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FREE WEBINAR

U.S. PAINT EPR: INSIGHTS FROM A DECADE OF PAINTCARE PROGRAMS



 June 18, 2024  12:00 - 1:30 ET

SPEAKERS:

Jeremy Jones

American Coatings Association

Nadja Karpilow

MARC Solid Waste Management District (MO)

Megan Warfield

Washington State Department of Ecology

MODERATED BY:

Lelande Rehard

Product Stewardship Institute

PRESENTED BY:



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Q&A

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Questions you ask will show up here. Only host and panelists will be able to see all questions.

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Send anonymously

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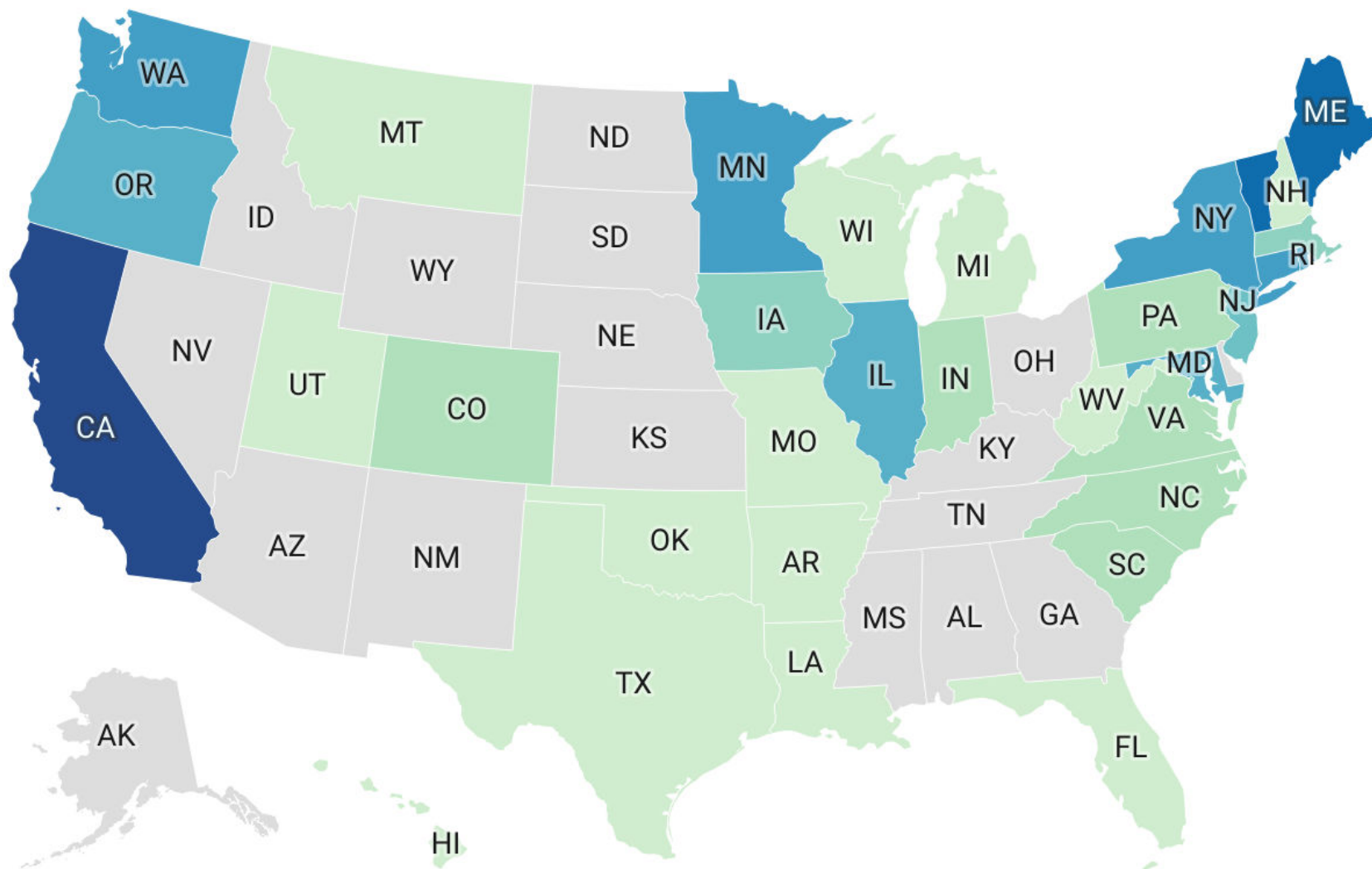
PSI is a policy expert and consulting nonprofit that powers the emerging circular economy.



PRODUCT STEWARDSHIP INSTITUTE

U.S. EPR LAWS 2024

139 laws
19 products
33 states



©Product Stewardship Institute, 2024

Number of State EPR Laws





Jeremy Jones – American Coatings Association



Nadja Karpilow – MARC Solid Waste Management District (Missouri)



Megan Warfield – Washington Department of Ecology



A Paint EPR... Primer

Successes and Lessons From a Decade and Beyond

June 18, 2024 | PSI Webinar



1 | A Brief History of PaintCare



Industry-Led Paint Recycling

PaintCare is the nonprofit organization that plans and operates paint recycling programs in states that pass the paint stewardship law.

- Created by the paint industry
- Subsidiary of the American Coatings Association (ACA)
- Statewide paint recycling programs
- Making paint recycling easy for households and businesses



