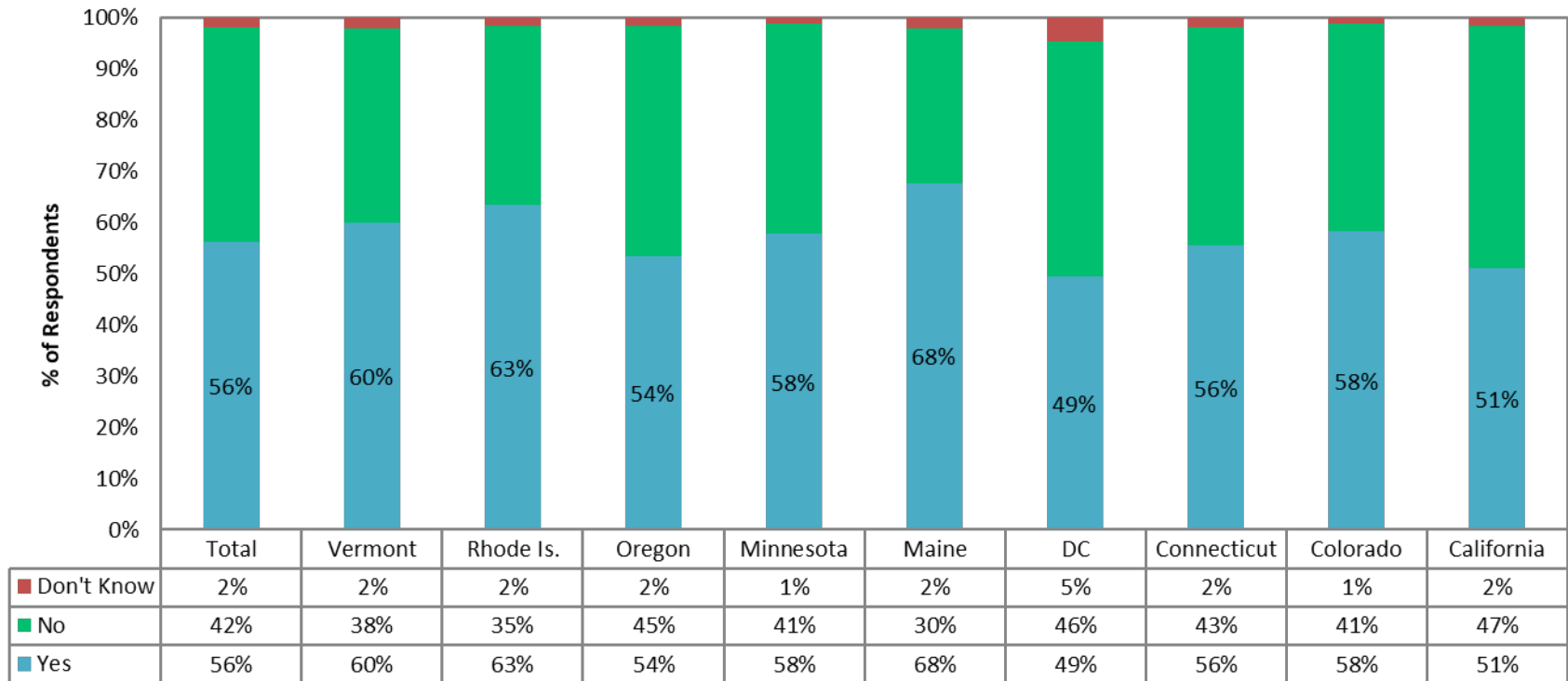


# Recency of Paint Purchases

- ❖ 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.*

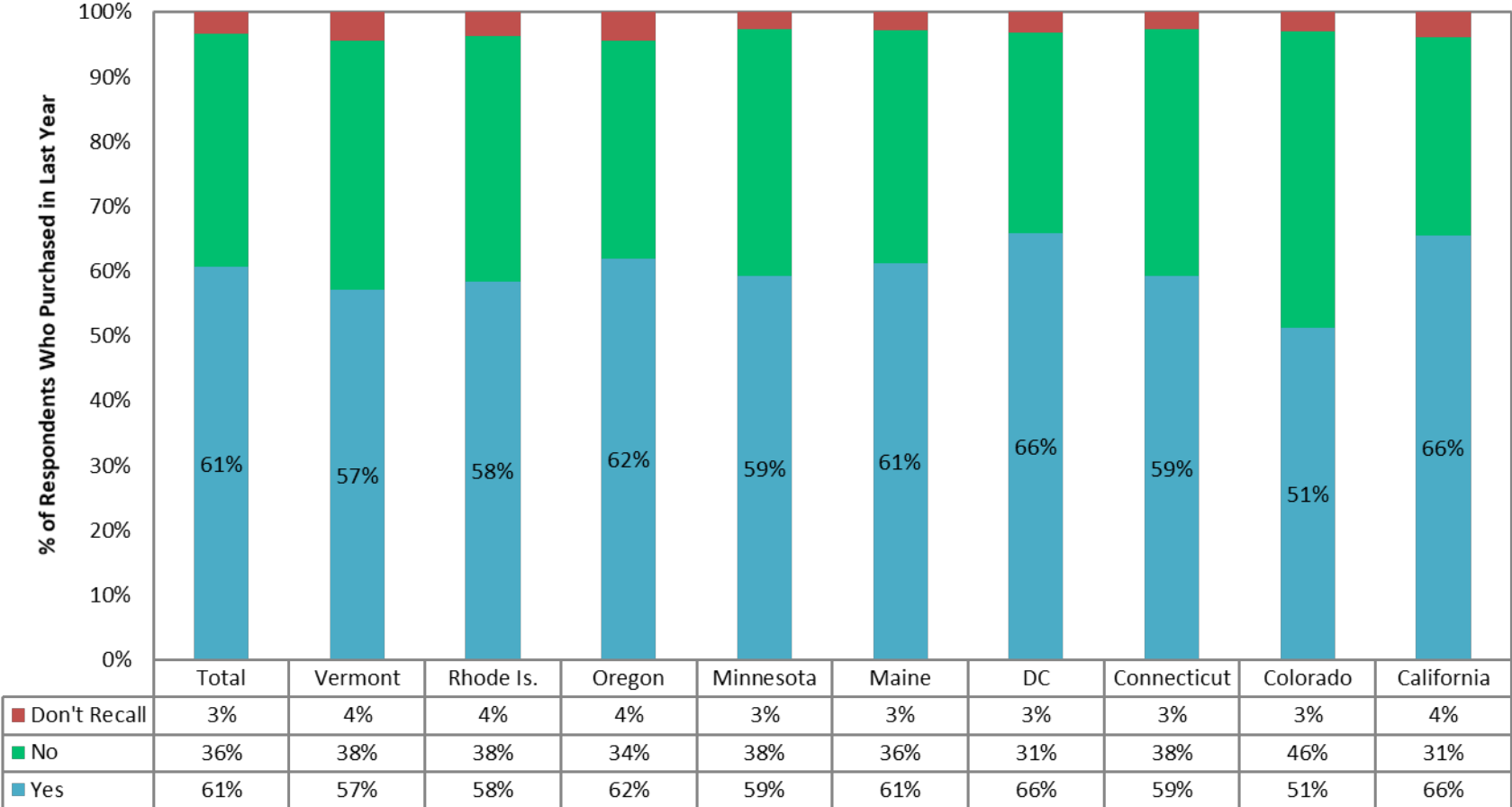


Sample Sizes: Total 2664; Vermont 152; Rhode Island 254; Oregon 256; Minnesota 263; Maine 257; DC 257; Connecticut 270; Colorado 283; California 672

# 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?**

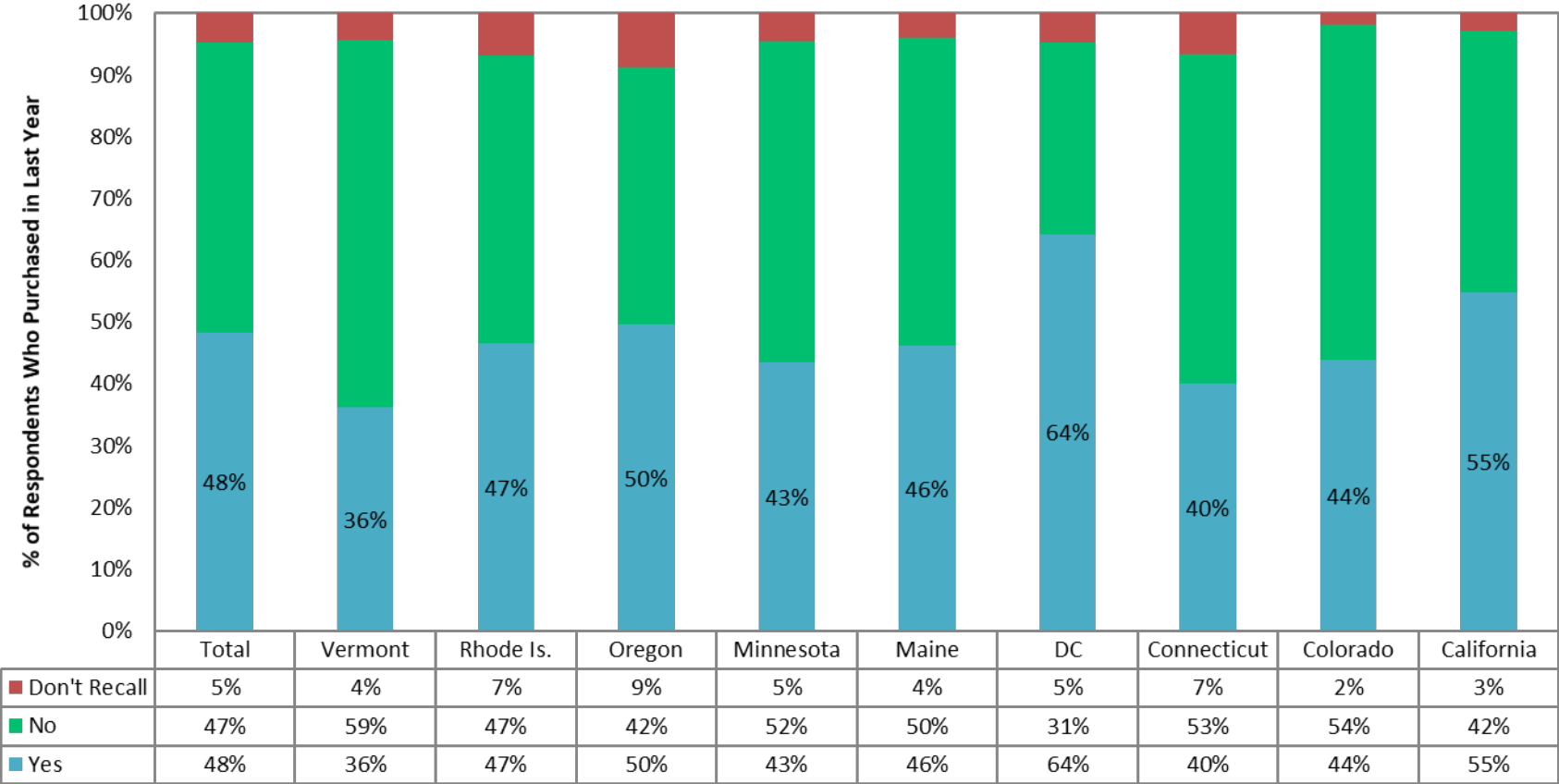


Sample Sizes: Total 1497; Vermont 91; Rhode Island 161; Oregon 137; Minnesota 152; Maine 173; DC 126; Connecticut 150; Colorado 164; California 343

# 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?**

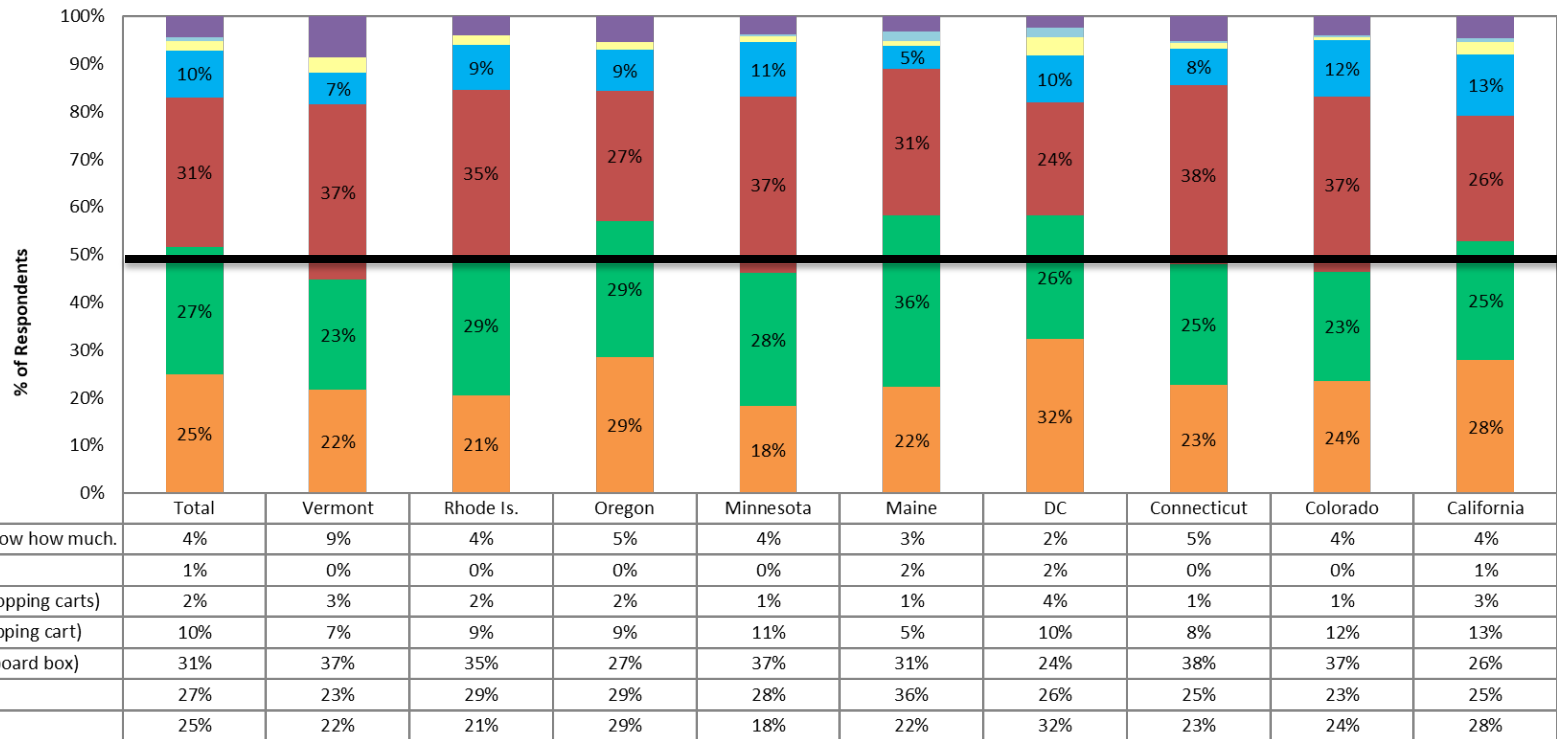


Sample Sizes: Total 1497; Vermont 91; Rhode Island 161; Oregon 137; Minnesota 152; Maine 173; DC 126; Connecticut 150; Colorado 164; California 343

