



Oregon Paint Stewardship Program Plan Amendment

September 9, 2016 – REVISED DECEMBER 5, 2016



PREPARED BY:

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SUBMITTED TO:

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Introduction

This document proposes an amendment to the Oregon Architectural Paint Stewardship Program Plan 2015 – 2017. Its purpose is to change the section of the Program Plan that discusses Measuring Public Awareness (Section 5, pages 41-42) to match the current activities and timeline now being pursued.

We thank the Oregon DEQ for its consideration of this program plan amendment. This document was revised on Dec. 5, 2016, to address comments provided to PaintCare by Oregon DEQ.

Sincerely,

A handwritten signature in blue ink that reads "Jeremy Jones". The signature is written in a cursive style with a large, looped "J" and "J".

Jeremy Jones

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Amendment: Measuring Public Awareness

SUMMARY

This amendment updates the timeline for developing baseline survey questions for measuring public awareness and for setting a program awareness goal.

CITATION

PaintCare is required by ORS 459A.835 Section 1(c) to submit to the Director of the Department of Environmental Quality for approval an amendment when it makes a change to the goals that were approved by the director as part of the plan.

SECTION CHANGED

Section 5 (page 41-42)

EXISTING TEXT

Develop and Conduct Baseline Survey Questions

PaintCare conducts standard surveys each June and December to determine the level of public awareness of the Oregon Architectural Paint Stewardship Program. Within 90 days of Program Plan approval, PaintCare will work with the Project Team (discussed in the previous section) to evaluate the current survey questions and develop additional survey questions, as needed, to measure awareness of the Oregon Architectural Paint Stewardship. The Project Team will review survey instruments and select one instrument to use to conduct the survey on a sample, representative of the diversity of Oregon residents that is statistically significant at a confidence level acceptable by the Team. The questions resulting from this project will be included in the standard survey beginning in the next survey that is conducted within 180 days after Program Plan approval. The survey results will be provided and discussed in the next Annual Report.

Set Annual Architectural Paint Stewardship Program Awareness Goal

Using results of the baseline survey, PaintCare and the Project Team will develop an annual goal to increase public awareness of the Architectural Paint Stewardship Program. PaintCare will establish a goal in accordance with the group's recommendation and include it in a proposed amended Program Plan submitted for DEQ approval within 60 days of completion of the baseline survey.

PROPOSED TEXT (new text highlighted)

Develop and Conduct Baseline Survey Questions

PaintCare has worked with the Project Team to evaluate the survey questions used in previous years and developed additional survey questions to measure awareness of the Oregon Architectural Paint Stewardship program. The Project Team has reviewed survey instruments and has chosen to conduct a survey using both online and paper responses based on a sample representative of the diversity of Oregon residents that is statistically significant at a confidence level acceptable to the Team. The survey resulting from this project will be conducted annually beginning in January 2017. The survey results will be reviewed by the Project Team in spring 2017. The baseline survey results will be discussed in the 2017 annual report.

Set Annual Architectural Paint Stewardship Program Awareness Goal

Using results of the baseline survey, PaintCare and the Project Team will develop an annual goal to increase public awareness of the Architectural Paint Stewardship Program. PaintCare will establish a goal in accordance with the group's recommendation and include it in a proposed amended Program Plan submitted for DEQ approval within 60 days of completion of the Project Team's review of the baseline survey results. Using the survey instrument and methodology developed in conjunction with the National Project Team, the program will evaluate progress toward meeting the established goal in each annual report after 2017.

Amendment: Supporting Documentation

DETAILED TIMELINE FOR COMPLETION

PaintCare proposes the following general timeline for survey completion based on the recommendation of the facilitator:

1. **August 2016:** Survey paper layout finalized.
2. **September 2016:** Consultant programs online version and pretests survey.
3. **Jan. 2-6, 2017:** Facilitator checks in with Consultant to confirm survey launch, updates Project Team.
4. **Jan. 16-23:** Consultant mails questionnaire and reminder postcard.
5. **Jan. 23-Feb. 10:** Consultant conducts field survey (paper and online).

6. **Feb. 6-24:** Consultant does data processing (scanning for data entry, set up SPSS data file & merge data, code open ends).
7. **Feb. 20-Mar. 20:** Consultant does analysis and reporting.
8. **Mar. 24:** Consultant submits final report and slide presentation.
9. **Mar. 27-31:** Facilitator organizes Project Team call to discuss results.
10. **Within 60 days of receipt of the group's recommendations from Step 9.** PaintCare will submit a Program Plan amendment for DEQ approval to establish a goal in accordance with the group's recommendation. Using the survey instrument and methodology developed in conjunction with the National Project Team, the program will evaluate progress toward meeting the established goal in each annual report after 2017.