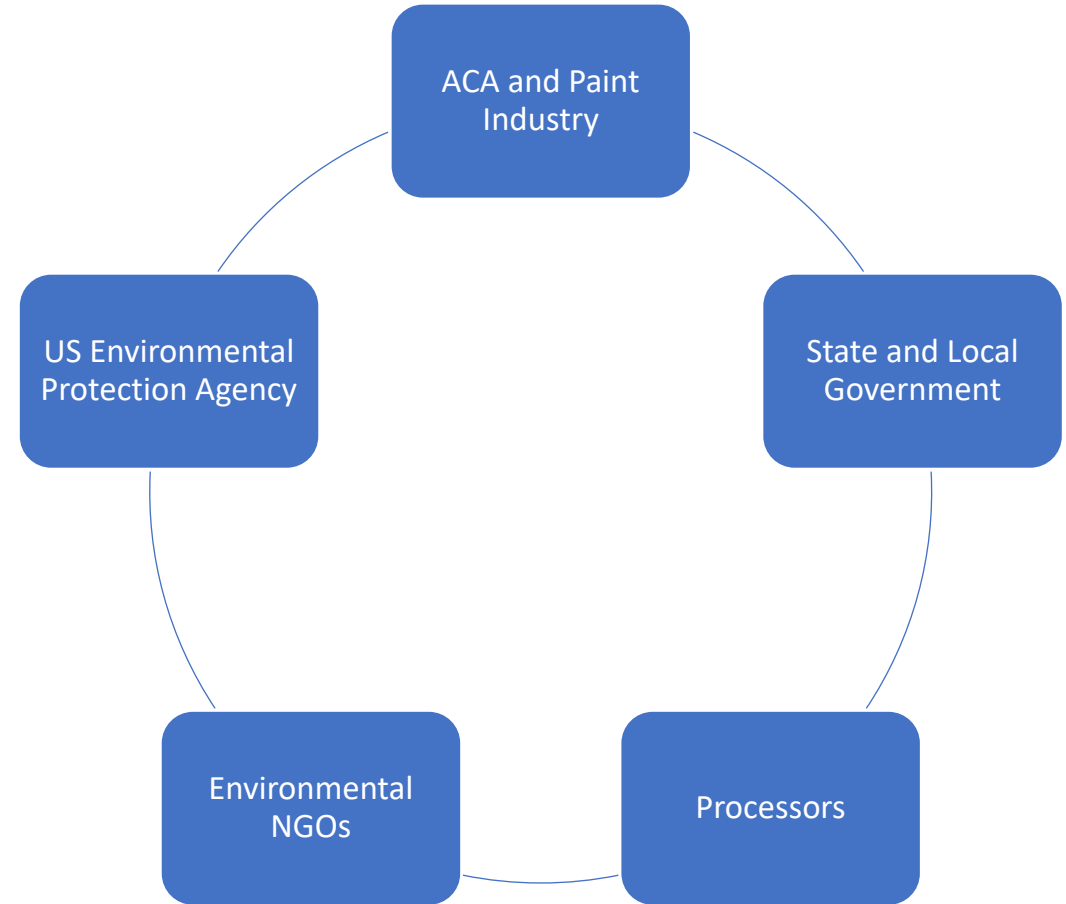


Origins of PaintCare

The Paint Product Stewardship Initiative (PPSI) facilitated by the Product Stewardship Institute shaped what would eventually become PaintCare.

2002 – 2008

- April 2005: MOU #1 8 projects at cost of \$2M public and private funding
- October 2007: MOU #2 elements of draft legislation





Model Legislation Principles

Statewide Legislation

- Consistency within the state and across states
- Level playing field for all stakeholders