# 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)?**

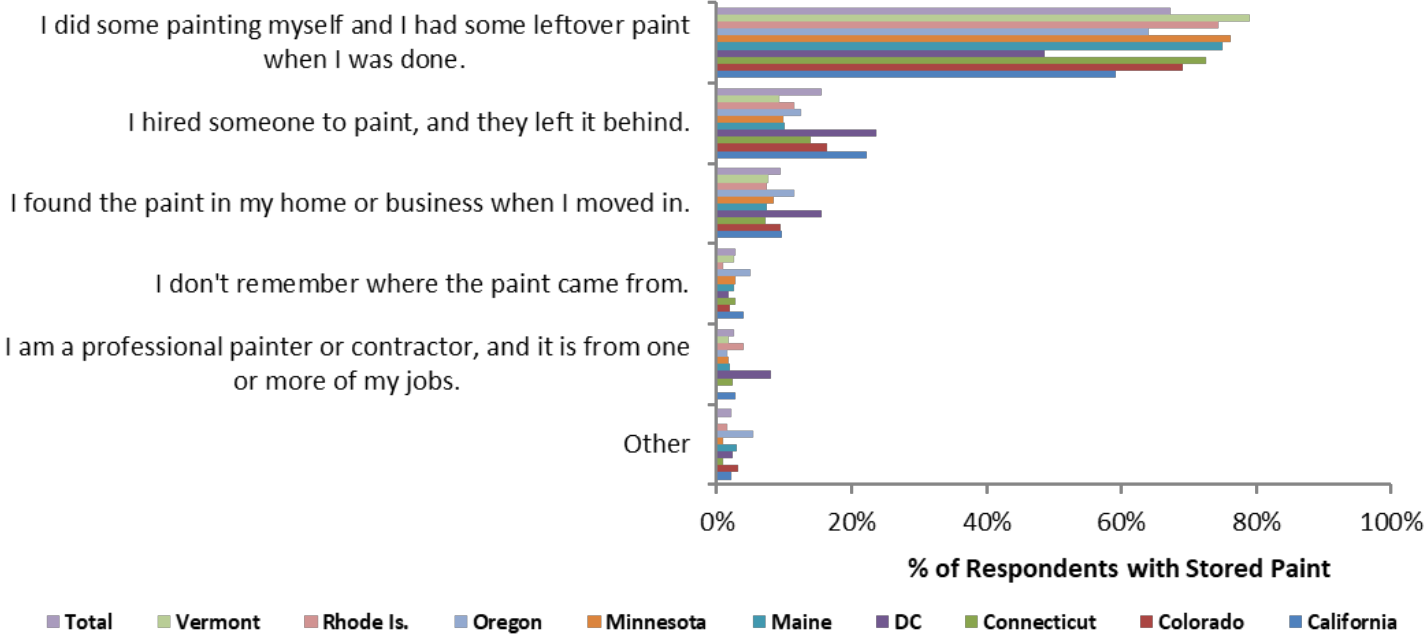


Sample Sizes: Total 2652; Vermont 152; Rhode Island 253; Oregon 256; Minnesota 262; Maine 256; DC 256; Connecticut 269; Colorado 280; California 668

# 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        |

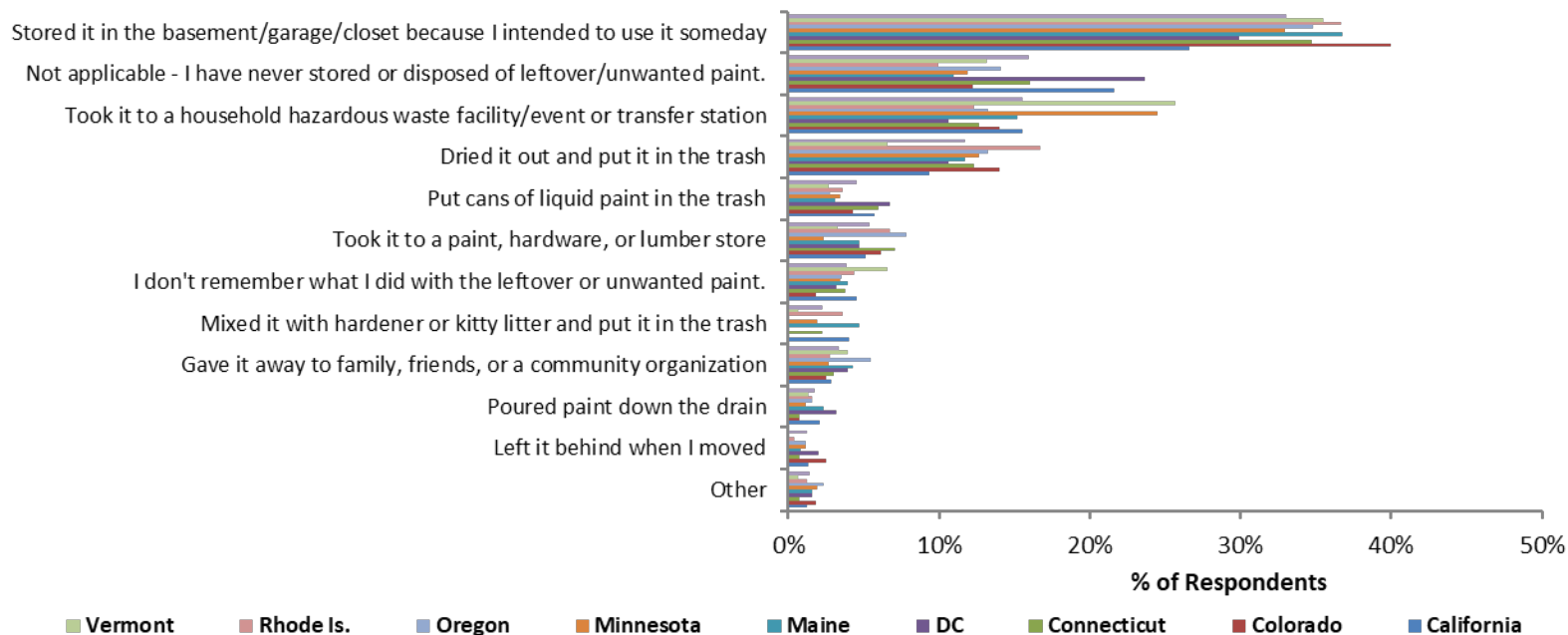
## “Other” Paint Sources - Comments

| 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

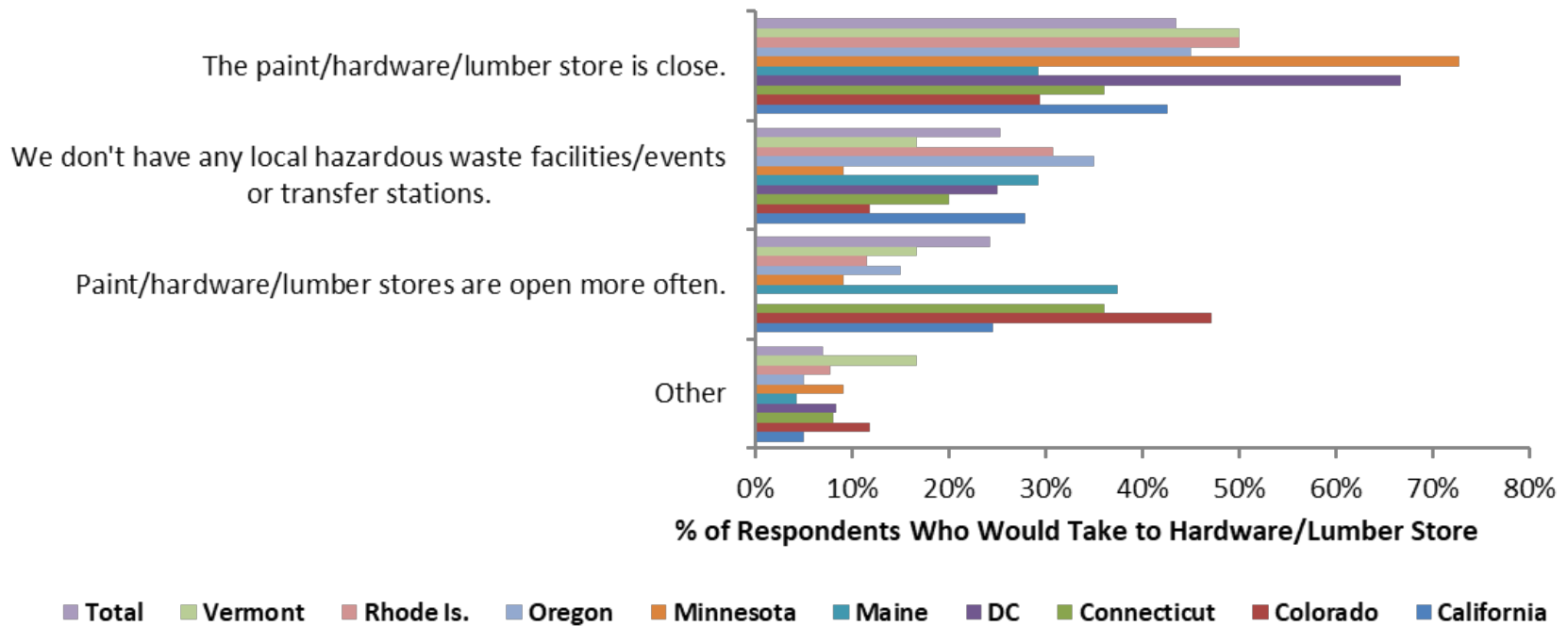
| Other Disposal Methods  |  |
|---|--|
| Brought it to the dump when the town had a 3 day time you could bring paint ect & they take care of it.                     | Kept for later use.  |
| Disposal drop off site for Hennepin County  | kept it for the next job   |
| Don't know; someone else is responsible 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 eventor transfer station?**



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

## Other Reasons for Paint Store Disposal - Comments

### Other Reasons to Take to a Paint Store

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

Legal

Not sure what I'm suppose to do with it

paint store accepts and disposes properly

Paint store advertised to being left over paint

sherwin Williams is designated as a paint recycler

some are required to take it for disposal

The store recycles paint

They are closer to where I live

They are the ones to bring it to for recycling

THEY CAN DISPOSE OF IT PROPERLY

They dispose of it properly or donate to habitat for humanity

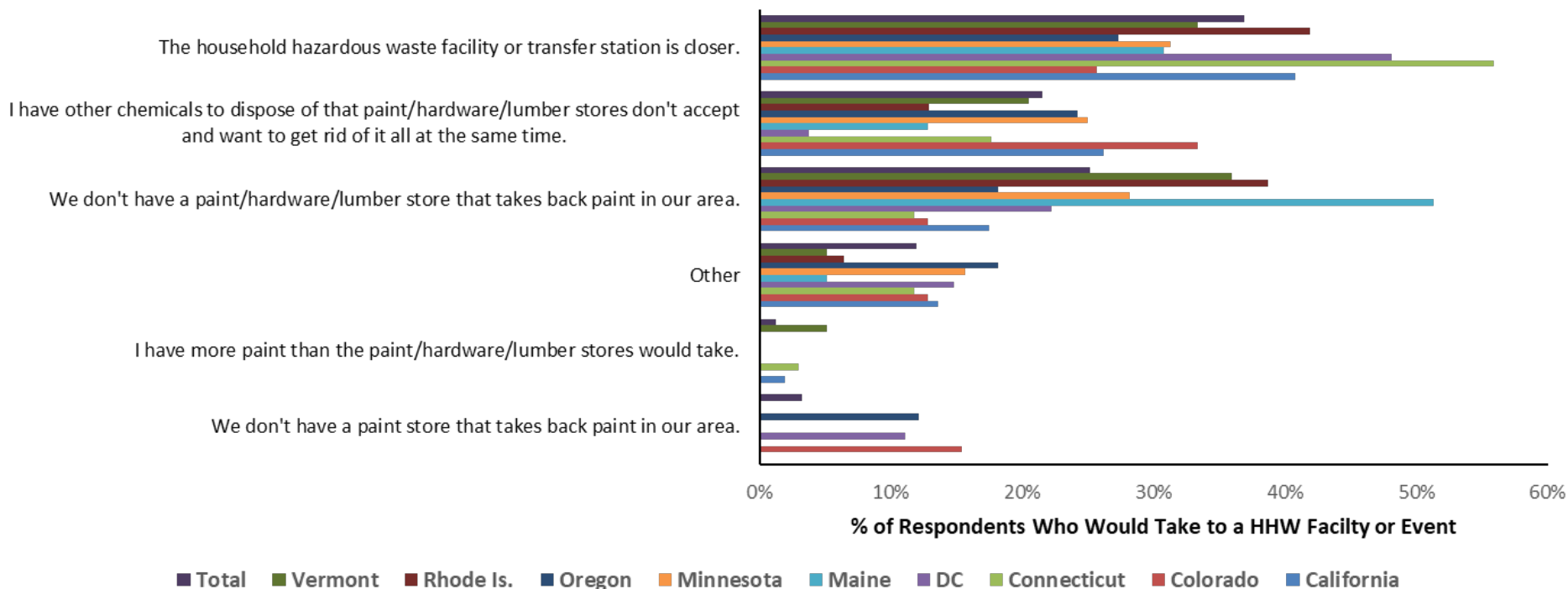
they dispose paint for us

We didn't know what to do with it

# Household Hazardous Waste Facility/Event Preference

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

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



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

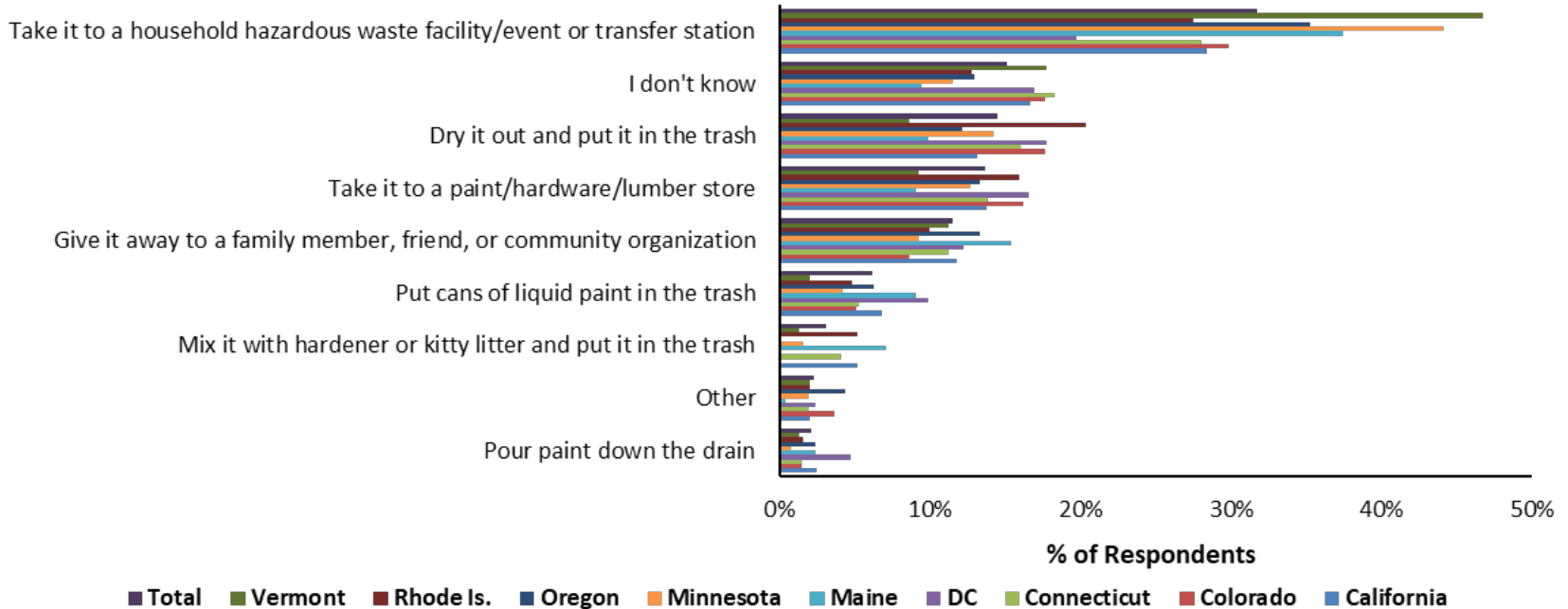
# Other Reasons for HHW Disposal - Comments

| 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%         |
| <b>Sample Size</b>  | <b>2,635</b> | <b>152</b> | <b>251</b> | <b>255</b> | <b>261</b> | <b>254</b> | <b>254</b> | <b>268</b>  | <b>278</b> | <b>662</b> |

