



Connecticut Paint Stewardship Program

2019 Annual Report (July 1, 2018 – June 30, 2019)



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Executive Summary

CONNECTICUT'S PAINT STEWARDSHIP LAW

PaintCare is the representative stewardship organization of the Connecticut Architectural Paint Stewardship Program, codified in Sections 22a-904 and 22a-904a of the Connecticut General Statutes. The Connecticut paint stewardship law provides for the establishment of a permanent statewide paint stewardship program, managed by a stewardship organization, to accomplish the following:

- ◆ Minimize public sector involvement in the management of postconsumer paint through the program's efforts to reduce the generation of postconsumer paint, promote using up leftover paint, and recycling and proper management of collected postconsumer paint.
- ◆ Negotiate and execute agreements to collect, transport, and properly manage postconsumer paint through environmentally sound management practices.
- ◆ Offer a convenient, statewide collection infrastructure, which at a minimum, provides for collection rates and user convenience equal to or greater than the collection programs available to consumers prior to the implementation of the program.
- ◆ Establish a sustainable funding mechanism through a paint stewardship assessment ("PaintCare fee") on architectural coatings sold in the state of Connecticut. The fee must be paid by manufacturers to PaintCare to fund implementation of the program.

The following provides the highlights of this reporting year, fiscal year 2019 (FY2019).

PROGRAM HIGHLIGHTS

Sites and Services. PaintCare brought on four new year-round paint drop-off sites – three paint retailers and one transfer stations – ending the year with 149 year-round sites. Of the 149 year-round drop-off sites, 105 are paint retailers, representing approximately 41% of likely retail participants. The other sites are 42 transfer stations and two reuse stores. The year-round drop-off sites provided a site within 15 miles of all Connecticut residents.

PaintCare also managed paint from the state's four seasonal household hazardous waste (HHW) drop-off facilities, 47 HHW drop-off events (including one employee event), two seasonal transfer stations, and one retailer that accepted paint for part of the year. In addition, PaintCare provided 43 direct large volume pick-ups (LVP) from business and institutions that had accumulated more than 200 gallons of paint at their facilities and had one site up as a recurring large volume pick-up (RLVP) site.

Paint Collection Volume. The program processed 391,110 gallons of postconsumer paint, a 14% increase over the previous year. Latex paint made up 80% of total paint, of which 83% was made into recycled-content paint, 17% was unrecyclable and sent to landfill, and less than 1% was reused locally. Oil-based paint made up 20%

of the paint, less than 1% was reused locally and the rest was used for fuel. In addition to paint, 286 tons of metal and plastic paint containers were recycled.

Expenses and Revenue. The program's financing mechanism remained the same, through a fee on new paint sales: 35 cents on pints and quarts; 75 cents on 1-gallon containers; and \$1.60 on 5-gallon containers. Approximately 5.7 million gallons of architectural paints were sold in Connecticut and the program collected \$3,445,259 in revenue from these sales, a slight decrease from the previous year.

Expenses, including paint transportation and processing, outreach, staffing, and administrative costs were \$3,450,496. The program had accumulated \$3,386,666 in reserves at the end of the year, the equivalent of 98% of total operating expenses.

Total program cost per gallon (of processed paint) was \$8.82.

Paint Recovery Rate. The recovery rate – the volume of postconsumer paint collected divided by the volume of new paint sales in the same year – was 6.9%, an increase from last year.

Outreach and Operations

Outreach – Outreach efforts included a variety of in-store print materials and signage, digital, radio, television, streaming audio, social media, video, print, and outdoor (billboard) activities.

Latex Paint Grant Program – PaintCare launched separate research and development (R&D) grant competitions in three states, including Connecticut. The purpose of the R&D grant was to identify and help develop the top idea which had the most potential for scale-up and commercialization of a product which uses the fraction of latex paint not recycled today. Paint-to-paint recycling options are available for only a subset of the paint collected by PaintCare. Additional recycling options could increase recycling rates and potentially lower processing costs which comprise a significant portion of PaintCare's overall operating costs. Unfortunately, PaintCare did not receive any qualified entries for the competition in Connecticut, so the competition was closed without awarding the grant.

NERC Award – In October 2018, PaintCare received the 2018 Environmental Sustainability Leadership Award from the Northeast Recycling Council's (NERC) for its programs in Connecticut, Maine, Rhode Island, and Vermont. Each year, NERC gives the award to an individual or organization that has made a significant impact on sustainable materials management within NERC's 11-state region.

PROGRAM PLAN AND ANNUAL REPORT

The Connecticut paint stewardship law required the submission and approval of a program plan by PaintCare prior to the program's launch. The Connecticut Department of Energy and Environmental Protection (DEEP) approved PaintCare's program plan in the spring 2013 and the Connecticut program began on July 1, 2013.

The Connecticut paint stewardship law also requires the submission of an annual report to the Commissioner of DEEP each year, covering the period of July 1 – June 30.

The annual report shall include, but not be limited to:

- (1) A description of the methods used to collect, transport and process postconsumer paint in the state;
- (2) The volume and type of postconsumer paint collected in the state and method of disposition, including reuse, recycling and other methods of processing;
- (3) The total cost of implementing the program, as determined by an independent financial audit and an evaluation of the operation of the program's funding mechanism; and
- (4) Samples of educational materials provided to consumers of architectural paint and an evaluation of the methods used to disseminate such materials.

PaintCare's Connecticut program plan and previous annual reports are available on PaintCare's website.

Section 1. Paint Collection, Transportation, and Processing

Annual Report Statutory Citation

Sec. 22a-904a(h) The representative organization shall submit a report to the Commissioner of Environmental Protection that details the paint stewardship program. Such report shall include, but not be limited to:

(1) A description of the methods used to collect, transport and process postconsumer paint in this state.

A. DROP-OFF SITES AND SERVICES

The Connecticut paint stewardship law requires a program that provides convenient statewide collection of postconsumer paint that, at a minimum, provides for collection rates and convenience equal to or greater than the collection programs that were available to consumers prior to the PaintCare program. The program achieved both the volume and convenience requirements of the law in its first year and continues to grow and mature.

The Connecticut law also calls for collaboration with existing HHW programs and allows for paint retailers to voluntarily participate as paint collection points. Since the start of the program, PaintCare has partnered with nearly every HHW program in the state. In addition, all retailers and transfer stations that have requested to join the program have been welcomed as a partner.

Prior to the PaintCare program, Connecticut households were only able to utilize the state's HHW programs for their oil-based paint products. The public was encouraged to dry and dispose of latex paint. The HHW programs did not offer any services for business. All businesses, regardless of their size, had to contract with private hazardous waste haulers for paint disposal, which was generally cost-prohibitive for painting contractors and other small businesses.

To increase recycling opportunities for Connecticut households, businesses, and others with leftover paint, all suitable locations can participate as PaintCare drop-off sites, provided they meet PaintCare's operational requirements, including adequate space for storage of paint collection bins and willingness to accept all program products (latex and oil-based products). PaintCare continually reaches out to paint retailers, material reuse stores, household hazardous waste programs, and public and private waste transfer stations to invite them to become paint drop-off sites.

At the end of the year, the Connecticut program had grown to 149 year-round drop-off sites located throughout the state. These sites include 105 retail stores, 42 transfer stations, and two reuse stores. One retailer decided to stop participating in the program during the year and is listed as partial-year retailer in the table below.

PaintCare also managed paint from the state's four seasonal HHW drop-off facilities, 47 HHW drop-off events (including an employee event), and two seasonal transfer stations. In addition, PaintCare conducted 43LVPs

from businesses and other sites that had accumulated more than 200 gallons of paint and had one site as an RLVP site.

All PaintCare drop-off sites and the LVP/RLVP service accept both latex and oil-based paints. All retailers accept paint from both residents and qualifying businesses, as does the LVP/RLVP service. HHW programs and transfer stations generally do not serve businesses.

PaintCare drop-off sites and services are summarized in the following table and mapped in subsection B.

SUMMARY OF PAINTCARE DROP-OFF SITES AND SERVICES

YEAR-ROUND DROP-OFF SITES	YEAR 2 FY2015	YEAR 3 FY2016	YEAR 4 FY2017	YEAR 5 FY2018	YEAR 6 FY2019
Paint Retailers	104	102	102	103	105
Transfer Stations	32	37	39	41	42
Reuse Stores	2	1	2	2	2
Total	138	140	143	146	149

SUPPLEMENTAL SITES AND SERVICES

HHW Events	46	52	48	50	46
PaintCare Paint-Only Events	5	0	0	0	0
Seasonal HHW Facilities	3	3	4	4	4
Seasonal Transfer Stations	2	2	2	2	2
Retailers (partial year)	4	7	5	2	1
Direct Large Volume Pick-Ups	25	28	32	32	43
Recurring Large Volume Pick-Up Sites	0	0	0	1	1
Employee HHW Event	0	0	1	1	1

The following subsections discuss the various paint drop-off sites and services provided by the Connecticut PaintCare program. Section 2 of this report details the volumes of paint collected by each site type and service.

A1. Paint Retailers

Paint retailers are ideal locations to serve as paint drop-off sites because they are located throughout the state, are often centrally located in cities and towns, are open five or more days per week, and have staff

familiar with paint products and their safe handling. In addition, their customers are likely to have some leftover paint and often ask store staff for advice on what to do with it.

As of June 2019, PaintCare had identified 375 paint retailers – including paint, hardware, and home improvement stores – and 257 were considered potential drop-off sites. PaintCare has been informed by the corporate headquarters of big box stores and variety stores that they are not interested in serving as drop-off sites, so they are not included in the count of potential drop-off sites.

Of the 257 paint retailers, 105 (41%) were participating as drop-off sites at the end of the year. Three new retail drop-off sites were added and one stopped participating in the program. Paint retailers participate in the program to increase foot traffic through their stores and to provide a service for their customers. The names and addresses of the participating paint retailers are provided in the appendix.



PaintCare Signage at the Oxford Lumber in Oxford

A2. Household Hazardous Waste Programs

Partnerships with household hazardous waste programs – seasonal facilities and events – continued, with almost all HHW programs participating. The southwest communities and a few municipalities with single events have chosen not to partner with PaintCare to reduce costs but are welcome to join the program at any time.

The program managed paint from the four seasonal HHW facilities in the state, as well as from 47 HHW drop-off events (from 45 locations). One of the HHW events was an employer-sponsored for its employees. The names and addresses of the participating facilities and events are provided in the appendix.

A3. Transfer Stations

PaintCare continued to meet with interested municipalities to discuss the PaintCare program and benefits to transfer stations. One more transfer station was added to the program. Transfer stations participate as drop-offs sites to expand the recycling services provided to their customers and to help keep paint out of the waste stream. The names and addresses of the participating transfer stations are provided in the appendix.



PaintCare Signage at the Ridgefield Transfer Station

A4. Reuse Stores

PaintCare has identified six paint reuse stores in the state. Along with participating as drop-off sites, these types of stores can operate paint reuse programs by donating or selling good quality leftover paint back to the local community to use, rather than sending it through PaintCare for processing. PaintCare provides compensation for this service. Two reuse stores participated as drop-off sites and operated reuse programs. The names and addresses of the participating reuse stores are included in the appendix.

A6. Large Volume Pick-Up Service

LVP Sites. PaintCare’s LVP service provides a convenient option for painting contractors and others who have accumulated large volumes of paint. The minimum amount to receive a pick-up is 200 gallons. PaintCare arranged 43 LVPs. The primary users of the service were painting contractors and property management companies. Others included schools, households, hospital, a construction company, and a camp. The types of customers and cities for each LVP site are provided in the appendix.

Painting contractors and construction companies often store paint for future use or because it is expensive to dispose of. Schools/universities also have accumulated paint from painting the buildings they manage. Typically, LVP customers have accumulated paint over many years due to the institutional, logistical,

and financial barriers to disposal or internal reuse of leftover paint. PaintCare has removed these barriers by providing a free and convenient service. Feedback from these users indicates high satisfaction.



PaintCare's LVP service picked up this load of 2,200 gallons from a university in November 2018.

RLVP Sites. Some sites receive pick-ups on an on-going basis. These recurring large volume pick-up (RLVP) sites sign a contract with PaintCare to allow them to keep PaintCare bins on site and fill them as they accumulate paint. PaintCare provides training to staff at these locations on how to segregate and stack paint in the boxes, then arrange to have them picked up by the hauler. PaintCare has one site under contract as a RLVP.

B. CONVENIENCE CRITERIA

PaintCare used Geographic Information System (GIS) modeling to determine the appropriate minimum number and distribution of drop-off sites based on the following baseline criteria:

Distribution: At least 95% of Connecticut residents shall have a permanent site within a 15-mile radius.

Density: One additional year-round (permanent) site will be added for every 50,000 people in a population center. Areas not meeting this criterion are considered "underserved."

Application of these criteria resulted in the need for approximately 93 optimally located year-round drop-off sites, which PaintCare considers its baseline service level goal.

The 149 year-round drop-off sites in place at the end of the year provided all Connecticut residents a drop-off site within 15 miles of their home, and all areas of the state with 50,000 residents or more had the additional sites needed to provide sufficient service.

GIS Methodology. In 2016, PaintCare made an adjustment to how population center is defined for the density criterion, based on findings related to the initial program planning model. Population center, which is meant to represent densely populated areas, is measured using the U.S. Census Bureau's Urbanized Area designations. At the time of program planning, PaintCare was not aware of any authoritative sources to identify densely populated areas and instead relied on its GIS firm to make this determination.

PaintCare has found that an authoritative defined source, such as that developed and published by the U.S. Census Bureau, is an important improvement to the convenience analysis methodology due to its consistency and replicability and has incorporated this change across all its programs.

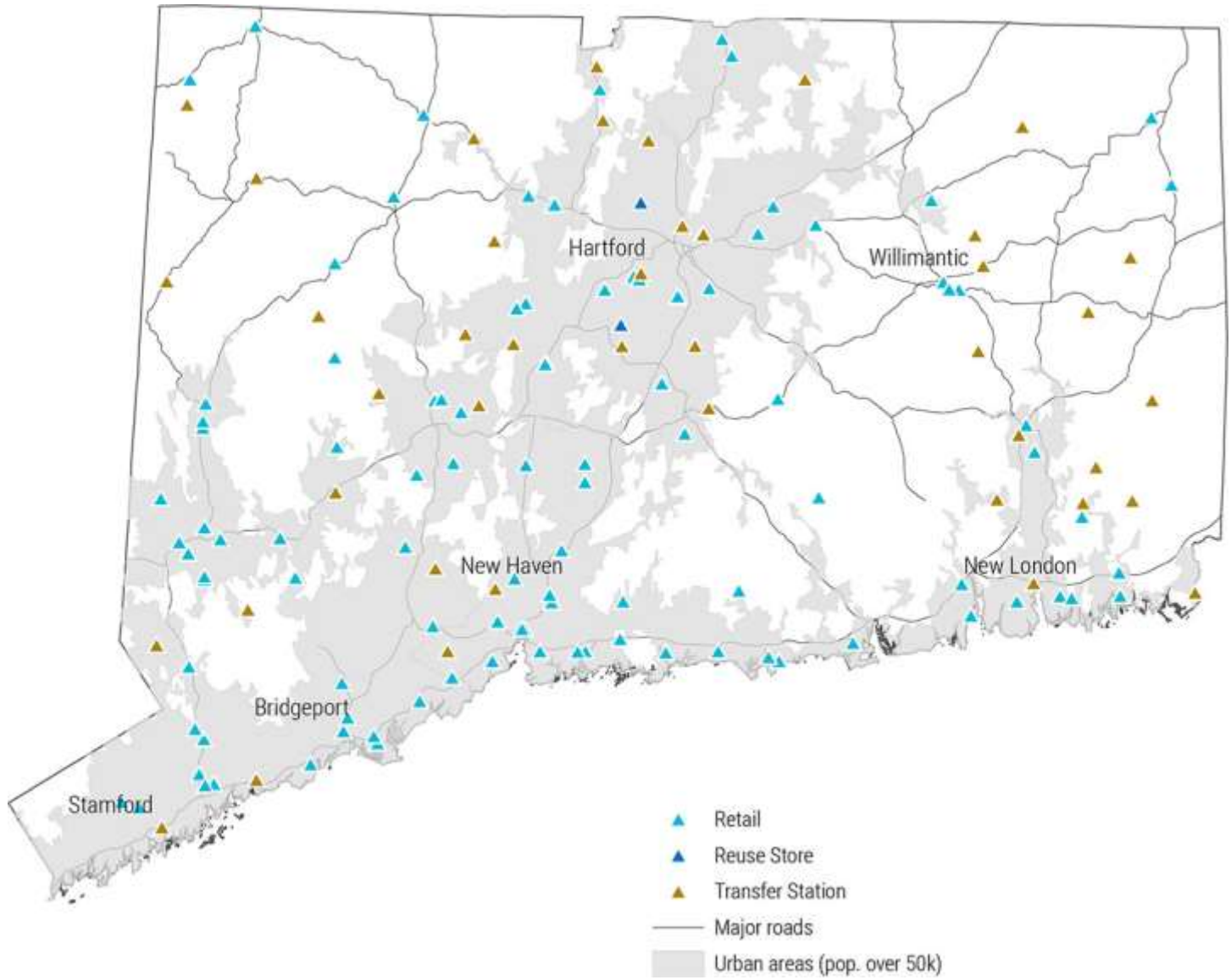
Urbanized Areas are provided by the Census Bureau to delineate areas of concentrated population to distinguish between urban and rural areas. An Urbanized Area has a minimum of 50,000 residents. Names given to these areas may not match exactly with the municipal jurisdiction of the same name – the areas may be broader and/or exclude parts of the jurisdiction. In addition, where an area crosses into another state, only the portions within the PaintCare state are included in this analysis.

For transfer stations, HHW sites and events in Connecticut, PaintCare continually updates defined service areas for each location (typically confined to a city or county). Only those residents within a 15-mile radius (the "distribution" criterion) of each location, and that are also within a given location's known service area, are counted. Service area updates may produce slight changes in the distribution criterion results from year to year.

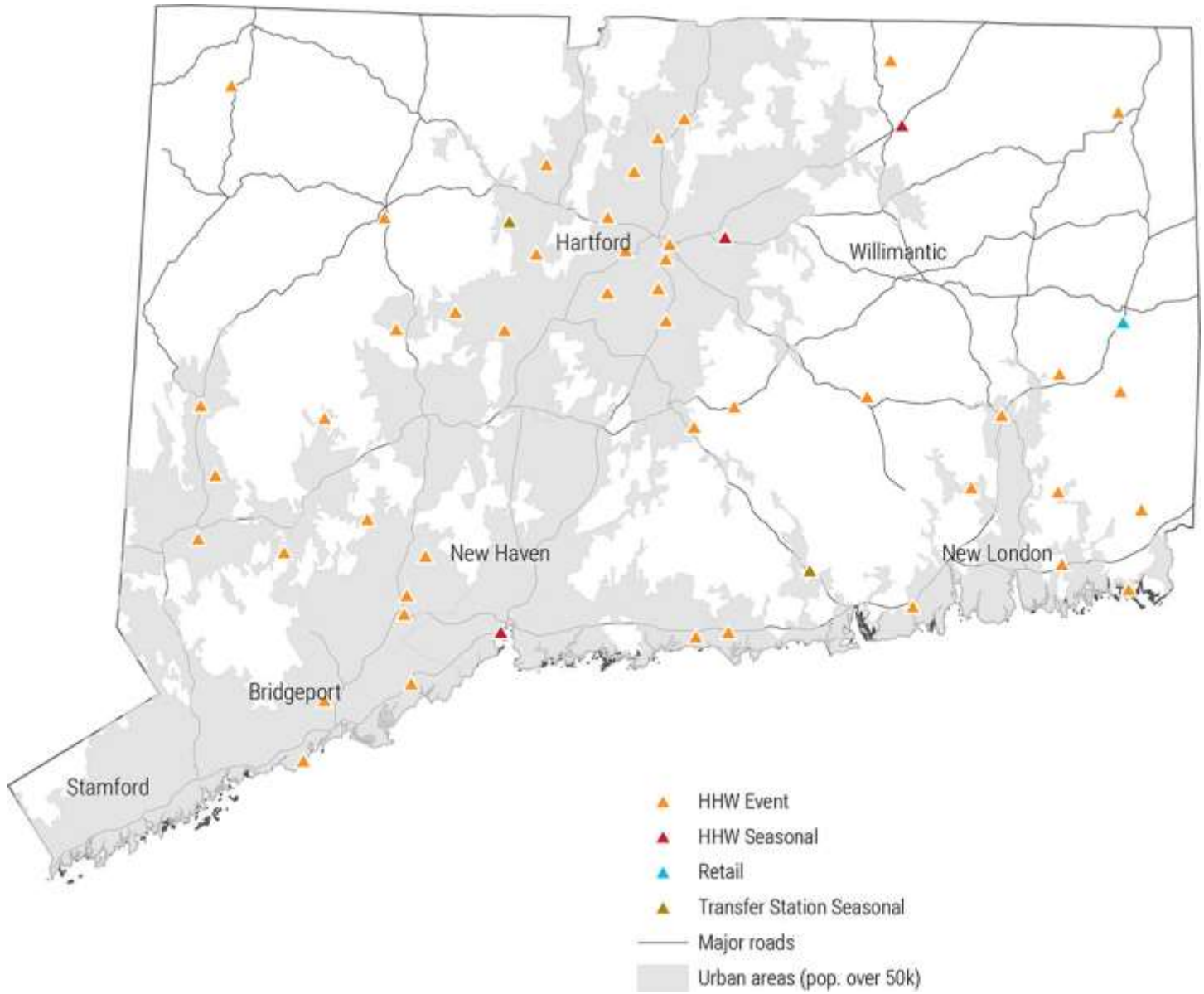
PaintCare, with the help of Dewberry, a professional services firm with expertise in geographic mapping and analysis, developed-ESRI based tools to conduct geographical information system (GIS) analysis in-house at PaintCare. Population is based on the US Census Bureau decennial (2010) Census Block level data.

Maps. The following maps show the locations of (1) year-round sites, (2) supplemental sites, (3) year-round and supplemental sites, and (4) LVP/RVLP sites and employee event. LVP/RLVP and the employee HHW event sites were not included in any measure of convenience but are mapped for illustrative purposes.

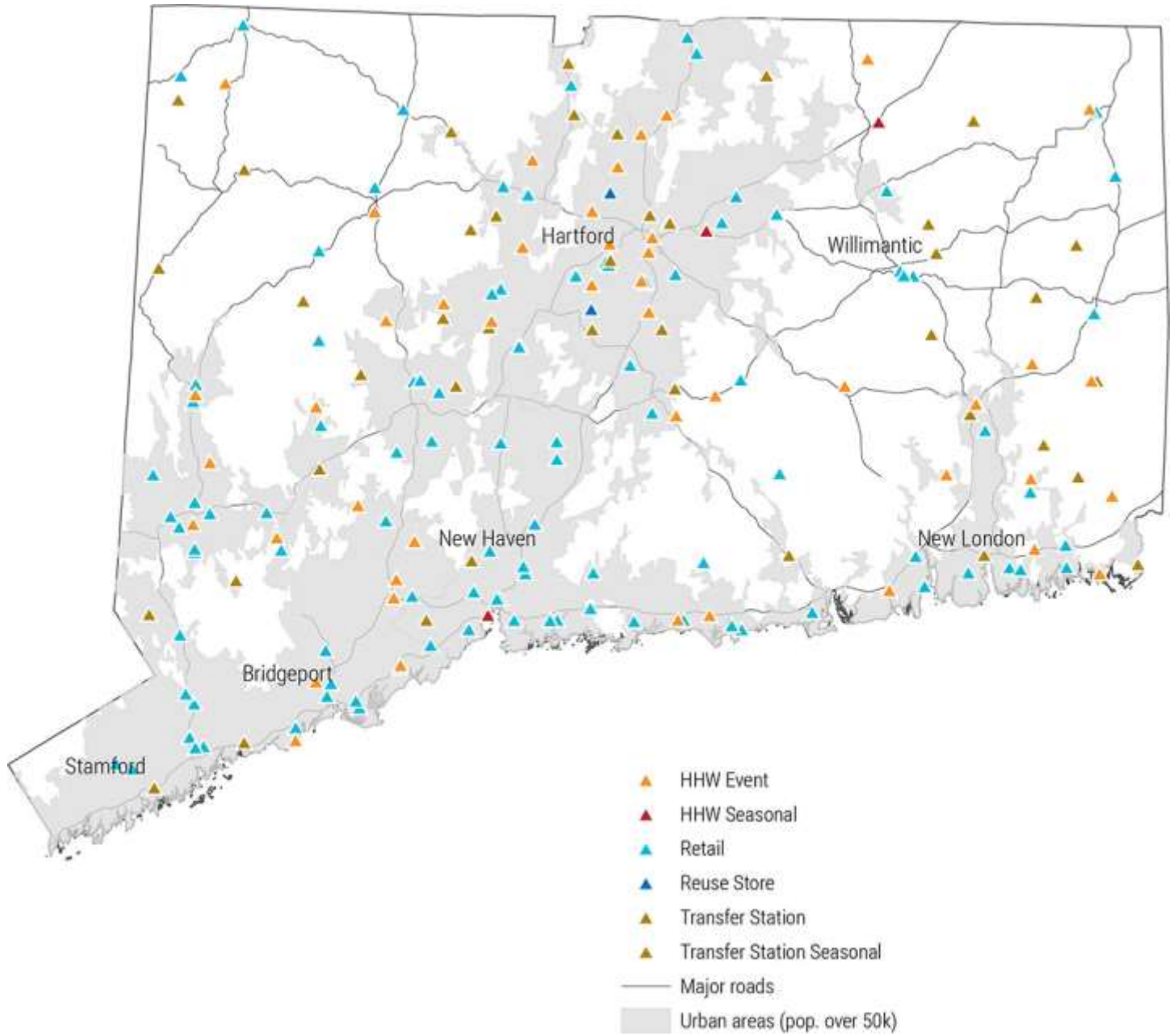
YEAR-ROUND SITES



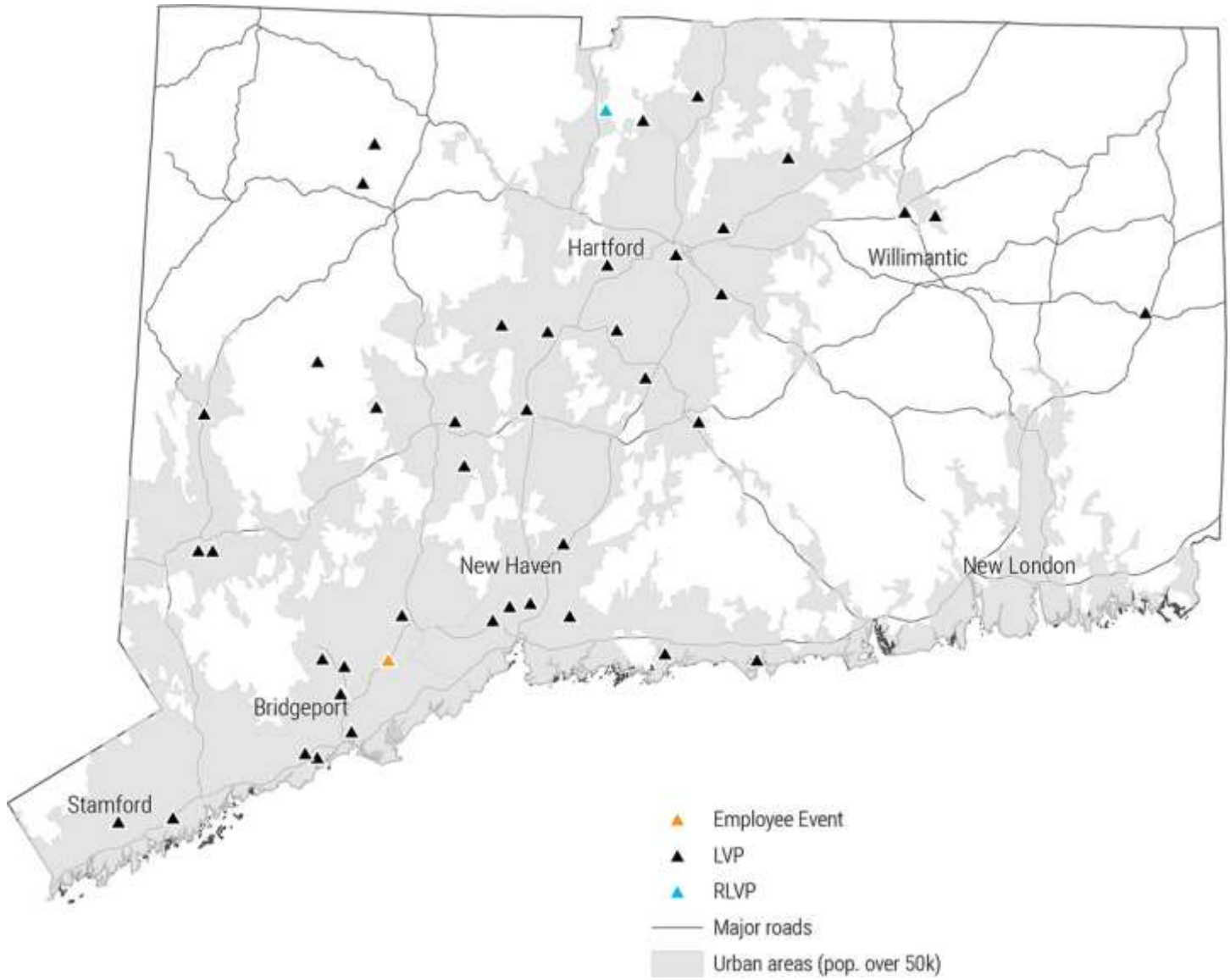
SUPPLEMENTAL SITES



YEAR ROUND AND SUPPLEMENTAL SITES



LARGE VOLUME PICK-UP SITES AND EMPLOYEE EVENT



C. PAINT COLLECTION PROCEDURES

PaintCare entered into contract agreements with sponsors or operators of all year-round and supplemental sites, and the RLVP location. PaintCare contracts require that drop-off and RLVP sites meet requirements of local, state, and federal law, regulations and policies.

Except for the HHW programs whose staff and contractors were already familiar with managing waste paint, PaintCare provided all other sites with an on-site, in-person training and a program procedures manual. The training and program manual covered:

- ◆ Identification of program and non-program products
- ◆ Acceptable containers
- ◆ Whom to accept paint from and how much
- ◆ Screening procedure for businesses and organizations
- ◆ Proper storage
- ◆ Spill response procedures and reporting requirements
- ◆ Employee training
- ◆ How to schedule a pick-up
- ◆ Required paperwork and record retention schedules

Site personnel are required to visually inspect containers of postconsumer paint – but not open them – to confirm that they are acceptable program products and then place them in the spill proof collection bins provided by the program. Unlabeled and leaking cans are not accepted at retail or transfer station sites but trained staff at HHW sites and events are allowed to accept and prepare them for management under the program.

Retail and transfer station drop-off sites (as well as RLVP locations) are visited by PaintCare staff on a regular basis to check on their operations and provide additional training and consumer outreach materials as needed.

In addition to PaintCare's training and documentation requirements, the DEEP requires a permit for retailers participating as drop-off sites in the program. Retailers are required to sign the completed permit registration form and be approved by DEEP prior to accepting paint from the public. PaintCare files the registration form on behalf of sites. All permits for retailers were renewed with DEEP during the year. The renewals are good for 10 years.

Transfer stations and HHW facilities had permits prior to PaintCare, and the haulers that operate the HHW events hold the required state permits for these events.

D. PAINT TRANSPORTATION AND PROCESSING

D1. Paint Transportation

PaintCare contracted with four transporters: Clean Harbors Environmental Services, MXI Environmental Services, Tradebe, and Care Environmental. All four companies are permitted by the State of Connecticut as hazardous waste transporters. PaintCare requires that transportation service providers have the ability and knowledge to respond to incidents involving hazardous materials and comply with all applicable US Department of Transportation (DOT) and state transportation rules.

Clean Harbors was contracted to service all retail drop-off sites, transfer stations, and a portion of the HHW facilities and events. Clean Harbors transported paint from all their assigned sites to their permitted facility in Bristol, CT for screening, separation and consolidation.

MXI was contracted to service a portion of the HHW facilities and events. MXI transported all paint from their assigned sites to their facility in Abingdon, VA for screening, further separation, and consolidation.

Tradebe and Care Environmental transported paint from two separate HHW programs to Clean Harbors.

D2. Latex Paint Processing

The condition in which postconsumer latex paint is received by the program determines the available management options. If containers are not properly sealed during storage, latex paint can harden due to evaporation and may no longer be useable or recyclable. Similarly, if latex paint freezes numerous times, it may not be suitable for reuse or recycling. Ultimately, the method of storage and the timing of the decision to bring leftover paint to a drop-off site are determined by the consumer.

The program's outreach messages encourage the timely return of unwanted postconsumer paint to reduce the age and improve the condition of the paint for end-of-life management.

PaintCare managed latex paint by the following waste management hierarchy:

Reuse. Reuse programs generally screen for paint containers that are 50% or more full and in good condition and give them away free or sell them to the local community. A small amount of latex paint was managed via reuse.

Recycled Paint. Clean Harbors and MXI utilized paint-to-paint recycling as their primary method for managing latex paint. Clean Harbors transported most of the latex paint to GDB International's facility in Monmouth Junction, NJ and a small amount to their Clean Harbors facility in Cranston, RI. GDB processed postconsumer latex paint by manufacturing a variety of colors of recycled-content paint, which were either distributed and sold domestically in 1 and 5-gallon containers or sold in bulk totes to international markets. Clean Harbors processed postconsumer latex paint by manufacturing recycled-content paint which was sold in bulk totes to international markets.

MXI transported latex paint to their facility in Abingdon, VA. MXI processed postconsumer latex paint by manufacturing a variety of colors of recycled-content paint, which were either distributed and sold domestically in 1 and 5-gallon containers or sold in bulk totes to international markets.

Disposal. Dry and unusable latex paint sorted out by processors was sent to authorized landfills.

D3. Oil-Based Paint Processing

Reuse. Reuse programs generally screen for paint containers that are 50% or more full and in good condition and give them away free or sell them to the local community. A small amount of oil-based paint was managed via reuse.

Energy Recovery. Clean Harbors transported a small amount of paint to their Safety Kleen facility in Smithfield, KY, where the paint was separated from the cans, bulked into tankers, then transported to two different cement kilns – Lone Star Cement in Greencastle, IN and Buzzi Unichem in Cape Girardeau, MO, to be used as a fuel. MXI transported oil-based to their Virginia facility where it was bulked into tankers and shipped to GeoCycle in Holly Hill, SC and subsequently to Holcim, a cement kiln, also located in Holly Hill, SC, and to Systech in Paulding, OH to be used as a fuel.

Incineration. Clean Harbors transported oil-based paint to their own incinerators in El Dorado, AR, and Deer Park, TX and MXI transported oil-based paint to the incinerator owned and operated by Ross Environmental in Grafton, OH, where it served as a fuel in the incineration process.

D4. Transportation and Processing Audit Program

PaintCare has established procedures for monitoring both haulers and processing facilities that manage materials in connection with the PaintCare program.

PaintCare monitors its haulers to help ensure they meet certain requirements. Current examples of such requirements include:

- ◆ The hauler must possess all permits and licenses required under applicable law for the services they will perform for PaintCare.
- ◆ The hauler must have a satisfactory carrier safety rating from the U.S. Department of Transportation.
- ◆ The hauler must have an emergency response plan in place for addressing spills and other emergencies that may occur in the course of performing services for PaintCare.
- ◆ The hauler must carry appropriate liability insurance, including environmental insurance for any hauler that will transport hazardous materials in connection with the PaintCare program.

PaintCare's haulers are responsible for vetting and selecting processing facilities that will achieve the best mix of cost and processing results for PaintCare products, emphasizing highest best use. PaintCare requires

that all processing facilities meet certain minimum eligibility criteria to process materials in connection with the PaintCare program. Current examples of such criteria include:

- ◆ All processing facilities must possess valid permits for all activities to be performed by the processing facility in connection with the PaintCare program.
- ◆ All processing facilities must be in good standing with all applicable regulatory agencies regarding the processing activities to be carried out in connection with the PaintCare program.
- ◆ All processing facilities must conform to industry-standard safety protocols, including appropriate staff training, emergency response procedures, and recordkeeping as mandated by OSHA or as otherwise required by applicable law.
- ◆ All processing facilities must carry appropriate insurance, including environmental insurance for any processing facility that will process hazardous materials in connection with the PaintCare program.

PaintCare further requires that its haulers periodically audit/review all processing facilities used to process materials in connection with the PaintCare program to ensure that each such facility maintains compliance with PaintCare's eligibility criteria.

Finally, PaintCare also takes steps to independently verify the information reported to PaintCare by the haulers relating to processing facility compliance. These steps may include:

- ◆ An independent review of a processing facility by a third party.
- ◆ Periodic on-premises reviews of processing facilities by PaintCare staff, with a focus on assurance of data integrity through an examination of a facility's process flow and data tracking procedures.
- ◆ Digital data review by PaintCare staff to verify the integrity of reported data.

Section 2. Paint Collection Volume and Disposition Methods

Annual Report Statutory Citation

Sec. 22a-904a(h) The representative organization shall submit a report to the Commissioner of Environmental Protection that details the paint stewardship program. Such report shall include, but not be limited to:

(2) The volume of postconsumer paint collected in this state.