Sustainable Financing

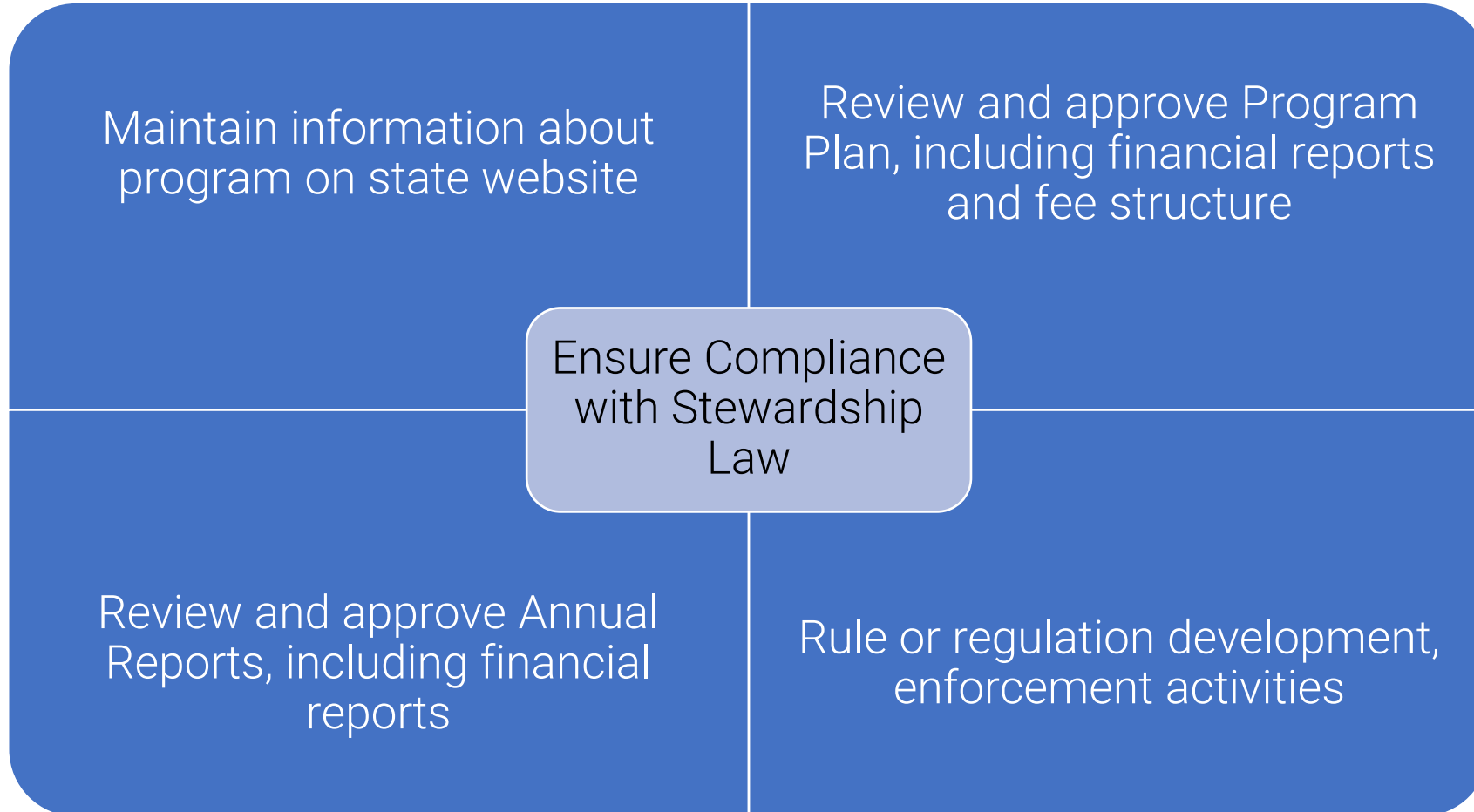
- To ensure sustainability over time

Anti-Trust Protection

- To allow program to establish uniform fee assessment

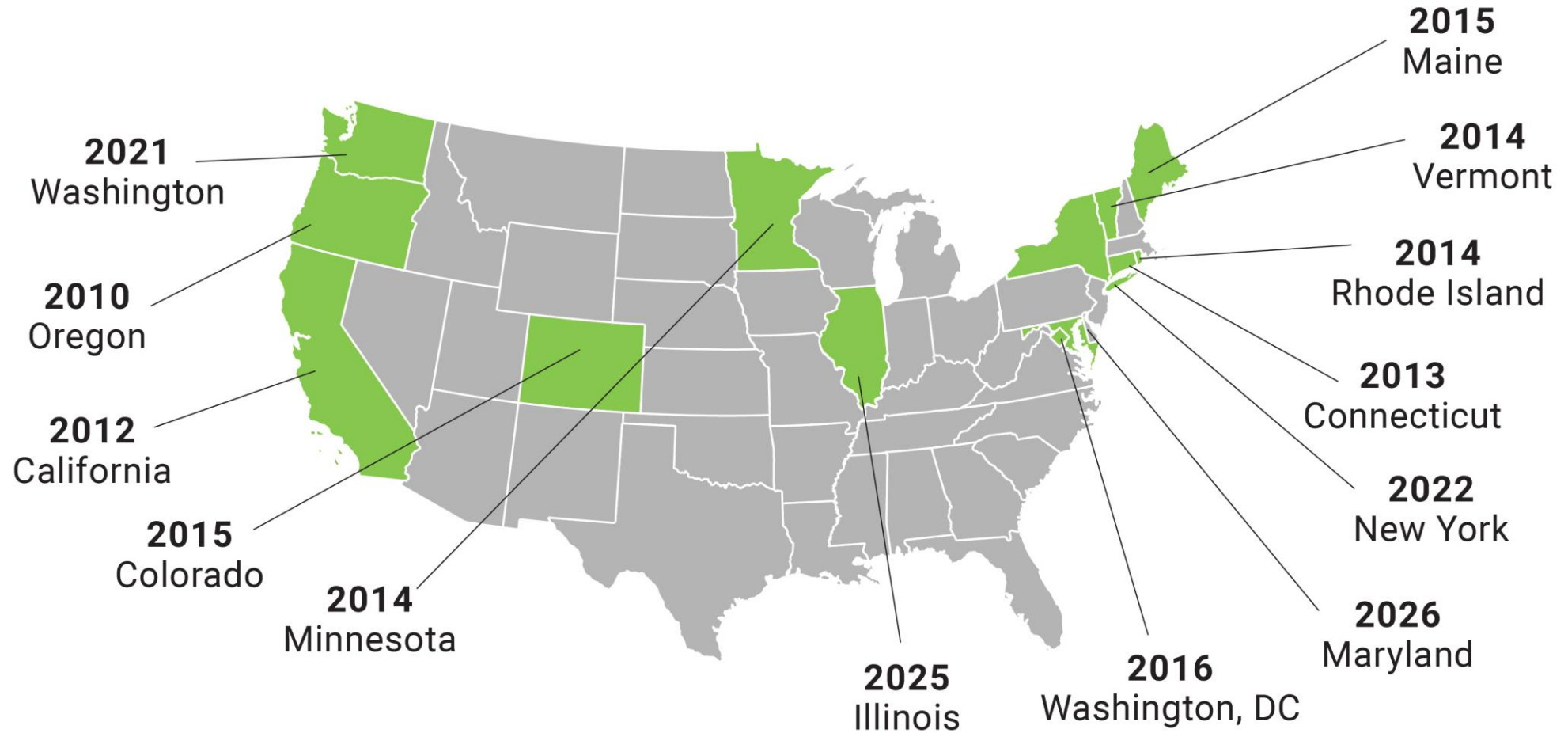


Model Legislation Principles for States



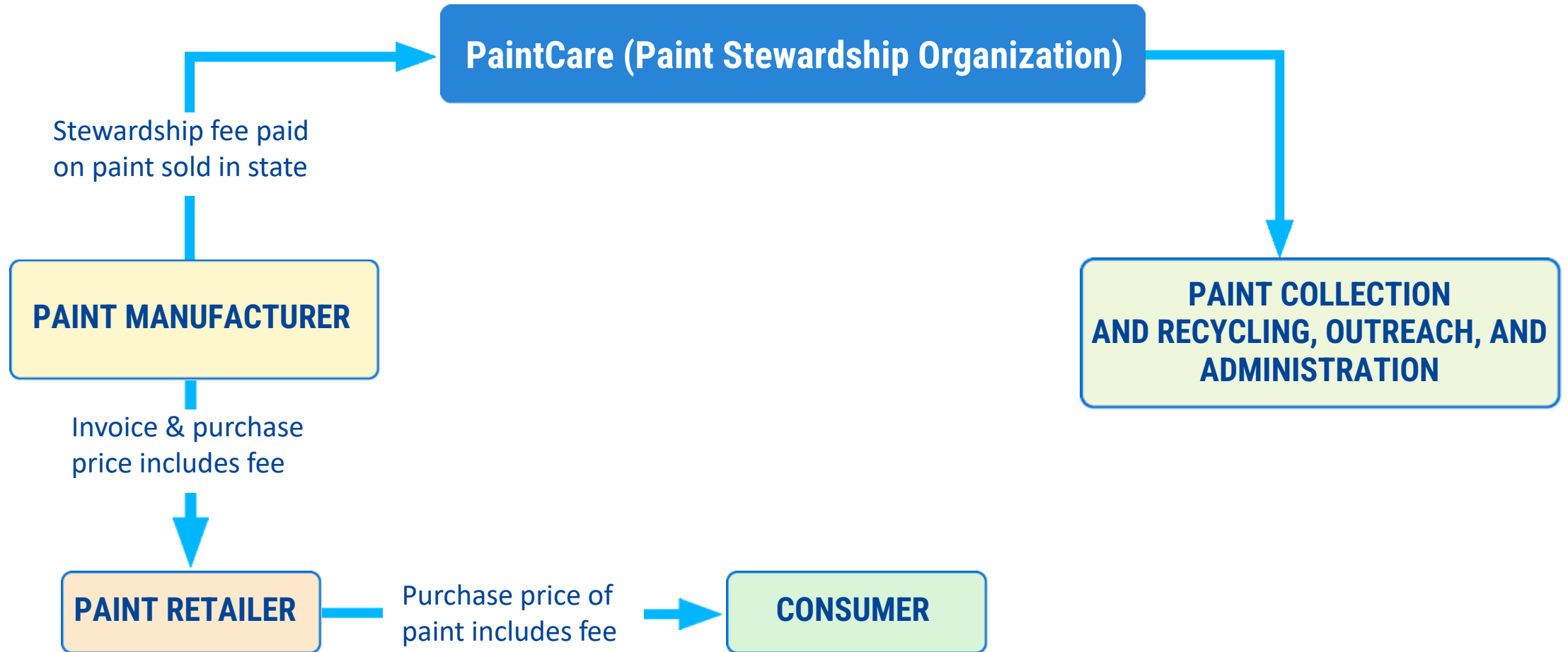


Paint Stewardship in the US





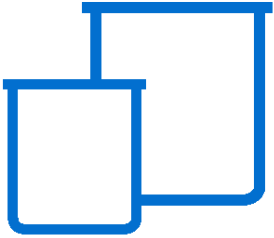
How PaintCare is Funded





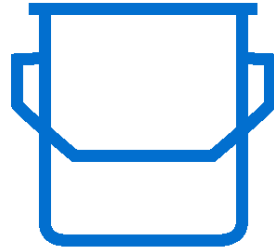
Fee Schedules

\$0.30–\$0.65



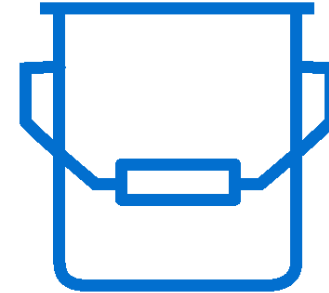
Small containers
e.g., pints & quarts

\$0.65–\$1.35



Mid-sized containers
e.g., 1–2 gallons

\$1.50–\$2.45



Larger sizes up to
5 gallons



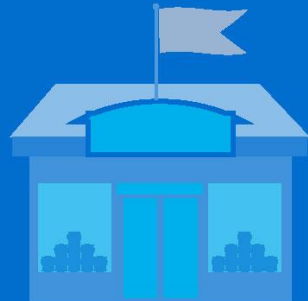


PaintCare 2009–2024

70+ MILLION GALLONS
COLLECTED TO DATE

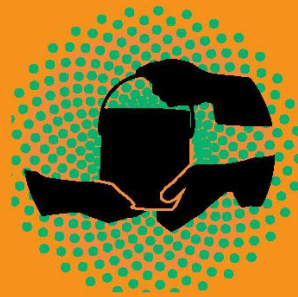
85% latex 15% oil-based

2,424
YEAR-ROUND DROP-OFF SITES



76%

Of total latex paint
collected was recycled
back into paint



356

EVENTS HOSTED

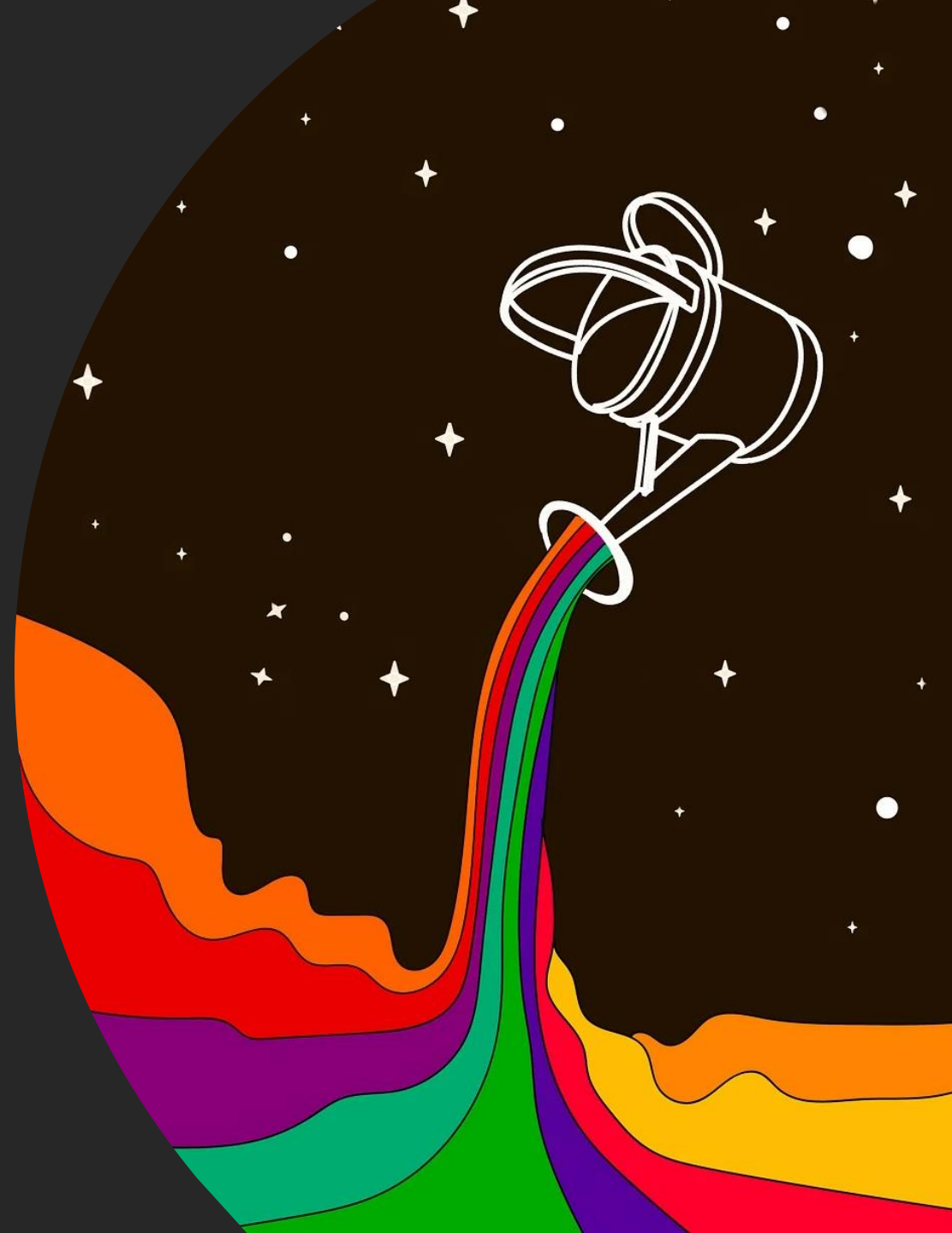
10,213

Large Volume
Pickups



*Advancing
Missouri's Mark
on the
Environment:*

*the journey to achieving
paint stewardship in the
"Show-Me" state*



Bringing Paint Stewardship to Missouri

- 1. Introduction and First Steps*
- 2. Outreach*
- 3. Challenges*
- 4. Legislative Support*



Introduction

- Council formed in 2018
- Planners from Solid Waste Districts
- Group process to prioritize focus materials
- Workgroups formed for:
 - Pharmaceuticals
 - Mattresses