# “Other” Disposal Intentions

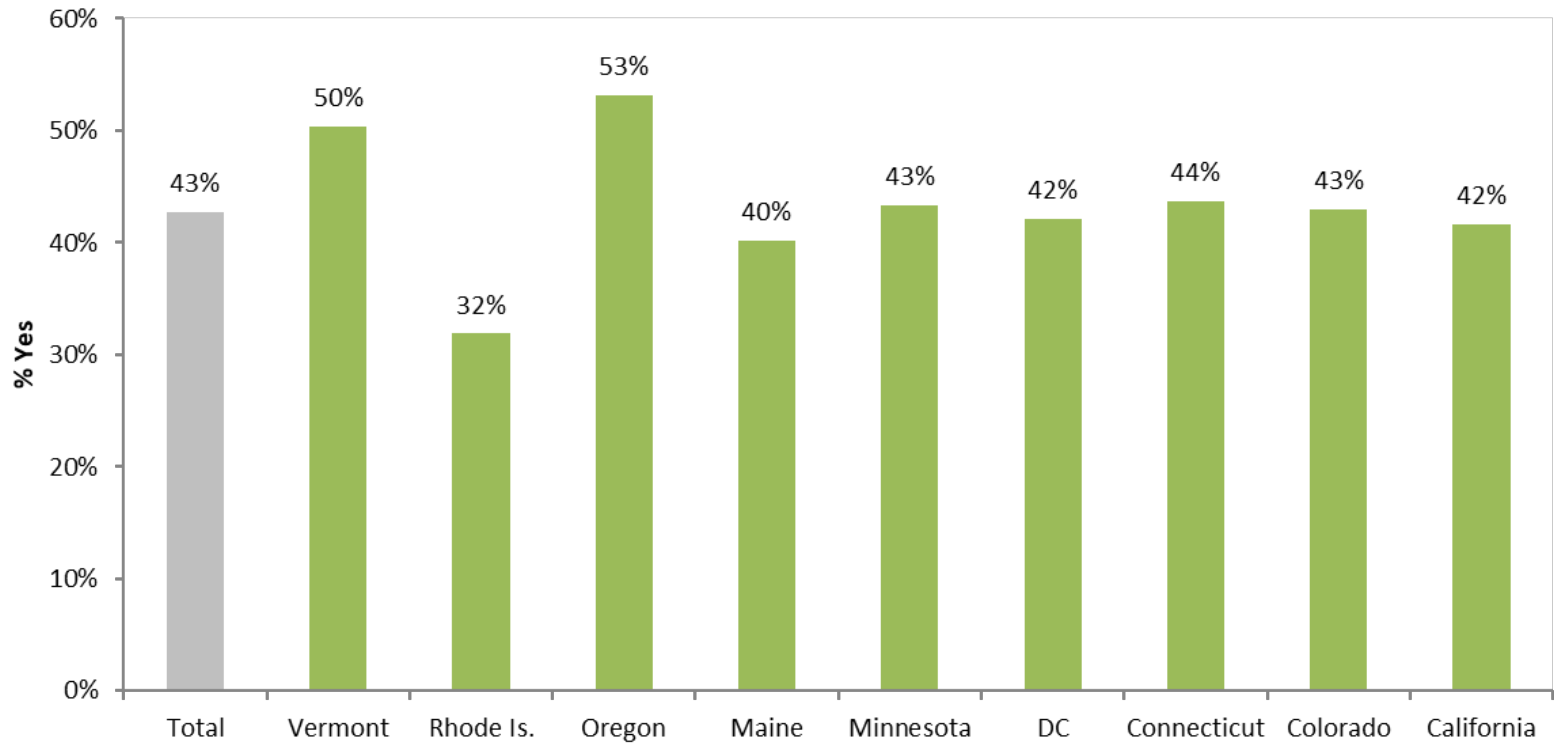
| Other Future Disposal Methods   |  |
|---|--|
| Add kitty litter  | Mix with cat litter to dry out and dispose.  |
| Ask Lowe's or home Depot  | None   |
| Check with city to see where old/leftover paint should be taken.                                    | not sure, cause not sure refuse place takes 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?***



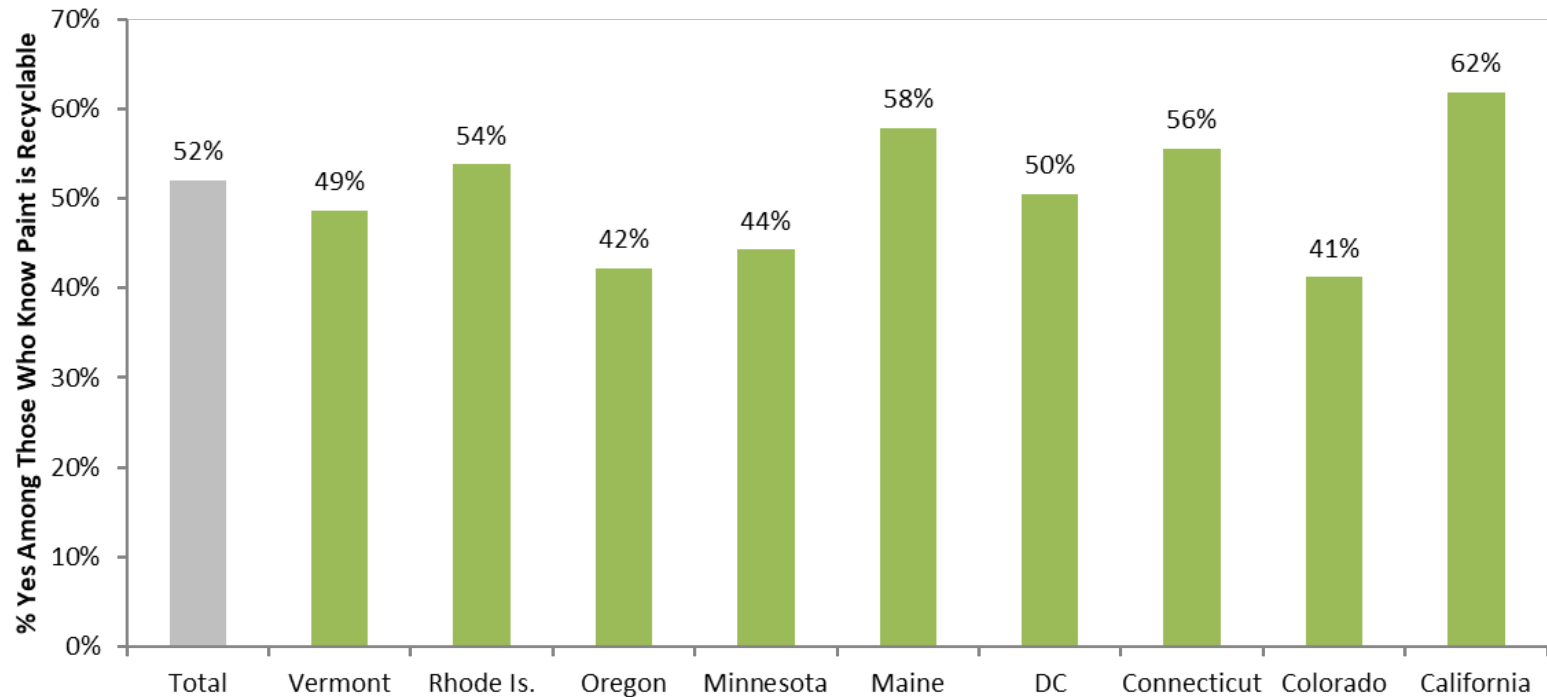
Sample Sizes: Total 2631; Vermont 151; Rhode Island 251; Oregon 254; Minnesota 261; Maine 254; DC 254; Connecticut 268; Colorado 277; California 661



# 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?***

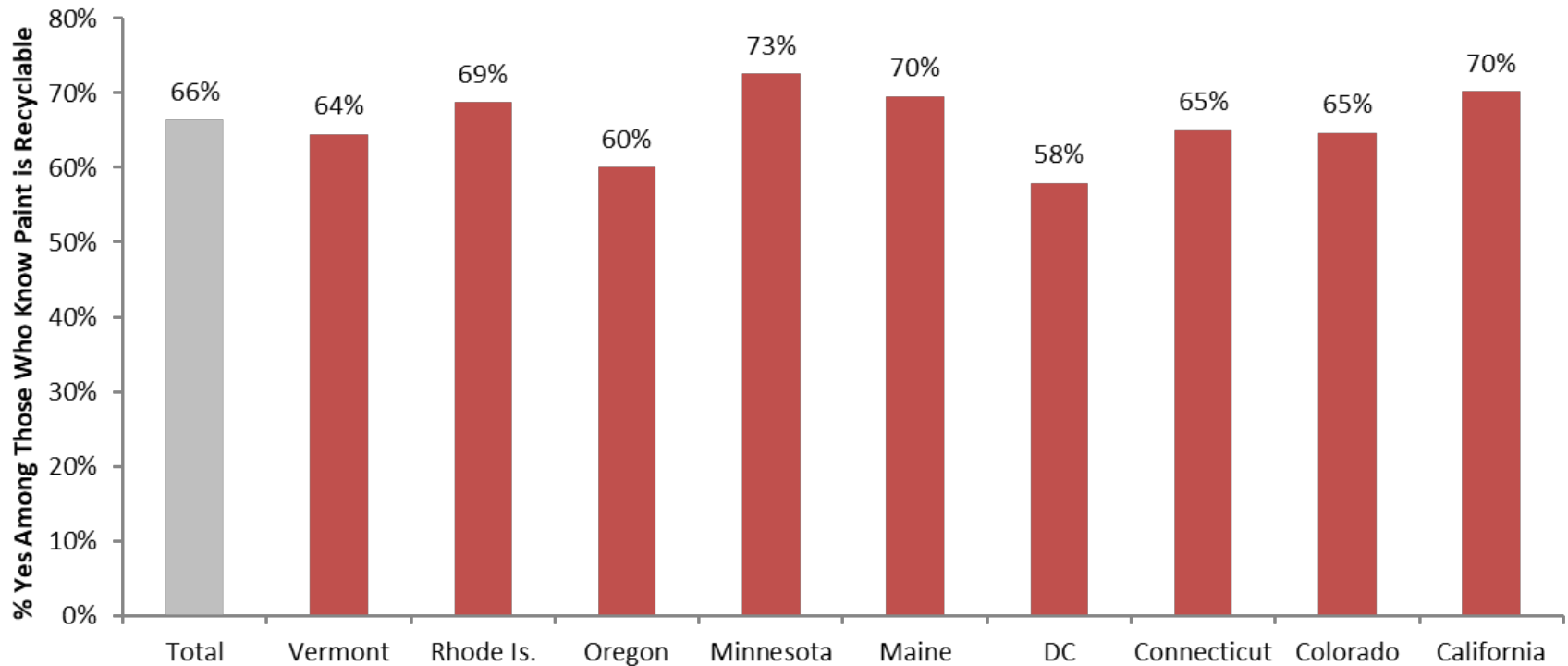


Sample Sizes: Total 1124; Vermont 76; Rhode Island 80; Oregon 135; Minnesota 113; Maine 102; DC 107; Connecticut 117; Colorado 119; California 275

# 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?***

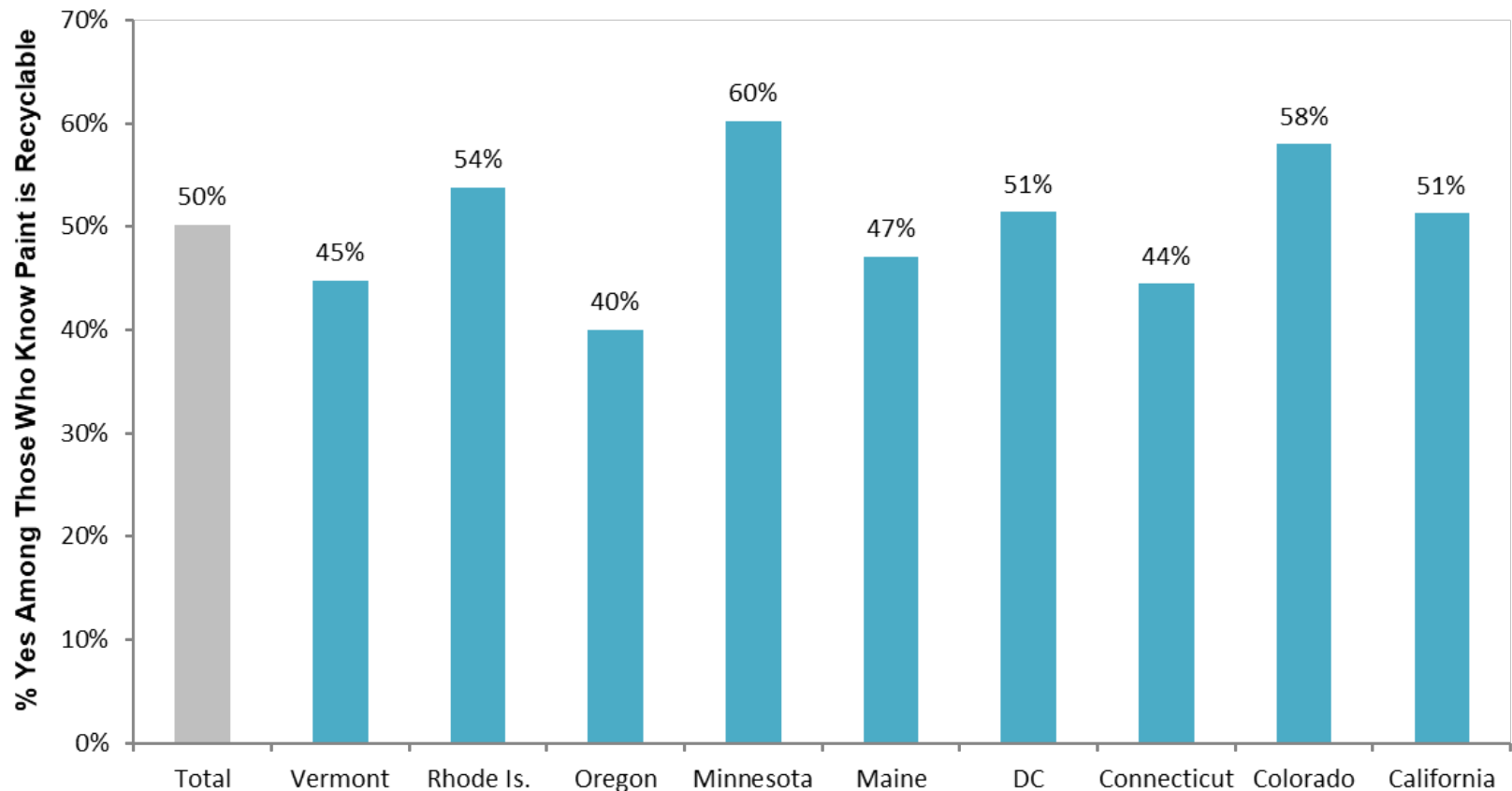


Sample Sizes: Total 1124; Vermont 76; Rhode Island 80; Oregon 135; Minnesota 113; Maine 102; DC 107; Connecticut 117; Colorado 119; California 275

## 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?*

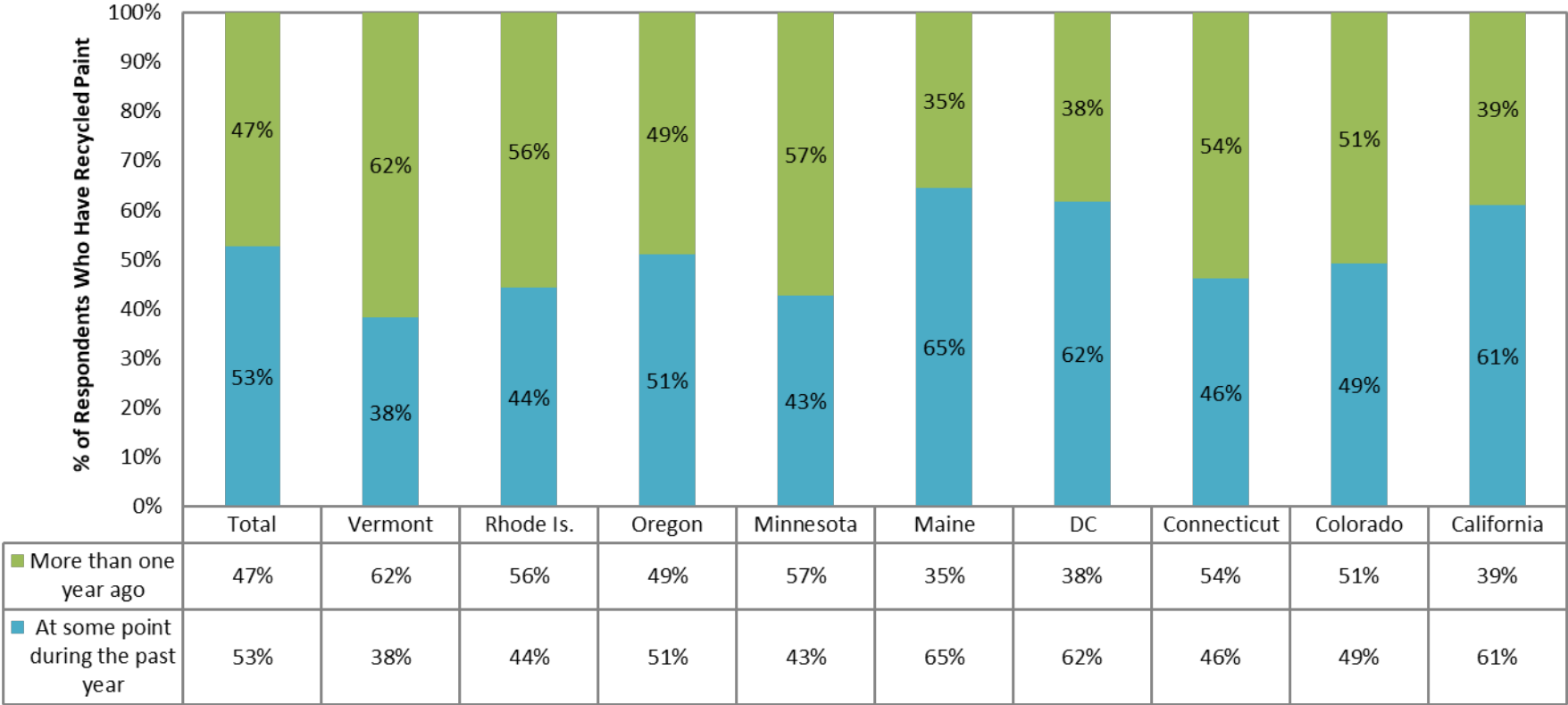


Sample Sizes: Total 1124; Vermont 76; Rhode Island 80; Oregon 135; Minnesota 113; Maine 102; DC 107; Connecticut 117; Colorado 119; California 275

