

# Minnesota Paint Stewardship Program

## Annual Report Review & Program Update

Webinar, January 8, 2016



*Recycle with PaintCare*

# Agenda

- Participating in the webinar
- Presenter introductions
- MPCA background info
- PaintCare annual report & program review
- Q&A



## Recycle your paint here.

[DURING BUSINESS HOURS ONLY]

<b>ACCEPTABLE</b>	<b>NOT ACCEPTABLE</b>
- Latex house paint	- Paint thinner
- Oil based house paint	- Two-component paints
- Primer	- Aerosols
- Stains and sealers	- Other chemicals
- Varnish & shellac	
- All brands	

**PLEASE DON'T BRING CONTAINERS THAT ARE**

- Leaking
- Unlabeled
- Empty



Recycle with PaintCare

*For a complete list of acceptable products, please ask for the PaintCare brochure, call (855) 724-6809 or visit [www.paintcare.org](http://www.paintcare.org).*

Recycle with PaintCare

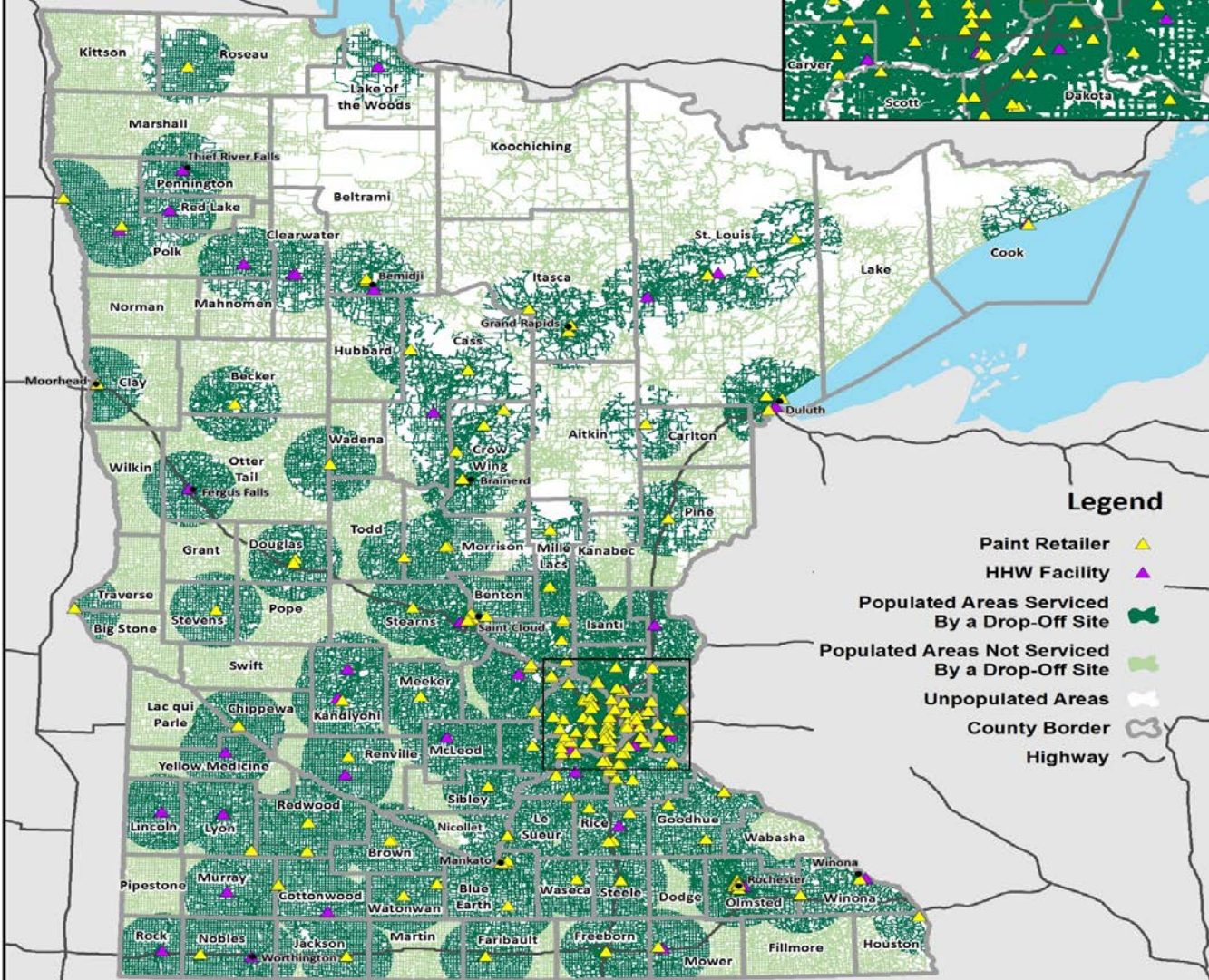
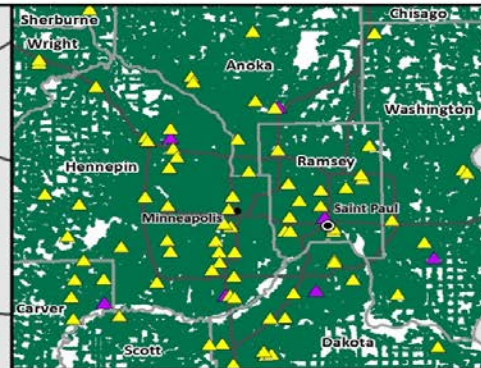
***Annual Report  
Review***