(3) The volume and type of postconsumer paint collected in this state by method of disposition, including reuse, recycling and other methods of processing.

A. PAINT SALES

Paint sales were 5,660,888 gallons, a small decrease from the previous year.

B. PAINT COLLECTION AND MANAGEMENT

B1. Collection Volume and Recovery Rate

The program processed 391,110 gallons of paint. The recovery rate was 6.9% (6.9% of 5,660,888 gallons sold).

In the Connecticut program plan, PaintCare estimated an annual recovery rate of 6%, or approximately 360,000 gallons of leftover paint (6% of the originally projected 6 million gallons in sales). The program exceeded 6% for the first time since it started.

GALLONS SOLD AND PROCESSED

	YEAR 2 FY2015	YEAR 3 FY2016	YEAR 4 FY2017	YEAR 5 FY2018	YEAR 6 FY2019
Gallons Sold	5,950,874	6,251,274	5,907,044	5,849,154	5,660,888
Gallons Processed	275,940	320,414	322,568	342,350	391,110
Increase in Gallons Processed	14.4%	16.1%	0.7%	6.1%	14.2%
Recovery Rate	4.6%	5.1%	5.5%	5.9%	6.9%

B2. Latex vs. Oil-Based Paint

Of the 391,110 gallons of paint processed, 80% (311,043 gallons) was latex paint and 20% (80,067 gallons) was oil-based paint.

B3. Paint Management Methods

The following table shows the paint management methods and volumes in the first five program years.

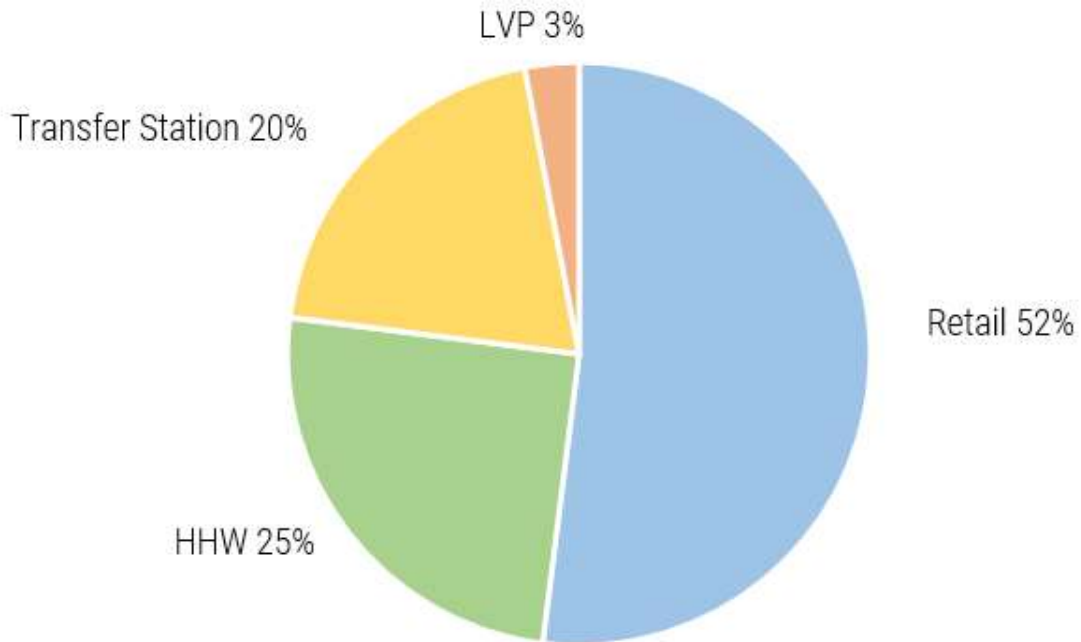
SUMMARY OF PAINT DISPOSITION

	YEAR 2 FY2015		YEAR 3 FY2016		YEAR 4* FY2017		YEAR 5* FY2018		YEAR 6 FY2019	
LATEX PAINT	(GAL)	%	(GAL)	%	(GAL)	%	(GAL)	%	(GAL)	%
Reuse	244	< 1	245	<1	435	<1	182	<1	432	<1
Recycled Paint	178,753	82	198,702	80	208,990	83	219,626	80	256,592	83
Alternative Daily Landfill Cover	13,200	6	12,183	5	0	0	0	0	0	0
Fuel	0	0	0	0	0	0	10,909	4	0	0
Disposal	25,125	12	36,506	15	43,749	17	44,372	16	54,019	17
Subtotal Latex Paint	217,322	100	247,636	100	253,174	100	275,089	100	311,043	100
OIL-BASED PAINT										
Reuse	0	0	0	0	0	0	21	<1	56	<1
Fuel	58,618	100	72,778	100	69,394	100	67,240	100	80,011	100
Subtotal Oil-Based Paint	58,618	100	72,778	100	69,394	100	67,261	100	80,067	100
GRAND TOTAL	275,940		320,414		322,568		342,350		391,110	

*Due to a reporting error discovered during an audit of MXI in FY2019, PaintCare has made minor adjustments to latex disposition breakdown from two prior years. The total volume processed has not been changed.

B4. Collection by Site Type

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



C. CONTAINER RECYCLING

Metal and plastic paint containers were recycled whenever possible.

The program recycled an estimated 286 tons of paint containers. All latex paint containers managed by the downstream processors, GDB and Clean Harbors, the majority of the latex paint containers managed by MXI, and the metal cans in the portion of oil-based paint managed at the Smithfield, KY facility and by MXI were recycled.

Section 3. Independent Audit and Financial Summary

Annual Report Statutory Citation

Sec. 22a-904a(h) The representative organization shall submit a report to the Commissioner of Environmental Protection that details the paint stewardship program. Such report shall include, but not be limited to:

(4) the total cost of implementing the program, as determined by an independent financial audit; (5) an evaluation of the operation of the program's funding mechanism.

A. INDEPENDENT FINANCIAL AUDIT

An independent financial audit of the national PaintCare program was conducted by Rogers & Company PLLC. This independent CPA firm conducted the audit in accordance with auditing standards generally accepted in the United States. Those standards require that the firm plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. The audit process includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. The audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. In Rogers & Company's opinion, the financial statements of PaintCare present fairly, in all material respects, the financial position as of June 30, 2019, and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States. The independent financial audit of the PaintCare program is included in the appendix.

B. FINANCIAL SUMMARY AND DISCUSSION

B1. Expense Categories

Expenses categories for the Connecticut program are discussed below. As noted previously, revenue is derived from fees on new paint sales.

Paint Processing. Paint processing is the largest expense in all PaintCare programs. In Connecticut, paint processing costs were billed based on weight or by the box and included the cost of sorting mixed boxes of latex and oil-based paint.

Paint Transportation. Paint transportation is another significant expense in PaintCare programs. In Connecticut, transportation costs were billed per cubic yard collection bin picked up.

Collection Supplies and Support. Collection support expenses included paint collection bins (single use and reusable), spill kits, training materials, and miscellaneous supplies for drop-off site operations.

Communications. Communications expenses included advertising and promotional materials to increase awareness of the program and use of the drop-off sites.

Personnel, Professional Fees, and Other. Personnel, professional fees and other included the proportional cost of one full-time employee managing both the Connecticut and Rhode Island programs, GIS analysis, legal costs, travel, office supplies, and other logistical and professional support.

State Administrative Fees. PaintCare pays an administrative fee in the amount to \$20,000 to the DEEP annually.

Corporate Activity. Corporate activity costs are those that are shared across all PaintCare programs and allocated relative to the population of the state or jurisdiction. These costs include but are not limited to corporate staffing, insurance, maintenance of data management systems, auditing fees, software licenses, legal fees, occupancy, and general communications. (Note: Corporate activity was referred to as administrative costs in the Connecticut program plan.)

B2. Financial Summary

The following table shows program revenue and expenses for the last five program years.

REVENUE AND EXPENSES

REVENUE	YEAR 2 FY2015	YEAR 3 FY2016	YEAR 4 FY2017	YEAR 5 FY2018	YEAR 6 FY2019
Larger than half pint to smaller than 1 gallon	\$ 470,065	\$ 473,053	\$ 471,923	\$ 444,863	\$ 424,568
1 gallon	2,463,209	2,600,642	2,381,951	2,397,442	2,279,451
Larger than 1 gallon up to 5 gallons	744,882	781,827	765,896	747,138	741,240
Total revenue	3,678,156	3,855,522	3,619,770	3,589,443	3,445,259
EXPENSES					
Paint processing	1,173,310	1,378,563	1,380,383	1,476,997	1,590,660
Paint transportation	438,863	505,722	481,333	508,186	542,606
Collection supplies and support	393,719	347,619	373,436	419,471	434,074
Communications	346,529	460,292	474,641	448,418	462,699
Personnel, professional fees, and other	134,813	133,560	136,799	141,129	126,490
State administrative fees	20,000	20,000	20,000	20,000	20,000
Allocation of corporate activity	188,442	252,858	244,164	257,027	273,967
Total expenses	2,695,676	3,098,614	3,110,756	3,271,228	3,450,496
Allocation of investment activity *	1,643	10,956	0	0	0
Change in net assets	984,123	767,864	509,014	318,215	(5,237)
Net assets, beginning of year	812,687	1,796,810	2,564,674	3,073,688	3,391,903
Net assets, end of year	\$ 1,796,810	\$ 2,564,674	\$ 3,073,688	\$ 3,391,903	\$ 3,386,666

*As of January 2016, reserves are being held in a checking account, and no longer in an investment portfolio.

C. RESERVES POLICY

Reserves represent the accumulated surplus (cash and investments) of PaintCare’s programs. The reserves provide each 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 establishes a target reserve as a percentage of annual expenses. It also sets a range with minimum and maximum thresholds. If the 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 in operations, outreach, and/or the fee structure to bring the reserve balance within range.

The PaintCare Board of Directors has established a target reserve of 100% of annual expenses. The minimum threshold is 75% (i.e., nine months) of expenses, and the maximum is 125% (i.e., 15 months).

At the end of the year, the Connecticut program had a reserve of \$3,386,666 or 98% of annual expenses.

D. EVALUATION OF THE PROGRAM’S FUNDING MECHANISM

The Connecticut PaintCare fees on the sale of new paints are based on container sizes as follows. The funding mechanism, fee structure, and system to receive sales reports and payments from manufacturers continued to perform well.

PAINTCARE FEES

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

E. FIVE-YEAR PROJECTIONS

The long-term financial position of the program is presented below using a five-year projection of expected revenues and expenses, based on the following assumptions:

Revenue. Revenue projections are based on the last year of sales/revenue from FY2019.

Expenses. Paint processing, paint transportation, and collection supplies and support which are all directly related to the volume of paint collected in the program are projected to continue to increase over the next five years. Additional retail stores and transfer stations continue to join the program as paint drop-off sites each year, and the average volume of paint collected per site has increased every year since the start of the program. We expect this trend to continue over the next five years.

Communications expenses are projected to remain flat over the next five years.

Personnel, professional fees, and other includes increases to salaries and benefits for direct employees and the projected cost of PaintCare's audit program of haulers and processors.

Allocation of corporate activities includes increases to salaries and benefits for indirect employees.

Reserves. Given the projections of increasing expenses and flat revenue, expenses are projected to outpace revenues each of the next five years, resulting in declining reserve levels. If reserve levels fall below PaintCare's minimum threshold of 75% (nine months of expenses), then expense adjustments (e.g., a reduction in communications) may be made to maintain reserve levels.

FIVE-YEAR PROJECTIONS

REVENUE	ACTUAL	PROJECTION				
	FY2019	FY2020	FY2021	FY2022	FY2023	FY2024
Larger than half pint to smaller than 1 gallon	\$ 424,568	\$ 424,568	\$ 424,568	\$ 424,568	\$ 424,568	\$ 424,568
1 gallon	2,279,451	2,279,451	2,279,451	2,279,451	2,279,451	2,279,451
>1 up to 5 gallons	741,240	741,240	741,240	741,240	741,240	741,240
Total revenue	3,445,259	3,445,259	3,445,259	3,445,259	3,445,259	3,445,259
EXPENSES						
Paint processing	1,590,660	1,692,000	1,751,552	1,804,098	1,804,098	1,804,098
Paint transportation	542,606	583,000	597,489	615,414	615,414	615,414
Collection supplies and support	434,074	469,680	477,980	492,319	492,319	492,319
Communications	462,698	450,000	450,000	450,000	450,000	450,000
Personnel, professional fees, and other	126,491	136,944	140,241	141,653	147,185	148,840
State administration fees	20,000	20,000	20,000	20,000	20,000	20,000
Allocation of corporate activity	273,967	290,381	296,189	302,112	308,155	314,318
Total expenses	3,450,496	3,642,005	3,733,450	3,825,596	3,837,170	3,844,989
Change in net assets	(5,237)	(196,746)	(288,191)	(380,337)	(391,911)	(399,729)
Net assets, beginning of year	3,391,903	3,386,666	3,189,920	2,901,730	2,521,393	2,129,481
Net assets, end of year	3,386,666	3,189,920	2,901,730	2,521,393	2,129,481	1,729,752
Reserve level	98%	88%	78%	66%	55%	45%

Section 4. Outreach

Annual Report Statutory Citation

Sec. 22a-904a(h) The representative organization shall submit a report to the Commissioner of Environmental Protection that details the paint stewardship program. Such report shall include, but not be limited to:

(6) samples of educational materials provided to consumers of architectural paint and an evaluation of the methods used to disseminate such materials.

A. OUTREACH ACTIVITIES

A1. Introduction

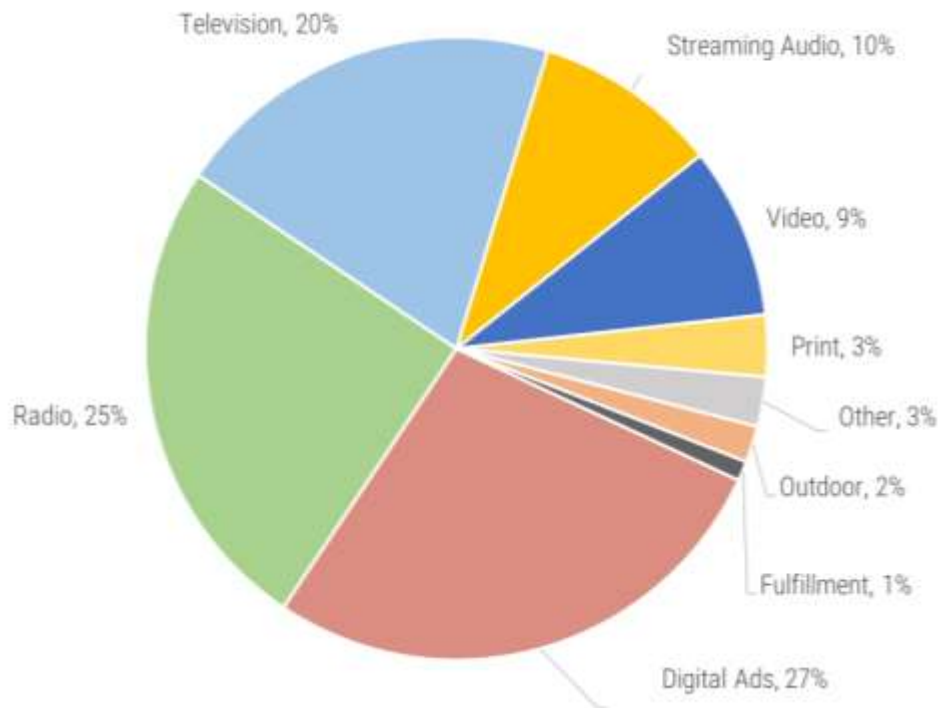
PaintCare's outreach strategy includes a variety of activities targeted to retailers, painting contractors, municipal agencies, and the general public through direct contact and advertising. Outreach efforts in the year focused on encouraging the public to recycle their unwanted paint and included messages related to source reduction and reuse.

Outreach was conducted by distributing brochures and other print-based materials to retailers and others (fulfillment) and using a variety of media, including digital advertising, radio, streaming audio, video, print, and outdoor (billboards).

Tactics such as digital banners, web-based streaming audio, and online video ads were used more than in previous years because they have proven cost-effective at reaching large target audiences multiple times throughout the year. In other PaintCare states, research has shown that our message must be repeated several times in a six-month period in order to increase the viewers' intention to recycle paint. Digital tactics best allow us to focus on our target audiences, repeat our messaging multiple times, and review effectiveness data afterward to inform future planning.

The main objective of outreach was to drive the public to PaintCare's website to find a drop-off site using PaintCare's site locator search tool. The relative amounts of spending dedicated to outreach activities about the Connecticut program are summarized in the following pie chart:

RELATIVE SPENDING ON OUTREACH ACTIVITIES



A2. Press Release

A press release about promoting the previous year's annual report and the program's current milestones was distributed statewide in November of 2018.

A3. Print Materials for Consumers

PaintCare continued to distribute program brochures and other printed materials to retailers for them to make available to consumers in their stores. These materials include program brochures, mini cards, fact sheets (for painting contractors and the LVP service), and program posters.

PaintCare fulfilled 66 requests for materials by mail, including 3,525 brochures, 75 mini cards, and 185 fact sheets. The Connecticut program manager delivered some materials in person during site visits.

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

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



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

A4. Fact Sheets for Stakeholders

Several fact sheets that were distributed in the months before the start of the program or introduced in previous years are still used. Minor updates are made throughout the year. Current versions of the following fact sheets are available on PaintCare’s website:

- ◆ How Does the Connecticut 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 Transfer Stations, Recycling Facilities and Landfills
- ◆ Reuse Programs – Compensation and Reporting

A5. Website

Nearly all PaintCare advertising and outreach efforts direct the public to PaintCare’s website for more information and to find a local PaintCare site. The most frequently visited part of the website is the PaintCare site locator tool on the page titled Drop-Off Locations. PaintCare’s website is updated throughout the year.

The website is easy to navigate and features topics on buying the right amount of paint, storage and reuse tips, and recycling. It has special pages for manufacturers and a general section for retailers, explains what products are covered by the program, and has a Connecticut page with tabs for different audiences (Everyone, Contractors, Retailers, Waste Facilities, and Official Docs).

A chart showing monthly website traffic in follows.

MONTHLY WEBSITE TRAFFIC FROM CONNECTICUT



A6. Translations

PaintCare translates program brochures and fact sheets into languages of known ethnic groups, especially those involved in the painting business, and upon requests from paint retailers or other stakeholders. Program brochure translations available in all PaintCare programs include Amharic, Arabic, Armenian, Chinese, Farsi, French, Hmong, Khmer, Korean, Lao, Polish, Portuguese, Russian, Spanish Somali, Thai, Turkish, and Vietnamese.

Two widely-used fact sheets are also available in translation in all PaintCare programs. The fact sheet for the LVP service is available in Spanish. The fact sheet for painting contractors is available in six languages other than English due to requests from other PaintCare programs.

PaintCare added a Spanish translation button to all of its webpages, making the site fully bilingual, and made live Spanish language interpretation available on PaintCare's telephone hotline.

A7. Radio

Public Radio. PaintCare ran the following message in 10 spots per week in three-week time blocks during several months of the year: *"...PaintCare's Connecticut Recycling Program, now with more than 140 drop off locations in Connecticut where residents and businesses can recycle their leftover paint. Online at PaintCare dot org. Buy Right, Use It Up, Recycle the Rest--with PaintCare."*

Commercial Radio. PaintCare ran a series of radio spots featuring a narrator cleaning out his garage. The following spot ran in two week blocks each month from September-October 2018 and in April-June 2019 on talk radio stations statewide in English. Following is the script that was used:

"Is your garage full of old paint that you'll never use? I know mine is. Avocado Green, Hot Pink, Antique White? (That is a nice shade of white, though.) You know, it's easy to recycle paint all over Connecticut. Keep what you need and recycle the rest. Find a drop off site near you at PaintCare dot org."

A8. Television

PaintCare ran broadcast and cable television spots for two weeks per month September-November 2018 and April-June 2019 throughout most of the state. Cable television was used in Fairfield County to avoid broadcasting into New York. PaintCare’s current commercial shows a single room painted and decorated several times in changing eras by contractors and a DIY homeowner. While the styles and fashions of décor evolve with time, the leftover paint stacks up in the closet. The audience learns that, finally, in the present era there is a new solution for an ongoing problem; now you can recycle leftover paint with PaintCare.



Still Frames from Painting Through the Eras Commercial

PaintCare supplemented its cable television commercials by running video ads for connected devices to target viewers of top performing cable television channels, from October-November 2018 and April-June 2019. PaintCare also ran video ads on various websites in April-June 2019, targeting homeowners and DIY enthusiasts. These streaming video ads used the same 30-second commercial used for television advertising.

PaintCare’s television commercials can be viewed at www.paintcare.org/media and on YouTube and Vimeo.

A9. Print Advertising

PaintCare ran print ads in newspapers in Fall 2018 throughout the state to advertise retail drop-off sites.

PAINT RECYCLING MADE *easy*



It's Free!

Do you know where to recycle or dispose of your paint?
There are more than 145 PaintCare sites in Connecticut where households and businesses can recycle or dispose of unwanted paint, stain, and varnish all year round, including these sites in your area:

<p>BETHLEHEM True Value of Bethlehem 101 Main Street S (203) 266-5262</p>	<p>LITCHFIELD True Value Hardware of Litchfield 348 Bantam Road (860) 567-8588</p>
<p>CANAAN C A Lindell True Value Hardware & Lumber 59 Church Street (860) 824-5443</p>	<p>TORRINGTON Sherwin-Williams 368 Winsted Road (860) 482-5086</p>
<p>LAKEVILLE Ed Herringtons 11 Farnum Road (860) 435-2561</p>	<p>WINSTED True Value of Winchester 276 Main Street (860) 379-6747</p>

TO FIND OTHER DROP-OFF LOCATIONS:
www.paintcare.org
 (855) 724-6809

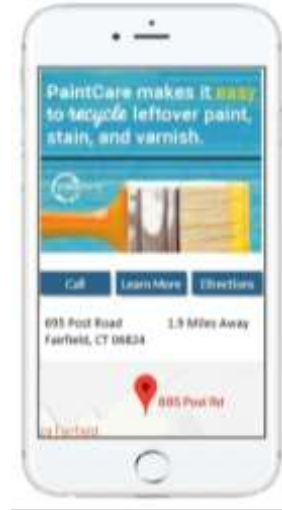
All PaintCare sites accept up to 5 gallons per visit (some take more). Please call ahead to confirm business hours and ask if they can accept the type and amount of paint you would like to recycle. Sites do not accept: aerosols (spray paint) or leaking, unlabeled, and empty containers.



Example of Newspaper Advertising

A10. Digital Advertising

In April-June 2019, PaintCare ran a digital ad campaign promoting its individual paint retail drop-off sites. The campaign consisted of an interactive digital banner ad displayed on websites and apps viewed on smartphones. When viewers touch the banner, it opens to full screen displaying PaintCare's image and message. Using the phone's location settings, it also displays the PaintCare drop-off site nearest to the viewers at that time. This innovative ad allows viewers to click through to the PaintCare website to learn more or even call the store directly by clicking on the store phone number.

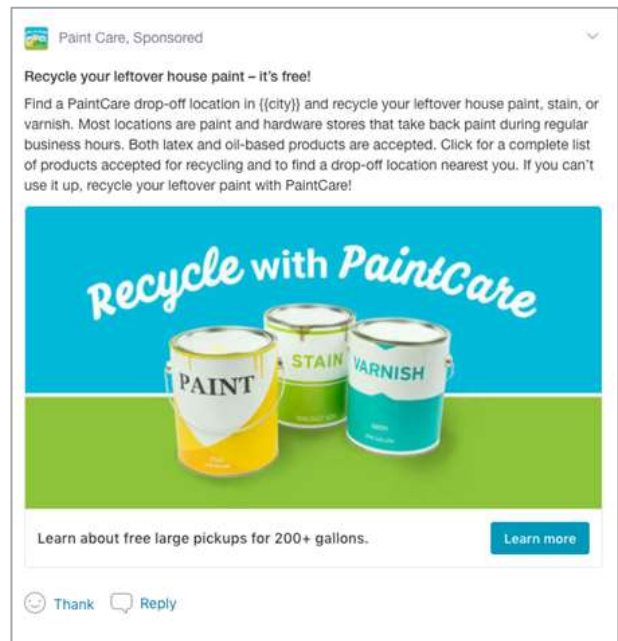


Example of Interactive Ad Promoting Drop-Off Sites

PaintCare also ran an interactive digital ad called a "page grabber" in September-November 2018 and April-June 2019. The "page grabber" ad appears on various websites targeting PaintCare's audiences and is optimized for all screens from smartphones to large desktop computer monitors. Upon loading a web page, viewers see a large, animated graphic about PaintCare. It contains buttons that allow reading useful information about buying the right amount of paint, using up what's left, and recycling the rest. Viewers are prompted to click through to the PaintCare website to learn more and find a drop-off location.



Page Grabber



Example of Nextdoor Ad

PaintCare also ran digital advertising on Nextdoor, a digital platform (website and app) for local residents to share information and resources with their immediate neighbors. While Nextdoor prohibits private organizations from posting information directly to neighborhood boards, PaintCare was able to experiment with paid advertising on the platform to promote awareness of paint stewardship.

A11. STREAMING AUDIO

PaintCare ran streaming audio ads on Pandora during August-September 2018 and April-May 2019. The ad used the audio track from PaintCare's current television commercial and was accompanied by digital banners displayed to Pandora users.



Digital Ad Used on Pandora Radio

A12. SOCIAL MEDIA

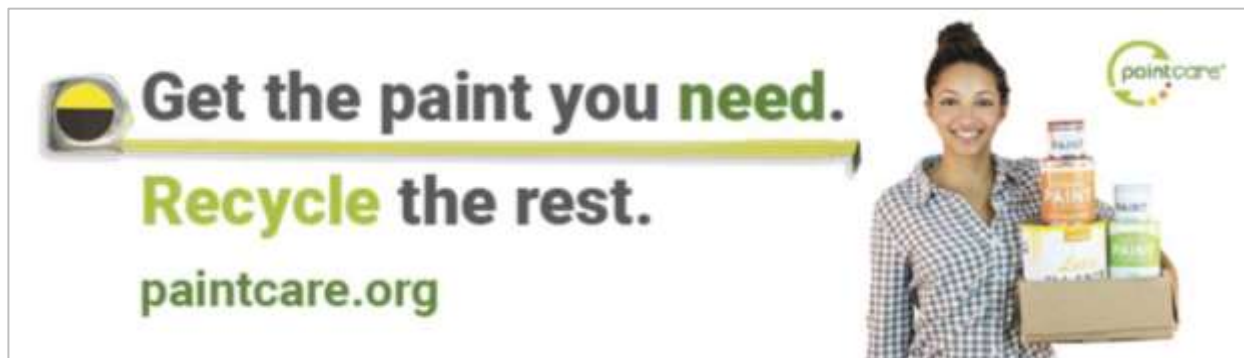
PaintCare continued to grow its Facebook presence during the year, while also establishing accounts with Twitter and Instagram and developing outreach activities for those platforms. PaintCare used social media to promote its three key messages: Buy Right, Use Up Leftover Paint, and Recycle with PaintCare.



Instagram Post Promoting the Buy Right Message

A13. Outdoor

PaintCare used digital billboard placements to reach large audiences and promote source reduction by encouraging readers to measure and plan the right amount of paint for their job. Billboards ran in Hartford in September 2018, New Haven in October 2018, and Fairfield in November 2018.



Digital Billboard Used in Hartford, New Haven, and Fairfield

A14. Face-to-Face

The Connecticut program manager continued to visit with retail drop-off sites regularly to make sure there were no problems or concerns, to help coach them on how to answer questions they receive from customers, provide brochures and other point-of-sale materials, and order signs. The manager also talked to customers in the stores when they were dropping off paint or buying paint and had questions.

She also visited PaintCare's HHW facility and transfer station partners to check on operational issues and answer questions.

Finally, the Connecticut program manager spoke with individuals interested in PaintCare's LVP service, explained how to request a pick-up, what was required to take advantage of the service, and which types of products are covered by the program and eligible for the service. If necessary, she visited the location to address logistical site issues to accommodate pick-ups either before the pick-up, at the same time as the pick-up, or both.

A15. Signs for Drop-Off Sites

PaintCare has developed several signs for drop-off sites to help them let the public know about the program, screen program products, and address concerns about illegal dumping. Drop-off sites may order the following signs: Program Products Sign (English/Spanish), Program Partner Sign, Combination (program partner with simplified products list), No Dumping, and Please Wait for Assistance. Larger versions of these signs have been included in previous annual reports. These signs can now be found online at www.paintcare.org/signs.



A16. Joint Outreach Projects

PaintCare offers creative and financial support to HHW and transfer station programs that are PaintCare partners. PaintCare provided support to the Housatonic Resource Recovery Association by providing partial funding for newspaper ad and billboards to promote HHW events. More information about joint outreach is available from PaintCare’s website.

B. AWARENESS SURVEY

PaintCare updated its public awareness survey methodology used for all PaintCare programs with the assistance of the market research firm KB Insights. The purpose of updating the survey was to improve accuracy of measurement, ensure statistically significant data samples, improve clarity and consistency in the questionnaire, and to better screen survey panels to represent the make-up of their state or jurisdiction. Updates to the survey questionnaire itself included changing some terminology and adding open-ended questions to learn more about public perceptions of paint stewardship.

The results were analyzed by KB Insights to help PaintCare better understand trends in the data and help guide future targeting. Data from all PaintCare programs was included in the analysis, providing the additional benefit of comparing results between programs throughout the nation.

Due to the updates in the measurement methodology, survey results from previous years are not directly comparable to the new results and are not included here. Survey data from previous years remains publicly accessible in the previous annual report posted on the Connecticut section of PaintCare’s website. The full report for this year’s awareness survey for all PaintCare programs is included in the appendix.

Following are some highlights from the Connecticut survey results:

- ◆ 251 surveys were completed by residents of Connecticut, allowing 90% confidence in the accuracy of the measured results for the population within +/-5%.
- ◆ Over half of Connecticut respondents purchased paint in the last year. Of those, over half report seeking help from paint retail staff and taking measurements themselves in order to purchase the right amount of paint and reduce the amount leftover.

- ◆ 12% of Connecticut respondents recalled hearing of PaintCare before completing the survey, average among PaintCare program states. Of those respondents who knew about PaintCare before, a significant majority of 72% recalled seeing a PaintCare ad in recent months.
- ◆ Over half of Connecticut respondents report that they will choose a sustainable option if they have leftover paint in the future, such as dropping it off at a paint retail store (13%) or HHW facility (36%) or giving it away to someone else who needs it (6%).

Section 5. FY2020 and Future

This section to the annual report describes activities or plans for the program that have happened since July 1, 2019 or are being planned.

A. OUTREACH

PaintCare will increase outreach activities in FY2020, primarily due to promotion for four planned PaintCare drop-off events. Other recommendations for current and future years include:

- ◆ PaintCare should continue to conduct outreach through a variety of media activities, including television, radio, digital, video, streaming audio, outdoor, and print materials to increase awareness across the state. PaintCare endeavors to reach the general public – all households, businesses, and institutions that generate or accumulate leftover paint. Because the various segments of the general population are reached by different media, a media mix that includes a variety of strategies is necessary to reach the general population.
- ◆ PaintCare should continue experimenting with new ways of promoting drop-off sites to ensure a broad population is aware of them.
- ◆ PaintCare should continue to offer its joint outreach program to local governments to leverage their messaging and outreach for recycling and solid waste programs.
- ◆ PaintCare is planning a campaign to acknowledge PaintCare's 10th anniversary for October-November 2019.
- ◆ The Program Manager attended the NERC fall conference.
- ◆ The Program Manager attended the New Haven Board of Realtors annual trade show.