# 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?**

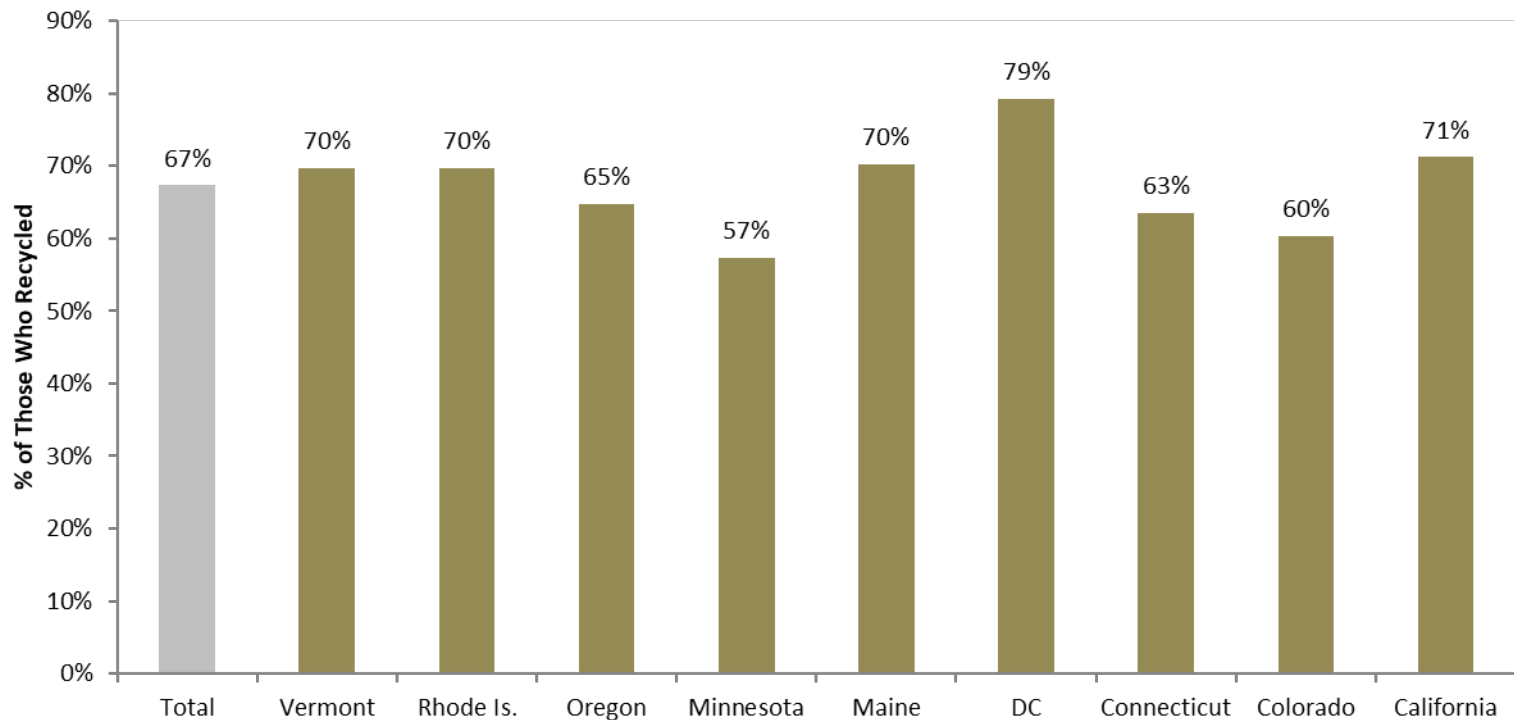


Sample Sizes: Total 563; Vermont 34; Rhode Island 43; Oregon 53; Minnesota 68; Maine 48; DC 55; Connecticut 52; Colorado 69; California 141

## 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?*

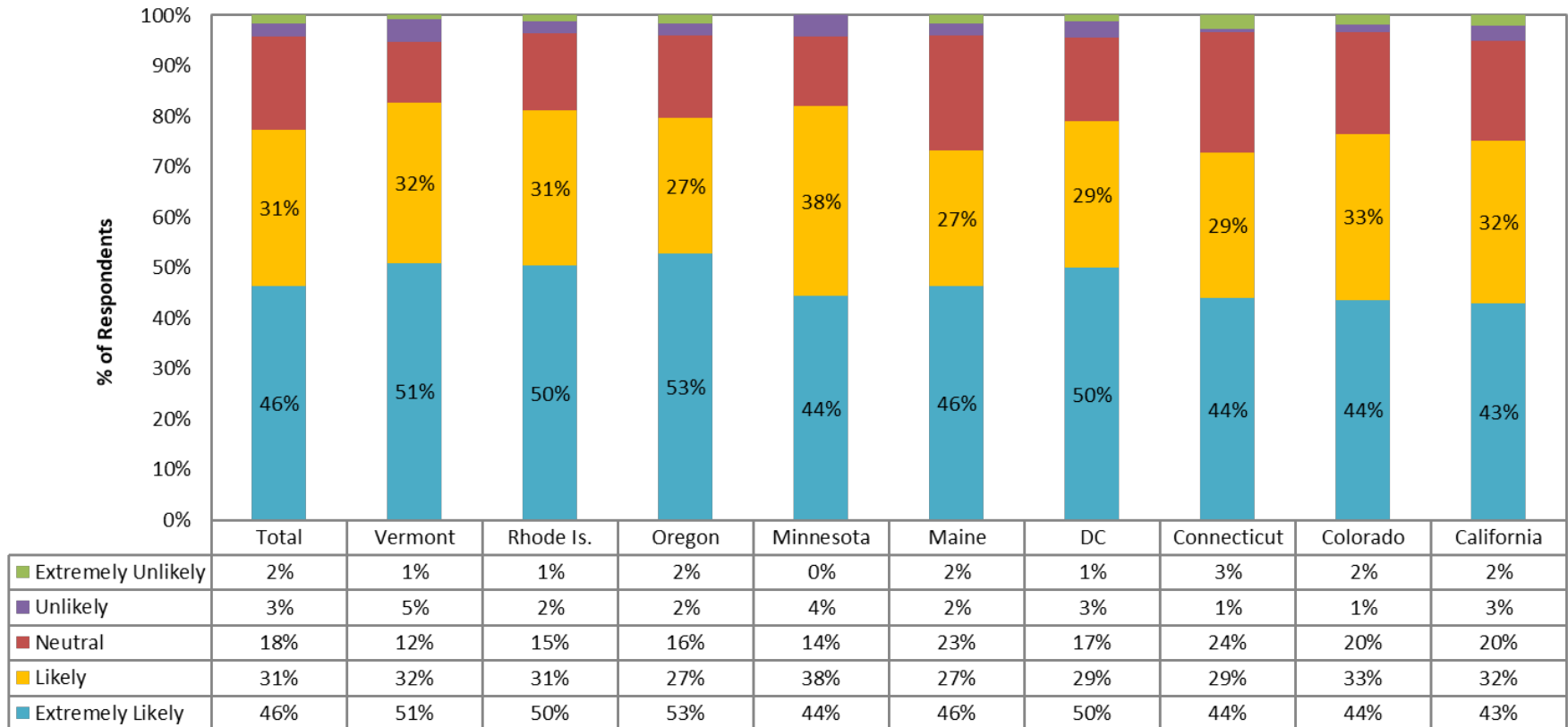


*Sample Sizes: Total 563; Vermont 34; Rhode Island 43; Oregon 53; Minnesota 68; Maine 48; DC 55; Connecticut 52; Colorado 69; California 141*

# 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?



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<br>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?*

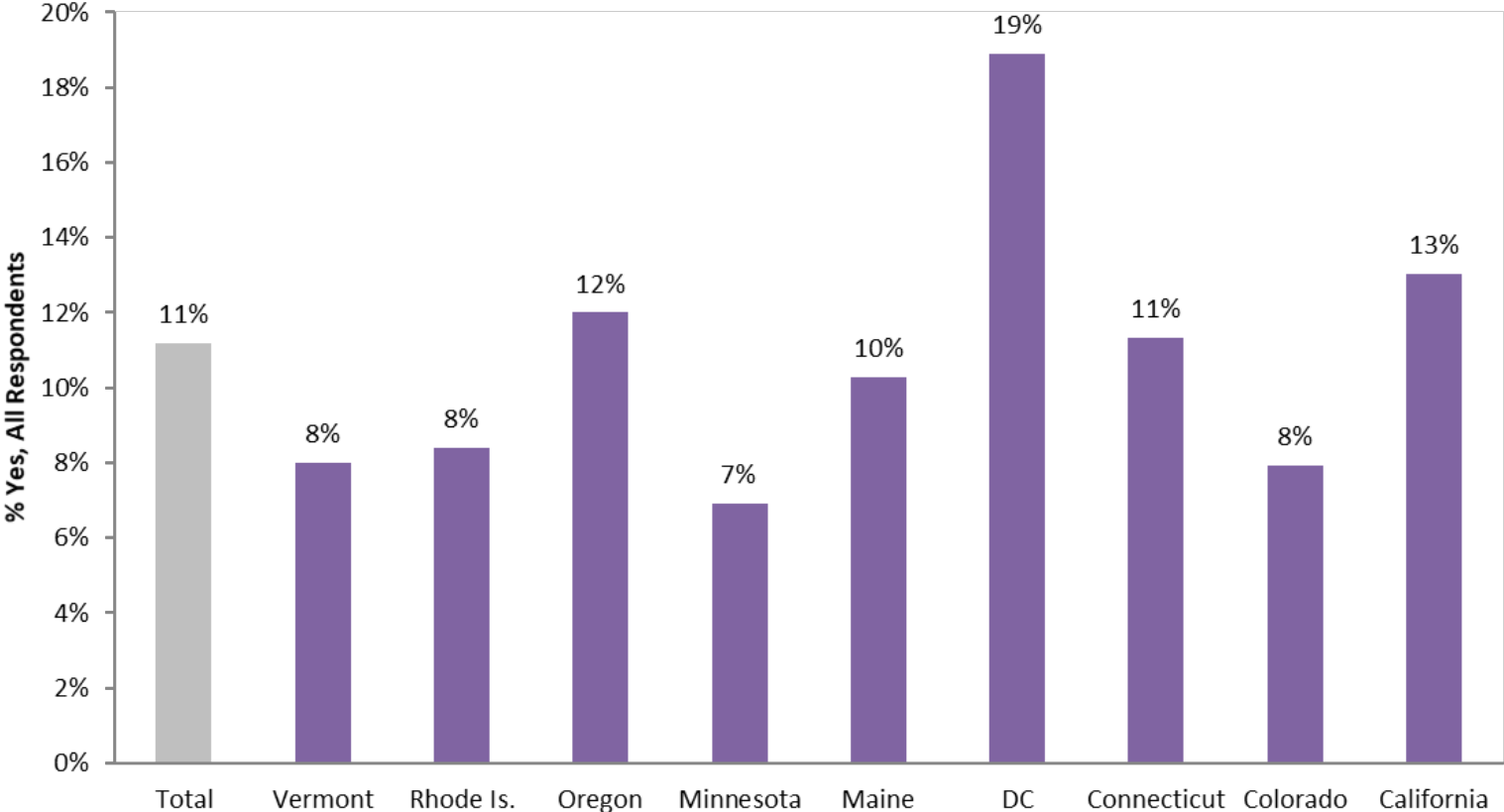
|  |   |
|--|---|
| I can always use it in the future or give it to someone that can use it  | no time   |
| I do not have the time nor the inclination to drive to a recycling plant miles from my home for zero perks.  | No use  |
| I don't buy painf  | Not going to paint. Will hire out.                                    |
| 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?*

