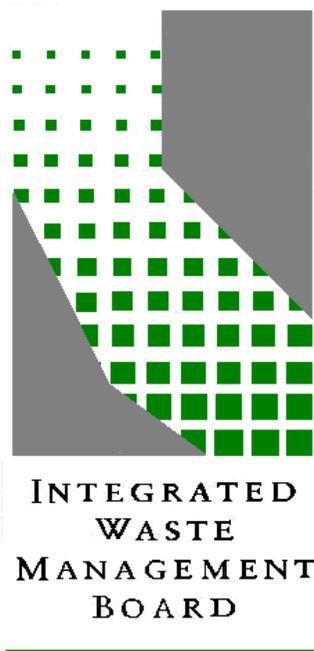


How & Why We Evaluate State-wide Perspective of DIYer Oil Collection



2005 Household Hazardous Waste and Used Oil Conference
CIWMB Used Oil Program

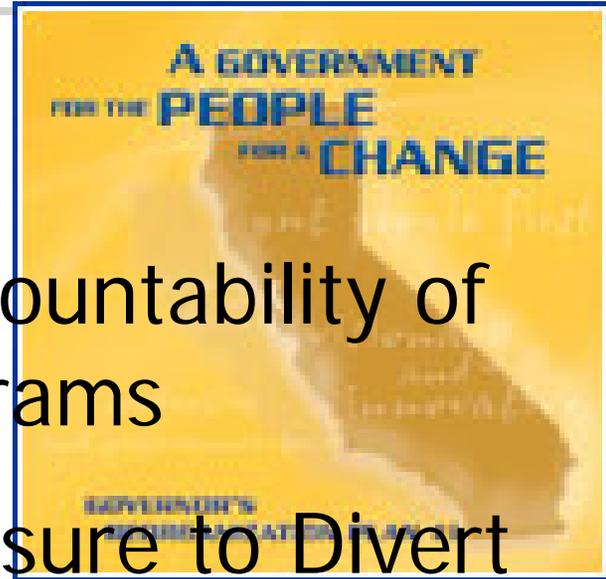


Evaluation Topics

- Change in State Used Oil Program's Evaluation of Local Govt. Grants
- New Performance Measures Used
- Self-Evaluation Checklist

Evaluating Used Oil Program

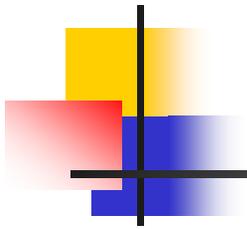
- Q: Why evaluate?
- A:
 - 1) Increased Accountability of All State Programs
 - 2) Increased Pressure to Divert Oil Recycling Funds
 - 3) Use Results to Improve Program





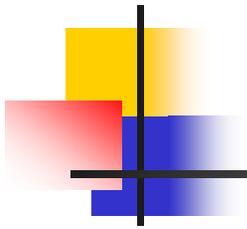
Evaluation: Old vs. New

- Old Evaluation:
Limited: Grant \$\$ Spent Correctly
Minimal Local Collection Programs
- New Evaluation:
Performance-Based (collection)



Origin of Performance Measures

- Background: Collection data analyzed (FYs 2000-2004)
- High-collecting Local Govt. Programs identified
- Common Best Practices Identified, used as basis of new Performance Measures



List of Performance Measures

1. DIYer Used Oil and Filter Collection
2. Collection Opportunities Available
3. Site Visits to Collection Centers
4. Targeted Public Education & Outreach
5. Self-Evaluation Annually
6. Adherence to CIWMB Requirements

Performance Measure #1

- DIYer Used Oil & Filter Collection

- Goals:

- Continual Improvement: Increase collection 5% per year

- State Average or Better

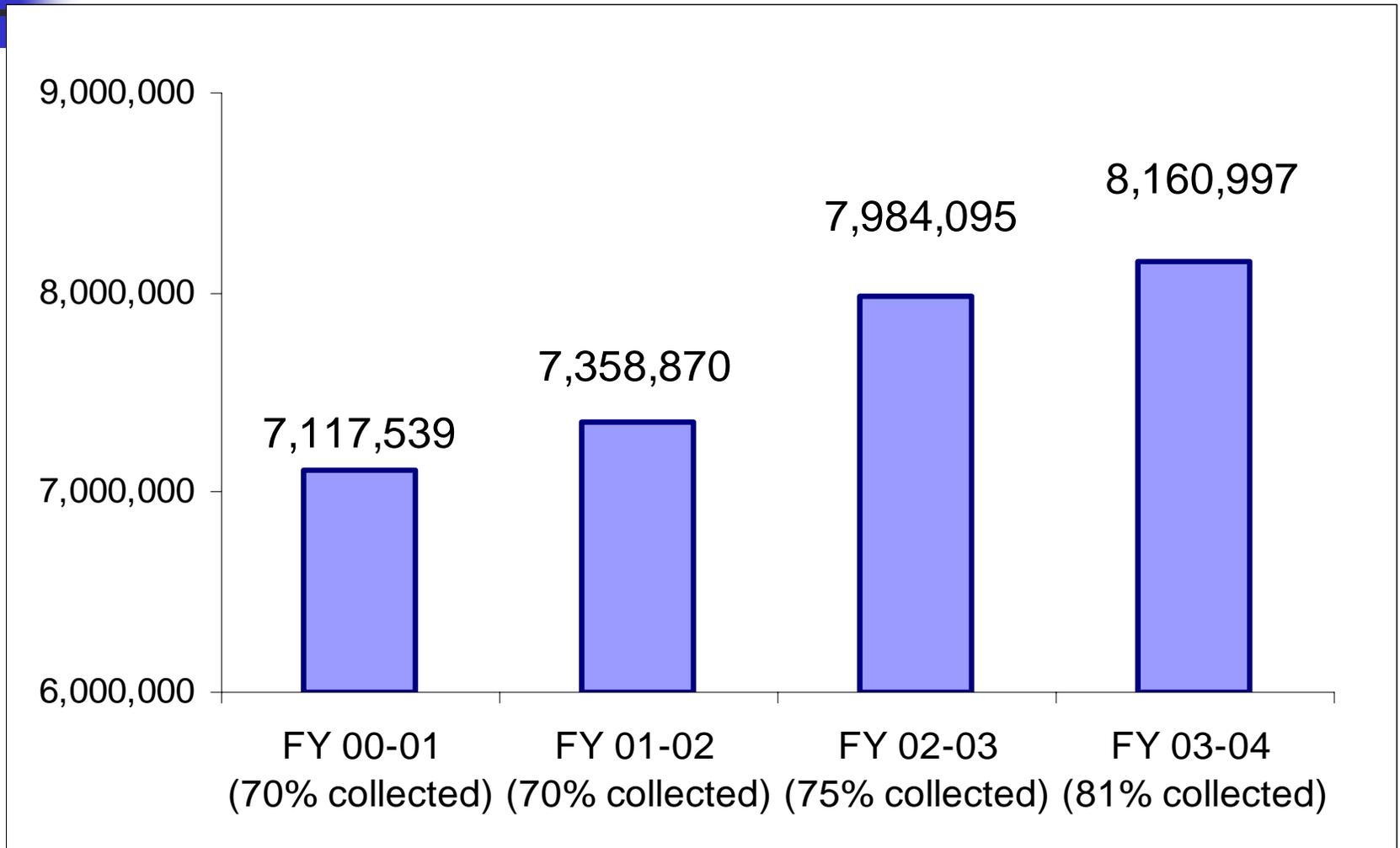


Performance Measure #1 (Oil)

- State Average – Oil Collection
- 0.22 gallons/person or;
- 3.36 gallons/DIYer Household or;
- 65% diversion rate (local diversion rate methodology in development)

