



**Municipal Recycling Events  
and  
Yuck Old Paint, LLC**

# Who is Yuck Old Paint?

- Established 2014
- EPA Certified (R-I-18499-10-34370 exp. 2020)
- DOT Certified (49 CFR 172.702/49 CFR 172.704)
- Small Quantity Handler Certified (40 CFR 273.16)
- Insured
- 6 employees with paint industry experience and knowledge of proper handling
- 2 Yuck trucks

# Yuck Old Paint Model

Yuck Old Paint® is the only company on the East Coast with a REUSE solution for paint waste from:

- Residential properties
- Commercial businesses, buildings
- Campuses/Events Centers
- Military bases
- Municipalities

# Yuck Old Paint in Maryland

In 2016, Yuck Old Paint began collecting paint for reuse at recycling events held in the following cities:

- Greenbelt (pop. 24k)
- Hyattsville (pop. 18k)
- Takoma Park (pop. 18k)

# Benefits to Municipality

- NEW opportunity for Greenbelt residents to recycle more materials
- NEW touchpoint for DPW to engage/interact with the public
- No/ low risk
- No cost
- No RFPs, no lengthy contract process
- Additional recycling data for Annual Recycling Reports, ie Diversion Tonnage

# Greenbelt Collection Days

- Quarterly
- 4<sup>th</sup> Saturday, 9am – 12pm
- Electronics and Styrofoam, free drop-off
- Paint, \$5/container
  - Pay-as-you-waste by the household
  - YOP accepts cash, check, charge on-site
  - Provides receipts upon request
  - No service charge to the municipality

# Greenbelt Event Messaging

- DPW knows YOP's model is to "reuse" paint or process for appropriate legal disposal
- DPW made the decision to use the word "recycling" when communicating to the public
  - DPW knows YOP is not "recycling paint" and is not a "paint recycler"
- Within 72 hours of the event, YOP provides stats to DPW, who uses it in social media and across governmental channels

# Greenbelt DPW Flier



## **ELECTRONICS RECYCLING**

**SATURDAY, OCTOBER 22<sup>nd</sup>**

**9:00 am-12:00 noon**

**Public Works Yards**

**555 Crescent Road**



### *Recycle Your Old Computers and Other Electronics*

*Accepted items include: TVs, CPUs, monitors, keyboards, mice, printers, laptops, recording equipment, speakers, scanners, surge protectors, wires and power cords, fax machines, cameras, telephones, radios, DVD players, VCRs, batteries taped on one end.*

*ALSO, expanded polystyrene (block "Styrofoam" #6)*

*NO cups, egg-cartons or food trays.*

**PLEASE CALL IN ADVANCE IF YOU HAVE ITEMS OVER 50 LBS**

### **PAINT RECYCLING!**

*Your old paint will be used in developing countries humanitarian construction projects. DO NOT mix paint in other containers. In order for the paint to be properly used, the contents on the inside need to match the label on the outside. Cost - \$5 per container*



*If you are unable to attend the event, you may hire this service directly to come to your home for an additional \$30 service fee.*

*Yuck Old Paint, LLC 888-509-9825 (YUCK) [www.YuckOldPaint.com](http://www.YuckOldPaint.com)*