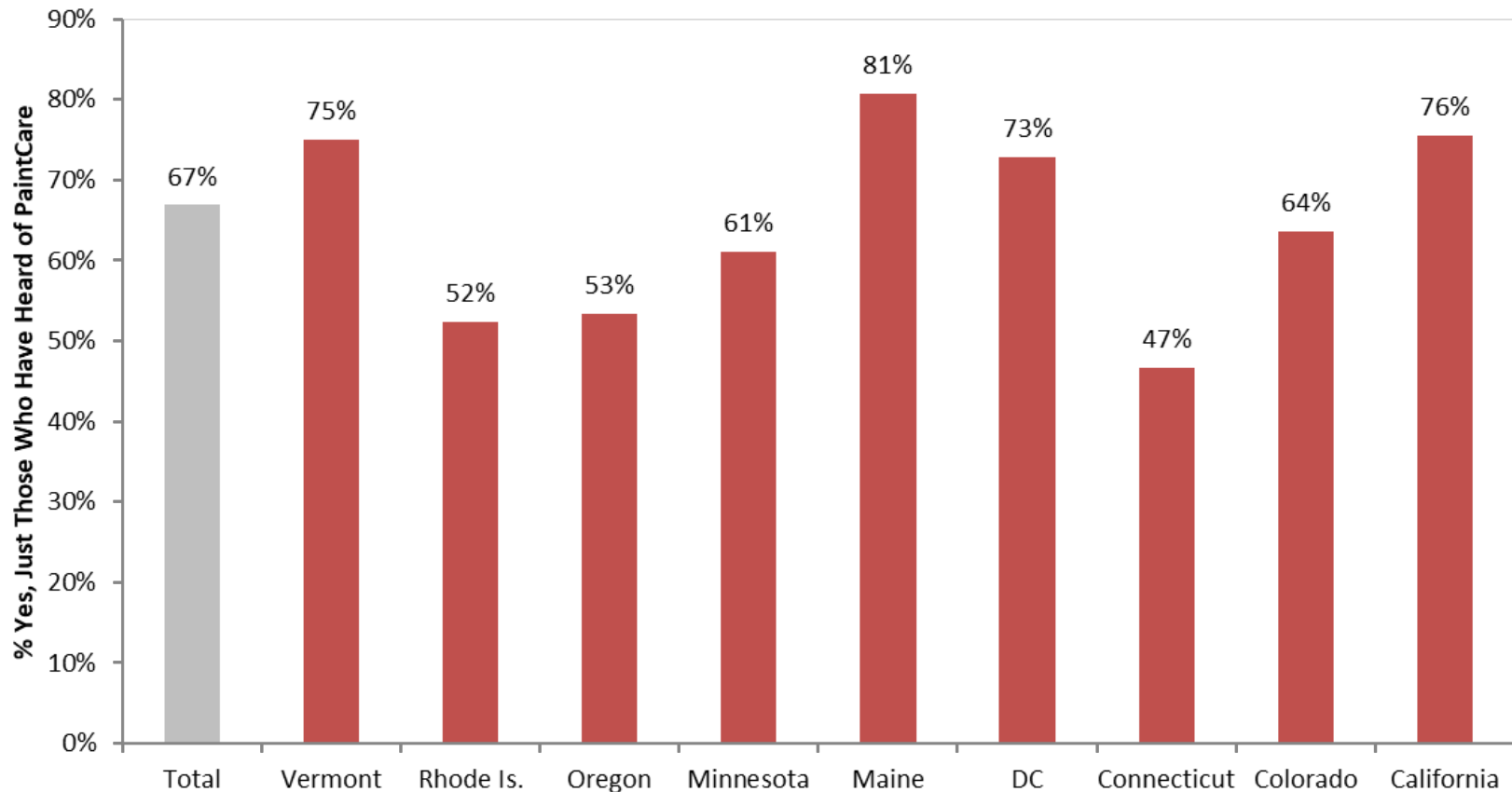


Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660

# 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?***

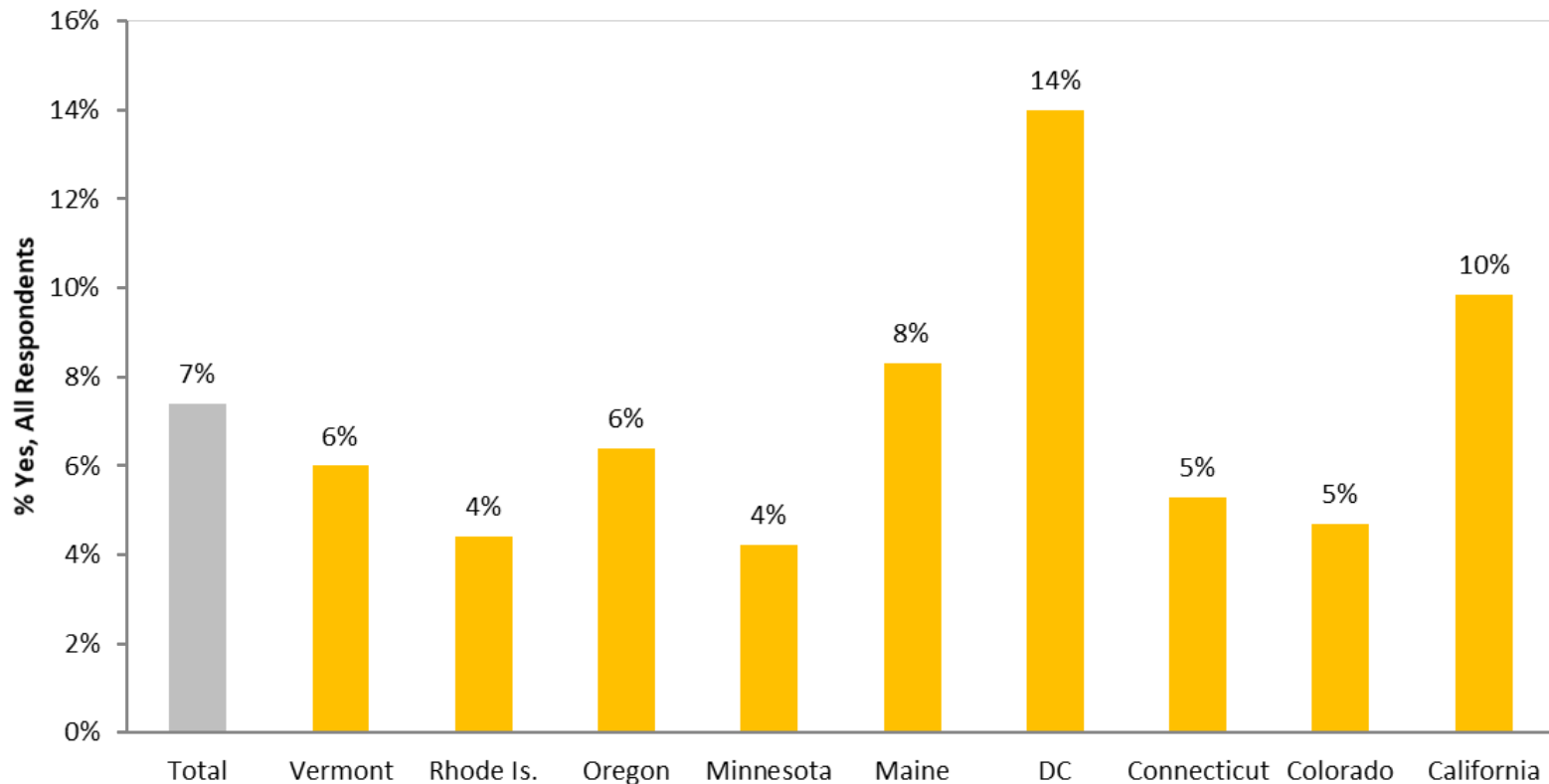


Sample Sizes: Total 293; Vermont 12; Rhode Island 21; Oregon 30; Minnesota 18; Maine 26; DC 48; Connecticut 30; Colorado 22; California 86

# 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)*

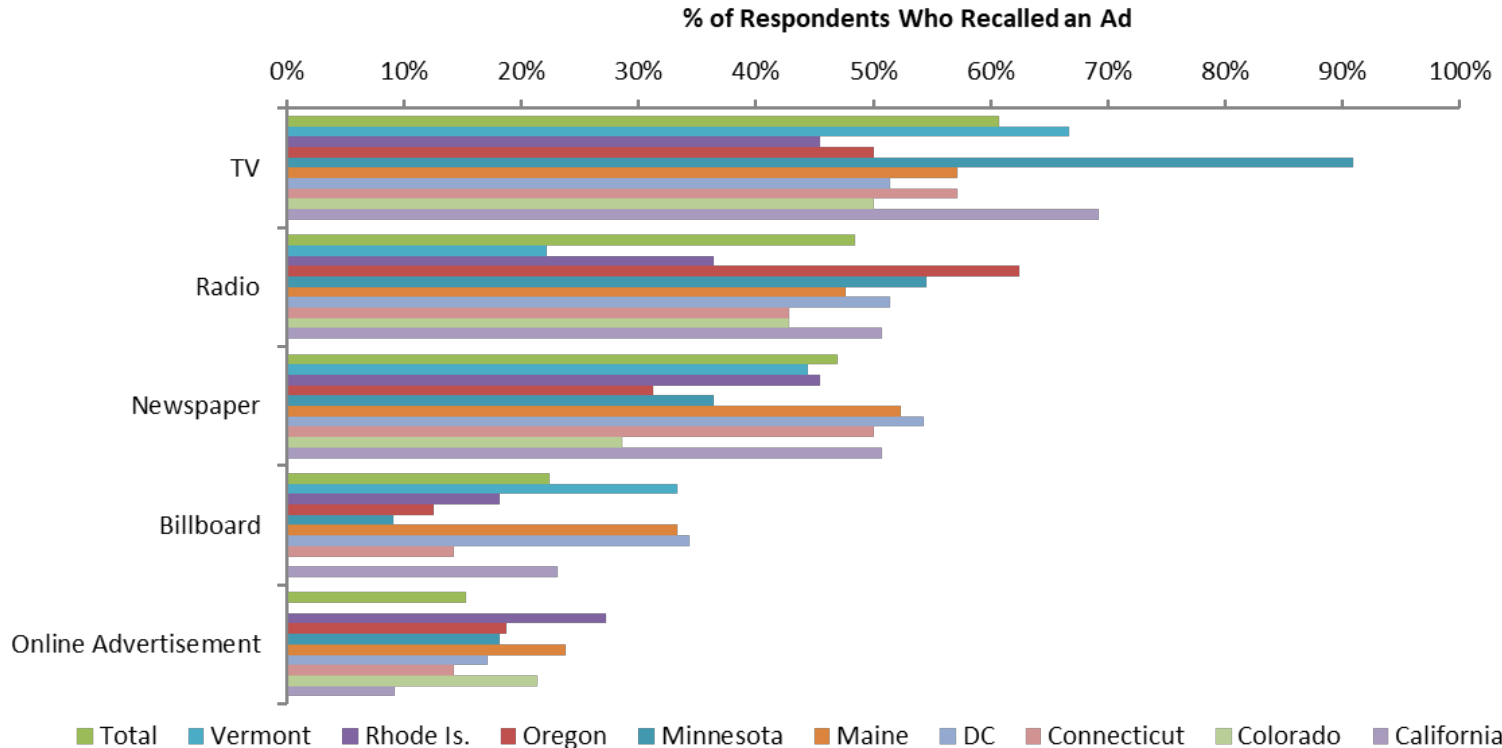


Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660

# 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?



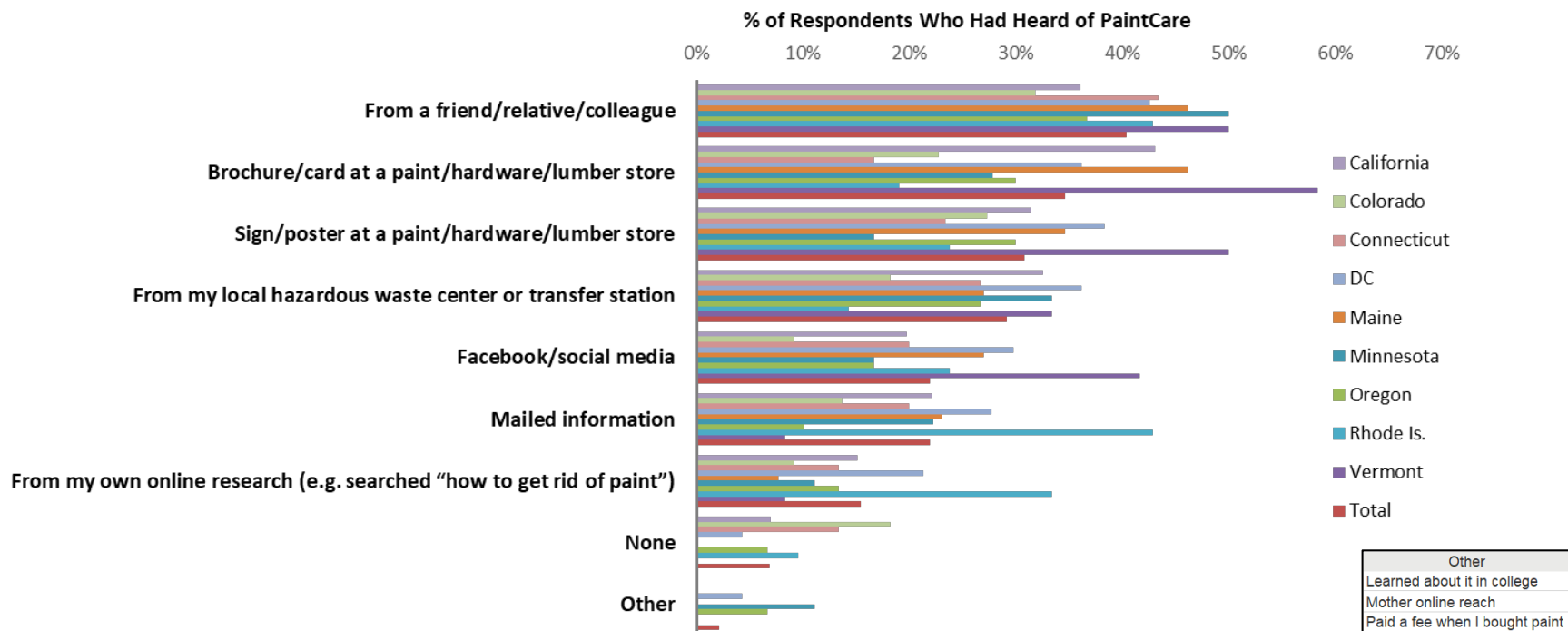
|                      | Total      | Vermont  | Rhode Is. | Oregon    | Minnesota | Maine     | DC        | Connecticut | Colorado  | California |
|----------------------|------------|----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|------------|
| TV                   | 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%         |
| <b>Sample Size</b>   | <b>196</b> | <b>9</b> | <b>11</b> | <b>16</b> | <b>11</b> | <b>21</b> | <b>35</b> | <b>14</b>   | <b>14</b> | <b>65</b>  |



# Recall of Other Marketing Measures

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

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

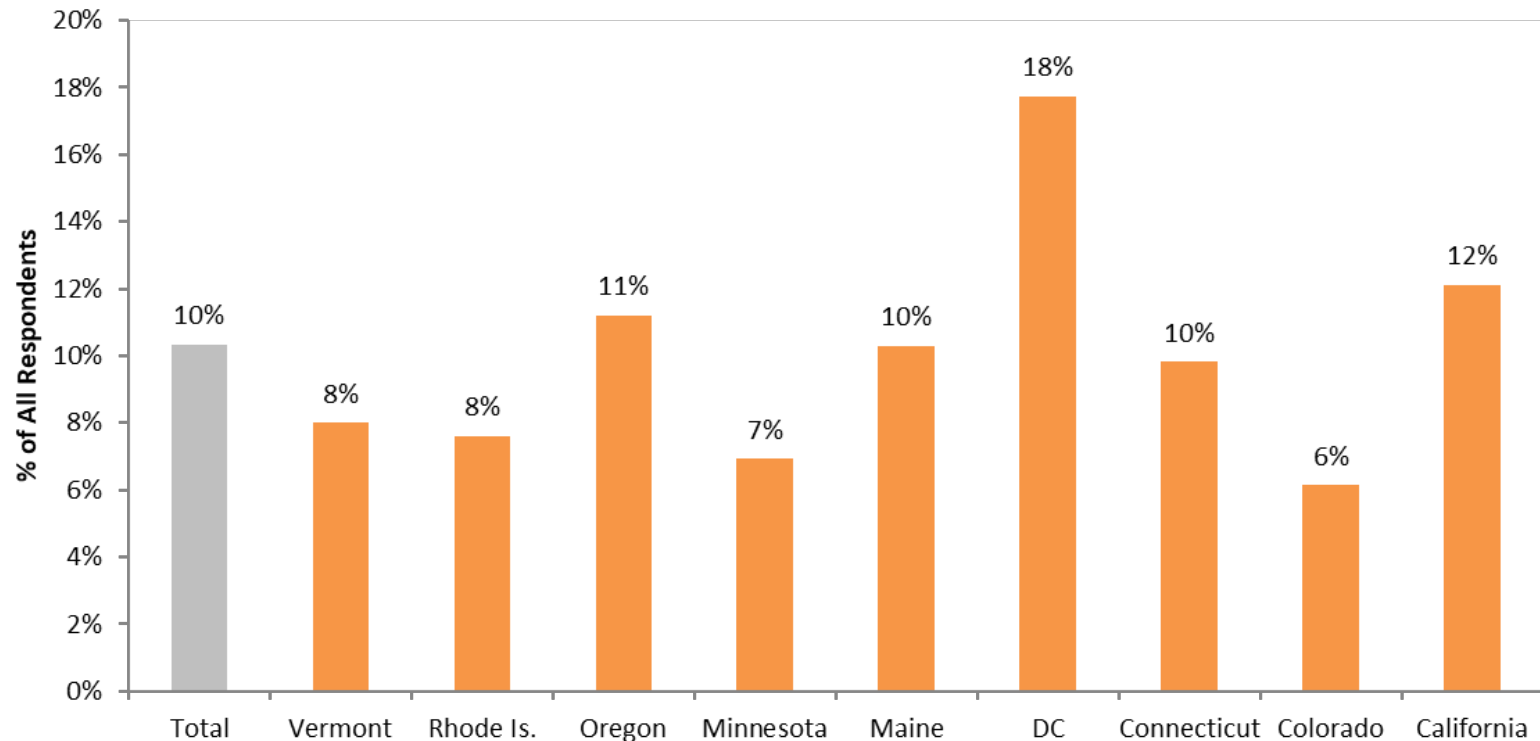


|   | Total      | Vermont   | Rhode Is. | Oregon    | Minnesota | Maine     | DC        | Connecticut | Colorado  | California |
|---|------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|------------|
| From a friend/relative/colleague      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

