



Maine Paint Stewardship Program

FY2019 Annual Report (July 1, 2018 – June 30, 2019)



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Executive Summary

MAINE PAINT STEWARDSHIP LAW

PaintCare is the representative stewardship organization of the Maine Architectural Paint Stewardship Program, codified in Maine Revised Statute, Title 38, Chapter 24, Subchapter 3, Section 2144.

The broad goals of the Maine paint stewardship law are for paint manufacturers to develop and implement a paint management program that reduces the generation of leftover paint, provides a convenient statewide paint collection system, and manages the paint collected in an environmentally and economically sound manner.

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

PROGRAM HIGHLIGHTS

Sites, Events and Service. The Maine PaintCare program had 117 year-round paint drop-off sites at the end of the year. These sites included 75 paint retailers, 39 transfer stations, one recycling center, one environmental services company, and one reuse store. The 117 year-round drop-off sites provided a site within 15-miles to 94.8% of Maine's residents.

PaintCare also managed paint from two seasonal household hazardous waste (HHW) facilities, 39 HHW drop-off events, four retailer sites that collected for part of the year, two PaintCare-run paint drop-off events in underserved areas of the state, and provided 13 direct large volume pick-ups from painting contractors and other sites that had accumulated more than 200 gallons of paint at their facilities.

Paint Collection Volume. The program processed 134,906 gallons of postconsumer paint. Latex paint made up 74% of the paint processed; 85% was made into recycled-content paint, 14% was unrecyclable and sent to landfill, and <1% was managed via waste-to-energy. Oil-based paint made up 26% of the paint processed; 4% was made into recycled-content paint and 96% was used as a fuel. In addition, 112 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 1.9 million gallons of architectural paints were sold in Maine and the program collected \$1,295,654 in fees from these sales.

Expenses, including paint transportation and processing, outreach, staffing, and administrative costs were \$1,402,585. The program ended the year with reserves of \$161,368.

Total program cost per gallon of paint processed was \$10.40.

Paint Recovery Rate. The paint recovery rate – the volume of postconsumer paint processed divided by the volume of new paint sales in the same period – was 6.9%, a 17% increase from the previous year.

Outreach and Operations. Most advertising continued to be held back to ensure financial position improvement. Outreach activities primarily focused on the distribution of informational brochures to retailers and transfer stations and others who requested them. Additional outreach efforts included maintaining PaintCare’s website and extensively promoting PaintCare-hosted paint drop-off events in Jackman and Pleasant River through direct mailings and newspaper advertisements.

The Maine program received two awards during the reporting year. In April 2019, the program received an award for Program of the Year from the Maine Resource Recovery Association, and in October 2018, PaintCare’s four northeast programs (Maine, Connecticut, Rhode Island, and Vermont) received the 2018 Environmental Sustainability Leadership Award from the Northeast Recycling Council’s (NERC).

PROGRAM PLAN AND ANNUAL REPORT

The Maine paint stewardship law required the submission and approval of a program plan prior to the program’s launch. The Commissioner of the Maine Department of Environmental Protection (DEP) approved PaintCare’s program plan in June 2015, and the Maine PaintCare program began on October 1, 2015.

The Maine paint stewardship law requires the submission of an annual report to DEP October 15 each year. At a minimum, annual reports must include:

- (1) A description of the methods used to collect, transport, reduce, reuse and process post-consumer paint in the State;
- (2) The volume of post-consumer paint collected in the State;
- (3) The volume and type of post-consumer paint collected in the State by method of disposition, including reuse, recycling and other methods of processing;
- (4) The total cost of implementing the paint stewardship program, as determined by an independent financial audit funded from the paint stewardship assessment. The report of total cost must include a breakdown of administrative, collection, transportation, disposition and communication costs;
- (5) A summary of outreach and educational activities undertaken and samples of educational materials provided to consumers of architectural paint;
- (6) The total volume of post-consumer paint collected by the paint stewardship program and a breakdown of the volume collected at each collection site;
- (7) Based on the paint stewardship assessment collected by the paint stewardship program, the total volume of architectural paint sold in the State during the preceding year;

- (8) A list of all processors, including recyclers and disposers, used to manage post-consumer paint collected by the paint stewardship program in the preceding year up to the paint's final disposition, the volume each processor accepted and the disposition method used by each processor; and
- (9) An evaluation of the effectiveness of the paint stewardship program compared to prior years and anticipated steps, if any are needed, to improve performance throughout the State.

PaintCare's Maine program plan and annual reports are available on PaintCare's website. With the exception of the first report, which covered only a nine-month period, annual reports cover the 12-month fiscal year of July-June.

Section 1. Paint Collection, Transportation and Processing

Annual Report Statutory Citation

MRS Title 38 §2144. Reporting Requirements

(1) A description of the methods used to collect, transport, reduce, reuse and process post-consumer paint in the State.

A. COLLECTION SITES, EVENTS AND SERVICES

The Maine paint stewardship law requires a program that provides convenient statewide collection of post-consumer paint and manages the paint in an environmentally and economically sound manner. Prior to the PaintCare program, most waste paint from households was handled either through municipal HHW programs, or the public was encouraged to dry and dispose of latex paint. Maine municipalities 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 Maine 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, public and private waste transfer stations and recycling centers to partner as paint drop-off sites.

At the end of the year the program had 117 year-round drop-off sites, located throughout the state. They included 75 paint retail stores, 39 transfer stations, one recycling center, one environmental services company, and one reuse store. Three retail drop-off sites closed, and one moved during the year and are listed as partial-year retailers in the table below. PaintCare also managed paint from 39 HHW drop-off events, two PaintCare paint drop-off events, and two seasonal HHW facilities. In addition, PaintCare conducted 13 direct large volume pick-ups (LVP) from businesses and other sites that had accumulated more than 200 gallons of paint.

All PaintCare drop-off sites and the LVP service accept both latex and oil-based paint. All retailers and the environmental services company accept paint from both residents and qualifying businesses, as does the LVP program. The HHW programs, recycling center, and transfer stations serve residents.

PaintCare drop-off sites and services are summarized in tables that follow.

SUMMARY OF PAINTCARE DROP-OFF SITES AND SERVICES

YEAR-ROUND DROP-OFF SITES	YEAR 1 FY2016	YEAR 2 FY2017	YEAR 3 FY2018	YEAR 4 FY2019
Paint Retailers	73	75	75	75
Transfer Stations and Recycling Centers	21	29	33	40
Reuse Stores	1	1	1	1
Environmental Services Companies	1	1	1	1
Total	96	106	110	117
SUPPLEMENTAL SITES AND SERVICES				
HHW Events	13	25	39	39
PaintCare Paint-Only Event	1	0	0	2
Transfer Station Paint-Only Events	1	2	0	0
Seasonal HHW Facilities	2	2	2	2
Paint Retailer (partial year)	0	1	1	4
Direct Large Volume Pick-Ups	7	6	14	13

The following subsections discuss the various paint drop-off sites and services of the Maine PaintCare program. Section 2 of the 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 situated 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 identified 324 paint retailers – including paint, hardware, and home improvement stores – and 236 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 236 paint retailers, 32% (75 stores) were participating as drop-off sites at the end of the year. Three retail drop-off sites closed, and one moved during the year. 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 paint retailers that participated during the year are included in the appendix.



PaintCare signage at the Sherwin-Williams in Auburn (left) and PPG Paints in Portland (right).

A2. Household Hazardous Waste Programs

Prior to program launch, PaintCare contacted all identified HHW programs that were operating facilities and events in the state. Print materials about the benefits to HHW programs of participating in the PaintCare program were made available to the HHW contacts (current version of the HHW fact sheet is available at paintcare.org). PaintCare continued its efforts to partner with the remaining HHW programs during, managing paint from two seasonal HHW facilities and 39 HHW drop-off events. Every HHW event held last year in Maine that PaintCare is aware of participated in the program. The names and addresses of the HHW facilities and events that participated during the year are included in the appendix.

A3. Transfer Stations and Recycling Centers

Prior to the launch of the program, PaintCare reached out to the councils of government and independent towns in the state. In addition, many of the sites received an in-person visit from PaintCare staff. A fact sheet was developed and distributed to explain the PaintCare program and benefits to transfer stations and recycling centers. The current version of the transfer station/recycling center fact sheet is available at paintcare.org.

PaintCare continued to meet with interested councils of government and independent towns in the state to discuss the PaintCare program and benefits. The program added seven more transfer stations during the year, for a total of 39 transfer stations and one recycling center participating in the program. Transfer stations and recycling centers participate as drop-off sites to expand the recycling services provided to their customers and to help keep paint out of the waste stream.

Transfer stations also helped promote the new program to their area residents. In addition to distributing brochures, a town partnered with PaintCare on a custom-made banner. The names and addresses of the transfer stations and recycling center that participated in the year are included in the appendix.



Paint Signage at the Oakland Transfer Station

A4. Reuse Stores

Seven material reuse stores – the Maine Building Materials Exchange and six Habitat for Humanity ReStores – were identified prior to program launch and invited to join the program. 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.

PaintCare has found in Maine, as well as in other PaintCare programs, that reuse stores that sell remanufactured/recycled-content paint are often not interested in becoming PaintCare reuse sites because it is more profitable and simpler for them to just sell recycled-content paint, rather than add used paint to their shelves as well.

PaintCare has one reuse store in the program and will continue its efforts to recruit additional reuse stores to participate in the program. The name and address of the reuse store is included in the appendix.

A5. Environmental Services Company

One environmental services company, Environmental Projects Inc., participates in the program as a drop off site. They allow participants with 50 gallons or more to drop paint off at their facility, by appointment, filling an

important need for people who have more paint than a smaller site can handle, but not enough for the large volume pick-up service. Environmental Projects Inc. is included in the appendix.

A6. Paint-Only Drop-Off Events

PaintCare held two paint-only drop off events to provide service to underserved areas of the state. As a result of these events, both transfer stations where they were held have become year-round drop off sites, providing needed coverage in rural areas of the state.



PaintCare Drop-Off Event in Jackman

A7. Large Volume Pick-Up Service

PaintCare's LVP service provides a convenient option for painting contractors and other businesses who have accumulated large volumes of paint. The minimum amount to receive a pick-up is 200 gallons. PaintCare arranged 13 LVPs from 12 locations during the year. The users of the service included painting contractors, households, a janitorial services company, a construction company, and a retailer.

Painting contractors and construction companies often store paint for future use or because it is expensive to dispose of. Janitorial and cleanout companies bring paint back from cleaning jobs. Non-collection site paint retailers often have collections of old mistinted paint and customer returns. Occasionally households will have large collections from lifetimes of collecting or left behind by a relative who was a painter. 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.

The types of customers (business type or household) and cities for each LVP site serviced during the year are provided in the appendix.

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 required by the Maine paint stewardship law:

Distribution: At least 90% of state residents have a permanent (year-round) site within a 15-mile radius of their residence.

Density: One additional site for each 30,000 residents in a population center that is located to provide convenient and reasonably equitable access for residents within the population center.

Urbanized Areas and Urban Clusters are provided by the Census Bureau to delineate areas of concentrated population, i.e., an “urban footprint,” to distinguish between urban and rural areas. An Urbanized Area has a minimum of 50,000 residents. An Urban Cluster is a similar geographic representation of densely populated areas with population between 2,500 and 50,000. The Census Bureau uses documented and repeatable methodology and rules to identify and delineate Urbanized Areas and Urban Clusters, and they are defined consistently nationwide.

Application of these criteria resulted in the need for approximately 60 optimally located year-round drop-off sites, which PaintCare considers its baseline service level goal. The 117 year-round drop-off sites in place at the end of year provided 94.8% of Maine residents a drop-off site within 15 miles of their home.

The Census Bureau identified three Urbanized Areas and one Urban Cluster with populations greater than 30,000 in Maine. They are the broader areas (broader than the city limits) of Portland, Lewiston, Bangor, and Brunswick. The following table shows the populations of these areas as provided by the Census Bureau, the number of sites each area needs to meet the density requirement, and the number of sites each had at the end of the year.

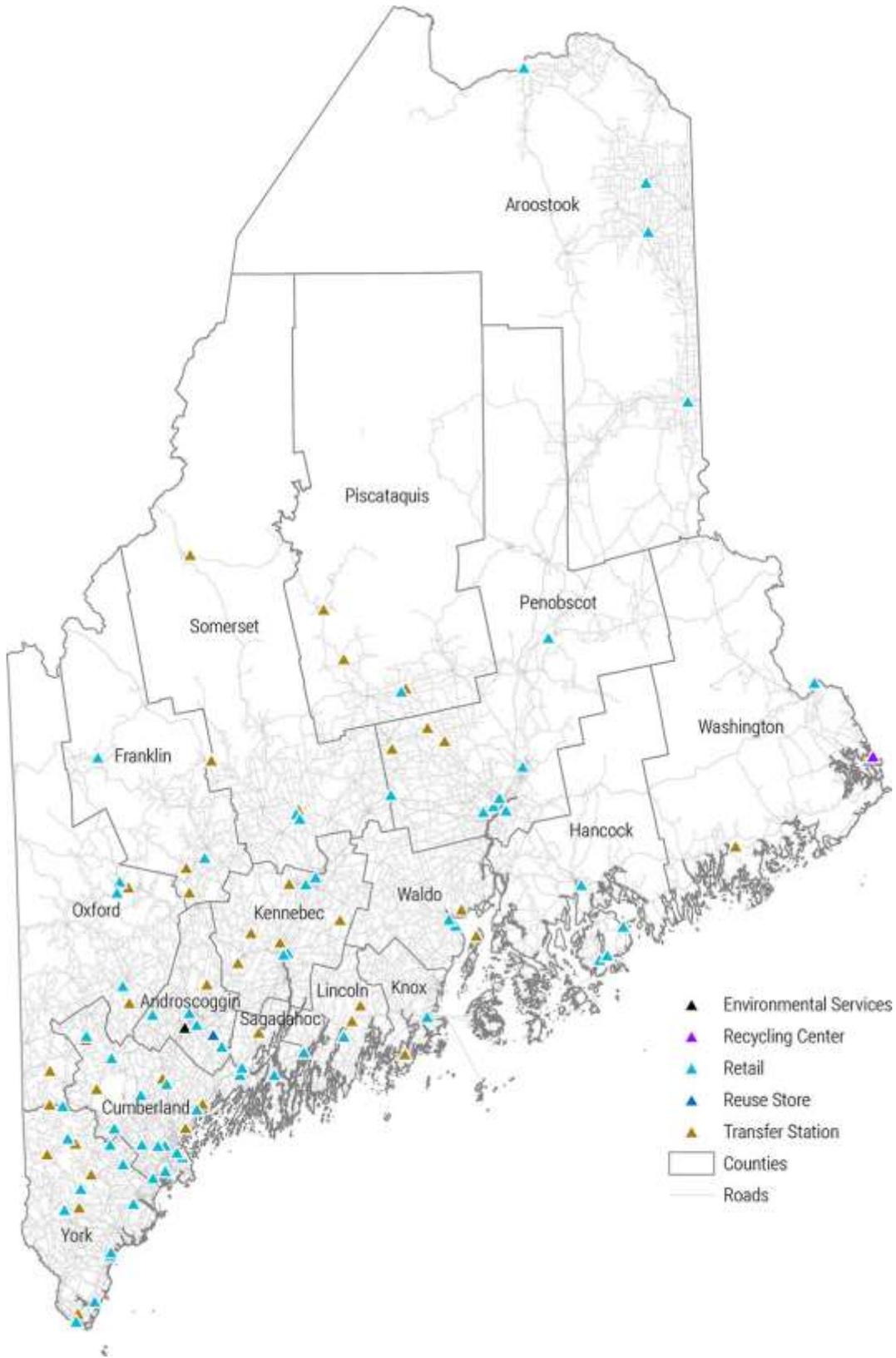
URBANIZED AREAS & URBAN CLUSTERS	2010 CENSUS POPULATION	NUMBER OF SITES NEEDED	JUNE 2019 YEAR-ROUND SITES
Portland	226,711	7	14
Lewiston	69,221	2	5
Bangor	68,574	2	5
Brunswick	34,546	1	2

For HHW sites and events in the state, PaintCare continually updates defined service areas for each location (typically confined to a county or multi-city region). Only those residents within a 15-mile radius (our “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.

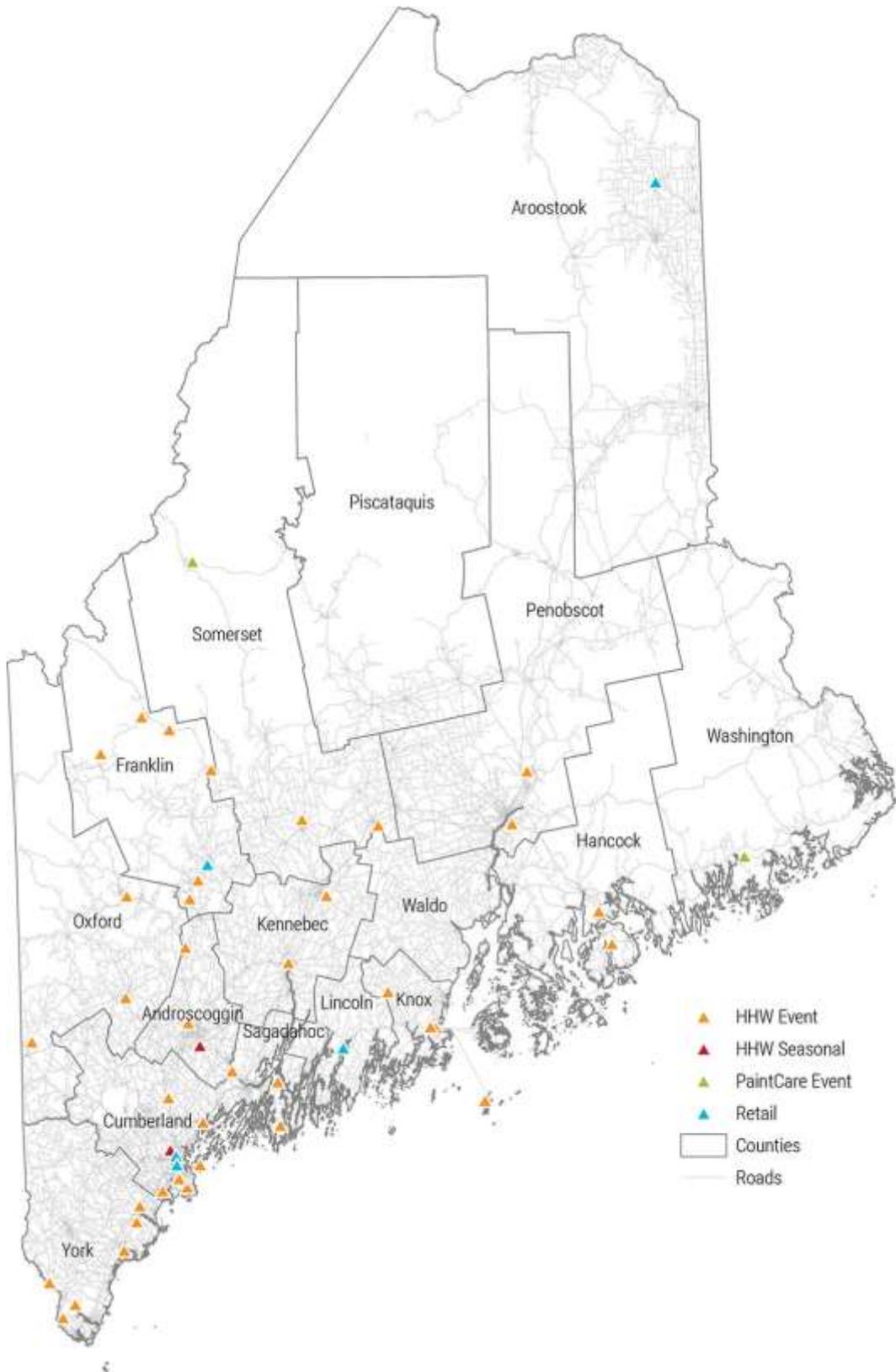
PaintCare, with the help of Dewberry, a professional services firm with expertise in geographic mapping and analysis, developed ESRI based tools to conduct geographical information system (GIS) analysis in-house at PaintCare. Population is based on the US Census Bureau decennial (2010) Census Block level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

The following maps show the locations of (1) year-round sites, (2) supplemental sites, (3) year-round and supplemental sites, and (4) LVP sites. LVP sites were not included when analyzing the distribution or density criteria but are mapped for illustrative purposes.

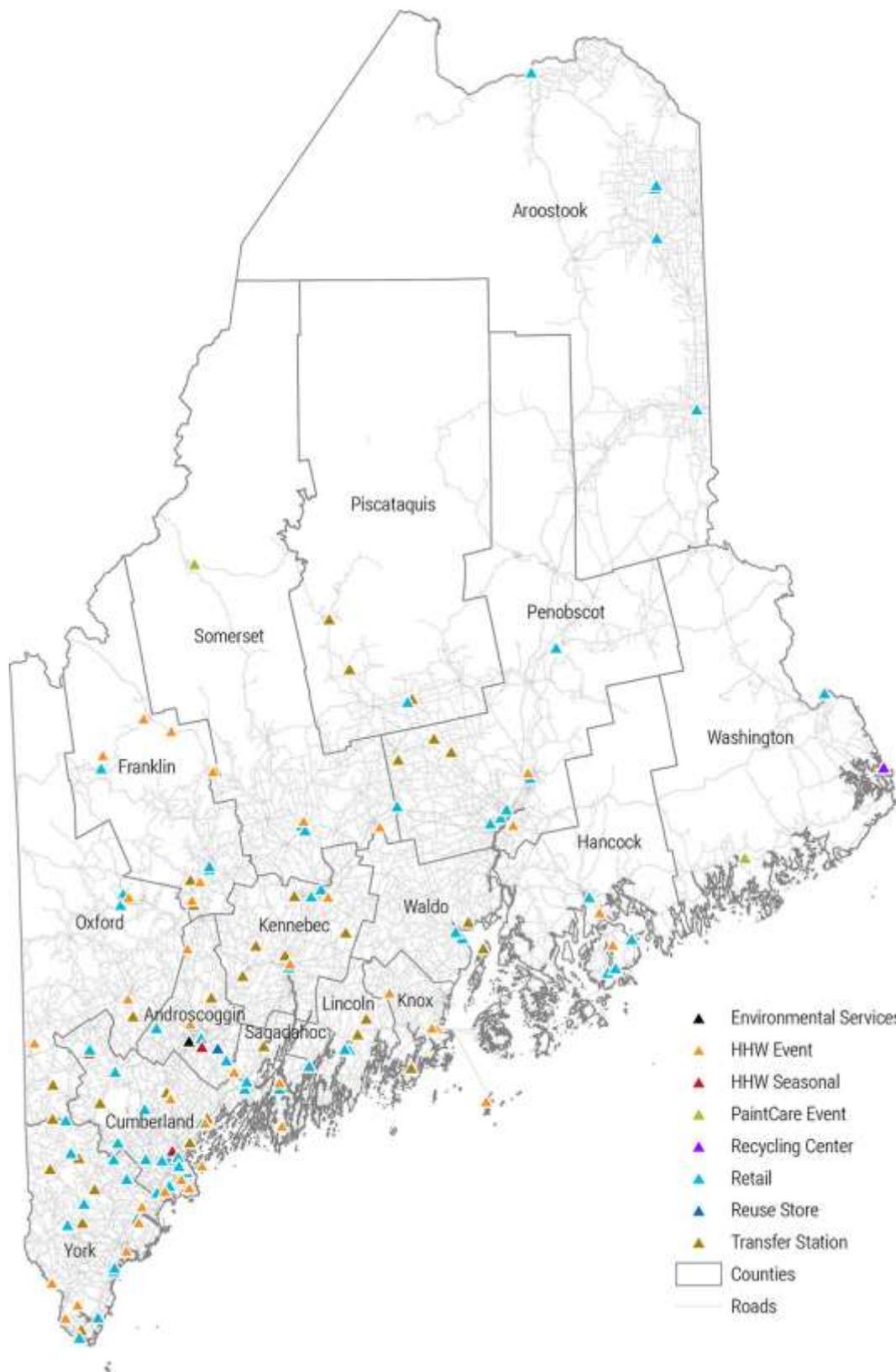
YEAR-ROUND DROP-OFF SITES



SUPPLEMENTAL DROP-OFF SITES



YEAR-ROUND AND SUPPLEMENTAL DROP-OFF SITES



LARGE VOLUME PICK-UP SITES



C. PAINT COLLECTION PROCEDURES

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

Except for HHW programs and the environmental services company whose staff 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 the following topics:

- ◆ Identification of program and non-program products
- ◆ Acceptable containers
- ◆ Whom to accept paint from and how much
- ◆ Screening procedure for businesses and the required log form
- ◆ 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 PaintCare drop-off sites, with the exception of HHW facilities and events, and the environmental services company, who are allowed to accept and prepare them for management under the program.

PaintCare staff visit retail, reuse, transfer station, and recycling center drop-off sites on a regular basis to check on their operations and to provide additional training and consumer outreach materials as needed.

D. PAINT TRANSPORTATION AND PROCESSING

D1. Paint Transportation

PaintCare contracted with four companies for transportation services: Clean Harbors Environmental Services, Environmental Projects Inc. (EPI), Loop, and Tradebe.

Clean Harbors, EPI, and Tradebe are all registered hazardous waste haulers. Loop subcontracted transportation services to Frank's Vacuum Truck Service, Inc. which is also a registered hazardous waste

hauler. PaintCare requires that transportation service providers have the ability and knowledge to respond to incidents involving hazardous materials and comply with all applicable U.S. Department of Transportation (DOT) and state transportation rules.

Clean Harbors provided transportation services to all the retail/reuse/transfer station/recycling center drop-off sites; all the LVP sites; one of the HHW facilities (in Portland) and some of the HHW events; some of the paint bins collected by EPI; and the paint bins delivered by Tradebe to Clean Harbor's facility in South Portland, ME. Clean Harbors transported all paint bins to their permitted facility in Cranston, RI for screening, separation and consolidation.

EPI provided transportation services from one of the HHW facilities (in Lewiston) and some of the HHW events to their facility in Auburn, ME.

Loop arranged for Frank's Vacuum Truck Service, Inc. to transport some of the paint bins aggregated at EPI's facility in Auburn to Loop's facility in Niagara Falls, ON, Canada.

Tradebe transported paint bins from one HHW event (in York) to Clean Harbors' facility in South Portland, ME.

D2. Latex Paint Processing

The condition in which postconsumer latex paint is received by the program determines its available management options. If containers are not properly sealed during storage, latex paint can harden due to evaporation and may no longer be usable or recyclable. Similarly, if latex paint freezes numerous times, it may not be suitable for reuse or recycling. 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 under the following waste management hierarchy:

Recycled Paint. Clean Harbors transported some of the latex paint to the GDB International facility in Monmouth Junction, NJ. GDB processed postconsumer latex paint by manufacturing a variety of colors of recycled-content paint which were sold domestically in 1-gallon and 5-gallon containers and internationally in 1-gallon and 5-gallon containers and bulk totes. Clean Harbors processed the majority of the latex paint at its Clean Harbors facility in Cranston, RI and sold the recycled-content paint in bulk totes in international markets.