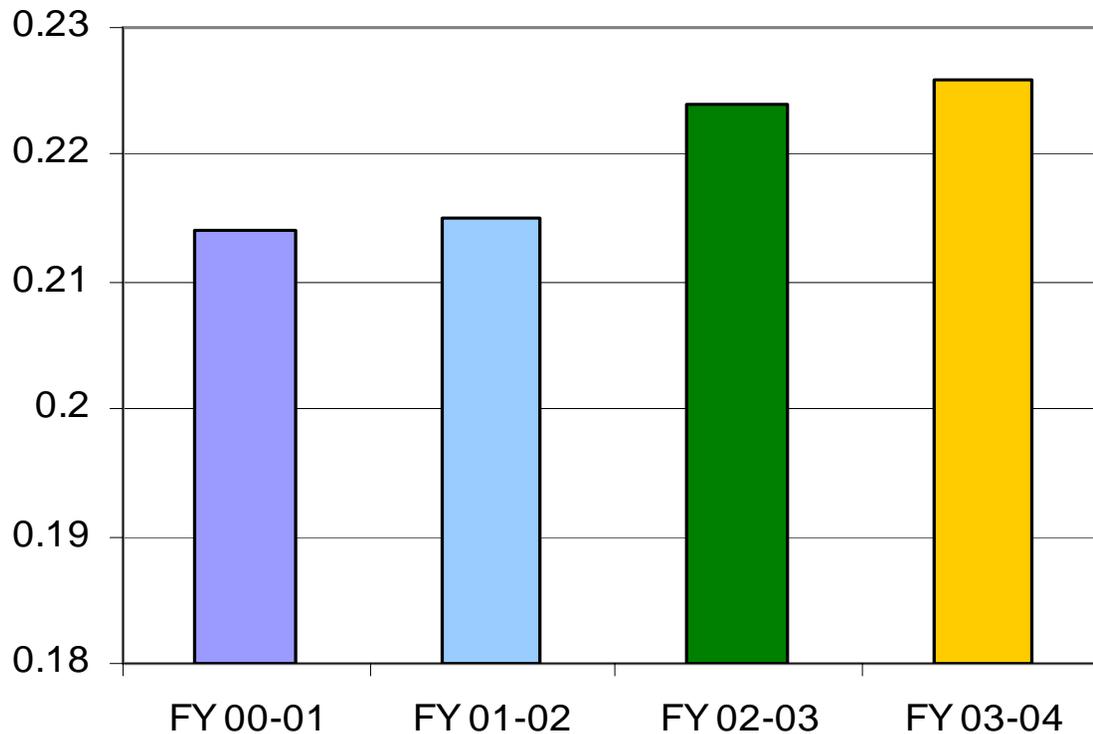


DIYer Oil Collection Reported (gallons) Fiscal Years 2000 - 2004

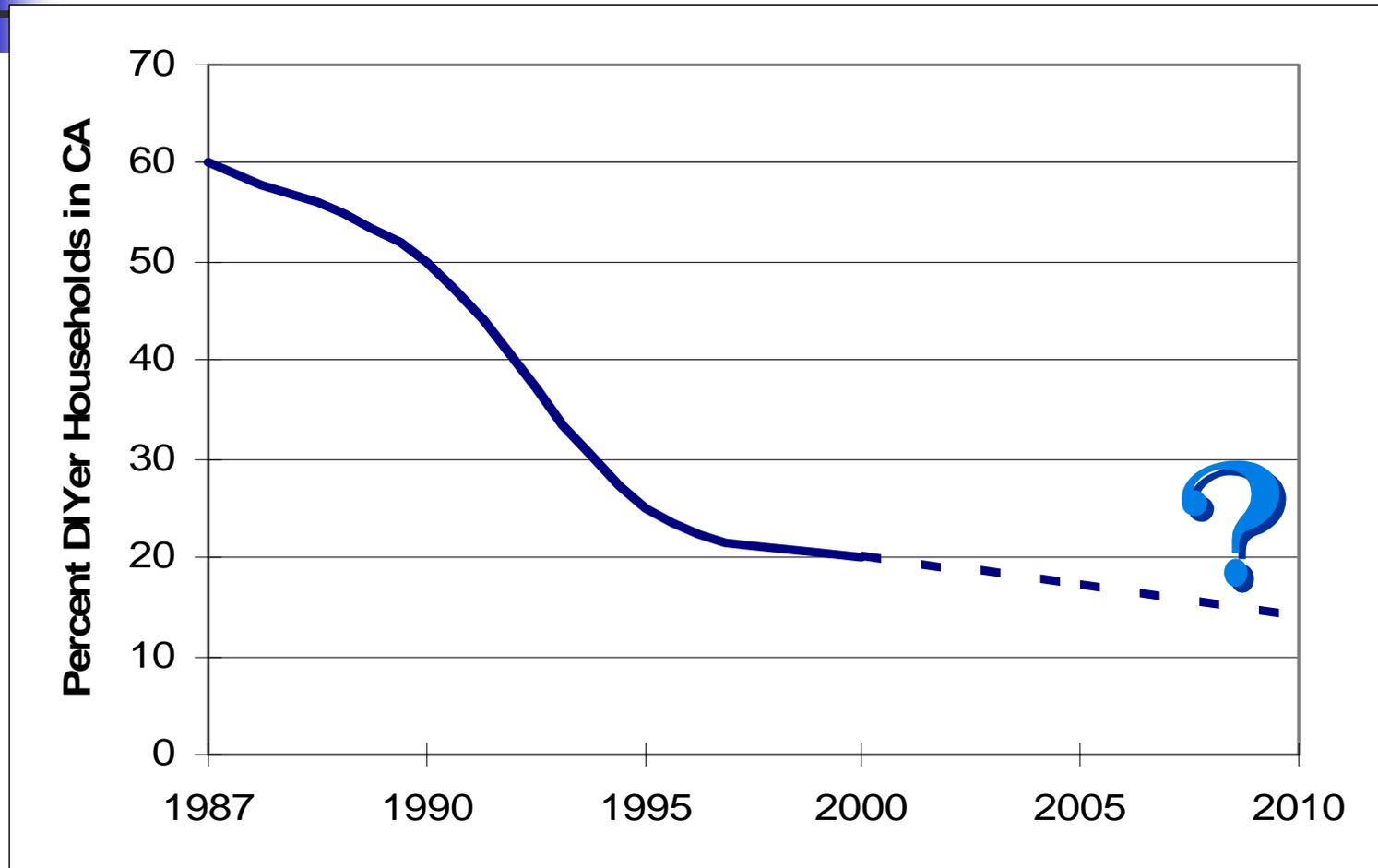


