Outline for Connecticut Paint Stewardship Plan

1. Introduction
- Legislation
- Paint Stewardship History
- Paint Stewardship Organization
- Terminology

2. Program Products
- Program Products
- Non-Program Products
- Communication on Program Products

3. Registered Manufacturers and Brands
- Manufacturer Registration
- Brand List

4. Collection Infrastructure and Goals
- Collection Infrastructure, Identification and Recruitment
- Service Level Goals and Methodology
- Implementation Timeline
- Permits
- Infrastructure: Retail, HHW (permanent and temp), Transfer Stations
- PaintCare Collection Events
- Large Volume Pick-Up Service

5. Sales and Collection Volumes
- Architectural Paint Sales
- Volume Available for Collection
- Baseline Collection Volume
- Estimating Future Collection Volumes

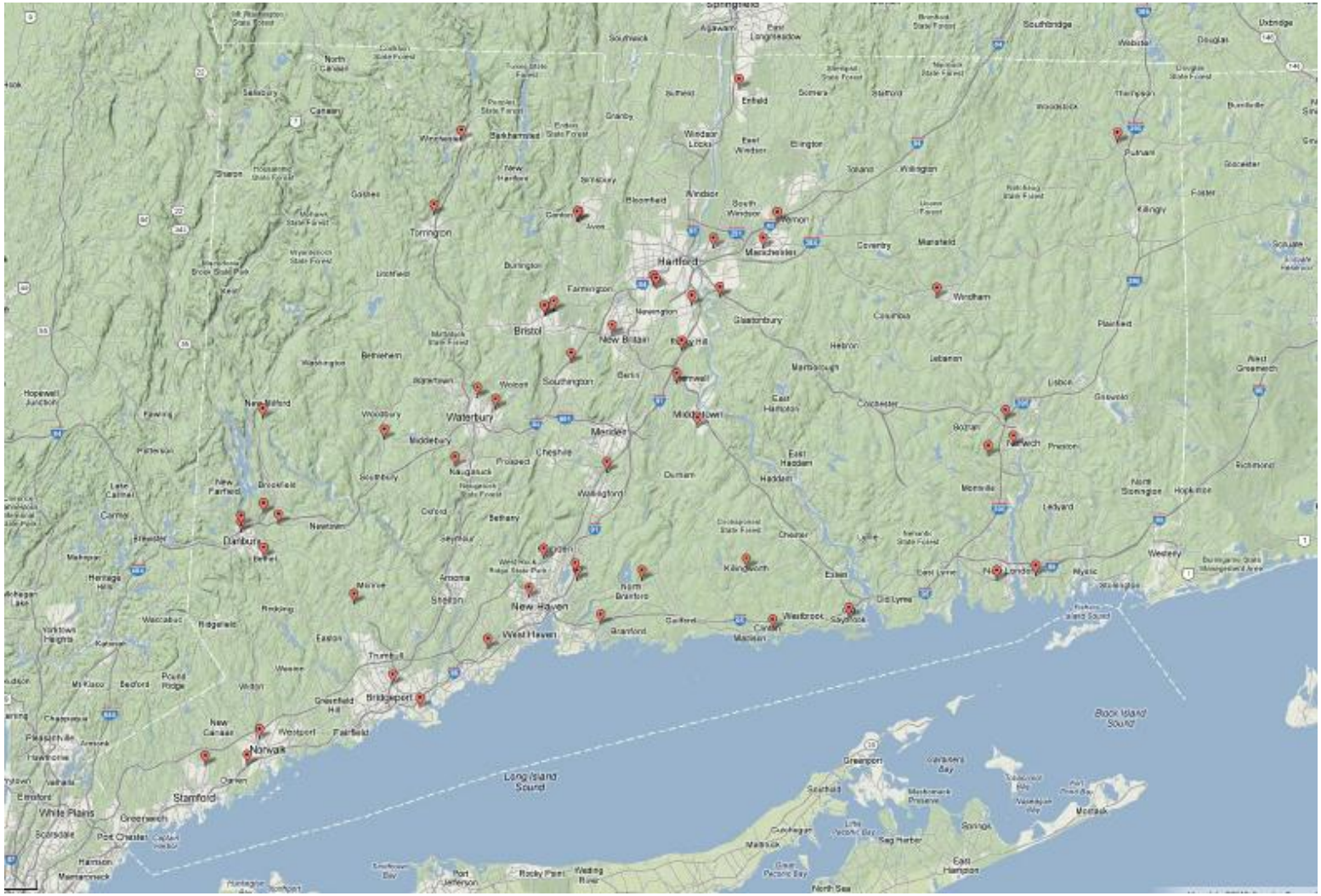
6. Budget and Assessment Rate
- Program Budget and Discussion
- Assessment Fee
- Financial Audit