 - Paint



First Steps

- Partnership with Product Stewardship Institute (PSI)
- Communications with American Coatings Association (ACA)
- Connected with Missouri Department of Natural Resources
- Understanding the current landscape in Missouri for paint disposal

Facilities

Mobile collections

Haulers/Contractors

General access

- Data Collection

How much paint is being collected?

How much are Missourians paying to safely dispose paint?

- Outreach Plan
- Legislative Sponsor



Outreach

Audiences
In-Person
Materials
Legislative





Retailer Outreach

Boots on the Ground

Planners went door-to-door to talk with retailers about paint stewardship and PaintCare.

Materials to assist included:

- script for conversation with retailers
- Flier provided by PSI that was tailored for Missouri with contact information
- Sign up sheet for those that were interested in staying in the loop
- Sign up sheet to support the effort

Trip 1

1. ZEKES 6300 N Chatam Road
129 to 64th Street. Go left and then left on N Chatam Road

Jeff's True Value Hardware

Authorized Dealer of
Jeff George, Owner
Open 7 days a week
ECHO
U-HAUL
2300 Kanasky Avenue
PO Box 228
Platte City, MO 64079
Email: jgeorge@tva.com
Phone: (816) 858-2414
Fax: (816) 858-4562

ky, Platte City 9-6
gr. Says owner has
seemed interested, but
collection spot.
Left business sheets and card

e-mail sent
10-11-19

SPECTRUM PAINT
222 NW Oakham Parkway
Lee's Summit, MO 64081
Circle 816-347-6960
Call 816-817-9674