# Year 1 Overview - 11/1/14 to 6/30/15

- Drop-off locations
  - ✓ 178 year-round retail sites (out of 737 likely retailers)
  - ✓ 40 year-round HHW facilities, 22 seasonal HHW facilities, & 145 HHW collection events
- Service area
  - ✓ 92.3% of Minnesotans w/in 15 miles of a year-round location
- Recovery
  - ✓ 5.2 million gallons (reported) sold
  - ✓ 501,400 gallons recovered & processed (9.6%)
  - ✓ Stacked side-by-side: *a line 51 miles long*

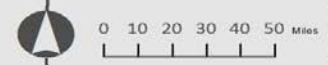


# PERMANENT SITES



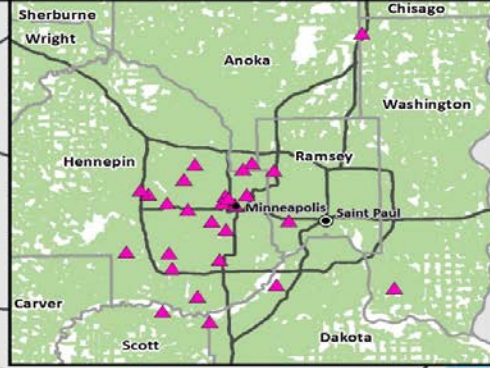
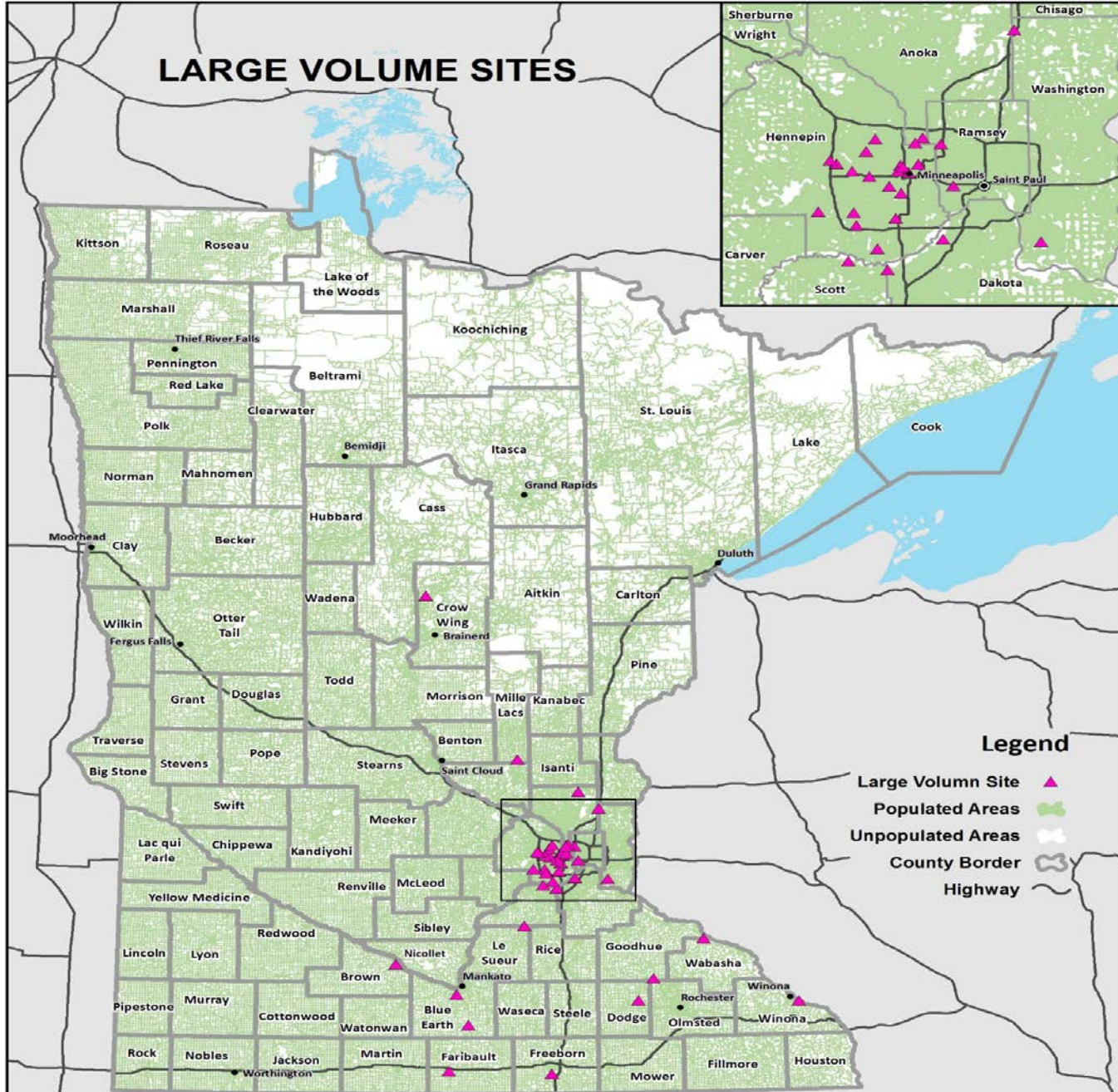
## Legend

- Paint Retailer ▲
- HHW Facility ▲
- Populated Areas Served By a Drop-Off Site ■
