**NOVO / Second Use Community Paint Drive**

**Executive Summary**

**I. Introduction**

***Excess Paint in WA State***

It is estimated that in the year 2010 approximately **10,759,00 gallons** of latex paint was sold in the state of Washington. The U.S. EPA, conducted a study that found approximately 10 percent of all paint sold annually in the U.S. is unwanted or leftover. Using the U.S. EPA’s calculation on Washington’s estimated sales suggests that approximately **1.34 million gallons** of unwanted leftover paint in Washington State in 2010.

***The Need For Paint Drive***

In the early 90s the City of Seattle implemented a recycling paint program that collected unused paint and recycled it resulting in beige colored paint. However the program was discontinued and now the current Local Hazardous Waste Management program does not accept any latex paint for processing leaving consumers to use alternative disposal options or to hold on to the paint creating the potential for it to runoff into the ecosystem or ultimately end up in a landfill.

**II. Paint Drive Overview**

The 2013 NOVO / Second Use Community paint drive was a collaborative effort between the two organizations to restart the conversation amongst industry stakeholders to address the need for services to be provided to citizens in the greater Seattle Metropolitan area to appropriately dispose of excess paint.

To assess the issue of what to do with the excess paint a community-based strategy was developed. The following questions were utilized as a foundation to create the structure for the community paint drive:

1. What is the magnitude of excess paint in the greater Seattle metro area?

2. What is the target population that can benefit from excess paint collection services?

3. How can paint collection services offered be improved?

4. How can distribution of excess paint be improved and get to the organizations that need it the most?

5. How can excess paint become a positive resource for the community?

6. How can consumers be educated on appropriate disposal of latex paint?

***Paint Drive Intake Process***

The paint drive took place over the span of one day where the following latex paint was accepted:

* Latex paint that is not dried out
* Does not contain solid, or waste
* Latex paint that is not saturated with water
* Paint that is appropriate for reuse

***Process for Additional Leftover Paint***

All paint that was not donated was sent down to Metro Paint facilities in Portland Oregon and recycled as part of the Metro Paint Recycling Program

**III. Transforming Leftover Paint Into a Community Resource**

One of the goals of the paint drive was to accept paint that was appropriate to be reused by other consumers and to provide a resource that would be used throughout the community. This concept was vital to both Second Use and NOVO in moving forward in the planning process of the paint drive.

The first step was to identify what organizations in the community could use the paint for programmatic or project resources. The staff from NOVO and Second Use then reached out to each organization

***Paint Share Program***

The *Paint Share* program is NOVO’s commitment to support the community by taking excess paint from consumers, vendors, and other organizations make sure it is appropriate it for reuse. The NOVO team then makes the paint available for citizens in the community and actively seeks outs programs and organizations that are community based and can benefit from receiving the resources to reduce their operational costs.

***Second Use Furthering its Mission***

Second Use has been reclaiming building materials for reuse in the Puget Sound region since 1994. Part of its mission is to divert reusable building materials from the landfill and give the community access to these materials. Second Use is a community-based business and the materials they salvage come from and are used in the local region.

By hosting the paint drive and diverting excess paint from reaching the landfill and also donating resources to community-based organizations was another way that the organization is fulfilling their mission.

**V. Paint Drive Data**

***Donee Data***

* There were a total of **30 paint donees (N=30)** that participated in the paint drive that yielded a total **519 gallons**.
* The distribution of donees by zip code with the most donees coming from the area of Seattle within the 98115 zip code and 98118.
* 87% of all paint donated was used for residential purposes, 9% was used for business and 3% for art.
* % Of Donees and quantity of paint donated:
  + 29% 1-5 gallons
  + 29% 5-10 gallons
  + 9.7% 10-15 gallons
  + 12.9% 15-20 gallons
  + 12.9% 20-30 gallons
  + 6.5 % 30 plus gallons

***Amount of Paint Resources Donated***

The average cost of a gallon of paint can cost between $15-$30. Approximately $7,785 in paint resources was donated to organizations.

***Recipients of Collected Paint***

The following organizations received paint that was collected from the paint drive.

* Miller School of Art
* Urban Art Works
* The Georgetown Arts and Cultural Center
* Hat and Boots Park
* United Artists of Georgetown
* WCCDA (White Center Community Development Association)
* Way Back Inn
* Neat S

**VI. Recommendations**

The following is recommended in moving forward with other efforts to address to disposal of excess paint:

* It is recommended that NOVO follow up with the recipients of donated paint to see how that paint was used and future needs for paint resources.
* It is also recommended that NOVO and Second Use revisit the paint drive to see what future collaborations can be held regarding creating solutions to excess paint and how to incorporate other stakeholders in King County and the City of Seattle.

***Developing Services That Can Be Targeted Towards Donees***

The data shows that a strong majority, 87% of the donees were residential.

The following statistics can also be applied to this group:

* 58% of the donees donated 1-10 gallons of paint
* Most donees came from the 98115 or 98118 zip code

Using this consumer profile will help NOVO to disseminate this data to stakeholders showing that there is a need to create services or educational resources on how to handle excess paint. NOVO will continue its efforts to create solutions to deal with excess paint

* Work with vendors to make information and educational resources available at point of purchase on how to prepare paint for reuse for additional projects.
* Disseminate data on regions that donees are located from with municipal agencies so that services at local Hazardous Waste disposal centers can reevaluate services provided.

**VII. Conclusion**

Overall the community paint drive put on by NOVO and Second Use was a successful event. 519 gallons of paint were diverted from the landfills of Seattle and donated to community-based organizations to help them further their programs or community-based projects creating a bigger impact on the community in addition to the environment.