# Adjusted Marketing Recall for Entire Population

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

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

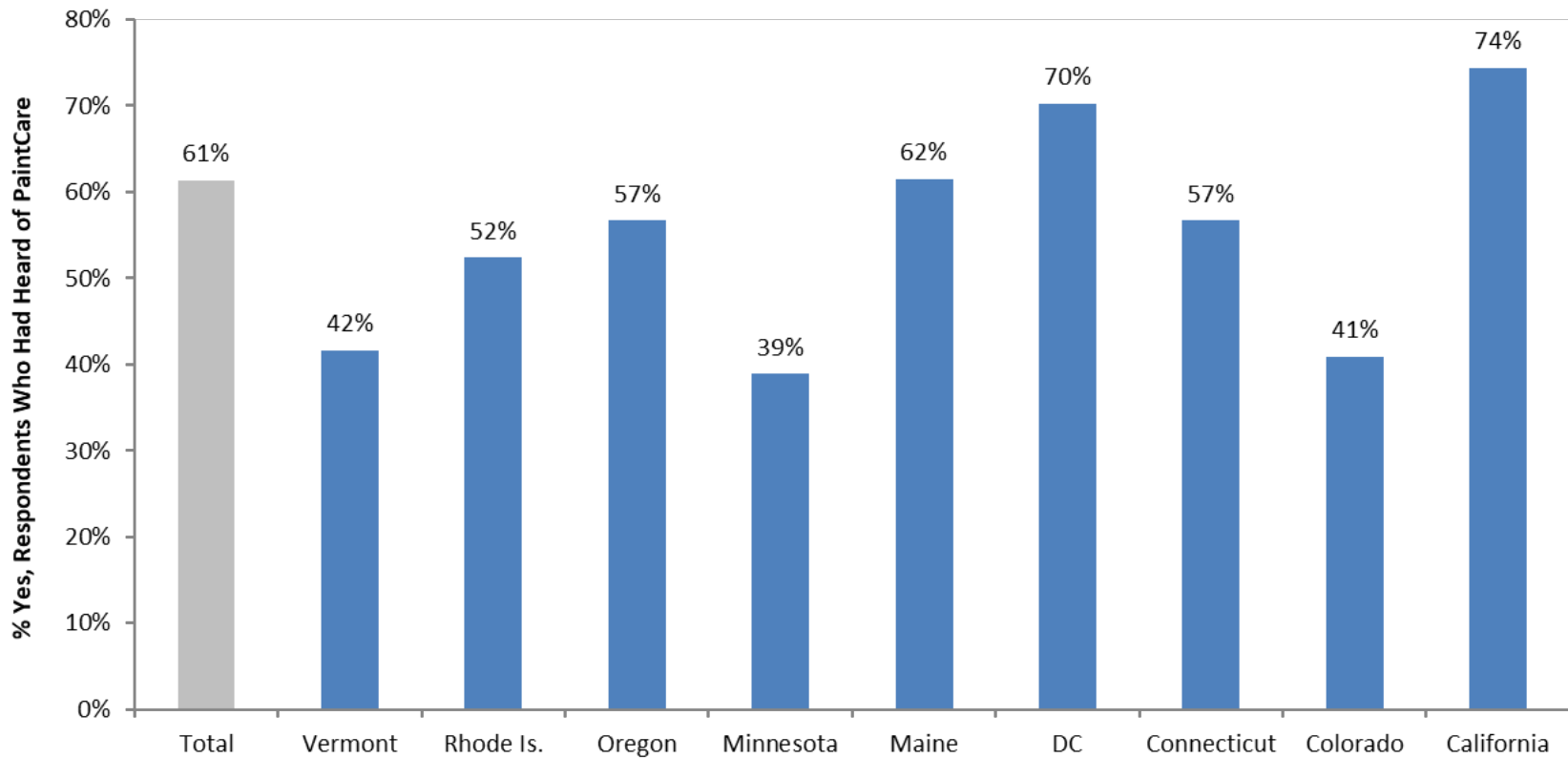


Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660

# PaintCare Event Attendance

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

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

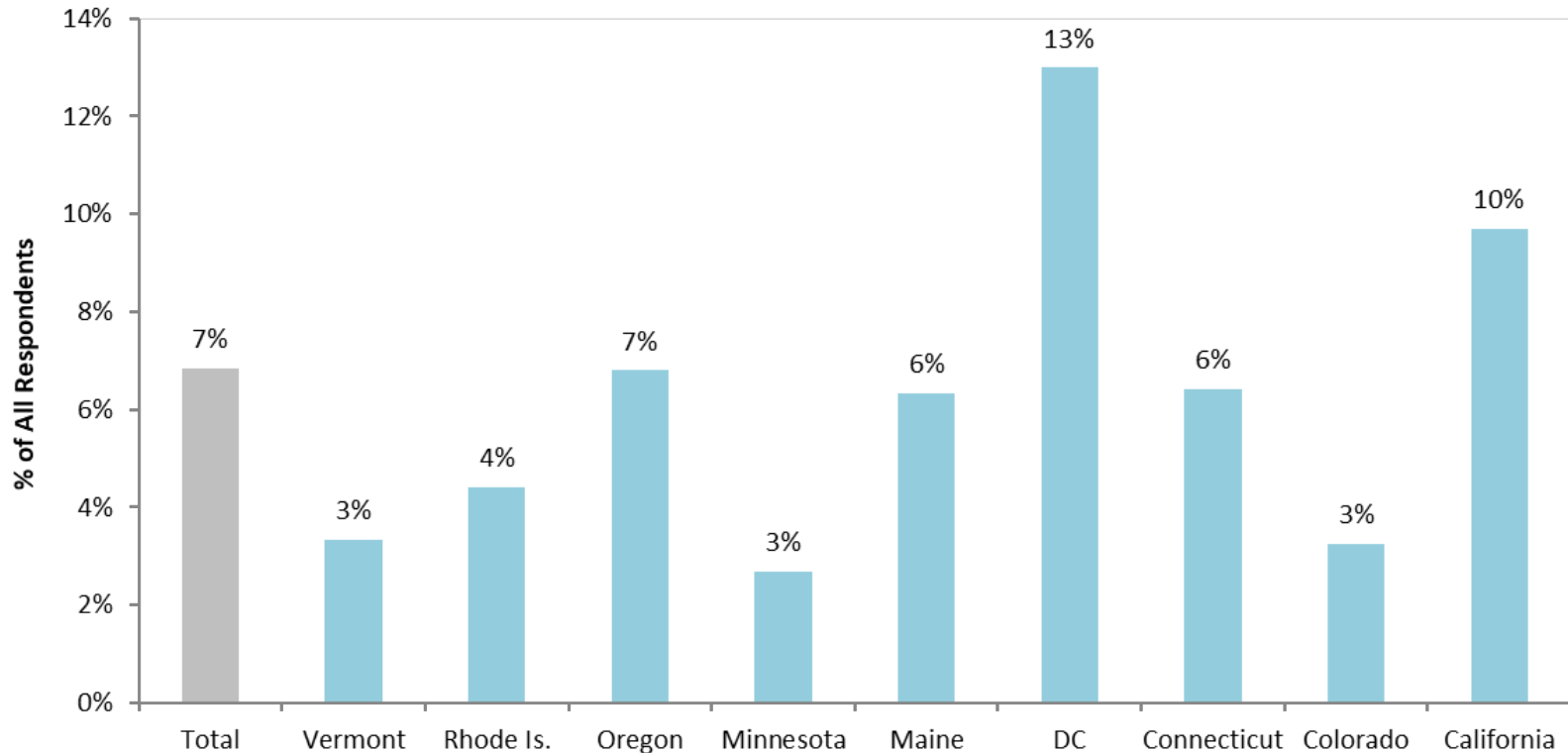


*Sample Sizes: Total 292; Vermont 12; Rhode Island 21; Oregon 30; Minnesota 18; Maine 26; DC 47; Connecticut 30; Colorado 22; California 86*

# Adjusted Event Attendance for Entire Population

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

**Adjusted Event Attendance**  
*(as a percentage of all respondents)*



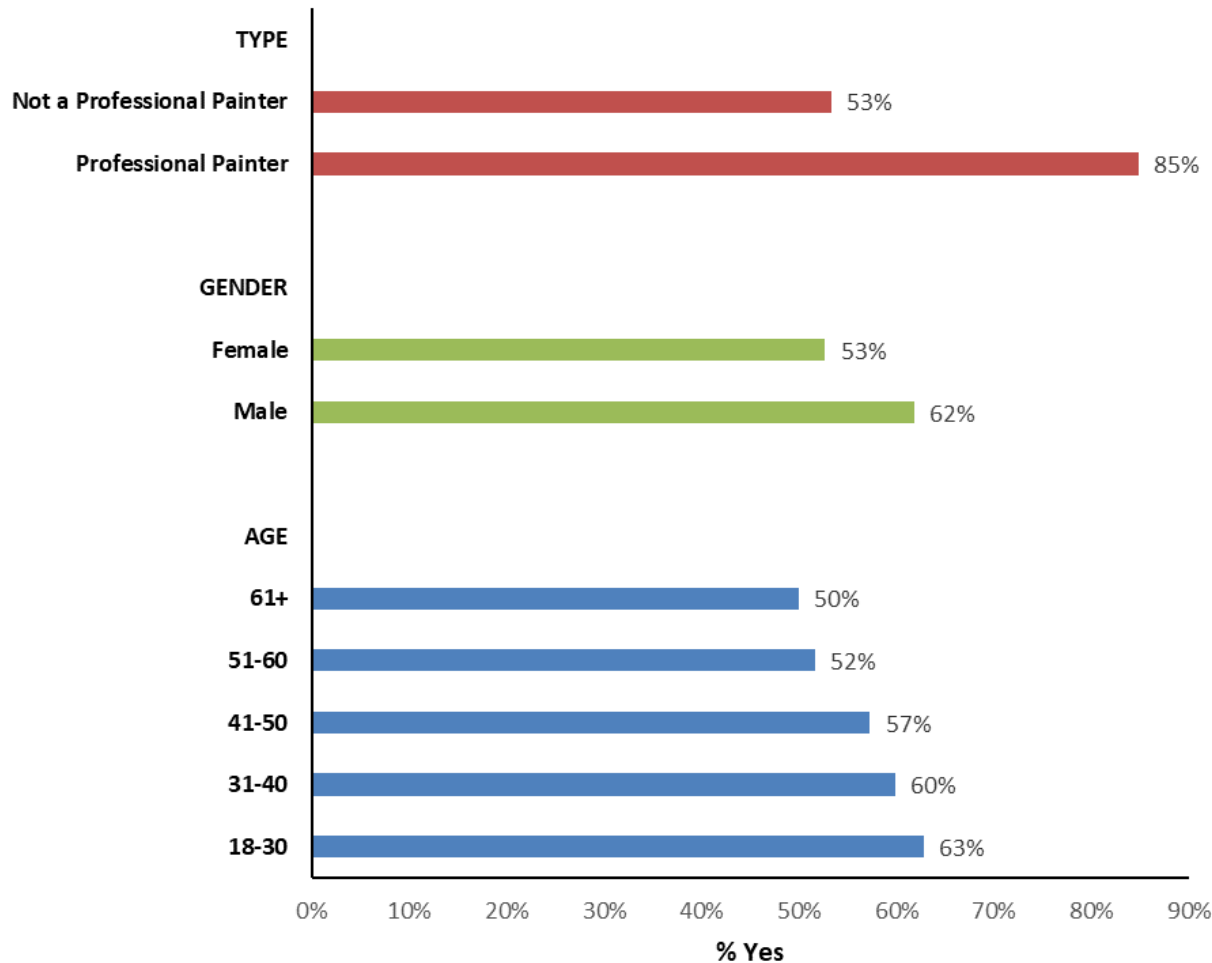
Sample Sizes: Total 2619; Vermont 150; Rhode Island 250; Oregon 250; Minnesota 260; Maine 253; DC 254; Connecticut 265; Colorado 277; California 660



**CROSS-  
TABULATIONS**

# Consumer Behavior Cross Tabulations

## Have you purchased paint in the last year?

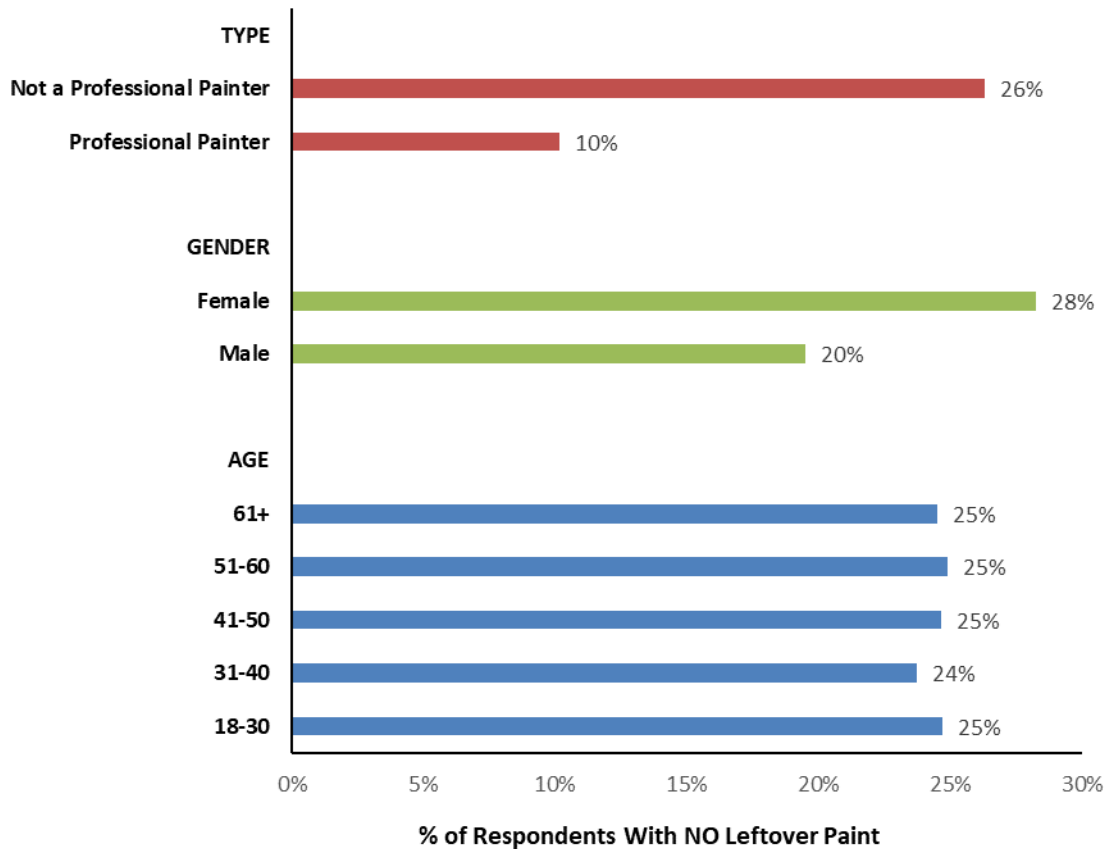


- ❖ As expected, professional painters have more recently purchased paint than non-professionals.
- ❖ Men have purchased slightly more than females in the last year.
- ❖ Incidence of recent paint purchases decreases with age.

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)?*

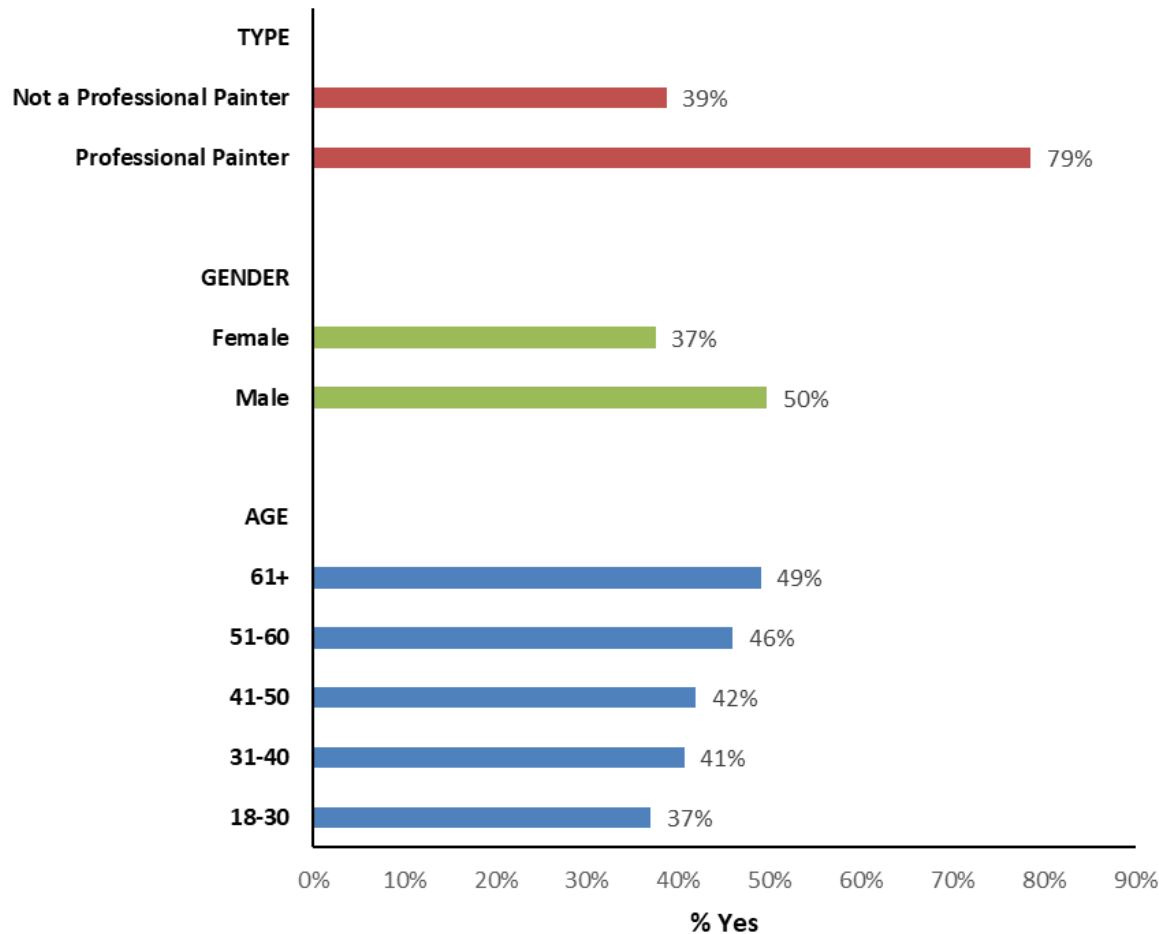


- ❖ As expected, professional painters store more paint than non-professionals.
- ❖ Males store paint more often than women.
- ❖ Age does not play a role in the storage of paint.