Loop also utilized paint-to-paint recycling as their primary method for managing latex paint and processed postconsumer latex paint into a variety of colors of recycled-content paint which were sold domestically in quart, 1-gallon and 5-gallon containers or sold in bulk to international markets.

Energy Recovery. Loop transported dry and unusable latex paint to Emerald Energy from Waste in Mississauga, ON, Canada, where it was processed for use as a fuel.

Disposal. Dry and unusable latex paint sorted out by GDB and Clean Harbors was sent to authorized landfills.

D3. Oil-Based Paint Processing

Recycled Paint. Loop utilized paint-to-paint recycling as their primary method for managing oil-based paint and processed postconsumer oil-based paint into a variety of colors of recycled-content paint which were sold in small containers (quarts and 1-gallon) in international markets.

Energy Recovery. Clean Harbors shipped nearly all the volume of oil-based paint to their Safety-Kleen facility in Smithfield, KY, where the paint was bulked into tankers and subsequently transported to three cement kilns – Lone Star Cement in Greencastle, IN; Buzzi Unichem in Cape Girardeau, MO; and ESSROC in Logansport, IN where the paint was used as a fuel. Loop shipped the oil-based paint which could not be recycled to Aimco Solrec in Burlington, ON, Canada which fuels blended the paint then sent to the cement kiln operated by CRH Canada in Mississauga, ON, Canada where it was used as a fuel.

Incineration. Clean Harbors shipped a small amount of oil-based paint to their facility in El Dorado, AR 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

MRS Title 38 §2144. Reporting Requirements

(2) The volume of post-consumer paint collected in the State.

(3) The volume and type of post-consumer paint collected in the State by method of disposition, including reuse, recycling and other methods of processing.

(6) The total volume of post-consumer paint collected by the paint stewardship program and a breakdown of the volume collected at each collection site.

(7) Based on the paint stewardship assessment collected by the paint stewardship program, the total volume of architectural paint sold in the State during the preceding year.

(8) A list of all processors, including recyclers and disposers, used to manage post-consumer paint collected by the paint stewardship program in the preceding year up to the paint's final disposition, the volume each processor accepted and the disposition method used by each processor.

A. PAINT SALES

As explained in previous reports, paint sales in Maine were significantly lower than forecasted and presented in the program plan. Paint sales were 1,941,253 gallons, down 11.7% from FY2018.

B. PAINT COLLECTION AND MANAGEMENT

B1. Collection Volume and Recovery Rate

The program collected an estimated 133,448 gallons and processed 134,906 gallons of paint. The difference in these numbers is explained here:

Collected gallons: Haulers report the weight (pounds) and number of bins (or other containers) of paint collected to PaintCare. PaintCare or the hauler can calculate the gallons of paint collected by applying a formula that removes packaging weight and converts pounds to gallons.

Processed gallons: The gallons of paint processed is reported to PaintCare by haulers after processing takes place.

A difference exists between the number of gallons collected and number of gallons processed each year because (1) gallons collected is a derived estimate, as described above, and (2) there is a lag in time between when paint is collected and when paint is processed. The lag is created because haulers build full truckloads of collected paint at their facilities before transporting the paint to processors. In addition, once the paint is

received by a processor, it may sit in inventory until it is processed. Therefore, in any program year, some paint volume that is reported as processed may come from paint that was collected in the previous program year, and some paint that is collected in a program year may not be processed until the next program year.

PaintCare uses gallons of paint processed to calculate recovery rates (gallons of paint processed divided by gallons of paint sold in the same time period). The recovery rate for the year was 6.9% (6.9% of 1,941,253 gallons sold).

In the Maine program plan, PaintCare estimated an annual recovery rate of 6.5%, but did not establish a recovery rate goal. The program exceeded this threshold for the first time in FY2019. In addition to fluctuations in paint sales, the timing of paint processing and several other factors make recovery rate goals problematic. The recovery rate increase of 17% in FY2019 over FY2018 is influenced more by the 11.7% year-over-year drop in paint sales (the denominator of the recovery rate determination) than the 3.8% year-over-year increase in processed volume (the numerator in the recovery rate determination).

As has been observed and stated in the past, paint is designed to be fully consumed through application to walls, buildings, and other surfaces. Although the amount of postconsumer paint received through the program is measurable, it is very difficult to determine the precise quantity of postconsumer paint that is leftover and available for collection at any given time. The time between the purchase of paint and the decision that the leftover paint is unwanted, and the additional time before it is taken to a drop-off site can vary greatly. In addition, architectural paint products have a long shelf life, so consumers purchasing paint in one year may not decide that the unused paint is unwanted for several years. For these reasons, PaintCare did not establish volume-based collection goals in its program plan but did commit to providing and examining recovery rate data for planning and budgeting purposes, and for comparison to previous years, as presented in the following table:

GALLONS SOLD AND PROCESSED, AND RECOVERY RATES

	YEAR 1 FY2016	YEAR 2 FY2017	YEAR 3 FY2018	YEAR 4 FY2019
Gallons Sold	1,552,611	2,217,161	2,198,734	1,941,253
Gallons Processed	87,453*	109,267*	129,907	134,906
Change in Gallons Processed	NA	25%	19%	3.8%
Recovery Rate	5.6%	4.9%	5.9%	6.9%

* FY2016-FY2017 gallons of paint processed are estimated as explained in the FY2017 annual report.

B2. Latex vs. Oil-Based Paint

Of the 134,906 gallons of paint processed, 74% (99,377 gallons) was latex paint and 26% (35,529 gallons) was oil-based paint.

B3. Paint Management Methods

The following table shows the paint management methods and volumes since the program began:

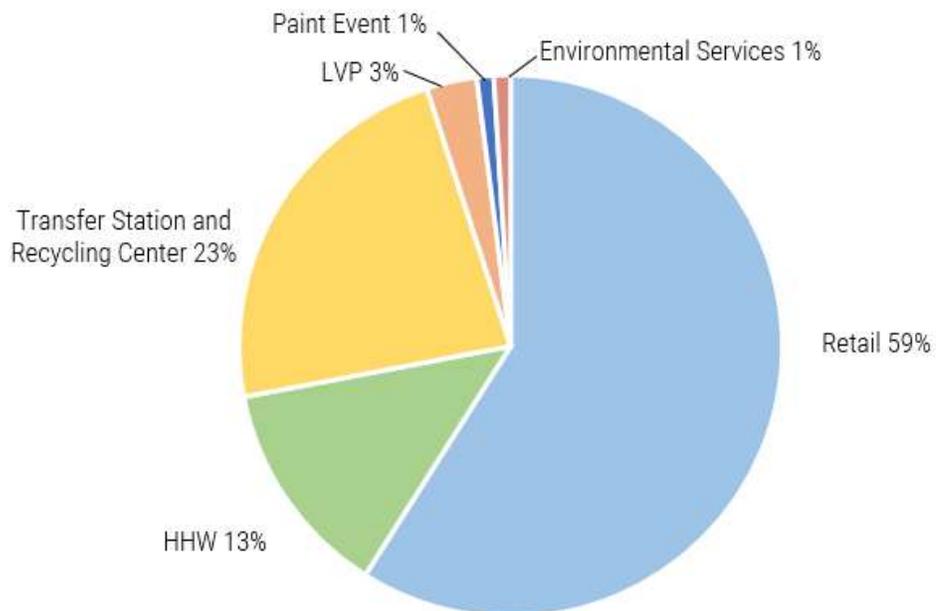
SUMMARY OF PAINT DISPOSITION

	YEAR 1* FY2016		YEAR 2* FY2017		YEAR 3 FY2018		YEAR 4 FY2019	
LATEX PAINT	(Gal)	%	(GAL)	%	(GAL)	%	(GAL)	%
Recycled Paint	55,955	83	69,847	83	81,489	83	84,694	85
Landfill	11,972	17	13,707	16	16,326	16	14,300	14
Fuel	-	-	1,241	1	984	1	383	<1
Subtotal Latex Paint	67,927	100	84,795	100	98,799	100	99,377	100
OILBASED PAINT								
Recycled Paint	-	-	1,753	7	3,262	10	1,372	4
Fuel	19,527	100	22,719	93	27,846	90	34,157	96
Subtotal Oil-Based Paint	19,527	100	24,472	100	31,108	100	35,529	100
GRAND TOTAL	87,454		109,267		129,907		134,906	

* FY2016-FY2017 disposition volumes are estimated as explained in the FY2017 annual report.

B4. Collection by Site Type

The following pie chart shows the breakdown of collection volume by site type:



B5. Processing and Disposal by Facility

DISPOSITION BY MANAGEMENT METHOD AND FACILITY

PAINT TYPE	PROCESSING FACILITY	MANAGEMENT METHOD	GALLONS
Latex	Clean Harbors (Cranston, RI)	Recycle (Paint)	47,580
Latex	GDB (Monmouth Junction, NJ)	Recycle (Paint)	34,748
Latex	Loop (Niagara Falls, ON)	Recycle (Paint)	2,366
Latex	Lee County (Bishopville, SC)	Landfill*	3,277
Latex	Environmental Recovery Corp (Lancaster, PA)	Landfill*	3,277
Latex	Seneca Meadows (Waterloo, NY)	Landfill	7,746
Latex	Emerald Energy (Mississauga, ON)	Energy Recovery	383
Oil-Based	Loop (Niagara Falls, ON)	Recycle (Paint)	1,372
Oil-Based	ESSROC Cement (Logansport, IN)	Energy Recovery	1,424
Oil-Based	Lone Star Cement (Greencastle, IN)	Energy Recovery	26,906
Oil-Based	Buzzi Unichem (Cape Girardeau, MO)	Energy Recovery	5,481
Oil-Based	CRH Canada (Mississauga, ON)	Energy Recovery	256
Oil-Based	Clean Harbors (El Dorado, AR)	Incineration	90

*The volume of paint sent to landfill from GDB was split 50/50.

C. CONTAINER RECYCLING

Metal and plastic paint containers were recycled whenever possible.

The program recycled an estimated 112 tons of paint containers. All latex paint containers managed by the downstream processors, GDB and Clean Harbors, the metal cans in the portion of oil-based paint managed at the Smithfield, KY facility, and all latex and oil-based paint containers managed by Loop were recycled.

Section 3. Independent Audit and Financial Summary

Annual Report Statutory Citation

MRS Title 38 §2144. Reporting Requirements

(4) The total cost of implementing the paint stewardship program, as determined by an independent financial audit funded from the paint stewardship assessment. The report of total cost must include a breakdown of administrative, collection, transportation, disposition and communication costs.

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. Please see the appendix for the independent financial audit of the PaintCare program.

B. FINANCIAL SUMMARY AND DISCUSSION

B1. Expense Categories

Expense categories for the Maine 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. Maine paint processing costs were billed based on the weight and included the cost of sorting mixed boxes of latex and oil-based paint.

Paint Transportation. Paint transportation is another significant expense in all PaintCare programs. Maine transportation costs were billed per cubic yard collection bin picked up at drop-off sites, events, and LVP locations.

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

Communications. Communications expenses included social media management and advertising, and distribution of 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 Maine and Vermont programs, GIS analysis, legal costs, travel, office supplies, and other logistical and professional support.

State Administrative Fees. PaintCare pays administrative fees to DEP, up to a maximum of \$82,000 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. (Corporate activity was referred to as administrative costs in the Maine program plan.)

Allocation of Investment Activity and Formation of Limited Liability Companies. PaintCare invests a portion of its accumulated surplus (from most PaintCare programs) in a financial portfolio. PaintCare maintains its investments for all participating programs in a single portfolio. Claim of ownership in the investment portfolio are shared by all participants and allocated among the participating programs based on relative net asset balances. Programs that have positive net asset balances have a claim on the assets invested in the portfolio; programs with negative net asset balances carry a liability representing an amount due to the portfolio. When the portfolio yields a financial loss during a particular month/period, the loss (or expense) is allocated to those programs with a positive net asset balance decreasing their income; the states with a negative net asset balance lessen their expenses incurred on borrowing from PaintCare Inc. As shown on the subsequent financial statement shown for Maine, the budget received a small negative due to its share of the overall annual loss reflected in the investment portfolio.

As of January 1, 2019, PaintCare Maine LLC replaced PaintCare Inc. as the Representative Organization of the Maine Architectural Paint Stewardship Program. PaintCare Inc. formed PaintCare Maine LLC as a sole-member “disregarded” limited liability company to be dedicated specifically to the management of the Maine Architectural Paint Stewardship Program. At this time, this program moved its net assets balance, including net gains/losses earned from the investment portfolio, into an individual bank account and ended its program participation in an investment portfolio.

PaintCare Inc. intends to form individual LLCs for each of its programs to improve financial independence and separation between the PaintCare programs in different jurisdictions. By shifting program operations and responsibilities to a disregarded LLC in each jurisdiction, and by segregating program funds accordingly, each jurisdiction’s PaintCare program (and its associated funds) is better sheltered from any liability that might arise from the operation of a PaintCare program in a different jurisdiction.

The LLC transition does not prompt any change in staffing and does not prompt any change in vendors. PaintCare Maine LLC is considered to be a 501(c)(3) non-profit company under IRS rules and meets the statutory eligibility requirements for the representative organization of the Maine paint stewardship law.

B2. Financial Summary

The following tables show program revenue and expenses during the first four program years. A discussion of any significant differences follows the table.

REVENUE AND EXPENSES

REVENUE	FY2016 (9 MONTHS)	FY2017	FY2018	FY2019
Larger than half pint to smaller than 1 gallon	\$ 144,882	\$ 189,848	\$ 188,096	\$ 180,711
1 gallon	754,220	1,077,369	1,058,659	933,531
Larger than 1 gallon up to 5 gallons	141,578	206,090	208,907	181,412
Total revenue	1,040,680	1,473,307	1,455,662	1,295,654
EXPENSES				
Paint processing	426,058	561,974	614,434	727,427
Paint transportation	137,104	173,816	186,261	206,283
Collection supplies and support	143,016	142,640	131,874	145,009
Communications	107,362	18,210	23,715	23,503
Personnel, professional fees, and other	94,688	93,904	100,667	127,536
State administrative fees	63,570	82,000	53,146	71,003
Allocation of corporate activity	69,212	90,747	95,527	101,824
Total expenses	1,041,010	1,163,291	1,205,624	1,402,585
Allocation of investment activity	(13,412)	(6,545)	4,394	(2,417)
Change in net assets	(13,742)	303,471	254,432	(109,348)
Net assets, beginning of year	(273,445)	(287,187)	16,284	270,716
Net assets, end of year	\$ (287,187)	\$ 16,284	\$ 270,716	\$ 161,368

- ◆ Reported paint sales for the year was down 10% compared to prior year.
- ◆ Collectively, paint transportation, processing, and collection support costs were higher in FY2019 primarily due to increased collection volume. Other minor contributions included the purchase of reusable collection bins and two invoices for transportation and processing from one hauler for services rendered in FY2018 but were not billed until FY2019.
- ◆ In the FY2018 annual report, state administrative fees were estimated to be \$70,400 for the year but this amount was offset by the over accrual of \$17,254 from FY2017. The actual amount billed for FY2018 was \$70,387. FY2019 state administrative fees were a minimal increase.
- ◆ Net assets increased from 1% to 22% in FY2018 but then decreased to 12% in FY2019 as it was used to cover negative change in net assets due to operating costs exceeding total annual revenue.

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 has 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 FY2019, the Maine program had a reserve of \$161,368, 12% of FY2019 operating expenses.

D. EVALUATION OF THE PROGRAM’S FUNDING MECHANISM

The Maine PaintCare fees on the sale of new paints are based on container sizes as follows:

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

The funding mechanism and system to receive sales reports and payments from manufacturers performed well during the year. However, in 2019 the year-over-year reported sales declined; the revenue generated was not sufficient to cover expenses and work towards the desired reserve. PaintCare is closely evaluating reported sales against prior year to determine if there is underreporting. In addition, PaintCare will continue to monitor expenses. If the revenue generated stays at 2019 levels, a fee increase may be needed in the future.

Section 4. Outreach

Annual Report Statutory Citation

MRS Title 38 §2144. Reporting Requirements

(5) A summary of outreach and educational activities undertaken and samples of educational materials provided to consumers of architectural paint.

A. OUTREACH ACTIVITIES

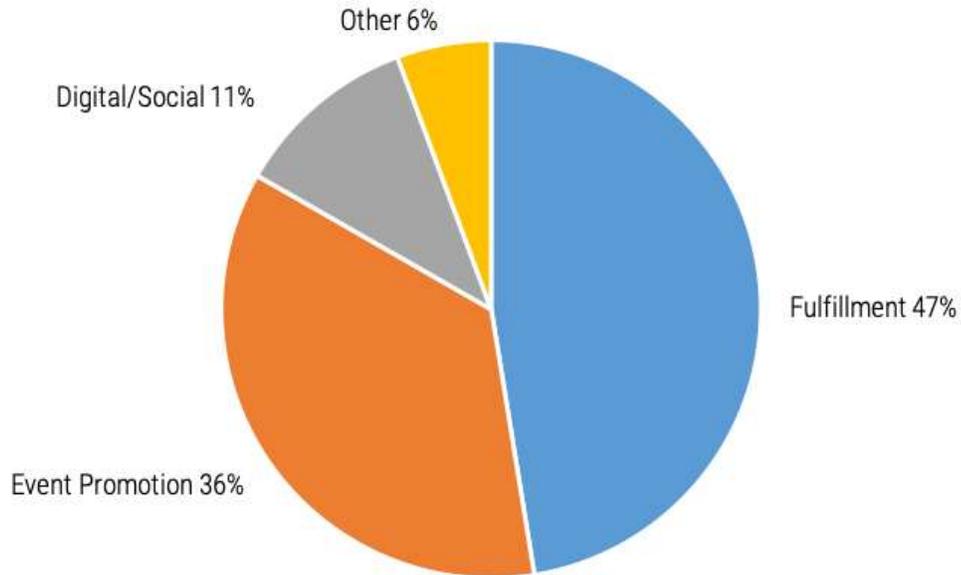
A1. Introduction

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. Initial outreach focused on recruiting drop off sites. The first year used a phased in approach. The intent of phasing in outreach was to allow drop-off sites to become comfortable with operations before implementing general advertising to the public to increase participation.

Starting in FY2017, the outreach budget was cut back due to the financial position of the program. Outreach efforts during the year continued to be modest in scope, but nonetheless included a variety of activities. Efforts focused on fulfillment of orders for brochures and point-of-sale materials, maintaining PaintCare's website and Facebook account, some digital advertising via social media (Facebook), and PaintCare paint drop-off event promotion. PaintCare also conducted a survey to measure awareness of the program. Additional general advertising via radio, television, and other forms of digital advertising were not possible on the limited budget.

All materials and advertisements direct the public to PaintCare's website to find drop-off sites using PaintCare's site locator search tool.

The relative amounts of spending dedicated to outreach activities about the Maine program are summarized in the following pie chart:



A2. 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 63 requests for materials by mail, including 4,433 brochures, mini cards, and posters. The Maine program manager also 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 have 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

A3. Print Materials for Stakeholders

Several fact sheets that were distributed in the months before the start of the program or in the previous years and 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 Maine 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

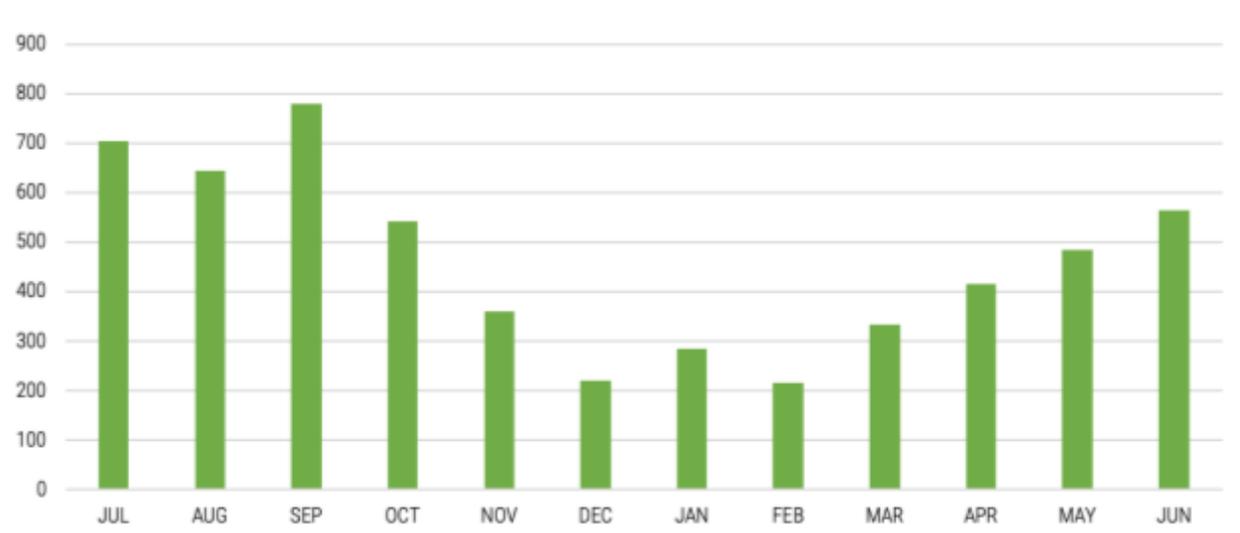
A4. Website

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 retailers, explains what products are covered by the program, and has a Maine page with tabs for different audiences (Everyone, Contractors, Retailers, Waste Facilities, and Official Docs).

Web traffic from Maine was the highest July-September and was lowest in December-February.

MONTHLY WEBSITE TRAFFIC FROM MAINE



A5. 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.

A6. 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. Additionally, Facebook was used to promote the Columbia Falls and Jackman drop-off events.



Facebook Ad Promoting Jackman Event

A7. Face-to-Face

The Maine 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.

He also visited PaintCare's HHW facility and transfer station/recycling center partners to check on operational issues and answer questions.

A webinar was held in January 2019 by the Program Managers of the four northeast states where PaintCare programs are operating. This webinar discussed and compared the four programs and is available on the PaintCare website. Another webinar is planned for November or December to discuss the newest reports.

In addition to regular contact with drop-off sites, the Maine program manager participated in the following face-to-face events during the year.

DATE	EVENT	LOCATION	DESCRIPTION
September 29	EcoMaine Open House	South Portland	Outreach table and handouts to public
October 2018	NERC Conference	Rocky Hill, CT	Outreach table at regional conference, received Environmental Sustainability award
April 29-30	MRRRA Conference	Rockport	Outreach table for transfer stations

A8. Awards

In October 2018, PaintCare received the 2018 Environmental Sustainability Leadership Award from the Northeast Recycling Council's (NERC) for its programs in Maine, Connecticut, 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. PaintCare also received an award for Program of the Year from the Maine Resource Recovery Association in April 2019.



Maine Resource Recovery Association Program of the Year Award Certificate

A9. Signs for Drop-Off Sites

PaintCare developed several signs for drop-off sites to help them let the public know about the program, screen program products, and address concerns they have 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. These signs can be found online at www.paintcare.org/signs.



A10. Sales Tax Outreach

In September 2018 PaintCare promoted public awareness of a new law exempting the PaintCare fee from sales tax in advance of its effective date, December 1. PaintCare mailed a letter to all paint retailers in Maine informing of them of the change in law, providing a web link to the new law, and requesting that they update their point-of-sale and billing systems to accommodate the change to the sales tax beginning December 1,

2018. Notices were placed on PaintCare’s website and added to printed materials. Additional site visits by the state manager to non-collection site stores were done in the second half of 2018 to make sure that retailers were aware of the change. PaintCare also collaborated with DEP to produce the following printed flyer, distributed to paint retailers by DEP staff and PaintCare’s state manager: .



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 Maine 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 Maine survey results:

- ◆ 252 surveys were completed by residents of Maine, allowing 90% confidence in the accuracy of the measured results for the population within +/-5%.
- ◆ Nearly two thirds of Maine respondents purchased paint in the last year. Of those, 39% reported seeking help from paint retail staff and over half reported taking measurements themselves in order to purchase the right amount of paint and reduce the amount left over.
- ◆ 11% of Maine respondents recalled hearing of PaintCare before completing the survey, about average among PaintCare program states.
- ◆ 42% of Maine respondents reported 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 (12%) or HHW facility (34%) or giving it away to someone else who needs it (10%).

Section 5. FY2020 and Future

This section of 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 maintain outreach activities at a reduced level during the program's continued financial recovery.

PaintCare is planning a campaign to acknowledge PaintCare's 10th anniversary for October-November 2019.

Recommendations for when the program's financial position improves include:

- ◆ Utilize a variety of media activities, including digital advertising, television, radio, and print advertising to increase awareness of the program.
- ◆ Continue to reach all parts of the state and continue to avoid allowing media to cross borders into nearby states or Canada.
- ◆ Increase the use of digital media in order to target relevant messages to specific geographic areas and audiences in a cost-effective way.
- ◆ Offer joint outreach program to local governments to leverage their messaging and outreach for recycling and solid waste programs.
- ◆ Identify new events and other face-to-face outreach opportunities to raise awareness of the program.
- ◆ Promote any paint drop-off events conducted by PaintCare in order to raise awareness among nearby residents and businesses.
- ◆ Participate in local and regional conferences promoting PaintCare to local and State agencies. These may include the MRRA conference and annual meeting, the NRRRA annual conference in New Hampshire, and NERC conferences around the region.