B. WEBINAR ON ANNUAL REPORT

- ◆ As we did for FY2018 reports, PaintCare will be holding a webinar to review the FY2019 annual reports for the four northeast PaintCare states

Appendix Section A



PAINTCARE SITES

FY2019 PAINTCARE SITES IN CONNECTICUT - PAGE 1 OF 7

City/Town	Site Name	Address	Type
1. Year-Round Sites			149 Sites
Avon	Carr Hardware	320 W Main St	Retail
Avon	Mahers Paint & Wallpaper	369 W Main St	Retail
Avon	Sherwin-Williams	353 W Main St	Retail
Barkhamsted	Regional Refuse Disposal Dist 1	31 New Hartford Rd	Transfer Station
Berlin	New Britain Recycling Center	642 Christian Ln	Transfer Station
Bethel	Rings End	9 Taylor Ave	Retail
Bethel	Stony Hill Hardware	34 Stony Hill Rd	Retail
Bethel	True Value of Bethel	211 Greenwood Ave	Retail
Bethlehem	True Value of Bethlehem	101 Main St S	Retail
Bloomfield	Habitat for Humanity Restore	500 Cottage Grove Rd	Reuse Store
Bolton	England True Value Hardware	661 Boston Tpke Rte 44	Retail
Branford	Branford Building Supplies	1145 Main St	Retail
Branford	Rings End	25 E Industrial Rd	Retail
Branford	Sherwin-Williams	2 Liesl Ln	Retail
Bridgeport	PPG Paints	1739 Main St	Retail
Bridgeport	Sherwin-Williams	46 Glenwood Ave	Retail
Bristol	Bristol Transfer Station	685 Lake Ave	Transfer Station
Bristol	City Hardware	750 Farmington Ave	Retail
Bristol	Sherwin-Williams	1197 Farmington Ave	Retail
Brookfield	Sherwin-Williams	2 Federal Rd	Retail
Brooklyn	Brooklyn Transfer Station	95 Ruckstella Rd (off Beecher Rd)	Transfer Station
Burlington	Burlington Transfer Station	66 Belden Rd	Transfer Station
Canaan	C A Lindell True Value	59 Church St	Retail
Canterbury	Canterbury Transfer Station	111 Kinne Rd	Transfer Station
Canton	Larsen Ace Hardware	220 Albany Turnpike	Retail
Cheshire	R W Hine Hardware	231 Maple Ave	Retail
Clinton	Clinton Paint & Decorating	252 E Main St Rte 1	Retail
Clinton	Stewards Ace Hardware	114 E Main St	Retail
Cornwall	Cornwall Transfer Station	24 Furnace Brook Rd	Transfer Station
Cromwell	Sherwin-Williams	50 Berlin Rd	Retail
Danbury	PPG Paints	211 White St	Retail
Danbury	Sherwin-Williams	1 Padanaram Rd	Retail
Darien	Darien Transfer Station	126 Ledge Rd	Transfer Station
Derby	Sherwin-Williams	656 New Haven Ave	Retail
East Haddam	Shagbark True Value Hardware	1 Mt Parnassus Rd	Retail
East Hampton	East Hampton Ace Hardware	25 E High St #3-4-5	Retail



PAINTCARE SITES

FY2019 PAINTCARE SITES IN CONNECTICUT - PAGE 2 OF 7

City/Town	Site Name	Address	Type
East Hartford	East Hartford Transfer Station	61 Ecology Dr	Transfer Station
East Hartford	Sherwin-Williams	275 Park Ave	Retail
East Haven	Goodys Hardware	540 Main St	Retail
East Lyme	Cash True Value Home Center	300 Flanders Rd	Retail
Eastford	Eastford Transfer Station	264 Westford Rd	Transfer Station
Enfield	Carr Hardware (New May 2019)	481 Enfield St	Retail
Enfield	Sherwin-Williams	85 Freshwater Blvd	Retail
Fairfield	Sherwin-Williams	695 Post Rd	Retail
Glastonbury	Katz Hardware	2687 Main St	Retail
Granby	Beman True Value Hardware	20 Hartford Ave	Retail
Granby	Granby Transfer Station	103 Old Stagecoach Rd	Transfer Station
Griswold	Griswold Transfer Station	1148 Voluntown Rd Rte 138	Transfer Station
Groton	Johnson True Value Hardware	40 Fort Hill Rd	Retail
Groton	Sherwin-Williams	750 Long Hill Rd	Retail
Guilford	Page Hardware and Appliances	9 Boston St	Retail
Hamden	Hamden Transfer Station	231 Wintergreen Ave	Transfer Station
Hamden	Sherwin-Williams	2100 Dixwell Ave	Retail
Hartford	Hartford Transfer Station	180 Leibert Rd	Transfer Station
Kent	Kent Transfer Station	46 Maple St	Transfer Station
Killingly	Sherwin-Williams	1062 N Main St	Retail
Killingworth	Killingworth True Value Hardware	228 Route 81	Retail
Lakeville	Ed Herringtons Inc	11 Farnum Rd	Retail
Lebanon	Lebanon Transfer Station	175 Exeter Rd	Transfer Station
Ledyard	Holdridge Home & Garden	749 Colonel Ledyard Hwy	Retail
Ledyard	Ledyard Transfer Station	881 Colonel Ledyard Hwy	Transfer Station
Litchfield	True Value Hardware of Litchfield	348 Bantam Rd	Retail
Madison	Rings End	85 Bradley Rd	Retail
Manchester	Sherwin-Williams	257 Broad St	Retail
Manchester	Sherwin-Williams	100 Tolland Tpke	Retail
Mansfield Center	Mansfield Transfer Station	221 Warrenville Rd	Transfer Station
Middletown	Ace Home Center	480 S Main St	Retail
Milford	Colony Paint	282 Boston Post Rd	Retail
Morris	Morris Transfer Station	254 Lakeside Rd	Transfer Station
Mystic	Cash True Value Home Center	9 Hendel Dr	Retail
Mystic	Mystic Paint and Decorating	50 Williams Ave	Retail
Naugatuck	H J Bushka Sons	25 Great Hill Rd	Retail
Naugatuck	Sherwin-Williams	727 Rubber Ave	Retail
New Britain	John Boyle Company	152 S Main St	Retail



PAINTCARE SITES

FY2019 PAINTCARE SITES IN CONNECTICUT - PAGE 3 OF 7

City/Town	Site Name	Address	Type
New Fairfield	Village Hardware	3 Durham Dr	Retail
New Haven	Grand Paint & Carpet Center	451 Grand Ave	Retail
New Haven	PPG Paints	390 East St	Retail
New Haven	Sherwin-Williams	454 Whalley Ave	Retail
New London	New London Transfer Station	63 Lewis St	Transfer Station
New Milford	H H Taylor & Sons True Value	85 Railroad St	Retail
New Milford	Rings End	140 Danbury Rd Rte 7	Retail
New Milford	Sherwin-Williams	116 Danbury Rd	Retail
Newington	ReCONNstruction Center	731 New Britain Ave	Reuse Store
Newtown	Newtown Hardware	61 Church Hill Rd	Retail
Newtown	Sherwin-Williams	255 S Main St	Retail
Niantic	Rings End	28 Hope St	Retail
North Branford	Country Paint and Hardware	2410 Foxon Rd	Retail
North Haven	North Haven Paint and Hardware	87 Quinnipiac Ave	Retail
North Haven	PPG Paints	310 Washington Ave	Retail
North Haven	Sherwin-Williams (New Jun 2019)	2 Montowese Ave	Retail
North Stonington	North Stonington Transfer Station	191 Wintechog Hill Rd	Transfer Station
North Windham	Windham Transfer Station	8 Industrial Park Dr	Transfer Station
Norwalk	PPG Paints	106 Main St	Retail
Norwalk	Rings End	149 Westport Ave	Retail
Norwalk	Sherwin-Williams	304 Main Ave	Retail
Norwich	Ace Home Center	146 W Town St	Retail
Norwich	Norwich Transfer Station	73 Rogers Rd	Transfer Station
Norwich	Sherwin-Williams	411 W Main St	Retail
Oakdale	Montville Transfer Station	669 Rt 163	Transfer Station
Old Saybrook	Sherwin-Williams	783 Boston Post Rd	Retail
Orange	Orange Transfer Station	100 S Orange Center Rd	Transfer Station
Orange	Sherwin-Williams	575 Boston Post Rd	Retail
Oxford	Oxford Lumber & Building Materials	113 Oxford Rd	Retail
Pawcatuck	Stonington Transfer Station	151 Greenhaven Rd	Transfer Station
Portland	Portland Transfer Station	33 Sand Hill Rd	Transfer Station
Preston	Preston Transfer Station	108 Ross Rd	Transfer Station
Putnam	Sherwin-Williams	239 Kennedy Dr	Retail
Redding Center	Redding Transfer Station	84 Hopewell Woods Rd	Transfer Station
Ridgefield	Keoghs Paint & Hardware	1 Ethan Allen Hwy	Retail
Ridgefield	Ridgefield Transfer Station	55 South St	Transfer Station
Rocky Hill	Rocky Hill Transfer Station	2 Old Forge Rd	Transfer Station
Salisbury	Salisbury Transfer Station	309 Sharon Rd	Transfer Station



PAINTCARE SITES

FY2019 PAINTCARE SITES IN CONNECTICUT - PAGE 4 OF 7

City/Town	Site Name	Address	Type
Simsbury	Simbury Transfer Station	74 Wolcott Rd	Transfer Station
Somers	Town of Somers	127 Egypt Rd	Transfer Station
Southbury	Southbury Transfer Station	231 Kettletown Rd	Transfer Station
Southington	PPG Paints	320 Queen St	Retail
Southington	Sherwin-Williams	405 Queen St	Retail
Stamford	Keoughs Paint & Hardware	907 High Ridge Rd	Retail
Stamford	Sherwin-Williams	1100 Hope St	Retail
Storrs	Mansfield Supply Inc	1527 Storrs Rd	Retail
Stratford	Rings End	160 Avon St	Retail
Stratford	Sherwin-Williams	425 Benton St	Retail
Terryville	Plymouth Transfer Station	175 Old Waterbury Rd	Transfer Station
Torrington	Sherwin-Williams	368 Winsted Rd	Retail
Trumbull	Rings End	921 White Plains Rd	Retail
Wallingford	Sherwin-Williams	927 N Colony Rd	Retail
Wallingford	South Broad Paint Center	1267 S Broad St	Retail
Waterbury	PPG Paints	1225 Thomaston Ave	Retail
Waterbury	Schmidts & Serafines True Value	464 Chase Ave	Retail
Waterbury	Sherwin-Williams	997 Wolcott St	Retail
Waterford	Sherwin-Williams	99 Boston Post Rd	Retail
Watertown	Watertown Transfer Station	Old Baird Rd (off Hamilton)	Transfer Station
West Hartford	PPG Paints	80 South St	Retail
West Hartford	Sherwin-Williams	1077 New Britain Ave	Retail
West Hartford	West Hartford Transfer Station	25 Brixton St	Transfer Station
West Haven	Rings End	460 Elm St	Retail
Westport	Westport Transfer Station	300 Sherwood Island Connector	Transfer Station
Wethersfield	Rings End	669 Silas Deane Hwy	Retail
Wethersfield	Sherwin-Williams	725 Silas Deane Hwy	Retail
Willimantic	Cash True Value Home Center	1561 Main St	Retail
Willimantic	O L Willard Co	196 Valley St	Retail
Willimantic	Sherwin-Williams	1320 Main St	Retail
Wilton	Rings End	129 Danbury Rd	Retail
Wilton	Wilton Hardware	21 River Rd	Retail
Windsor	Windsor Transfer Station	500 Huckleberry Rd	Transfer Station
Winsted	True Value of Winchester	276 Main St	Retail
Wolcott	Wolcott Transfer Station	48 Todd Rd	Transfer Station
Woodbridge	Woodbridge Transfer Station	85 Acorn Hill Rd Ext	Transfer Station
Woodbury	Ace Hardware of Woodbury	690 Main St S	Retail



PAINTCARE SITES

City/Town	Site Name	Address	Type
2. Supplemental Sites and Events			
			52 Sites
Ansonia	Ansonia Public Works (NVCOG)	1 N Division St	HHW Event
Avon	Avon Transfer Station	281 Huckleberry Hill Rd	Transfer Station Seasonal
Bloomfield	Bloomfield Public Works Bldg (MDC)	21 Southwood Rd	HHW Event
Bridgeport	City of Bridgeport	425 Thorne St	HHW Event
Bristol	Bristol Public Works Garage (TROC)	95 Vincent P Kelly Dr	HHW Event
Brookfield	Brookfield High School (HRRRA)	45 Long Meadow Hill Rd	HHW Event
Clinton	DPW Garage (RiverCOG)	117 Nod Rd	HHW Event
Colchester	Colchester Town Hall (SCRRA)	127 Norwich Ave	HHW Event
Danbury	Danbury Public Works (HRRRA)	54 Newtown Rd	HHW Event
East Hampton	Colchester-East Hampton WPCA (RiverCOG)	20 Gildersleeve Dr	HHW Event
East Hartford	East Hartford WPCF (MDC)	65 Pitkin St	HHW Event
East Lyme	East Lyme (SCRRA)	8 Capitol Dr	HHW Event
Essex	Essex Transfer Station	5 Dump Rd	Transfer Station Seasonal
Essex	RiverCOG HHW Facility	Dump Road (no street number)	HHW Seasonal
Fairfield	Veterans Park (RWA)	909 Reef Rd	HHW Event
Falls Village	Public Works Garage (NHCOG)	Railroad St (no street number)	HHW Event
Farmington	Farmington High School (HHW)	10 Monteith Dr	HHW Event
Griswold	Griswold Highway Garage (SCRRA)	1148 Voluntown Rd Rte 138	HHW Event
Groton	Groton Transfer Station (SCRRA)	685 Flanders Rd	HHW Event
Hartford	MDC Operations Facility (MDC)	125 Maxium Rd	HHW Event
Ledyard	Ledyard (2017) (SCRRA)	889 Colonel Ledyard Hwy	HHW Event
Lisbon	Lisbon Central School (Lisbon HHW)	15 Newent Rd	HHW Event
Madison	Madison Town Garage (RWA)	16 Fort Path Rd	HHW Event
Manchester	Manchester Public Works (CREOC)	311 Olcott St	HHW Seasonal
Middletown	Middlesex College (RiverCOG)	100 Training Hill Rd	HHW Event
Milford	DPW Garage (RWA)	83 Ford St	HHW Event
New Haven	Regional Water Authority (RWA)	90 Sargent Dr	HHW Seasonal
New Milford	John Pettibone School (HRRRA)	2 Pickett District Rd	HHW Event
Newington	Newington Town Garage (MDC)	281 Milk Ln (off of Fenn Rd)	HHW Event
Newtown	Newtown Public Works (HRRRA)	4 Turkey Hill Rd	HHW Event
North Stonington	Wheeler High School (SCRRA event)	298 Norwich Westerly Rd	HHW Event
Norwich	Norwich Public Works Garage (SCRRA)	50 Clinton Ave	HHW Event
Oakdale	Tyl Middle School Montville (SCRRA)	166 Chesterfield Rd (off Rt 163)	HHW Event
Oxford	Quaker Farms School (NHCOG)	30 Great Oak Rd	HHW Event
Plainfield	Plainfield Hardware (Closed Apr 2019)	20 Excalibur Blvd	Retail
Putnam	Putnam Middle School (Town of Putnam)	35 Wicker St	HHW Event



PAINTCARE SITES

City/Town	Site Name	Address	Type
Rocky Hill	Stevens School (MDC)	322 Orchard St	HHW Event
Shelton	Shelton Highway & Bridges Dept (City)	41 Myrtle St	HHW Event
Simsbury	Simsbury DPW (HHW Event)	66 Town Forest Rd	HHW Event
Stafford Springs	Stafford Public Works Dept (CREOC)	210 East St	HHW Event
Stonington	Stonington Highway Dept (SCRRA)	86 Alpha Ave	HHW Event
Terryville	Plymouth Town Hall (TROC)	80 Main St	HHW Event
Thomaston	Thomaston H S (NHCOG)	185 Branch Rd	HHW Event
Torrington	Torrington Street Dept (NHCOG)	107 Arthur St	HHW Event
West Hartford	Hall High School (MDC)	975 N Main St	HHW Event
West Hartford	West Hartford Public Works (MDC)	17 Brixton St	HHW Event
Wethersfield	Wethersfield High School (MDC)	411 Wolcott Hill Rd	HHW Event
Willington	MidNEROC HHW Facility	57 Hancock Rd	HHW Seasonal
Windsor	Poquonock WPCF (MDC)	1222 Poquonock Ave	HHW Event
Windsor Locks	Windsor Locks Public Works (MDC)	6 Stanton Rd	HHW Event
Woodbridge	Woodbridge Transfer Station (RWA)	89 Acorn Hill Rd	HHW Event
Woodbury	Woodbury M (NHCOG)	67 Washington Ave	HHW Event

3. Large Volume Pick-Up Sites 45 Sites

Bethel	[Construction]	LVP
Bethlehem	[Painting Contractor]	LVP
Bridgeport	[Painting Contractor]	LVP
Bridgeport	[Painting Contractor]	LVP
Bristol	[Household]	LVP
Clinton	[Household]	LVP
Cromwell	[Painting Contractor]	LVP
Danbury	[Property Manager/Owner]	LVP
Darien	[Painting Contractor]	LVP
Derby	[Antique Store]	LVP
East Hartford	[Painting Contractor]	LVP
east hartford	[Painting Contractor]	LVP
East Haven	Painting Contractor	LVP
Ellington	[Property Manager]	LVP
Fairfield	[Painting Contractor]	LVP
Fairfield	[School or University]	LVP
Glastonbury	[Painting Contractor]	LVP
Granby	[Leasing Company]	RLVP
Guilford	[Painting Contractor]	LVP
Hamden	[Addiction Services]	LVP



PAINTCARE SITES

FY2019 PAINTCARE SITES IN CONNECTICUT - PAGE 7 OF 7

City/Town	Site Name	Address	Type
Hamden	[Painting Contractor]		LVP
Hartford	[Property Manager/Owner]		LVP
Mansfield	[School or University]		LVP
Middletown	[Hospital]		LVP
New Britain	[Construction]		LVP
New Haven	[Household]		LVP
New Milford	[Painting Contractor]		LVP
North Haven	[Painting Contractor]		LVP
Plainfield	[Household]		LVP
Plainville	[Property Manager/Owner]		LVP
Plantsville	[Painting Contractor]		LVP
Prospect	[Painting Contractor]		LVP
Shelton	[Research Facility]		Employee Event
Storrs	[University]		LVP
suffield	[School or University]		LVP
Torrington	[Camp]		LVP
Torrington	[School or University]		LVP
Trumbull	[Athletic Maintenance]		LVP
Trumbull	[Health Center]		LVP
Trumbull	[Painting Contractor]		LVP
Trumbull	[University]		LVP
Waterbury	[School or University]		LVP
Watertown	[Painting Contractor]		LVP
West Hartford	[Religious Nonprofit]		LVP
Windsor	[Painting Contractor]		LVP

**Appendix
Section B**

PaintCare Inc.

Financial Statements
and Independent Auditors' Report

June 30, 2019 and 2018

PaintCare Inc.

Financial Statements
June 30, 2019 and 2018

Contents

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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 June 30, 2019 and 2018; the related statements of activities, functional expenses, and cash flows for the years then ended; and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

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

Auditor's Responsibility

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

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

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

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of PaintCare as of June 30, 2019 and 2018, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

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.

A handwritten signature in black ink that reads "Rogers & Company PLLC". The signature is written in a cursive, slightly stylized font.

Vienna, Virginia
September 24, 2019

PaintCare Inc.

Statements of Financial Position
June 30, 2019 and 2018

	<u>2019</u>	<u>2018</u>
Assets		
Current assets:		
Cash and cash equivalents	\$ 15,596,294	\$ 9,136,849
Accounts receivable, net	6,964,498	7,215,463
Investments	48,051,007	45,209,880
Prepaid expenses	296,043	216,383
	<u>70,907,842</u>	<u>61,778,575</u>
Total current assets	70,907,842	61,778,575
Property and equipment, net	274,538	172,736
	<u>71,182,380</u>	<u>61,951,311</u>
Total assets	<u>\$ 71,182,380</u>	<u>\$ 61,951,311</u>
Liabilities and Net Assets		
Liabilities		
Current liabilities:		
Accounts payable and accrued expenses	\$ 10,875,820	\$ 8,435,083
Grants payable	200,000	-
Due to affiliate	800,081	761,712
	<u>11,875,901</u>	<u>9,196,795</u>
Total liabilities	11,875,901	9,196,795
Net Assets		
Without donor restrictions	59,306,479	52,754,516
	<u>59,306,479</u>	<u>52,754,516</u>
Total net assets	59,306,479	52,754,516
Total liabilities and net assets	<u>\$ 71,182,380</u>	<u>\$ 61,951,311</u>

PaintCare Inc.

Statements of Activities
For the Years Ended June 30, 2019 and 2018

	2019	2018
Operating Revenue and Support		
Paint recovery fees	\$ 60,493,546	\$ 60,694,911
Other income	-	99,424
	60,493,546	60,794,335
Expenses		
Program and delivery services:		
Oregon	4,365,660	5,060,746
California	30,763,747	31,979,769
Connecticut	3,176,529	3,014,201
Rhode Island	729,092	699,650
Minnesota	5,068,449	4,929,453
Vermont	792,567	743,554
Maine	1,300,761	1,110,093
Colorado	5,629,379	5,299,726
District of Columbia	413,169	342,957
Washington	7,064	-
	52,246,417	53,180,149
General and administrative	4,433,932	4,214,193
	56,680,349	57,394,342
Change in Net Assets from Operations	3,813,197	3,399,993
Non-Operating Activities		
Interest and dividend income	1,238,869	945,029
Loss on disposal of property and equipment	(102,362)	-
Net realized and unrealized gain on investments	1,748,144	634,025
Investment fees	(145,885)	(138,181)
	2,738,766	1,440,873
Change in Net Assets	6,551,963	4,840,866
Net Assets, beginning of year	52,754,516	47,913,650
Net Assets, end of year	\$ 59,306,479	\$ 52,754,516

See accompanying notes.

PaintCare Inc.

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

	Program and Delivery Services										General and Administrative	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington		
Salaries and related benefits	\$ 113,319	\$ 812,614	\$ 93,741	\$ 27,808	\$ 133,528	\$ 39,213	\$ 82,807	\$ 194,026	\$ 16,034	\$ 2,544	\$ 1,395,251	\$ 2,910,885
Collection support	20,381	3,134,672	434,073	100,440	448,281	81,970	145,009	506,813	38,858	-	-	4,910,497
Transportation and processing	4,085,078	22,661,082	2,133,266	471,744	4,214,375	636,180	933,710	3,989,607	216,039	-	-	39,341,081
Communications	59,964	3,394,905	462,698	105,153	187,698	9,375	23,502	613,849	104,388	-	61,056	5,022,588
State agency administrative fees	40,000	224,526	20,000	-	24,319	15,000	71,003	120,000	26,000	-	-	540,848
Management fees	-	-	-	-	-	-	-	-	-	-	2,151,624	2,151,624
Professional fees	2,700	25,432	5,596	769	2,950	2,829	3,541	37,900	496	-	94,447	176,660
Legal fees	350	201,033	11,511	15,144	10,078	263	9,505	3,339	1,186	-	23,632	276,041
Travel	21,803	156,565	9,951	5,527	14,731	7,134	17,143	49,160	9,095	4,502	157,311	452,922
Meetings	1,240	10,542	533	-	1,487	71	152	3,200	546	18	21,997	39,786
Office and supplies	1,040	3,443	229	288	1,019	246	314	1,968	163	-	30,954	39,664
Subscriptions and publications	931	5,002	292	81	1,530	119	252	1,718	4	-	81,761	91,690
Professional development	1,653	27,506	2,716	856	4,971	127	2,773	7,458	51	-	25,531	73,642
Depreciation and amortization	-	-	-	-	-	-	-	-	-	-	112,611	112,611
Insurance	-	-	-	-	-	-	-	-	-	-	220,261	220,261
Bank fees	1,185	-	1,572	979	-	-	205	-	-	-	56,681	60,622
Research and development grant	-	100,000	-	-	-	-	-	100,000	-	-	-	200,000
Other expenses	16,016	6,425	351	303	23,482	40	10,845	341	309	-	815	58,927
Total Expenses	\$ 4,365,660	\$ 30,763,747	\$ 3,176,529	\$ 729,092	\$ 5,068,449	\$ 792,567	\$ 1,300,761	\$ 5,629,379	\$ 413,169	\$ 7,064	\$ 4,433,932	\$ 56,680,349

See accompanying notes.

PaintCare Inc.

Statement of Functional Expenses
For the Year Ended June 30, 2018

	Program and Delivery Services									General and Administrative	Total
	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia		
Salaries and related benefits	\$ 99,554	\$ 689,697	\$ 89,719	\$ 26,890	\$ 125,429	\$ 36,332	\$ 76,778	\$ 174,956	\$ 26,256	\$ 1,378,112	\$ 2,723,723
Collection support	14,151	3,088,154	419,471	102,140	427,620	77,744	131,874	494,745	35,885	-	4,791,784
Transportation and processing	4,746,058	23,089,574	1,985,183	471,128	4,095,774	599,131	800,695	3,746,160	195,501	-	39,729,204
Communications	58,998	3,449,964	448,418	89,429	204,463	7,865	23,715	671,904	52,037	29,680	5,036,473
State agency administrative fees	50,000	167,633	20,000	-	35,160	15,000	53,146	120,000	26,000	-	486,939
Management fees	-	-	-	-	-	-	-	-	-	2,146,079	2,146,079
Professional fees	52,450	9,680	13,040	1,098	1,019	770	764	259	151	90,017	169,248
Legal fees	871	1,231,975	1,594	-	-	-	4,305	8,499	-	24,165	1,271,409
Travel	20,950	169,762	13,775	4,775	15,478	5,797	15,848	65,492	6,462	140,849	459,188
Meetings	646	9,278	726	51	1,131	2	4	5,305	32	12,819	29,994
Office and supplies	1,428	6,705	187	53	6,073	226	295	3,474	15	31,681	50,137
Subscriptions and publications	868	3,128	132	30	789	43	91	1,465	-	29,474	36,020
Professional development	957	13,872	1,939	240	4,257	590	2,478	6,309	392	22,223	53,257
Depreciation and amortization	-	-	-	-	-	-	-	-	-	79,626	79,626
Insurance	-	-	-	-	-	-	-	-	-	163,709	163,709
Bank fees	1,263	-	4,804	2,891	-	-	-	-	-	63,490	72,448
Other expenses	12,552	50,347	15,213	925	12,260	54	100	1,158	226	2,269	95,104
Total Expenses	\$ 5,060,746	\$ 31,979,769	\$ 3,014,201	\$ 699,650	\$ 4,929,453	\$ 743,554	\$ 1,110,093	\$ 5,299,726	\$ 342,957	\$ 4,214,193	\$ 57,394,342

See accompanying notes.

PaintCare Inc.

Statements of Cash Flows
For the Years Ended June 30, 2019 and 2018

	2019	2018
Cash Flows from Operating Activities		
Change in net assets	\$ 6,551,963	\$ 4,840,866
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Depreciation and amortization	112,611	79,626
Loss on disposal of property and equipment	102,362	-
Net realized and unrealized gain on investments	(1,748,144)	(634,025)
Change in allowance for doubtful accounts receivable	21,272	17,055
Change in operating assets and liabilities:		
(Increase) decrease in:		
Accounts receivable	229,693	(147,428)
Prepaid expenses	(79,660)	76,525
Increase in:		
Accounts payable and accrued expenses	2,440,737	827,494
Grants payable	200,000	-
Due to affiliate	38,369	45,302
	<u>7,869,203</u>	<u>5,105,415</u>
Cash Flows from Investing Activities		
Purchases of investments	(18,563,757)	(5,945,029)
Proceeds from sale of investments	17,470,774	138,182
Purchases of property and equipment	(316,775)	-
	<u>(1,409,758)</u>	<u>(5,806,847)</u>
Net cash used in investing activities		
Net Increase (Decrease) in Cash	6,459,445	(701,432)
Cash and Cash Equivalents, beginning of year	<u>9,136,849</u>	<u>9,838,281</u>
Cash and Cash Equivalents, end of year	<u>\$ 15,596,294</u>	<u>\$ 9,136,849</u>

See accompanying notes.

PaintCare Inc.

Notes to Financial Statements
June 30, 2019 and 2018

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, and District of Columbia programs in an effort to shield the assets of each state program from liability stemming from acts and obligations of other PaintCare state programs.

2. Summary of Significant Accounting Policies

Basis of Accounting and Presentation

PaintCare’s financial statements are prepared on the accrual basis of accounting. Net assets without donor restrictions represent funds that are not subject to donor-imposed stipulations and are available for support of PaintCare’s operations. At June 30, 2019 and 2018, 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 June 30, 2019 and 2018, an allowance of \$64,175 and \$42,903, respectively, was recognized.

PaintCare Inc.

Notes to Financial Statements
June 30, 2019 and 2018

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 are included in the accompanying statements of activities.

Property and Equipment

Property and equipment with a projected useful life ranging from three to ten years and in excess of \$1,000 are capitalized and recorded at cost. Depreciation and amortization are computed using the straight-line method over the estimated useful lives of the individual assets, ranging from three to ten years.

Grants Payable

Grants payable represents amounts awarded to organizations for the Innovative Recycling Grant Competition. These funds are committed as of June 30, 2019 and will be paid out over a maximum period of three years on a reimbursement-only basis. Grants payable is included on the accompanying statements of financial position and total \$200,000 and \$0 at June 30, 2019 and 2018.

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.

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.

PaintCare Inc.

Notes to Financial Statements
June 30, 2019 and 2018

2. Summary of Significant Accounting Policies (continued)

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.

Communications Costs

PaintCare holds communication-related contracts for advertising, marketing, and consumer awareness. Communications costs are charged to operations when incurred. Communications expenses were \$5,022,588 and \$5,036,473 for the years ended June 30, 2019 and 2018, respectively.

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 realized and unrealized gains and losses on investments, interest and dividends, and loss on disposal of property and equipment.

Reclassifications

Certain amounts in the 2018 financial statements have been reclassified to conform to the 2019 presentation. These reclassifications have no effect on the change in net assets previously reported.

Adopted Accounting Pronouncement

On August 18, 2016, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update (ASU) 2016-14, *Not-for-Profit Entities* (Topic 958) – *Presentation of Financial Statements of Not-for-Profit Entities*. The update addresses the complexity and understandability of net asset classification, deficiencies in information about liquidity and availability of resources, and the lack of consistency in the type of information provided about expenses and investment return. PaintCare has implemented ASU 2016-14 and has adjusted the presentation in these financial statements accordingly. The ASU has been applied retrospectively to all periods presented, except for the liquidity and availability footnote, which is permitted by the ASU in the year of adoption. The implementation had no impact on previously reported net assets.

PaintCare Inc.

Notes to Financial Statements
June 30, 2019 and 2018

2. Summary of Significant Accounting Policies (continued)

Use of Estimates

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

Subsequent Events

In preparing these financial statements, PaintCare has evaluated events and transactions for potential recognition or disclosure through September 24, 2019, the date the financial statements were available to be issued.

3. Liquidity and Availability

PaintCare has \$51,156,773 of financial assets available within one year of the statement of financial position date. PaintCare strives to maintain liquid financial assets sufficient to cover 90 days of general expenditures. Management periodically reviews PaintCare's liquid asset needs and adjusts the cash and cash equivalent balances as necessary. Amounts in excess of operating liquidity needs are invested in money market funds and highly liquid securities.

Financial assets available for general expenditures, that is, without donor or other restrictions limiting their use, within one year of the statement of financial position date, comprise the following at June 30, 2019:

Cash and cash equivalents	\$ 15,596,294
Accounts receivable, net	6,964,498
Investments appropriated for current use	<u>28,595,981</u>
Total available for general expenditures	<u>\$ 51,156,773</u>

PaintCare Inc.

Notes to Financial Statements June 30, 2019 and 2018

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 June 30:

	2019	2018
California	\$ 3,931,082	\$ 4,192,629
Colorado	761,606	787,597
Minnesota	749,761	719,043
Oregon	716,721	621,643
Connecticut	392,831	418,627
Maine	189,135	211,907
Rhode Island	113,726	123,092
District of Columbia	64,030	65,794
Vermont	109,781	118,034
Total accounts receivable	7,028,673	7,258,366
Less: allowance for doubtful accounts	(64,175)	(42,903)
Accounts receivable, net	<u>\$ 6,964,498</u>	<u>\$ 7,215,463</u>

PaintCare Inc.

Notes to Financial Statements
June 30, 2019 and 2018

6. Investments and Fair Value Measurements

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 Accounting Standards Codification 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 as well as some mutual funds consisting mainly of fixed income instruments, which are valued based on quoted prices in less active markets.

PaintCare Inc.

Notes to Financial Statements
June 30, 2019 and 2018

6. Investments and Fair Value Measurements (continued)

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

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

PaintCare Inc.

Notes to Financial Statements
June 30, 2019 and 2018

6. Investments and Fair Value Measurements (continued)

The following table presents PaintCare's fair value hierarchy for those assets measured on a recurring basis as of June 30, 2018:

	Level 1	Level 2	Level 3	Total
Equities:				
Energy	\$ 840,666	\$ -	\$ -	\$ 840,666
Materials	585,373	-	-	585,373
Industrials	1,588,432	-	-	1,588,432
Consumer discretionary	1,725,904	-	-	1,725,904
Consumer staples	918,613	-	-	918,613
Health care	1,691,862	-	-	1,691,862
Financials	2,159,797	-	-	2,159,797
Information technology	2,786,203	-	-	2,786,203
Telecommunication service	264,307	-	-	264,307
Utilities	416,149	-	-	416,149
Real estate	531,755	-	-	531,755
Bend	59,749	-	-	59,749
Mutual funds:				
Fixed income	5,471,994	3,456,299	-	8,928,293
Corporate bonds	11,781,845	-	-	11,781,845
Cash equivalents	1,214,776	-	-	1,214,776
Government securities:				
U.S. Treasury	-	9,716,156	-	9,716,156
Total investments	\$ 32,037,425	\$ 13,172,455	\$ -	\$ 45,209,880

Investment income consisted of the following for the years ended June 30:

	2019	2018
Interest and dividend income	\$ 1,238,869	\$ 945,029
Net realized and unrealized gain	1,748,144	634,025
Investment fees	(145,885)	(138,181)
Total investment income	\$ 2,841,128	\$ 1,440,873

PaintCare Inc.

Notes to Financial Statements June 30, 2019 and 2018

7. Property and Equipment

PaintCare held the following property and equipment at June 30:

	<u>2019</u>	<u>2018</u>
Software	\$ 354,739	\$ 421,822
Less: accumulated depreciation and amortization	<u>(80,201)</u>	<u>(249,086)</u>
Property and equipment, net	<u>\$ 274,538</u>	<u>\$ 172,736</u>

8. Related Party

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

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

For the years ended June 30, 2019 and 2018, the total administrative fees charged by ACA to PaintCare were \$2,151,624 and \$2,146,079, respectively. At June 30, 2019 and 2018, PaintCare owed ACA \$800,081 and \$761,712, respectively, which is recorded as due to affiliate in the accompanying statements of financial position.

PaintCare Inc.

Notes to Financial Statements
June 30, 2019 and 2018

9. Functionalized Expenses

The financial statements report certain categories of expenses that are attributed to more than one program or supporting function. Therefore, expenses require allocation on a reasonable basis that is consistently applied. The expenses that are allocated include salaries and wages, benefits, payroll taxes, professional services, office expenses, depreciation and amortization, insurance, and other, which are allocated on the basis of estimates of time and effort.

10. Income Taxes

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

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

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

SUPPLEMENTARY INFORMATION

PaintCare Inc.

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

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	Washington	General and Administrative	Total
Operating Revenue and Support												
Paint recovery fees	\$ 5,478,466	\$ 34,611,457	\$ 3,445,259	\$ 930,766	\$ 6,413,373	\$ 866,404	\$ 1,295,654	\$ 6,817,282	\$ 634,885	\$ -	\$ -	\$ 60,493,546
Total operating revenue and support	5,478,466	34,611,457	3,445,259	930,766	6,413,373	866,404	1,295,654	6,817,282	634,885	-	-	60,493,546
Expenses												
Program and delivery services:												
Collection support	20,381	3,134,672	434,074	100,441	448,281	81,970	145,009	506,792	38,858	-	-	4,910,478
Transportation and processing	4,085,078	22,661,082	2,133,266	471,744	4,214,374	636,182	933,710	3,989,607	216,039	-	-	39,341,082
Communications	59,874	3,394,905	462,699	105,153	187,698	9,375	23,503	610,204	104,387	-	-	4,957,798
Legal fees	350	201,033	11,511	15,144	10,078	263	9,505	3,339	1,186	-	-	252,409
State agency administrative fees	40,000	224,526	20,000	-	24,319	15,000	71,003	120,000	26,000	-	-	540,848
Special projects	-	6,400	-	-	14,119	-	-	-	-	-	-	20,519
Research and development	-	100,000	-	-	-	-	-	100,000	-	-	-	200,000
Other program expenses	159,977	1,041,129	114,979	36,610	169,580	49,777	118,031	299,437	26,699	7,064	-	2,023,283
Total program and delivery services	4,365,660	30,763,747	3,176,529	729,092	5,068,449	792,567	1,300,761	5,629,379	413,169	7,064	-	52,246,417
General and administrative:												
Legal fees	-	-	-	-	-	-	-	-	-	-	23,632	23,632
Management fees	-	-	-	-	-	-	-	-	-	-	2,151,624	2,151,624
Insurance	-	-	-	-	-	-	-	-	-	-	220,261	220,261
Other expense	-	-	-	-	-	-	-	-	-	-	2,038,415	2,038,415
Total general and administrative	-	-	-	-	-	-	-	-	-	-	4,433,932	4,433,932
Total expenses	4,365,660	30,763,747	3,176,529	729,092	5,068,449	792,567	1,300,761	5,629,379	413,169	7,064	4,433,932	56,680,349
Change in Net Assets from Operations	1,112,806	3,847,710	268,730	201,674	1,344,924	73,837	(5,107)	1,187,903	221,716	(7,064)	(4,433,932)	3,813,197
Non-Operating Activities												
Investment income	-	-	-	-	-	-	-	-	-	-	2,841,128	2,841,128
Loss on disposal of property and equipment	-	-	-	-	-	-	-	-	-	-	(102,362)	(102,362)
Change in Net Assets Before Allocation of General and Administrative Activities	1,112,806	3,847,710	268,730	201,674	1,344,924	73,837	(5,107)	1,187,903	221,716	(7,064)	(1,695,166)	6,551,963
General and administrative allocation	(293,665)	(2,855,647)	(273,967)	(80,683)	(406,565)	(47,965)	(101,824)	(385,506)	(46,124)	(44,348)	4,536,294	-
Investment allocation	-	2,567,226	-	-	(493)	(26,253)	(2,417)	282,154	20,911	-	(2,841,128)	-
Total Change in Net Assets	819,141	3,559,289	(5,237)	120,991	937,866	(381)	(109,348)	1,084,551	196,503	(51,412)	-	6,551,963
Net Assets (Deficit), beginning of year	(909,292)	45,853,006	3,391,903	702,738	(718,905)	(523,200)	270,716	4,422,394	265,156	-	-	52,754,516
Net Assets (Deficit), end of year	\$ (90,151)	\$ 49,412,295	\$ 3,386,666	\$ 823,729	\$ 218,961	\$ (523,581)	\$ 161,368	\$ 5,506,945	\$ 461,659	\$ (51,412)	\$ -	\$ 59,306,479

PaintCare Inc.

Schedule of Activities, Organized by Program
For the Year Ended June 30, 2018

	Oregon	California	Connecticut	Rhode Island	Minnesota	Vermont	Maine	Colorado	District of Columbia	General and Administrative	Total
Operating Revenue and Support											
Paint recovery fees	\$ 4,816,828	\$ 35,369,235	\$ 3,589,443	\$ 921,847	\$ 6,192,108	\$ 870,581	\$ 1,455,662	\$ 6,865,320	\$ 613,887	\$ -	\$ 60,694,911
Other income	99,424	-	-	-	-	-	-	-	-	-	99,424
Total operating revenue and support	4,916,252	35,369,235	3,589,443	921,847	6,192,108	870,581	1,455,662	6,865,320	613,887	-	60,794,335
Expenses											
Program and delivery services:											
Collection support	14,150	3,088,155	419,471	102,140	427,619	77,744	131,874	494,744	35,886	-	4,791,783
Transportation and processing	4,746,057	23,089,573	1,985,183	471,128	4,095,774	599,131	800,695	3,746,160	195,501	-	39,729,202
Communications	58,998	3,449,964	448,418	89,429	204,464	7,865	23,714	669,864	52,037	-	5,004,753
Legal fees	871	1,231,975	1,594	-	-	-	4,305	8,499	-	-	1,247,244
State agency administrative fees	50,000	167,633	20,000	-	35,160	15,000	53,146	120,000	26,000	-	486,939
Other program expenses	190,670	952,469	139,535	36,953	166,436	43,814	96,359	260,459	33,533	-	1,920,228
Total program and delivery services	5,060,746	31,979,769	3,014,201	699,650	4,929,453	743,554	1,110,093	5,299,726	342,957	-	53,180,149
General and administrative:											
Legal fees	-	-	-	-	-	-	-	-	-	24,165	24,165
Management fees	-	-	-	-	-	-	-	-	-	2,146,079	2,146,079
Insurance	-	-	-	-	-	-	-	-	-	163,709	163,709
Other expense	-	-	-	-	-	-	-	-	-	1,880,240	1,880,240
Total general and administrative	-	-	-	-	-	-	-	-	-	4,214,193	4,214,193
Total expenses	5,060,746	31,979,769	3,014,201	699,650	4,929,453	743,554	1,110,093	5,299,726	342,957	4,214,193	57,394,342
Change in Net Assets from Operations	(144,494)	3,389,466	575,242	222,197	1,262,655	127,027	345,569	1,565,594	270,930	(4,214,193)	3,399,993
Non-Operating Activities											
Investment income	-	-	-	-	-	-	-	-	-	1,440,873	1,440,873
Change in Net Assets Before Allocation of General and Administrative Activities	(144,494)	3,389,466	575,242	222,197	1,262,655	127,027	345,569	1,565,594	270,930	(2,773,320)	4,840,866
General and administrative allocation	(275,506)	(2,679,071)	(257,027)	(75,694)	(381,425)	(45,000)	(95,528)	(361,668)	(43,273)	4,214,192	-
Investment allocation	-	1,380,251	-	-	(39,090)	(16,396)	4,394	108,040	3,673	(1,440,872)	-
Total Change in Net Assets	(420,000)	2,090,646	318,215	146,503	842,140	65,631	254,435	1,311,966	231,330	-	4,840,866
Net Assets (Deficit), beginning of year	(489,292)	43,762,360	3,073,688	556,235	(1,561,045)	(588,831)	16,281	3,110,428	33,826	-	47,913,650
Net Assets (Deficit), end of year	\$ (909,292)	\$ 45,853,006	\$ 3,391,903	\$ 702,738	\$ (718,905)	\$ (523,200)	\$ 270,716	\$ 4,422,394	\$ 265,156	\$ -	\$ 52,754,516

**Appendix
Section C**



Connecticut Paint Stewardship Program

Each year about 780 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?