7. Education and Outreach
- Messaging
- Target Audiences
- Written Materials
- Working with Local Government

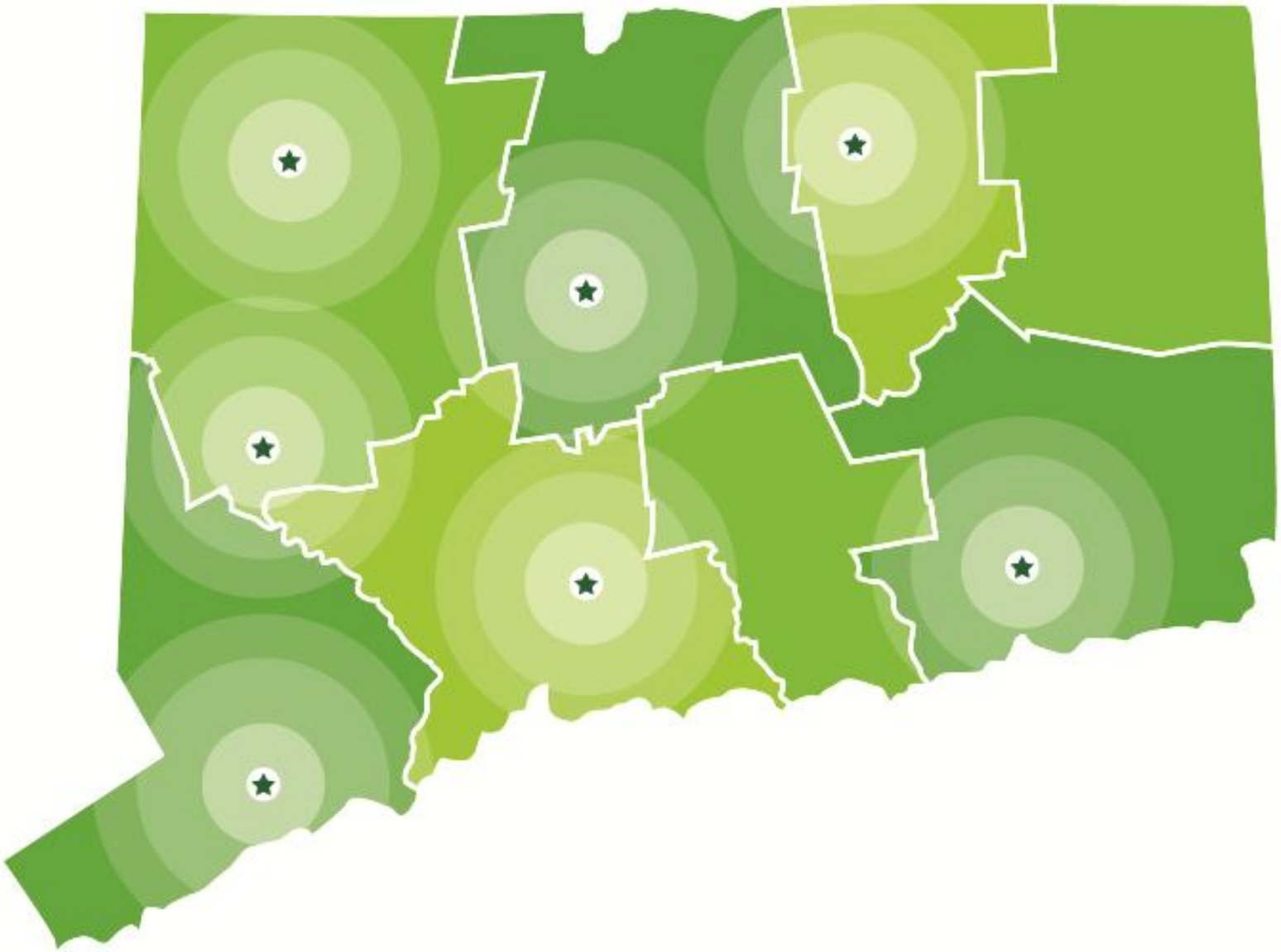
8. Materials Management
- Collection Containers
- Transportation
- Paint Processing: Reuse, Recycling, Disposal
- Empty Containers Management