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?*



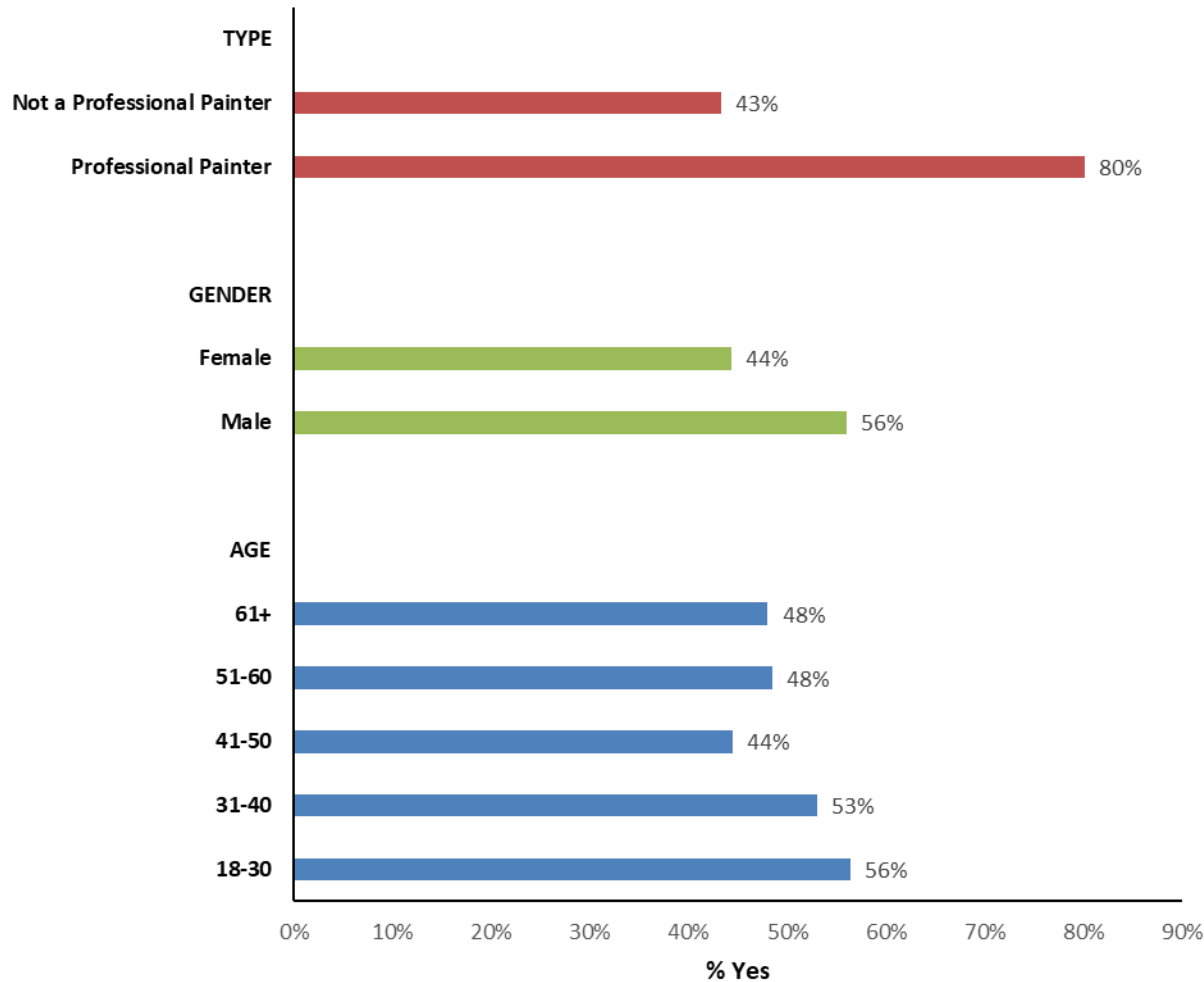
- ❖ Professional painters are about twice as likely to know that paint can be recycled.
- ❖ Men are more likely to know that paint can be recycled than women.
- ❖ Knowledge increases with age.

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?*

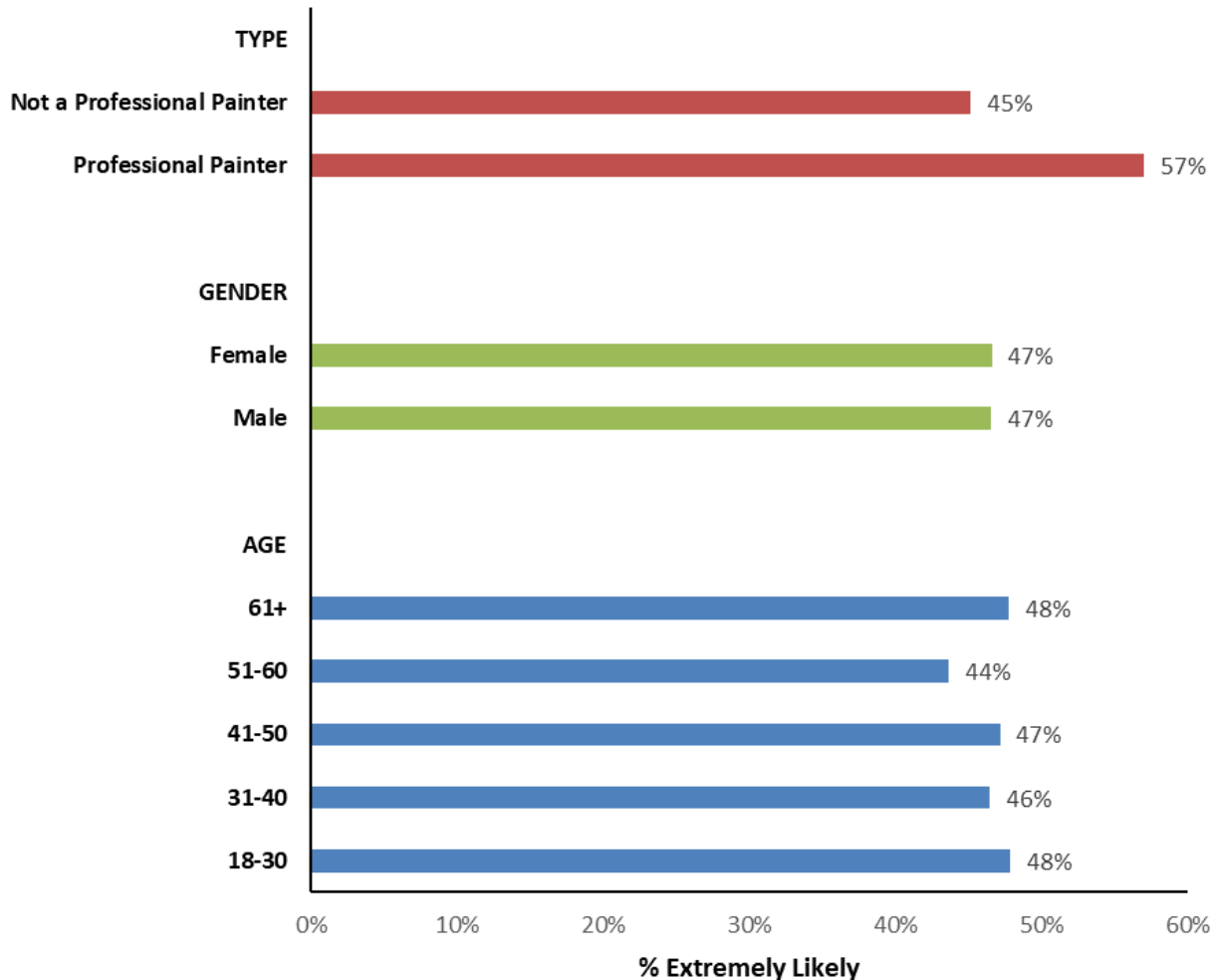


- ❖ Professional painters have recycled paint almost twice as often as non-professionals.
- ❖ Men have recycled paint more than females.
- ❖ Younger respondents said they had recycled paint slightly more often than older respondents.

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.

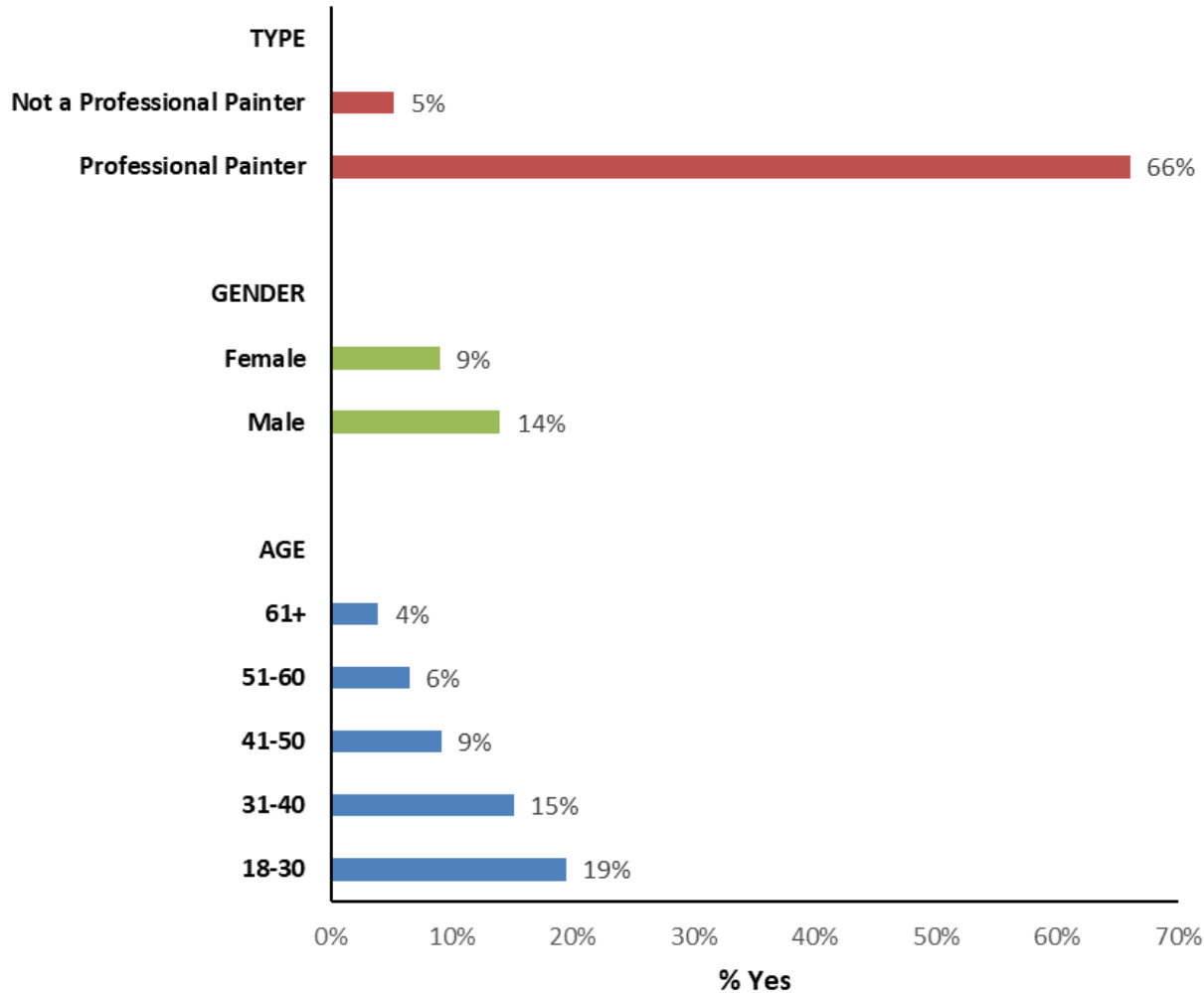
❖ Gender plays no role in likelihood to recycle paint in the future.

❖ 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?

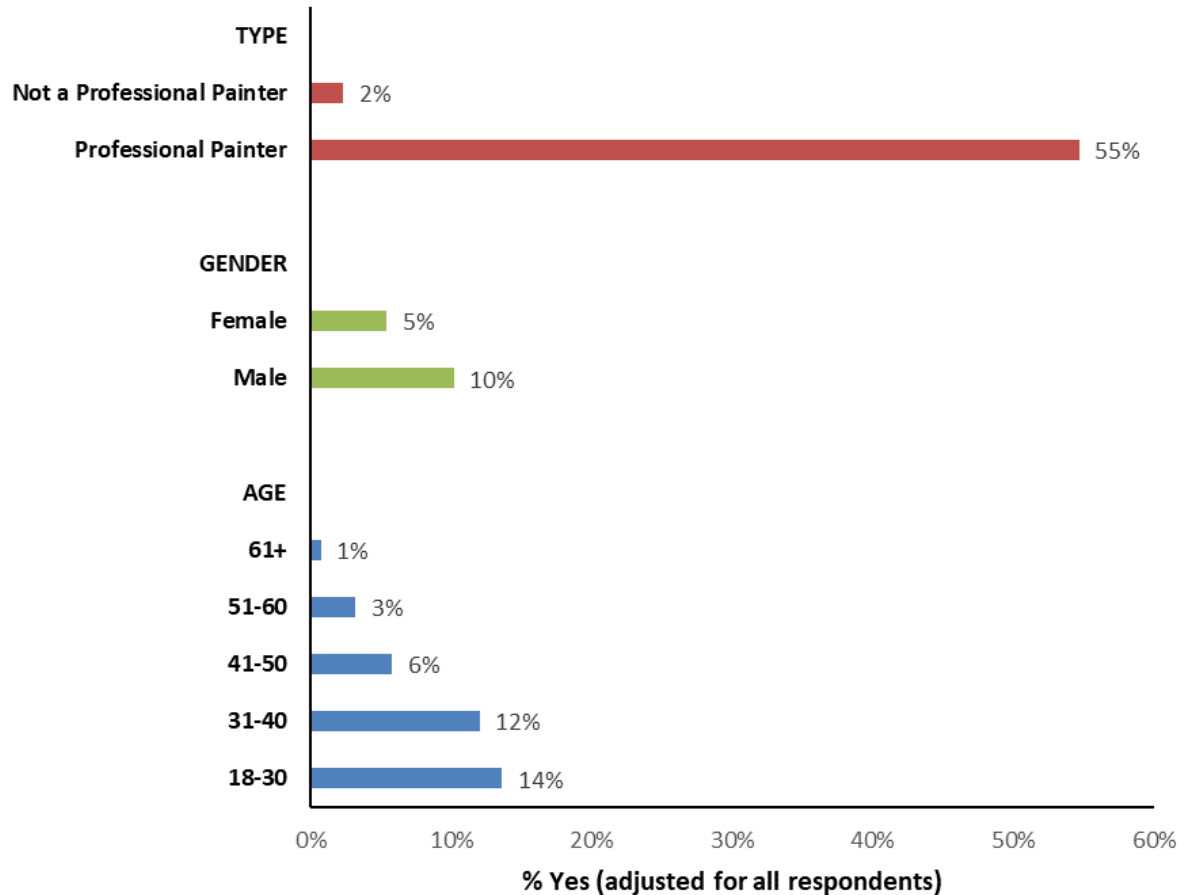


- ❖ As expected, professional painters are more aware of PaintCare than non-professionals.
- ❖ Men are slightly more aware than women.
- ❖ Awareness of PaintCare decreases with age.

