

Attachment 1

Department of Resources Recycling and Recovery (CalRecycle)

SCOPE OF WORK

Statewide Outreach and Education Campaign for Used Oil and Oil Filter Recycling

I. INTRODUCTION/OBJECTIVES

The Department of Resources Recycling and Recovery (CalRecycle) Used Oil Recycling Program was developed in response to the 1991 California Oil Recycling Enhancement Act, written to discourage the illegal disposal of used oil. Oil manufacturers pay a fee on every gallon of oil sold in California and certified collectors receive an incentive payment for each gallon of used oil collected. SB 546 amended the Oil Recycling Act by, among other things, streamlining an existing grant program, promoting public/private partnerships, expanding project opportunities to improve effectiveness of statewide programs, and increasing focus on collection of used oil filters.

Discretionary funding for used oil programs has declined since 1994, from a high of \$9.5 million to the current allocation of \$1.5 million for FY 2010/11. Stakeholders have provided CalRecycle with strong feedback requesting a statewide public education campaign, which provided the impetus for this Request for Proposal.

The main component of a used oil outreach campaign will be the continuation and expansion of the 2008 “3,000 Mile Myth” campaign. In addition, a pilot program will be undertaken to encourage Used Oil Certified Collection Centers in a targeted region to accept used oil filters, paired with a public education and oil filter collection/exchange program aimed at do-it-yourself (DIY) oil changers to encourage the recycling of used oil and, where possible, oil filters. The third component will include educational materials for used oil grantees to download and customize for use in their own jurisdictions.

The “3,000 Mile Myth” campaign promoted the concept that the 3,000-mile oil change interval is no longer the standard to maintain optimal car performance because of improvements in car and oil manufacturing. This campaign encouraged car owners to check their manuals for manufacturer recommendations in oil change miles. Many new cars have recommended oil change intervals of 5,000, 7,500 and in some cases 10,000 miles between oil changes. However, many retail oil change stores and car dealerships still place a 3,000 mile oil change reminder decal in their customers’ windows.

II. WORK TO BE PERFORMED

Campaign Research: The contractor will conduct consumer research to assess attitudes and habits surrounding automotive oil changes by both retail oil change consumers and the “do-it-yourself” sector. This research will determine whether the public believes oil changes are necessary or advisable every 3,000 miles, and whether the public is aware of environmental and economic savings of delayed oil changes. Survey respondents that change their own oil will be asked additional questions about Certified Collection Centers (CCC), proper disposal of used oil filters, and their recycling habits. A campaign can then be built around survey findings if a significant portion of overall respondents or a particular market sector still follows the 3,000 mile myth. If findings suggest that a significant number of respondents no longer change oil as frequently as every 3,000 miles, and that the 3,000 mile myth message has sufficiently permeated all demographic profiles, the campaign focus will expand the collection center pilot program and do-it-yourself oil and filter recycling education program.

3,000 Mile Myth Campaign Continuation: The selected contractor will develop a message that builds upon new survey results and the 2008 “3,000 Mile Myth” campaign concept that car owners should check manuals to determine oil change intervals. Work to be performed could include, but is not be limited to: media and advertising strategies, public/private partnerships, development of Public Service Announcements (PSAs) for television and/or radio, website content, and event development.

Pilot Program for Used Oil Certified Collection Centers: The contractor will design a pilot program in a single California media market, supported by campaign research. The pilot program will encourage corporate and other auto retail establishments to collect not only used oil, but used oil filters. The contractor will conduct research with corporate offices of retail auto parts stores to gauge interest and ability to establish a used oil filter collection program in the identified community, as well as identify possible incentives to encourage participation and identify barriers. Metrics will be developed to measure the success of the pilot and achieve desired outcomes. This task will also include a Certified Collection Center education component for DIYers to inform them that collection centers exist, and will accept used oil and may collect filters. Finally, this task will include development of a statewide used oil filter collection/exchange program implementation plan.

Educational Materials for Grantees: The contractor will develop educational materials for use by CalRecycle used oil fund grantees that may be customized by individual jurisdictions; materials could include but not be limited to brochures and video to educate the DIY oil changer on proper disposal of oil and filter. The contractor will also develop training (including training materials) for the Used Oil/HHW Annual Conference, and update signage, publicity and education materials for CCCs.

