



New York Paint Stewardship Program

Federation of NY Solid Waste Associations
Conference

May 23rd, 2022.

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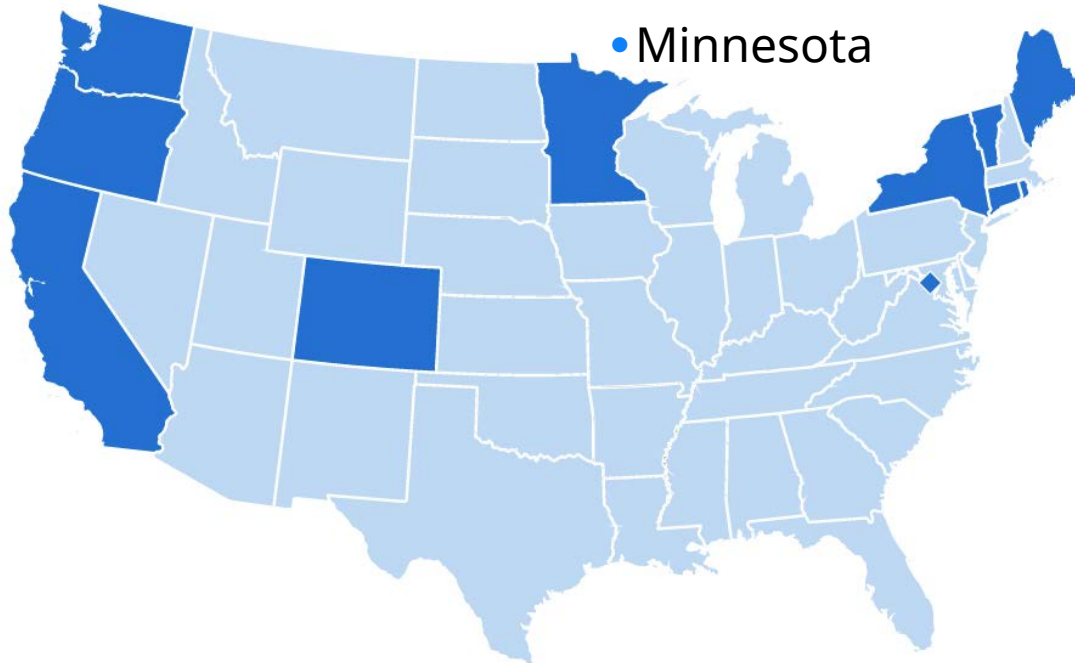
Overview

- Who is PaintCare?
- Program Funding
- PaintCare in New York State
- Outreach and Education
- Drop off Sites and Services
- Partnering with Municipalities
- What happens to recovered paint?
- Connect with PaintCare



PaintCare Programs Across the U.S.

- Washington
- Oregon
- California
- Colorado



- Maine
- Connecticut
- Rhode Island
- Vermont
- New York
- District of Columbia

2,215+ drop-off sites

50 million+ gallons collected





PaintCare Products (Architectural Coatings, “covered products”)



PaintCare Products

- Latex paint
- Oil-based paint
- Primer
- Sealer
- Stain
- Clear coatings (lacquer, varnish, shellac)



Non-PaintCare Products

- Aerosols
- Auto and marine paint
- Thinner, solvent
- Caulk
- Specialty coating
- OEM and industrial paints

Not accepted at most sites: Leaking, empty, no labels





Fee Structure in New York

Container Sizes

Fee

Half pint or smaller	\$0.00
Larger than half pint up to smaller than 1 gallon	\$0.45
1 gallon up to 2 gallons	\$0.95
Larger than 2 gallons up to 5 gallons	\$1.95

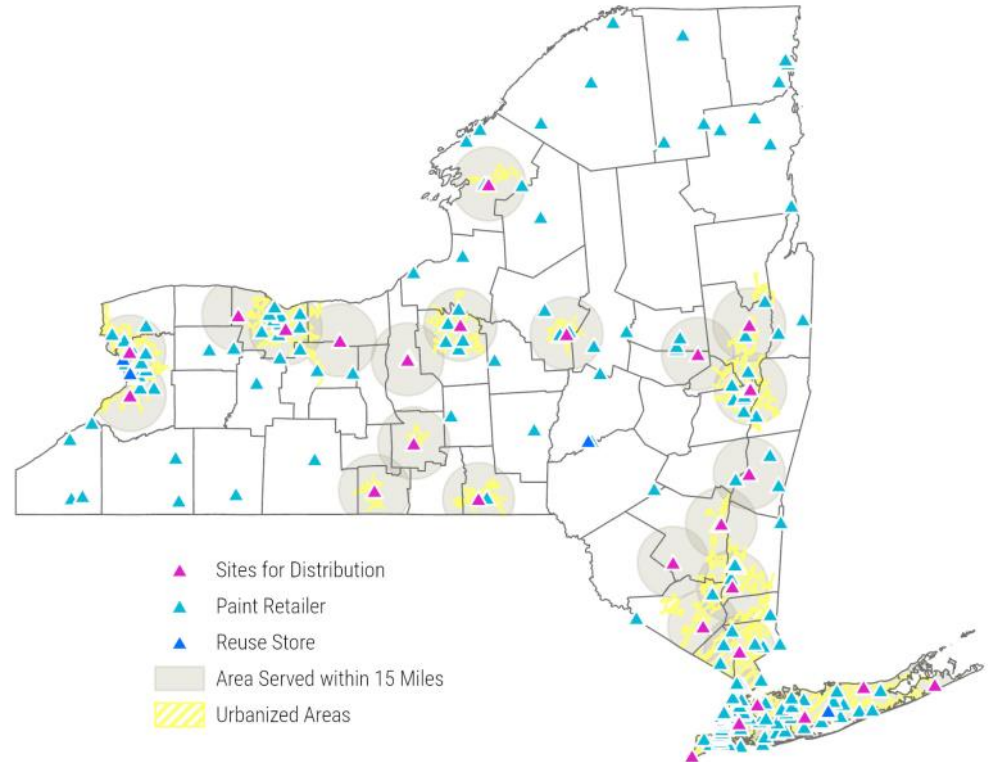
- Fees cover a program expenses including:
 - Paint collection, transportation and recycling
 - Public education, staffing and administration