Connecticut'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 fees 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



CONNECTICUT

Places to Take Old Paint

Paint recycling is more convenient with PaintCare. We set up paint drop-off sites throughout Connecticut. To find your nearest drop-off site, use PaintCare's search tool at www.paintcare.org or call our hotline at (855) 724-6809.

How to Recycle

PaintCare sites accept all brands of old house paint, stain and varnish — even if they are 20 years old! Containers must be five gallons or smaller, and a few types of paint are not accepted. See back panel for a list of what you can recycle.

All PaintCare drop-off sites accept up to five gallons of paint per visit. Some sites accept more. Please call the site 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 will make sure that your leftover paint is remixed into recycled paint, used as a fuel, made into other products or properly disposed.

Who Can Use the Program?

People bringing paint from their homes can bring as much latex or oil-based paint as the site is willing to accept.

Businesses (painting contractors and others) can use this program with one restriction: If your business produces more than 220 pounds (about 20-30 gallons) of hazardous waste per month, you may use the drop-off sites for your latex paint only but not for your oil-based paint. Contact PaintCare to learn more about this restriction.

Large Volume Pick-Up

If you have at least 200 gallons of paint to recycle at your business or home, ask about our free pick-up service. Please 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. Stores can choose whether or not to show the fee on their receipts. Fees are based on the size of the container as follows:

- \$ 0.00 Half pint or smaller
- \$ 0.35 Larger than half pint and 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 fees are used to pay the costs of running the program: recycling, public education, staffing and other expenses.

Contact Us

To learn more or find a drop-off site, please visit www.paintcare.org or call (855) 724-6809.

Mini Card



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

Recycle with PaintCare

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

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

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

LEARN MORE

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



Paint Recycling Program

About the PaintCare Program

PAINTCARE

Paint manufacturers created PaintCare, a non-profit 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 fees 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.)

FEES

PaintCare fees are applied to the purchase price of architectural paint sold in the state as required by state law. Fees are applied to each container and vary by the size of the container as follows:

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

For more information or to find a place to take your unwanted paint for recycling, please ask for the PaintCare brochure, visit www.paintcare.org or call (855) 724-6809.



Recycle with PaintCare

XX-PIEN-0717

WE CAN HELP
Recycle
 YOUR PAINT
www.paintcare.org

Paint Recycling Made Easy

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

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



What types of paint products can be recycled with PaintCare?

✓ **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. 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
More than 1 gallon up to 5 gallons	\$1.60

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



Connecticut's Paint Stewardship Program began in July 2013.

The Connecticut Paint Stewardship law requires paint manufacturers to set up and operate a paint stewardship program in Connecticut. The program is funded by a fee on each container of architectural paint sold in the state. The program sets up drop-off sites at retail stores and other sites throughout the state where households and businesses are able to take most types of leftover paint for recycling, free of charge.

Paint Stewardship

The American Coatings Association (ACA) worked with various stakeholders interested in the management of postconsumer paint to develop a Paint Stewardship Program in the United States. PaintCare Inc. is a nonprofit organization established by ACA to implement the program on behalf of paint manufacturers in states that adopt paint stewardship laws. PaintCare operates programs in California, Colorado, Connecticut, District of Columbia, Maine, Minnesota, Oregon, Rhode Island, and Vermont. PaintCare is currently developing a program for Washington, expected to launch in 2020.

The main goals of the program are to decrease paint waste and recycle more postconsumer paint by setting up convenient drop-off sites in each PaintCare state.



Fees and Funding

As required by state law, a paint stewardship assessment (PaintCare Fee) must be added by manufacturers to the wholesale price of all architectural paint sold in the state. This fee is paid by manufacturers to PaintCare to fund setting up drop-off sites for leftover, postconsumer paint, and for the transportation, recycling, and proper disposal of that paint. The fees also pay for consumer education and program administrative costs.

Fee may vary from state to state. The Connecticut fees per container are as follows:

The fees are based on container size as follows:

\$ 0.00 — Half pint or smaller

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

\$ 0.75 — 1 gallon

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

The law also requires that each distributor and retailer include the PaintCare Fee with their sale price of architectural paint sold in the state. Displaying the fee on invoices and receipts is not mandatory for distributors or retailers; however, PaintCare encourages them to show the fee and list it as PaintCare Fee to aid in customer and dealer education and to ensure transparency.

Notice for Painting Contractors

It is expected that contractors will pass the fees on to their customers in order to recoup the fees they pay on the product.

When estimating jobs, contractors should take these fees into account by checking with your suppliers to make sure the quotes for paint products include the fees. You should also let your customers know that you will be including these fees in your quotes.

Paint Drop-Off Sites

PaintCare has established more than 140 paint drop-off sites across Connecticut. Most drop-off sites are paint stores. Other sites include certain solid waste transfer stations, recycling centers, and government-sponsored household hazardous waste programs. Participation as a drop-off site is voluntary.

Use of Retail Drop-Off Sites by Businesses

Retail drop-off sites provide a convenient and no cost recycling option for painting contractors and other businesses. Businesses that generate less than 220 pounds of hazardous waste* per month will be able to use these sites to recycle all PaintCare products (both water and oil-based) with some restrictions on quantities per month.

Larger businesses (those that generate more than 220 pounds of hazardous waste per month) may use the drop-off sites for their water-based PaintCare products only; they are not able to use the sites for oil-based paint or other solvent-based products.

**220 pounds is about 20-30 gallons of paint. When counting how much hazardous waste you generate in a month, oil-based paint counts (because by law it is a hazardous waste), but latex and other water-based paint does not count toward the 220 pound monthly total.*



Pick-Up Service for Large Volumes

Businesses with at least 200 gallons of postconsumer paint to recycle may qualify to have their paint picked up by PaintCare at no additional cost. To learn more about this service or to request an appointment, please visit www.paintcare.org/pickup or call (855) 724-6809.

Contact

Laura Honis
Program Manager (Connecticut and Rhode Island)
(203) 747-4494
lhonis@paint.org

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. However, 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 (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

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 Pick-Up (LVP) Service

UPDATED — OCTOBER 2018

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

Who is PaintCare?

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

Paint Drop-Off Sites

In states with a paint stewardship program, PaintCare's primary effort is to set up conveniently located drop-off sites—places where residents and businesses may take their unwanted paint for no charge. Sites set their own limits on the volume of paint they accept from customers per visit (usually from 5 to 20 gallons). To find a drop-off site near you, please use PaintCare's site locator at www.paintcare.org or call (855) 724-6809.

Large Volume Pick-Ups

For those who have accumulated a large volume of paint, PaintCare also offers a pick-up service. Large volume means at least 200 gallons, measured by container size (not content). On a case-by-case basis, PaintCare may approve a pick-up for less than 200 gallons if there are no drop-off sites in your area. After two or three pick-ups, you may be switched to a regular 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 licensed paint recycling company or a hazardous waste transportation company to assist you.

HOW TO REQUEST A LARGE VOLUME PICK-UP

- 1) **Sort and count your paint**
We need to know 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 and send it in**
Fill out a paper or electronic version of the "Large Volume Pick-Up Request Form" and return it to PaintCare online or by email, fax, or regular mail. (Visit www.paintcare.org or call PaintCare for the form.)

Scheduling

After reviewing your form, PaintCare staff will either approve your site for a pick-up 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 pick-up. It may be several weeks before your pick-up occurs.

On the Day of Your Pick-Up

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



Businesses, please plan to have staff available to pack the paint cans into the boxes. The hauler may be able to provide some assistance, but we require your staff to be present and provide labor to pack boxes. 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.

Note: Paint must be in original containers and not leaking.

Repeat Service for Large Volume Users

For businesses that generate large volumes of unwanted paint on a regular basis, a service for recurring direct pick-ups is available. With this service, you will be provided with empty bins, then request a pick-up when at least three bins are filled. PaintCare will provide onsite training on how to properly pack the paint, and you will be required to sign a contract with PaintCare.

Limits on Businesses

To use the program for oil-based products, your waste must qualify as exempt under federal (40 CFR § 262.14) and state/local hazardous waste generator rules. Most notably, these rules require that your business (a) generates no more than 220 pounds (about 20-30 gallons, depending on type) of hazardous waste per month, and (b) accumulates no more than 2,200 pounds (approximately 220 gallons) of hazardous waste at any given time. If your business fails to qualify as an exempt generator, it will not be able to use the program for oil-based products. For more information on the federal hazardous generator rules, please go to www.paintcare.org/limits.

Note: When calculating how much hazardous waste you generate in a month, do not count latex paint.

If You Have Products We Don't Accept

The program does not accept all paints (such as aerosols and automotive finishes) or other hazardous waste. If you have solvents, thinners, pesticides, or any non-PaintCare products (see list to right for examples), we recommend that residents contact their local household hazardous waste (HHW) program. Some HHW programs 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 of 5 gallons or less. However, 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**



2018 Awareness Survey Results

prepared by



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Study Overview: Objectives, Key Measurements, Responses

Respondent Profiles: Demographic Characteristics

Consumer Behavior: Paint Purchasing and Disposal

Paint Recycling: Awareness and Engagement

Cross-tabulations: Behavior, Awareness and Engagement

Paint Care Advertising/Marketing Considerations: Awareness, Recall, Impressions

Cross-tabulations: Advertising and Marketing Metrics

KPI Summary and Next Steps

APPENDIX: State/District Highlights

Study Objectives and Key Measurements

Objective	Related KPI/Measurement
Increase knowledge of paint recycling	<i>Do you know that paint can be recycled?</i>
Impact paint recycling behaviors	<i>Have you ever taken paint somewhere to be recycled?</i>
Decrease storage of paint in home	<i>Do you currently have any leftover or unwanted paint in your home or business (e.g., primer, interior house paint, stain, deck sealer, or clear finishes like varnish)? If so, how much paint do you have?</i>
Increase knowledge of PaintCare	<i>Have you ever ever heard of PaintCare, the program that sets up sites that take paint for recycling?</i>
Execute memorable ads	<i>Do you recall seeing an advertisement for PaintCare in the last several months?</i>
Stimulate word of mouth and other communications	<i>Do you recall hearing about PaintCare in any of the following other ways?</i>

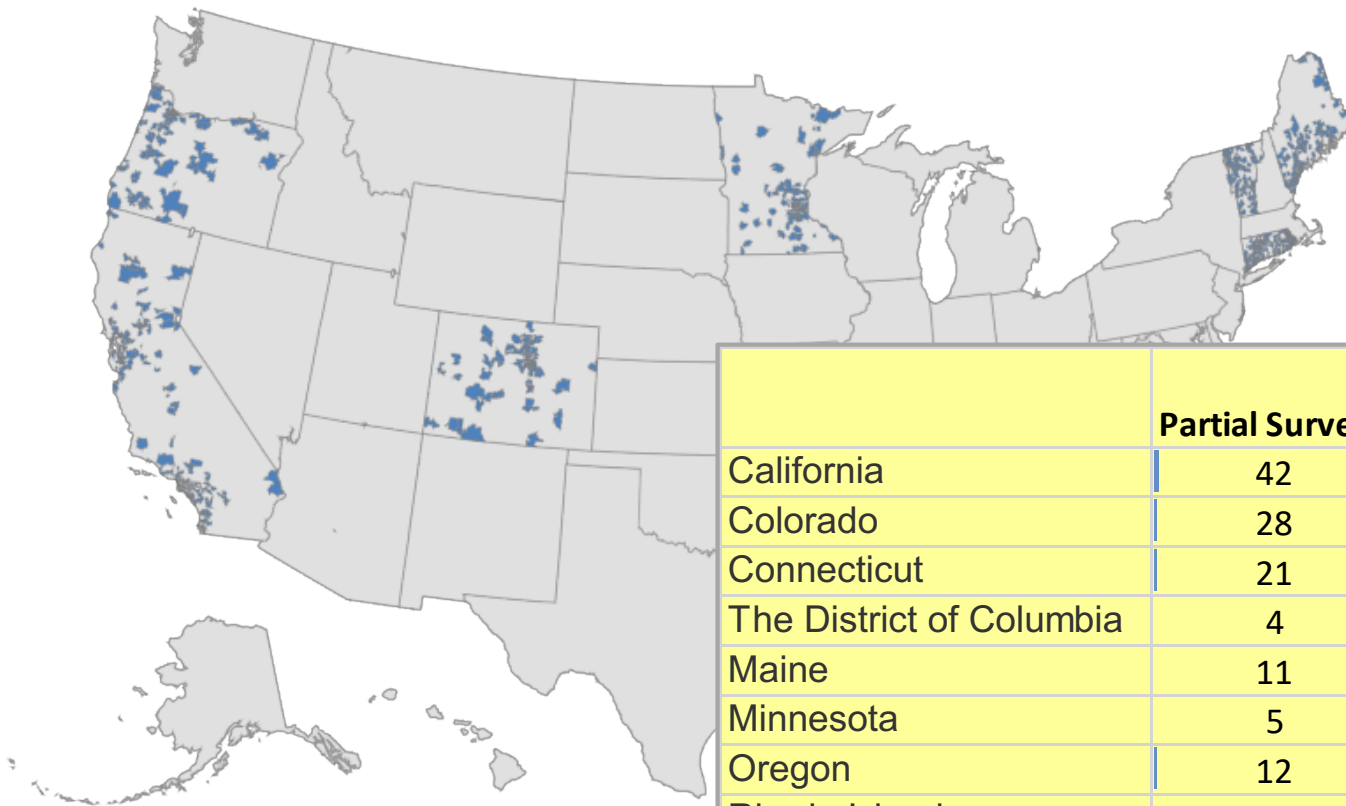
Study Enhancements Made to Survey Approach

- **Improved sampling approach:**
 - Increased sample sizes to more precise measurement.
 - Managed state/district “quotas” to be more reflective of the population based on census data (e.g. age, income categories, ethnicity, etc.).
 - Implemented survey “screeners” to exclude those under 18 and those who had moved to non-participating states.
- **Enhanced survey tool:**
 - Refreshed survey by adding/deleting/updating consumer behavior questions based on prior findings.
 - Collected open-ended feedback regarding personal motivations to recycle (or not), providing insightful information with which to better communicate in the future.
 - Revised wording to better define terms for consistent understanding (e.g. “paint”)
- **Performed deeper analysis:**
 - Conducted comment categorization to understand the top reasons for recycling paint to guide future messaging
 - Compared past recycling behaviors to future intentions to better understand/predict macro-trends in consumer behavior.
 - Examined cross-tabulated data to understand pockets of consumers who recycle the most and least, to guide future targeting.

Response Summary

- ❖ 2,626 surveys were conducted in 8 states plus the District of Columbia in November 2018.
- ❖ All states/district except California received at least 250 surveys; California, 553.
- ❖ 250 observations allows us to be 90% confident that the true result for this population is +/- 5% from the measured result; 95% confident that the true result is +/-6% from the measured result.
- ❖ Similarly, 550 observations allows us to be 90% confident that the true result is +/-3.5% from the measured result; 95% confident that the true result is +/-4% from the measured result.

Respondent Locations



	Partial Surveys	Full Surveys	Total Surveys
California	42	542	553
Colorado	28	279	284
Connecticut	21	251	258
The District of Columbia	4	250	256
Maine	11	252	252
Minnesota	5	250	259
Oregon	12	250	252
Rhode Island	7	250	257
Vermont	6	251	255
Total	136	2575	2626

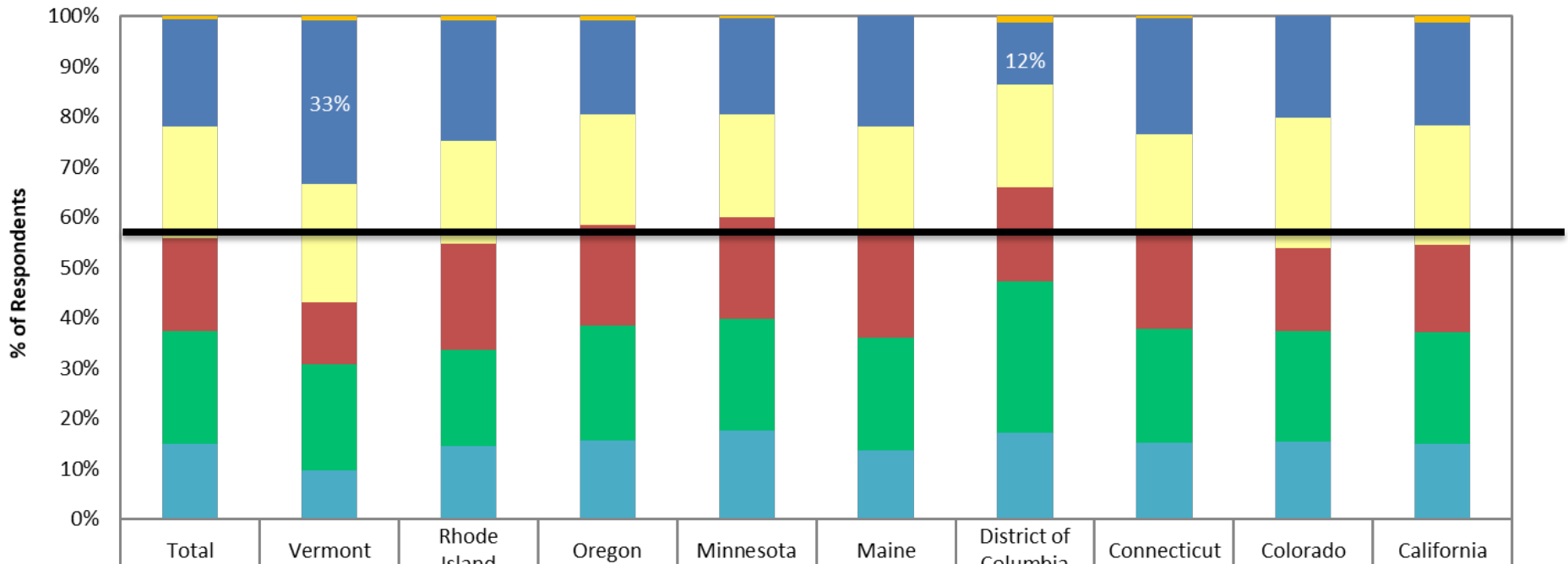
RESPONDENT PROFILES



Profile of Respondents - Age

- ❖ A good mix of age ranges were represented in each state's sample.
- ❖ Variances can be attributed to state characteristics. Based on census data, Vermont has the greatest proportion of 55+ residents; DC, the lowest—consistent with the survey respondent base.
- ❖ Note that all respondents were at least 18 years old.

Respondent Age

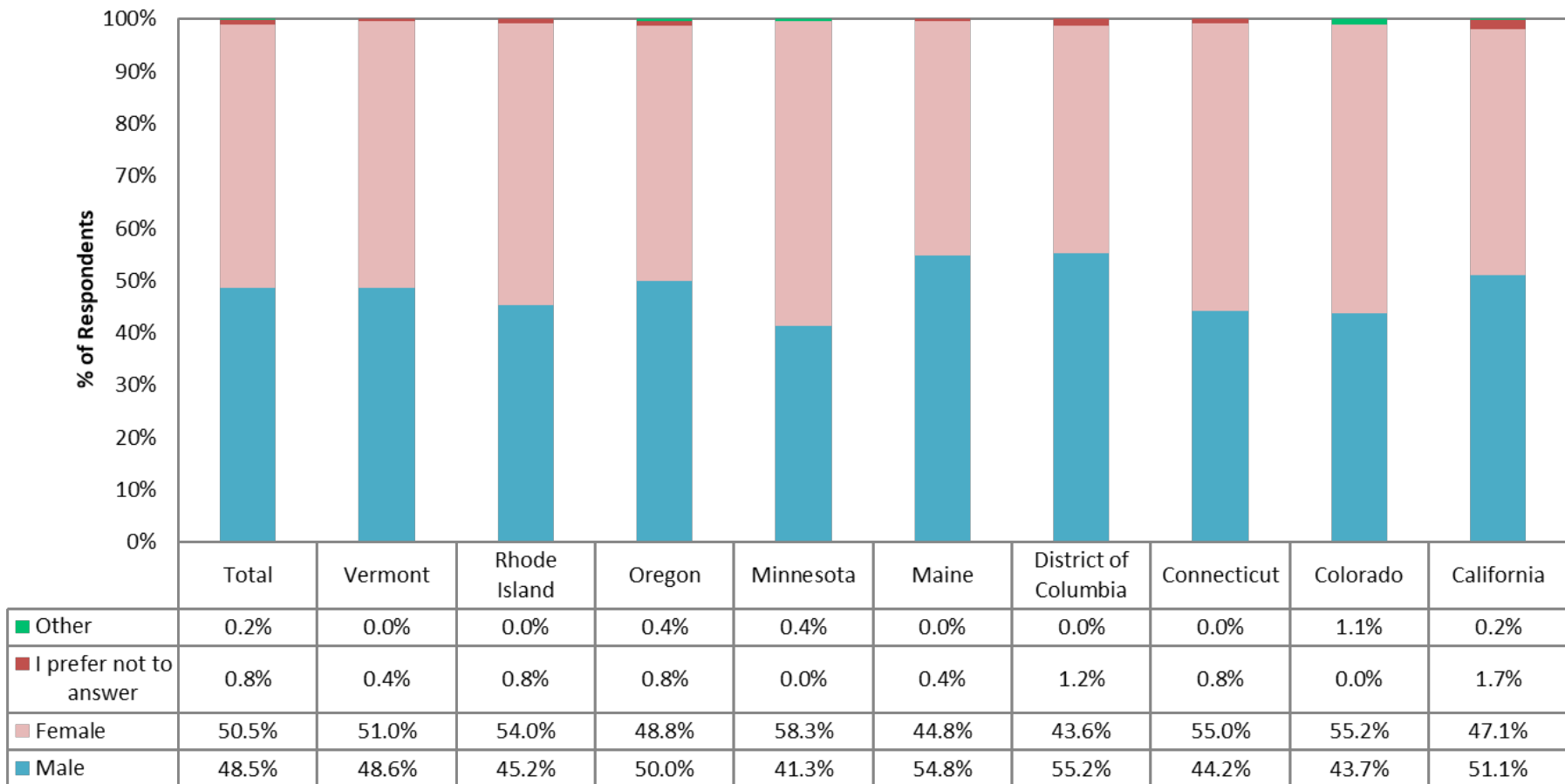


	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
■ I prefer not to answer	0.7%	0.8%	0.8%	0.8%	0.4%	0.0%	1.2%	0.4%	0.0%	1.3%
■ 61+	21.3%	32.7%	24.0%	18.8%	19.1%	22.0%	12.4%	23.1%	20.1%	20.5%
■ 51-60	22.3%	23.5%	20.4%	22.0%	20.6%	21.6%	20.4%	19.5%	26.2%	23.8%
■ 41-50	18.3%	12.4%	21.2%	20.0%	20.2%	20.4%	18.8%	19.1%	16.5%	17.3%
■ 31-40	22.6%	21.1%	19.2%	22.8%	22.2%	22.4%	30.0%	22.7%	21.9%	22.1%
■ 18-30	14.8%	9.6%	14.4%	15.6%	17.5%	13.6%	17.2%	15.1%	15.4%	14.9%

Profile of Respondents - Gender

- ❖ Roughly half of those surveyed were men; half, women.
- ❖ Very few declined to share this information or provided an “other” response.

Gender Identity

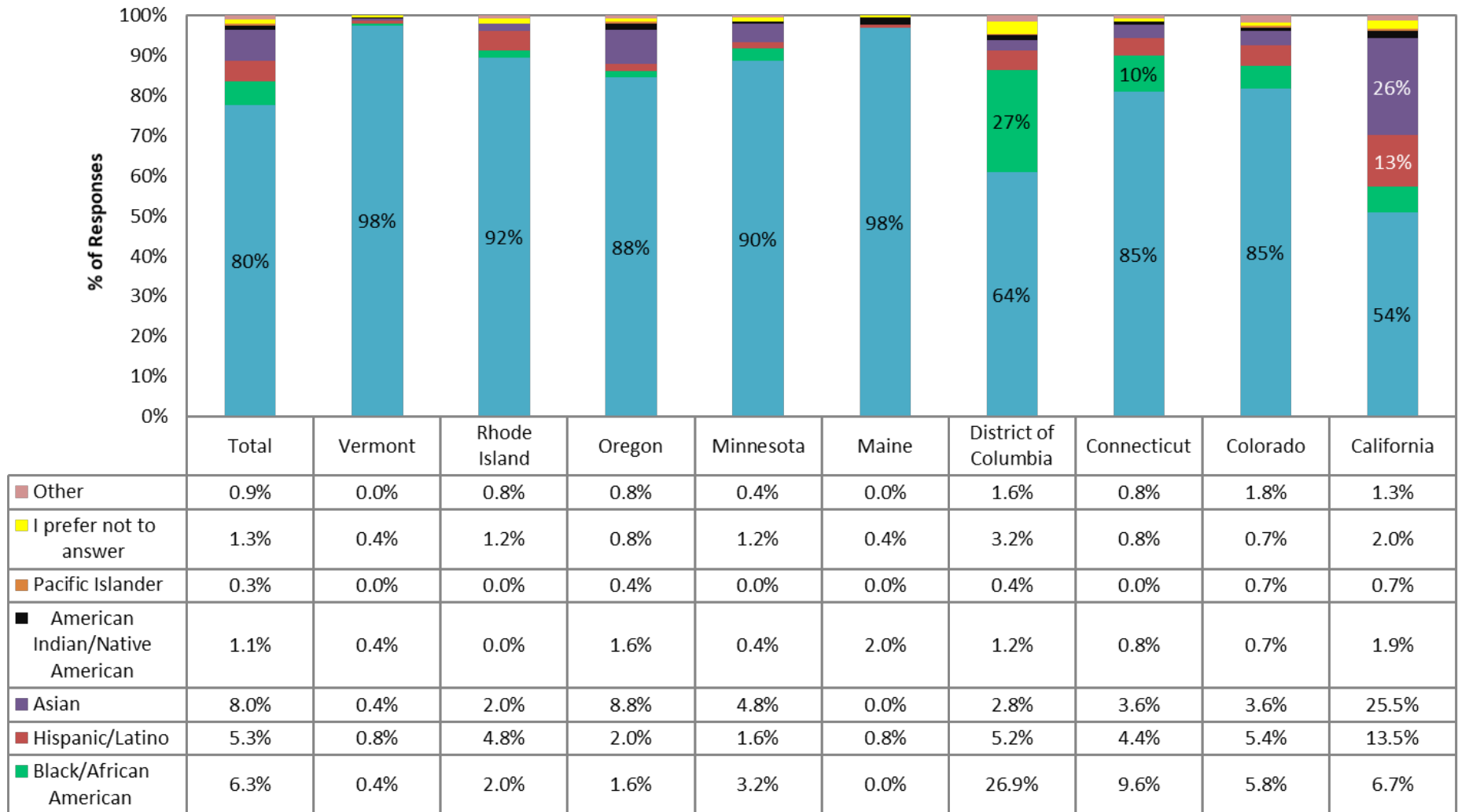


*Other: Gender Neutral

Profile of Respondents - Ethnicity

- ❖ About 80% of all respondents were Caucasian.
- ❖ However, there were variances within states/district, consistent with census data. California has a higher proportion of Hispanic and Asian residents. The District of Columbia and Connecticut have the highest African American populations.

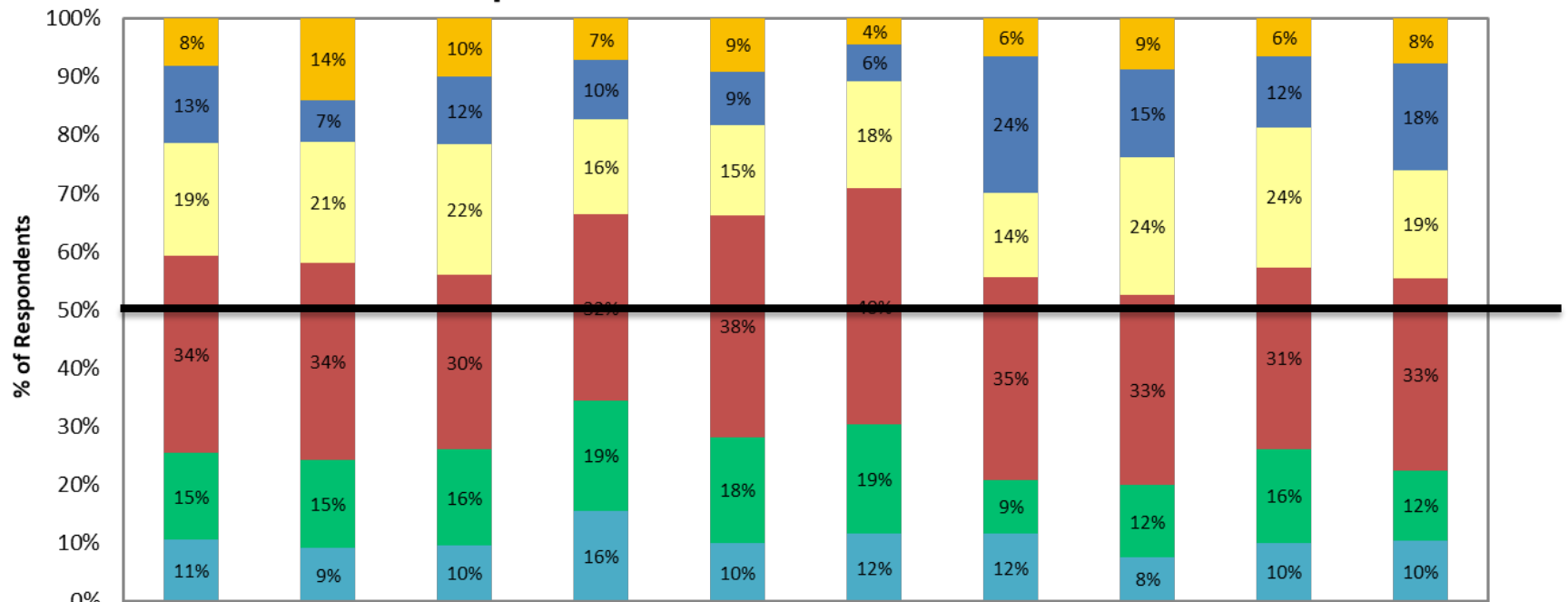
Respondent Ethnicity



Profile of Respondents - Income

- ❖ The median household income level for respondents is \$50-99K in each state, consistent with census data.
- ❖ Median household income in the United States was \$62,450 in July 2018 (Sentier Research).

Respondent Annual Household Income

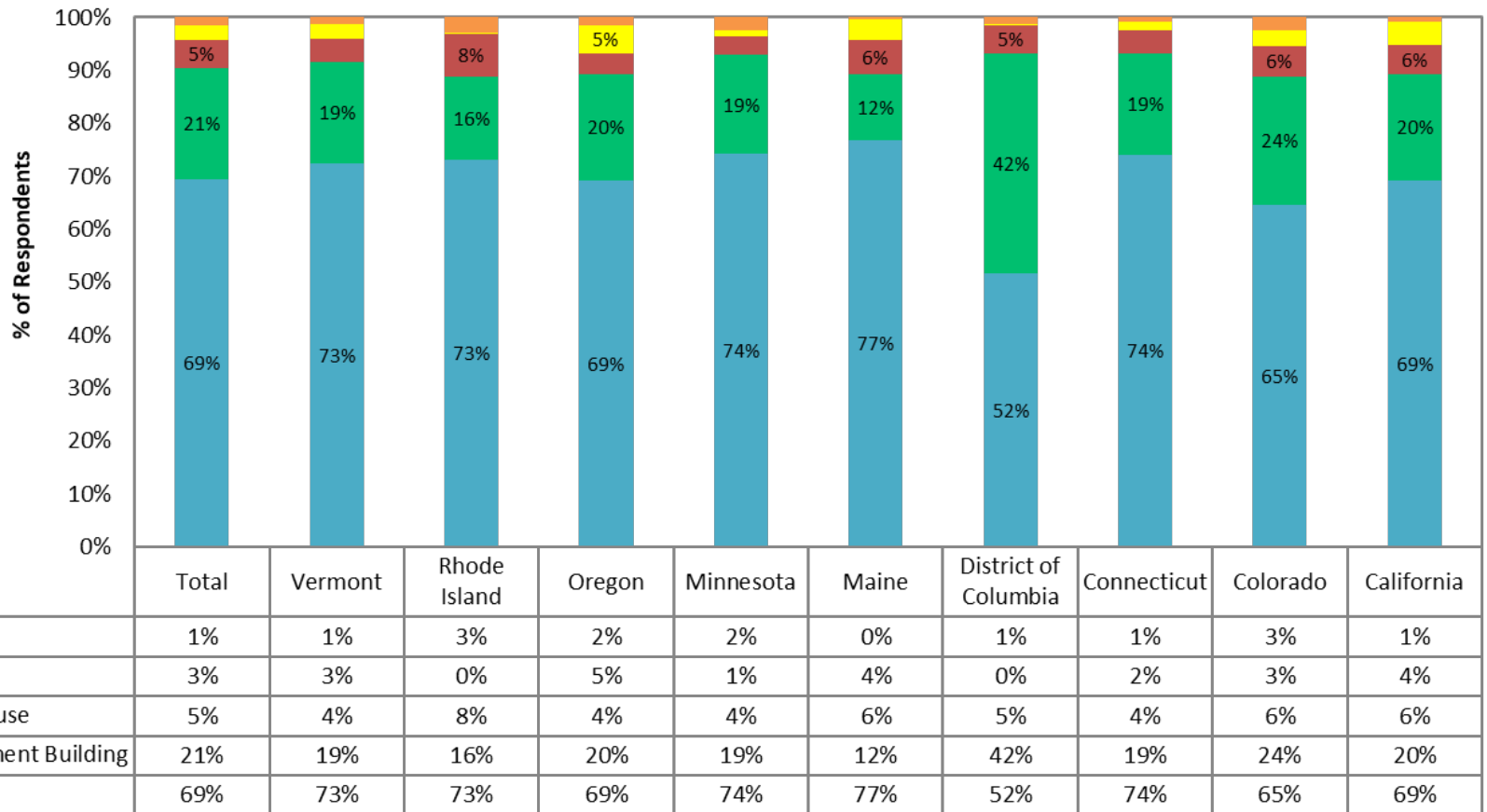


	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
I prefer not to answer	8%	14%	10%	7%	9%	4%	6%	9%	6%	8%
More than \$150,000	13%	7%	12%	10%	9%	6%	24%	15%	12%	18%
\$100,000 to \$149,000	19%	21%	22%	16%	15%	18%	14%	24%	24%	19%
\$50,000 to \$99,999	34%	34%	30%	32%	38%	40%	35%	33%	31%	33%
\$25,000 to \$49,999	15%	15%	16%	19%	18%	19%	9%	12%	16%	12%
\$24,999 or less	11%	9%	10%	16%	10%	12%	12%	8%	10%	10%

Profile of Respondents – Dwelling Type

- ❖ Most respondents live in a single family home.
- ❖ Condominium/apartment living was more predominant in Washington D.C. than in other parts of the country.