**Questions? Greenbelt Sustainability Office 240-542-2153**



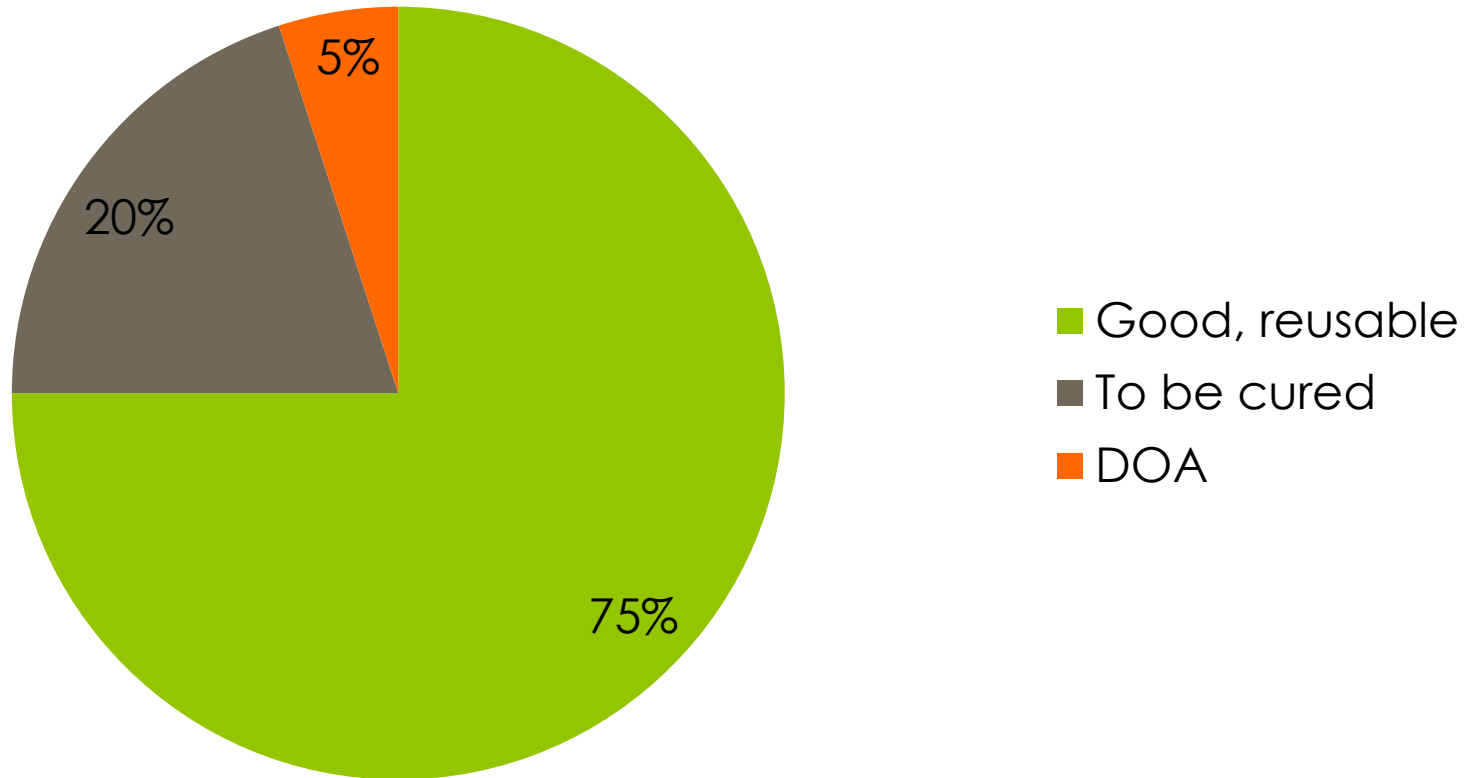
# Greenbelt Paint Participation

Event Qtr	Gallons Dropped off	Tons	# Households	Average/ HH
3Q16	158	0.6	20	8 gallons
4Q16	162	0.6	15	11 gallons
1Q17	227	1.0	40	6 gallons
2Q17	118	0.5	23	5 gallons

# Hyattsville Paint Participation

Event Qtr	Gallons Dropped off	Tons	# Households	Average/ HH
3Q16	---	---	---	---
4Q16	63	0.2	10	6 gallons
1Q17	---	---	---	---
2Q17	251	1.0	28	9 gallons

# Paint Collection Results



# Greenbelt July 2016



# Greenbelt July 2016



# Where Does the Paint Go?

- “Good, Reusable” Paint is delivered to various reuse markets:
  - Community Beautification
  - Humanitarian Construction Projects
  - Professional and Community Theaters
- “To Be Cured”
  - Processed for appropriate legal disposal
- DOA = “Dry On Arrival”
  - Assessed for appropriate legal disposal

# Greenbelt Public Feedback

- More convenient than going to the landfill, 20-30 min drive away -- even though that is free
- Willing to pay
- Innovative idea for city's green culture
- Requested YOP return at future recycling events
- Love the option to hire YOP to go to their home (or business) for appointment services

# Paint Collection Trending

- Loudoun Habitat for Humanity
  - Inaugural event Earth Day April 22
  - Signed on for 4x/year
- Realtors
  - McEneaney (DC) Oct 2016 = 3+ tons (!!!)
  - Weichert (FX) April 2017 = 1.2 tons (!!!)
  - Long & Foster (MD) multiple events in May, June
- HOAs
- Green festivals
- VIVA Vienna Memorial Day weekend
- NAPO Richmond



# Who's Game?

- When is your next HHW/recycling collection date?
- How often are HHW/recycling collection event days?
- No RFP necessary
- Make a commitment for 4 back-to-back events so the public sees YOP presence and generate organic word-of-mouth
- Municipality responsibilities
  - Promote, promote, promote + messaging
  - Designate location with good traffic flow for YOP at event
- Yuck Old Paint responsibilities
  - Bring Yuck truck, crew, supplies, directional signage, a great attitude
  - Provide diversion report within 72 hours of the event

# HANOVER COUNTY

- First county on the East Coast to offer its residents a landfill diversion (YAY)
- First county in the mid-Atlantic region (YAY)
- First county in the Commonwealth in Virginia (YAY)
- Saturday April 29 10am – 2pm
- Calvert and Allegany Counties (MD) June, October



[www.YuckOldPaint.com](http://www.YuckOldPaint.com)

888-509-YUCK (9825)

[yuckoldpaint@gmail.com](mailto:yuckoldpaint@gmail.com)

Raea Jean Leinster, Chief Yuck Officer