nick.ottens@spectrumpaint.com
Nick Ottens
Regional Operations Manager
Benjamin Moore
Spec-Pac
Arling

on Barry Road
of her hands - doesn't
But gave me card
mgr - Nick Ottens.

e-mail 10-11-19

PPG
Toby Hedden
Store Manager
Architectural Coatings
6509 NW Barry Rd.
Kansas City, MO 64154
T: 816-436-6666
F: 816-436-4883
E: pahedden@ppg.com

PPG
the mall on the right.
at
ager on Tuesday
both fact sheets

e-mail 10-11-19

What We Learned

- Bring business cards
- Collect business cards
- Talk about "leftover paint"
- Expect retailers to refer to office headquarters
- Be organized, take notes

Local Government Outreach

We tabled at the Missouri Municipal League conference for three consecutive years.

By the third year we had become a familiar face.

Engagement Tactic:

Have a state map with counties handy and know the level of paint disposal service for each area.

Ask visitors:

1. Do you know how to get rid of your leftover paint?
2. Where do you live? (Have them show you on the map)





What We Learned

- Collect business cards
- Keep "score" on the back
- Make it personal
- Most people we talked with are in support
- Follow up with updates via email
- Return as often as possible to conference

Materials

The Product Stewardship Institute and PaintCare websites have resources you can access.

- Retail Information
- Various fliers
- Business Pickup Program
- State Program Plans
- Studies
- Legislation

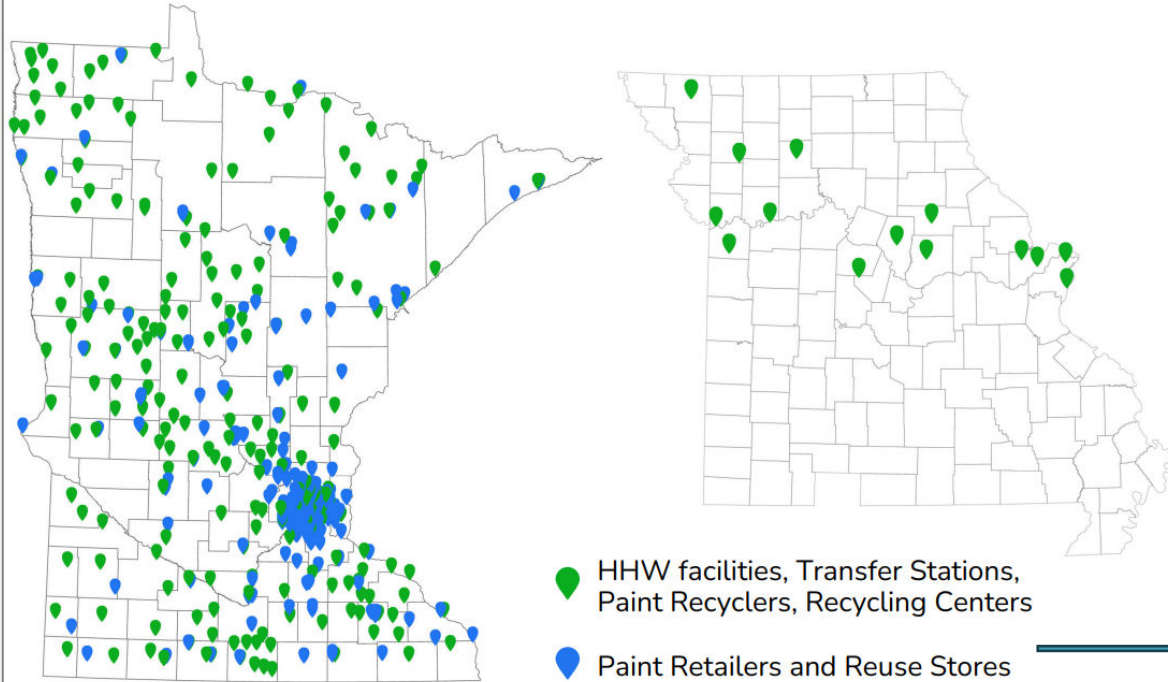
Become Educated!