Respondent Dwelling Type

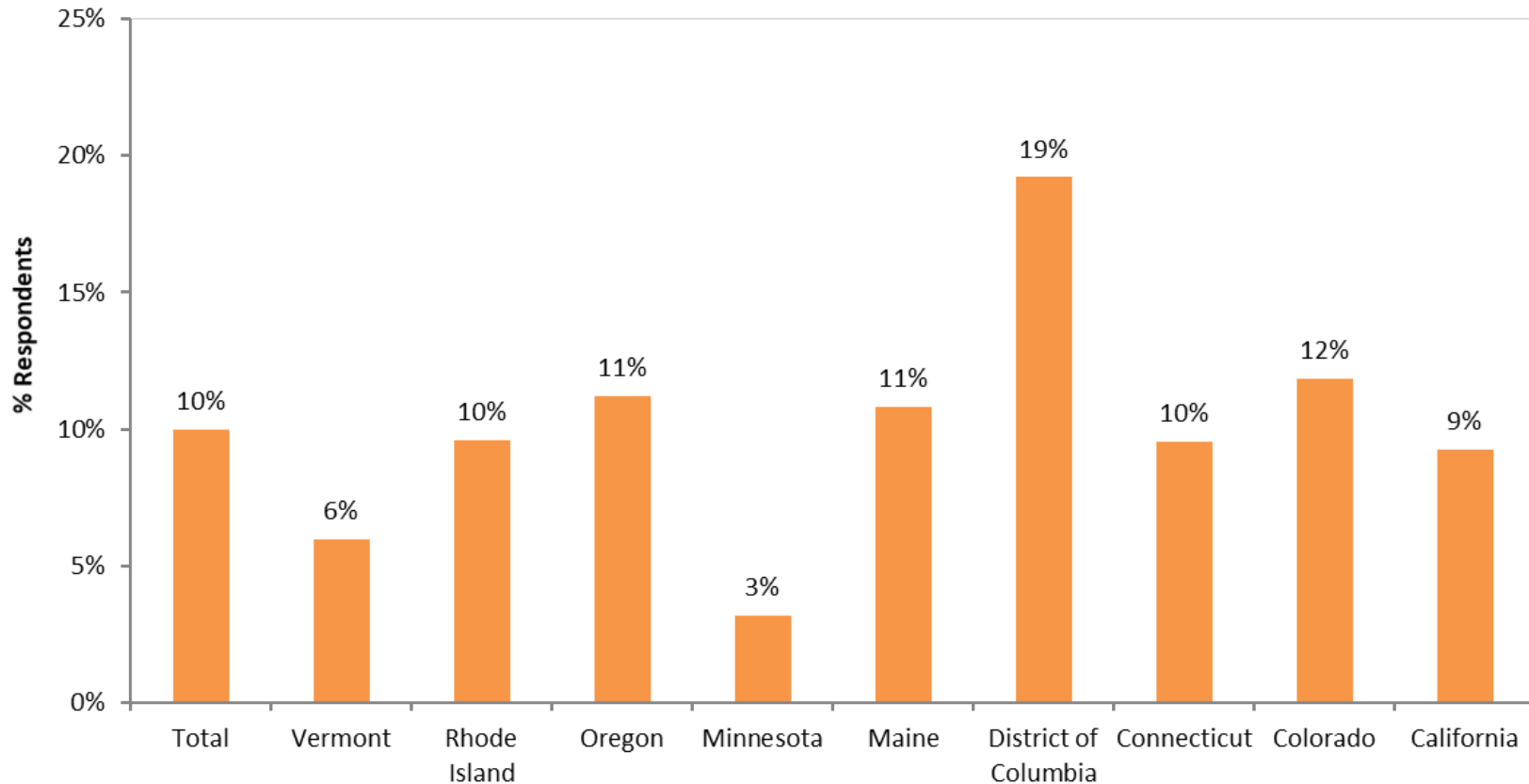


*Other: Townhome, Rent a Single Room, Dorm, Modular Home, Senior Home

Profile of Respondents – Paint-Related Profession

- ❖ About 10% of those surveyed said they painted professionally.
- ❖ There were significant variances between states, consistent with results from prior surveys.

Do you paint professionally (as a painting contractor, property maintenance crew, etc. but NOT as an artist)?



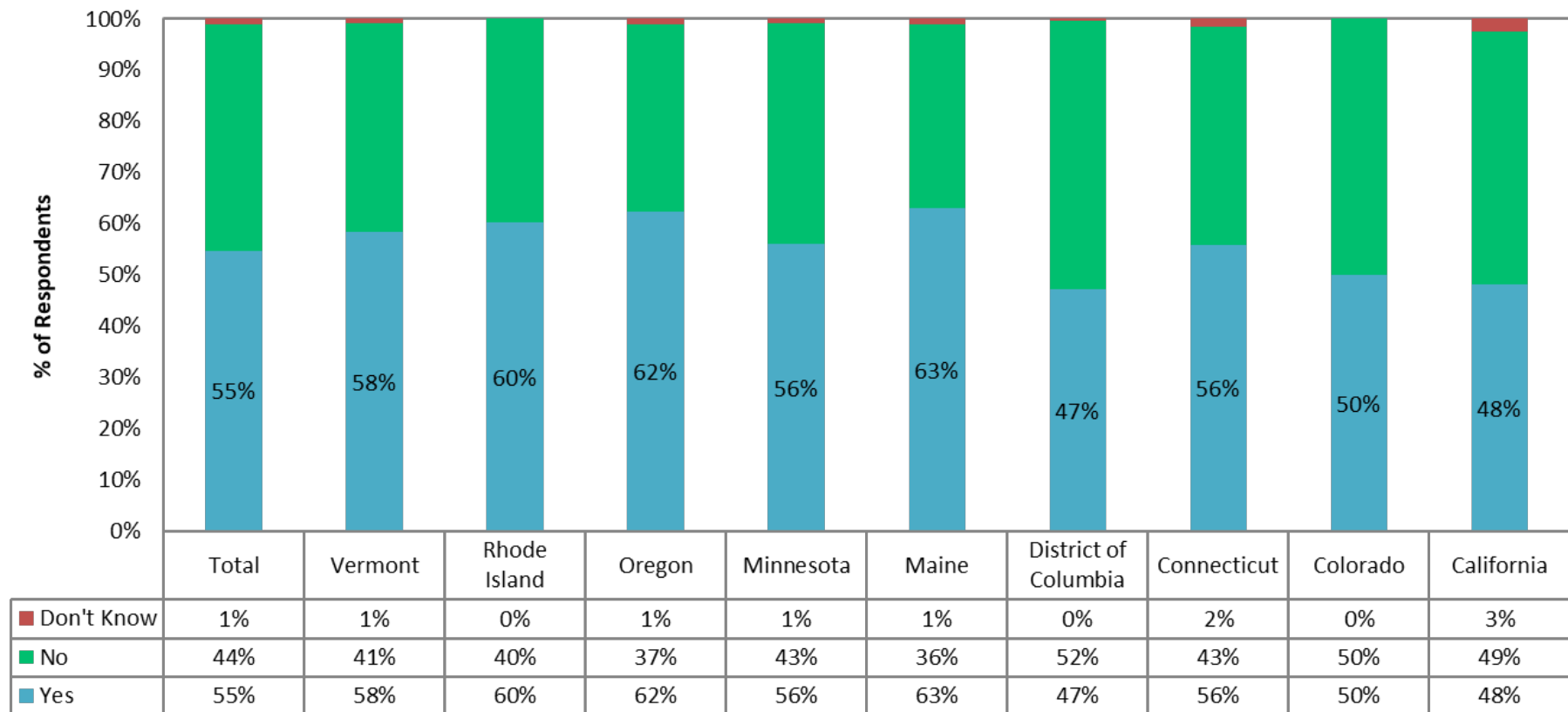
CONSUMER BEHAVIOR PAINT PURCHASING AND DISPOSAL

Recency of Paint Purchases

- ❖ Slightly over half of respondents bought paint in the last year.
- ❖ Results varied slightly by state. The fewest purchased paint in the last year in D.C.; the most, in Maine and Oregon.

Have you purchased paint in the last year*?

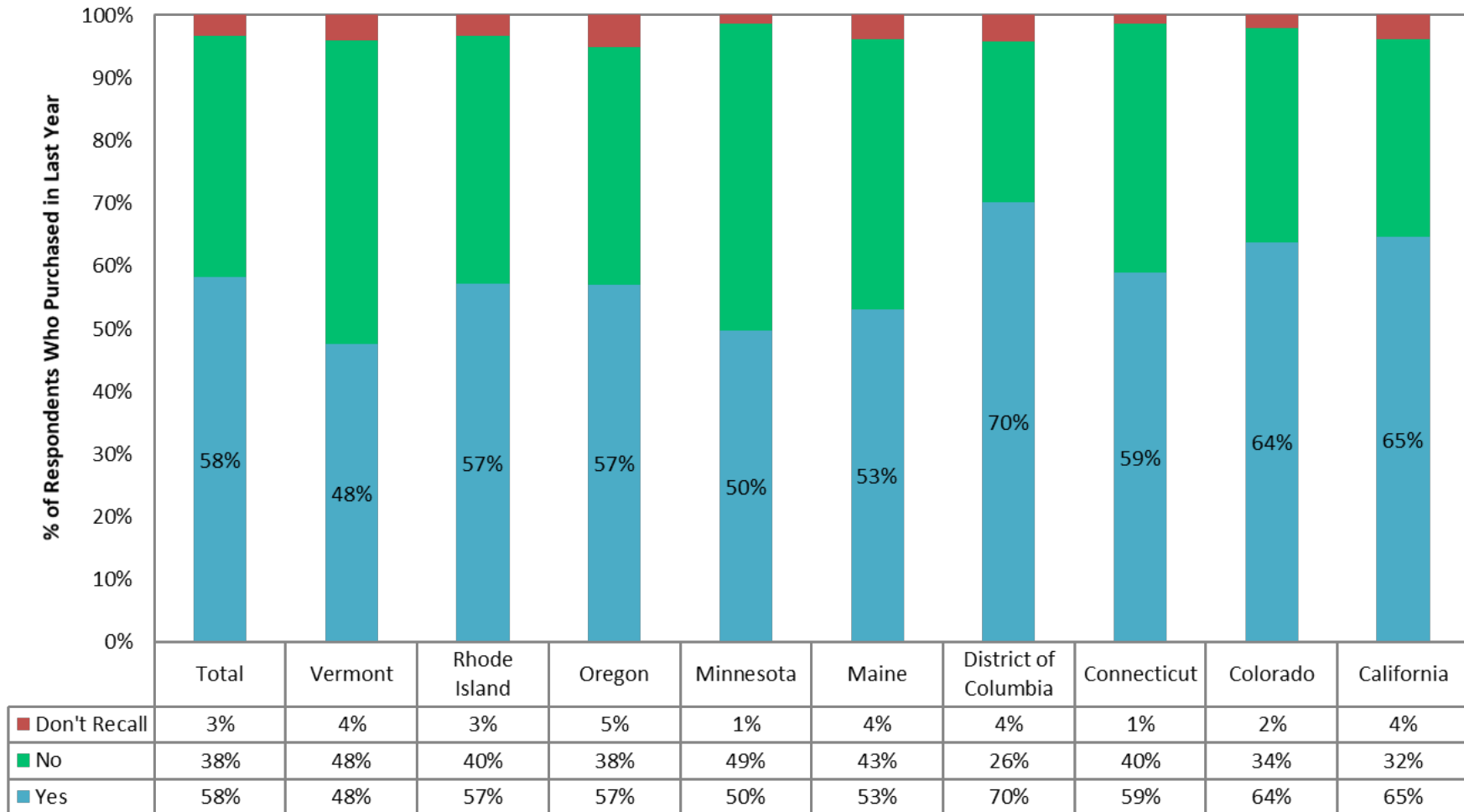
**For the purposes of this question, "paint" includes primer, interior or exterior house paint, stain, deck sealer, and clear finishes like varnish.*



Measurements Prior to Paint Purchases

- ❖ 58% of respondents measured ahead of time to determine paint needs.
- ❖ The highest level of preparation occurred in D.C.; the lowest, in Vermont.

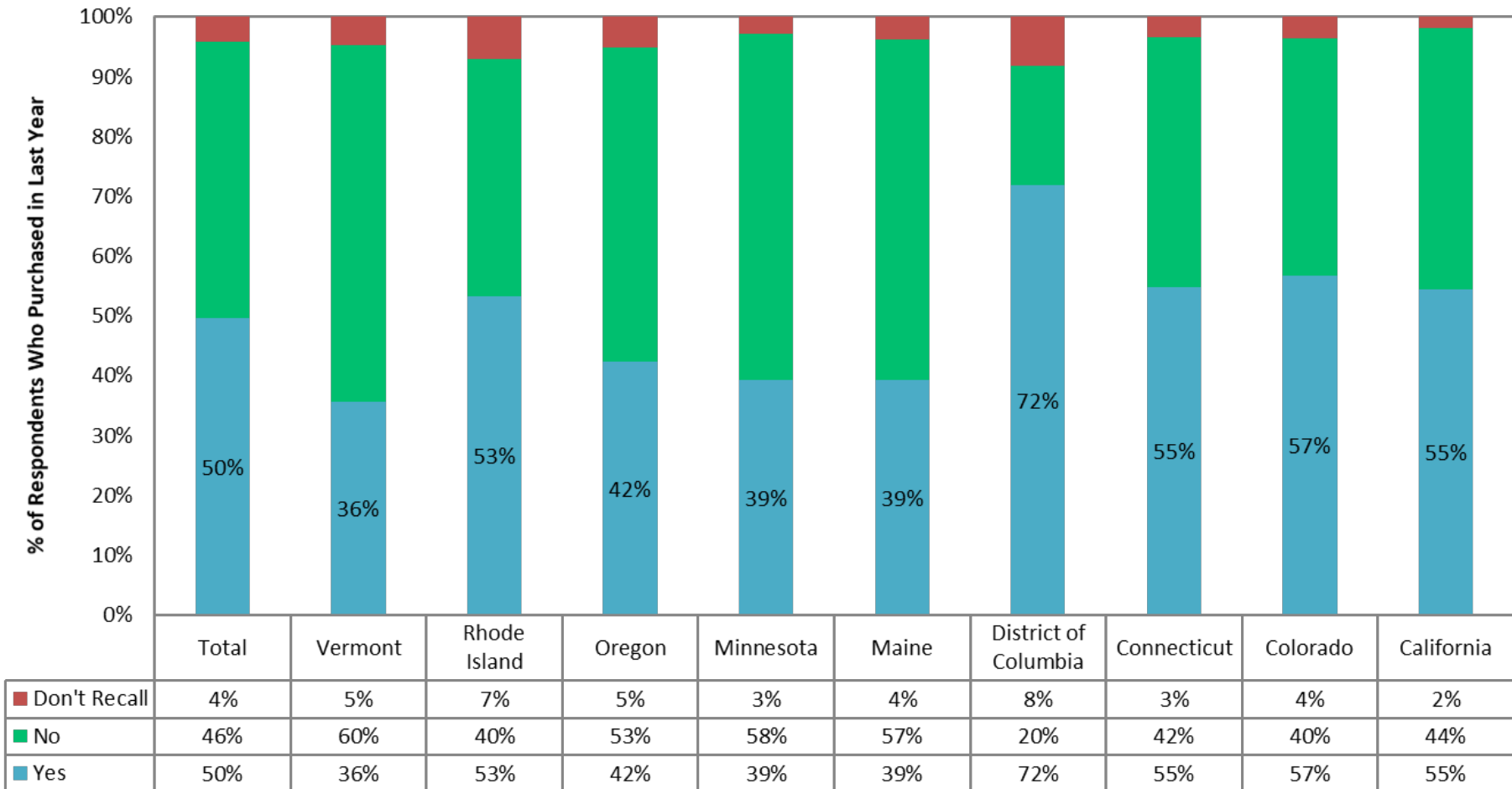
Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?



Paint Store Assistance

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

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

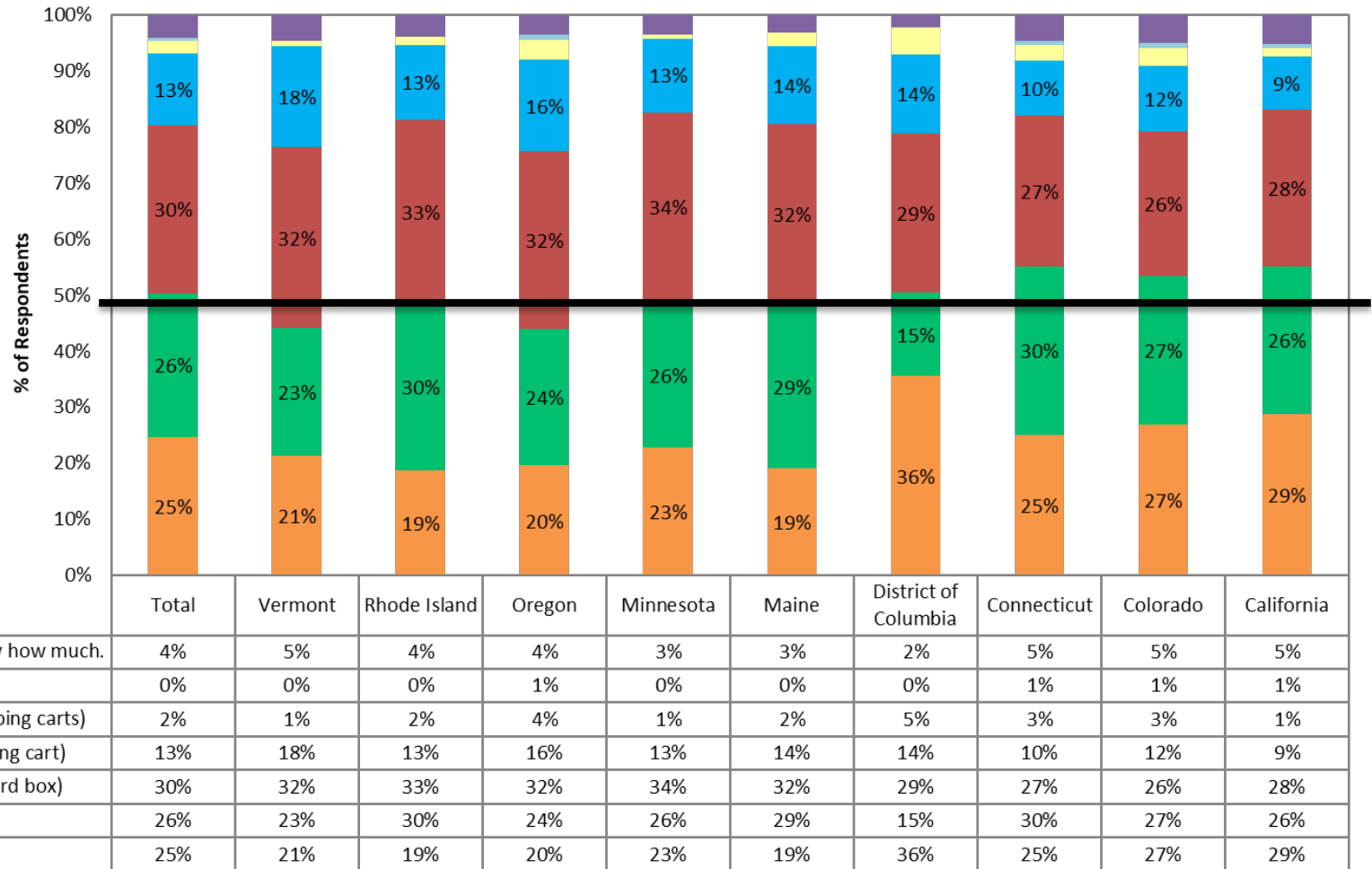


N=2626

Leftover Paint

- ❖ The amount of paint stored at home varied considerably, from less than a gallon to a shopping cart full.
- ❖ The median response by state was either “less than 1 gallon” or “1 to 5 gallons.”
- ❖ Very few said they stored more than 15 gallons (two shopping carts full).

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)?

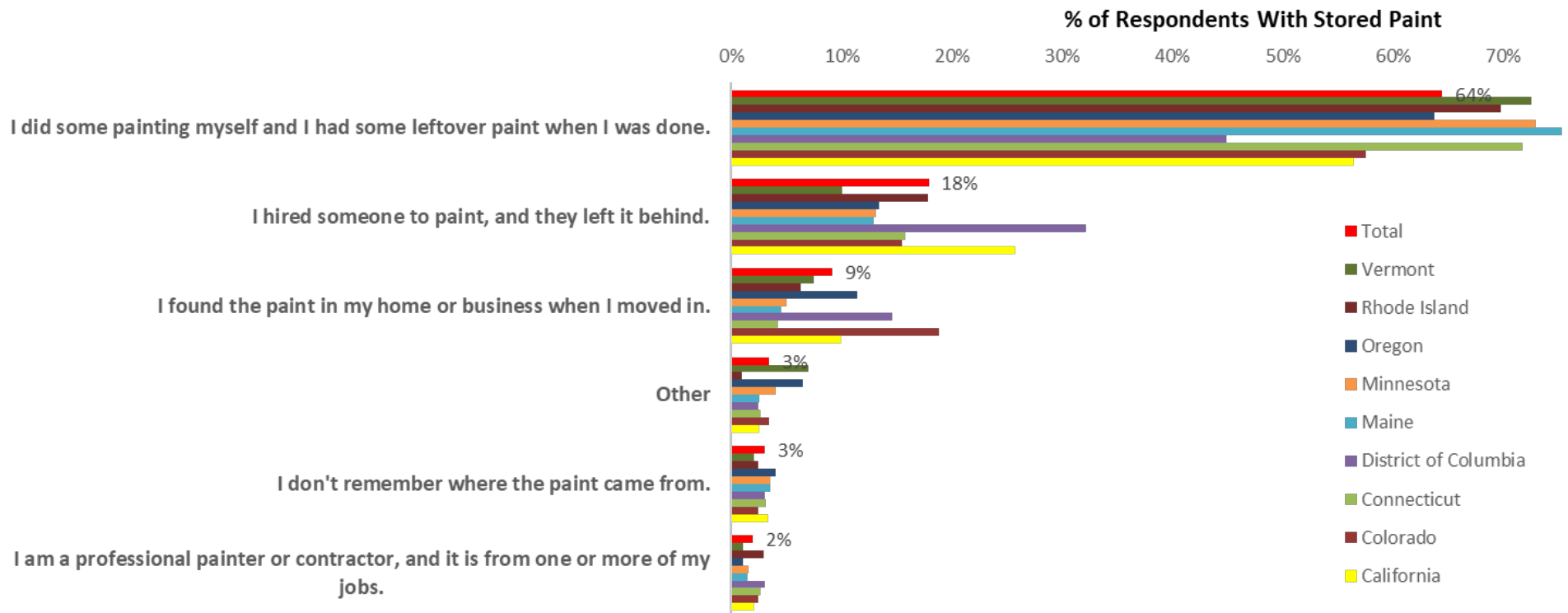


N=2615

Reasons for Paint Storage

- ❖ The top 3 reasons that consumers store paint is the same in all states: leftovers from their own paint job, from a contractor's paint job, or left at move-in.

Where did most of the paint come from?



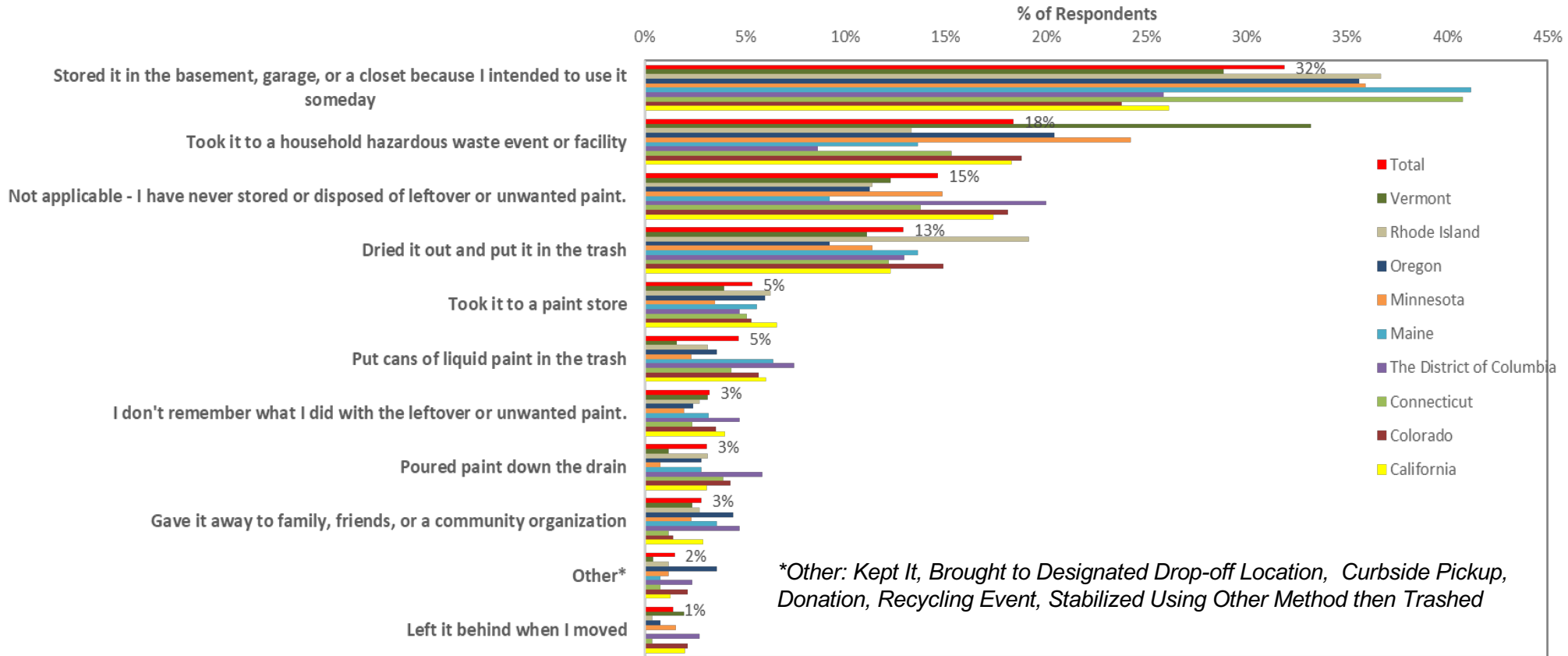
	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
I did some painting myself and I had some leftover paint when I was done.	64%	73%	70%	64%	73%	75%	45%	72%	57%	56%
I hired someone to paint, and they left it behind.	18%	10%	18%	13%	13%	13%	32%	16%	15%	26%
I found the paint in my home or business when I moved in.	9%	8%	6%	11%	5%	4%	15%	4%	19%	10%
Other	3%	7%	1%	6%	4%	2%	2%	3%	3%	3%
I don't remember where the paint came from.	3%	2%	2%	4%	4%	3%	3%	3%	2%	3%
I am a professional painter or contractor, and it is from one or more of my jobs.	2%	1%	3%	1%	2%	1%	3%	3%	2%	2%
Sample Size	1965	200	208	201	199	202	165	191	207	392

*Other responses: Bought paint at retailer, brought from another dwelling, gifted by friend/relative

Past Paint Disposal Methods

❖ Most people who keep paint intend to use it someday. Disposing at HHW facility & dry/trash method common.

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



**Other: Kept It, Brought to Designated Drop-off Location, Curbside Pickup, Donation, Recycling Event, Stabilized Using Other Method then Trashed*

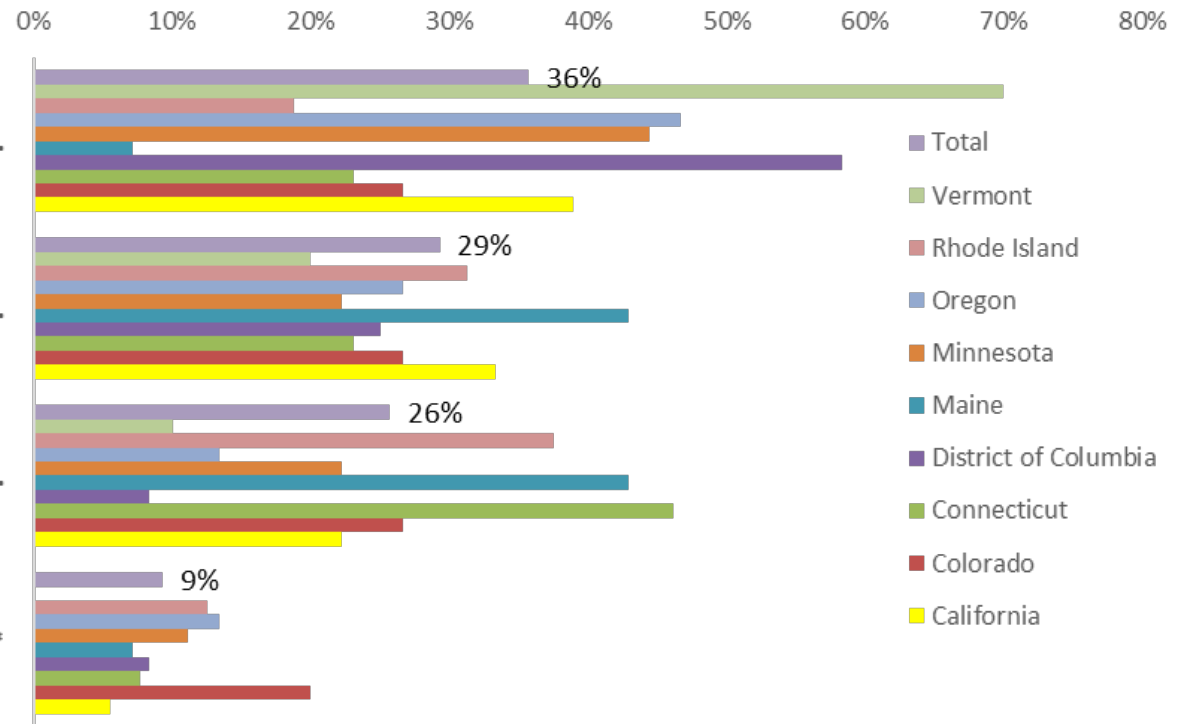
	Total	Vermont	RI	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
Stored it in the basement, garage, or a closet because I intended to use it someday	32%	29%	37%	36%	36%	41%	26%	41%	24%	26%
Took it to a household hazardous waste event or facility	18%	33%	13%	20%	24%	14%	9%	15%	19%	18%
Not applicable - I have never stored or disposed of leftover or unwanted paint.	15%	12%	11%	11%	15%	9%	20%	14%	18%	17%
Dried it out and put it in the trash	13%	11%	19%	9%	11%	14%	13%	12%	15%	12%
Took it to a paint store	5%	4%	6%	6%	4%	6%	5%	5%	5%	7%
Put cans of liquid paint in the trash	5%	2%	3%	4%	2%	6%	7%	4%	6%	6%
I don't remember what I did with the leftover or unwanted paint.	3%	3%	3%	2%	2%	3%	5%	2%	4%	4%
Poured paint down the drain	3%	1%	3%	3%	1%	3%	6%	4%	4%	3%
Gave it away to family, friends, or a community organization	3%	2%	3%	4%	2%	4%	5%	1%	1%	3%
Other	2%	0%	1%	4%	1%	1%	2%	1%	2%	1%
Left it behind when I moved	1%	2%	0%	1%	2%	0%	3%	0%	2%	2%
Sample Size	2604	253	256	250	256	250	255	255	282	547

Past Paint Store Disposal Preference

❖ Three reasons for disposing at a paint store are prevalent: location, hours and lack of HHW facility.

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

% of Respondents Who Said They Would Dispose at Paint Store in Past



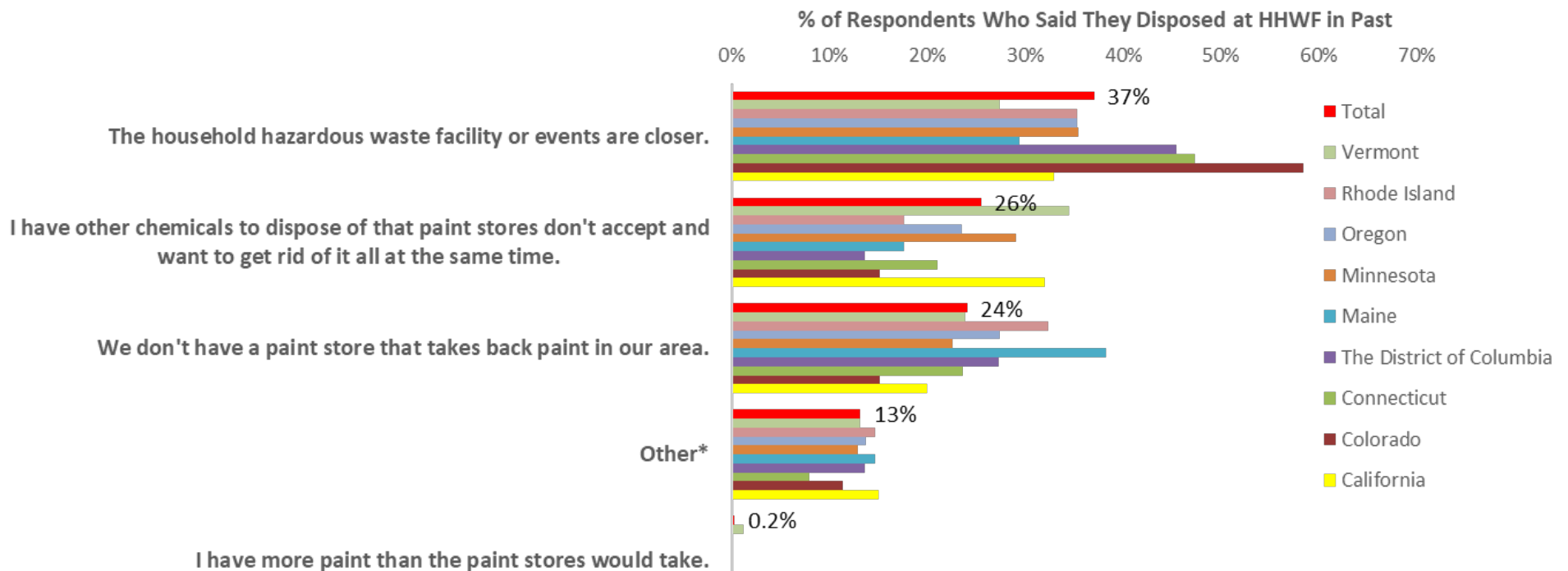
	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
The paint store is close.	36%	70%	19%	47%	44%	7%	58%	23%	27%	39%
Paint stores are open more often.	29%	20%	31%	27%	22%	43%	25%	23%	27%	33%
We don't have a hazardous waste facility or events.	26%	10%	38%	13%	22%	43%	8%	46%	27%	22%
Other*	9%	0%	13%	13%	11%	7%	8%	8%	20%	6%
<i>Sample Size</i>	140	10	16	15	9	14	12	13	15	36

*Other: Store Decides How to Dispose, Regular Hours, Charitable Giving, They Recycle, Refund

Household Hazardous Waste Facility Disposal Preference

- ❖ In most states, the fact that the HHW facility/event is closer drives consumer preference.
- ❖ However, in Maine, many said there wasn't a paint store that takes back paint; in Vermont, the ability to handle "other" chemical disposal needs made a difference.
- ❖ Note: results should be interpreted directionally only as sample sizes are low.

What is the main reason you would take paint to a household hazardous waste facility instead of a paint store?

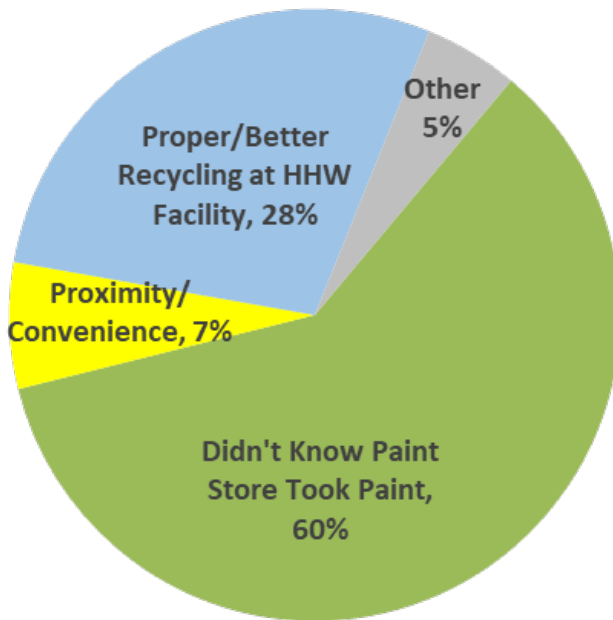


	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
The household hazardous waste facility or events are closer.	37%	27%	35%	35%	35%	29%	45%	47%	58%	33%
I have other chemicals to dispose of that paint stores don't accept and want to get rid of it all at the same time.	26%	35%	18%	24%	29%	18%	14%	21%	15%	32%
We don't have a paint store that takes back paint in our area.	24%	24%	32%	27%	23%	38%	27%	24%	15%	20%
Other*	13%	13%	15%	14%	13%	15%	14%	8%	11%	15%
I have more paint than the paint stores would take.	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Sample Size	478	84	34	51	62	34	22	38	53	100

Household Hazardous Waste Facility Event Preference (continued)

- ❖ Comment categorization shows that many respondents simply were unaware that paint stores took paint for recycling.
- ❖ Others felt the HHW facility would use better recycling procedures.
- ❖ Note that these reasons should be added to the survey in 2019.

Comment Categorization: Other Reasons Household Hazardous Waste Facilities are Preferred over Paint Stores



Sample Comments, Didn't Know

Did not know paint store would take paint
didn't know paint stores took old paint
Didn't know they took old paint
I did not know paint stores would take it.
I didn't know that a paint store would take it
I didn't know a paint store would take back old paint
I didn't know paint stores accepted left over paint.
I didn't know that paint stores would take unused paint back.