- Populated Areas Not Served By a Drop-Off Site ■
- Unpopulated Areas ■
- County Border
- Highway



Data Sources: PaintCare and US Census Bureau 2010 / 2013 Tiger Line Files  
 Mapped by Golder on October 30, 2015

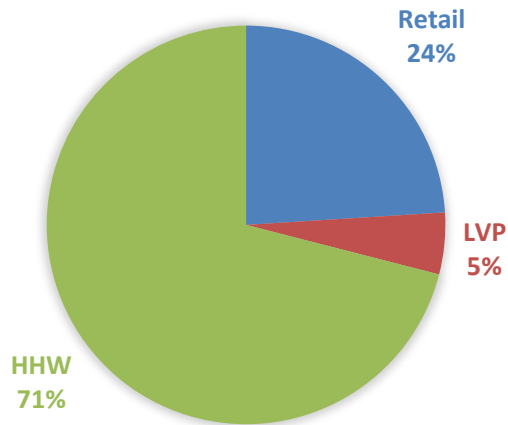
# LARGE VOLUME SITES



Data Sources: PaintCare and US Census Bureau 2010 / 2013 Tiger Line Files  
 Mapped by Golder on October 30, 2015

# Collection & Management

## COLLECTION BY TYPE (GROSS WEIGHT)



## FAST FACTS

- ✓ Reuse rate in MN highest amongst PaintCare States
- ✓ 43.2% of latex delivered to processor was recyclable
- ✓ More recyclable paint recovered from retailers (no reuse)
- ✓ 60% of latex paint containers were recycled (per processor)