Missouri Specific Materials


Paint Collection Sites in Minnesota vs. Missouri

The Missouri map shows collection sites in the state that accept both latex and oil-based paints. As a state with PaintCare, all collection sites in Minnesota accept both latex and oil-based paints.



BRINGING PAINT STEWARDSHIP TO MISSOURI

Save money & create jobs through an industry-sponsored paint recycling program.



It is estimated that **1.3 million gallons of paint** go unused each year in Missouri. That's enough to paint 52,000 two-story houses. The price of managing leftover consumer paint is staggering too, reaching upwards of \$8 per liquid gallon. (Source: Massachusetts Municipal Paint Survey, PSI, 2014).

How can Missouri save money on leftover paint management?

By passing paint stewardship legislation, Missouri could gain financial benefits of **more than \$12 million annually** on the collection and management of leftover paint. Leftover paint is one of the biggest contributors to household hazardous waste (HHW) collection programs and is a financial burden on shrinking municipal budgets.

The paint stewardship solution

Missouri has the opportunity to enact paint stewardship legislation that puts the responsibility for end-of-life management of leftover paint on the paint industry. In this program, consumers return leftover paint to convenient drop-off locations where it is then transported to processors who recycle as much as possible. Most leftover paint is diverted from landfills. This program is the result of a national, multi-stakeholder agreement facilitated by the Product Stewardship Institute (PSI).

Opportunity across the state

Access to paint disposal in Missouri is limited. This map shows just how few programs exist state-wide. PaintCare would significantly increase access and provide residents and businesses the opportunity to properly manage their paint.

Benefits of paint stewardship in Missouri

- ✓ Reduced cost: local governments will save money on paint management
- ✓ More Collection Opportunities: PaintCare will work with paint retailers, who can volunteer to be collection sites in addition to municipal HHW collection sites.
- ✓ More Jobs: In-state jobs will be created in the paint recycling, waste management, and transportation industries.
- ✓ Less disposal, more reuse and recycling: more paint will be diverted from disposal facilities and recycled, which reduces waste.

Major Stakeholder Roles and Responsibilities

Paint Manufacturers

- Create a "stewardship organization" to set up and run a convenient, statewide system for the collection of post-consumer paint.
- Submit a plan to the state for approval, and then provide annual reports on the program's performance.
- Fund the program through sales of new paint

State & Local Government

- The state will review and, as appropriate, approve the stewardship organization's plan and reports, and will provide an up-to-date webpage with a list of compliant manufacturers and the brands of paint they sell.
- The existing local government HHW collection infrastructure will be invited to participate in the stewardship program.

Retailers

- Retailers would ensure that any paint sold is participating in a state-approved product stewardship program. A list of approved manufacturers and products will be available on the state's website.

Painting Contractors

- Greater opportunities to manage leftover paint at less cost.
- Opportunities to offer more sustainable paint management options to their customers by recycling paint at no extra cost.

Consumers

- Provide information to consumers purchasing paint about the paint stewardship program, including instructions about where to take their leftover paint.
- Volunteer to become a collection site.

Paint Stewardship Saves Money

Paint is the most expensive product for local household hazardous waste programs to manage, costing governments and taxpayers across the country millions of dollars.

In a 2020 survey of urban and rural Missouri counties*, it cost over \$400,000 to manage 113,381 gallons of used latex and oil-based paint.

This represents only a fraction of the **1.3 million gallons** of leftover paint accumulated in Missouri each year.

Missouri communities would financially benefit from a paint stewardship program in the following ways:


- Communities that offer paint recycling services enjoy direct cost savings when product manufacturers take on the costs that local programs are currently paying.
- Communities without paint recycling services enjoy no-cost expanded service—convenient paint recycling without additional costs.

*Cass, Christian, Clay, Crawford, Dallas, Dent, Gasconade, Greene, Jackson, Jefferson, Johnson, Lafayette, Marion, Pettis, Phelps, Platte, Polk, Pulaski, Ray, Saline, St. Louis, Washington, Webster

Contact Information

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 www.marc.org

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 Chief Executive Officer
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 scott@productstewardship.us
 www.productstewardship.us



Map illustrates level of services state-wide

Maps compare services: MO & MN

Two page ad in statewide magazine "Missouri Life"



PAINT RECYCLING FOR ALL

Missouri Initiative Seeks Increased Access for Managing Leftover and Unused Paint

Across Missouri, access to paint disposal services is limited. Outside of metropolitan areas, you might have to drive for hours to find a facility that accepts leftover paint for proper disposal. Read on to discover how a paint stewardship program could place paint disposal options within a 15-minute drive.

DID YOU KNOW?

In Missouri, 1.3 million cans of paint go unused each year. These unused cans could stretch the 133 mile distance from the capitol steps in Jefferson City to the St. Louis Arch.



ASK AN EXPERT:

Inside the Proposed Paint Stewardship Program for Missouri

The Missouri Product Stewardship Council is proposing a paint stewardship program for Missouri. What is the value of this program for you and other Missourians? Nadja Karpilow, an environmental planner for 24 years with the Mid-America Regional Council Solid Waste Management District, explains.

What's the problem with leftover paint?

It is estimated that 1.3 million gallons of paint go unused each year in Missouri. That's enough to paint 52,000 two-story houses. The price of managing leftover consumer paint is staggering too, reaching upward of about \$5 per gallon.

If not properly managed, leftover paint can enter storm drains and municipal sewer systems. Storm drains carry untreated pollutants directly into local streams and rivers, harming aquatic plants, animals, and fish.

If paint disposal options are not available or convenient, some people resort to storing it in their homes, throwing it away in the trash, or worse, illegally dumping it.