9. Annual Report and Financial Audit
- Annual Report
- Financial Audit

Retail Stores as February 5, 2013



PaintCare (paint-only) Collection Events



Proposed Outreach for PaintCare in Connecticut

2013 Outreach Goal

To generate awareness, understanding, support and utilization of the Connecticut Paint Stewardship Program, without overwhelming the retailers and municipal HHW facilities/events

Strategy

- Target support of key program milestones and events
- Spread out and control release of statewide marketing initiatives
- Make sure messaging clearly explains PaintCare is a year-round and permanent program
- Utilize variety of media and marketing tools for multiple audiences and messages

Methods

- **Printed materials** (brochures, etc.) for use by retailers and HHW programs
- **TV, billboards and on-line** for general awareness
- **Newspaper, radio, secondary outdoor and online** for retail drop-off sites
- **Press releases** for announcing key program milestones; support of seasonal events
- **Direct mail and email** for target groups (trade painters, property managers, realtors, institutions)

Phases

1. Pre-Launch PR and *Pre-Education*
2. Launch Event / Press Conference
3. Local Retail and Event Support
4. Outdoor Campaign
5. Hurricane Preparation PR
6. Statewide Media Campaign
7. 2013 Evaluation / 2014 Planning

Phases

Phase 1

Pre-Launch PR and *Pre-Education*

- Begin to share details of the Program with the public
- Provide factsheets and make contacts with retailers, HHW programs, transfer stations and trade painters
- Press release announcing plan approval

Phases

Phase 2

Launch Event / Press Conference

- Invite media to a kick-off event announcing the start of a year-round, multi-facility stewardship program
- Find a powerful visual representation to act as the backdrop for this event
- Involve local political supporters to address the media

Phases

Phase 3

Local Retail and Event Support

- Media and public relations support of local paint collection sites and events
- May include combination of any of the following media: newspaper, online advertising, direct mail, local secondary billboards, radio, etc.

Phases

Phase 4

Outdoor Campaign

- Limited launch of general awareness billboards in one or two key markets
- Begin to generate traffic in larger areas prior to a full statewide campaign
- Send residents to PaintCare.org for list of drop-off sites and more information

Phases

Phase 5

Hurricane Preparation PR

- Pitch story on properly preparing your home for hurricane season
- Include PaintCare.org as a resource to learn where you can dispose of paint from your basement or garage in case of flooding