DIYer Oil Collection Per Capita Rates FYs 2000-2004

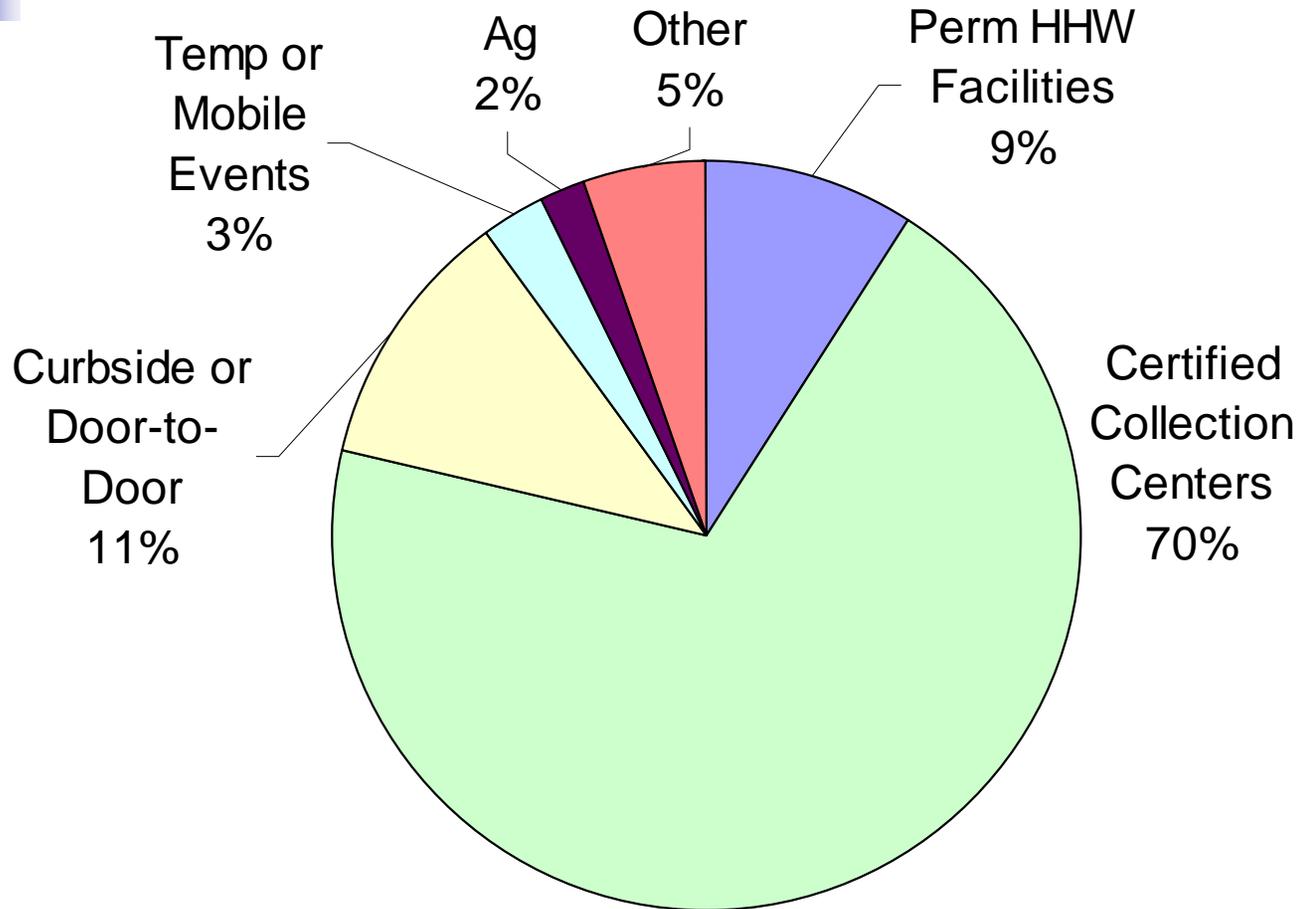
Rate of Oil Collection (gallons/person) Has Increased Modestly for the Last 4 Fiscal years



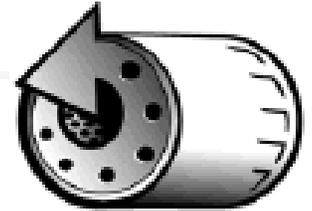
DIYer Households Have Decreased Significantly since 1987