Leftover paint is one of the biggest contributors to household hazardous waste (HHW) collection programs and places a financial burden on municipal budgets. Some HHW programs spend over 50% of their budget on paint management alone.

All HHW programs only accept paint from residences, as required by law. A paint stewardship program would expand services so that businesses and organizations, such as schools, governments, painting contractors, and nonprofits, could drop off leftover paint.

PAINT COLLECTION SITES

Minnesota vs. Missouri

The map of Missouri (right) shows the 14 collection sites in the state that accept both latex and oil based paints. Minnesota (left), as a state with a paint stewardship program run by PaintCare, has over 250 collection sites that accept both latex and oil based paints.



What happens to the leftover paint that is collected through the program?

Paint is managed according to a policy of highest, best use. This means that some of the better-quality paint is made available to consumers through reuse programs and most of the paint is recycled.

Most of the paint is sent to processors and used to manufacture recycled-content paint products. Some latex paint is used for concrete mixtures, landscaping materials or as a component of landfill management. Oil-based paint is mostly used as fuel.

If a paint stewardship program is passed by our legislators, how long will it take to implement the program?

The state of Illinois passed a paint stewardship program in 2023 and they expect to have the program implemented by 2025. If passed in Missouri, PaintCare, a nonprofit that runs paint stewardship programs, will propose a program plan to the Missouri Department of Natural Resources for approval. The staff time spent to review and approve the plan is covered by the program and will not cost the agency extra.

What will it cost you to have a paint stewardship program in Missouri?

When you go to buy new paint, which can typically cost \$50 per gallon, a fee of about 75 cents would be included in the price. The fees collected would go toward the collection infrastructure for Missouri only.

The extra work for the retailer is minimal and does not require additional paperwork or reporting. Essentially, when a customer purchases the paint, the retailer is reimbursed for the fee they paid to the wholesaler.

GET INVOLVED!

Visit MissouriPSC.org for an informational fact sheet and other helpful resources.

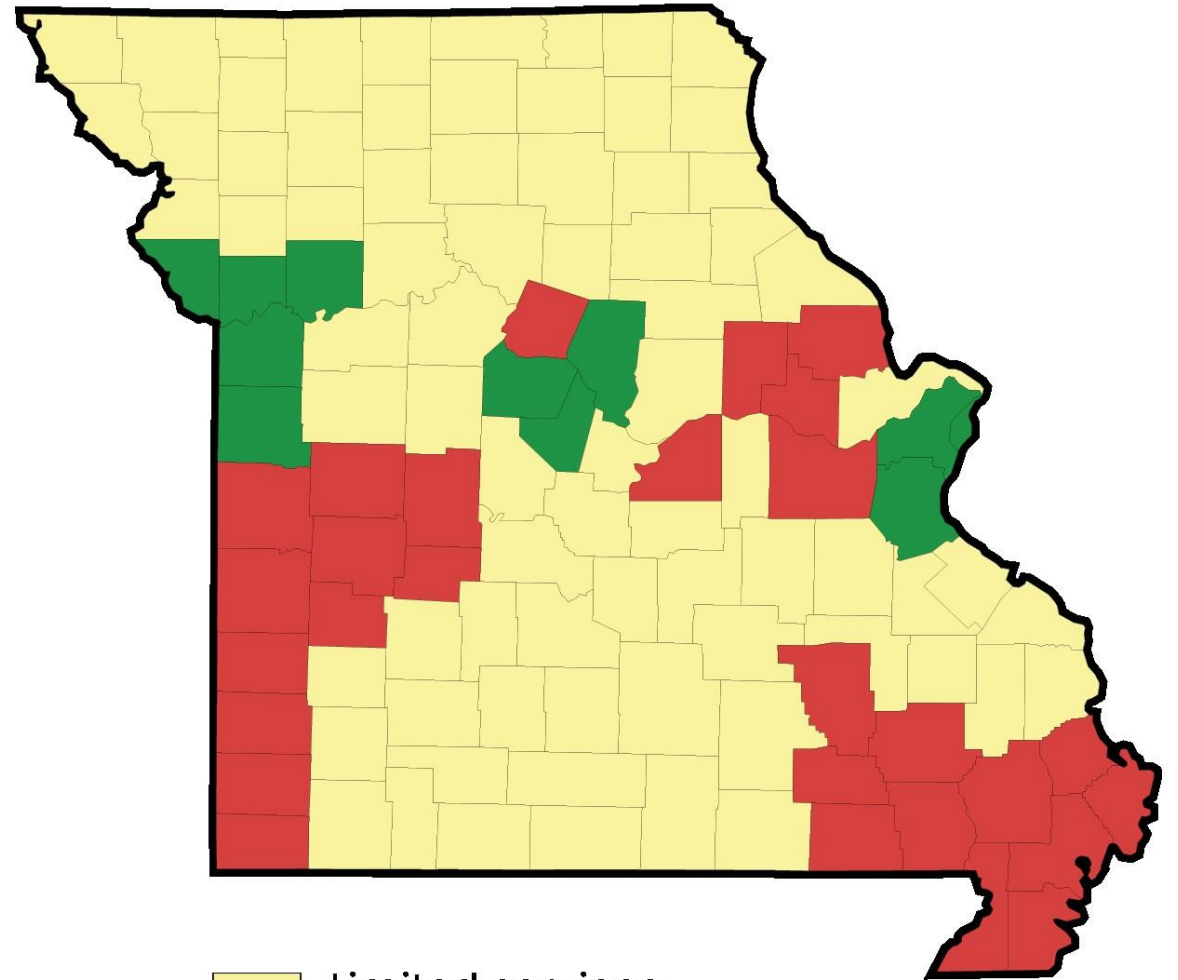
GET IN TOUCH!

Contact karpilow@marc.org to learn more.



What We Learned

- Draw from PSI resources
- Keep it simple
- Have additional information in case (details on retailers, large pickup)



Note: All data is up to date as of March 2023

Missouri River



Legislative Support

Sponsorships

- Rep. Jamie Burger (R)
- Sen. Mike Burnskoetter (R)

Support from ACA

- Lobbyist
- Attends legislative hearings

Support from PSI

- Staff attends legislative hearings
- Strategizing

What We Learned

- Get to know legislators; visit them in-person
- Thank them!
- Make the issue of leftover paint personal
- Be prepared: last minute hearings, cancelled hearings, lots of questions, no questions!
- Educate, educate, educate



Challenges:

Politics

Timing

Slow process:

Be patient;

Be persistent!