**Appendix
Section A**



PAINTCARE SITES

FY2019 PAINTCARE SITES IN MAINE - PAGE 1 OF 6

Sites with 0 gallons did not have paint picked up during the reporting period

City/Town	Site Name	Address	Type	Gallons
1. Year-Round Sites		117 Sites		108,826
Alfred	Town of Alfred Transfer Station	79 Sanford Rd	Transfer Station	390
Auburn	Environmental Projects Inc	664 Washington St N	Environmental Services	511
Auburn	Sherwin-Williams	445 Center St	Retail	1,701
Augusta	Aubuchon Hardware	10 Bangor St	Retail	462
Augusta	Hatch Hill Solid Waste Facility	112 Hatch Hill Rd	Transfer Station	1,241
Augusta	Sherwin-Williams	68 Western Ave	Retail	2,920
Bangor	Color Concepts	840 Hammond St	Retail	833
Bangor	J B Paint Co	2225 Odlin Rd	Retail	151
Bangor	Sherwin-Williams	625 B Broadway	Retail	2,928
Bar Harbor	Paradis True Value Hardware	31 Holland Ave	Retail	295
Bath	Rogers Ace Hardware	55 Congress Ave	Retail	1,243
Belfast	Aubuchon Hardware	231 Northport Ave	Retail	682
Belfast	Sherwin-Williams	15A Starrett Dr	Retail	1,481
Belgrade	Belgrade Trans Stn	41 Transfer Station Rd	Transfer Station	341
Biddeford	Sherwin-Williams	420 Alfred St	Retail	2,804
Bowdoinham	Bowdoinham Recycling Barn	243 Post Rd	Transfer Station	443
Brewer	Aubuchon Hardware	484 Wilson St	Retail	866
Bridgton	Bridgton Trans Stn	118 Sandy Creek Rd	Transfer Station	1,378
Bridgton	Hayes True Value Hardware	204 Portland Rd	Retail	695
Brownfield	Brownfield Trans Stn	1076 Pequawket Trl	Transfer Station	576
Brunswick	Sherwin-Williams	179 Pleasant St	Retail	2,190
Buxton	Aubuchon Hardware	400 Narragansett Trl	Retail	1,036
Buxton	Plummers Buxton Hardware	241 Parker Farm Rd	Retail	286
Calais	Sherwin-Williams	305 North St	Retail	606
Caribou	S W Collins	6 Washburn St	Retail	319
China	China Trans Stn	191 Alder Park Rd	Transfer Station	1,025
Columbia Falls	Pleasant River SWD Station	1340 Route 1	Transfer Station	298
Corinna	Mid Maine Solid Waste Association	63 Airport Rd	Transfer Station	405
Corinth	Central Penobscot Solid Waste Facility	117 Main St	Transfer Station	0
Cornish	Cornish Hardware	13 Maple St	Retail	173
Damariscotta	Sherwin-Williams	505 Main St	Retail	639



PAINTCARE SITES

FY2019 PAINTCARE SITES IN MAINE - PAGE 2 OF 6

Sites with 0 gallons did not have paint picked up during the reporting period

City/Town	Site Name	Address	Type	Gallons
Dover Foxcroft	Dover Foxcroft Trans Stn	66 Landfill Rd	Transfer Station	593
Dover Foxcroft	Dover True Value Hardware	69 E Main St	Retail	145
Eastport	Eastport Recycling Center	Road 190 / Old Toll Bridge	Recycling Center	130
Ellsworth	Sherwin-Williams	43 Downeast Hwy	Retail	2,807
Falmouth	Falmouth Trans Stn	101 Woods Rd	Transfer Station	1,906
Farmington	Aubuchon Hardware	528 Wilton Rd	Retail	0
Fort Kent	S W Collins	35 W Main St	Retail	237
Garland	Garland Transfer Station	586 Center Rd	Transfer Station	0
Gorham	Gorham Hardware	57 Main St	Retail	615
Gray	Cooks Hardware	19 Portland Rd Rte 100	Retail	0
Gray	Gray Trans Stn	13 Seagull Dr	Transfer Station	2,862
Greene	Greene Trans Stn	281 Quaker Ridge Rd	Transfer Station	404
Greenville	Greenville Trans Stn	7 Minden St	Transfer Station	489
Hiram	Tri Town Trans Stn	208 S Hiram Rd	Transfer Station	657
Houlton	S W Collins	57 Bangor St	Retail	294
Houlton	Sherwin-Williams	2 Smyrna St	Retail	439
Islesboro	Islesboro Trans Stn	1299 Meadow Rd	Transfer Station	496
Jackman	Jackman Transfer Station	31 Hastings Rd	Transfer Station	133
Jay	Jay Trans Stn	672 Main St	Transfer Station	278
Kingfield	Kingfield Trans Stn	304 Lexington Rd	Transfer Station	567
Kittery	Kittery Ace Hardware	6 Shapleigh Rd	Retail	846
Kittery	Kittery Trans Stn	1 Mackenzie Ln	Transfer Station	1,277
Lewiston	Sherwin-Williams	1168 Lisbon St	Retail	2,751
Limerick	Limerick Trans Stn	86 Doles Hill Rd	Transfer Station	261
Limerick	Plummers Limerick Hardware	42 Central Ave	Retail	148
Lincoln	Aubuchon Hardware	245 W Broadway	Retail	283
Lincoln	S W Collins	302 W Broadway	Retail	292
Lisbon	Maine Building Materials Exchange	102 Lisbon Rd	Reuse Store	470
Lisbon Falls	Aubuchon Hardware	572 Lisbon St	Retail	633
Mechanic Falls	Depot Square Hardware	9 Depot Square	Retail	368
Mexico	Rumford Trans Stn	388 River Rd	Transfer Station	733
Monson	Monson Trans Stn	80 Chapin Ave	Transfer Station	0



PAINTCARE SITES

FY2019 PAINTCARE SITES IN MAINE - PAGE 3 OF 6

Sites with 0 gallons did not have paint picked up during the reporting period

City/Town	Site Name	Address	Type	Gallons
Naples	Aubuchon Hardware	499 Roosevelt Trl	Retail	1,117
Newfield	Newfield Trans Stn	320 Water St	Transfer Station	396
Newport	Aubuchon Hardware	83 Moosehead Trl	Retail	291
Nobleboro	Nobleboro Trans Stn	25 Transfer Ln	Transfer Station	1,688
Northeast Harbor	F T Brown	106 Main St	Retail	0
Northeast Harbor	S R Tracy	8 Summit Rd	Retail	144
Norway	Aubuchon Hardware	138 Main St	Retail	764
Oakland	Oakland Trans Stn	343 Town Farm Rd	Transfer Station	1,192
Old Town	Aubuchon Hardware	486 Stillwater Ave	Retail	952
Oxford	Oxford Trans Stn	89 Smith St	Transfer Station	580
Portland	Maine Hardware	274 Saint John St	Retail	932
Portland	PPG Paints	973 Congress St	Retail	456
Presque Isle	S W Collins	21 Rice St	Retail	771
Rangeley	Rangeley Lakes Builders Supply	2742 Main St	Retail	671
Readfield	Readfield Transfer Station	14 Recycle Rd	Transfer Station	136
Rockland	E L Spear Lumber & Hardware	10 Payne Ave	Retail	1,708
Rockland	Sherwin-Williams	96 Park St	Retail	1,096
Rumford	Aubuchon Hardware	65 Falmouth St	Retail	125
Rumford	Sherwin-Williams	1023 Route 2	Retail	360
Scarborough	Dunstan Ace Hardware	636 US Hwy 1	Retail	1,015
Scarborough	Oak Hill Ace Hardware	29 Gorham Rd	Retail	1,412
Scarborough	Sherwin-Williams	166 US Route 1	Retail	3,114
Searsport	Searsport Trans Stn	Dump Rd	Transfer Station	763
Sebago	Sebago Trans Stn	141 Long Hill Rd	Transfer Station	481
Skowhegan	Quinn True Value Hardware	125 Waterville Rd	Retail	104
Skowhegan	Sherwin-Williams	257 Madison Ave	Retail	291
Skowhegan	Skowhegan Trans Stn	29 Transfer Station Dr	Transfer Station	340
South Portland	Maine Paint	153 Ocean St	Retail	2,714
South Portland	Sherwin-Williams	180 Waterman Dr	Retail	1,947
Southwest Harbor	Southwest Trustworthy Hardware	345 Main St	Retail	339
Springvale	Aubuchon Hardware	640 Main St	Retail	757
Springvale	Sherwin-Williams	544 Main St	Retail	2,667



PAINTCARE SITES

FY2019 PAINTCARE SITES IN MAINE - PAGE 4 OF 6

Sites with 0 gallons did not have paint picked up during the reporting period

City/Town	Site Name	Address	Type	Gallons
Springvale	Springvale Hardware	489 Main St	Retail	810
Standish	Steep Falls Building Supply	190 Ossipee Trl W	Retail	254
Tenants Harbor	St George Trans Stn	176 Wallston Rd	Transfer Station	1,047
Topsham	Sherwin-Williams	86 Topsham Fair Rd	Retail	1,422
Waldoboro	Waldoboro Trans Stn	885 N Nobleboro Rd	Transfer Station	511
Waterboro	Plummers Hardware	1009 Main St	Retail	48
Waterboro	Waterboro Trans Stn	132 Bennett Hill Rd	Transfer Station	2,306
Waterville	Aubuchon Hardware	485 Kennedy Memorial Dr	Retail	478
Waterville	Sherwin-Williams	343 Main St	Retail	521
Wells	Aubuchon Hardware	1165 Post Rd #2	Retail	1,513
Wells	Sherwin-Williams	1521 Post Rd	Retail	2,853
Westbrook	Sherwin-Williams	100 Larrabee Rd	Retail	3,465
Westbrook	Sportsmans True Value Hardware	30 Central St	Retail	203
Wilton	Wilton Trans Stn	158 Weld Rd	Transfer Station	503
Windham	Aubuchon Hardware	777 Roosevelt Trl	Retail	600
Windham	Sherwin-Williams	859 Roosevelt Trl	Retail	2,262
Winthrop	Marshall Hills Transfer Station	1199 US-202	Transfer Station	275
Wiscasset	Ames Supply True Value	447 Bath Rd	Retail	1,158
Yarmouth	Maine Paint	412 US Route 1	Retail	1,643
Yarmouth	Sherwin-Williams	438 Route 1	Retail	747
Yarmouth	Yarmouth Trans Stn	659 E Main St	Transfer Station	3,523
York	Eldredge Lumber & Hardware	627 US Route 1	Retail	3,331

2. Supplemental Sites

47 Sites

20,698

Auburn	Auburn Public Works (AVCOG)	296 Gracelawn Rd	HHW Event	211
Augusta	Municipal Garage (KVCOG)	55 North St	HHW Event	580
Bar Harbor	Mt Desert Island H S (Acadia Dist)	1081 Eagle Lake Rd	HHW Event	633
Bath	Bath Public Works Dept (City)	450 Oak Grove Ave	HHW Event	527
Biddeford	Biddeford Public Works (City)	371 Hill St	HHW Event	580
Brewer	Brewer Public Works (City)	221 Greenpoint Rd	HHW Event	211
Brunswick	Brunswick Landfill (Town)	49 Graham Rd	HHW Event	614
Cape Elizabeth	Cape Elizabeth Recycling Ctr (Town)	Dennison Dr (off Spurwink)	HHW Event	791
Caribou	Sherwin-Williams (Closed Apr 2019)	118 Bennett Dr	Retail	399



PAINTCARE SITES

FY2019 PAINTCARE SITES IN MAINE - PAGE 5 OF 6

Sites with 0 gallons did not have paint picked up during the reporting period

City/Town	Site Name	Address	Type	Gallons
Carrabassett Valley	Carrabasset Valley T S (AVCOG)	1 Mile north of Surgarloaf Access Rd on Rt 27	HHW Event	105
Columbia Falls	Pleasant River Trans Station (PaintCare)	1340 Route 1	PaintCare Event	1,760
Eliot	Eliot Transfer Station (Town)	468 Dow Hwy Route 236	HHW Event	158
Ellsworth	Ellsworth Trans Stn (County)	13 Industrial Dr	HHW Event	422
Farmington	Aubuchon Hardware (Moved Jun 2019)	361 Wilton Rd	Retail	534
Fryeburg	Fryeburg Trans Stn (AVCOG)	2025 Main St	HHW Event	264
Gray	Gray Transfer Station (Town)	14 Seagull Dr	HHW Event	158
Jackman	Jackman Transfer Station (PaintCare)	31 Hastings Rd	PaintCare Event	180
Jay	Jay Trans Stn (AVCOG)	7962-836 Main St	HHW Event	158
Kennebunk	Kennebunk Public Svcs Dept (Town)	36 Sea Rd	HHW Event	917
Kingfield	Kingfield Trans Stn (AVCOG)	304 Lexington Rd	HHW Event	158
Lewiston	Western Maine Env Depot (AVCOG)	424 River Rd	HHW Seasonal	527
Livermore	Livermore Trans Stn (AVCOG)	Gravel road north of 1801 Federal Rd	HHW Event	105
Matinicus	Matinicus Island (Island)	Unknown Street Address	HHW Event	105
Mexico	Mexico Trans Stn (AVCOG)	342 River Rd	HHW Event	105
Newcastle	Louis Doe Home Center (Dropped)	92 Mills Rd	Retail	85
Norway	Norway Paris T S (AVCOG)	39 Brown St	HHW Event	211
Old Town	Old Town Trans Stn (Town)	246 Gilman Falls Ave	HHW Event	316
Phippsburg	Phippsburg Transfer Station (AVCOG)	58 Sam Day Hill Rd	HHW Event	324
Pittsfield	Pittsfield Recycling Center (KVCOG)	601 Peltoma Ave	HHW Event	248
Portland	Aubuchon Hardware (Closed Oct 2018)	832 Stevens Ave	Retail	379
Portland	Peaks Island Garage (City)	10 Florida Ave	HHW Event	68
Portland	Riverside Recycling Facility	910 Riverside St	HHW Seasonal	3,215
Portland	The Paint Pot (Closed Feb 2019)	1236 Congress St	Retail	144
Rangeley	Rangeley Trans Stn (AVCOG)	682 Loon Lake Rd	HHW Event	53
Rockland	Rockland Tranfer Station	400 Limerock St	HHW Event	316
Rockport	Mid Coast Solid Waste Corp	90 Union St	HHW Event	158
Saco	Saco Public Works (City)	351 North St	HHW Event	422
Scarborough	Scarborough Public Works (Town)	20 Washington Ave	HHW Event	633
Skowhegan	Skowhegan Recycling (KVCOG)	29 Transfer Station Dr	HHW Event	310
South Berwick	Berwick Trans Stn (Town)	534B Route 4	HHW Event	719



PAINTCARE SITES

FY2019 PAINTCARE SITES IN MAINE - PAGE 6 OF 6

Sites with 0 gallons did not have paint picked up during the reporting period

City/Town	Site Name	Address	Type	Gallons
South Portland	South Portland Municipal Svcs (City)	929 Highland Ave	HHW Event	899
Stratton	Eustis Transfer Station (AVCOG)	Rangley Rd	HHW Event	53
Union	Tri County Recycling Ctr (Tri County)	3368 Heald Hwy	HHW Event	158
Wilton	Wilton Recycling (AVCOG)	211 Munson Rd	HHW Event	158
Winslow	Winslow Parks & Rec (KVCOG)	135 Halifax St	HHW Event	1,117
Yarmouth	Yarmouth Fire Rescue (Town)	178 North Rd	HHW Event	143
York	York Recycling Facility (Town)	65 Witchtrot Rd	HHW Event	366

3. Large Volume Pick-Up Sites		13 Sites		3,924
Biddeford	[Painting Contractor]		LVP	310
Brunswick	[Household]		LVP	136
Dresden	[Painting Contractor]		LVP	243
Harpswell	[Painting Contractor]		LVP	290
Jonesport	[Retail]		LVP	806
Old Orchard Beach	[Property Manager/Owner]		LVP	187
Portland	[Painting Contractor]		LVP	741
Rockport	[Construction]		LVP	122
Saco	[Household]		LVP	273
Sanford	[Janitorial]		LVP	279
Waldo	[Painting Contractor]		LVP	144
Windham	[Painting Contractor]		LVP	153
Winslow	[Painting Contractor]		LVP	239

**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

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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.

Handwritten signature in black ink that reads "Rogers & Company PLLC". The signature is written in a cursive, flowing style.

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
	7,869,203	5,105,415
Net cash provided by operating activities		
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)	-
	(1,409,758)	(5,806,847)
Net cash used in investing activities		
Net Increase (Decrease) in Cash	6,459,445	(701,432)
Cash and Cash Equivalents, beginning of year	9,136,849	9,838,281
Cash and Cash Equivalents, end of year	\$ 15,596,294	\$ 9,136,849

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**



Maine Paint Stewardship Program

Each year about 802 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?

Maine'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



Places to Take Old Paint

Paint recycling is more convenient with PaintCare. We set up paint drop-off sites throughout Maine. 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. Effective December 1, 2018, sales tax is not applied to the fees in Maine. 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 up to 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 Maine 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. Effective December 1, 2018, sales tax is not applied to the fees in Maine. 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
Larger 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

ME-PIEN-0918

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 in Maine?

✓ 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. Effective December 1, 2018, sales tax is not applied to the fees in Maine. 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
Larger than 1 gallon up to 5 gallons	\$1.60

ME-CMWI-0918

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



Information for Painting Contractors

UPDATED — JUNE 2019

Maine's Paint Stewardship Program started in October 2015.

The Maine Paint Stewardship law requires paint manufacturers to set up and operate a paint stewardship program in Maine. 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. Effective December 1, 2018, sales tax is not applied to the PaintCare fee in Maine.

Fees vary from state to state. The Maine fees per container are 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 90 paint drop-off sites across Maine. 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

John Hurd
Program Manager (Maine and Vermont)
(802) 245-4821
jhurd@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

PaintCare offers a free pick-up service to painting contractors, property managers, 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 or stockpile 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 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 volume requirement. 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.



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

MORE INFORMATION

(855) 724-6809 or (855) PAINT09
www.paintcare.org or info@paintcare.org

PAINTCARE INC.
901 NEW YORK AVENUE NW, SUITE 300W
WASHINGTON, DC 20001

**Appendix
Section D**



2018 Awareness Survey Results

prepared by



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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>

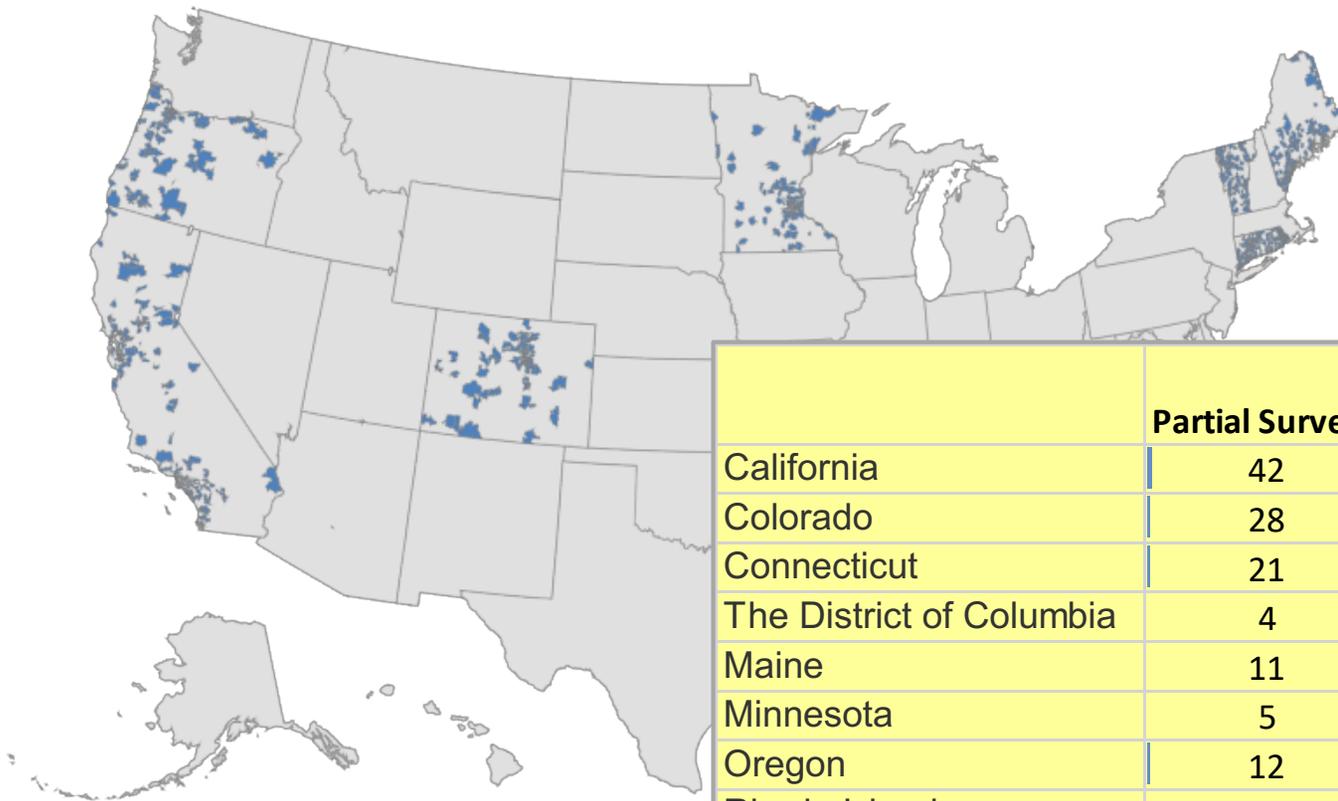
Study Enhancements Made to Survey Approach

- **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

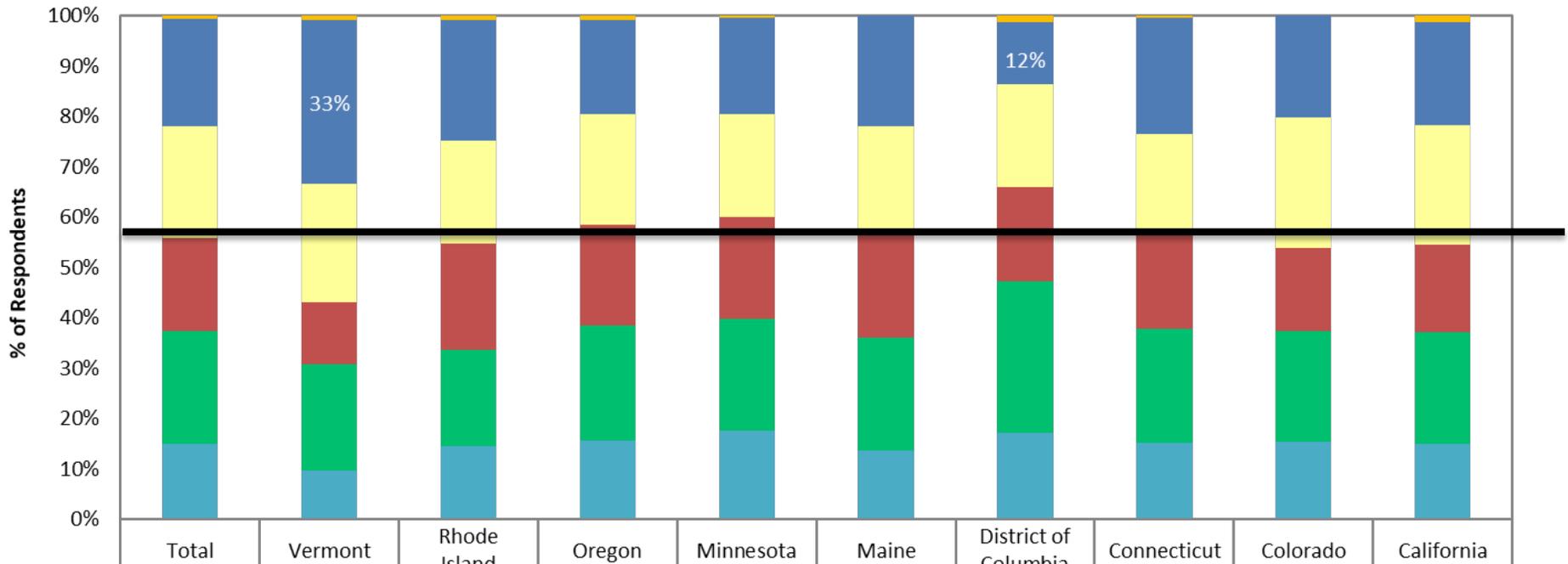
RESPONDENT PROFILES



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

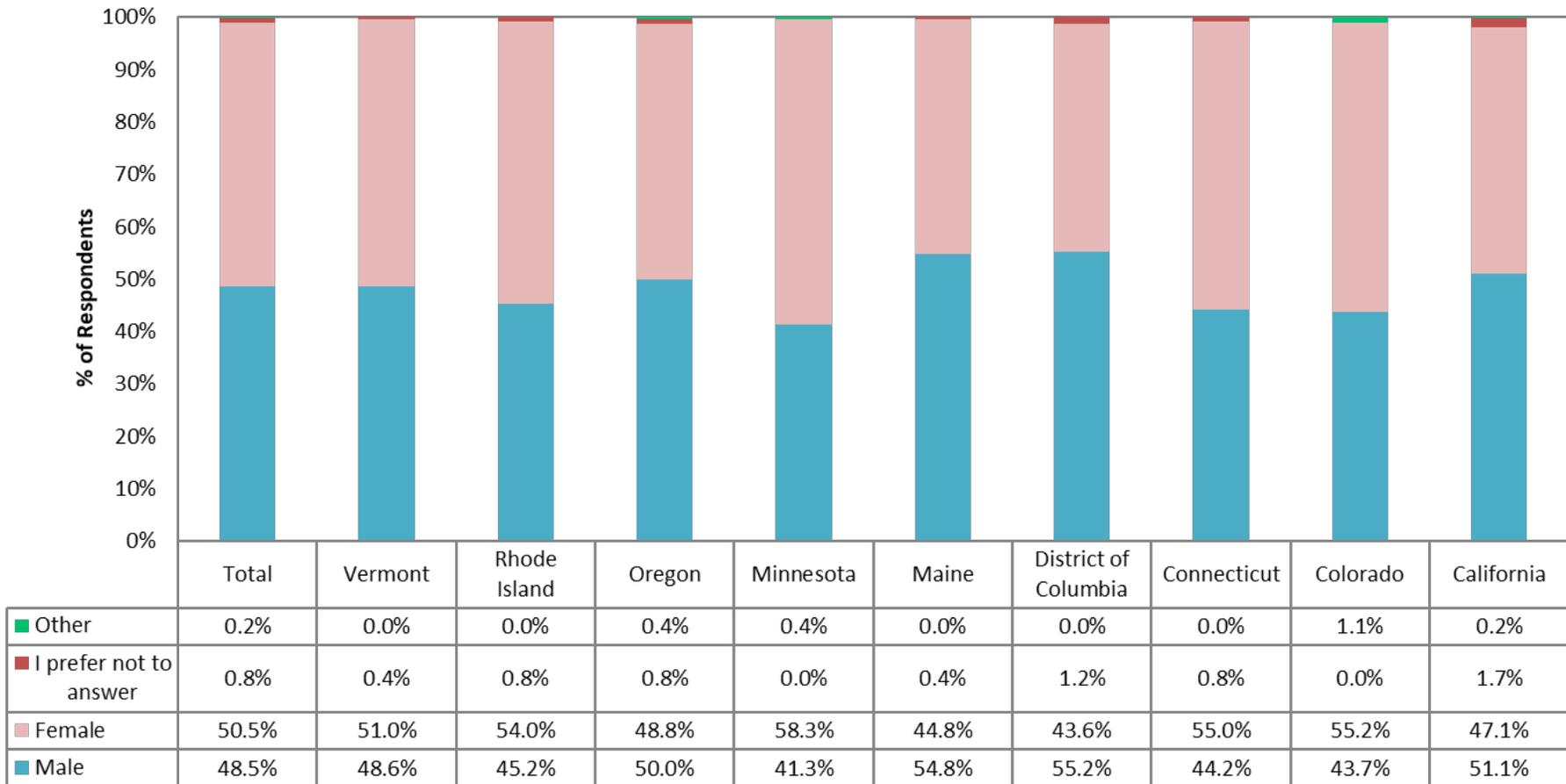


	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
■ I prefer not to answer	0.7%	0.8%	0.8%	0.8%	0.4%	0.0%	1.2%	0.4%	0.0%	1.3%
■ 61+	21.3%	32.7%	24.0%	18.8%	19.1%	22.0%	12.4%	23.1%	20.1%	20.5%
■ 51-60	22.3%	23.5%	20.4%	22.0%	20.6%	21.6%	20.4%	19.5%	26.2%	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

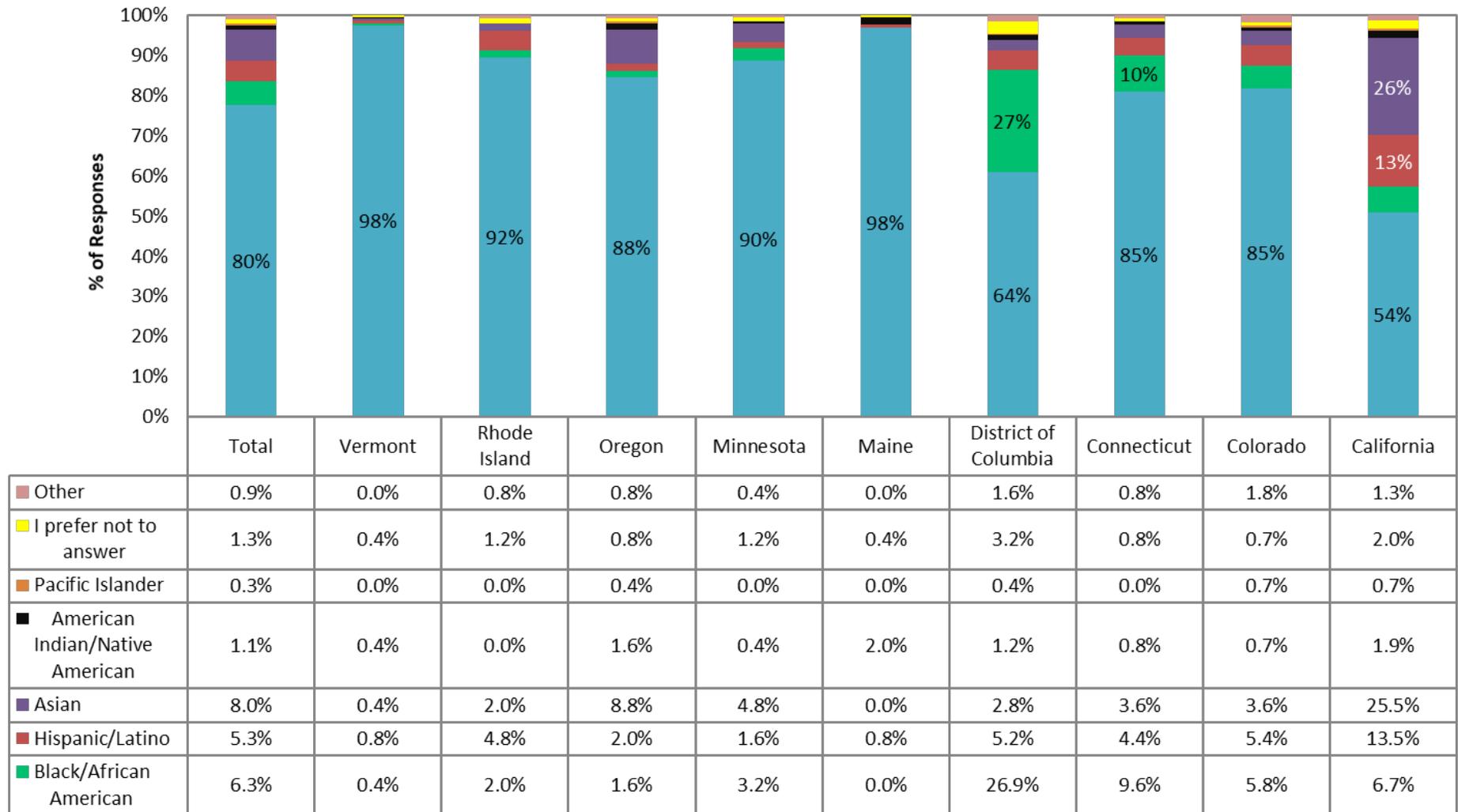


*Other: Gender Neutral

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.