Latex Paint Management			Oil-Based Paint Management		
DISPOSITION	GALLONS	%	DISPOSITION	GALLONS	%
Reuse	46,966	12	Reuse	9,665	9
Recycled Paint	143,977	36	Fuel	95,934	91
Fuel	13,804	4	Total	105,599	100
Alternative Daily Landfill Cover	191,054	48			
Total	395,801	100			

# Outreach



- Advertisements
  - ✓ General newspaper (pre-launch and local ads for retail sites)
  - ✓ General TV spots (pre-launch), MPR spots (ongoing), billboards (Duluth & Rochester)
  - ✓ Digital on Pandora, TwinCities.com, StarTribune.com, MPR Online
- Consumer materials
  - ✓ Brochures, factsheet, cards, & signage in English, Spanish, Hmong, and Somali
  - ✓ Drop-off sites primary distributors
  - ✓ Public can order brochures or download factsheets
- Person-to-person
  - ✓ Meetings, conferences, trade shows, phone calls, emails, & webinars



# Finding Drop-Off Locations

## Drop-Off Locations

Find a Drop-Off Site


About the Site Locator

Products We Accept

How to Recycle

Location:

ENTER: Zip Code (e.g., 94110) OR City, State (e.g., "Hartford, CT")  
OR Street Address (e.g., "123 Main St, Portland, OR")



- 1 [Glidden Professional Paint Center](#)  
Modesto, 1.3 Mi.
- 2 [Kelly Moore](#)  
Modesto, 1.32 Mi.
- 3 [Habitat For Humanity ReStore](#)  
Modesto, 1.34 Mi.
- 4 [Vista Paint](#)  
Modesto, 2.35 Mi.
- 5 [Dunn-Edwards](#)

Online Site  
Locator Tool

Hotline/E-mail

## Say Hello

*Questions, comments or suggestions? We welcome your feedback.*



Hotline: [\(855\) 724-6809](tel:(855)724-6809)  
Fax: [\(855\) 385-2020](tel:(855)385-2020)



[info@paintcare.org](mailto:info@paintcare.org)



[1500 Rhode Island Ave NW](#)  
[Washington, DC 20005](#)

