

Data Source	Potential Time Frame [a]	Associated Evaluation Questions	Examples of Info to be Collected	Comments
1. Survey of consumers	Spring 2010; Spring 2011	Goal 3: Consumer generate less waste paint (Q 10 & 11) Goal 4: Performance of the paint system (Q13, 14 & 16) Goal 5: Expand market for post-consumer paint products (Q 21)	<ul style="list-style-type: none"> • Awareness/behavior changes related to: <ul style="list-style-type: none"> - Proper in-home use, storage, and management. - Paint reuse. - Availability of collection sites. - Availability and performance of recycled paint. - Promotion of product stewardship. - Utilizing post-consumer paint products. • Influence of fee on paint purchases and disposal. • Ratings of convenience for dropping off paint and purchasing recycled paint. 	Marketing firm contracted for two awareness surveys during an 18 month campaign Eval committee needs to align its eval of education (Q9 &10) with marketing strategy Need to talk to NPCA about including other questions in awareness survey Note: we have consumers listed for Q26, recommend we change to stakeholders.
2. Survey of stakeholders	Spring 2010; Summer 2011	Goal 1: collaborative and cooperative process (Q 1-2) Goal 6: Provide info to roll out states (Q25-26)	<ul style="list-style-type: none"> • Ratings of how collaborative and cooperative the process has been. • Ratings of the usefulness of tools. • List of best ways to communicate results and learning from the audience. • Thoughts on what were the unexpected consequences and lessons learned. 	Define stakeholders: NPCA PSI Retailers Manf./Recyclers Local Govt (OR and roll out) State Govt (OR and roll out) EPA [Assume we don't need PSO, vendors and consumers]
3. Survey of OR local govt	Fall 2010	Goal 4: Performance of the paint system (Q13, 14 & 18)	<ul style="list-style-type: none"> • Cost impact of the program. • Quality of paint collecting. • Impacts on other HHW products collected. • Infrastructure decisions, including factors that influence convenience. 	

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4. Survey of Paint Recyclers /Processors	Spring 2010; Spring 2011	Goal 4: Performance of the paint system (Q 15-17) Goal 5: Expand market for post-consumer paint products (Q 21 & 22)	<ul style="list-style-type: none"> • Data on products available and sales level. • Recommendations for markets and recycled paint products. 	Does this include energy recovery, use as cement additive for bad paint?
5. Interview of stakeholders	Summer 2011	Goal 1: collaborative and cooperative process (Q 1-3)	<ul style="list-style-type: none"> • Anecdotal discussion about: <ul style="list-style-type: none"> - Planning and implementation process. from a collaboration perspective. - Usefulness of tools and strategies utilized. - Effectiveness of communication approaches. • List of best ways to communicate results and learning from the audience. • Thoughts on what were the unexpected consequences and lessons learned. 	Same stakeholder categories as survey? Should we aim for a survey first and follow-up with interview to clarify the results collected (We have overlap with Goals 1 and 6 re: communication evaluation.)

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6. Interview of PSO staff	Summer 2010; Summer 2011	Goal 2: PSO (Q 4, 5 & 6) Goal 4: Performance of the paint system (20) Goal 6: Provide info to roll out states (Q24 26)	<ul style="list-style-type: none"> • Anecdotal discussion about: <ul style="list-style-type: none"> - PSO's roles and responsibilities. - Funding mechanism. • Factors that influenced decisions about infrastructure. • Strategies/success at moving consumers up the waste hierarchy. • List of mechanisms and components considered and reasons for use/non use. • Thoughts on what were the unexpected consequences and lessons learned. 	Do we assume PSO also includes NPCA?
7. Interview of OR DEQ	Summer 2010; Summer 2011	Goal 2: PSO (Q4 & 5) Goal 4: Performance of the paint system (20) Goal 6: Provide info to roll out states (Q24 and 26)	<ul style="list-style-type: none"> • Anecdotal discussion about: <ul style="list-style-type: none"> - PSO's roles and responsibilities. - Funding mechanism. • Strategies/success at moving consumers up the waste hierarchy. • List of mechanisms and components considered and reasons for use/non use. • Thoughts on what were the unexpected consequences and lessons learned. 	For Q4 recommend that we replace PPSI with OR DEQ (since PSO is accountable to them)