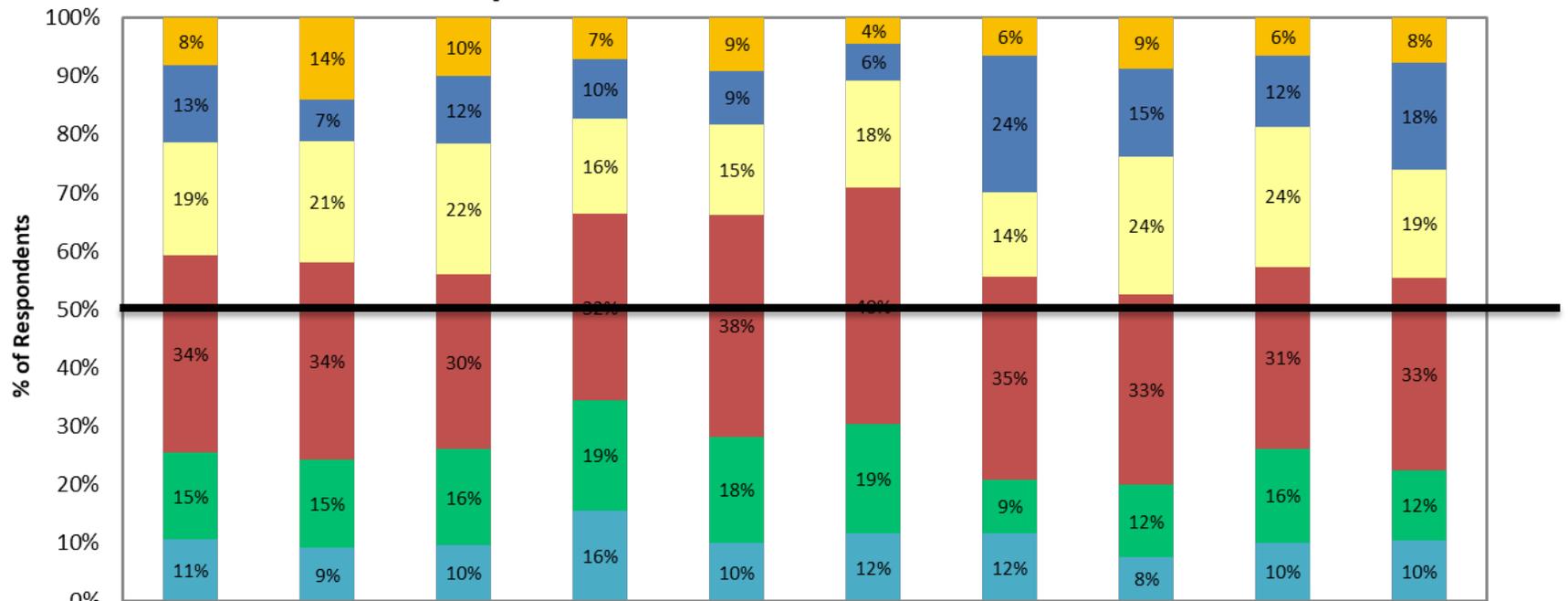
Respondent Ethnicity



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

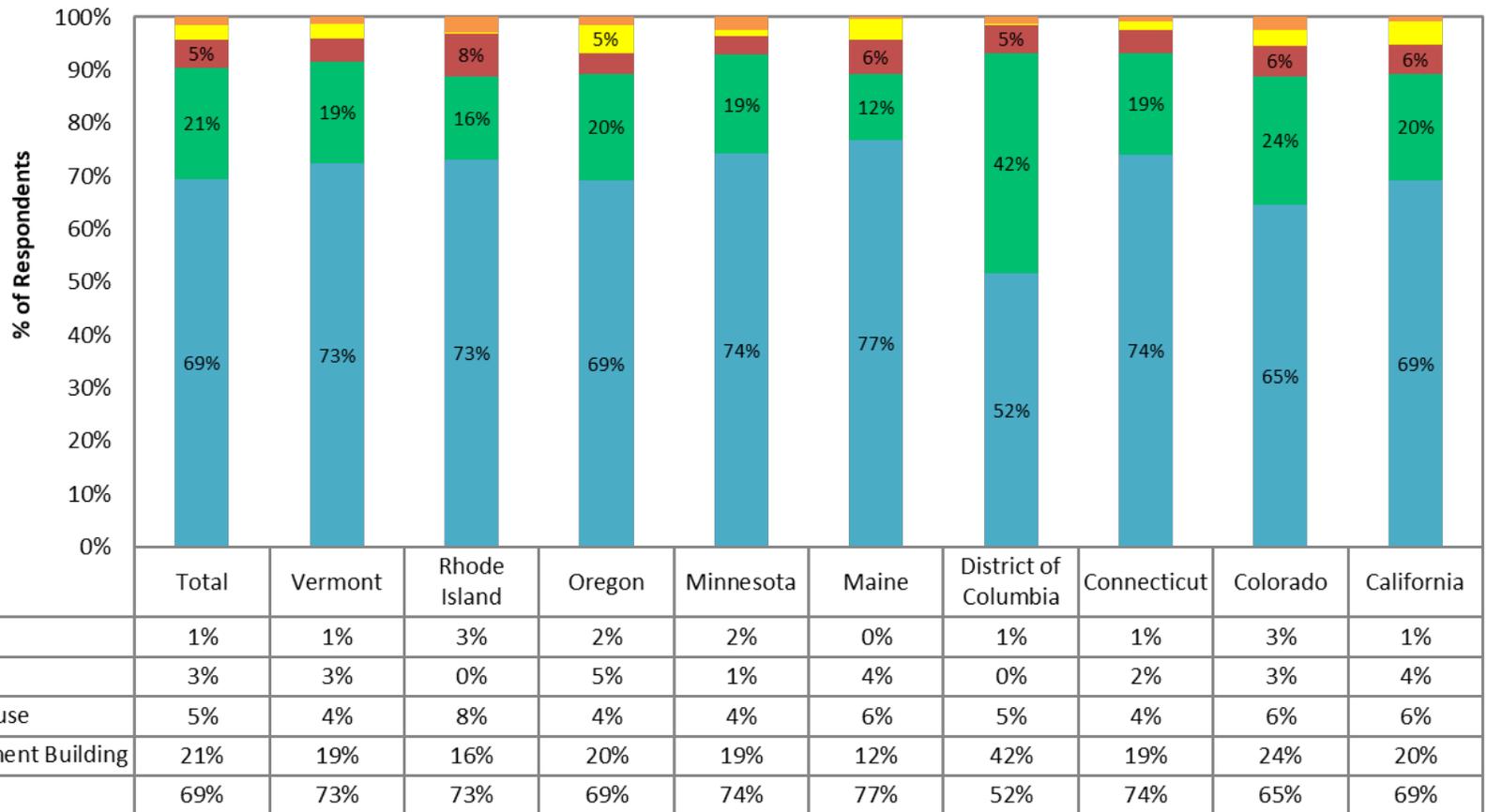


	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
I prefer not to answer	8%	14%	10%	7%	9%	4%	6%	9%	6%	8%
More than \$150,000	13%	7%	12%	10%	9%	6%	24%	15%	12%	18%
\$100,000 to \$149,000	19%	21%	22%	16%	15%	18%	14%	24%	24%	19%
\$50,000 to \$99,999	34%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

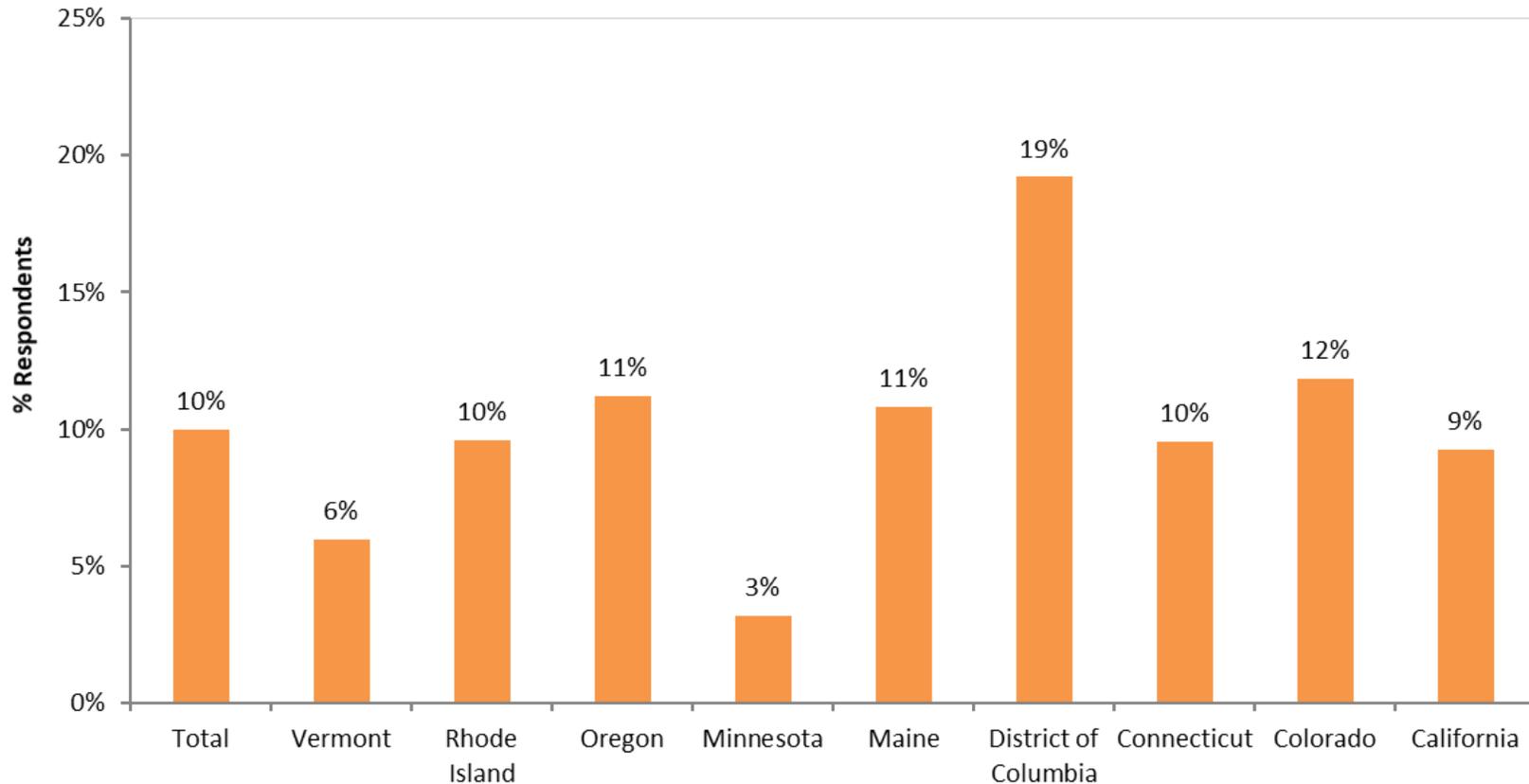


*Other: Townhome, Rent a Single Room, Dorm, Modular Home, Senior Home

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)?



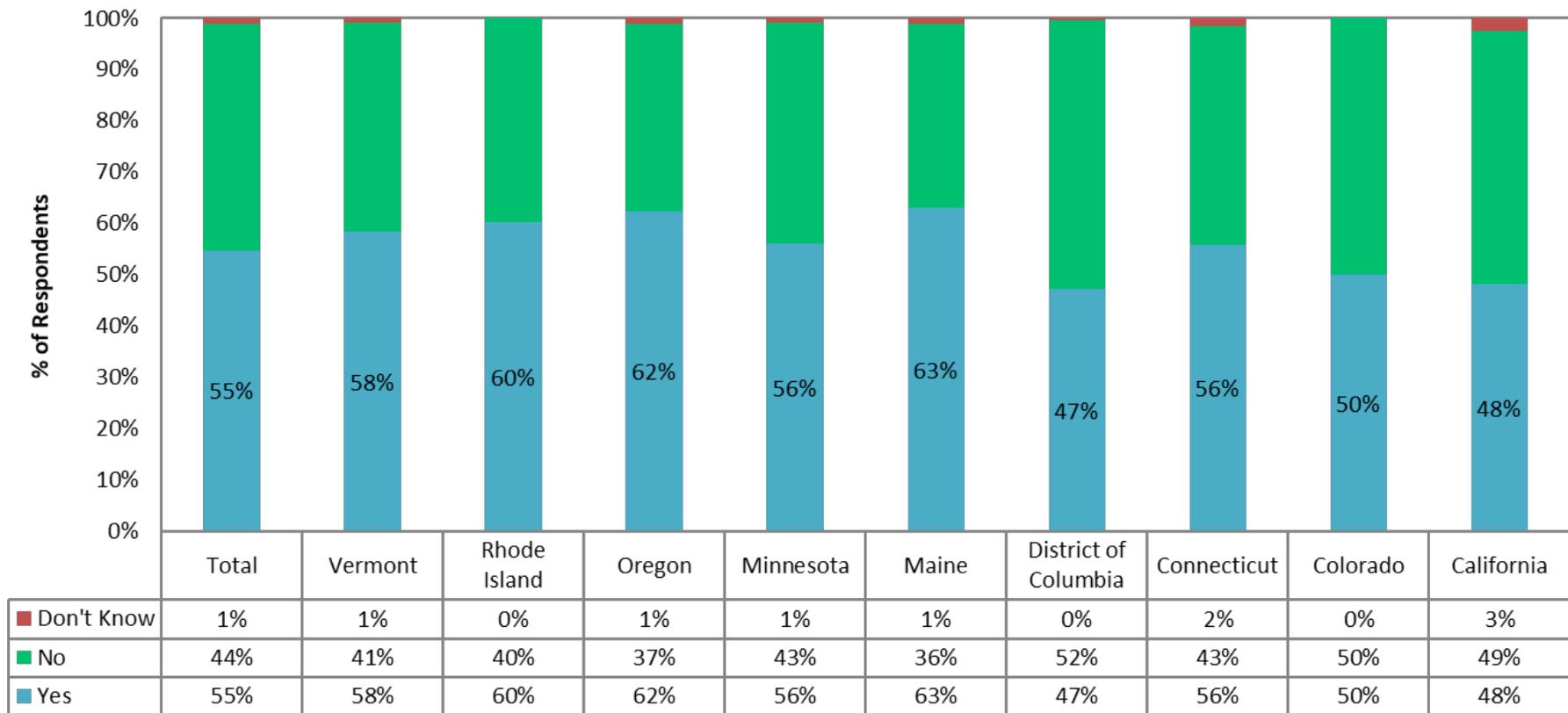
CONSUMER BEHAVIOR PAINT PURCHASING AND DISPOSAL

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*?

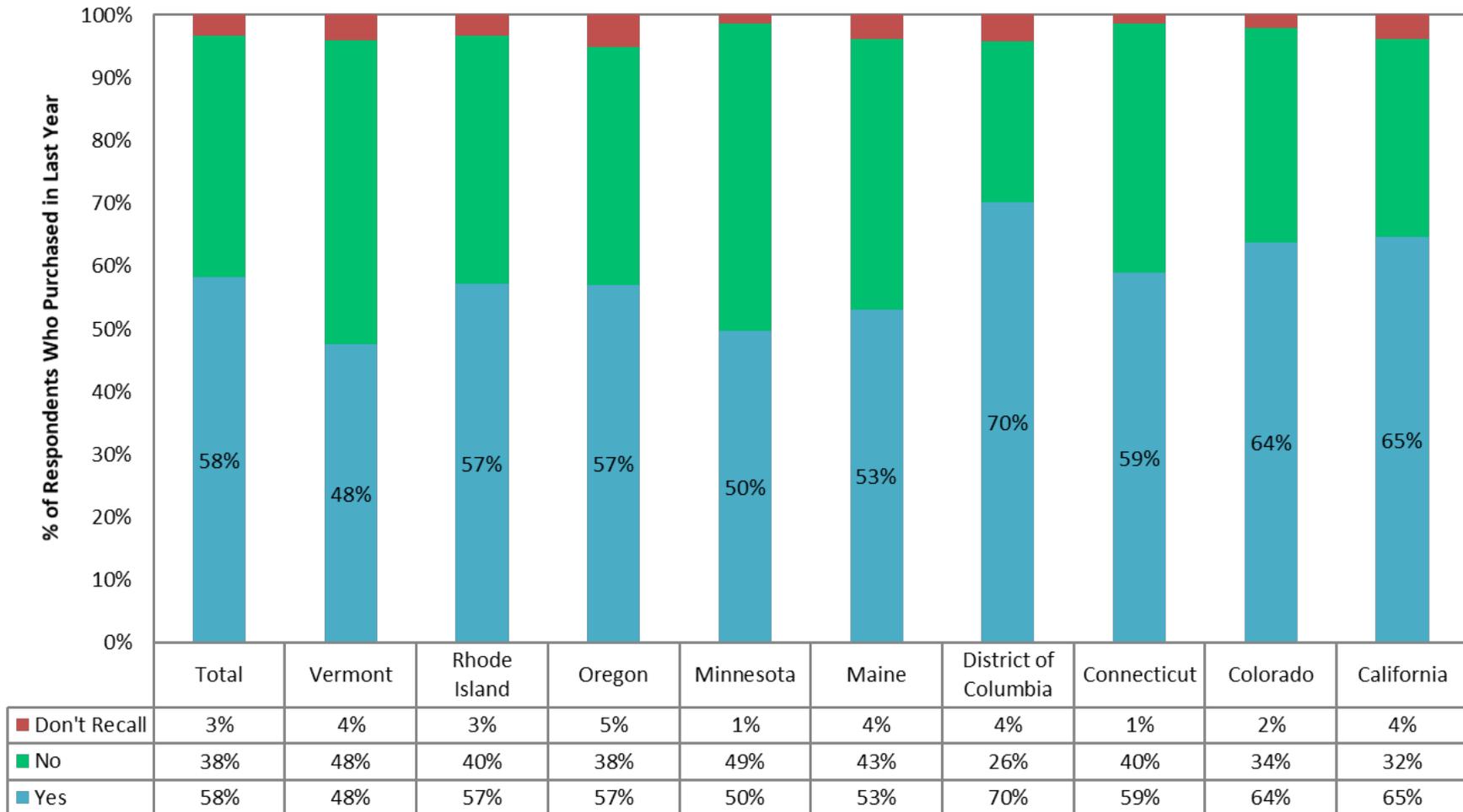
**For the purposes of this question, "paint" includes primer, interior or exterior house paint, stain, deck sealer, and clear finishes like varnish.*



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.

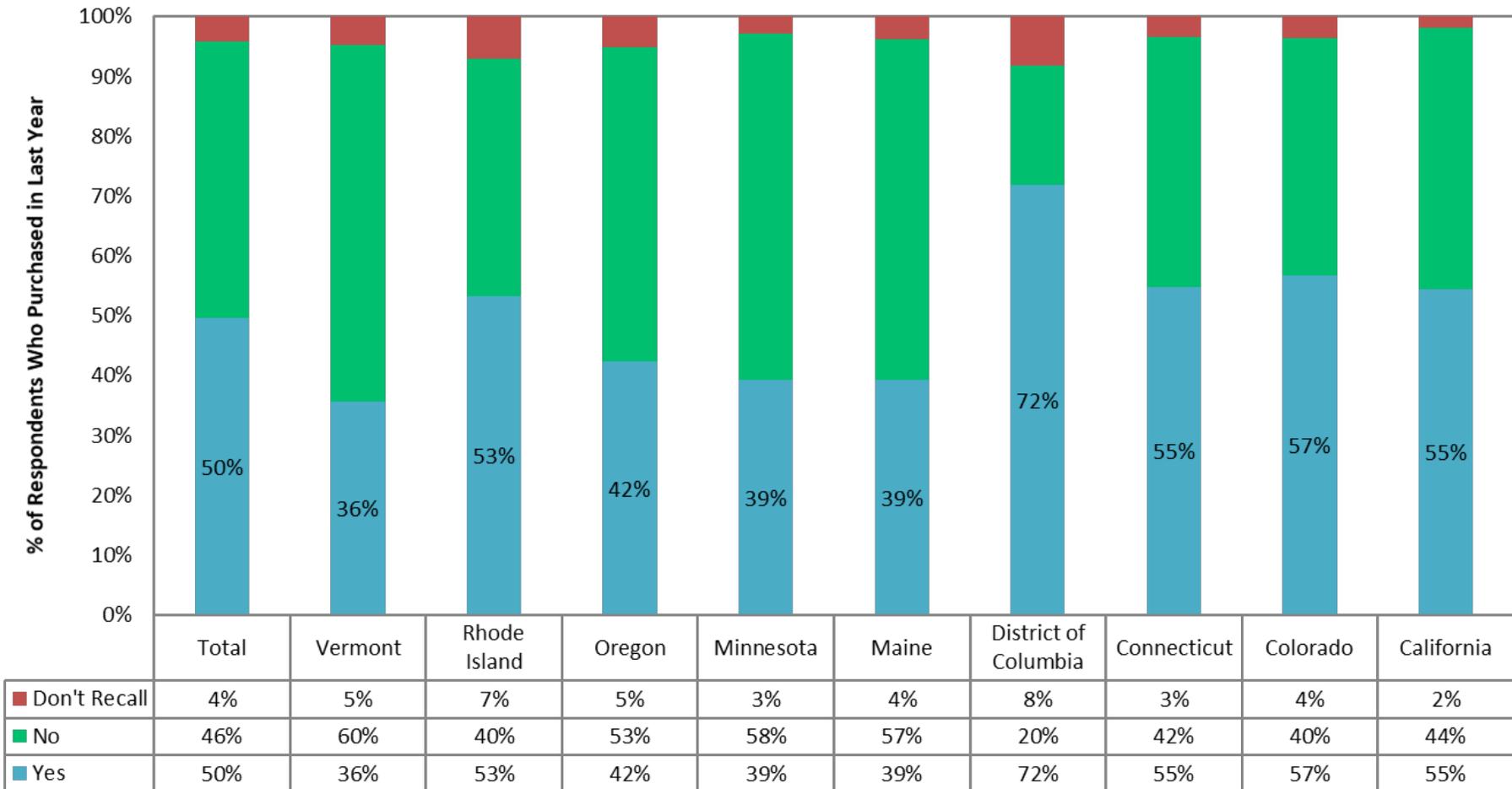
Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed for the project?



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)?

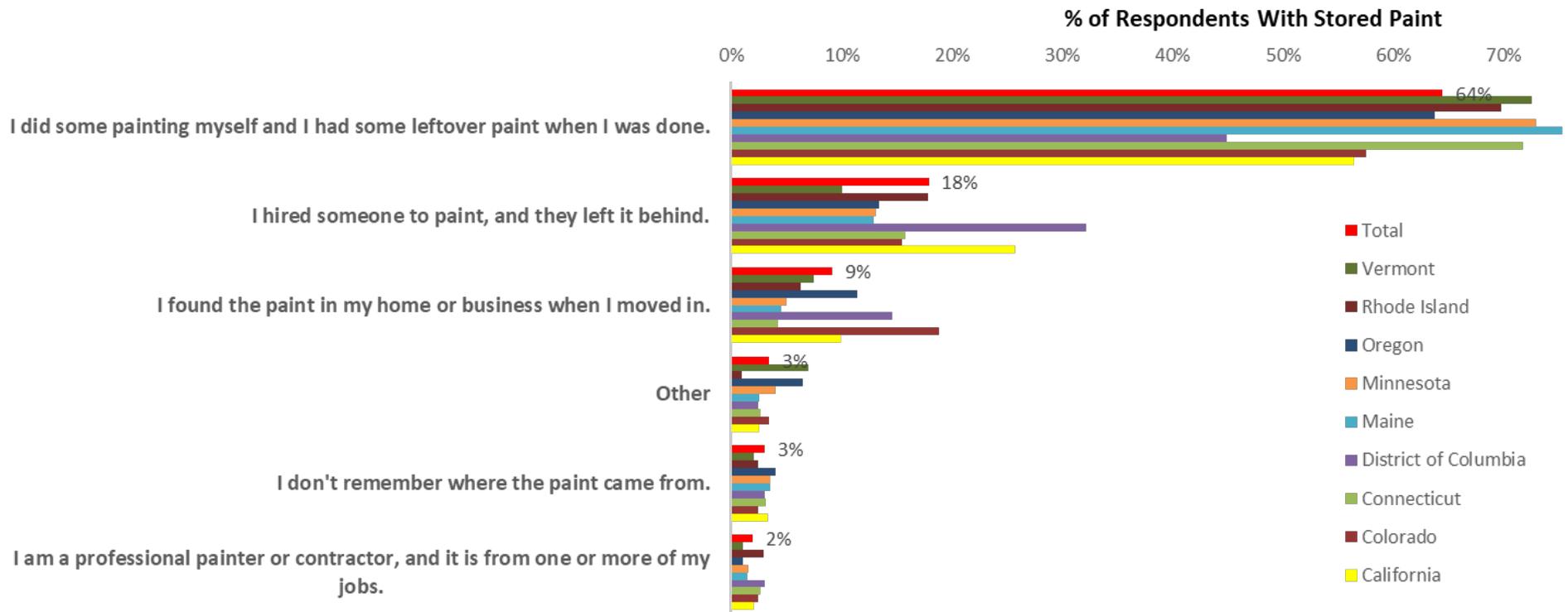


N=2615

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?