DIYer Oil Collection by Program FY 2003-2004



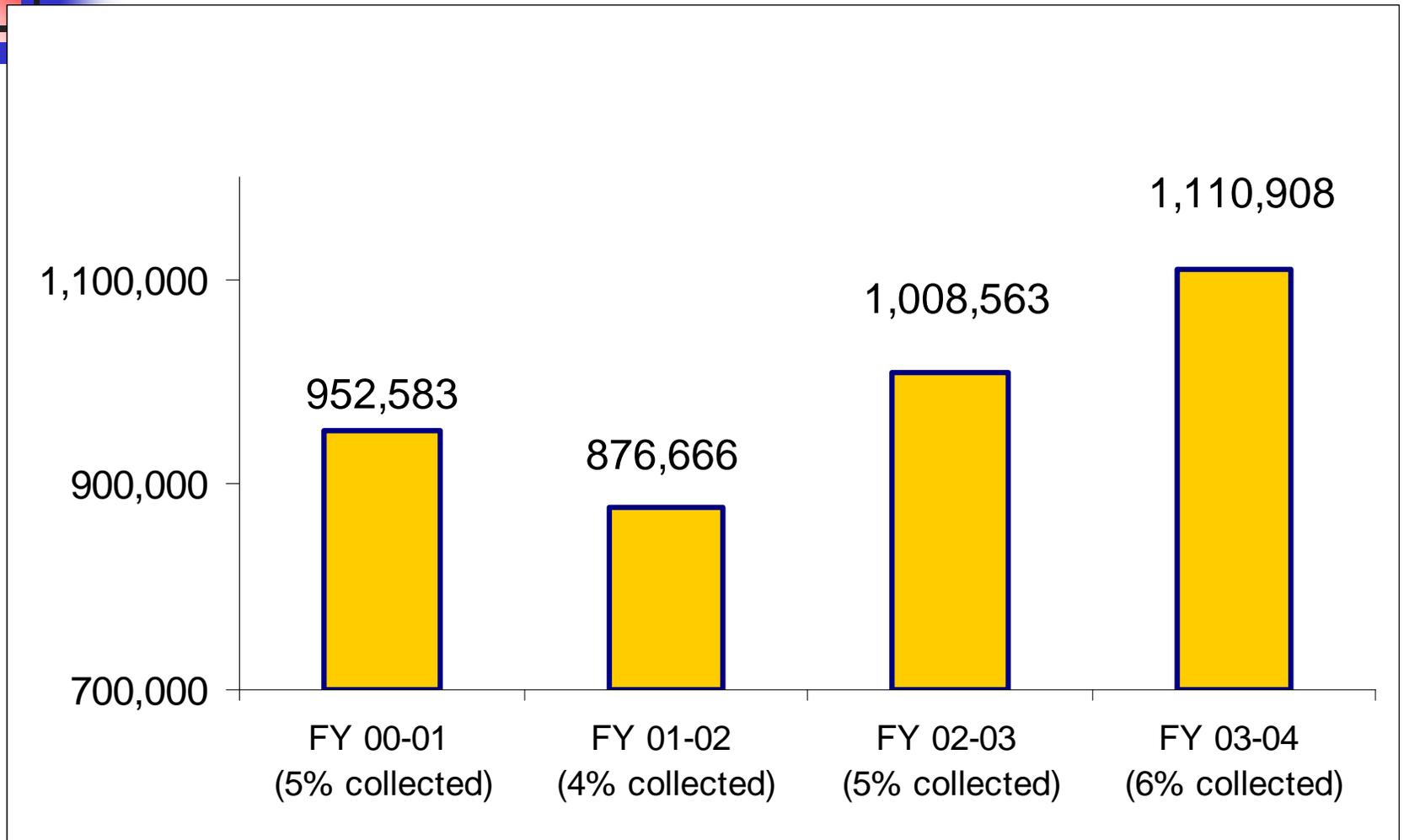
Performance Measure #1 (Filters)

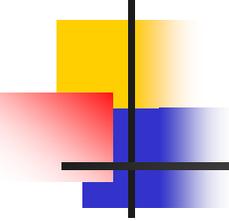


- State Average – Filter Collection
- 0.03 filters/person or;
- 0.46 filters/DIY Household or;
- 6% diversion rate (local diversion rate formula in development)