# Financials

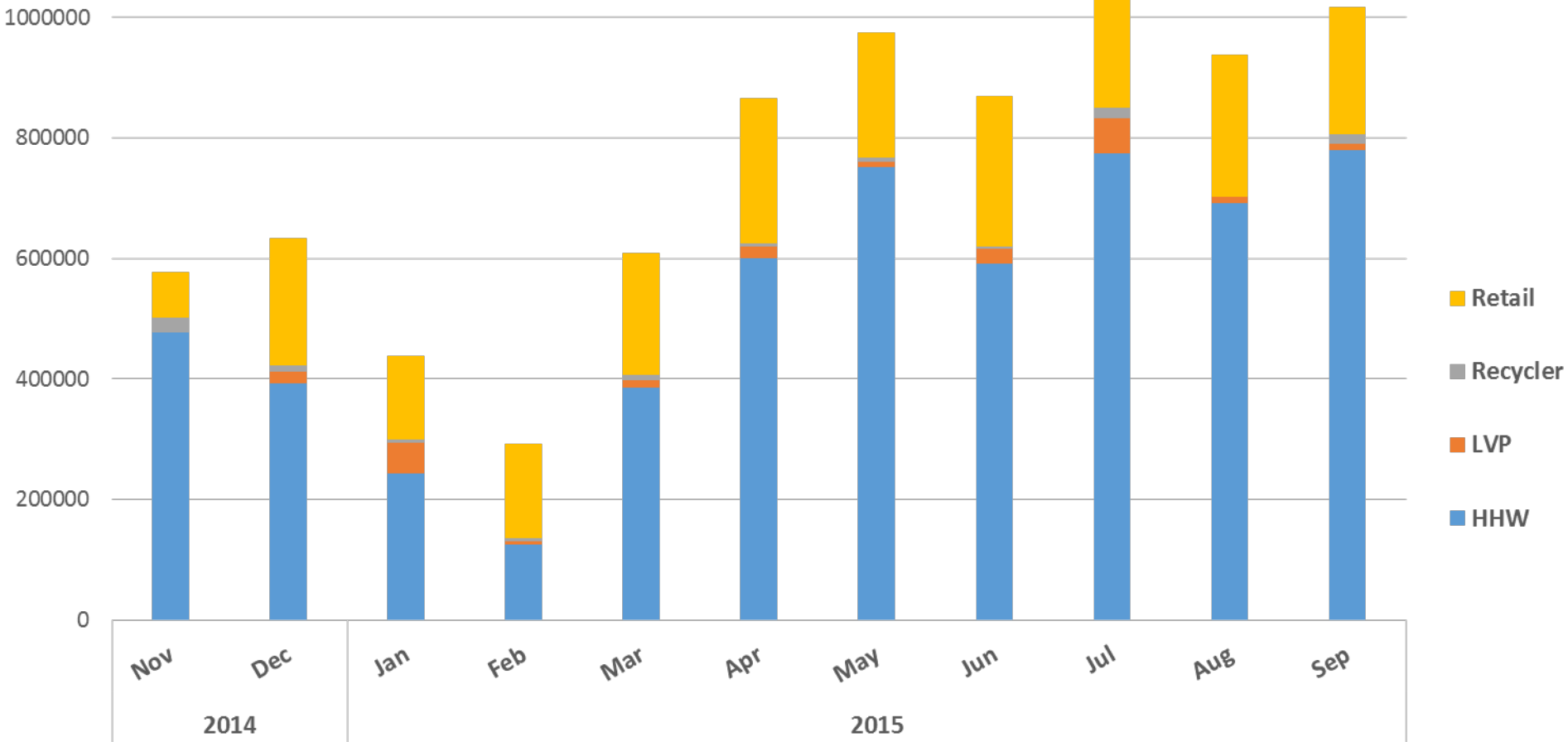
	8-MONTH EQUIVALENT BUDGET	8-MONTH ACTUAL
<b>REVENUE</b>		
Total revenue	4,698,140	3,124,672
<b>EXPENSES</b>		
Paint processing	2,249,521	1,838,138
Paint transportation	588,542	307,875
Collection supplies and support	779,233	228,008
Communications	500,000	756,574
Personnel, professional fees, and other	210,480	235,962
State administrative fees	66,667	87,046
Allocation of corporate activity	146,859	170,111
Total expenses	4,541,302	3,623,714
Allocation of investment activity	0	(3,331)
Change in net assets (revenue less expenses)	156,838	(502,373)
Net assets, beginning of reporting period	(443,081)	(647,114)
Net assets, end of reporting period	\$ (286,243)	\$ (1,149,487)

- Deficit in first 8 months
- Revenue down versus estimated
- Operating expenses under budget, but more than revenue
- Pre-program expenses incurred
- Staff reviewing ways to manage costs & verify fee accuracy