Thank you

Nadja Karpilow
Senior Environmental Planner
Paint Workgroup Chair
karpilow@marc.org



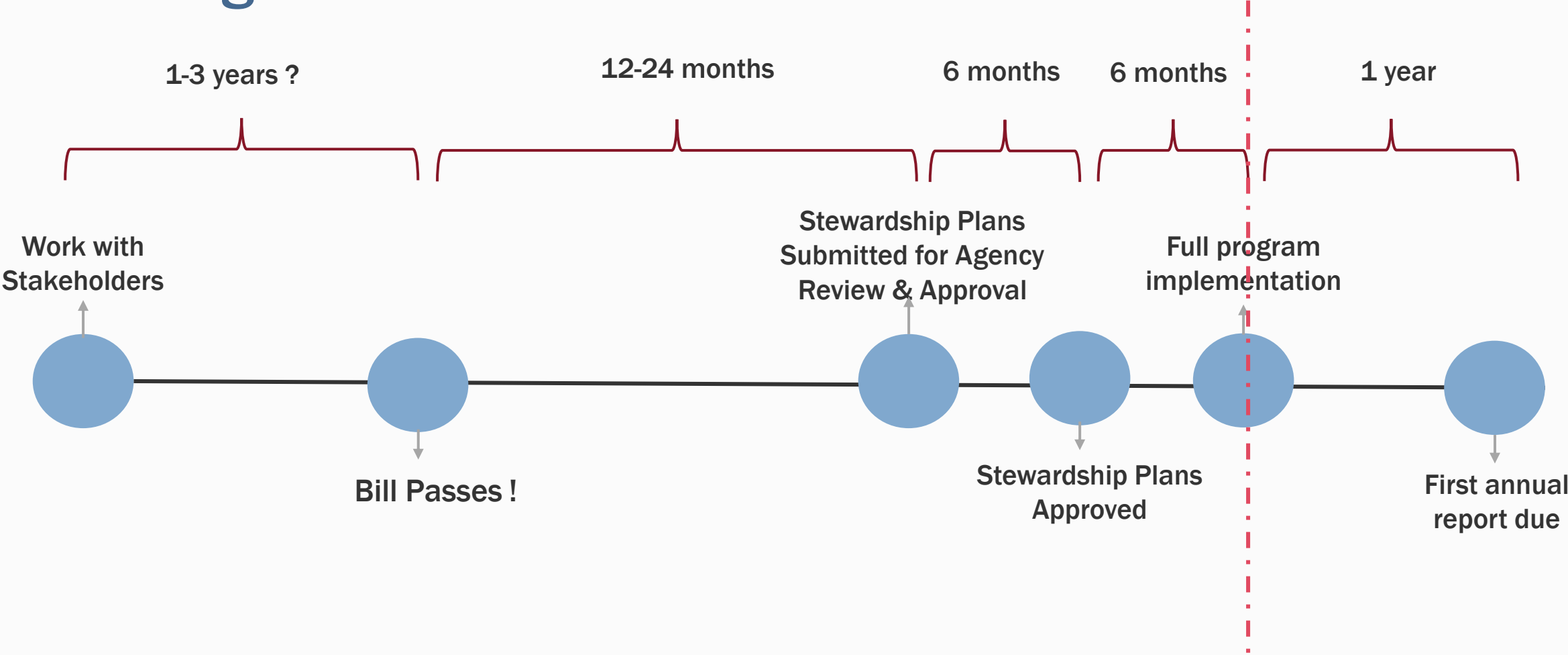


So now you have a paint program...

Megan Warfield, Solid Waste Management Program

June 2024

Pre-Program Phase





Collaboration is Key

- Identifying essential partners
- Data to assist PaintCare's planning
- Local government contracting staff
- Coordinating collection events
- Partnering on education and outreach

Regulatory Landscape

- How does your state treat latex paint?
- Can latex paint be collected at retail locations?
- Can oil-based paint be collected at retail locations?
- Are VSQGs allowed to take waste to a retail collection site?
- What are your state's regulations regarding collection events?
 - Who's allowed to participate?
 - What material is allowed to be collected?



Who Can Participate?

Latex

- Households
- Business – any size

Oil Based

- Households
- Business (VSQGs)



Non-Program Products



Paint Product Stewardship Policy

Why do we need the policy?

It allows:

Allow [V]SQGs to drop off oil-based paint (hazardous waste) at retail collection sites

Collection of PaintCare products at retail without a solid waste handling or TSD permit

There will be challenges

- PaintCare still has not met convenience standard in all areas of the state
- Continue to recruit MRW/HHW facilities
- Minimize amount of non-program product
- Ensure all down stream processors in compliance
- Program promotion





Questions?

Megan Warfield

Product Stewardship Unit Supervisor

Solid Waste Management Program

Megan.Warfield@ecy.wa.gov

360-701-9683

2

.....
New Program
Implementation





Implementing New Programs





Best Practices

- **Keep the goal in mind:** consistent program where latex & oil-based paints are accepted from household and businesses at retail and other locations, mindful of local context.
- **Prior to program launch:** resolve regulatory issues through state oversight agencies. Common issues can include rules against accepting oil-based paint at drop-off sites; collecting paint from businesses.
- **Allow for bumps in the road**
 - Optimistic statutory timelines only lead to rushed roll-out
 - Allow for adaptation, a nimble program can respond to serve the public better (example: hard-coded vs. flexible convenience)

3 New Developments





Aerosol Coatings

- AB1526 in CA amended the Paint Stewardship Law to define architectural coatings to include aerosol coatings.
 - Collection to begin no later than January 1, 2027.
- Working to develop a plan to include aerosol coatings in other program states.
- Will seek to include in future states if possible.



HHW EPR Laws

	Vermont	California
Bill Status	Passed in June 2023	Proposed in 2024
Key Dates	PRO Registration: July 2025 Program starts: 2027	TBD
Current Status	Comments ended in Dec 2023 FAQ and Covered Products List Updated in Feb 2024 PRO registration deadline extended in May 2024	Floor vote possible June 2024



Contact Us



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Q&A

