

Connecticut Product Stewardship Council meeting with Paint Care

August 24, 2011

Meeting Summary

The meeting began with each member introducing themselves and giving a brief background on their HHW program. None of the HHW programs represented at the meeting currently accept latex paint, however a few transfer stations accept latex paint in good condition for their swap shops for reuse.

Connecticut Department of Energy and Environmental Protection staff gave a presentation on the current status of paint collection in Connecticut. The power point presentation is attached.

Main points of the presentation:

- Connecticut has never collected latex paint for recycling and no HHW programs currently accept it. There are a few municipal transfer stations that accept latex paint for disposal.
- There are no HHW collections during the cold weather months. There is one region of the state that rarely does HHW collections. Other regions may offer only one or two collection options. Retail collection points will be an important component to a successful collection program.
- A mapping project indicated that there are numerous paint retailers located throughout the state and if a fair number of them choose to participate, there should be a convenient location for every Connecticut resident.
- Connecticut has been surveying homeowners concerning unwanted paint. The survey has had over 900 responses. Key findings:
 - 83% of homeowners have purchased paint in the past 12 months
 - 89% of homeowners have unwanted paint they wish to get rid of.
 - 65% of homeowners that have unwanted paint have both latex and oil paints.
 - 20% of homeowners that have unwanted paint have more than 10 containers.
 - 53% of homeowners have never used an HHW collection to get rid of paint.

The survey raises concerns about a large pent up demand to get rid of paint and how that might impact the start-up of the program.

Alison Keane representing the American Coatings Association gave a presentation of how the program is designed to work and how it might work in Connecticut.

- ACA provides a specific one cubic yard container for oil and latex paint (holds an estimated 150 containers made up of a mix of quart, gallon and five gallon containers).

In the case of an HHW collection, the paint would be separated out from other HHW, placed into the containers, and picked up by the end of the event by the selected vendor.

- ACA would like a number of collection points including retail and transfer stations but will not need all since more collection sites means higher program costs.
- The program is up and running in Oregon and California is in the planning phases. Connecticut is the next state scheduled to roll out the program by July 1, 2013.
- ACA will go out to bid for paint management contract for both oil and latex paint transportation and processing.
- The cost of the program will be covered by a charge at the point of sale. The retailers may choose whether or not to indicate to the customer the charge on the receipt. PaintCare will deploy an education campaign to explain to the consumer what the charge is for.
- Paint Care will enter into an agreement with any retailer, town, or HHW program that wants to serve as a collection site. The agreement will specify the conditions for participating in the program and what services PaintCare will provide. Paint Care offers an incentive for reusing paint. For each container a town gives away for reuse, Paint Care will pay 25 cents.

Council members had a number of questions and concerns they raised with ACA/Paint Care. Some of the issues raised included:

- HHW programs are concerned about the vendor selection process. They are concerned that if the vendor they are currently using for HHW is not part of the paint program, that vendor will raise prices on other items to offset revenue losses from paint. In addition, if only one of the HHW vendors is selected, then that vendor may have a pricing advantage which would give them a competitive advantage over other vendors. Alison stated she is mindful of these potential issues, but EPR is a market based approach and cost is one of the primary considerations. She also stated that the program must be mindful of anti-trust and conflict of interest concerns themselves when discussing vendor selection, which is why a RFP will be used.
- The council members spoke about the timing of introducing the program. The paint survey seems to indicate there could be long lines at HHW collections when the program starts. Alison indicated while it is possible the program could start ahead of schedule, as it stands now it will start in July of 2013. In addition, if enough collection sites are operating at the start – it should decrease the burden on any one site. Oregon has also coordinated ‘paint only’ collection days; which could be helpful when the program starts to get through all the ‘legacy’ paint that people are holding onto. This might reduce the impact on existing HHW collection days/sites.
- There was discussion of how to involve the HHW vendors in this discussion. PaintCare must be mindful of anti-trust and conflict of interests concerns discussing the program solely with HHW vendors but could meet with them as part of a Product Stewardship

Council meeting to discuss how the program would work. The council members thought it would be helpful to have another meeting in a couple of months that included the vendors.

- During discussion of vendors, it appears transportation will most likely require HW transporters. CT DEEP has a very long list of permitted HW transporters. The question also arose of 'who owns' the materials; contractor, site, transporter, generator, etc.
- Council members discussed the possibility of not accepting latex paint and letting the retailers serve that purpose. Some programs are concerned about increased traffic at their collections and the disruption that could bring.
- Alison was accompanied by Marjaneh Zarrehparvar and Manny Cheung. Marjaneh will be the national director for the program and Manny will be responsible for program logistics. At some point PaintCare will bring in someone specifically to coordinate the program on the ground in Connecticut.
- Both sides agreed to have further discussions. PaintCare will need time to understand how Connecticut is currently managing paint, understanding all the HHW and municipal collection points. PaintCare intends to have individual discussions with each program in order to help direct them in drafting a plan for Connecticut.
- To help the process along, Alison was asked what some of the issues were that slowed down implementation of the program in Oregon. She explained the lack of existing infrastructure slowed down the development of the program. Sometimes retailers chose not to use educational materials or had specific needs about materials. Coming to consensus on convenient collection will be important. Alison stressed the importance of using the educational materials developed.