PaintCare saved counties nearly \$1.4 million via reimbursement

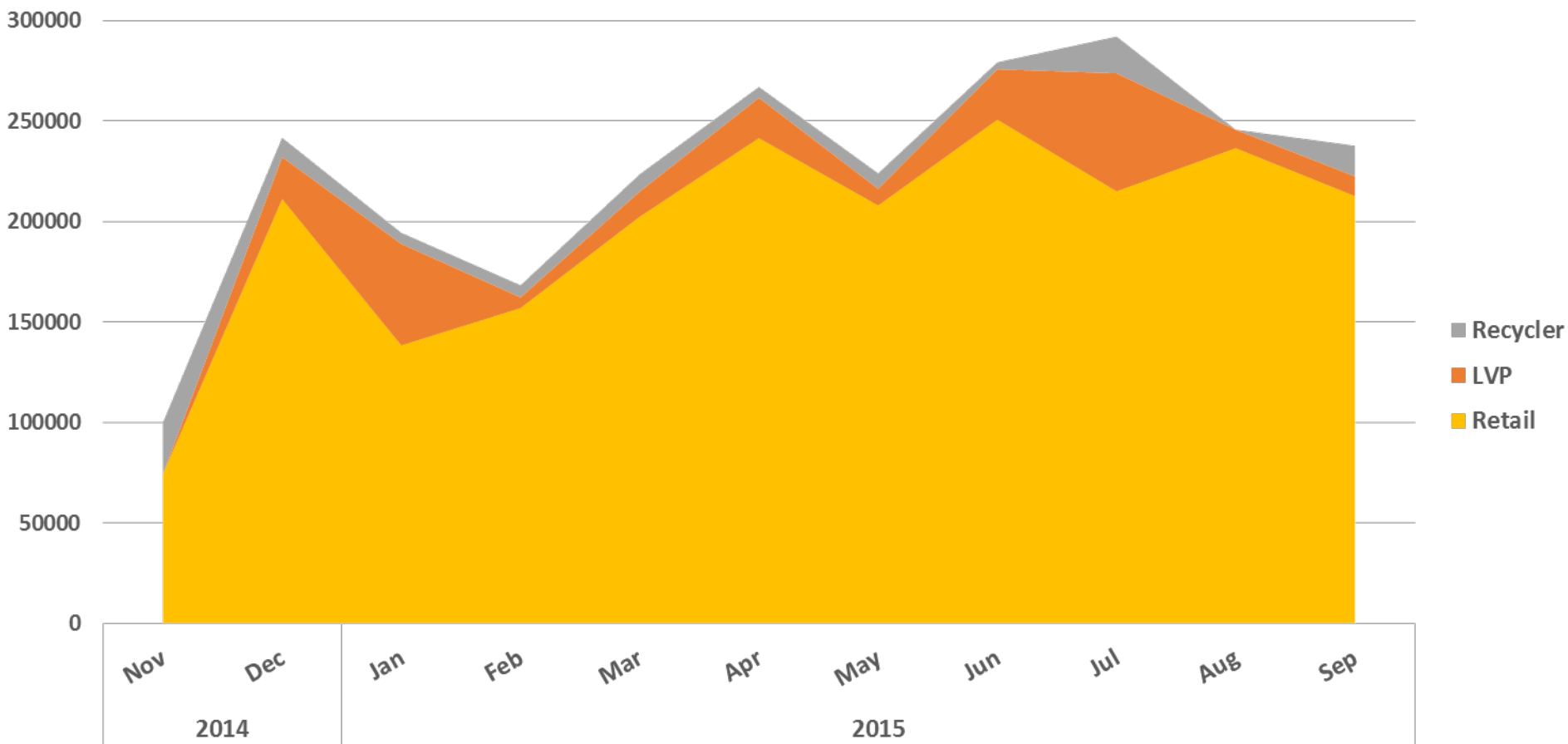
*Program  
Update*

# Collection Comparison (gross lbs.\*)



\*Shipped weight only. Does not include reuse, alternative daily cover, or waste-to-energy.

# Non-HHW Collection (gross lbs.\*)



\*Shipped weight only.

# Site Visits

- PaintCare routinely visits sites
  - ✓ Solicit program feedback & answer questions
  - ✓ Review records and inspect boxes
  - ✓ Resupply outreach materials
  - ✓ Trouble shoot and retrain if issues identified
- Observations
  - ✓ Some inconsistencies – employee turnover is a major reason, especially in metro
  - ✓ Stacking correctly – occasional overflow and poor stacking
  - ✓ Contamination – relatively low, though consistent
  - ✓ Small sites have less collection room, challenging conditions

GOOD



TRYING HARD



UH OH!