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8. Interview of Roll Out State Representatives	Fall 2009; Fall 2010; Spring 2011	Goal 2: PSO (Q5) Goal 6: Provide info to roll out states (Q23, 27)	<ul style="list-style-type: none"> • Thoughts on the whether the information about funding mechanism helpful for implementation in other states • List of information needed and time frame desired to assist other states with implementing a similar program. • Thoughts on whether the evaluation methodology and measurements is transferable. 	May need to shift timeline to meet state needs (though you also want to give PSO enough time to work out kinks)
9. Interview of Marketing Firm	Fall 2010	Goal 3: Consumer generate less waste paint (Q 9 & 10)	<ul style="list-style-type: none"> • Clarify strategies for educating the public. • Information about what worked and didn't work. 	
10. Interviews with Eval. Committee	Spring 2011	Goal 6: Provide info to roll out states (Q25 & 26)	<ul style="list-style-type: none"> • Thoughts on whether the evaluation methodology and measurements is transferable. 	Can we assume these folks are in the stakeholder group?
11. PSO documents	Summer 2010	Goal 2: PSO (Q 4, 5, 6)	<ul style="list-style-type: none"> • Roles and responsibilities. • How funding mechanism works. • Budget details. • Details on how paint management infrastructure was determined. 	
12. OR paint pilot educational materials and strategy	Fall 2010	Goal 3: Consumer generate less waste paint (Q8 & 9)	<ul style="list-style-type: none"> • Document materials and their dissemination methods. • Strategies for education. 	Note for Q8 and Q9: need to identify which education topics (i.e., awareness and behavior) are in scope.

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13. PPSI and OR stakeholder meetings and materials, such as work plans	Throughout	Goal 1: collaborative and cooperative process (Q1, 3) Goal 4: Performance of the paint system (20)	<ul style="list-style-type: none"> • Number and diversity of participants involved. • Number and diversity of participants invited to participate. • List of communications approached and their intent. • Strategies/results to move consumers up the waste hierarchy. 	Need to develop measures of collaboration/cooperation Should determine some cut off dates (e.g., pre-April 2010 considered planning)
14. OR DEQ and PSO inventories and data	Winter 2010, Fall 2010, Spring 2011	Goal 4: Performance of the paint system (Q13-17)	<ul style="list-style-type: none"> • Inventory of collection facilities. • Volumes of paint in each step of the system (reused, collected, transported, recycled, processed, sold) • If needed for LCA, distance between collection facilities and recyclers/processors. • Inventory of paint recyclers/processors, and retail outlets that sell recycled paint. 	Need to better understand what PSO plans to report to comply with legislation and what is currently reported by local govt to OR DEQ for biennial HHW report. May need to collect data from recyclers, processors, retailers, and waste handlers.
15. LCA/CBA outputs	Spring 2010	Goal 4: Performance of the paint system (Q13-19)	<ul style="list-style-type: none"> • Environmental impact of management options. • Cost impact of management options. 	Need NPCA to discuss if the assumptions of LCA will relate to “OR” real world data
16. HHW and paint management cost	Summer 2010	Goal 4: Performance of the paint system (Q13, 14 & 18)	<ul style="list-style-type: none"> • Cost of leftover paint management and other HHW products. 	PPSI Infrastructure Report

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17. NPCA market report about paint sales and other economics reports	Spring 2010, Spring 2011	Goal 3: Consumer generate less waste paint (Q 12)	<ul style="list-style-type: none"> • Other factors that will put the results of the project in context (e.g., effect of economics activity, etc.). 	
18. PPSI project outputs	Throughout	Goal 5: Expand market for post-consumer paint products (Q 22)	<ul style="list-style-type: none"> • Recommendations for markets and recycled paint products. 	Does the outcome from the PPSI Market Development Strategy provide the data needed to answer this question?

[a] The time frame presented here is a preliminary estimate. The actual time frame for implementation will be partly determined by the OR Paint Demonstration Project progress.