III. TASKS IDENTIFIED

Task 1: Develop Work Plan

- A. The contractor will develop, in cooperation with CalRecycle’s Office of Public Affairs, a work plan and budget for all activities contained in this Scope of Work including the required reporting below. The work plan is subject to approval by the CalRecycle Contract Manager.
- B. Monthly Budget Report and Payment Requests will be provided every month. The contractor will provide a budget report with invoices and cost estimates for reimbursement (note: 10 percent of all payment requests are withheld until the Final Report is submitted and approved).

Task 2: Campaign Research

- A. Survey Question Development – The contractor will work with CalRecycle’s Office of Public Affairs and Used Oil Program staff to create a series of questions and scenarios to ask consumers to gauge level of knowledge about oil change frequency, attitudes about oil change frequency, and knowledge of CCC among do-it-yourself oil changers.
- B. Survey – The contractor will use a variety of methods including but not limited to phone interviews, focus groups and questionnaires. Surveys will be conducted statewide in English and Spanish by qualified bi-lingual interviewers. Contractor will identify and acknowledge any cultural and language barriers and work to ensure that outreach efforts resonate with ethnic audiences through in-language/in-culture information. Contractor will also conduct a post-campaign survey measuring the success of the campaign.

Task 3: The 3000 Mile Myth Campaign

- A. Advertising/Marketing – The contractor will create advertising recommendations for print and/or online publications, social media, as well as television and/or radio advertising or Public Service Announcements (PSAs) in both English and Spanish with oil change awareness messaging that reflects survey results. If television or radio PSAs are produced, contractor will duplicate and distribute to radio and broadcast stations throughout California, tracking air time, stations and frequency of plays. The contractor should leverage free-media placement to the greatest extent possible.
- B. Partnerships/Events – The contractor will develop public/private partnerships to disseminate the 3,000 mile myth campaign message, using various means including events, giveaways, etc.

Task 4: Pilot Program for Used Oil Certified Collection Centers

The contractor will:

- A. Conduct research with corporate offices of retail auto stores to gauge interest and ability to establish a used oil filter collection program.
- B. Identify possible incentives and barriers to filter collection.
- C. Design and implement a pilot program in a regional market specified by campaign research. This will include corporate and other auto retail establishments to collect not only oil but used oil filters, and an education campaign for their customers that will heighten awareness of proper disposal of oil and filters.
- D. Develop a plan based on the pilot program successes and failures with suggestions on statewide regional implementation.

Task 5: Education Materials for Use by Jurisdictions

The contractor will work with CalRecycle’s Used Oil and Public Affairs staff to create educational materials that could include but not be limited to brochures, videos, and posters for use by Used Oil grantees to educate their own constituency. Contractor will develop a Used Oil education curriculum for use at the Used Oil/Household Hazardous Waste Annual Conference. Components of this curriculum may include a presentation for the conference and handouts.

Task 6: Reporting

- A. The contractor will provide regular progress reports every three months to the Contract Manager tracking project implementation and success.
- B. All documents and/or reports drafted for publication by or for CalRecycle in accordance with this contract shall adhere to CalRecycle’s Contractor Publications Guide at www.CalRecycle.ca.gov/Publications/PubGuide/ and, must be reviewed by a technical editor of the Contractor’s choosing to assure that the reports comply with CalRecycle’s publication guidelines, after which they shall be submitted to and reviewed by the Contract Manager in consultation with the CalRecycle editor.

(The Contractor is encouraged to consult with the CalRecycle project management and editorial staff early in the development process to ensure deliverable requirements are clearly understood and to minimize the need for revisions.)

- C. The contractor shall submit a draft final report to the CalRecycle Contract Manager six weeks prior to the due date for the final report. The draft, like the final report, must be reviewed by a technical editor of the contractor's choosing to assure that the reports comply with CalRecycle's publication guidelines. The draft will be reviewed by CalRecycle staff who will provide comments or questions that should be addressed or incorporated into the subsequent draft of the report. Any requested changes must be completed by the contractor and resubmitted to the Contract Manager for final approval. Only when all revisions are made and approved by the Contract Manager will the report be deemed final.
- D. The contractor will provide a final report that summarizes all activities, including the finalized Statewide Used Oil Filter Collection/Exchange Program Implementation Plan and including an evaluation of its effectiveness, on or before April 30, 2012.
- E. The final report shall adhere to the CalRecycle Publications Guidelines and shall be reviewed by a technical editor of the contractor's choosing. The contractor will not receive final payment until the final report has been approved by the CalRecycle Contract Manager. The final report shall be printed double-sided, on 100 percent recycled-content paper.
- F. The contractor shall be aware that if the final report contains copyrighted work in print (tables, graphics, or photographs), or other materials taken from copyrighted sources, the contractor shall cite the copyrighted material in the final report and obtain permission to use the copyrighted material. The contractor shall secure express written permission from the copyright holder or the holder's licensing representative. The contractor will include letters of permission to use copyright material as an appendix in the final report. If the contractor does not secure permission to use copyrighted material, said material will not be used in the final report.