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?**

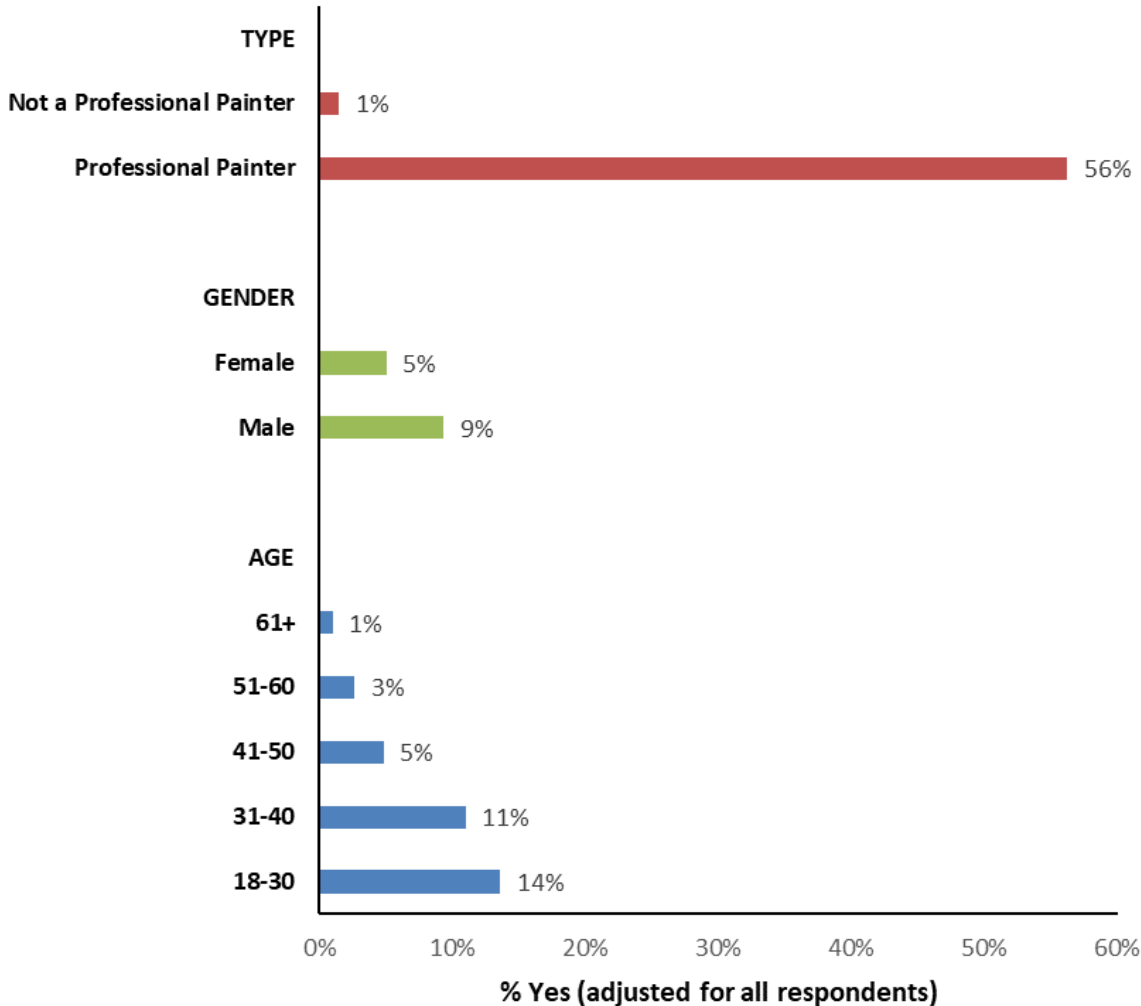


- ❖ Professional painters recall a PaintCare ad 25X more often than non-professionals.
- ❖ Ad recall among men is 2X as high as with women.
- ❖ Ad recall decreases with age.

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

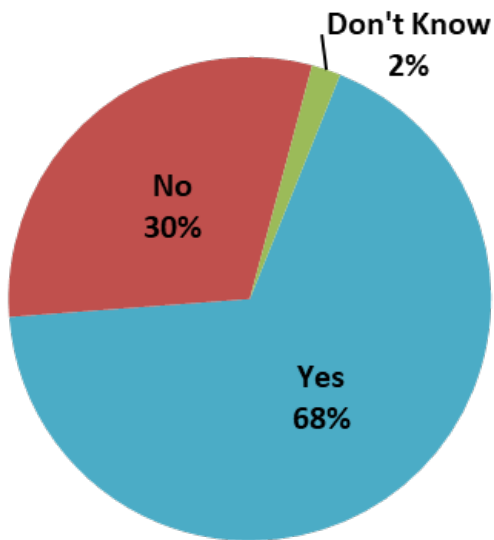


**Maine**

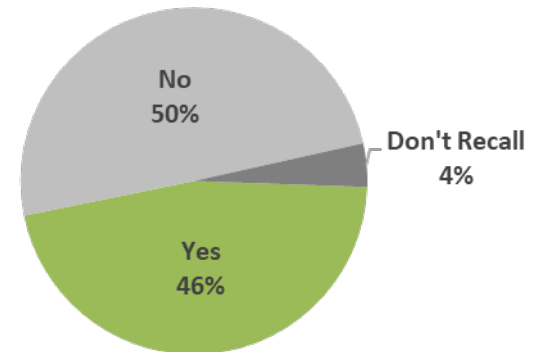
# Maine Highlights

- ❖ 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.

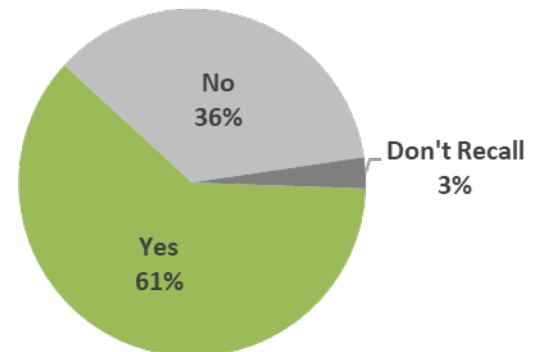
*Have you purchased paint in the last year?*



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



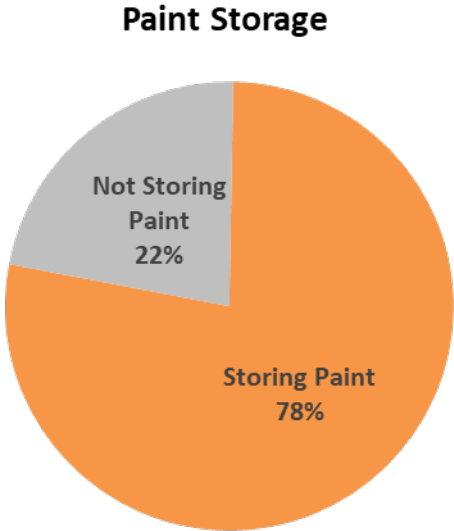
*Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?*



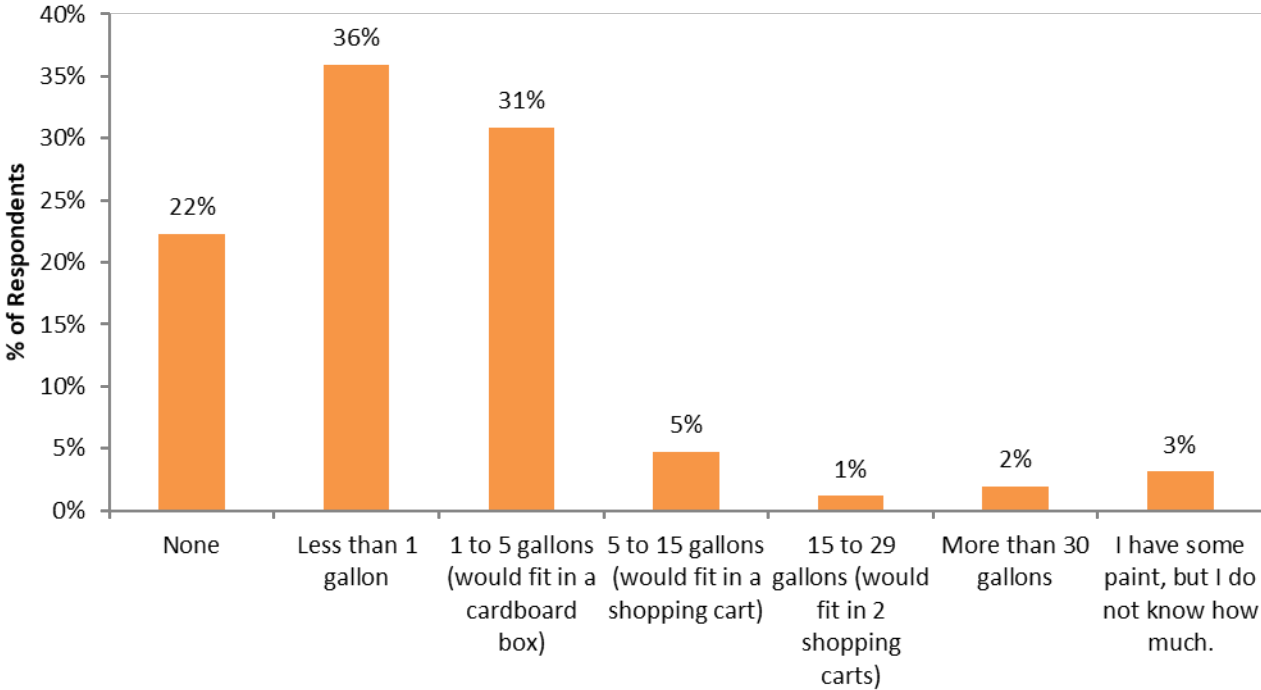


# Maine Highlights

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



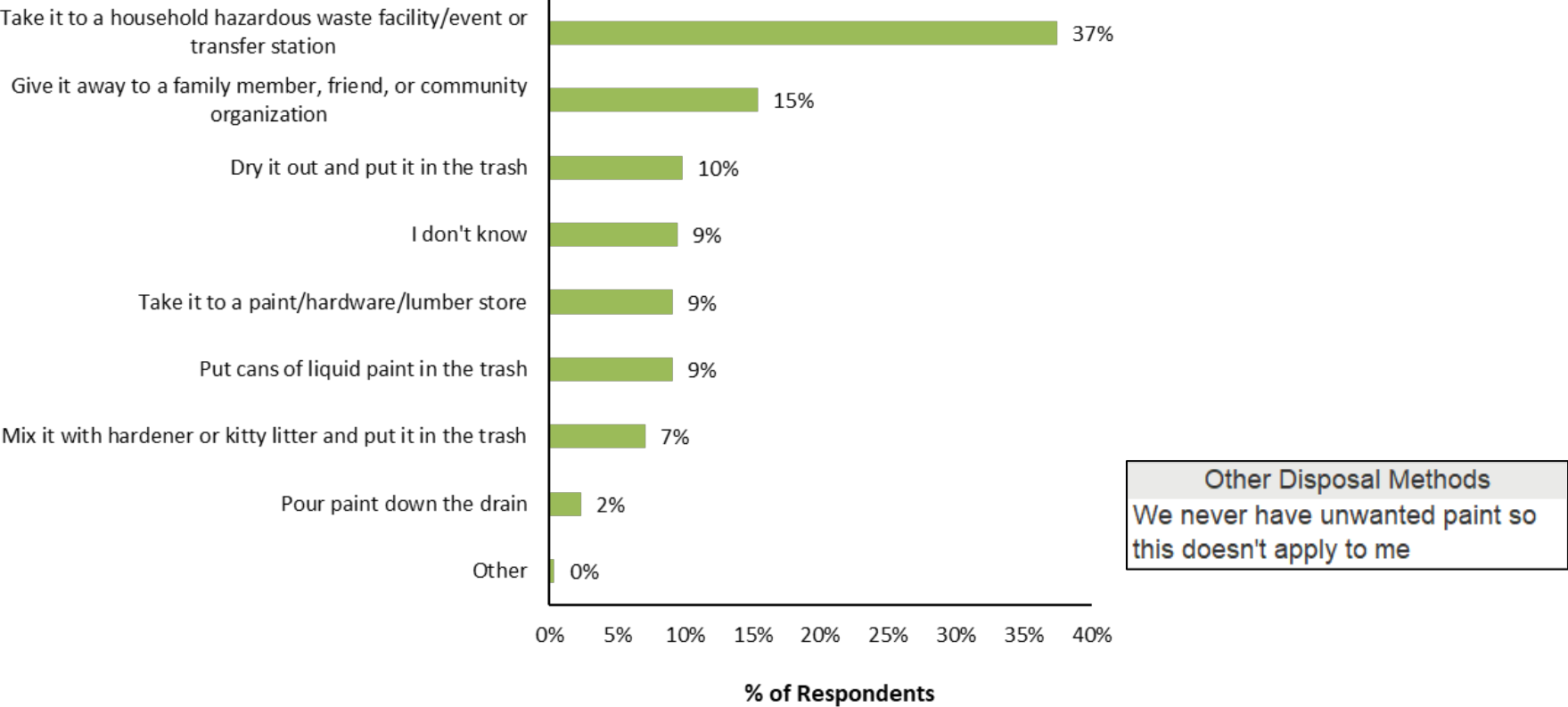
**How much leftover or unwanted paint do you have in your home or business at this time (e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)?**



# 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.

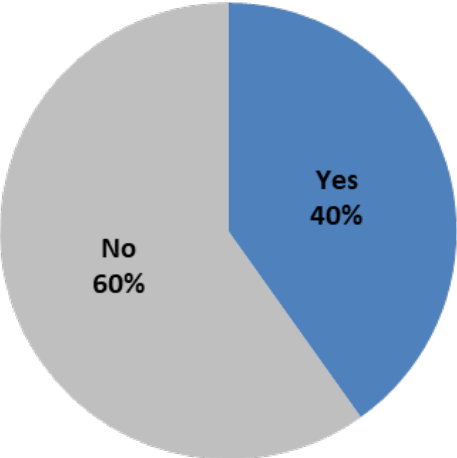
***If you wanted to get rid of unwanted paint in the near future, what would you most likely do with it?***



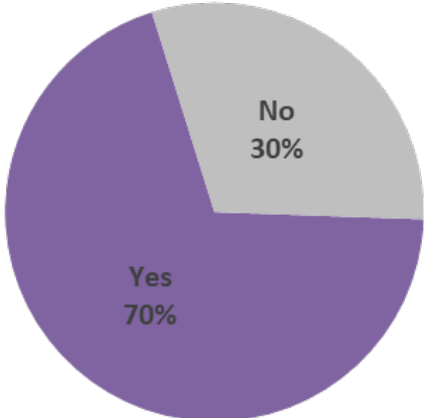
# Maine Highlights

- ❖ 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.

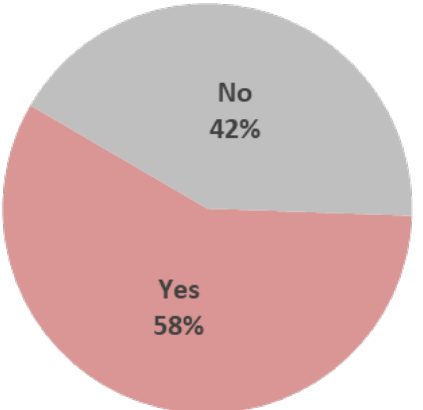
*Prior to this survey, did you know that paint can be recycled?*



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



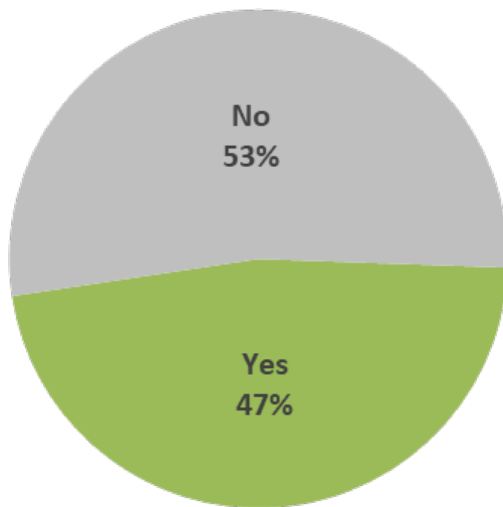
*Are you aware that when you buy paint in your state, there is a small fee added to the price to pay for a program to recycle any leftover paint you have?*



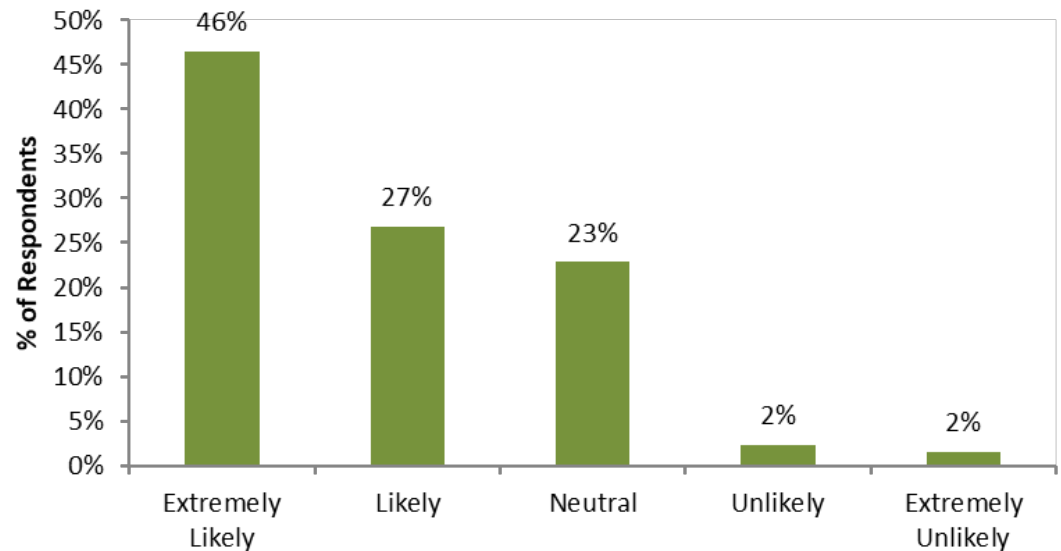
## Maine Highlights

- ❖ 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 crowd 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.   |