



Successful One-Day Used Motor Oil Events

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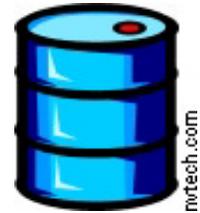
San Francisco Department of the Environment

- **Toxics Reduction Program:** Residential, Commercial, and City programs, which include Green Building and Used Motor oil.
- **Other SFE programs** include Recycling, Clean Air, Energy, Environmental Justice, School Education and Outreach.



San Francisco's Used Oil Programs

- Certified Center Drop–Off Centers
- Curbside Collection
- Local Garbage Company – S.F. Recycling and Disposal, Inc.



Since the addition of Curbside Collection, we have not had many used oil one day events.

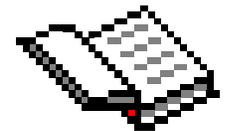
Why host a One–Day Collection Event?

To draw attention to existing collection opportunities and educate residents about their disposal options.



I. Maximizing Participation

- Direct Mail – selection criteria
- Radio Advertisement
- Contact Political Offices
- Posters and Flyers
- Language
- Added Attractions



Direct Mail

- Obtain a mailing list through a list brokerage. Sort criteria possibilities, as follows:

1. Zip code

2. Gender

3. Age

4. Ethnicity

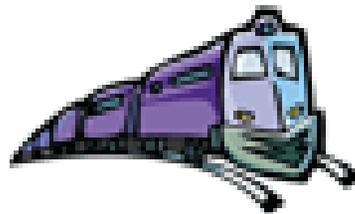
5. Car ownership



NOTE: *99% of participants heard about the event from our Direct Mail piece !!*

Car ownership - an important sort criteria as people living in dense urban areas

<http://www.transportation.org/ctpp/home/default.htm>



Radio advertisement:



- Rural Areas - Best approach to target a rural area with one collection area.
- Urban Areas – Too Broad?
- Also, note that radio ads may be difficult for DIYers to retain the event date and location.

Contact Political Offices



- Most accurate data can be obtained by calling supervisors for targeted political districts. They may have ideas how to best target your audience.

Posters and Flyers

- Posting locations - motor oil point of purchase locations are your best bet.
- Possible locations include auto retail shops and gas stations.
- Also consider “Pick and Pull” yards, as Do It Yourself mechanics go there for auto parts.



Language

- Yet another reason to conduct demographic research! Consider researching cultural motivators.
- For the Latino community, having a credible spokesperson is important.
- “Dumping used oil is against the law” works well with the Chinese community.



Added Attractions

- Consider having a ‘Low Rider’ or ‘Classic’ or Scion on display to generate a larger audience and interest.
- A local radio station may want to sponsor the event and broadcast live to promote the ‘Added Attractions’.



II. Extending the Used Oil Recycling Message

- Prompts
- Premiums
- Education





- Oil changing related supplies can act as a prompt for future proper disposal behavior.
- Oil disposal jugs, funnels, changing mats, rags, and kitty litter packets for spills.
- Attach used oil message and local disposal and contact info.





Commitment

As a commitment prompt, have participants sign a pledge stating that they will always recycle their used motor oil.

Behavior Change

- Stress that this is a one time educational event, and educate about established disposal possibilities.
- Distribute info. about local drop-off centers, curbside collection and general HHW disposal.



III. Measuring Success

Sample survey (keep it short).

- *How did you hear about this event?*
- *Age range and gender.*
- *Primary language spoken.*
- *Do you know where to take your oil?*
- *Do you know about the City's Curbside collection program (if available)?*



Compare outreach methods and see if there is a significant difference in gallons collected.

1. Note: Keep in mind that different demographics play into volume differences.
2. Notice if Curbside collection volumes increase after outreach.
3. Notice if CC volumes increase.
4. Notice if Abandoned Waste levels decrease.



Questions ??