IV. CONTRACT/TASK TIME FRAME

Tasks will be ongoing throughout the duration of the contract. The term of this contract shall be one year, from the date of execution.

The contractor will develop a workplan and timeline for project which will include due dates for specific deliverables, including, but not limited to, the draft and final reports. Timeline and workplan may be modified as necessary throughout project with the written approval of the CalRecycle Contract Manager.

V. COPYRIGHT PROVISION

The contractor shall assign to the Department of Resources Recycling and Recovery (CalRecycle) any and all rights, title and interests to any copyrightable material or trademarkable material created or developed in whole or in any part as a result of this Agreement, including the right to register for copyright or trademark of such materials. The Contractor shall require that its subcontractors agree that all such materials shall be the property of CalRecycle. Such title will include exclusive copyrights and trademarks in the name of CalRecycle.

VI. WASTE REDUCTION AND RECYCLED-CONTENT PRODUCT PROCUREMENT

In the performance of this Agreement, the contractor shall use recycled content, used or reusable products, and practice other waste reduction measures where feasible and appropriate.

Recycled Content Products: All products purchased and charged/billed to CalRecycle to fulfill the requirements of this contract shall be Recycled-Content Products (RCPs), or used (reused, remanufactured, refurbished) products. All RCPs purchased or charged/billed to CalRecycle to fulfill the requirements of the contract shall have both the total recycled content (TRC) and the postconsumer content (PC) clearly identified on the products. Specific requirements for the aforementioned purchases and identification are discussed in the Terms and Conditions of the Contractual Agreement under Recycled-Content Product Purchasing and Certification.

The contractor should, at a minimum, ensure that the following issues are addressed, as applicable to the services provided:

A. WRITTEN DOCUMENT PROVISION

All documents and/or reports drafted for publication by or for CalRecycle in accordance with this contract shall adhere to CalRecycle's *Guidelines for Preparing CalRecycle Reports* (available upon request) and shall be reviewed by the Contract Manager in consultation with one of the CalRecycle editors.

In addition, these documents and/or reports shall be printed double-sided on 100 percent recycled content fiber. Specific pages containing full-color photographs or other ink-intensive graphics may be printed on photographic paper. The paper should identify the postconsumer recycled content of the paper (i.e., "printed on 100 percent postconsumer paper"). When applicable, the contractor shall provide the Contract Manager with an electronic copy of the document and/or report for CalRecycle's use.

To the greatest extent possible, soy ink instead of petroleum-based inks should be used to print all documents.

B. CONFERENCING PROVISION

The contractor shall take any and all steps necessary to make sure that the event is a model for future recycling, waste prevention, diversion, buy recycled, and waste management events.

Paper Products: All paper products used to fulfill the requirements of this contract (nametags, badges, letters, envelopes, brochures, etc) must contain at least 30 percent post-consumer recycled content fiber.

Re-usable Cups, Plates & Utensils: To the greatest extent possible, use re-usable/washable utensils, dishes, tableware, etc. rather than single-use disposable products.

Leftover Food/Beverages: All leftover food and/or beverages associated with the event will be donated to an established food donation outlet. Arrangements for the donation must be made prior to the date of the event. CalRecycle staff will assist the contractor in identifying these donation outlets, if needed.

Recycling/Composting: Arrangements must be made with the venue, sponsor, or by contract, to provide adequate collection bins for recyclables, organics (food waste) or biodegradable materials, and trash (non-recyclables). The bins should contain at least 30 percent post-consumer plastic. In addition, the contractor shall work with the venue and/or sponsors to maximize diversion of the discarded materials.

Soy-based Printing Ink: To the greatest extent possible, soy ink instead of petroleum-based inks should be used to print all documents needed for the event.