Sample Comments, Proper Recycling

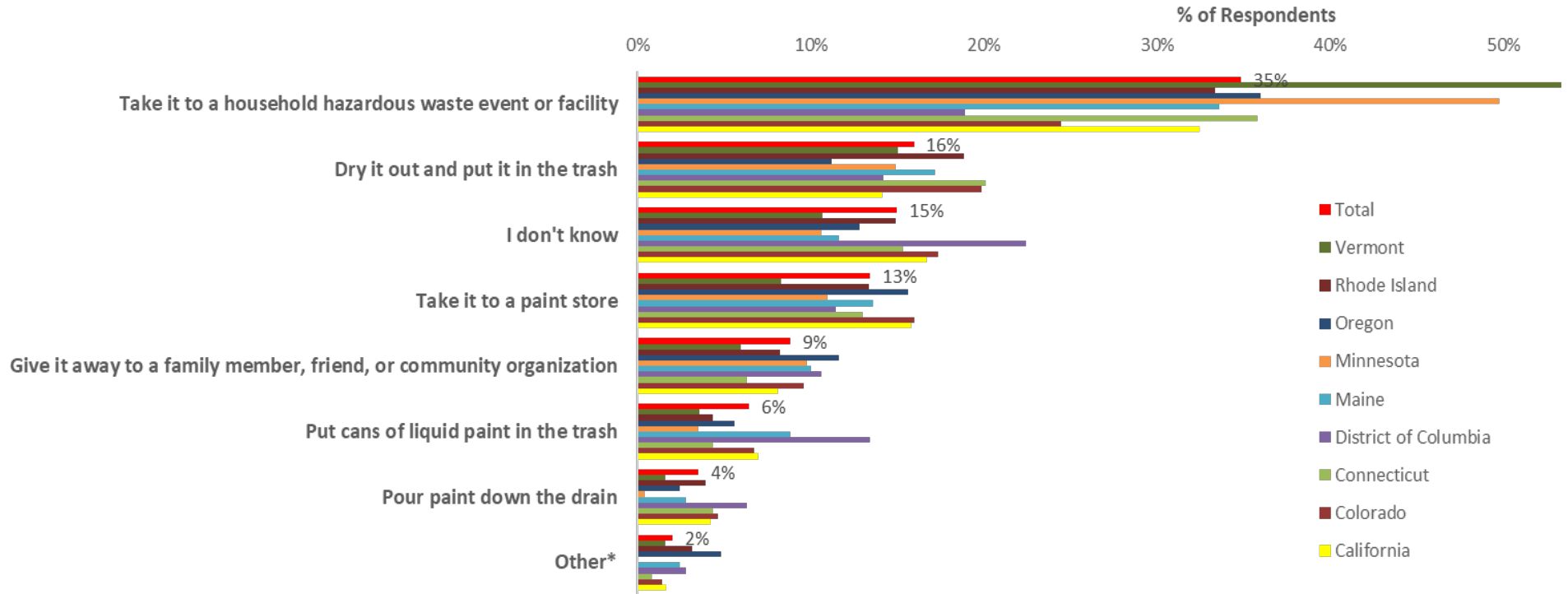
Proper disposal of hazardous material
I believe that is the best place to take the paint
this seems like the most responsible thing to do
its the best way to safely dispose of it
So that it will be disposed of properly.
I wanted it disposed of properly
It's the right thing to do!

N=60

Future Paint Disposal Intentions

- ❖ The top method for future disposal in all states is taking it to a HHW event or facility.
- ❖ In most states, the dry it out/throw it away method is also prevalent.
- ❖ The three states where taking it to a paint store is cited most often: OR, CO and CA.

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

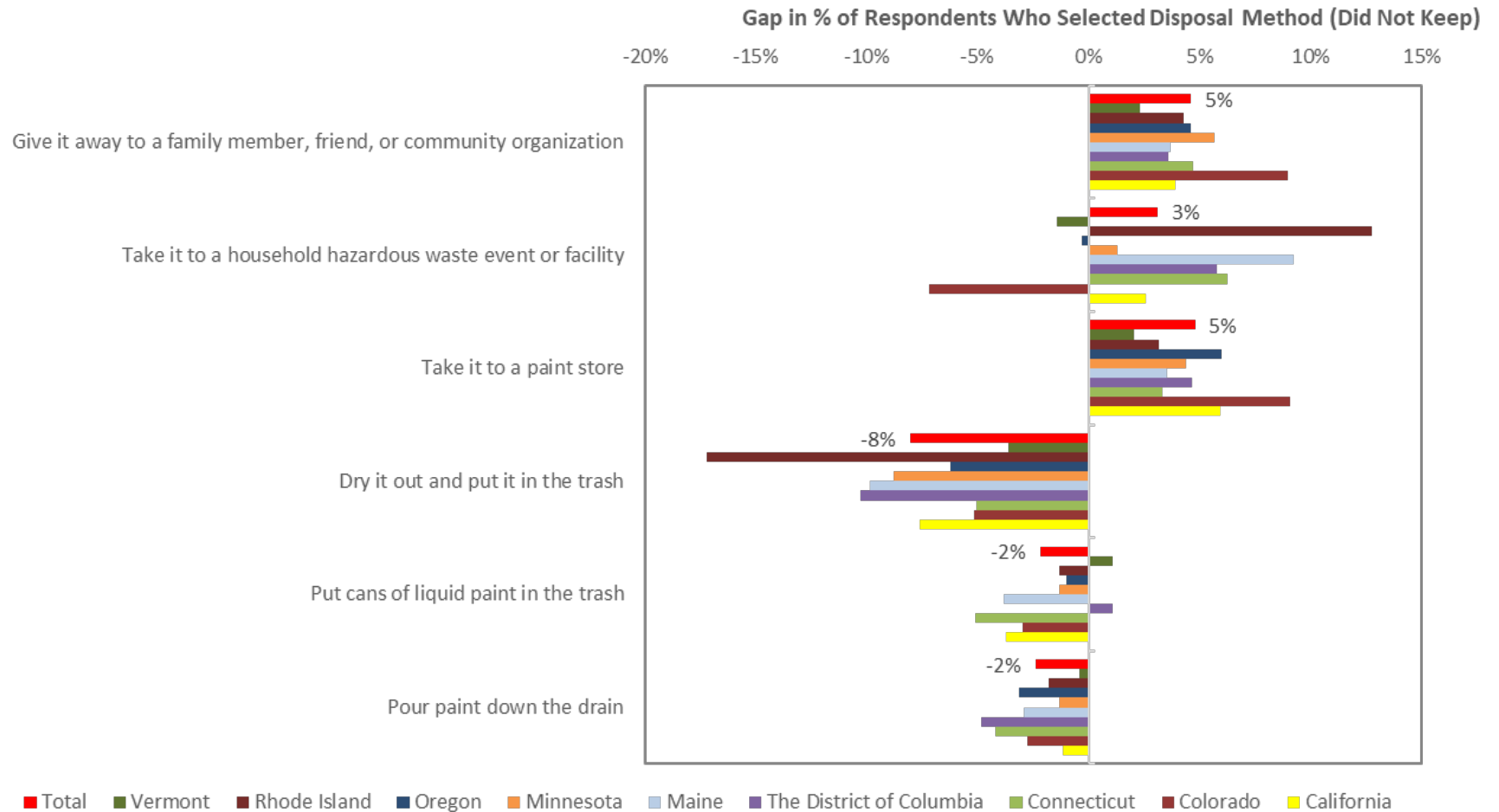


	Total	Vermont	RI	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
Take it to a household hazardous waste event or facility	35%	53%	33%	36%	50%	34%	19%	36%	24%	32%
Dry it out and put it in the trash	16%	15%	19%	11%	15%	17%	14%	20%	20%	14%
I don't know	15%	11%	15%	13%	11%	12%	22%	15%	17%	17%
Take it to a paint store	13%	8%	13%	16%	11%	14%	11%	13%	16%	16%
Give it away to a family member, friend, or community organization	9%	6%	8%	12%	10%	10%	11%	6%	10%	8%
Put cans of liquid paint in the trash	6%	4%	4%	6%	4%	9%	13%	4%	7%	7%
Pour paint down the drain	4%	2%	4%	2%	0%	3%	6%	4%	5%	4%
Other*	2%	2%	3%	5%	0%	2%	3%	1%	1%	2%
Sample Size	2598	253	255	250	255	250	254	254	282	545

Trend: Past Disposal Behaviors to Future Disposal Intentions

- ❖ All indicators show that there is a shift occurring to greener disposal methods.
- ❖ Fewer consumers will throw away or pour paint down the drain in the future.
- ❖ More consumers will repurpose or recycle old paint in the future.

Gap Analysis: Past vs. Future Paint Disposal Methods

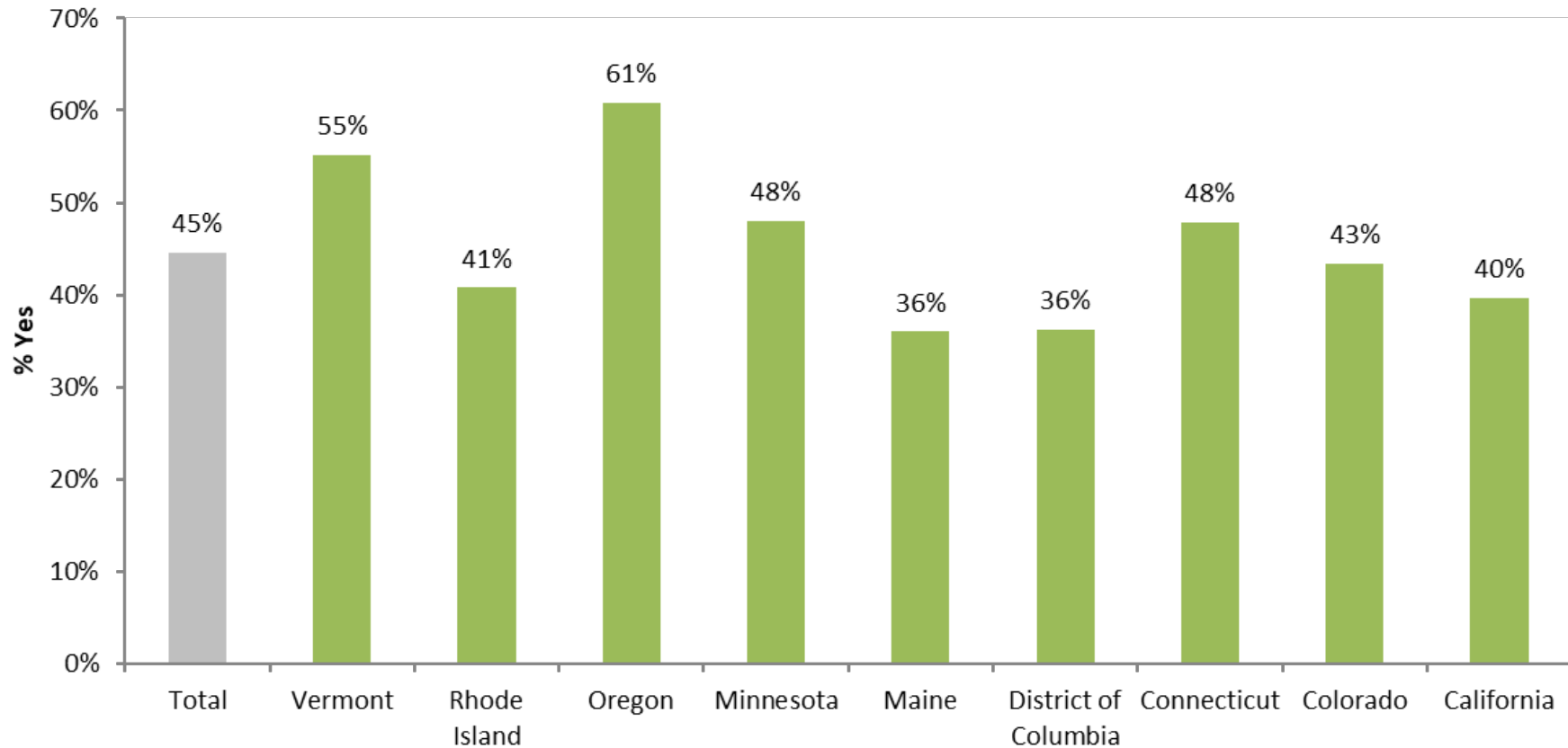


PAINT RECYCLING AWARENESS/ENGAGEMENT

Awareness of Paint Recycling

- ❖ Surprisingly, less than half of respondents knew that paint could be recycled.
- ❖ There are some states where knowledge is greater, such as Oregon and Vermont.
- ❖ The areas where knowledge is lowest are Maine and the District of Columbia.

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

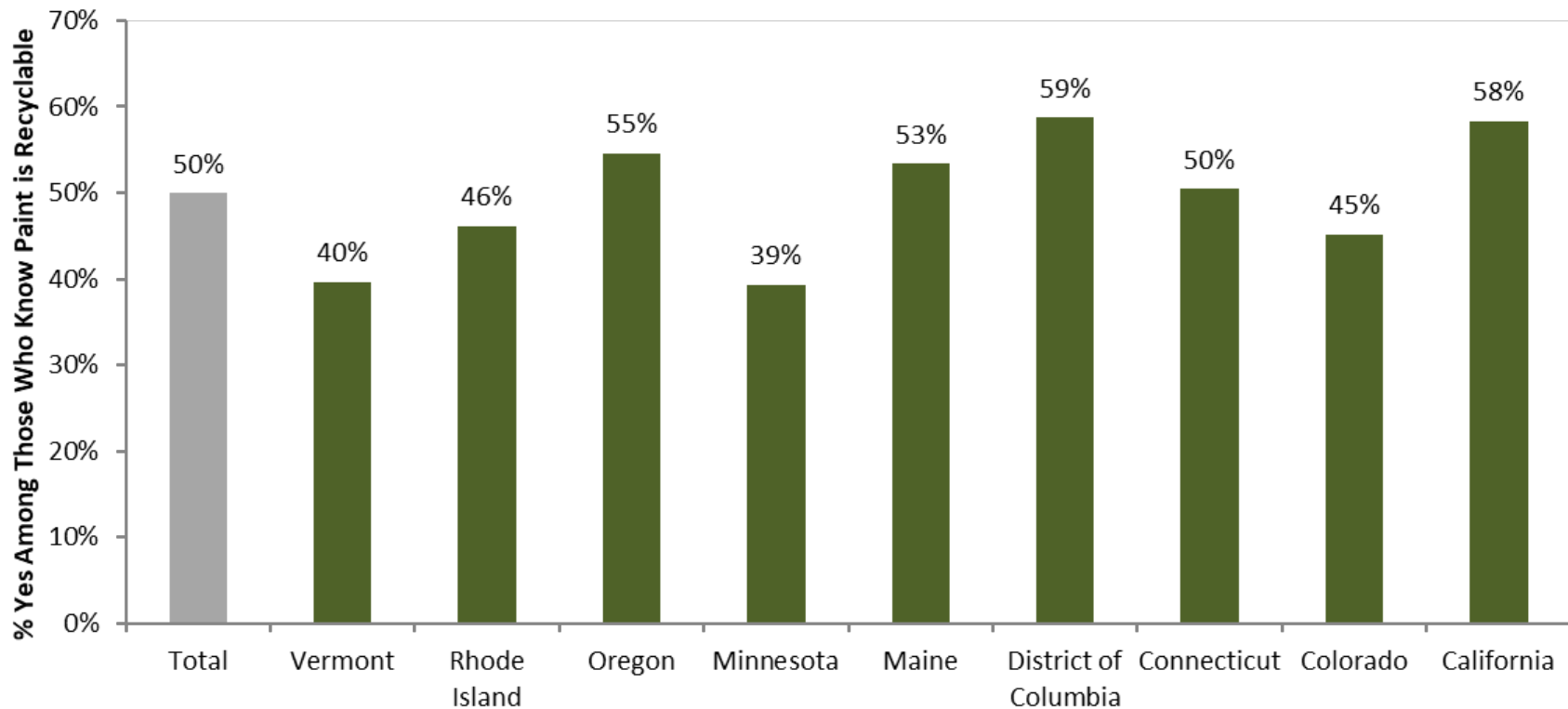


N=2594

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. Only half of these respondents knew that there was a recycling fee added to paint purchases.
- ❖ Some states showed greater than average awareness, such as California and D.C.

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?

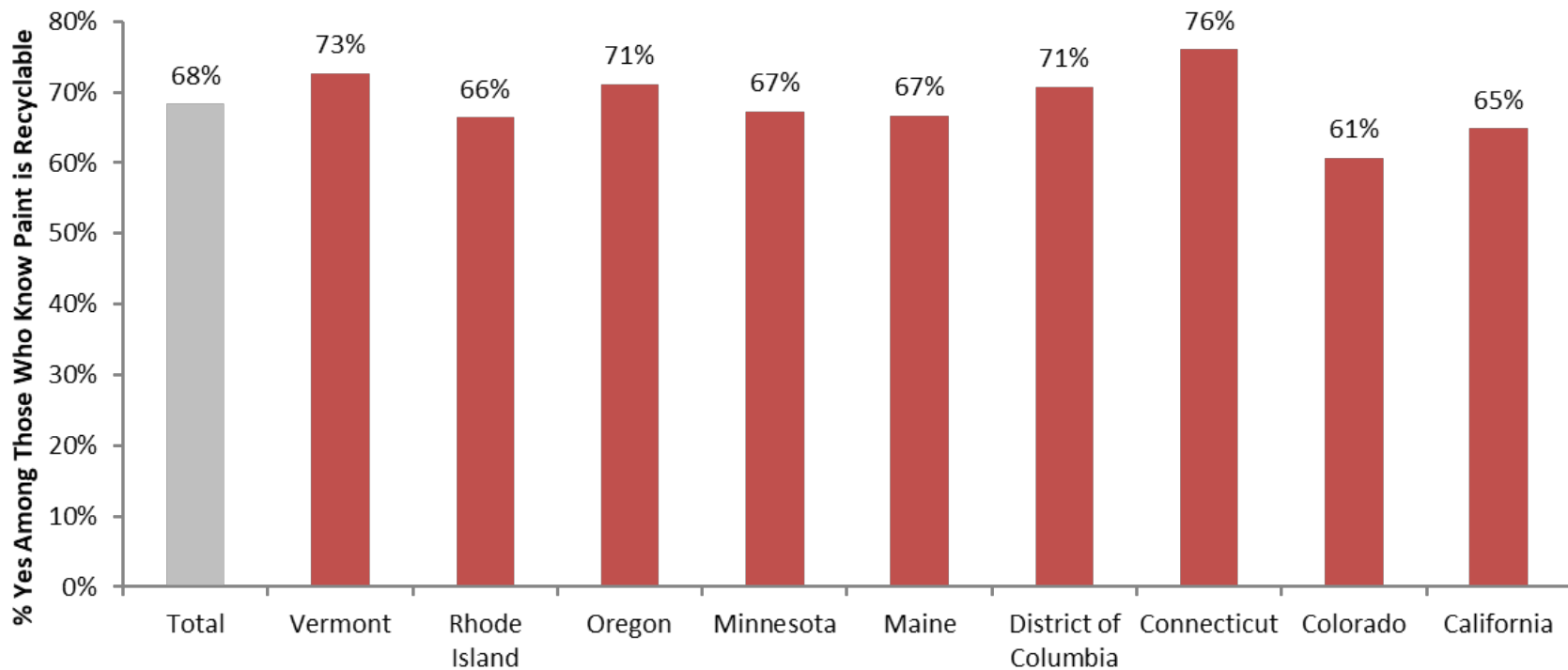


N=1158

Awareness of Places for Recycling Among Those Who Knew

- ❖ More than two thirds of respondents who were aware of paint recycling said they knew where to take old paint to be recycled.
- ❖ The strongest results were in Connecticut and Vermont.

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

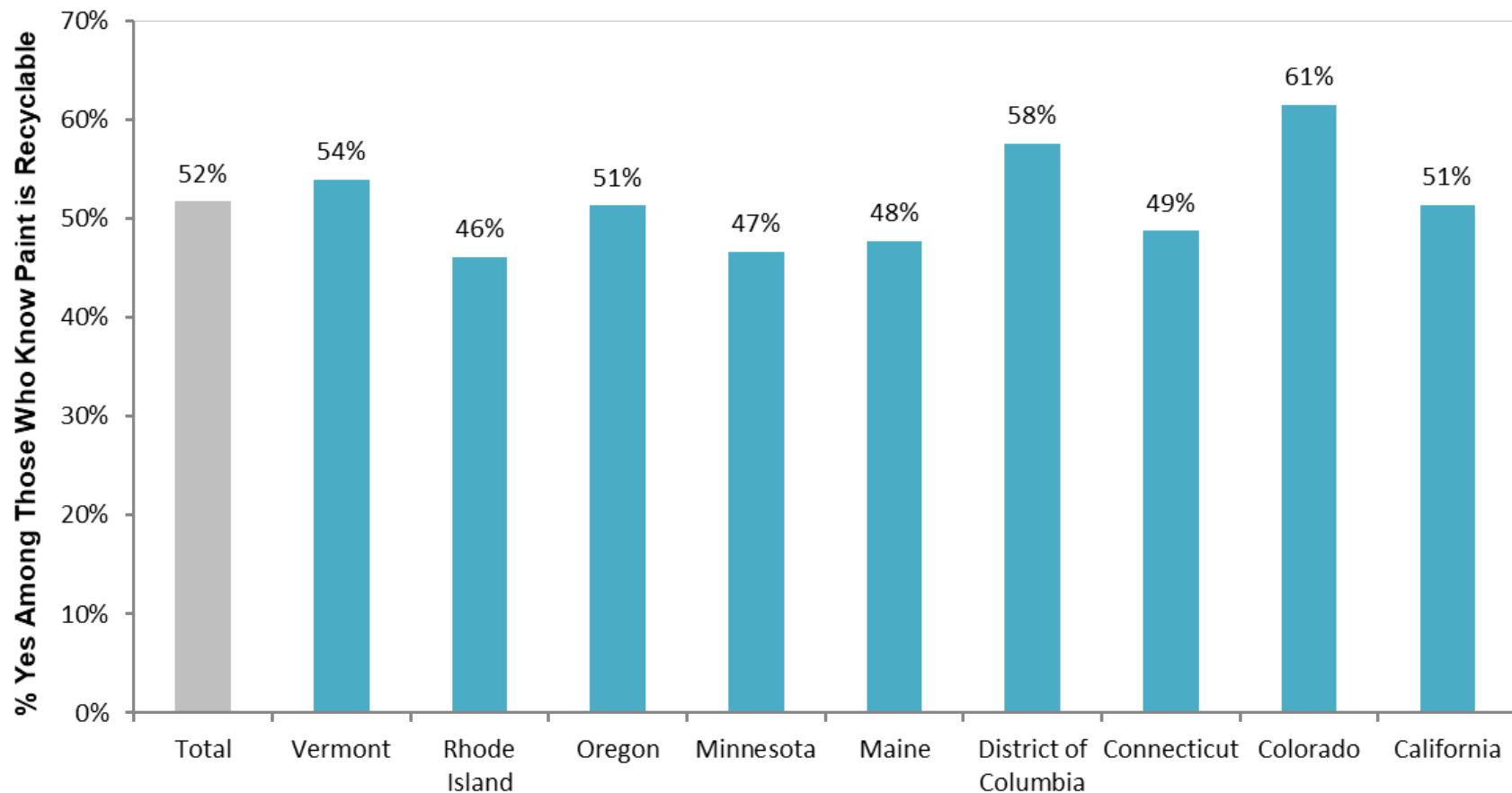


N=1158

Past Recycling Behaviors Among Those Who Knew

- ❖ About half of those who said they were aware that paint can be recycled said they had done so in the past.
- ❖ The strongest recycling behaviors are in Colorado and DC.

Have you ever taken paint somewhere to be recycled?

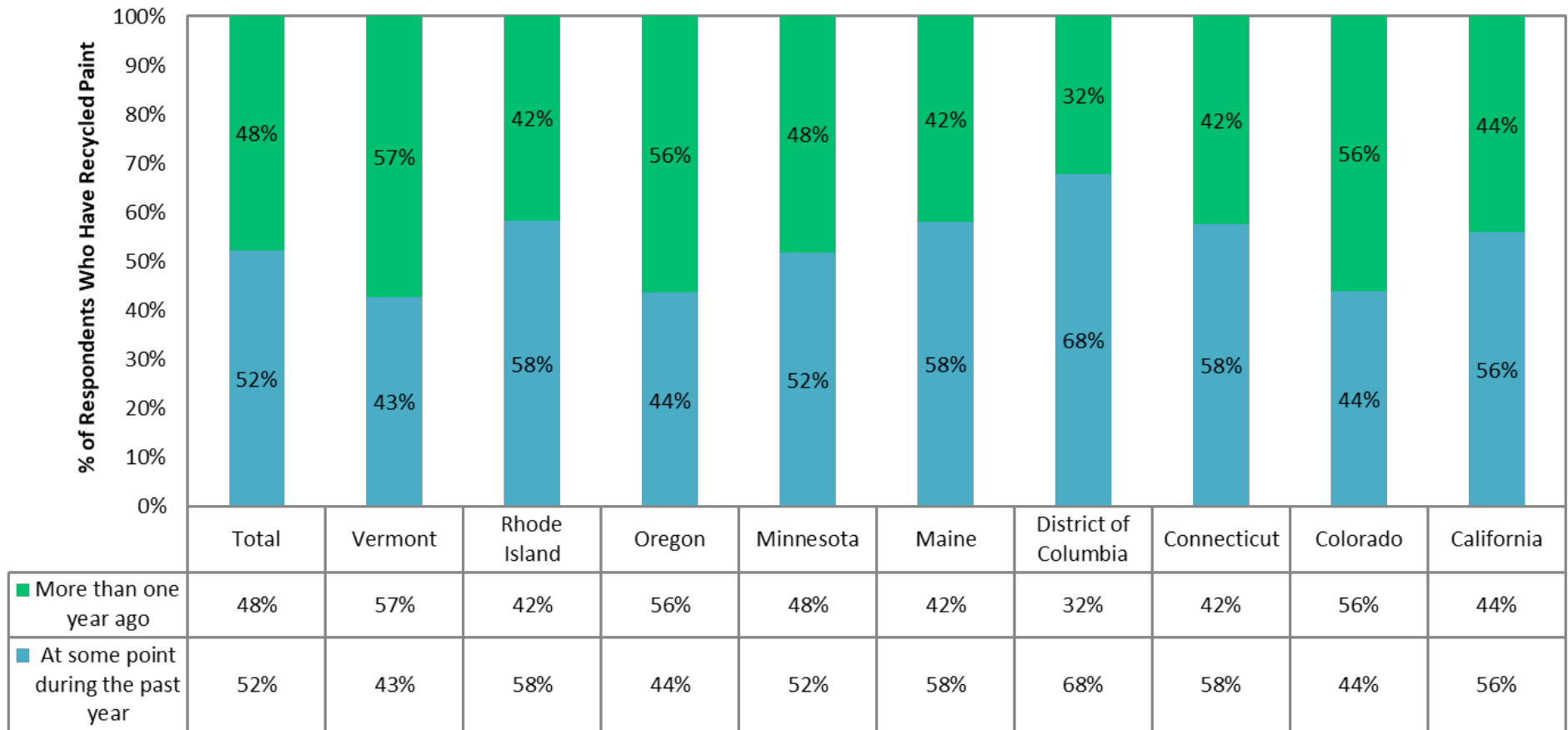


N=1158

Recency of Paint Recycling

❖ About half of those who said they had recycled paint in the past said they had done so in the last year.

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

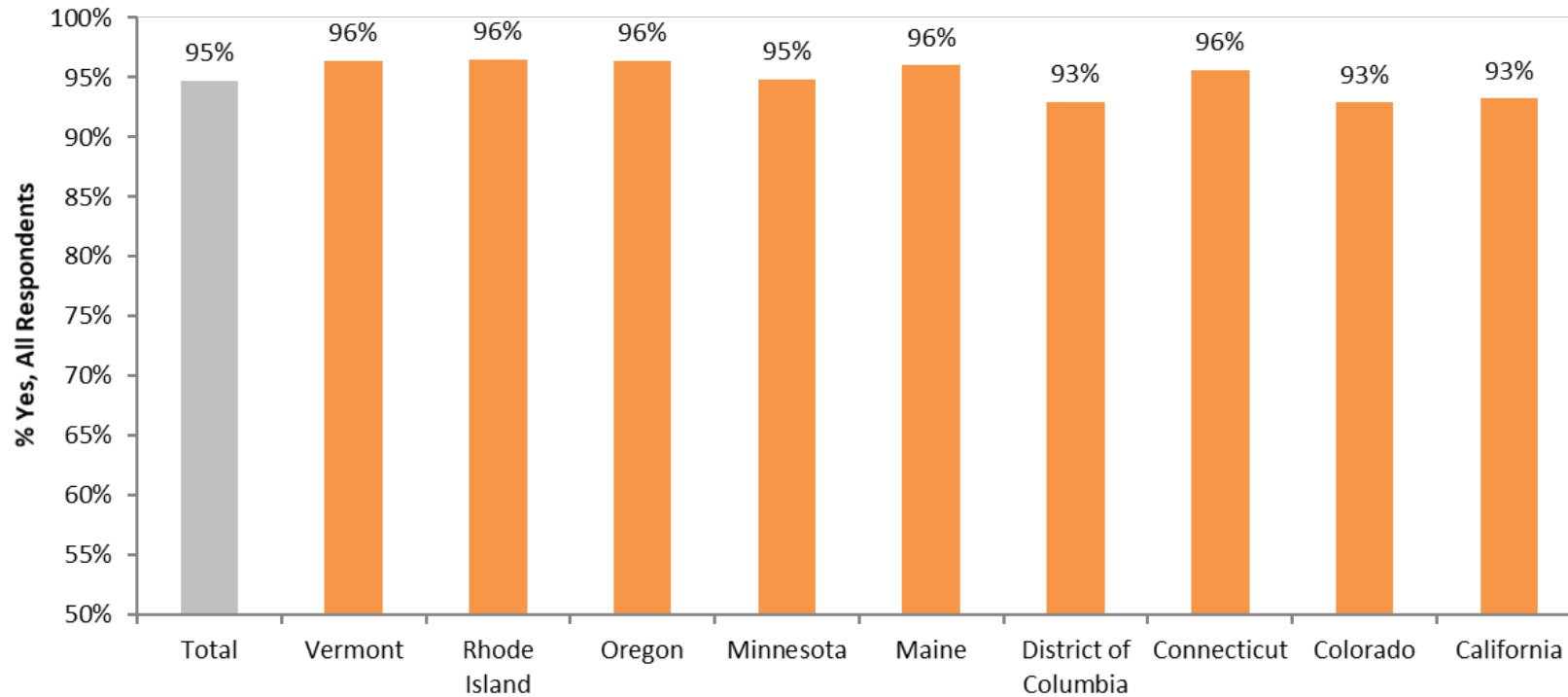


N=598

Opportunity for Future Paint Recycling

- ❖ Almost everyone surveyed said they would consider recycling leftover paint in the future.

Would you consider recycling leftover paint in the future?



N=2592

Open-Ended Commentary: Recycling Motivations

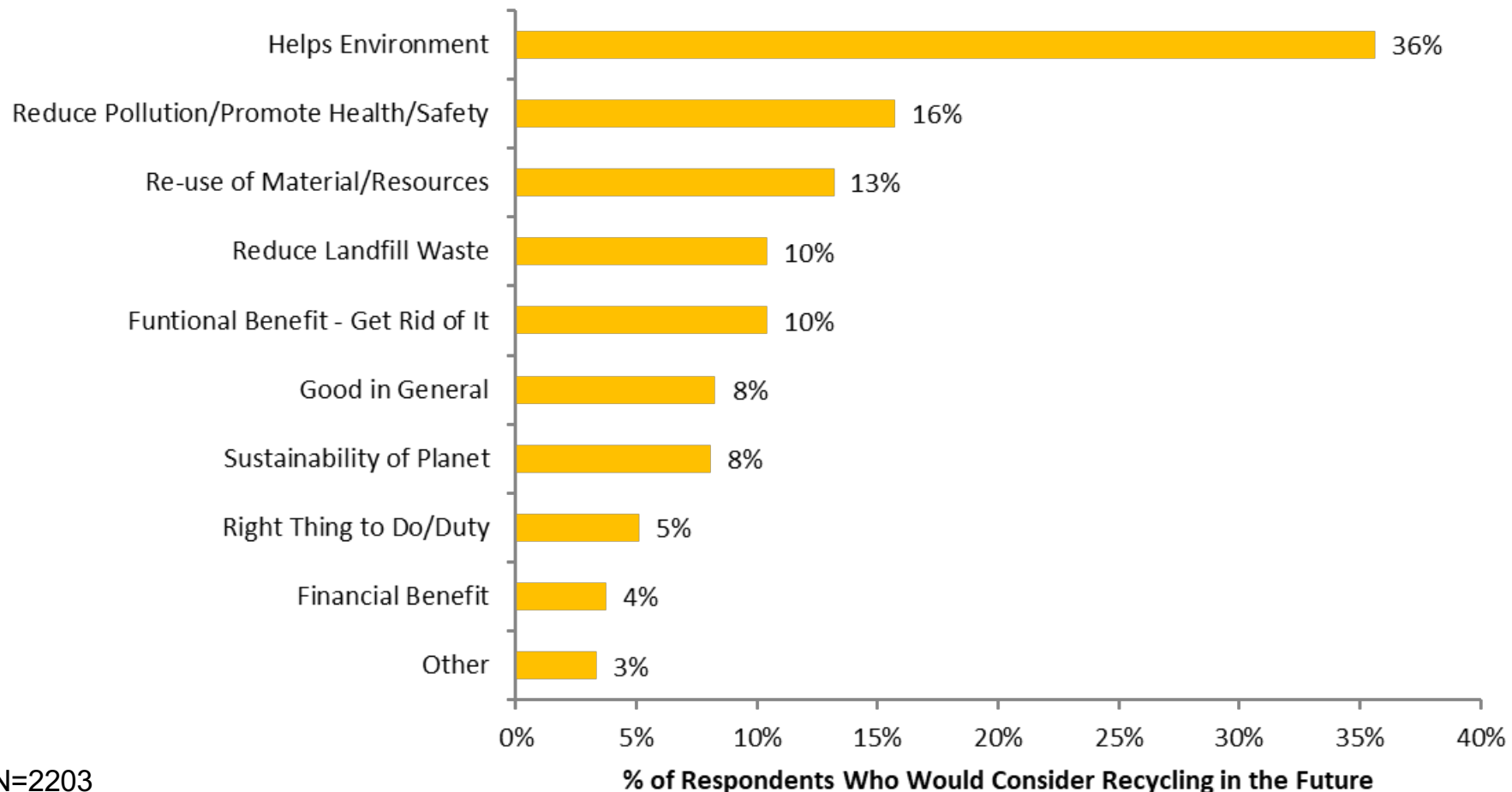
Q18 What would be your personal motivation for recycling your leftover paint in the future?

recycle everything put will basement pollute one dispose properly way rid
reduce waste possible save planet might recycling paint space
enviroment disposal house recycle much way world don t throwing
landfill NA save hazardous waste Save environment
believe recycling need future reuse seems clean think help
Environmental concerns know try recycle right thing way dispose
rid money help environment save earth waste
place recycle go better environment
harm environment environment's good wasteful
use throwing away paint Keep landfill Environmental
protect
safe way environment best safe sure want
trash keep green thing right None s better dispose left earth water
someone use help someone planet garage easy care environment
make Reduce Safety feel keep environment much possible go waste
protect someone better enviroment Less waste yes take hazardous less
environmentally conscious anything environmentally friendly

Comment Categorization: Recycling Motivations

- ❖ The top motivation to recycle is to help the environment.
- ❖ Other important motivations include the reduction of pollution, promotion of health, conservation of resources, reduction of waste, and simply getting rid of unwanted clutter in the home.

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



N=2203

KB Insights

Sample Comments: Reasons to Recycle

Helps Environment

Be environmentally responsible

feel better about not hurting the environment

i like to protect the enviroment

I try to recycle as much as possible for environmental reasons

Less strain on environment

Recycling is good for the environment.

well, I usually combine my leftovers and use all of it; however, if I wasn't going to do that, I would recycle for the environment's sake

I re cycle aluminum cans,plastic bottles,glass,cardboard so I do recycle some items. I care about the environment especially wildlife.

better for the environment than disposing of it

if it's the more environmentally friendly option

In order to maintain a safe environment for my family, myself, the community and future generations.

Reduce Pollution/Promote Health

I want to keep as many toxic chemicals out of the environment as possible to avoid harm to animal and plant life.

I worry about the environmental impact that residual paint could have if I didn't recycle.

It's bad for the environment so would want it to be destroyed properly

Safe for the environment

to do the right thing and not pollute

To have a smaller imprint on the earth.

There are many chemicals in paint and I would want to be responsible to the environment

To keep it out of the water stream.

help to not contaminat the enviroment

to make us helathier

Because it is good to do and healthy and conservative

Sample Comments: Reasons to Recycle

Reuse of Materials/Resources

It would help someone else

My personal motivation for recycling paint would be to have the earth have less trash and make the paint into something useful.

Safe. No waste. Helps someone else.

so it can be used again instead of going in the tradh

reuse, purpose, recycle is my mantra. Giving to the hazard material disposal site is last resort

I care about the environment and use of resources, also my children's future.

Because I recycle everything that I know can be recycled and if paint is possible to be recycled then I'd love to do my part for our planet.

hopefully it gets used a second time instead of wasting it

I like to recycle everything that I can. I don't feel that we respect our Earth enough and we need to do everything that we can do to protect it

Knowing someone else can put it to use

saves making new paint.

try and save on natural resources

Reduce Landfill/Waste

It wouldn't go to a landfill and hurt the environment

Avoiding adding toxic material to land fill

Its poison in the ground

It's poison and we can't put it in the trash or landfills.

Less of a garbage foot print in the world

There is enough trash already.

To be less wasteful

To help minimize how much waste is put into our landfills.