DIYer Oil Filter Collection

(number of filters) FYs 2000 - 2004





Performance Measure #2

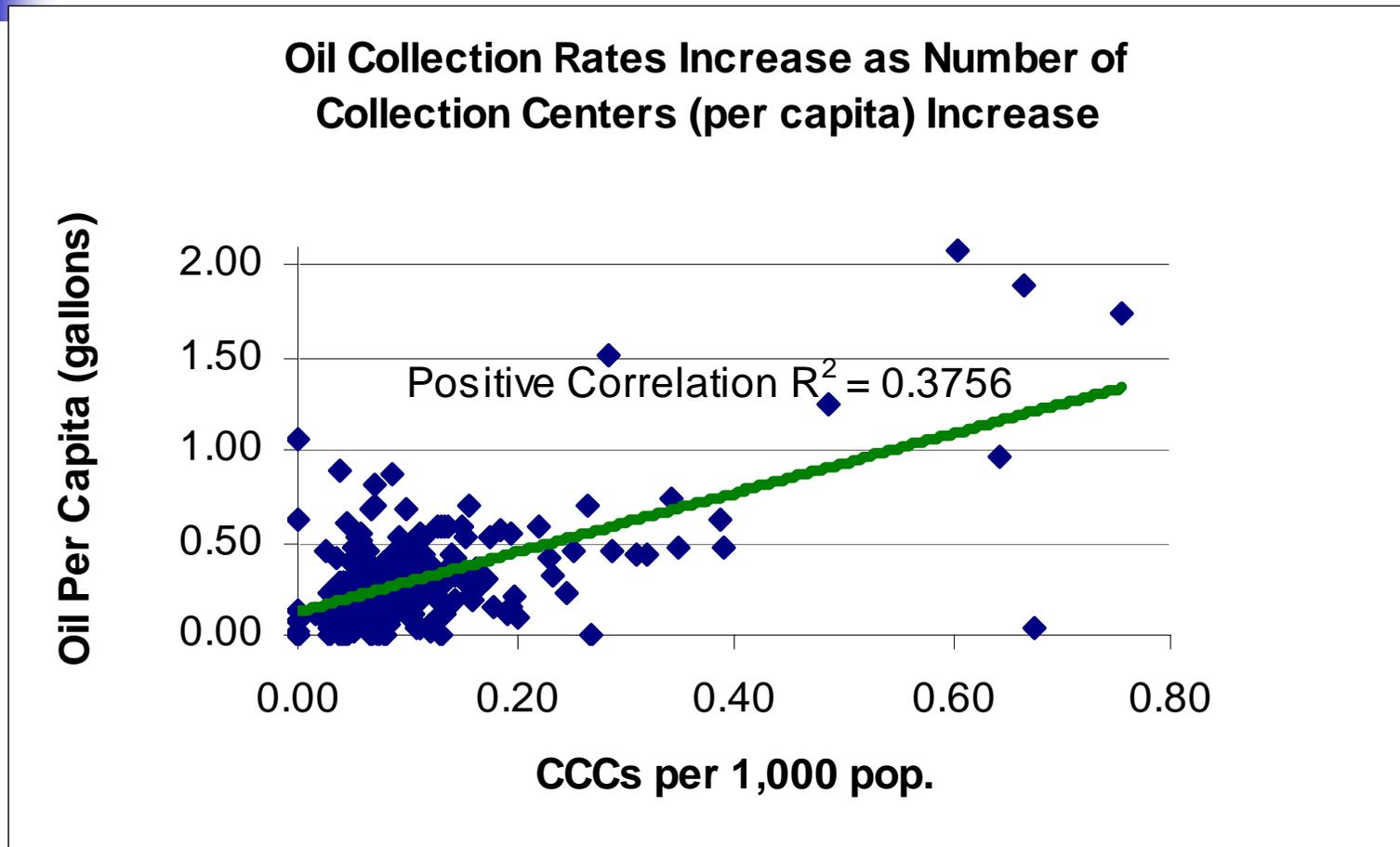
- Collection Opportunities Available:
- Number and Variety
- Certified Centers, HHWCFs, ABOPs, Ag, Marina, Airport, Curbside, One-Day Events, Non-Certified Centers