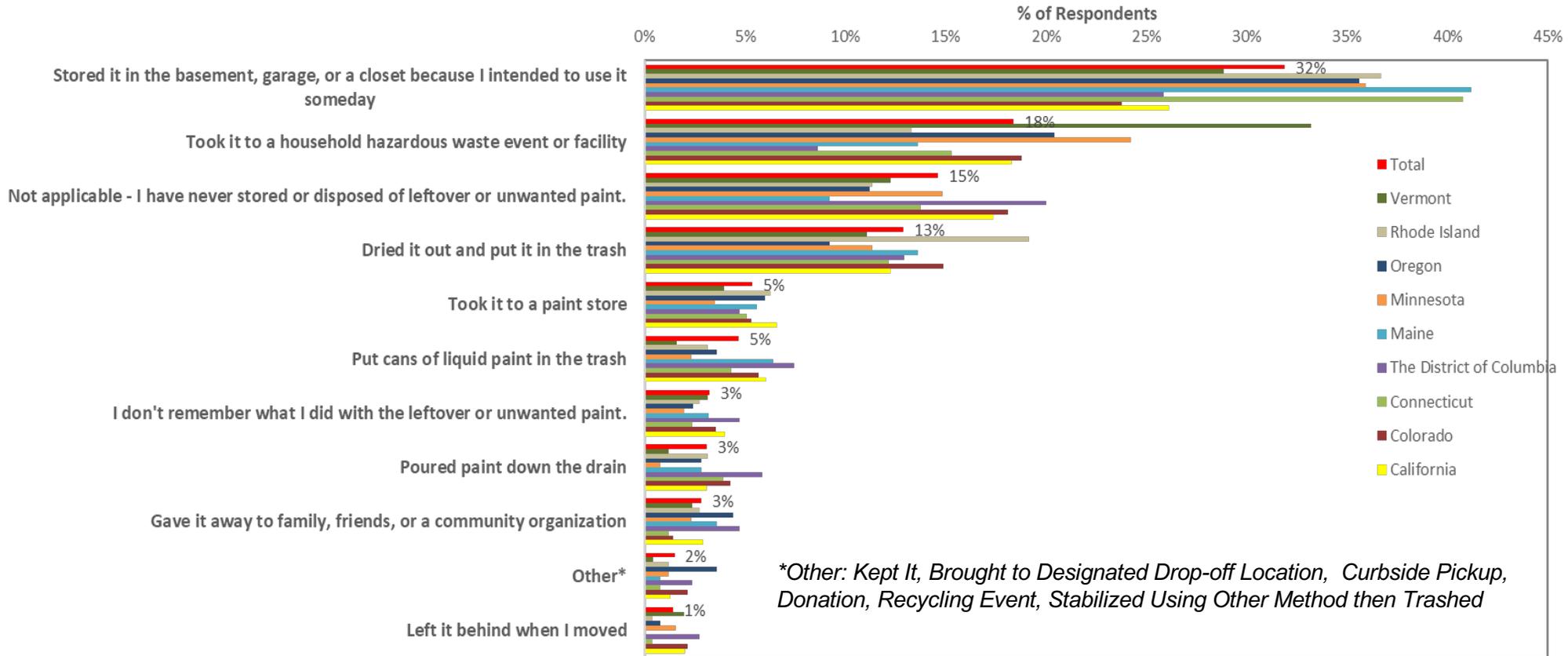
	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
I did some painting myself and I had some leftover paint when I was done.	64%	73%	70%	64%	73%	75%	45%	72%	57%	56%
I hired someone to paint, and they left it behind.	18%	10%	18%	13%	13%	13%	32%	16%	15%	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?



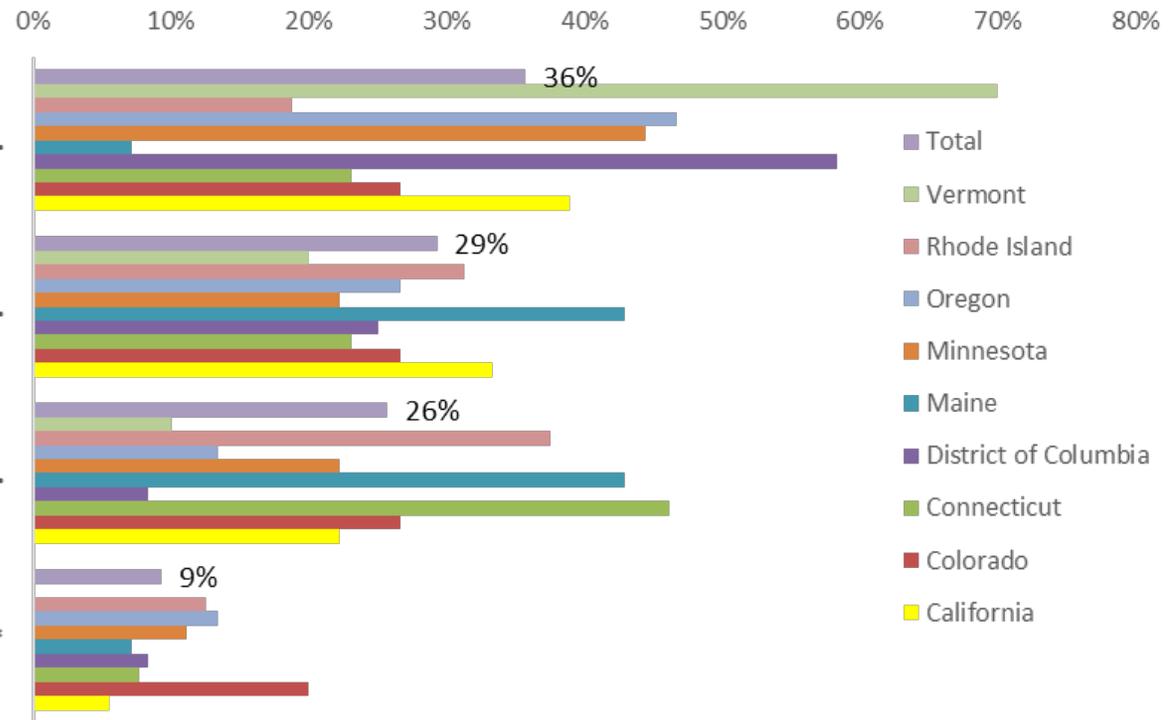
	Total	Vermont	RI	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
Stored it in the basement, garage, or a closet because I intended to use it someday	32%	29%	37%	36%	36%	41%	26%	41%	24%	26%
Took it to a household hazardous waste event or facility	18%	33%	13%	20%	24%	14%	9%	15%	19%	18%
Not applicable - 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



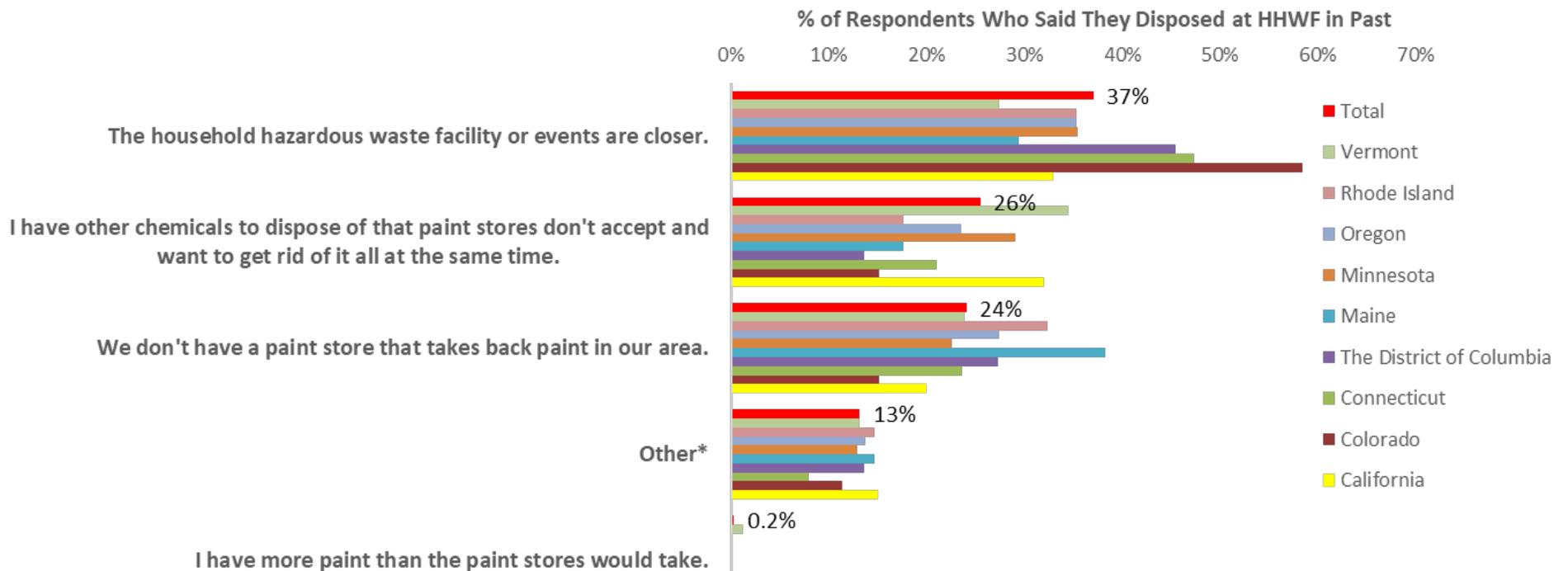
	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
The paint store is close.	36%	70%	19%	47%	44%	7%	58%	23%	27%	39%
Paint stores are open more often.	29%	20%	31%	27%	22%	43%	25%	23%	27%	33%
We don't have a hazardous waste facility or events.	26%	10%	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?

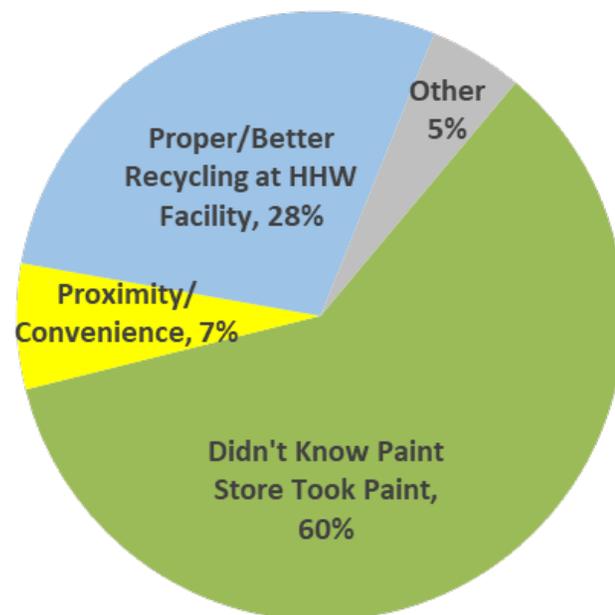


	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
The household hazardous waste facility or events are closer.	37%	27%	35%	35%	35%	29%	45%	47%	58%	33%
I have other chemicals to dispose of that paint stores don't accept and want to get rid of it all 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



N=60

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.

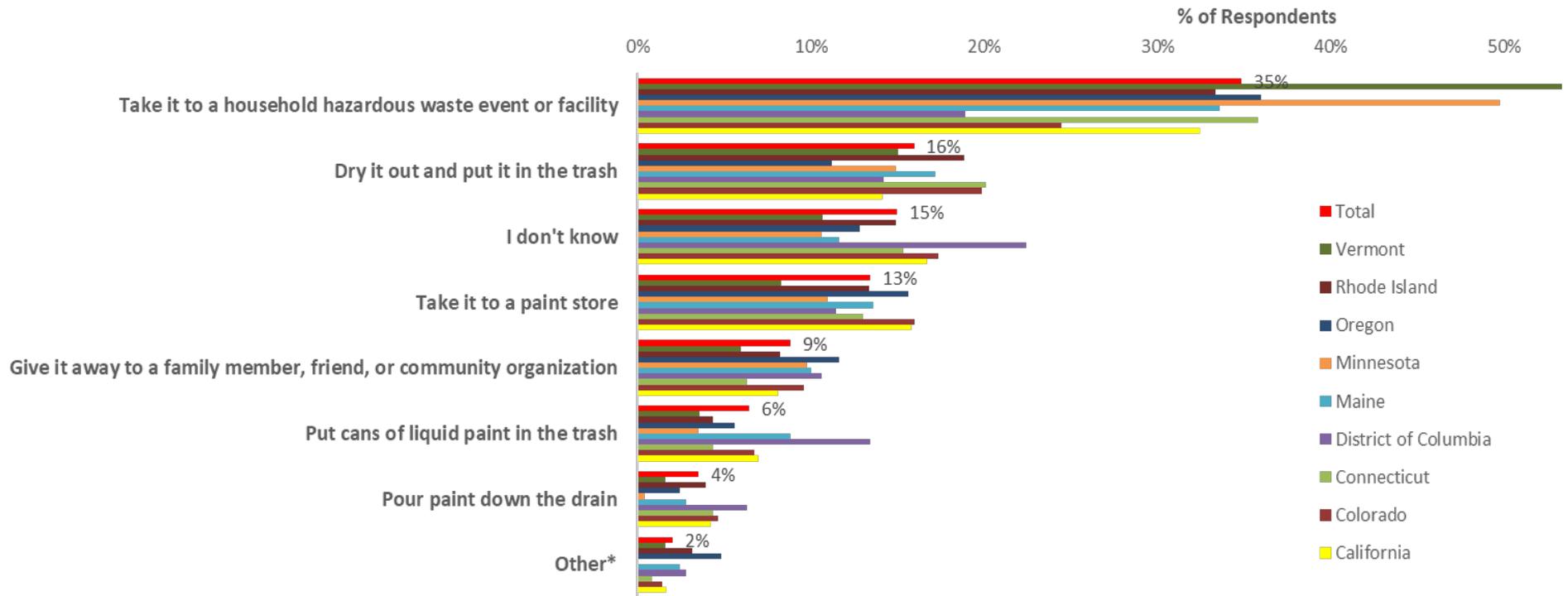
Sample Comments, Proper Recycling

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!

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?

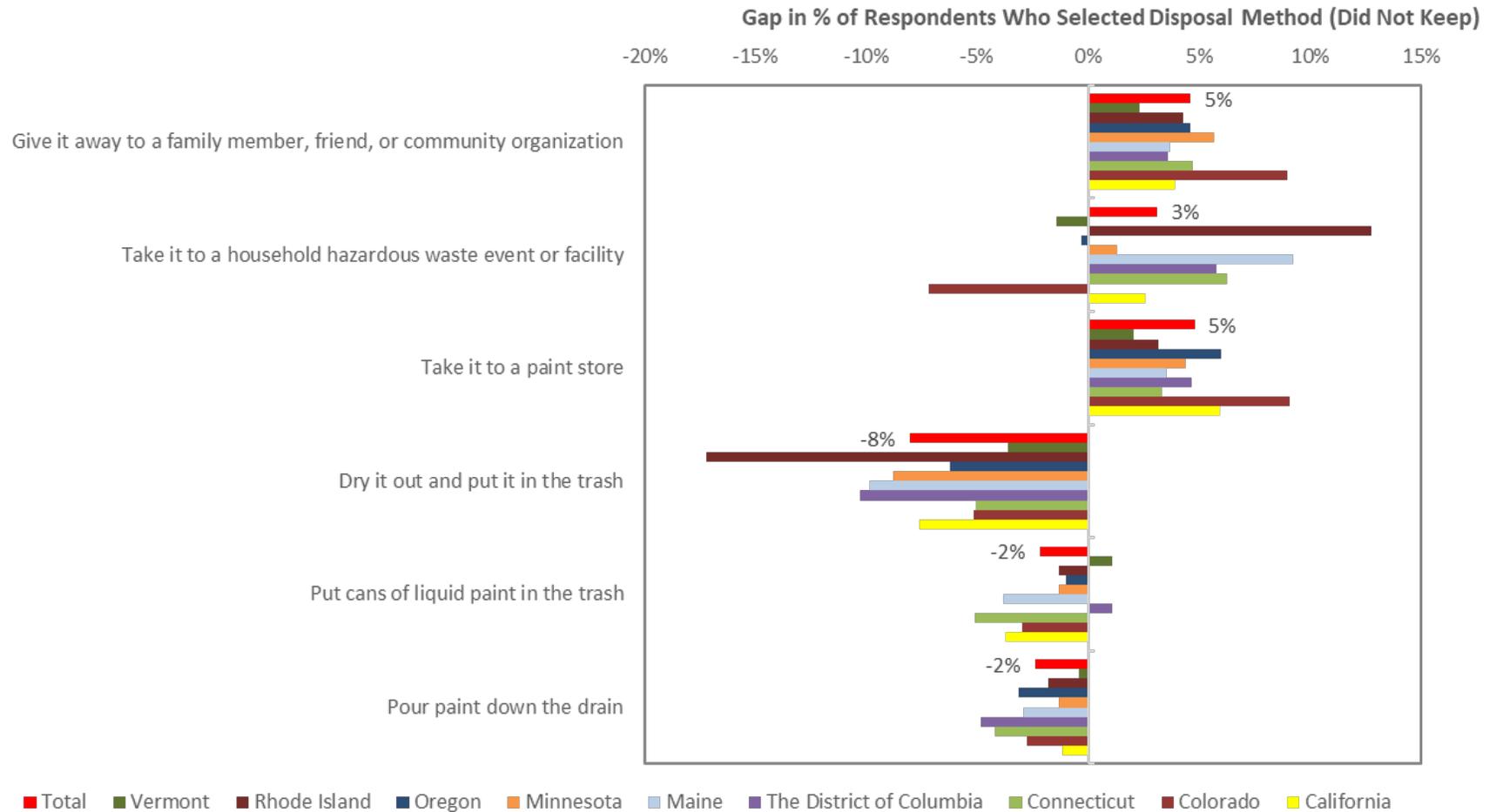


	Total	Vermont	RI	Oregon	Minnesota	Maine	DC	Connecticut	Colorado	California
Take it to a household hazardous waste event or facility	35%	53%	33%	36%	50%	34%	19%	36%	24%	32%
Dry it out and put it in the trash	16%	15%	19%	11%	15%	17%	14%	20%	20%	14%
I don't know	15%	11%	15%	13%	11%	12%	22%	15%	17%	17%
Take 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

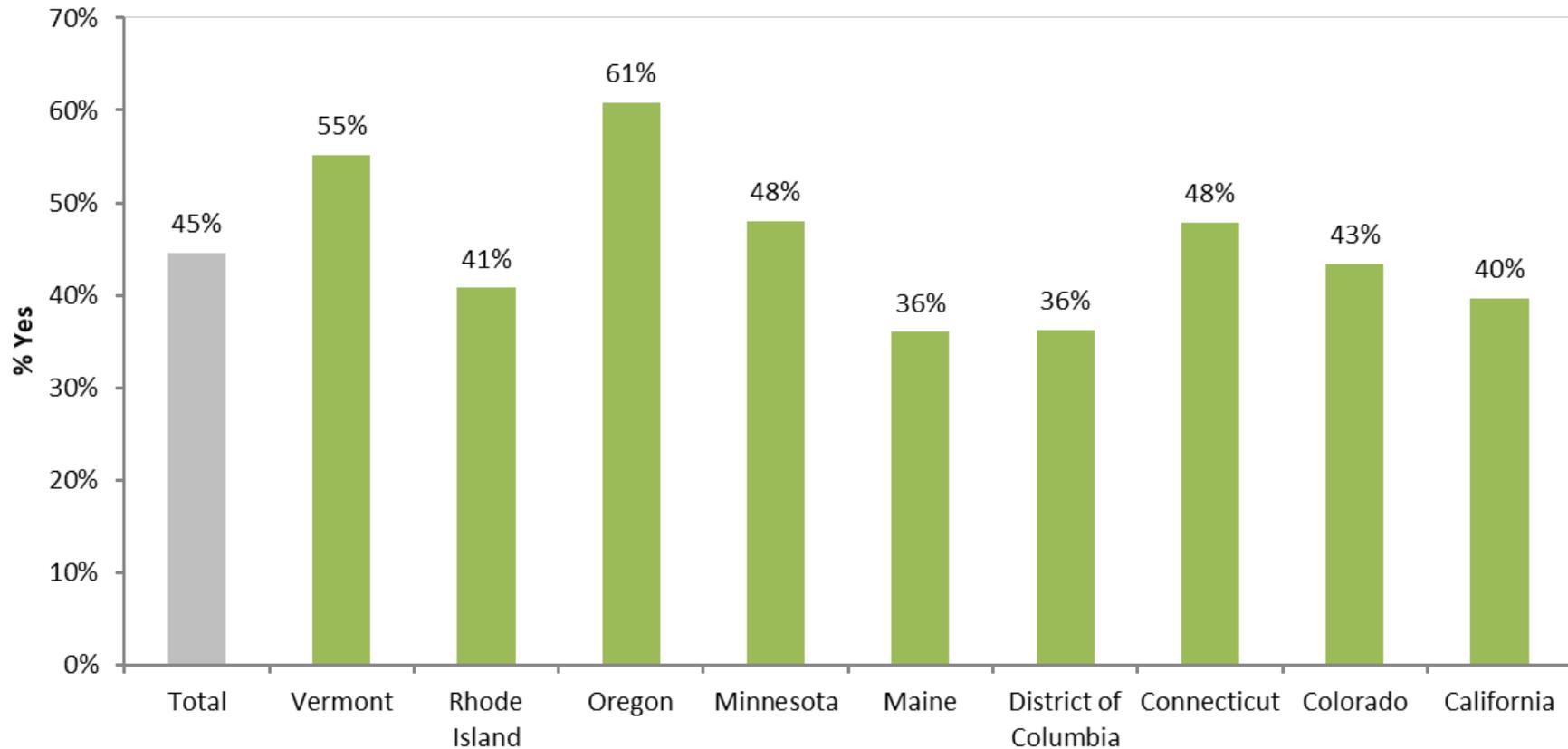


PAINT RECYCLING AWARENESS/ENGAGEMENT

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?

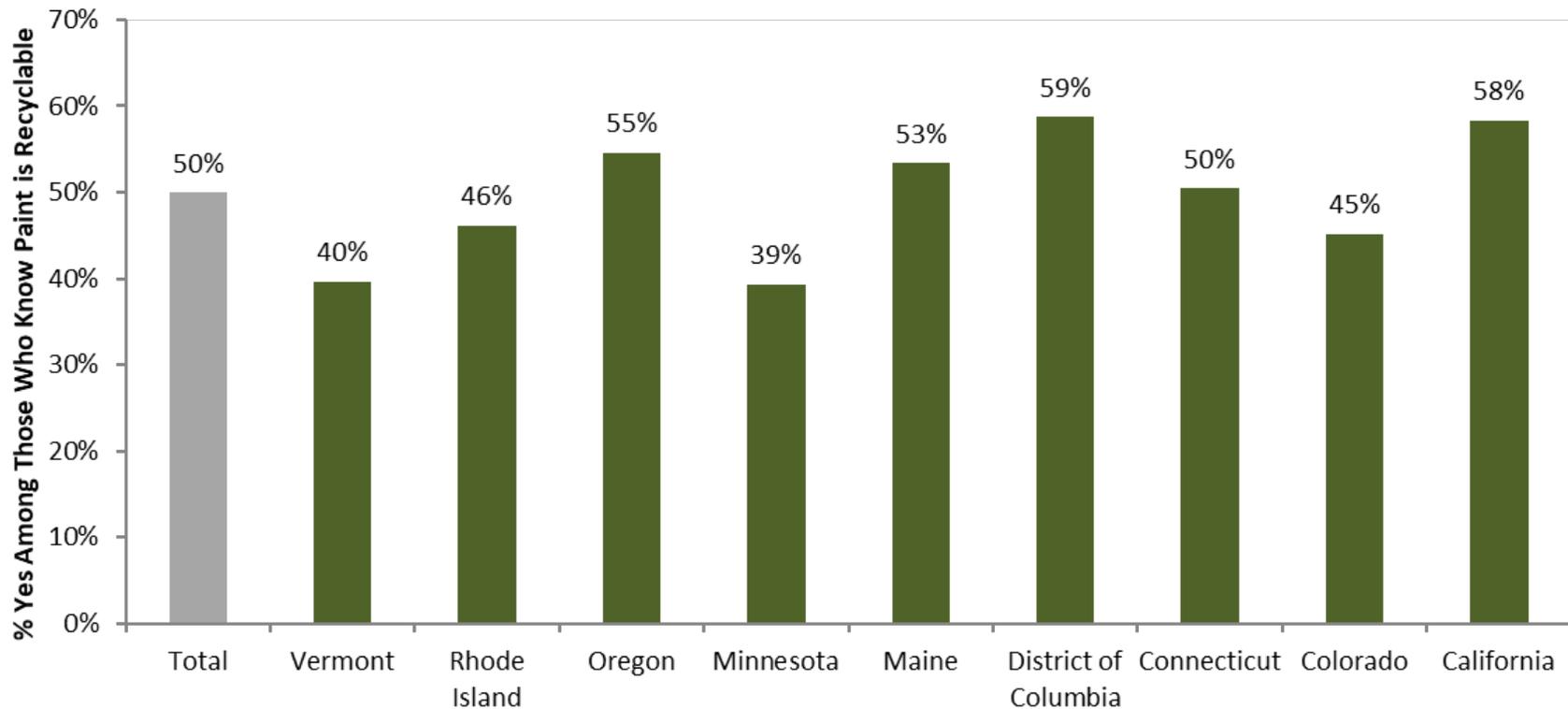


N=2594

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?