New York State Paint Stewardship Law - 2019

Convenience requirement;

- 90% of population within 15 miles of a drop off site
- 1 additional drop off site per 50,000 in urbanized areas.

To date; **215 and growing!**



Outreach and Education

- Communications toolkit: [PaintCare Toolkit](#)
- Joint outreach with HHW programs
- Site locator at www.paintcare.org
- In-store print materials
- TV, radio, online and social media
- Newspapers, direct mail
- Expos for contractors, retailers, etc.

www.Paintcare.o

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Proposal Form for Joint Outreach Projects

Fields marked with an * are required.

Local governments that partner with PaintCare may request funding for pre-approved joint outreach activities to promote paint drop-off sites and events, including your own. Eligible projects include digital and social media campaigns, newspaper advertising, direct mail, radio, and more.

Please read [Fact Sheet: Joint Outreach Projects](#) before starting to fill out this form.

Contact Person (First and Last Name) * Agency *


Phone * Email *

<https://www.paintcare.org/joint-outreach/>








Location: Search

ENTER: Zip Code OR City, State OR Street Address



1	Shawco-Williams Denham, NY, 4.13 Mi.
2	Shawco-Williams East Greenbush, NY, 4.91 Mi.
3	Horizon Paint Centers Albany, NY, 5.37 Mi.
4	Shawco-Williams Albany, NY, 5.78 Mi.
5	Shawco-Williams Latham, NY, 5.18 Mi.
6	PPG Paints Latham, NY, 7.08 Mi.
7	Horizon Paint Centers Latham, NY, 7.22 Mi.
8	Shawco-Williams Guilderland, NY, 9.9 Mi.
9	Citibank Park Transfer Station Rensselaer, NY, 12.8 Mi.

 accepts up to 5 gallons
  accepts up to 10-20 gal.
  accepts up to 100 gal.
  HHW Programs (accepts other items)
  Also has Reuse Program



PaintCare Toolkit

Communications toolkit: [PaintCare Toolkit](#)

- Website Content
- Social Media Support
- Printable Promotional Materials
- Newsletter Support
- Media Relations Support





Drop off sites and Service

- Retail: Paint, hardware, reuse stores
- Household hazardous waste facilities and events
- Transfer stations, recycling centers, landfills
- PaintCare “paint only” events in some areas



LVP: Large volume pick-up service (100+)



Partnering with Municipalities:

- Municipal Drop off Sites
- HHW Events

- PaintCare pays for:
 - Collection containers
 - Transportation
 - Processing of program products
- PaintCare contracts with HHW haulers;
 - They invoice PaintCare



Oneida-Herkimer

Become a PaintCare Drop off site!

What happens to recovered paint?

Latex Paint

- Back to paint, 68%
- Landscaping/Cement, 17%
- Reuse, 5%
- Landfill/WTE, 10%

Oil-Based Paint

- Fuel application, 96%
- Reuse and recycled back into paint, 4%

**2 new paint processors are coming to New York State;
Syracuse and Rotterdam.**





Partnering with Municipalities:

- Use our Toolkit
- Post our locator on your website
- Update your language to include the recycling of Latex
- Contact your PaintCare Coordinator with any questions

Become a PaintCare Drop off site!



Connect with PaintCare!

- Fill out interest form:
<https://www.paintcare.org/drop-off-site-interest-form/>

- Call or send an email to a PaintCare Coordinator:

Program
Manager:
Andrew Radin
[\(315\) 317-4346](tel:(315)317-4346)
aradin@paint.org

Upstate NY:
Kelsey O'Toole
[\(315\) 418-6520](tel:(315)418-6520)
kotoole@paint.org

Upstate NY:
Wesley Baxter
[\(518\) 416-5259](tel:(518)416-5259)
wbaxter@paint.org

NYC:
Michael Rieser
[\(718\) 938-6632](tel:(718)938-6632)
mrieser@paint.org

Long Island:
Sandra Torres
Vera
[\(516\) 398-6026](tel:(516)398-6026)
svera@paint.org

Drop Off Site Interest Form

Use this form to let us know that your store or organization is interested in becoming a PaintCare drop-off site. If your company or organization has more than one location that would like to be a drop off site, please list the addresses for each location at the end of the form in the comments section (you do not need to send in a form for each location).

To learn more about the benefits and responsibilities of being a PaintCare drop-off site, please visit www.paintcare.org or call (855) PAINT09 to request a fact sheet.

Fields marked with an * are required

Type of Site *

- Retailer (Paint Store, Hardware Store, Home Improvement Store, Reuse Store)
- Household Hazardous Waste Facility or Event
- Solid Waste Facility (Transfer Station, Landfill, Recycling Center)

State *

- California
- District of Columbia
- New York
- Vermont
- Colorado
- Maine
- Oregon
- Washington
- Connecticut
- Minnesota
- Rhode Island

Go to:
Paintcare.org/NY