

0:00
every year Californians buy enough paint
0:02
to cover 35 million rooms with two coats
0:06
that's 70 million gallons of paint in
0:09
California it's free and easy to turn in
0:13
leftover paint in a safe environmentally
0:15
friendly way it's all thanks to a 2010
0:18
state law that made the paint industry
0:20
responsible for managing excess paint
0:23
now 99% of Californians have a free drop
0:27
off site near them within 15 miles of my
0:30
house there are 18 paint care drop off
0:32
locations it wasn't always this easy
0:35
paint's illegal to dispose in your
0:37
household trash or down the drain
0:40
because it's made out of hazardous or
0:42
dangerous chemicals that can pollute our
0:45
local waterways older paint can even
0:47
contain metals like lead which are
0:50
especially harmful for human health not
0:53
too long ago Californians had few
0:55
options to manage excess paint forcing
0:58
many to stockpile paint at home or rely
1:01

on local taxpayer funded collection
1:03
programs paint was the largest material
1:08
by volume that local government
1:10
household hazardous waste facilities
1:12
used to receive and it would cost them
1:14
millions of dollars each year but even
1:17
then local governments could only
1:20
collect a certain volume uh much less
1:23
than what was actually out there so
1:25
California found a better way to ease
1:27
the burden on consumers and local budget
1:30
and ensure leftover paint is properly
1:32
managed then Northern California
1:34
Assembly member Jared Huffman authored
1:37
AB
1:38
1343 the law made California the second
1:41
state in the nation to enact an industry
1:44
run Statewide program to handle used
1:46
paint manufacturers that sell paint in
1:49
California chose the nonprofit paint
1:51
care to design and operate a stewardship
1:54
program which Cal recycle overseas
1:57
consumers can find locations of paint
1:59

drop off sites by going to paintcare.org
2:01
funded by a small consumer fee on the
2:04
purchase of new paint the organization
2:07
and its Partners promote reuse when
2:09
you're done with your paint someone else
2:11
can use it California Innovation shows
2:13
the world how to make it easier for the
2:15
public to help protect the
2:18
environment