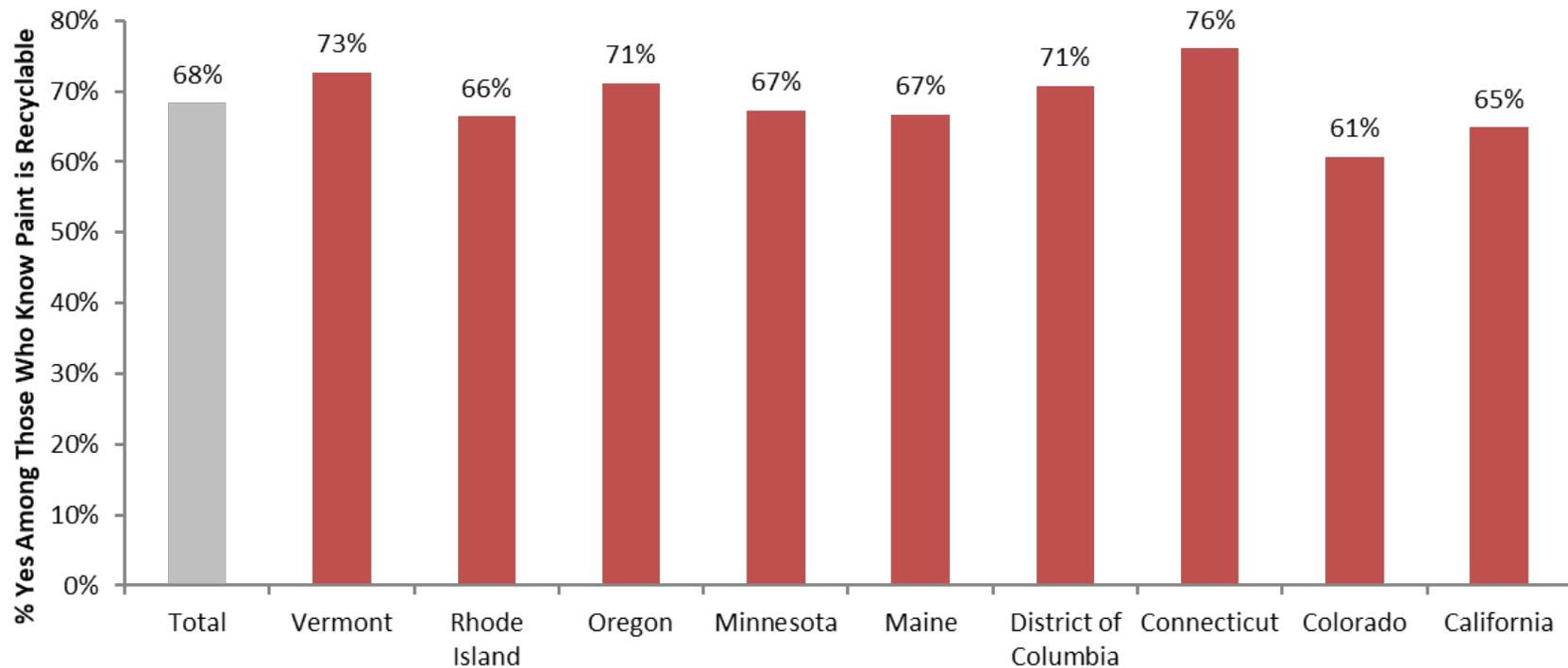


N=1158

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?

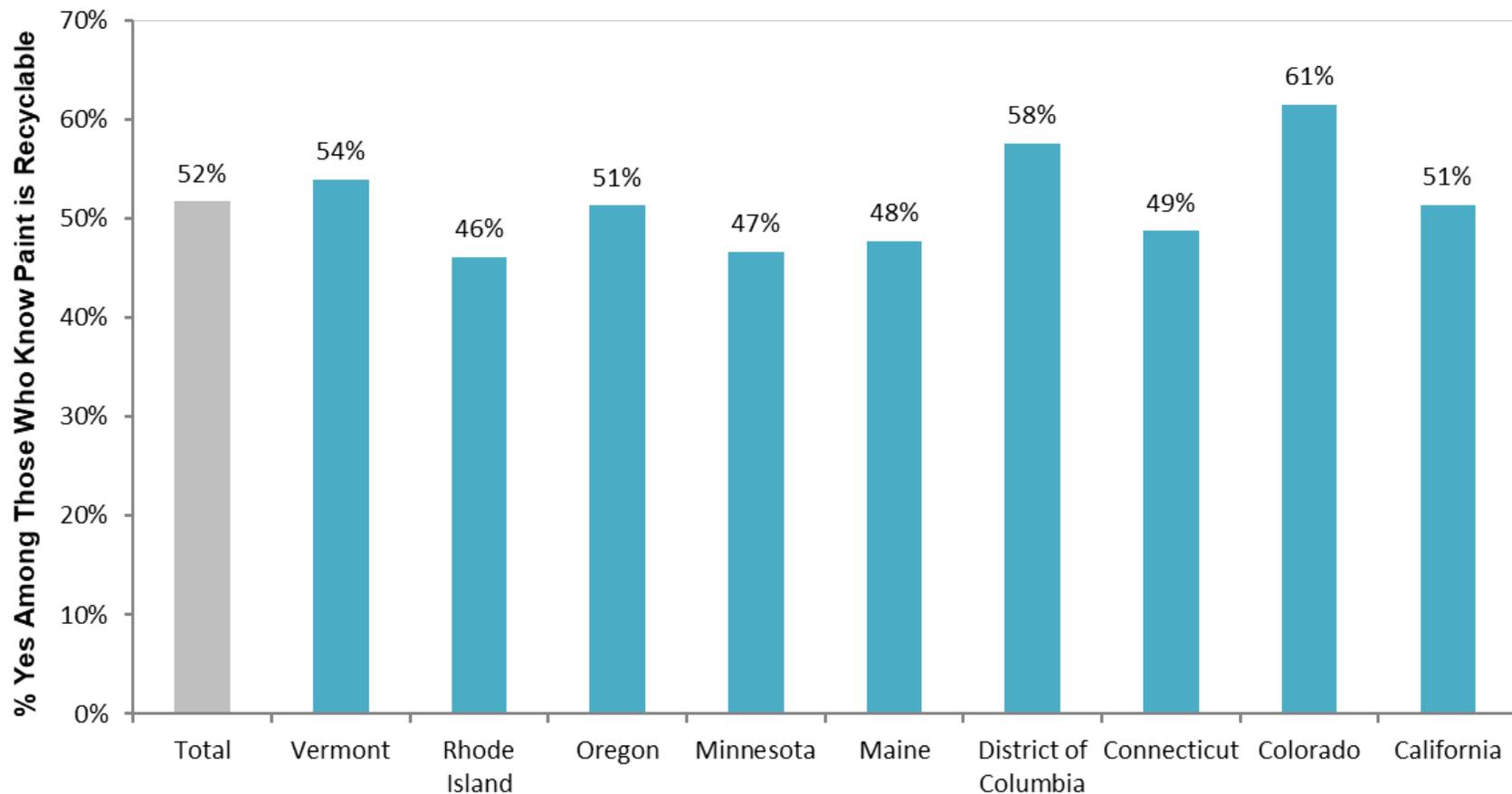


N=1158

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?

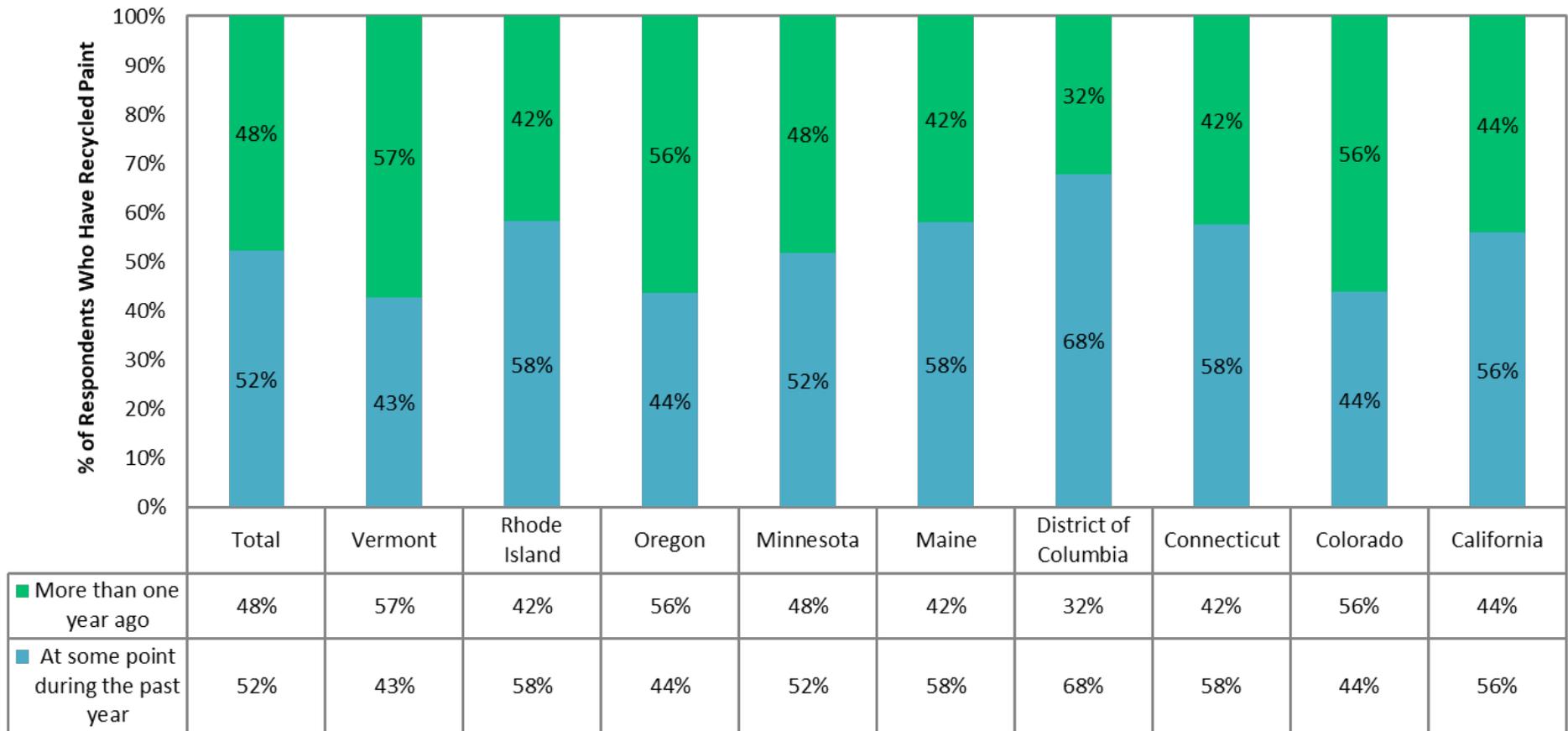


N=1158

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?

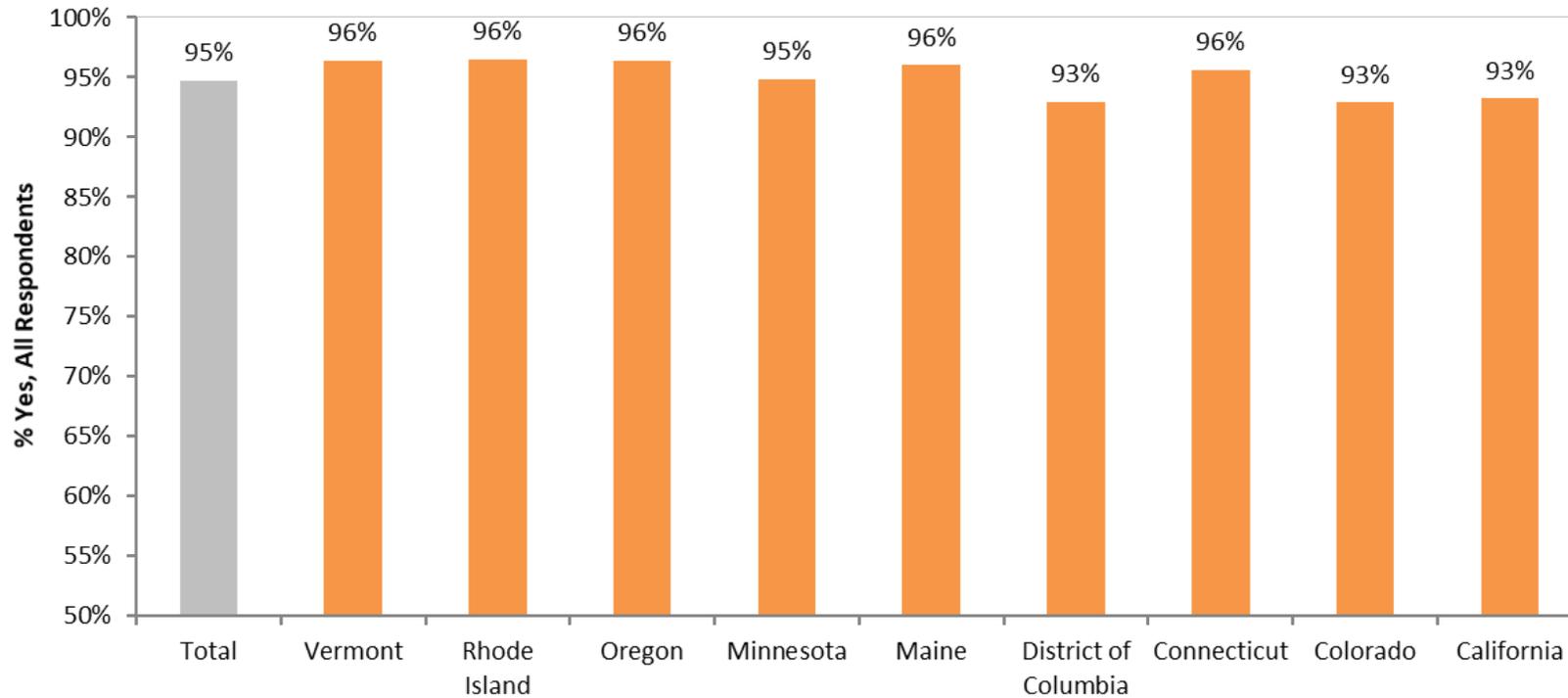


N=598

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

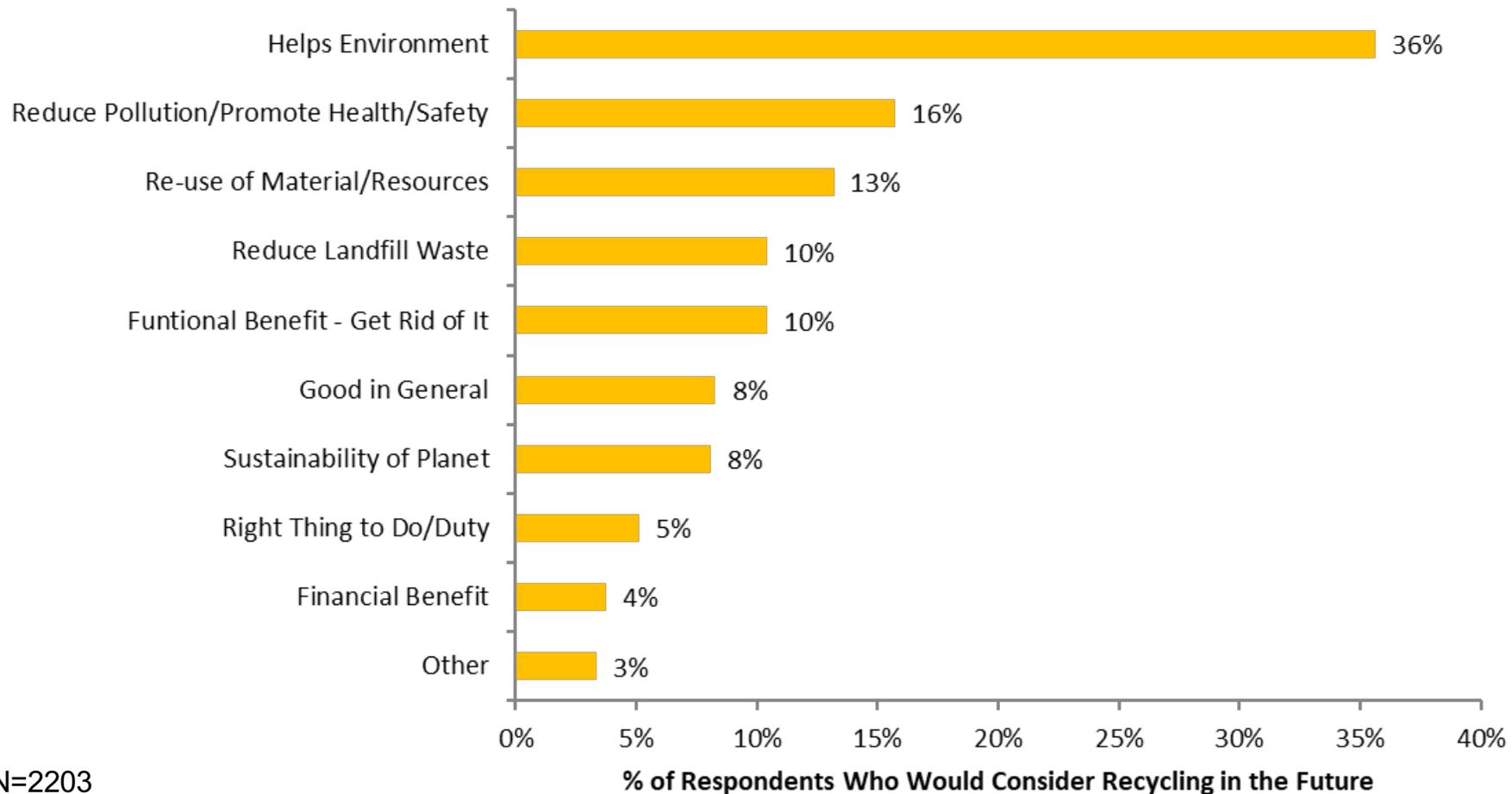
Q18 What would be your personal motivation for recycling your leftover paint in the future?

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

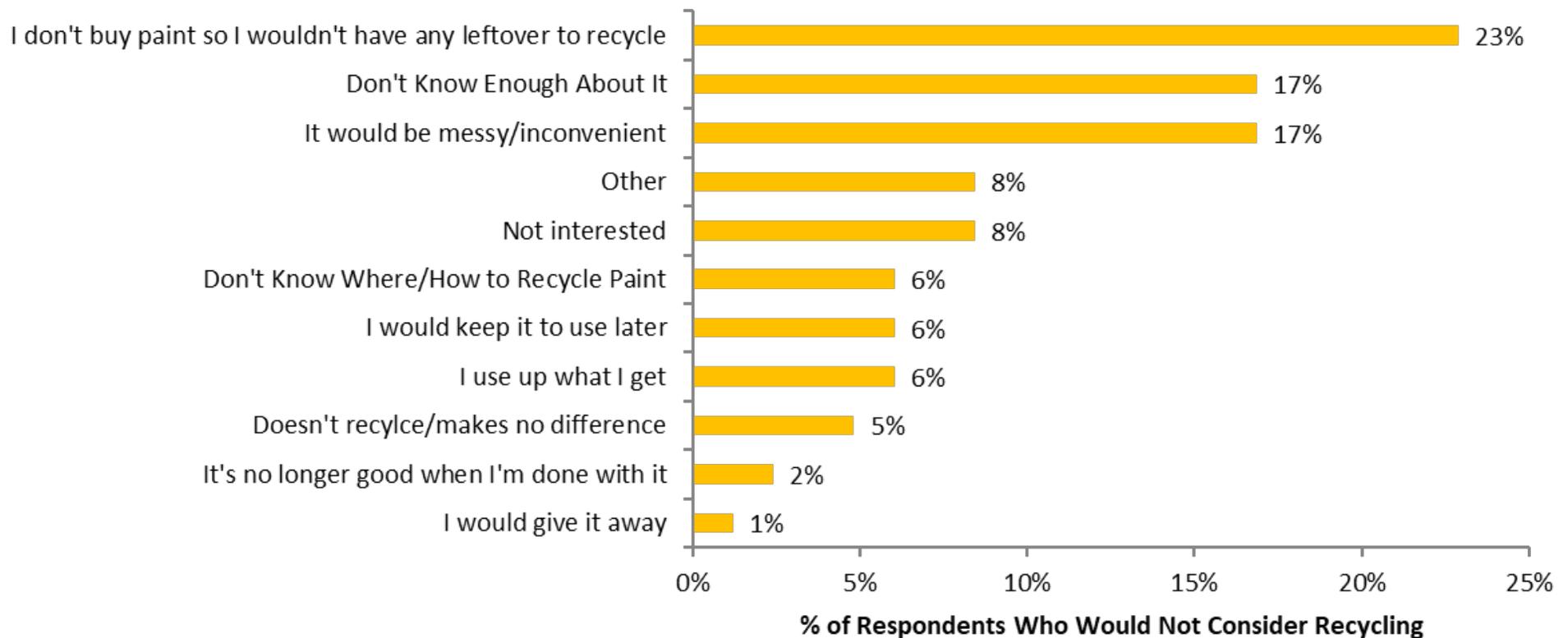
Right Thing to Do/Duty
It is the right thing to do.
It's just the proper thing to do (as opposed to throwing it out)
Just seems like the right thing to do
Seems better than trashing it.
Responsible disposal
do my npart for recycling
Right thing to do
Not being a jerk

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

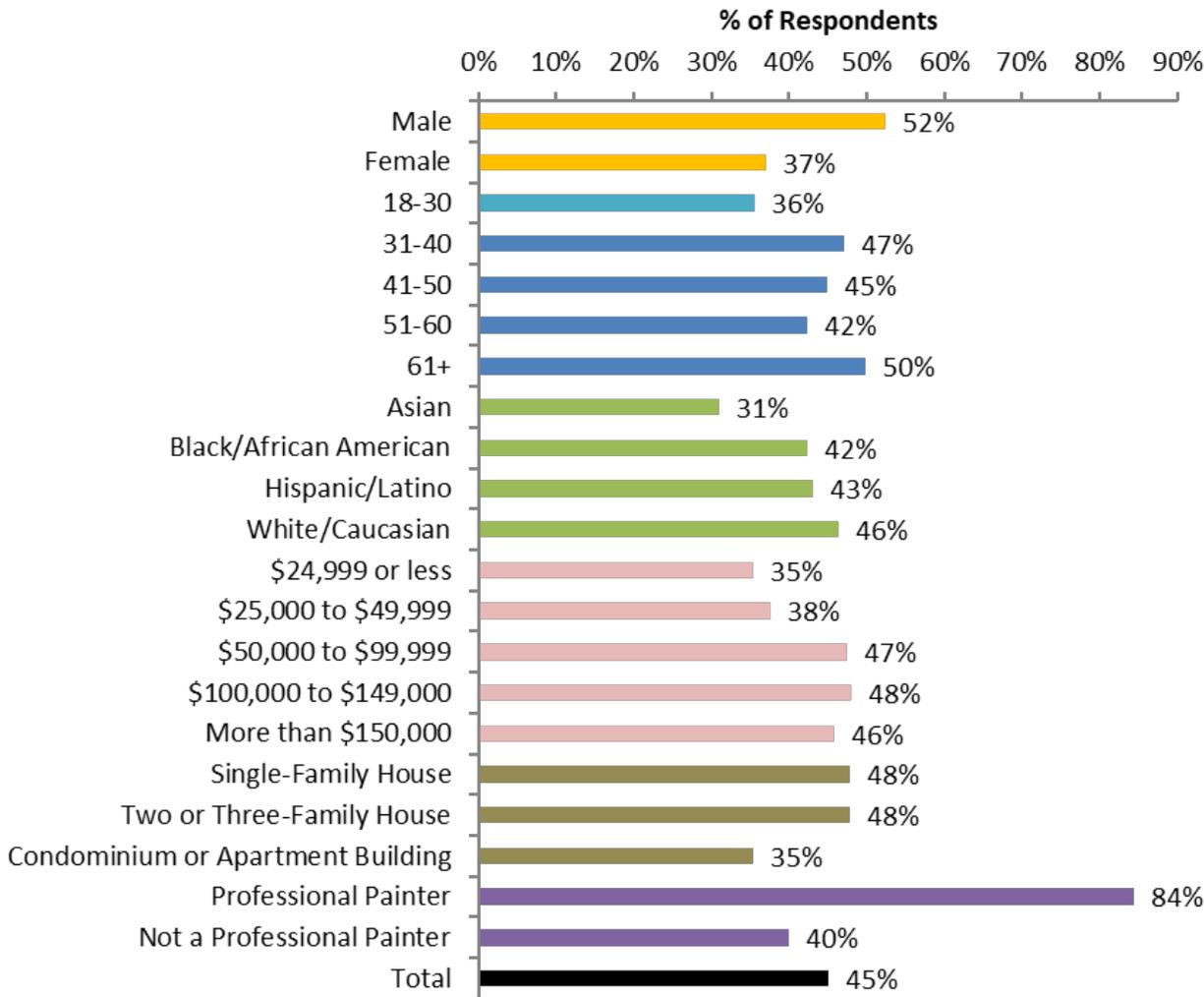
Income

Dwelling Type

Profession

Cross-Tabulations on Key Performance Indices

Knew Paint Was Recyclable

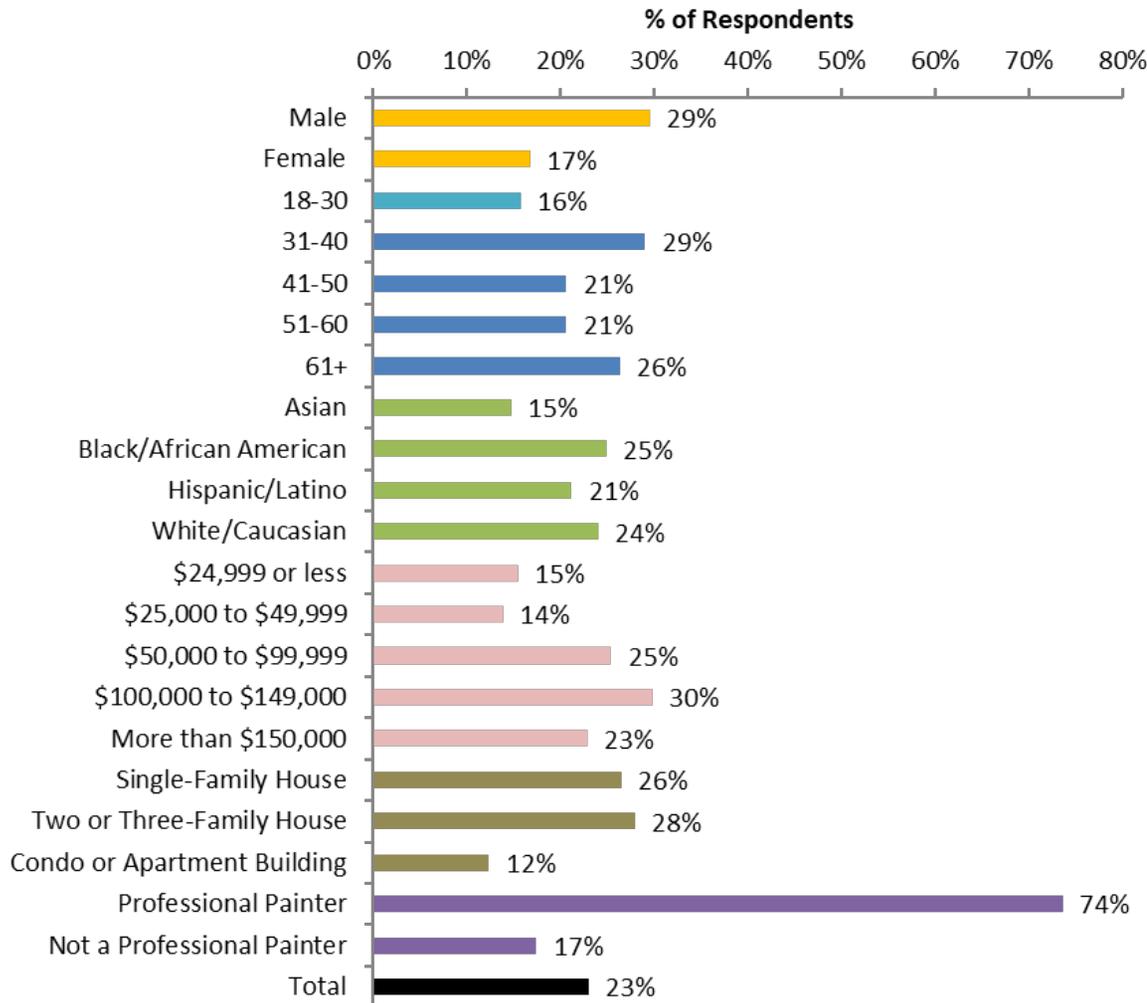


- ❖ Significantly fewer women know that paint can be recycled than men.
- ❖ The youngest respondents were least knowledgeable; differences were not significant over 30.
- ❖ Asians were least familiar with paint recycling; all other ethnicities were similar.
- ❖ Those with incomes \$50K or higher were 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)