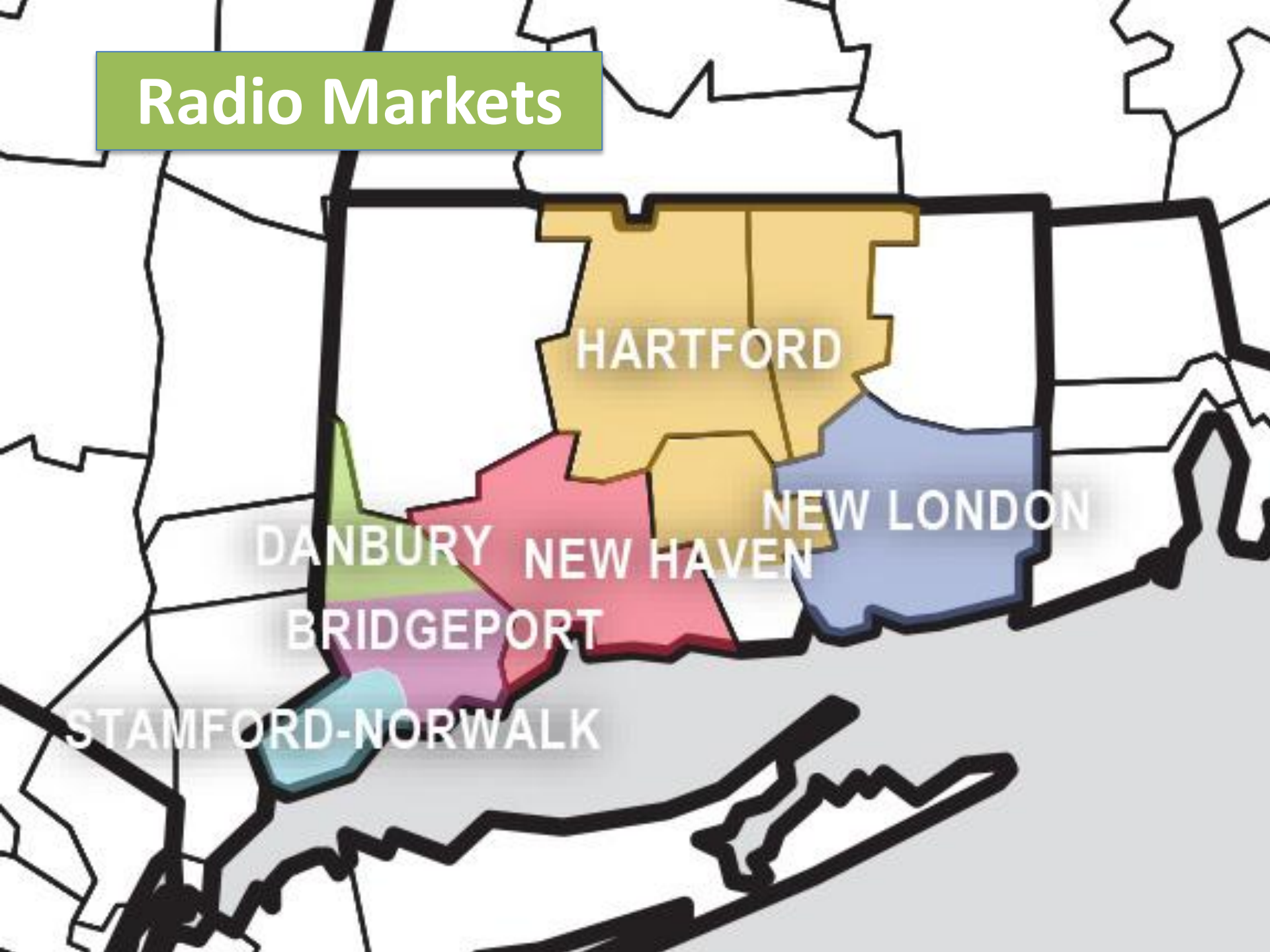
Phases

Phase 6

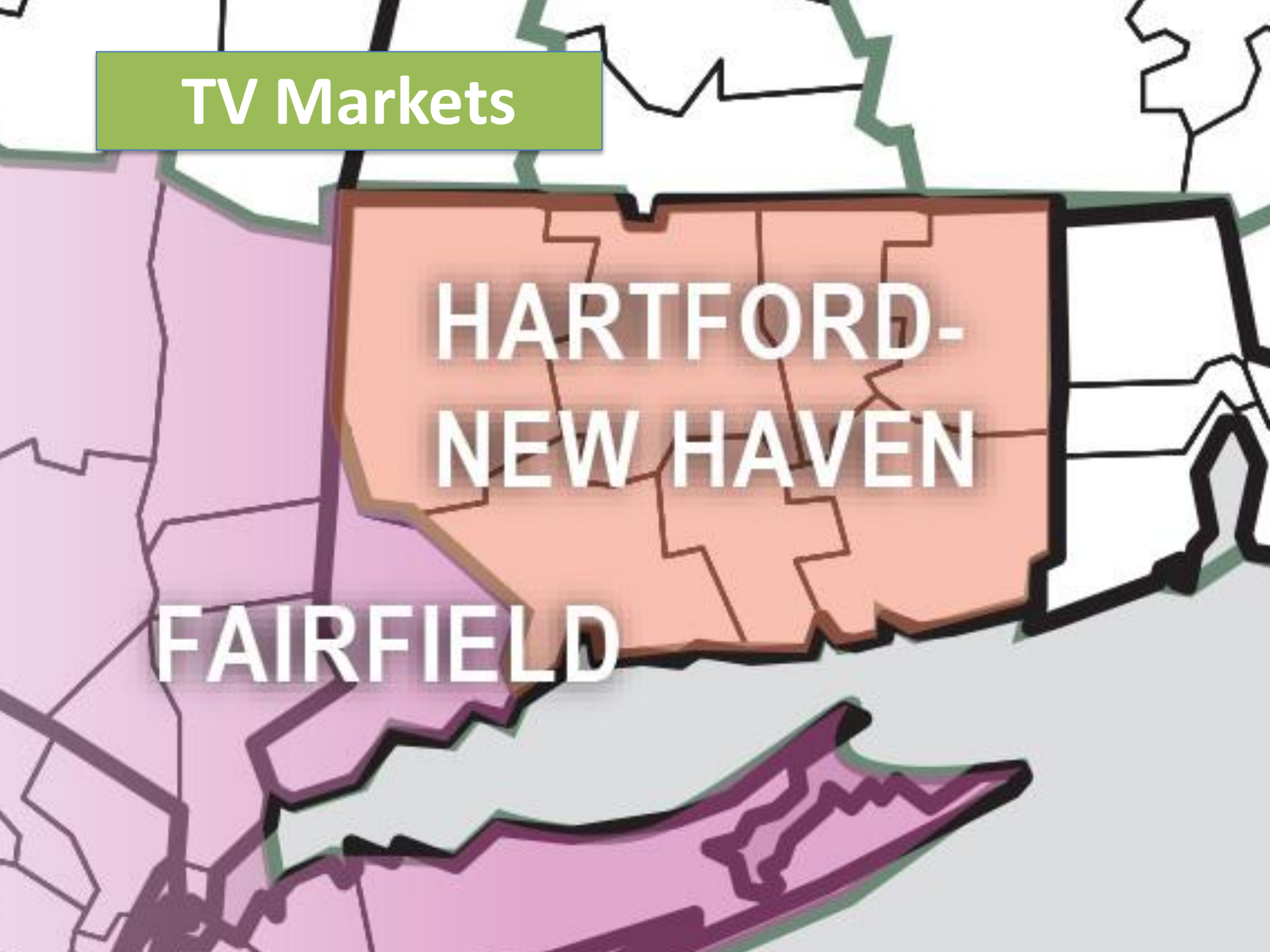
Statewide Media Campaign

- Broadcast TV campaign covering all Connecticut markets (cable in Fairfield)
- Purchase TV in smaller time and frequency increments to effectively manage participation at drop-off sites
- Additional support with billboards

Radio Markets



TV Markets



Phases

Phase 7

2013 Evaluation / 2014 Planning

- Evaluate 2013 efforts; conduct survey
- Determine communities needing more outreach based on participation and awareness
- Consider additional initiatives and ideas
- Develop 2014 outreach plan

Thank You