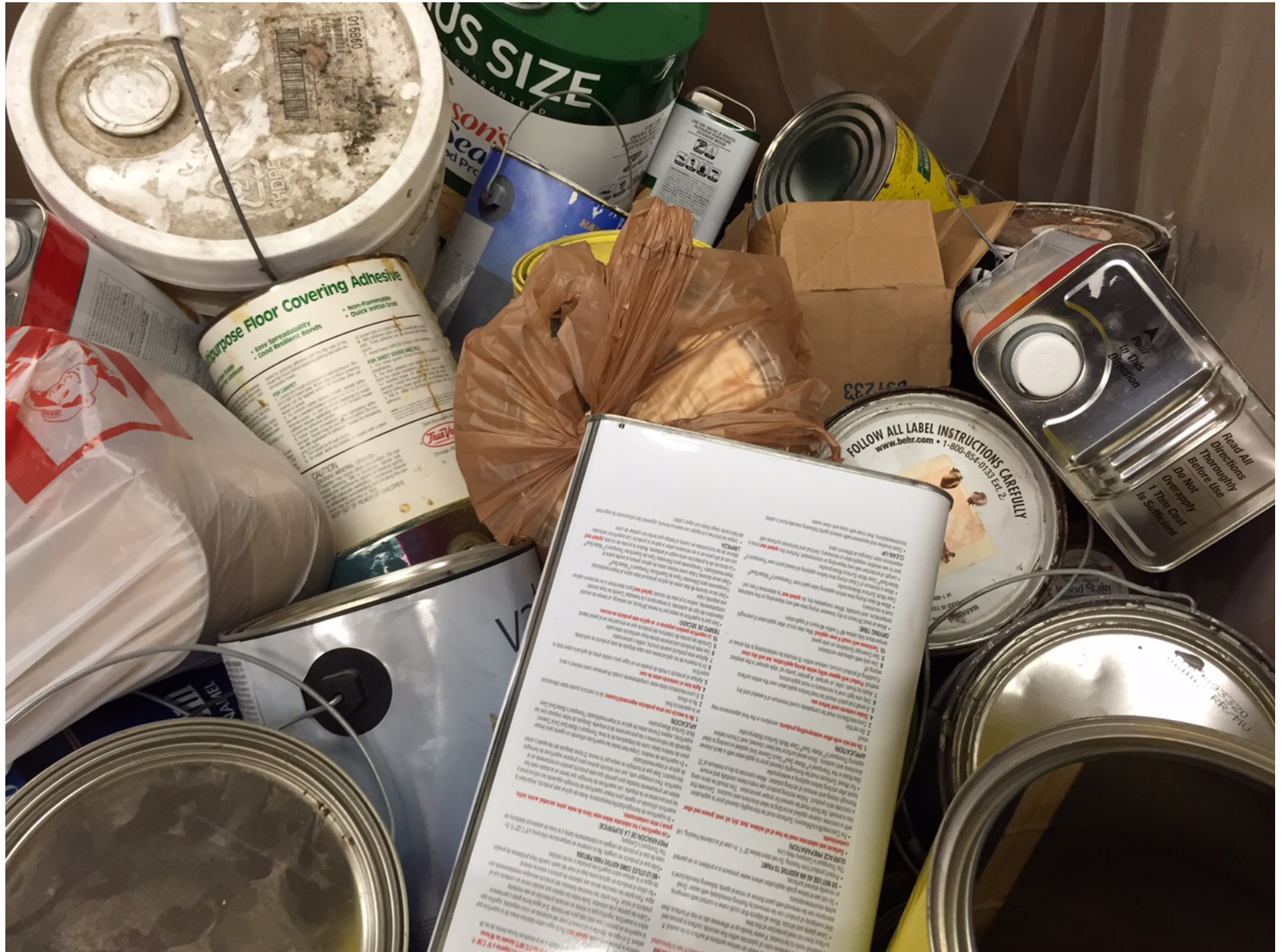


# Contaminant Examples





# One more...



# Feedback - Successes

- ✓ Participating retailers are typically enthusiastic
- ✓ Several have noted increased foot traffic and occasionally sales
- ✓ DIY/homeowners appear to be biggest users
- ✓ Customers driving several retailers to participate
- ✓ Program runs smoothly at most locations, though staffing levels & drop-off frequency can affect material screening

# Feedback - Challenges

- ✓ Dumping is an occasional concern at some retailers, even those open 7 days a week
- ✓ Customers continue to attempt to drop off non-PaintCare products
- ✓ Occasional overflow of bins while waiting for hauler
- ✓ Perception of inspections in metro counties has raised some concern
- ✓ Rare customer outraged by perceived 'paint' tax

# Next Steps

- Continue site visits
  - Work with retailers, trouble shoot issues
  - Tour HHWs and meet with staff
- Expand outreach
  - Advertise HHW facilities and events (if desired)
  - Reach more contractors and LVP users
  - Promote reuse to public
- Improvements
  - Work with state, haulers, HHWs & retailers to optimize routes and collection capacity

# Reusable Bins

- Multi-year use
- 1,300 lb capacity
  - 100 lb net weight
  - 700 lb to 800 lb typical gross weight
- Tall enough to stack two '5 gallon' paint pails
- 4 way forklift access
- Stackable
- Comes with lid



# Contact Information

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[www.paintcare.org](http://www.paintcare.org)



*Recycle with PaintCare*

**Q&A**