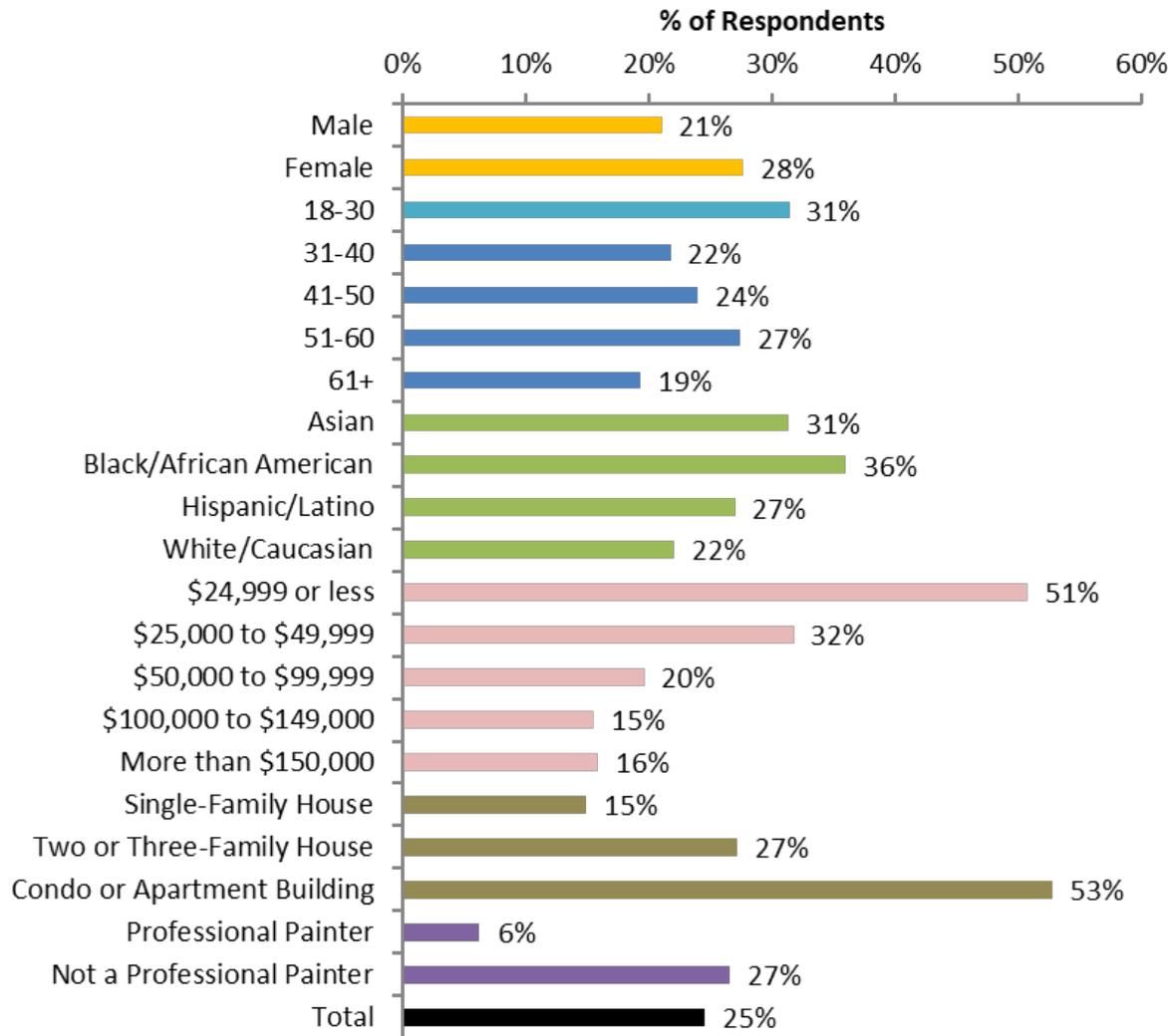


- ❖ Women recycle at a much lower rate than men.
- ❖ Senior citizens and those between 31-40 have recycled paint more often than in other age ranges.
- ❖ Asians recycle less often than in other ethnic groups.
- ❖ Generally, those with greater than \$50K annual income recycle paint more often than those 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.

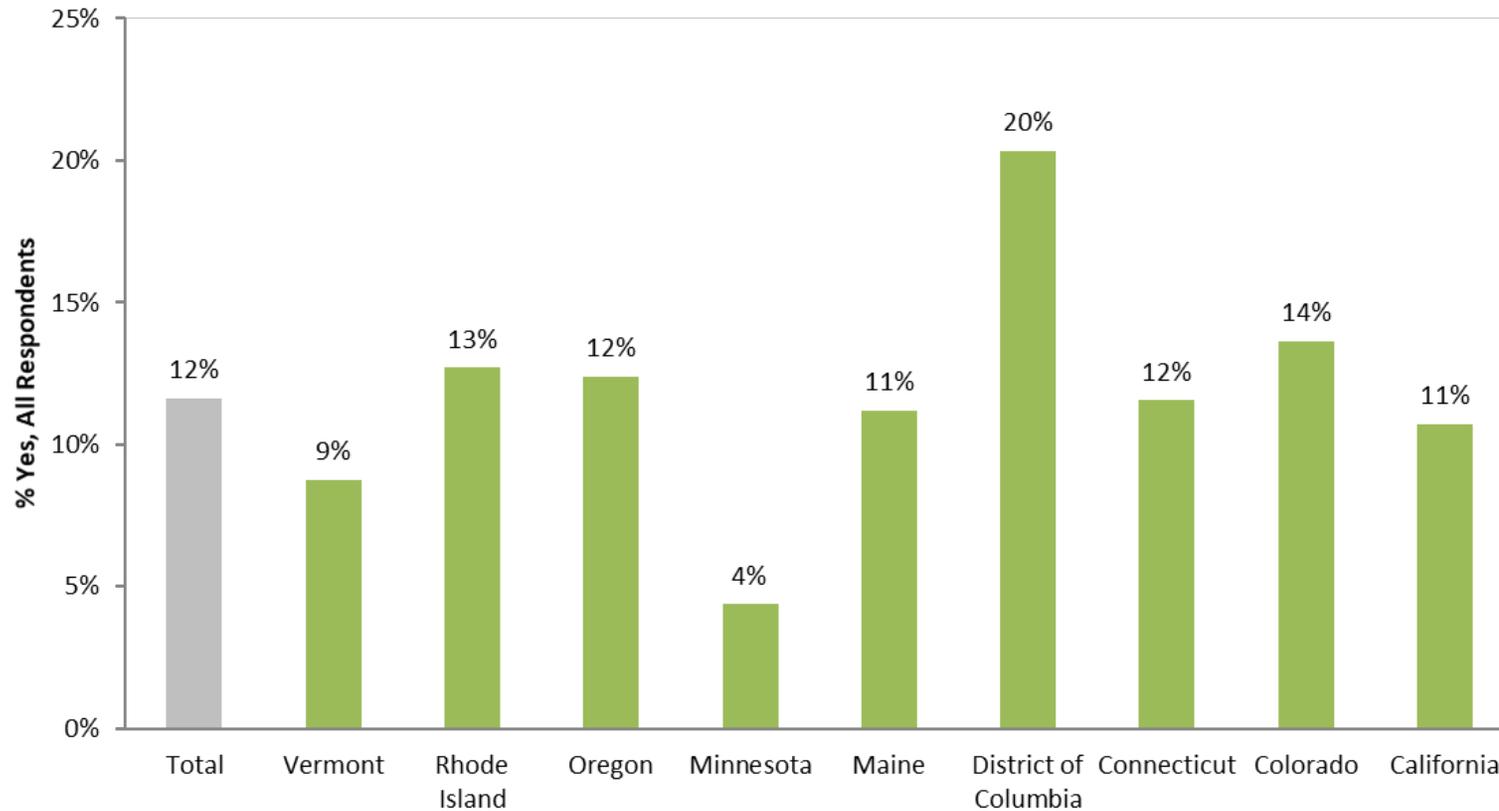
N=range from 136 to 2318 by category

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?

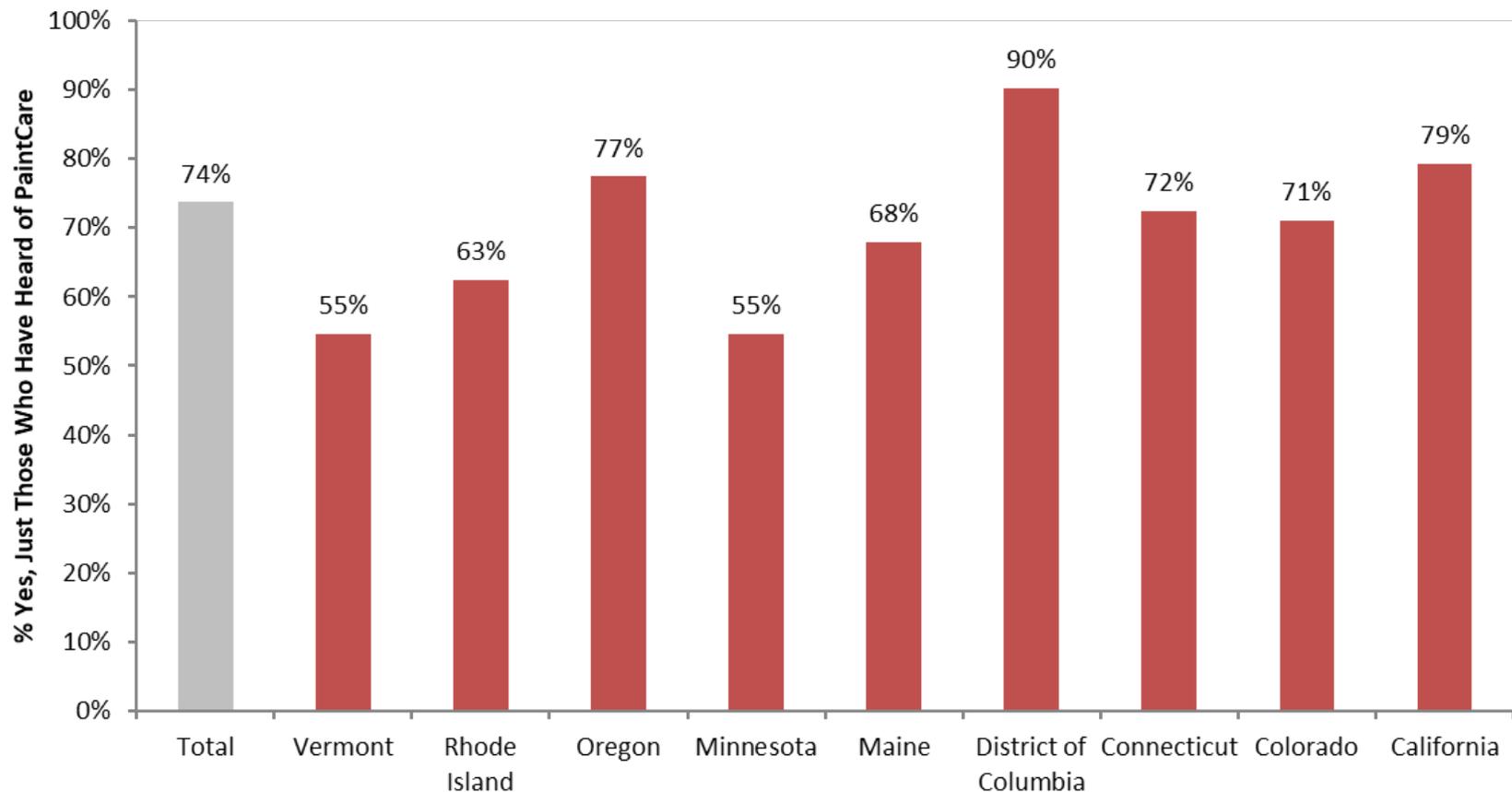


N=2578

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?

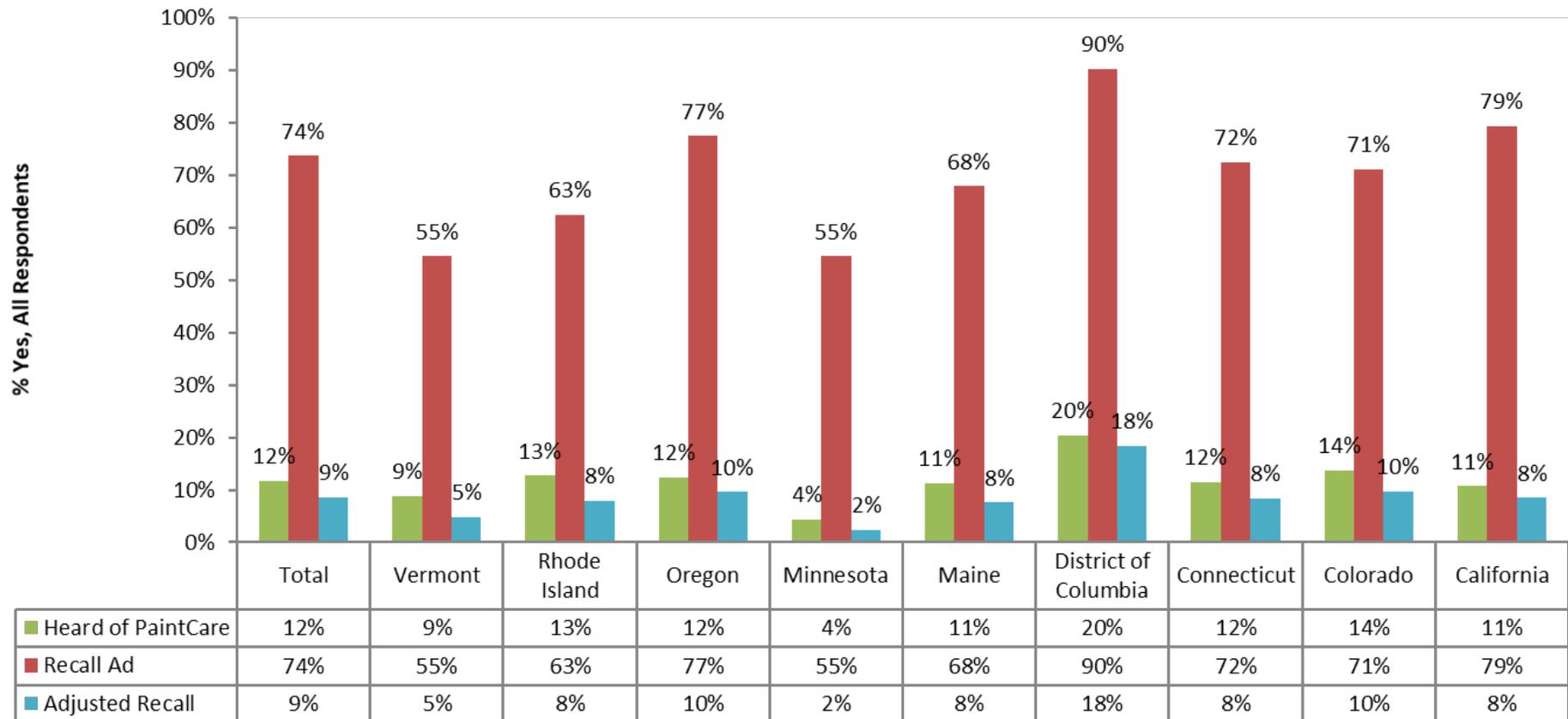


N=300

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

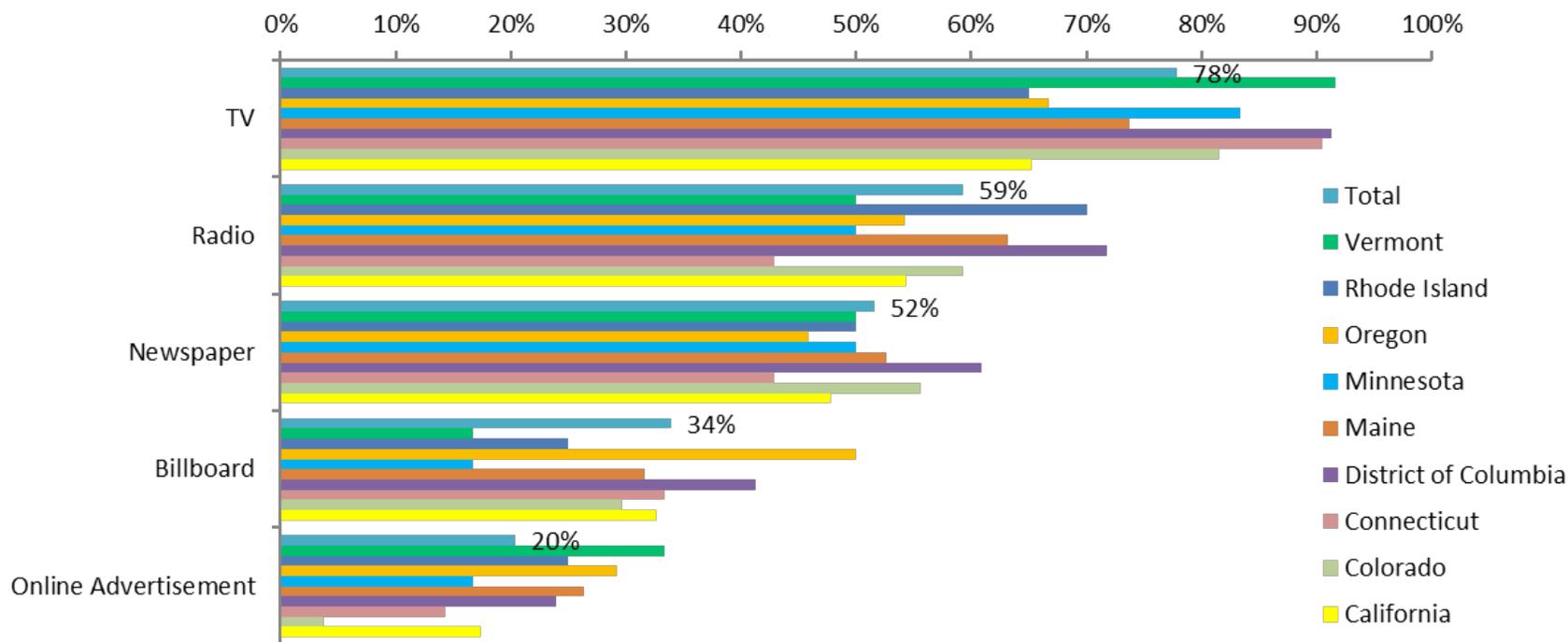


Ad Recall Types

- ❖ 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

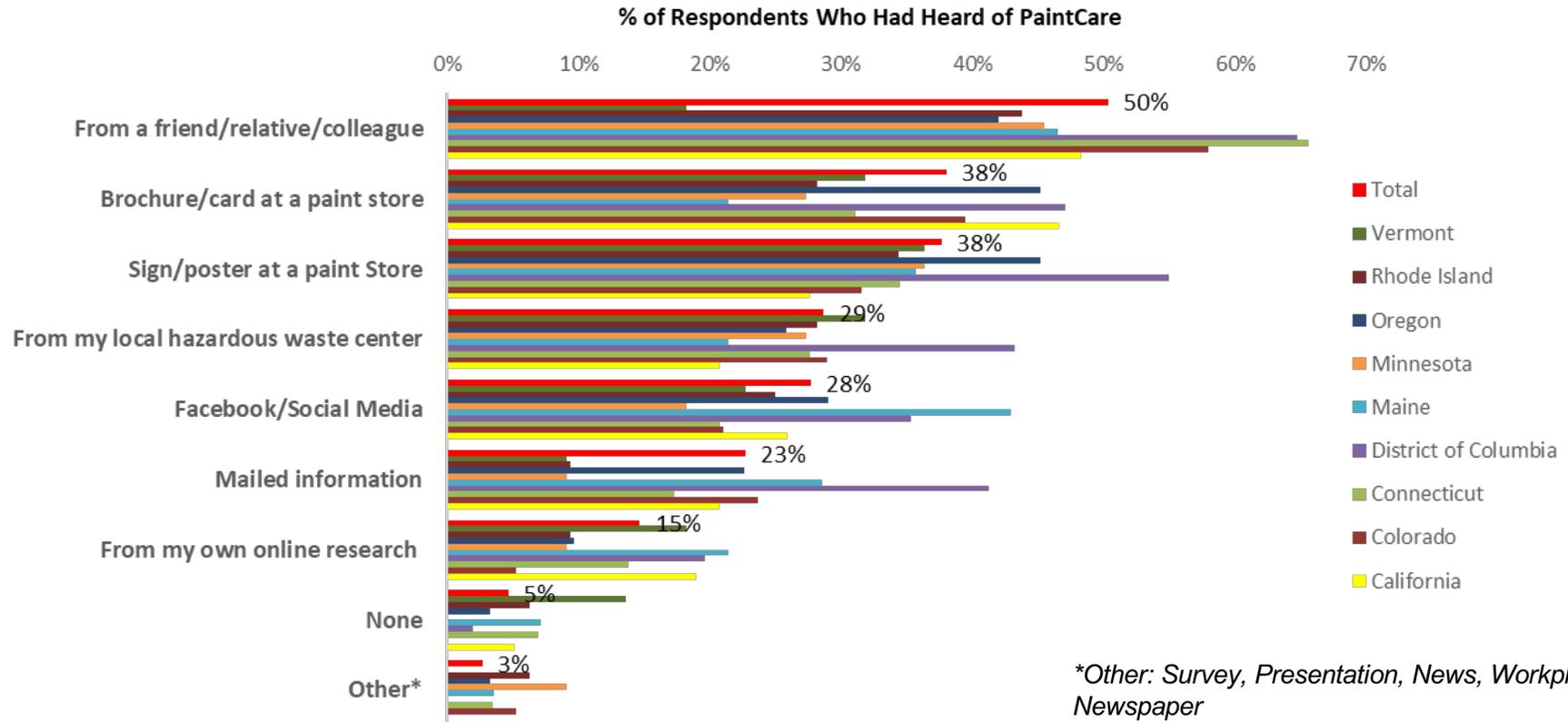


Sources	Total	Vermont	Rhode Island	Oregon	Minnesota	Maine	District of Columbia	Connecticut	Colorado	California
TV	78%	92%	65%	67%	83%	74%	91%	90%	81%	65%
Radio	59%	50%	70%	54%	50%	63%	72%	43%	59%	54%
Newspaper	52%	50%	50%	46%	50%	53%	61%	43%	56%	48%
Billboard	34%	17%	25%	50%	17%	32%	41%	33%	30%	33%
Online 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.

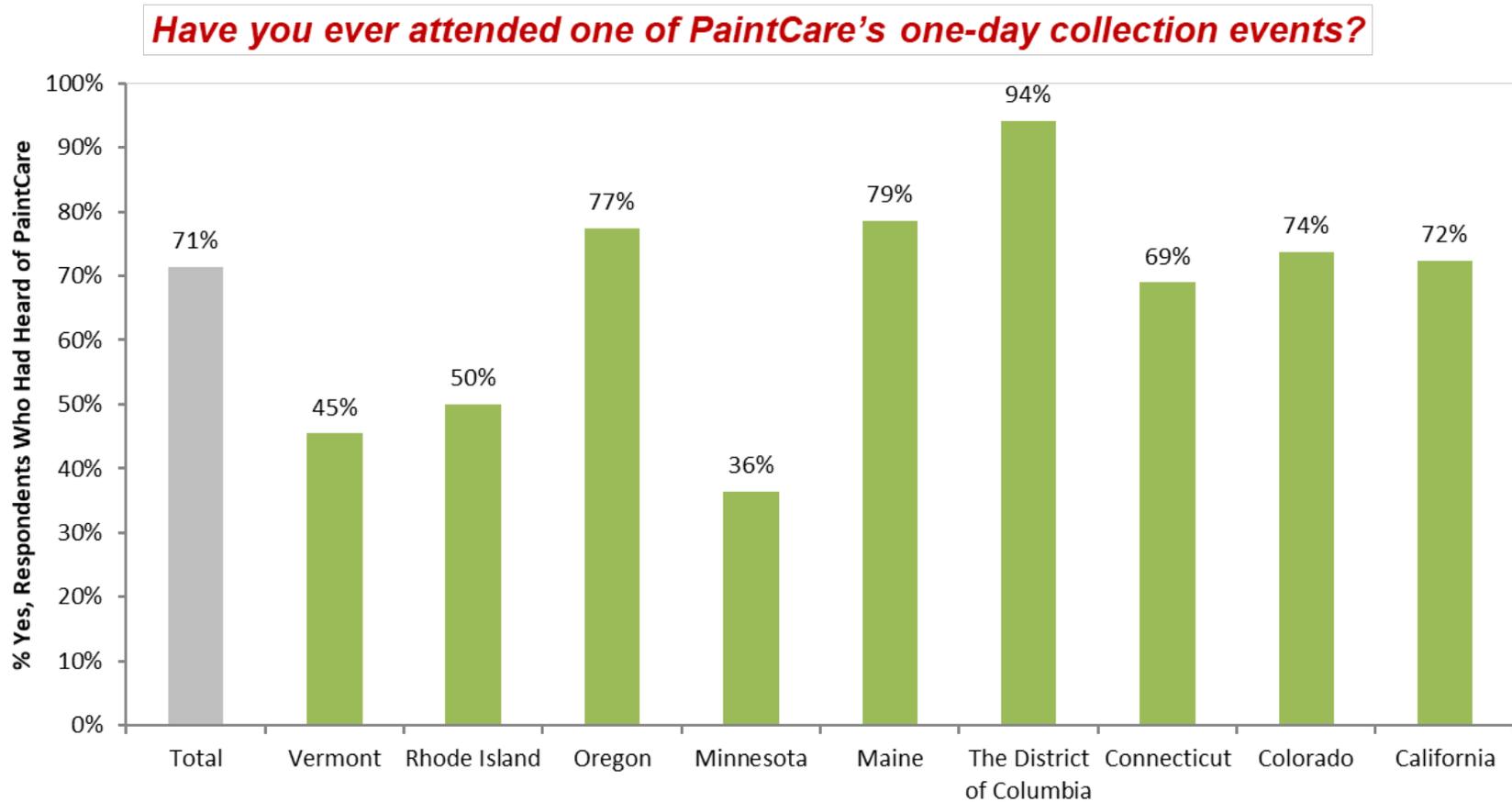
Do you recall hearing about PaintCare in any of the following other ways?