Helps with the waste & keep things clean

Pouring it down the drain would ruin my septic system. I think it's wrong to put it in the trash

Sample Comments: Reasons to Recycle

Funtional Benefit - Ged Rid of It
I would love to get rid of it knowing it didn't damage the environment!
For a better environment and a better way to get rid of paint
Decluttering my house, being environmentally friendly
Environmentally safer and de-clutters my house
Clear out clutter in the basement and garage
dont need it anymore
GET RID OF CAN AND OLD PAINT
get rid of it
I would not have to store it
no personal motivation except to get rid of it
to be safe and not have anything toxic left in house
To get rid of it and do so responsibly

Sustainability of the Planet
save the environment
Better for the earth. Recycling is always a sustainable practice
I love to recycle and save the planet
I prefer green options so as to make the world a better place. I have to live in it, as do my children and grandchildren.
I really believe recycling benefits our planet!
Making our world clean again.
Recycling is useful for maintaining our planet
help for the world preservation
stop killing planet
Ease of recycling the paint and knowing I am helping the planet.

Sample Comments: Reasons to Recycle

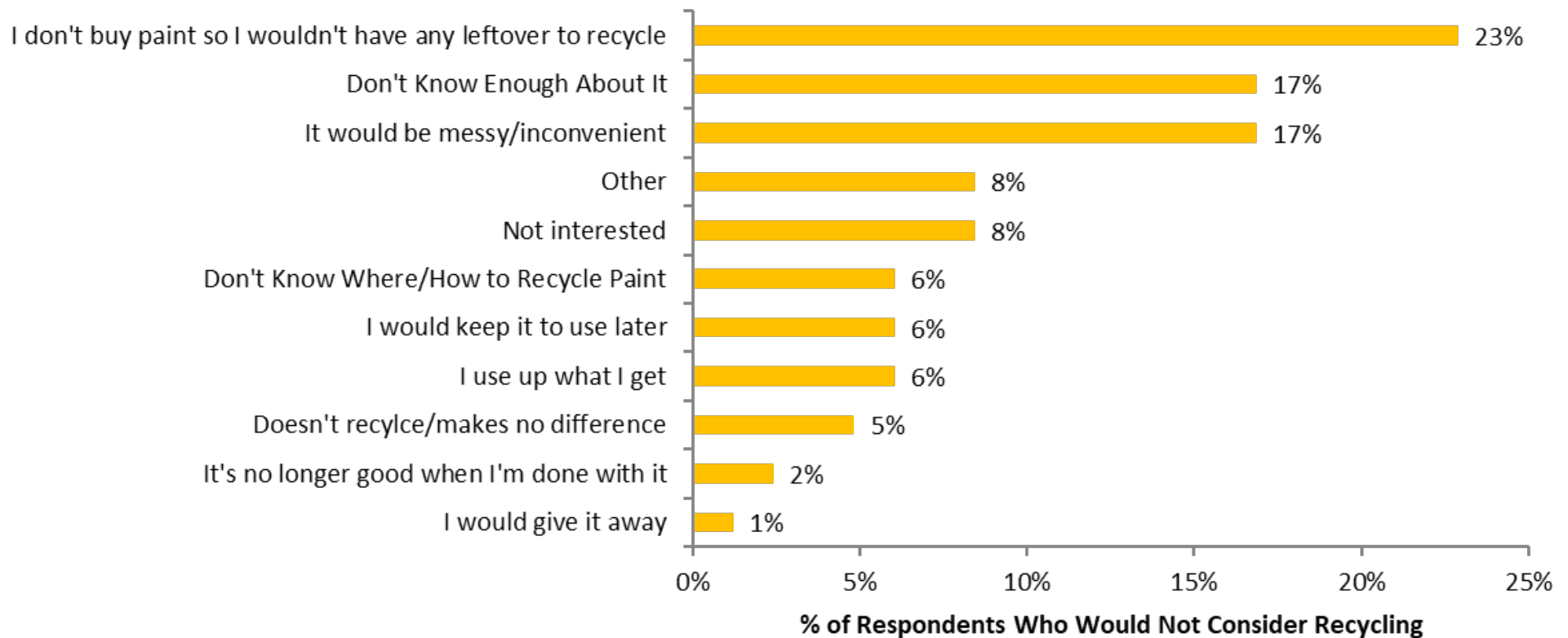
Right Thing to Do/Duty
It is the right thing to do.
It's just the proper thing to do (as opposed to throwing it out)
Just seems like the right thing to do
Seems better than trashing it.
Responsible disposal
do my npart for recycling
Right thing to do
Not being a jerk

Financial Benefit
If u can recycle it at no cost
It would be a little cheaper.
money back
some money back
that THEY Recycle it to make fresh paint that's cheaper in price .
Money back
Incentives
A Reward.
Someone could possibly get a discount for recycled goods.
cost
Money

Comment Categorization: Objections to Recycling Paint

- ❖ About a quarter of those who would not consider recycling simply don't buy paint.
- ❖ Interestingly, a significant percentage say they just don't know enough about it (opportunity).
- ❖ Others are concerned about the mess/trouble they'd have to go through to recycle.
- ❖ Still others say they would do something different with the leftovers.
- ❖ Note: low sample size.

Comment Categorization: Why wouldn't you consider recycling leftover paint in the future?



N=83

KB Insights

Sample Comments: Reasons NOT to Recycle

Do Not Buy Paint

don't have any to recycle

Because I don't buy paint

don't do any painting so no paint

I do not plan on using paint to recycle

I don't anticipate buying paint - I live in an apartment and see that continuing for the foreseeable future.

Por q en estos momentos no tengo ninguna pintura puede q en un futuro la pueda tener pero ahora no

Don't Know Enough

Didn't know

don't know paint can be recycled

I did not know this service is available.

like in a recycling bin? that doesn't make sense. seems like the safest place for such chemicals is at the haz waste drop off location.

no idea

the paint recycling center that I know of is about 45 minutes away. However, from this survey, I wonder if I can bring it to a paint store? That would be great to know! I would recycle if it were that easy

Messy/Inconvenient

It seems messy

Not worth the effort and mess

pain in the a**

to much of a hassle

too much hassle to go drop it off

Sample Comments: Reasons NOT to Recycle

Not Interested/Doesn't Recycle

I don't care

I do not think most people would be interested in recycle paint.

Not interested

Because my husband doesn't believe in recycling

doesn't make any difference

dont like recycling

Doesn't Know How/Where to Recycle

I don't know where.

I'd forget to actually do it, or how to do it

inconvenient locations

Not sure wheee to go

Not sure where to take it

Would Keep and Reuse Later/Give Away

because I'd keep it to use later

I can always use it later

I ONLY THROW IT OUT ONCE IT HAS AGED BEYOND USE

I plan to use any leftover paint on another project

Save until walls dirty and stain then can be make up

I want to give it to my family.

Use What I Get

Bc i use what i get

Because I will only purchase what I need, therefore there wouldn't be a need to recycle.

I will use it so I don't need to dispose of it.

CROSS-TABULATIONS: CONSUMER BEHAVIOR, AWARENESS, AND ENGAGEMENT

Cross-Tabulations for Better Understanding

- ❖ In order to understand how to better approach consumers of different profiles, it is important to look at behaviors/awareness by group...

Objective	Related KPI/Measurement
Increase knowledge of paint recycling	<i>Do you know that paint can be recycled?</i>
Impact paint recycling behaviors	<i>Have you ever taken paint somewhere to be recycled?</i>
Decrease storage of paint in home	<i>Do you currently have any leftover or unwanted paint in your home or business (e.g., primer, interior house paint, stain, deck sealer, or clear finishes like varnish)? If so, how much paint do you have?</i>
Increase knowledge of PaintCare	<i>Have you ever ever heard of PaintCare, the program that sets up sites that take paint for recycling?</i>
Execute memorable ads	<i>Do you recall seeing an advertisement for PaintCare in the last several months?</i>
Stimulate word of mouth and other communications	<i>Do you recall hearing about PaintCare in any of the following other ways?</i>

Gender

Age

Ethnicity

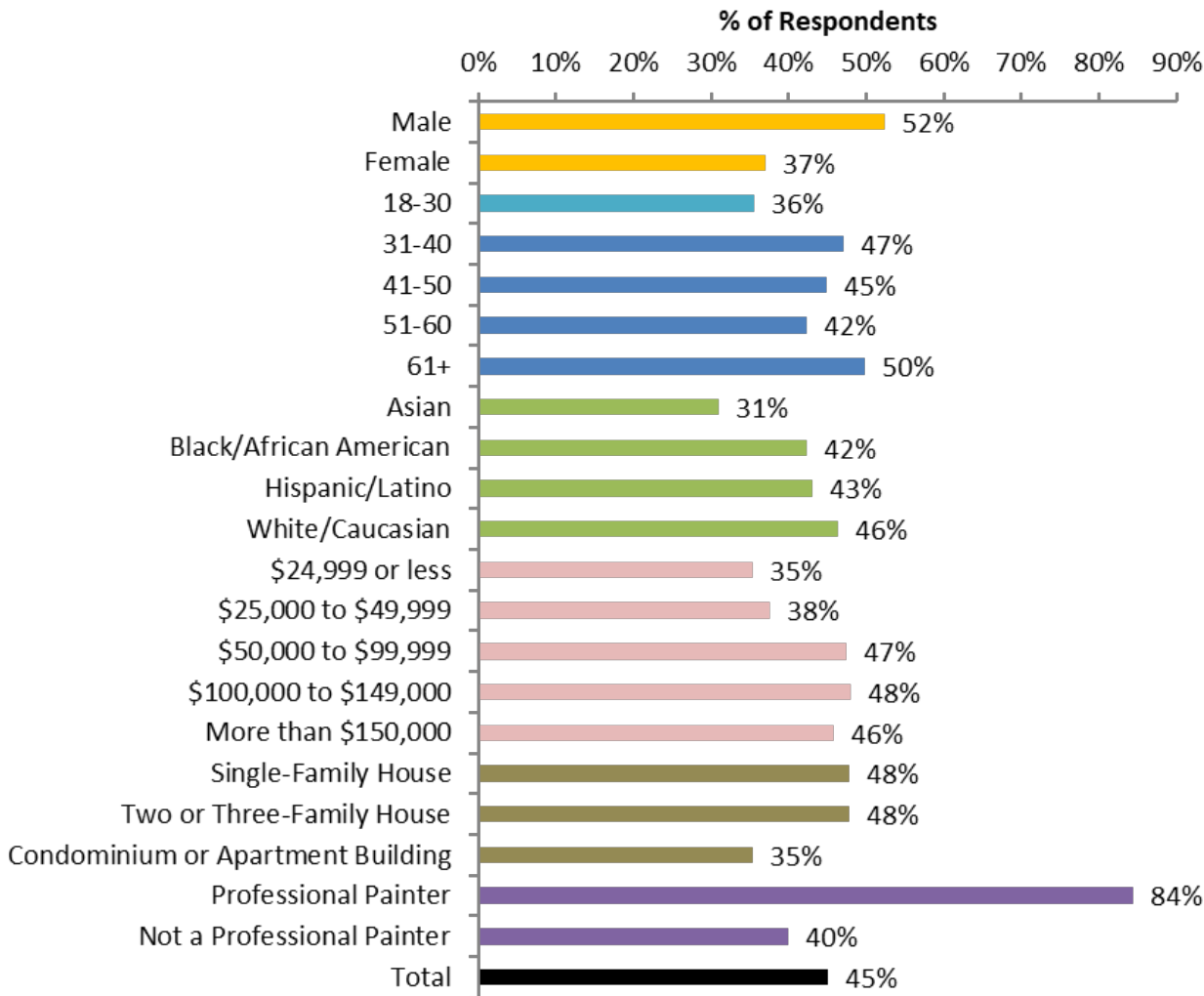
Income

Dwelling Type

Profession

Cross-Tabulations on Key Performance Indices

Knew Paint Was Recyclable

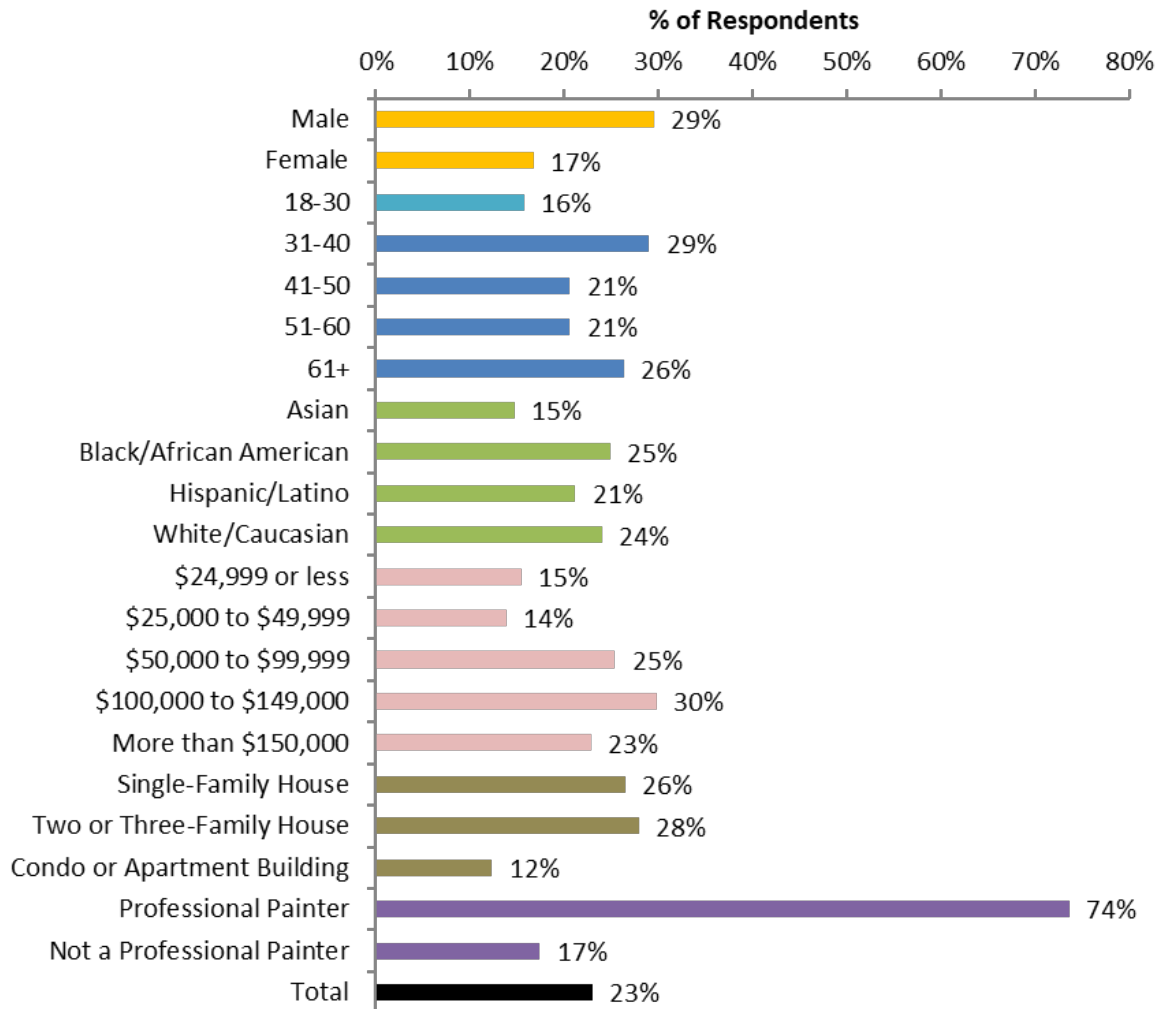


- ❖ Significantly fewer women know that paint can be recycled than men.
- ❖ The youngest respondents were least knowledgeable; differences were not significant over 30.
- ❖ Asians were least familiar with paint recycling; all other ethnicities were similar.
- ❖ Those with incomes \$50K or higher were most knowledgeable about paint recycling (likely corresponds with home ownership).
- ❖ Those living in condos were least familiar.
- ❖ The majority of professional painters are aware that paint can be recycled; more than twice the percentage of the general public.

N=range from 136 to 2318 by category

Cross-Tabulations on Key Performance Indices

Has Recycled Paint Before (adjusted)

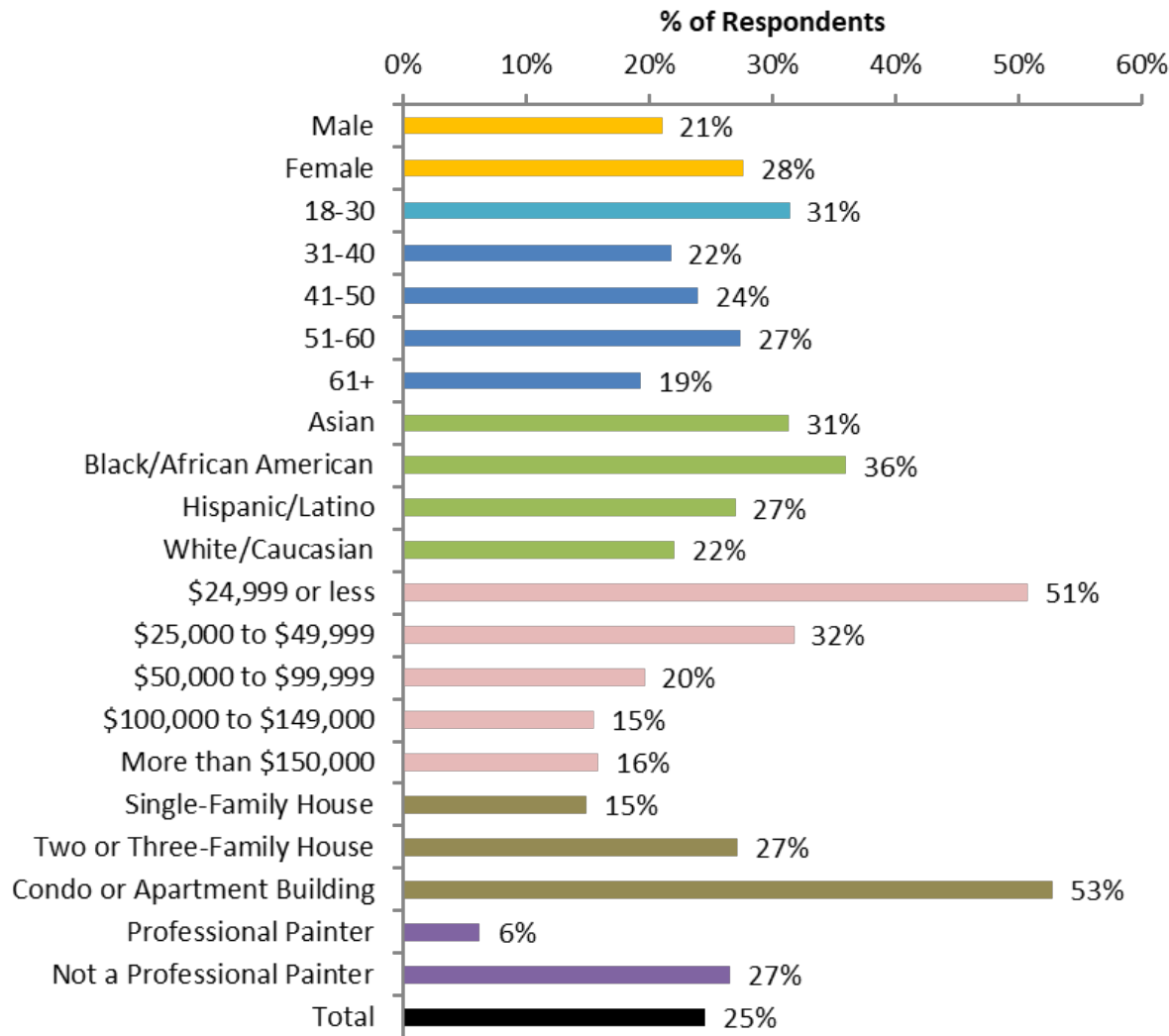


- ❖ Women recycle at a much lower rate than men.
- ❖ Senior citizens and those between 31-40 have recycled paint more often than in other age ranges.
- ❖ Asians recycle less often than in other ethnic groups.
- ❖ Generally, those with greater than \$50K annual income recycle paint more often than those in less affluent income ranges.
- ❖ As expected, those in condos recycle least often.
- ❖ Professional painters recycle more than any other group at 74%.

N=range from 136 to 2318 by category

Cross-Tabulations on Key Performance Indices

Free of Stored Paint at Home/Work



- ❖ Women are free from stored paint more often than men.
- ❖ Senior citizens store paint most often; those 30 or younger, the least often.
- ❖ Caucasian respondents store paint more often than other ethnic groups.
- ❖ The greater the income, the more often paint is stored.
- ❖ As expected, those in condos store paint least often; single family homes, most often.
- ❖ Professional painters are free from stored paint only 6% of the time; non-professionals, 27% of the time.

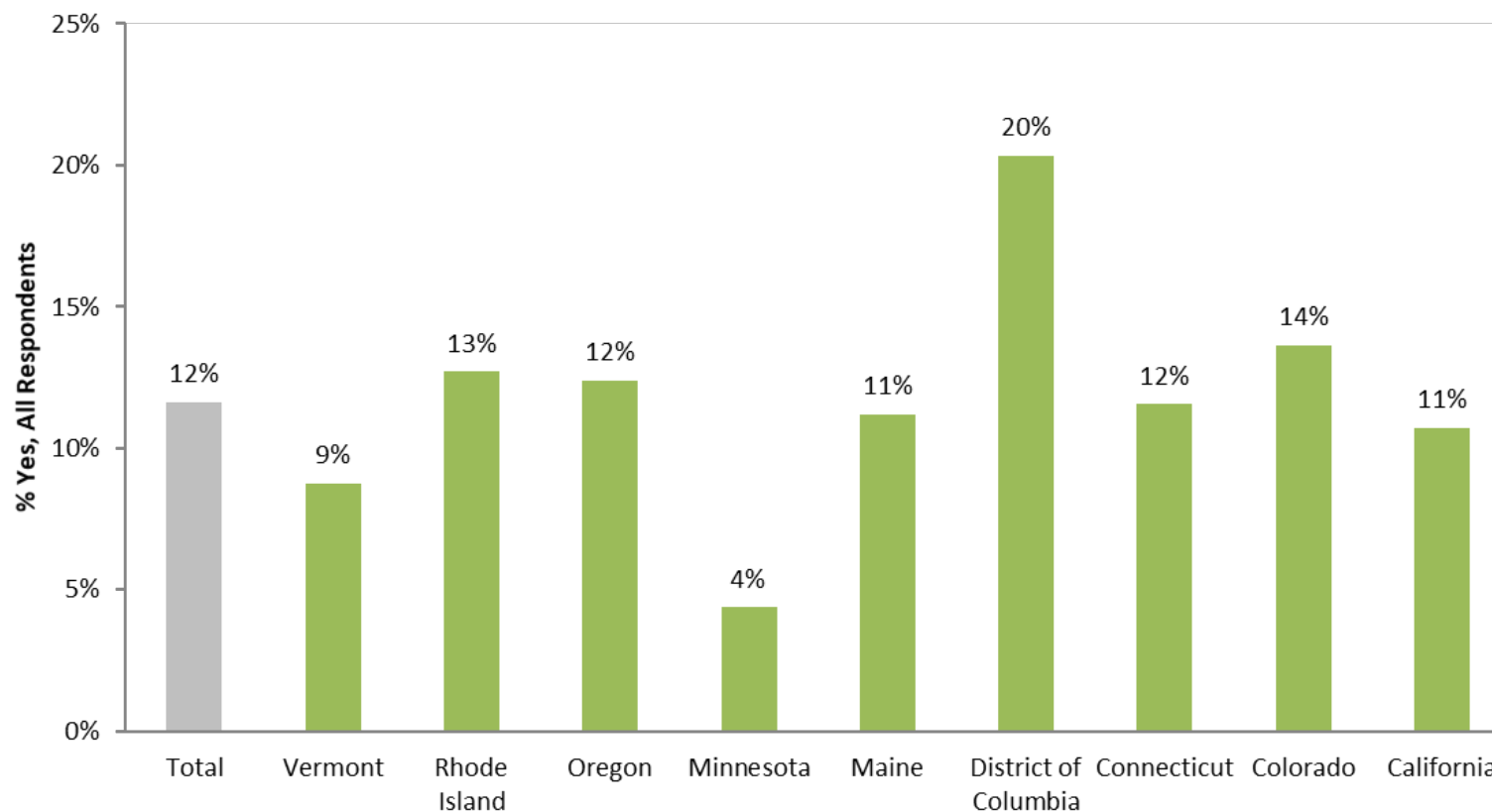
N=range from 136 to 2318 by category

PaintCare ADVERTISING/MARKETING CONSIDERATIONS

PaintCare Awareness

- ❖ 12% of respondents said they had heard of PaintCare before.
- ❖ Results differed by state/area. D.C. residents are most aware; Minnesota, least aware.

Have you ever heard of PaintCare before?

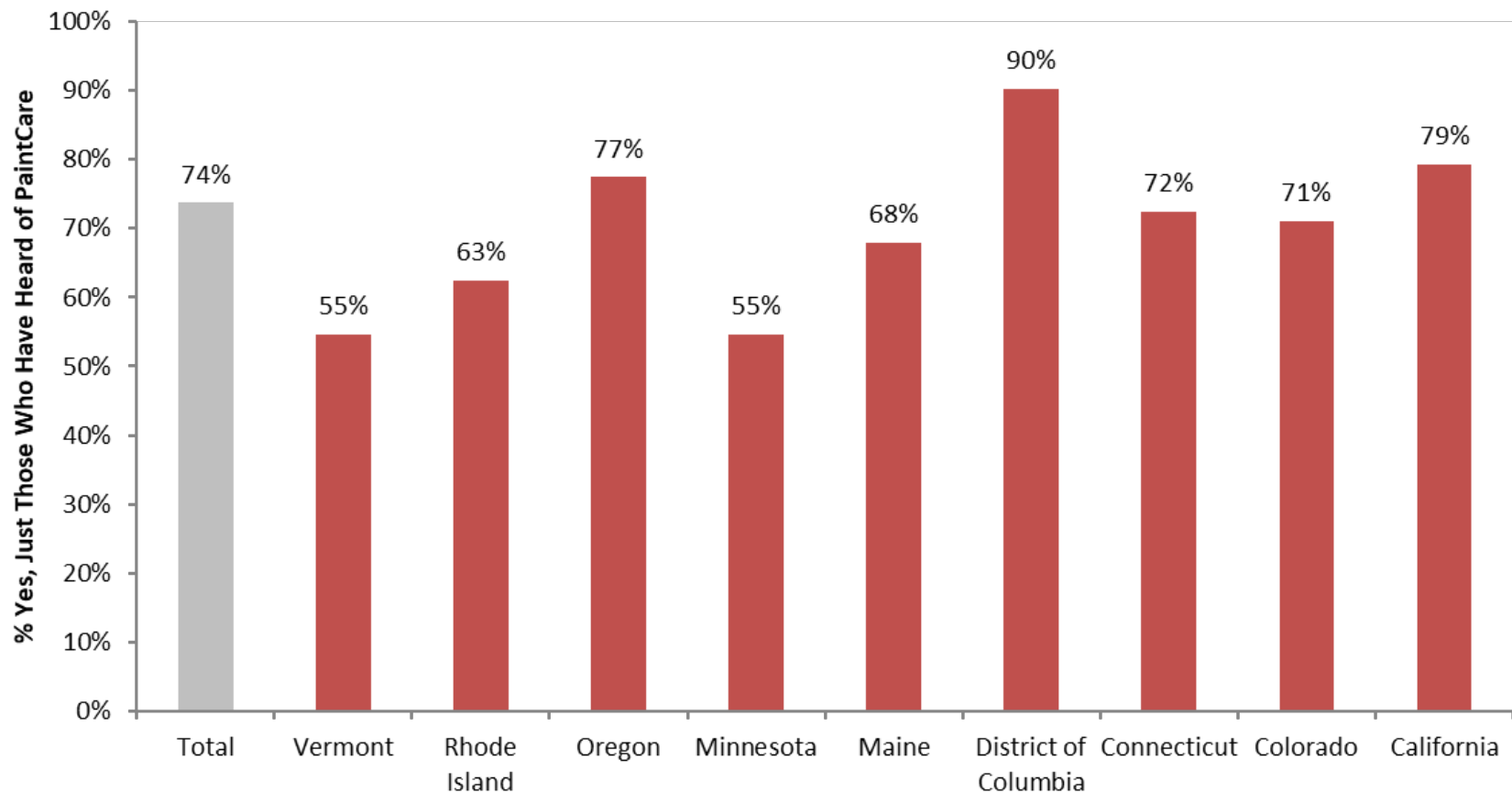


N=2578

Ad Recall Among Those Who Knew of PaintCare

- ❖ About three quarters 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. Minnesota and Vermont had the lowest ad recall; D.C., the highest.

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

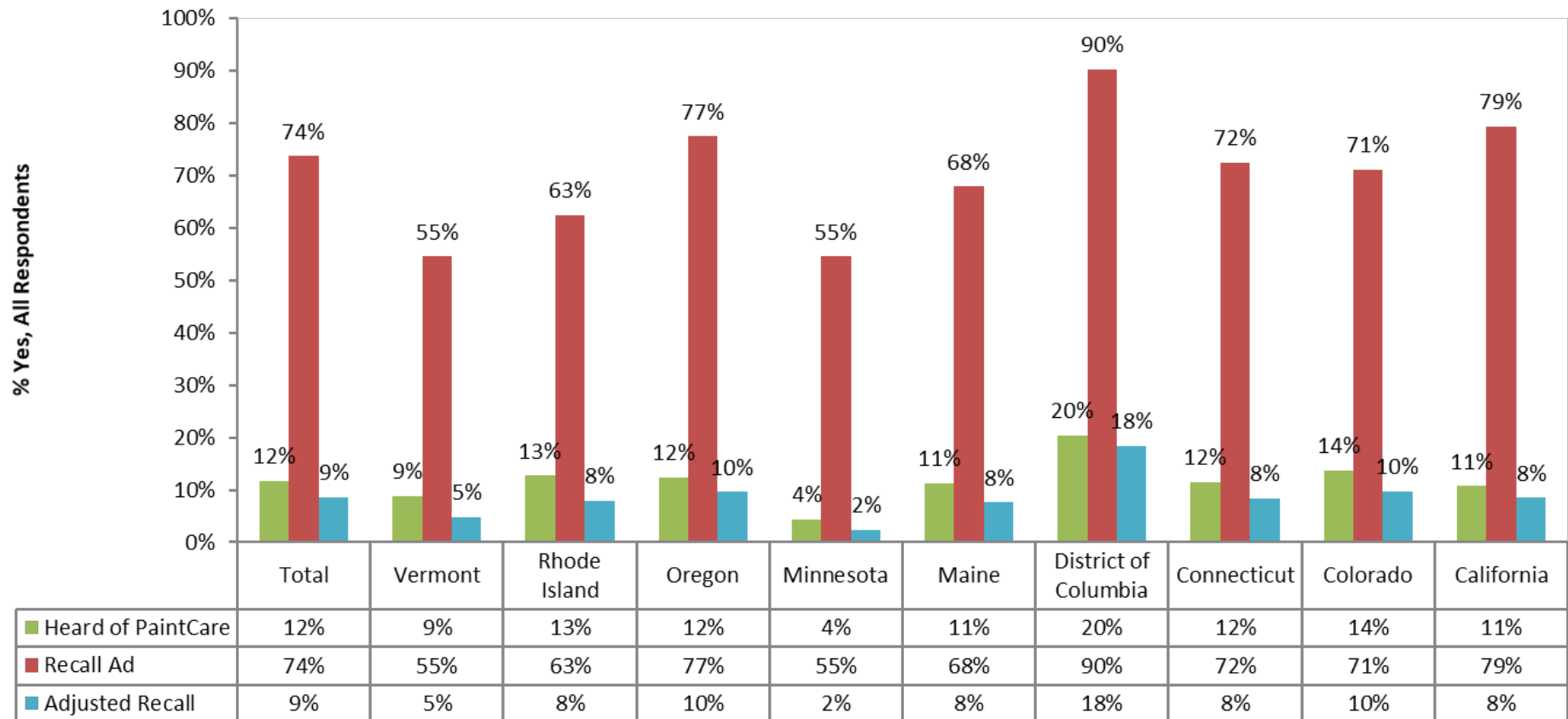


N=300

Adjusted 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.
- ❖ The highest performing states/areas are D.C., Colorado and Oregon.

Adjusted Ad Recall Rate

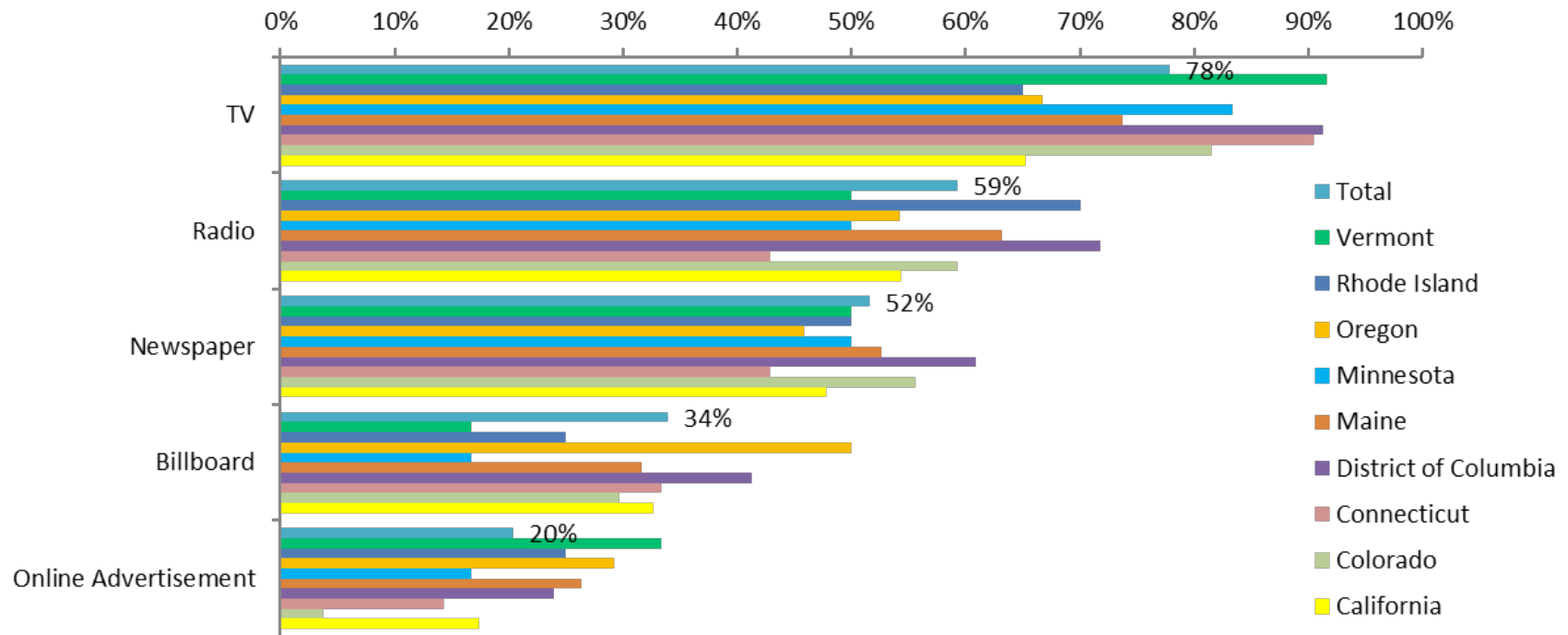


Ad Recall Types

- ❖ TV is most frequently cited in all states except Rhode Island, where radio is most prevalent.
- ❖ Notes: sample sizes are small by state; as such, results should be considered directionally.

