



August 13, 2010

Matt Keane, US EPA
Ariel Rios Building (MC 1807T)
1200 Pennsylvania Avenue, N. W.
Washington, DC 20460

RE: PaintCare Awareness Survey

Dear Mr. Keane:

Thank you for your Memorandum dated July 21, 2010 regarding PaintCare's proposed Awareness Survey for the Oregon Pilot Project. While we appreciate your suggestions with regard to sampling and implementation, we will not be able to accommodate the majority of your requests under this Survey. As discussed on our conference call of July 15, 2010, the purpose of this survey is to measure the success of the communications strategy on awareness of the new program; it is not intended to answer questions related to behavior change, which your memo primarily focuses on.

However, as the attached final survey questions and comparison table show, we believe the results of the survey will address some of your requests and will certainly be beneficial to the Evaluation Committee's overall goals in this regard. In addition, we have revised the survey to better address target populations as discussed. The survey will remain 18+ as our Paint Consumer Research Program shows that the 18 to 24 age segment is, in fact, approximately 10% of the market. However, we will limit this segment to 10% of the responses. Similarly, as the over 65 age segment is also only 10% of the market – that category will also be limited to 10% of the responses. While this will significantly increase the costs, we agree that it is important to not have either of these categories over-represented.

As stated in the Oregon Program Plan, PaintCare will continue to work directly with the Paint Product Stewardship Initiative and EPA to provide data and input for any of the Evaluation Committee's goals, where possible, particularly where it coincides with PaintCare's reporting and evaluation obligations under the Legislation. Thus, PaintCare will alert you when we are prepared to do the next Awareness Survey, which due to budget constraints, may be closer to the dates suggested in your memo than had originally been planned. To the extent that the EPA grant funding for the Evaluation Committee can be used to facilitate any or all of your requests with respect to behavior change under the Program, we would appreciate working with you on finalizing such.

Sincerely,

A handwritten signature in blue ink, appearing to read "Alison Keane".

Alison Keane
Executive Director