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.



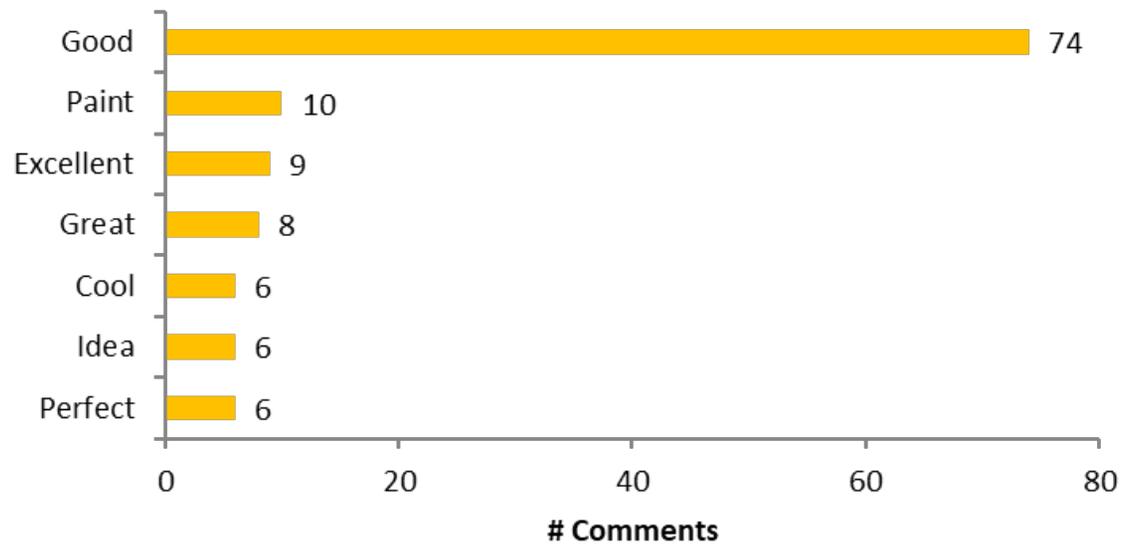
N=300

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

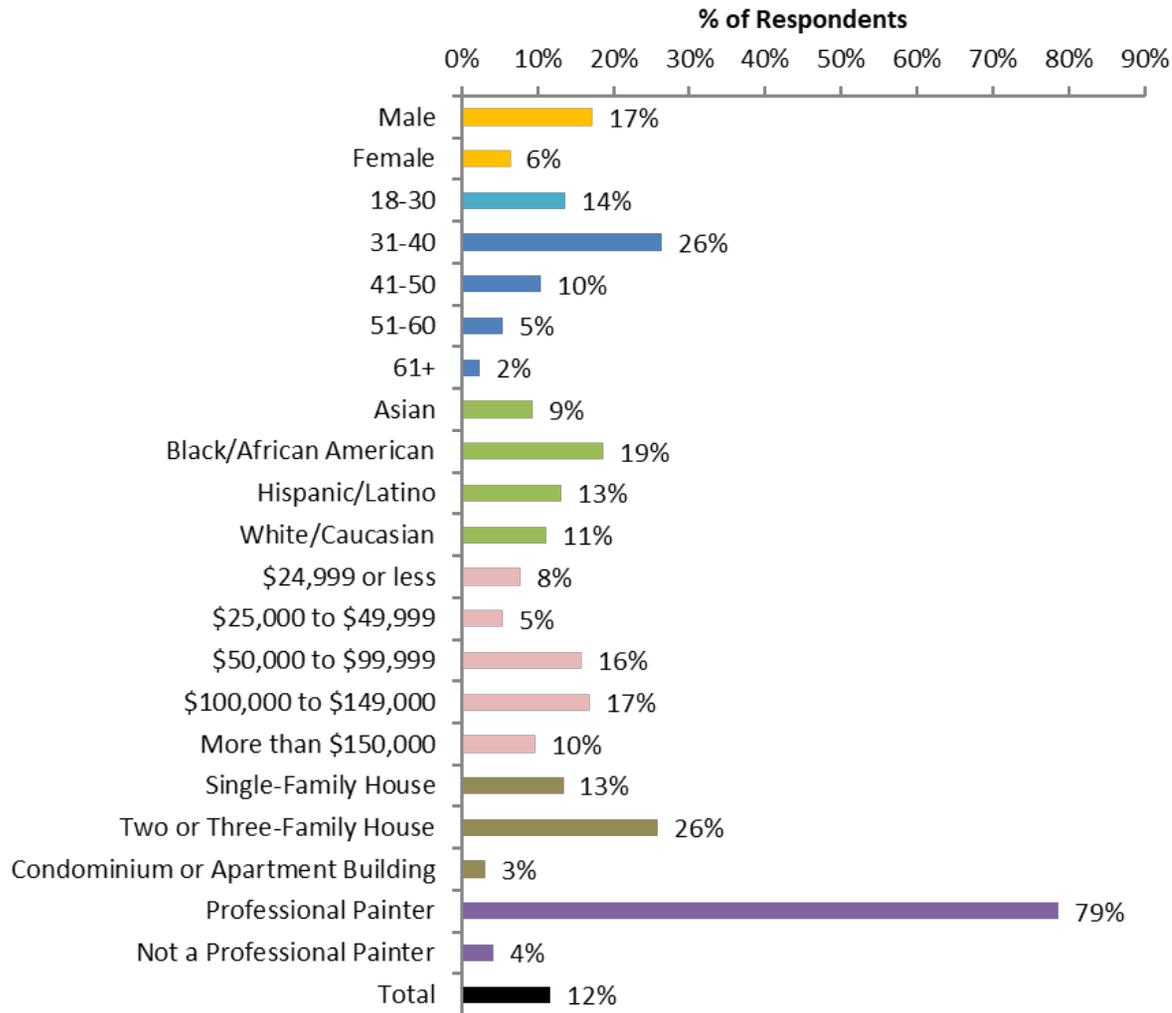
Income

Dwelling Type

Profession

Cross-Tabulations on Key Performance Indices

Heard of PaintCare Before

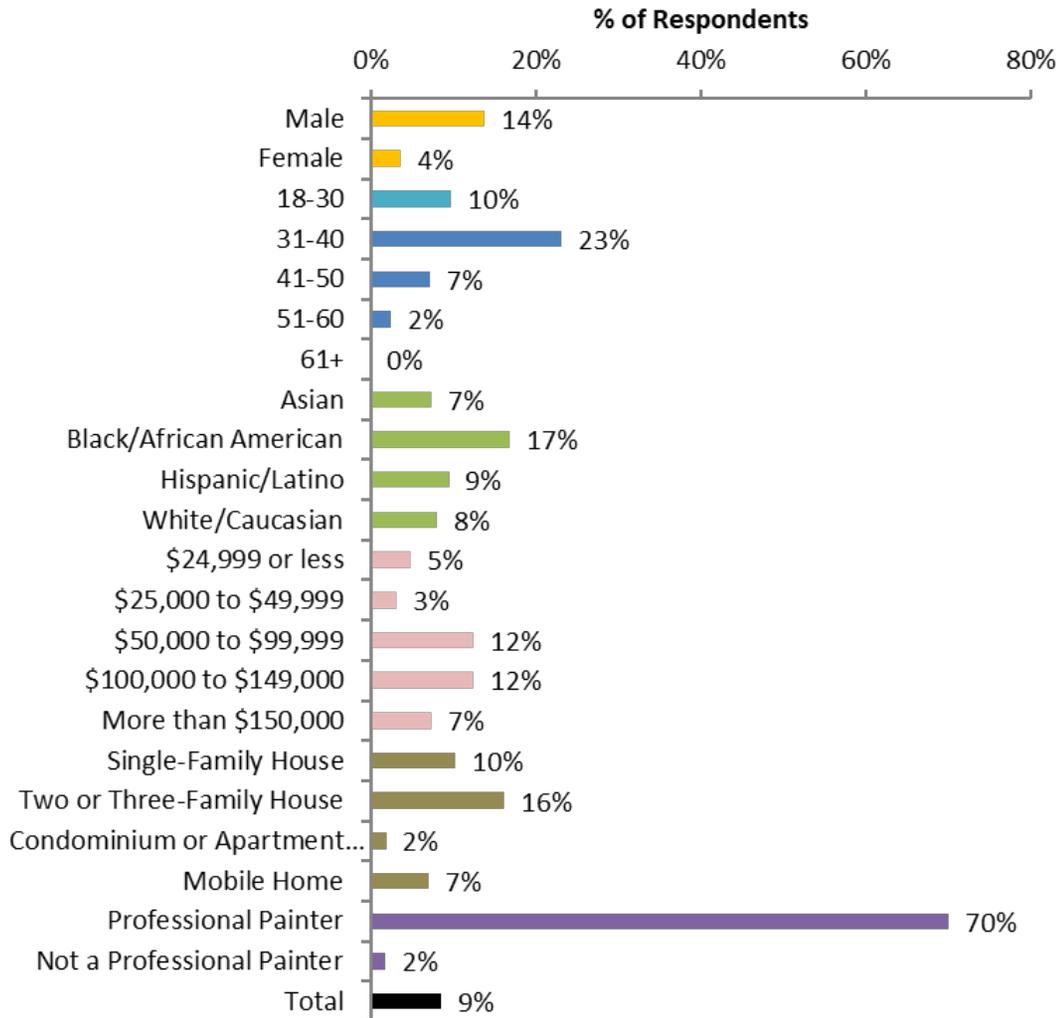


- ❖ Only 6% of women had heard of PaintCare before the survey, less than half the rate of men.
- ❖ Senior citizens had heard of PaintCare least often; those 31 - 40, the most often.
- ❖ African American respondents had heard of PaintCare more often than those in other ethnic groups.
- ❖ PaintCare awareness 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)

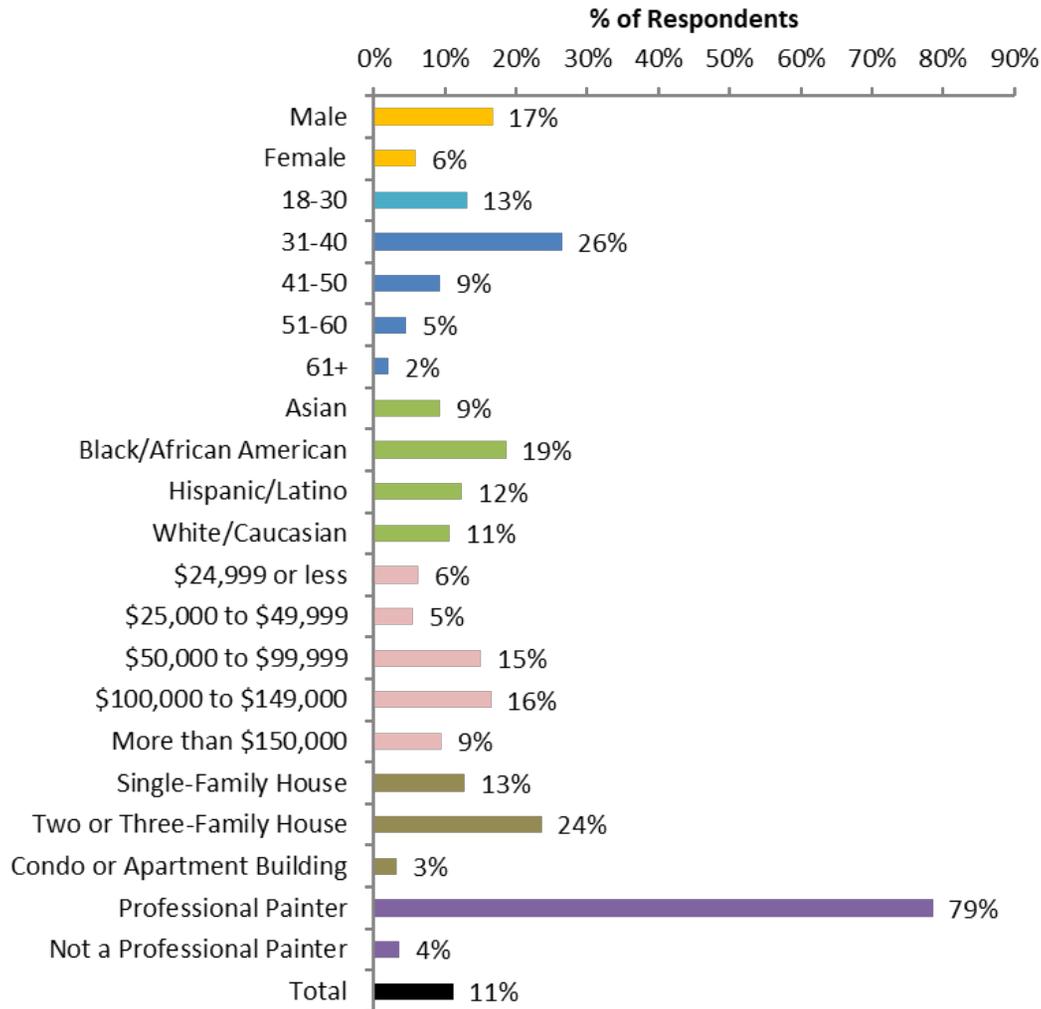


- ❖ Significantly fewer women recalled a PaintCare ad than men did.
- ❖ The highest recall was among 31-40 year olds.
- ❖ African Americans reported the highest ad recall (possibly not due to ethnicity, but concentration in high-performing areas).
- ❖ Those with incomes \$50K or higher had the highest 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

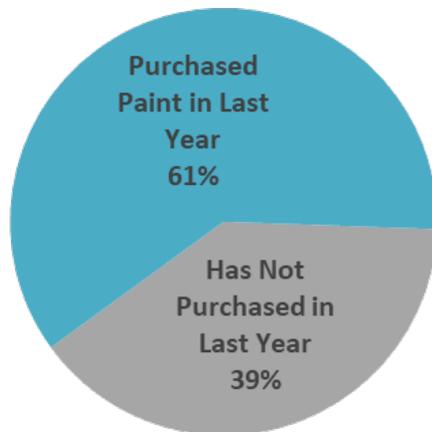
- ❖ More consumers hear of PaintCare in ways other than advertising, such as: referrals from a friend/relative/colleague, a brochure/card/sign/poster at a paint store, from my local hazardous waste center, mailed information, Facebook/social media, and their own online research.
- ❖ Women are still much 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?

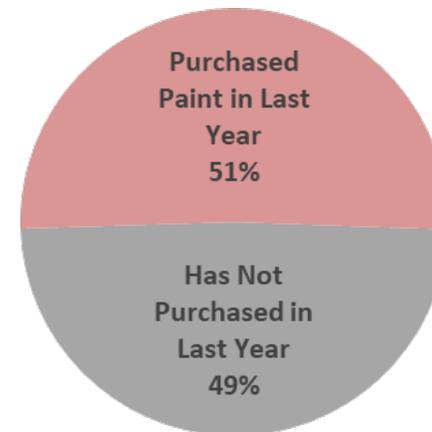
Male Respondents:

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

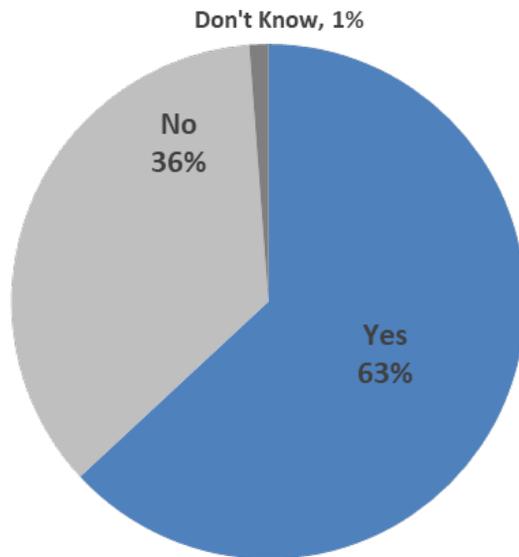


Maine

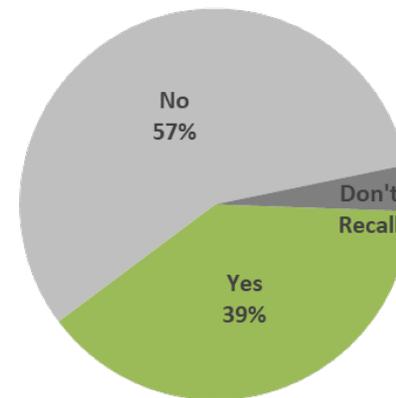
Maine Highlights

- ❖ Almost two thirds of those surveyed have purchased paint in the last year. 39% of them were helped by the store in determining needs. Slightly over half took measurements themselves.

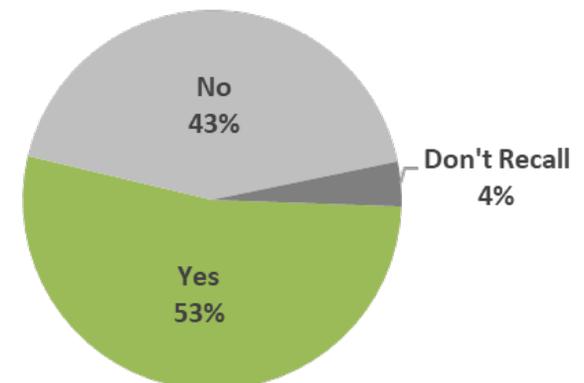
Have you purchased paint in the last year?



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

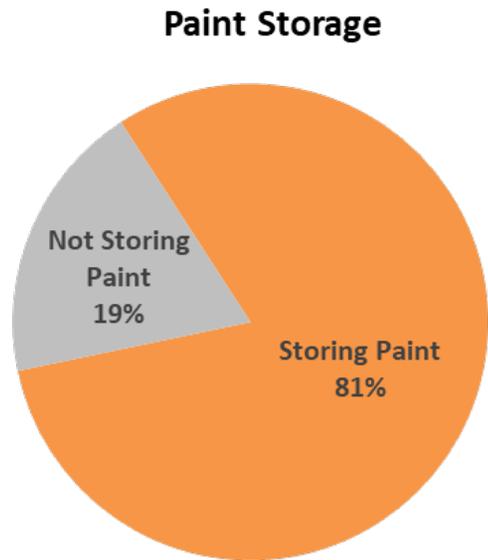


Before purchasing, did you take any measurements of the area to be painted to figure out how much paint was needed?

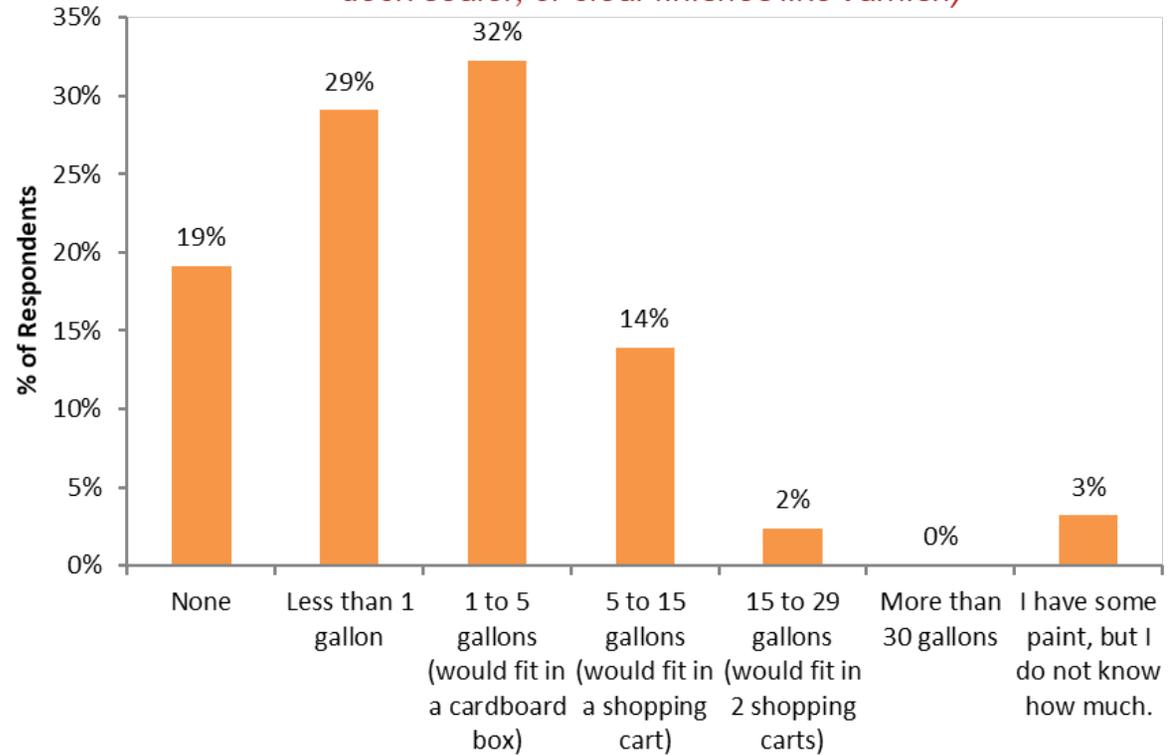


Maine Highlights

- ❖ Only 19% of respondents are NOT storing paint at home or at their business. The median amount stored is “1 to 5 gallons.”



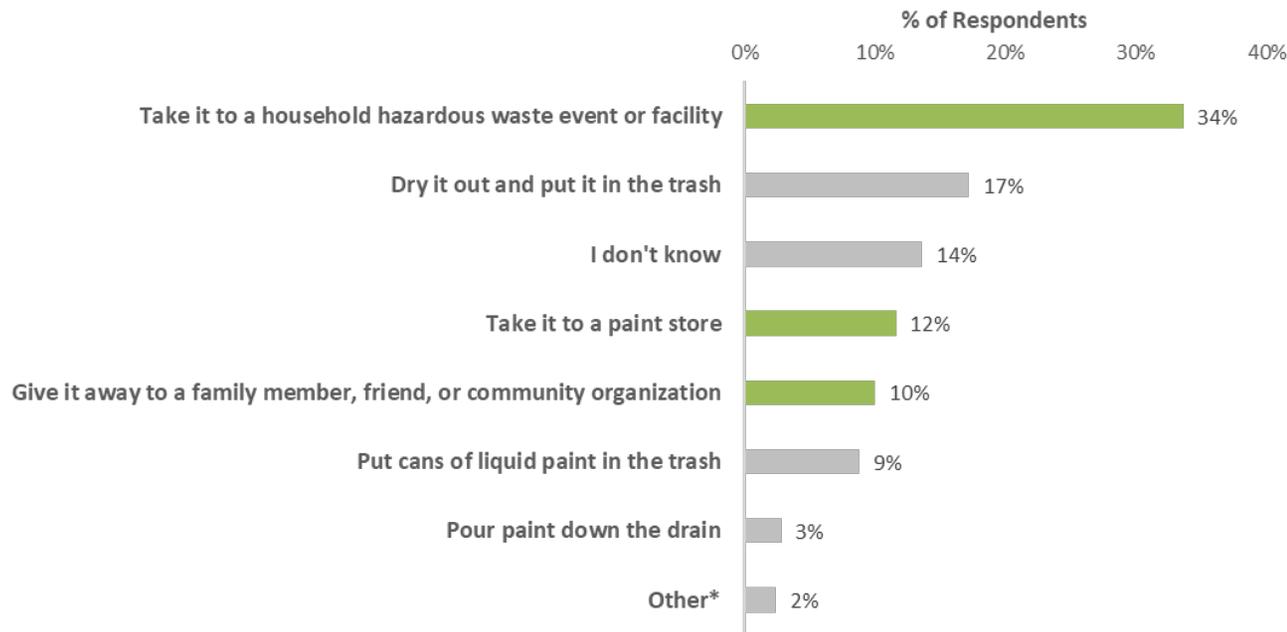
How much leftover or unwanted paint do you have in your home or business at this time?
(e.g., primer, interior or exterior house paint, stain, deck sealer, or clear finishes like varnish)



Maine Highlights

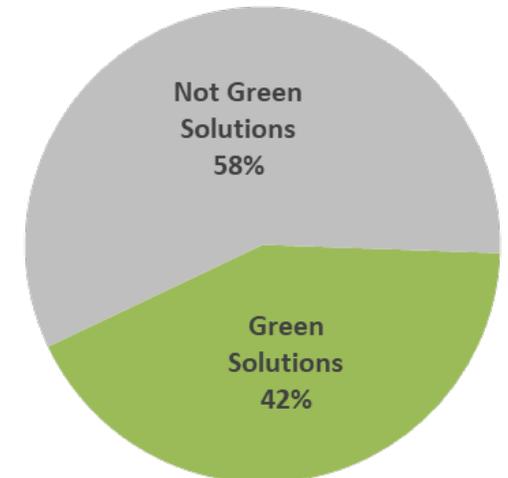
❖ 42% of respondents say they will use a “green” solution for getting rid of unwanted paint in the future.

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
Check out my options for the best environmental disposal
find a project to use the rest of the paint
Gave it to the garbage man
Take it to the recycle depot for disposal
take to local recycling center
transfer station

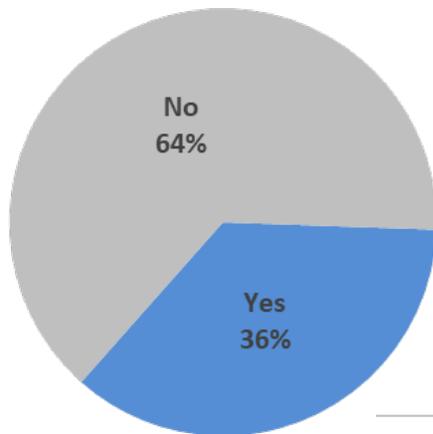
Green Solutions (Recycle, Reuse)



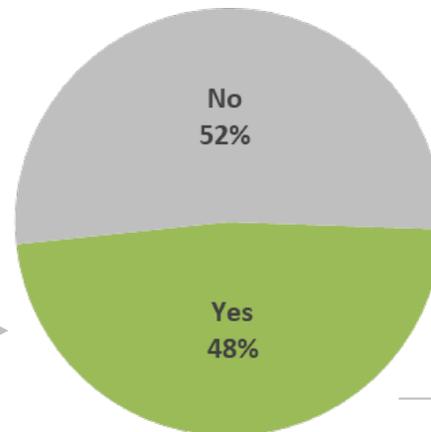
Maine Highlights

- ❖ 36% of respondents knew that paint can be recycled.
- ❖ Of those, almost 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?