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

% of Respondents Who Recalled an Ad

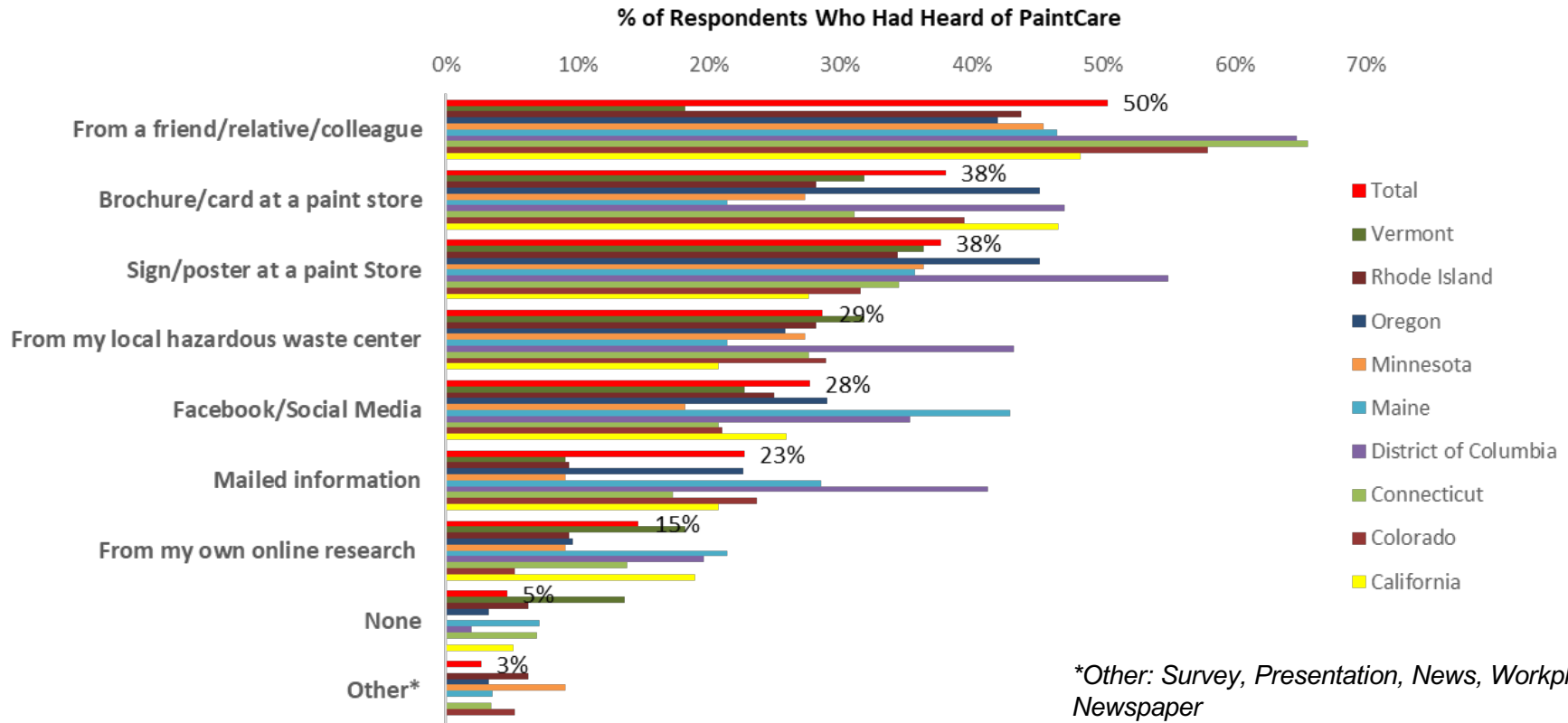


Sources	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
TV	78%	92%	65%	67%	83%	74%	91%	90%	81%	65%
Radio	59%	50%	70%	54%	50%	63%	72%	43%	59%	54%
Newspaper	52%	50%	50%	46%	50%	53%	61%	43%	56%	48%
Billboard	34%	17%	25%	50%	17%	32%	41%	33%	30%	33%
Online Advertisement	20%	33%	25%	29%	17%	26%	24%	14%	4%	17%
Sample Sizes	221	12	20	24	6	19	46	21	27	46

Recall of Other Marketing Measures

- ❖ It is clear that word-of-mouth is extremely important in spreading the word about paint recycling.
- ❖ Other successful measures include brochures/cards/posters in-store, HHW center communications.

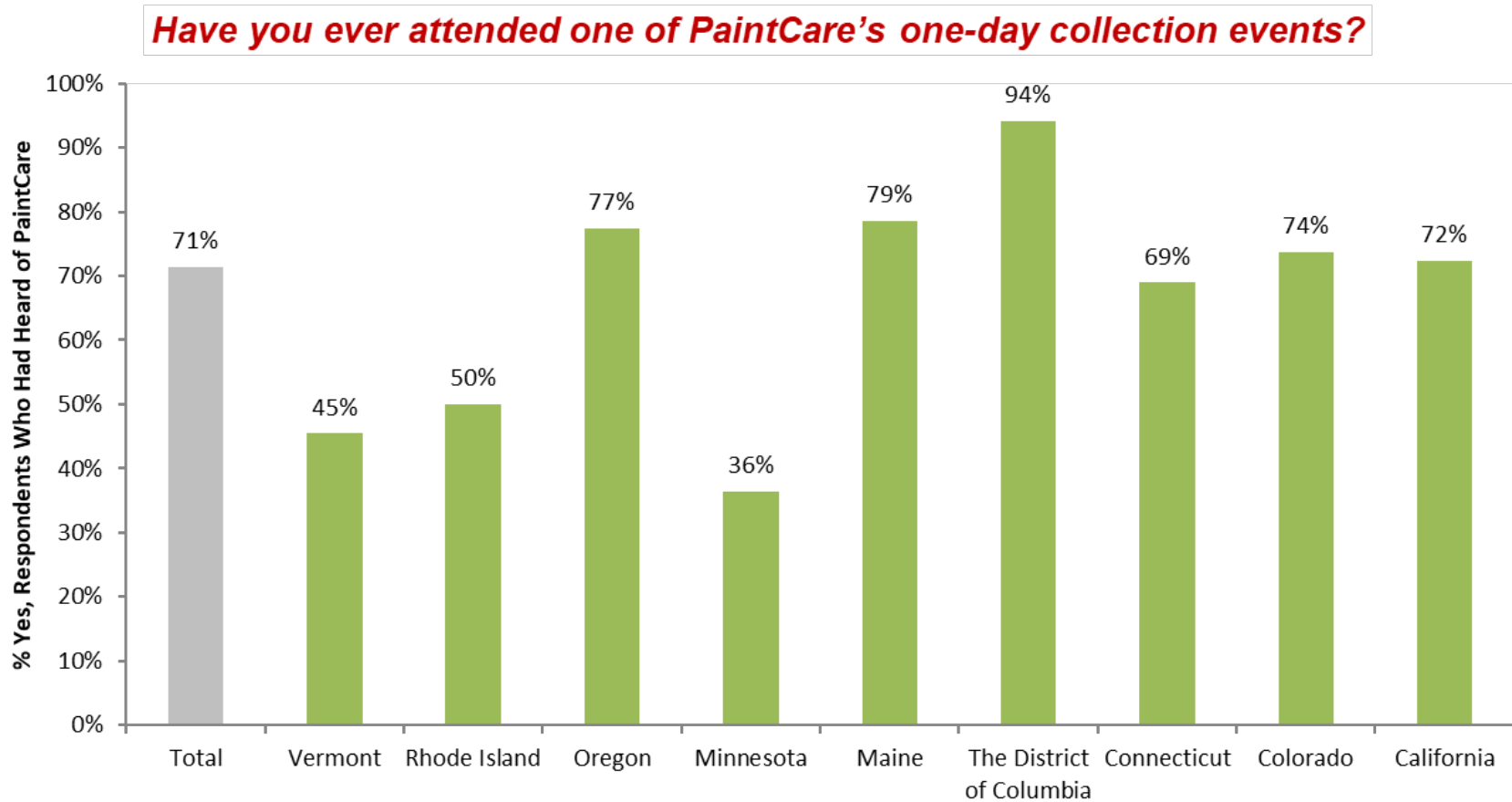
Do you recall hearing about PaintCare in any of the following other ways?



Sources	Total	Vermont	RI	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
From a friend/relative/colleague	50%	18%	44%	42%	45%	46%	65%	66%	58%	48%
Brochure/card at a paint store	38%	32%	28%	45%	27%	21%	47%	31%	39%	47%
Sign/poster at a paint Store	38%	36%	34%	45%	36%	36%	55%	34%	32%	28%
From my local hazardous waste center	29%	32%	28%	26%	27%	21%	43%	28%	29%	21%
Facebook/Social Media	28%	23%	25%	29%	18%	43%	35%	21%	21%	26%
Mailed information	23%	9%	9%	23%	9%	29%	41%	17%	24%	21%
From my own online research	15%	18%	9%	10%	9%	21%	20%	14%	5%	19%
None	5%	14%	6%	3%	0%	7%	2%	7%	0%	5%
Other*	3%	0%	6%	3%	9%	4%	0%	3%	5%	0%
Sample Size	300	22	32	31	11	28	51	29	38	58

PaintCare Event Attendance

- ❖ 71% of those who have heard of PaintCare say that they have attended a PaintCare collection event.
- ❖ District of Columbia appears to have high success rates; Minnesota, much lower.*
- ❖ *Note: sample sizes are low by state and should be considered directionally.



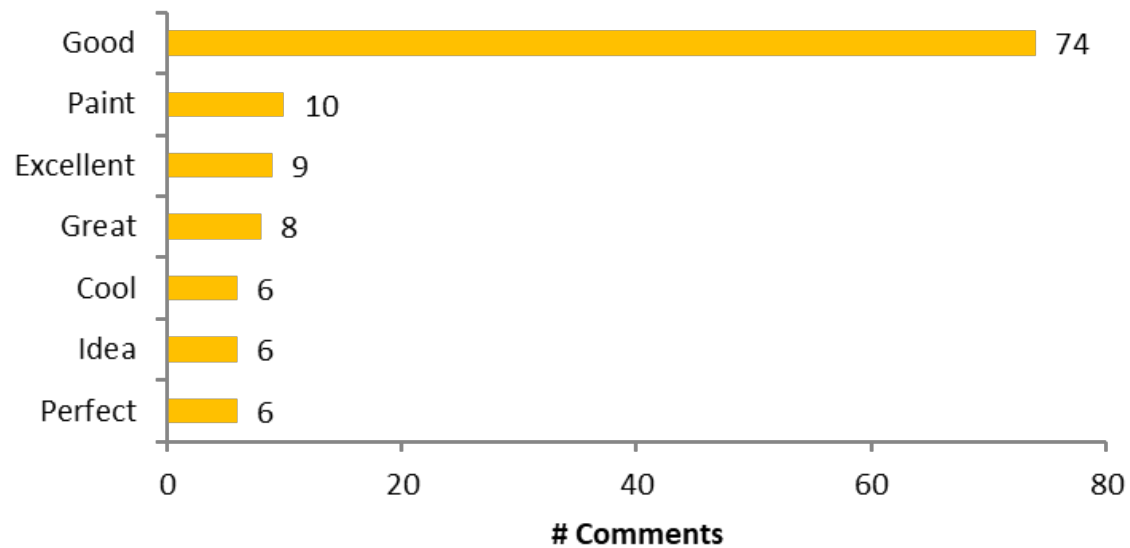
N=300

Impressions of PaintCare

In a word or phrase, what are your overall impressions of PaintCare?



Comment Coding: PaintCare Keywords



Comments: Paint Care Impressions

In a word or phrase, PaintCare	good	Great idea	is very good	paint recycling made easy
A great way to dispose of old or unused paint	Good	Great idea	is very good perfect	paint to your hearts content.
A terrific idea.	good	Great idea.	is very good perfect	Plays an important role
all very good, my planet	Good	great program	is very good perfect	Positive
amazing	Good	Great program	It facilitates the recycling of unwanted paint residues	Positive
beauty	Good	great!	good way of recycling paint, donated to good causes as well	quality
because is good	Good	Held the planet for the recycling	viable alternative to bringing paint to my local hazard waste center.	quality
Better	good	Helpful	its a good idea	quality
Busy	Good	Helpful	It's a good option for left over paint.	SAFE
care for the environment	good	good for the environment	it's a very big motivation	SAVING THE WORLD
Clean	Good	i like	It's good	Seems like a good idea
contemporary	good	i like it	it's unique	The orange sister of a man
cool	good	i like this idea	it's very good	the PaintCare is the best
cool	Good	i like this method	like	they are the best
cool	Good	i love it	like	They do a good job at recycling paint
cool	Good	I think a good company. It looks to be so	like	They have used and new paint
Cost	good	without them, you would just be making more trash you	like	They refill the paint if needed
design	good	Impressive	like	Thought of well
DIY	good	innovation and progress	like	Under advertised, not widely known.
dope	good	Is a leader in the service they provide	Love	unique
Easy	good	is excellent	Love	Unique
Environmentally friendly.	good	is good	Love it	Vague
excelente	Good	is good	more2	very good
excellent	good company	is perfect	Nanny-state	very cool
excellent	Good company	is very good	Necessary	very cool
excellent	Good efforts, thank you.	is very good	No opinion	very good
excellent	good idea but should not be compulsory	is very good	No strong feelings	very good
excellent	Good idea!	is very good	no sure	very good
Excellent	Good Option	is very good	none	very good
Excellent and needed	Good program with good results	IS VERY GOOD	none	very good
fast speed	good service	is very good	none	very good
Fine	Good	is very good	None	very good
Genius!	great	is very good	not too much.	Very impressive paint product
Go for it	great	is very good	Nothing	very nice
good	Great	is very good	Ok	works well
good	great	is very good	Ok	wow
Good	Great	is very good	ok	WOW

CROSS-TABULATIONS: ADVERTISING/MARKETING METRICS

Cross-Tabulations for Better Understanding

- ❖ In order to understand how to better approach consumers of different profiles, it is important to look at behaviors/awareness by group...

Objective	Related KPI/Measurement
Increase knowledge of paint recycling	<i>Do you know that paint can be recycled?</i>
Impact paint recycling behaviors	<i>Have you ever taken paint somewhere to be recycled?</i>
Decrease storage of paint in home	<i>Do you currently have any leftover or unwanted paint in your home or business (e.g., primer, interior house paint, stain, deck sealer, or clear finishes like varnish)? If so, how much paint do you have?</i>
Increase knowledge of PaintCare	<i>Have you ever ever heard of PaintCare, the program that sets up sites that take paint for recycling?</i>
Execute memorable ads	<i>Do you recall seeing an advertisement for PaintCare in the last several months?</i>
Stimulate word of mouth and other communications	<i>Do you recall hearing about PaintCare in any of the following other ways?</i>

Gender

Age

Ethnicity

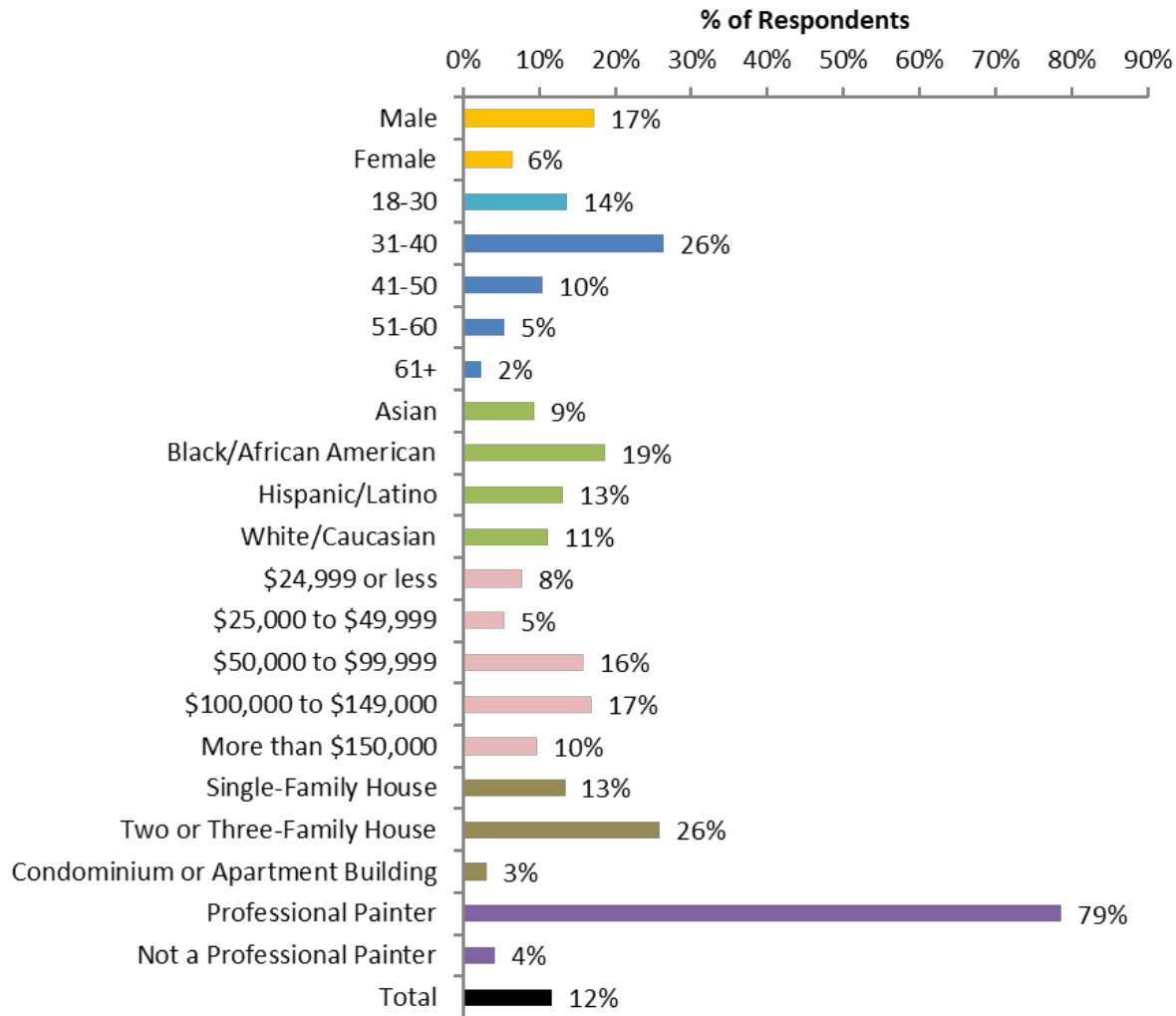
Income

Dwelling Type

Profession

Cross-Tabulations on Key Performance Indices

Heard of PaintCare Before

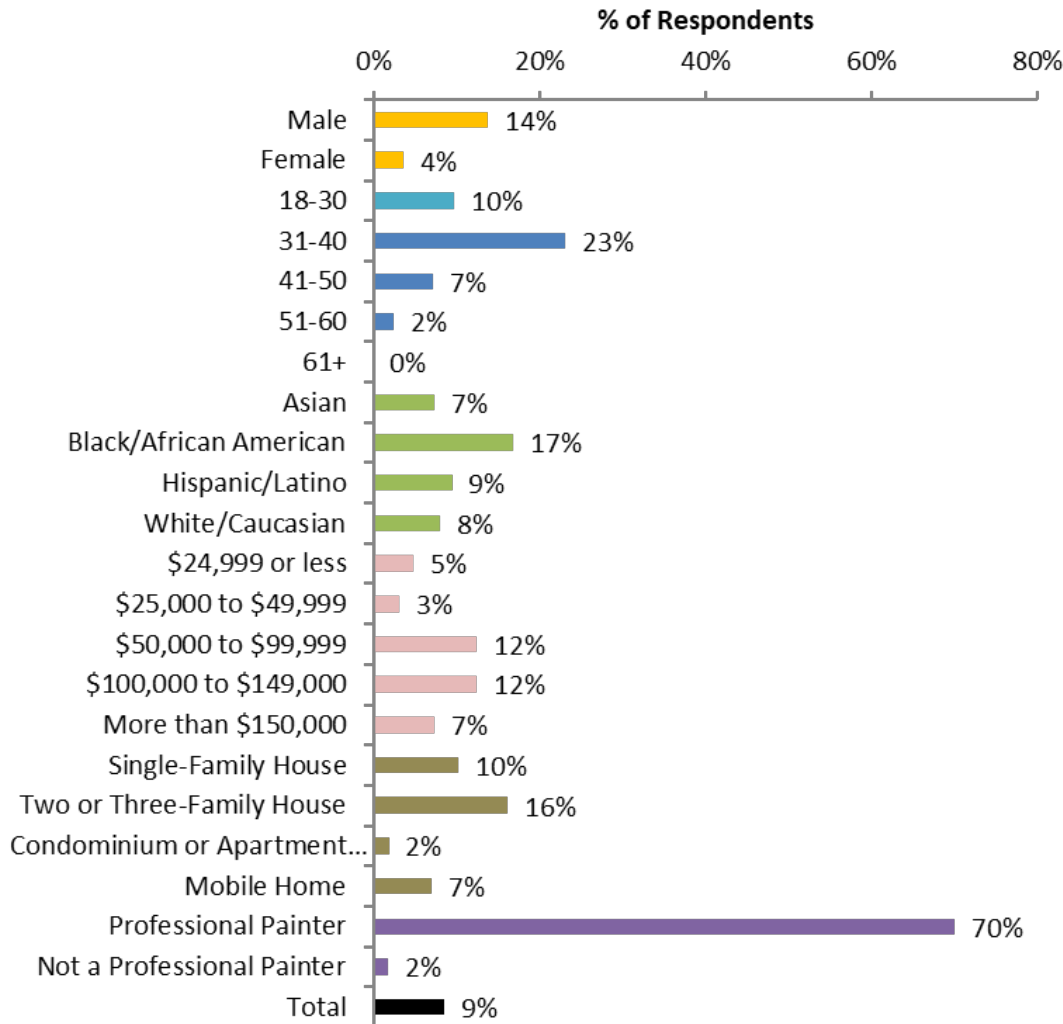


- ❖ Only 6% of women had heard of PaintCare before the survey, less than half the rate of men.
- ❖ Senior citizens had heard of PaintCare least often; those 31 - 40, the most often.
- ❖ African American respondents had heard of PaintCare more often than those in other ethnic groups.
- ❖ PaintCare awareness was highest among those with incomes \$50-\$150K.
- ❖ Those in multi-family homes are aware of PaintCare most often.
- ❖ Professional painters are far more aware of PaintCare than those that do not paint professionally.

N=range from 136 to 2318 by category

Cross-Tabulations on Key Performance Indices

Ad Recall (adjusted)

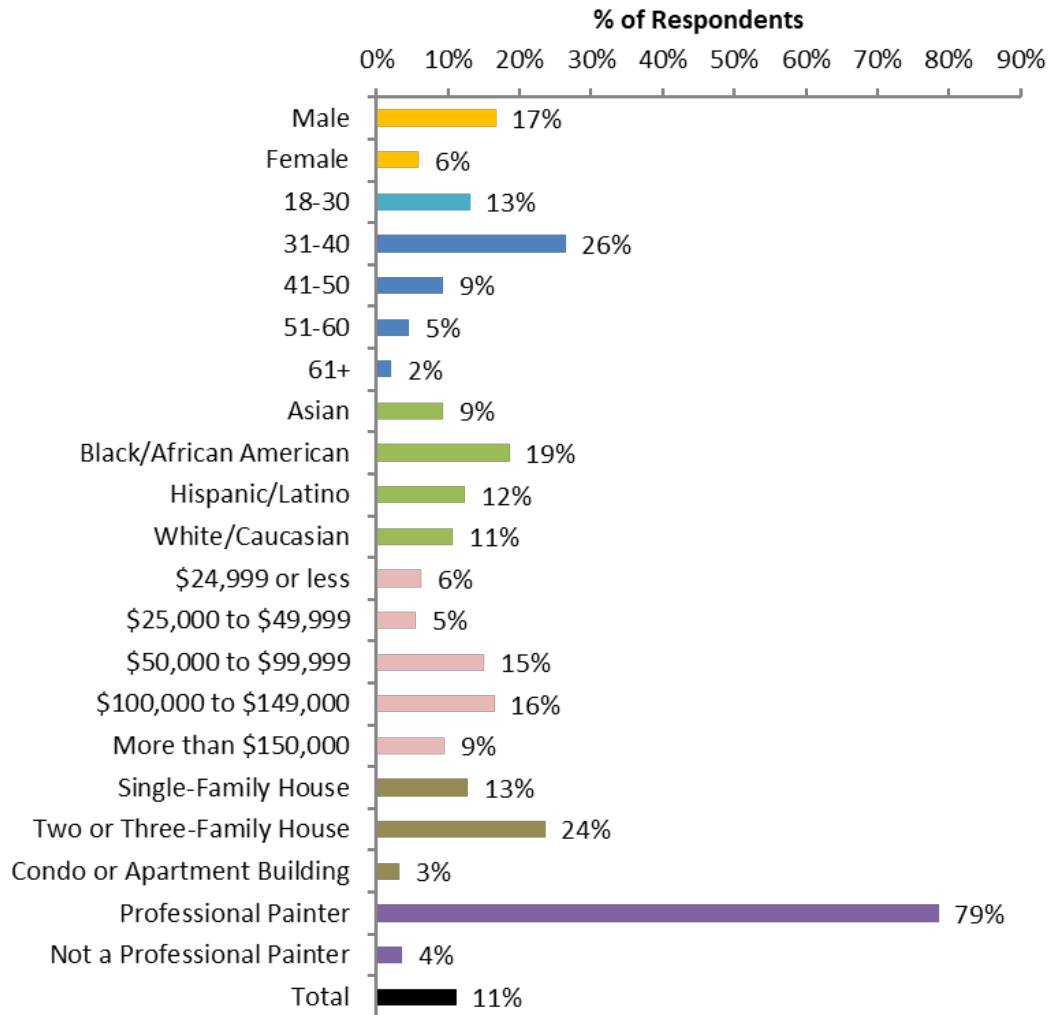


- ❖ Significantly fewer women recalled a PaintCare ad than men did.
- ❖ The highest recall was among 31-40 year olds.
- ❖ African Americans reported the highest ad recall (possibly not due to ethnicity, but concentration in high-performing areas).
- ❖ Those with incomes \$50K or higher had the highest ad recall.
- ❖ Those living in two to three family houses reported the highest recall.
- ❖ The majority of professional painters recalled an ad; only 2% of the general public remembered an ad.

N=range from 136 to 2318 by category

Cross-Tabulations on Key Performance Indices

Heard of PaintCare in Other Ways



N=range from 136 to 2318 by category

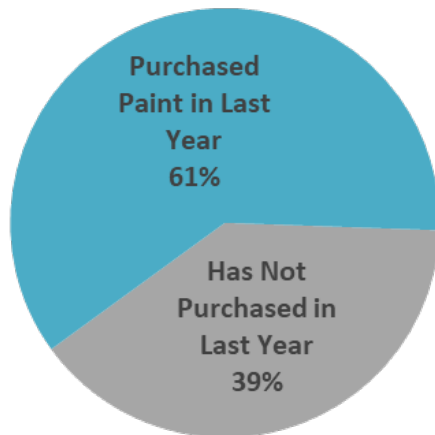
- ❖ More consumers hear of PaintCare in ways other than advertising, such as: referrals from a friend/relative/colleague, a brochure/card/sign/poster at a paint store, from my local hazardous waste center, mailed information, Facebook/social media, and their own online research.
- ❖ Women are still much lower than men in these channels as well.
- ❖ 31-40 are impacted through these channels the most.
- ❖ Generally, those with greater than \$50K annual income are impacted the most by non-ad channels.
- ❖ As expected, those in condos receive these messages least often.
- ❖ Professional painters are exposed more than any other group at 79%.

Defining the Target Audience

- ❖ Since women are much less impacted than men by current PaintCare advertising/marketing efforts, it is prudent to examine whether we are missing an opportunity, or appropriately prioritizing men.
- ❖ Based on buying behavior, men *and* women are both substantially involved in decisions related to paint. Therefore, the former may be true.
- ❖ For future analysis: are those who purchase also the same as those who dispose?

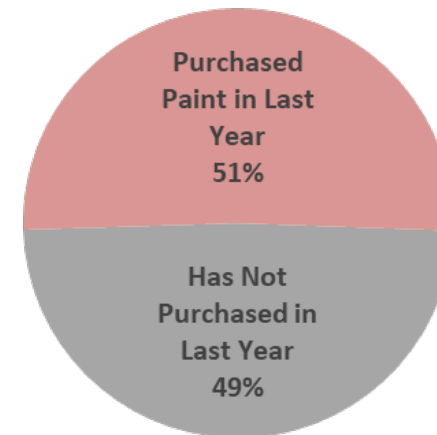
Male Respondents:

Have you purchased paint in the last year?



Female Respondents:

Have you purchased paint in the last year?



N=1249 men and 1300 women

Defining the Target Audience (continued)

	Purchased in Last Year
GENDER	
Male	61%
Female	51%
AGE	
18-30	52%
31-40	64%
41-50	55%
51-60	52%
61+	51%
ETHNICITY	
Asian	45%
Black/African American	52%
Hispanic/Latino	58%
White/Caucasian	57%
INCOME	
\$24,999 or less	38%
\$25,000 to \$49,999	48%
\$50,000 to \$99,999	62%
\$100,000 to \$149,000	64%
More than \$150,000	56%
DWELLING	
Single-Family House	63%
Two or Three-Family House	61%
Condominium or Apartment Building	31%
Mobile Home	44%
PROFESSION	
Paint Professionally	92%
Do Not Paint Professionally	51%

- ❖ PaintCare might consider all audiences with at least 50% involvement in recent paint purchases as the general advertising target (highlighted in yellow).
- ❖ However, there are a few pockets where additional, specialized targeting might be appropriate (bolded).

APPENDIX: STATE HIGHLIGHTS

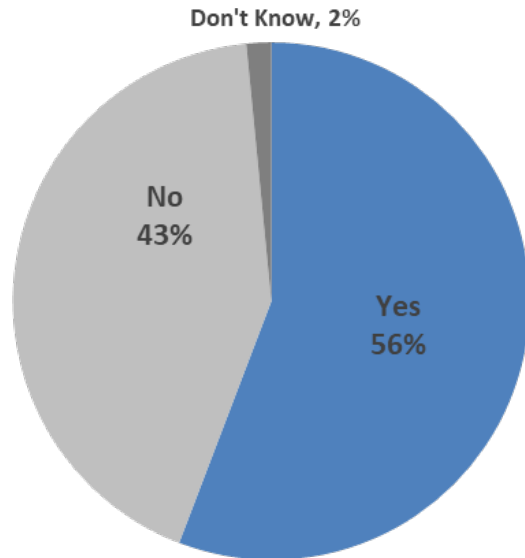


Connecticut

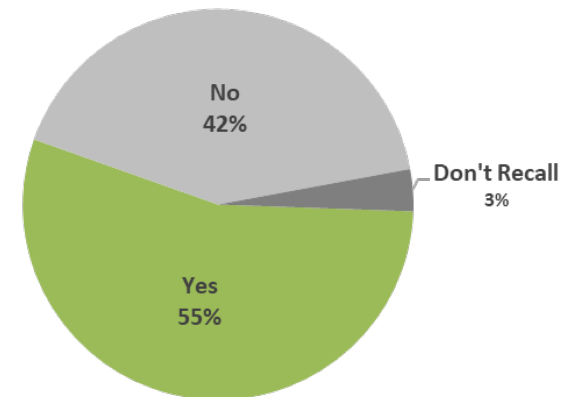
Connecticut Highlights

- ❖ Slightly over half of those surveyed have purchased paint in the last year. Over half of them were helped by the store in determining needs. About 6 out of 10 took measurements themselves.

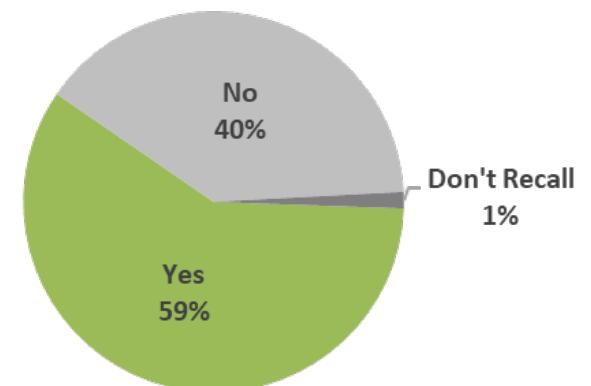
Have you purchased paint in the last year?



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

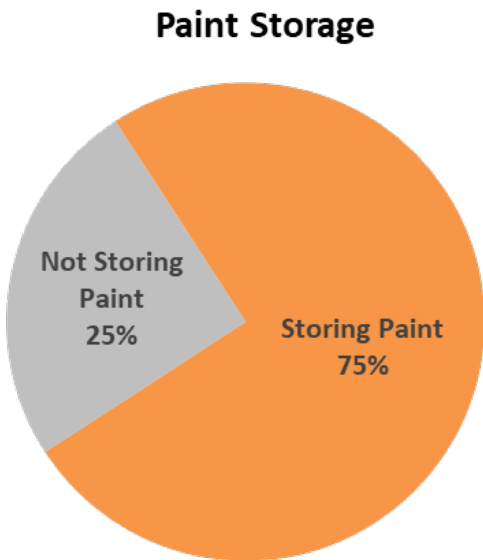


Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed?

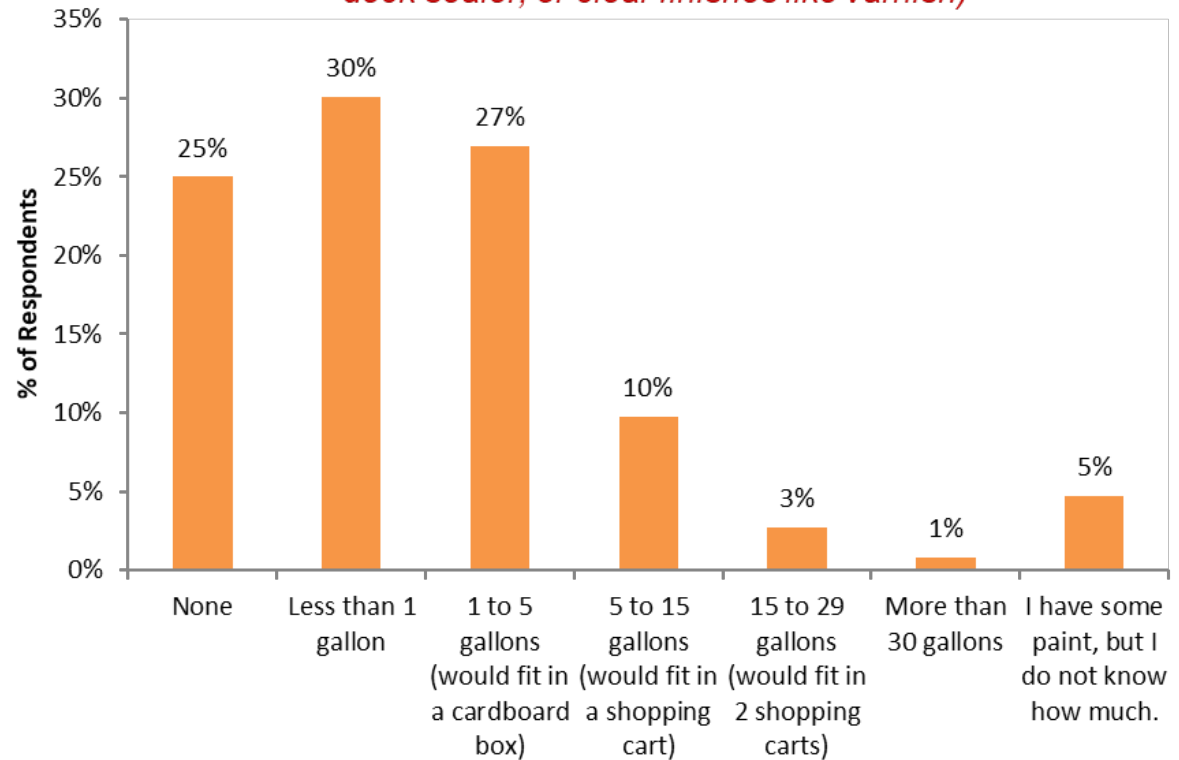


Connecticut Highlights

- ❖ 25% of respondents are NOT storing paint at home or at their business. The median amount stored is “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)



Connecticut Highlights

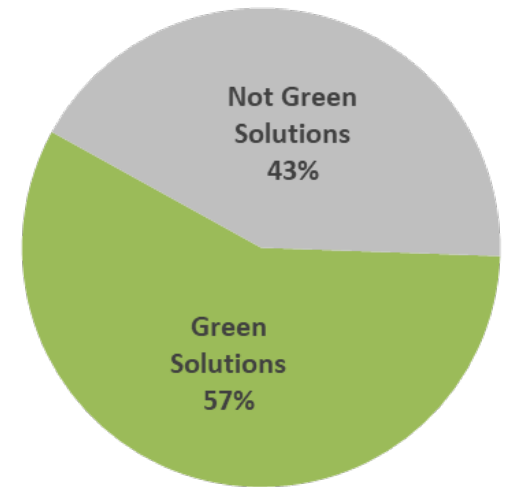
❖ 57% of respondents say they will use a “green” solution for getting rid of unwanted paint in the future.

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



*Other Future Disposal Methods
just keep it in my garage.
Recycle it at the town dump.

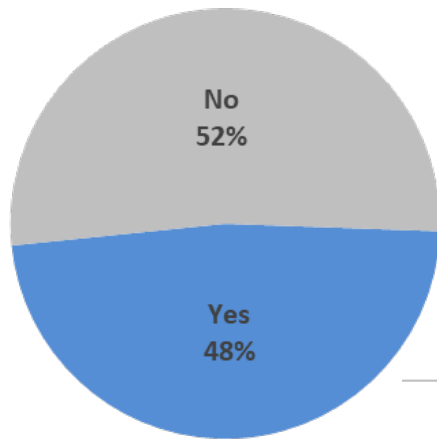
Green Solutions (Recycle, Reuse)



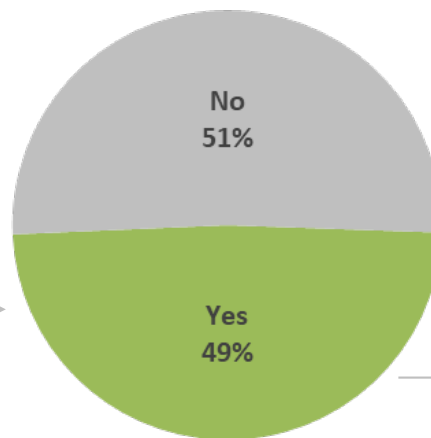
Connecticut Highlights

- ❖ 48% of respondents knew that paint can be recycled.
- ❖ Of those, half have taken paint somewhere to be recycled in the past.
- ❖ Of those, the grand majority, 96%, would consider recycling paint again.

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



Have you ever taken paint somewhere to be recycled?



Would you consider recycling leftover paint in the future?