Performance Measure #2

- Goal 1: Collection Center for every 13,000 residents; one within 3 miles each resident



Oil Collection vs. CCCs



Performance Measure #2

- Goal 2: Establish (or maintain) PHHWCF, or Frequent One-Day Events (in lieu of PHHWCF)



Performance Measure #2

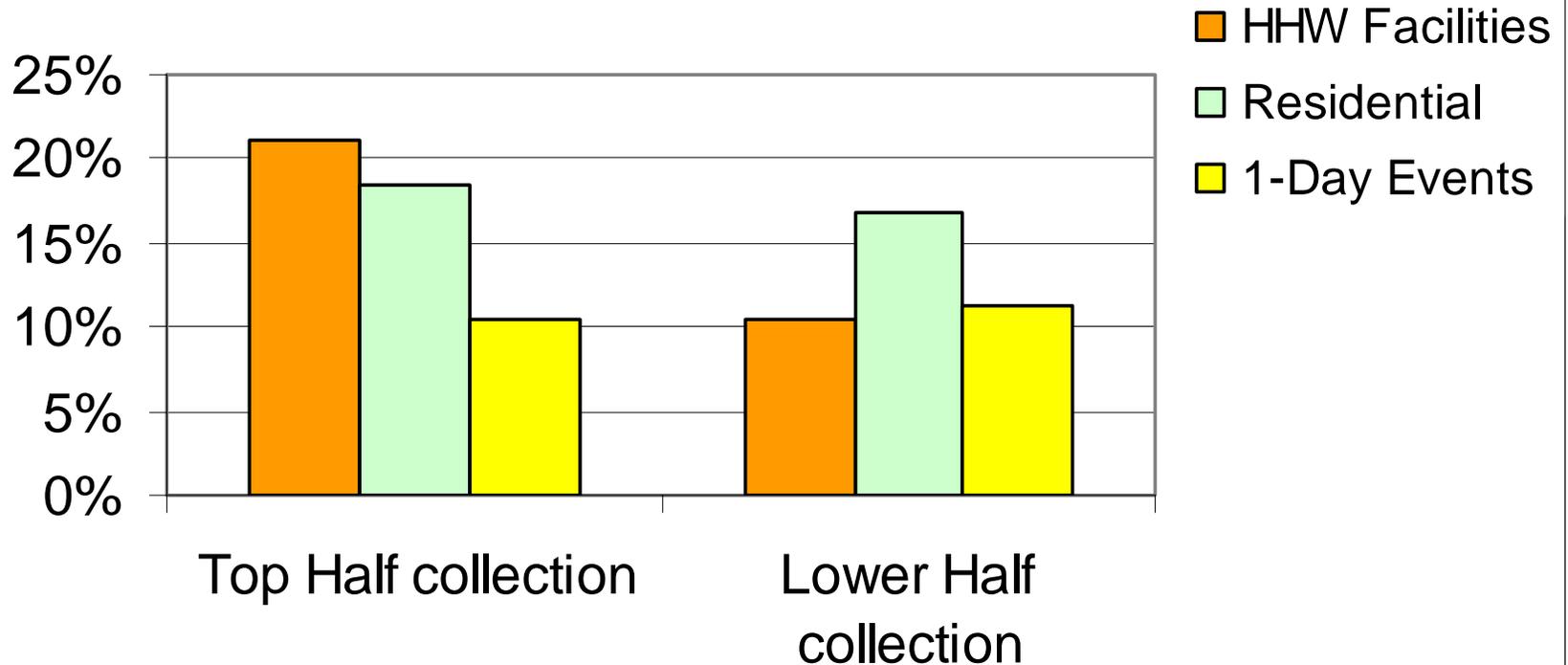
- Goal 3: Expand Curbside Collection (urban/suburban most cost-effective)

Oil



Oil Collection vs. Program Activities

Grantees Conducting Core Activities



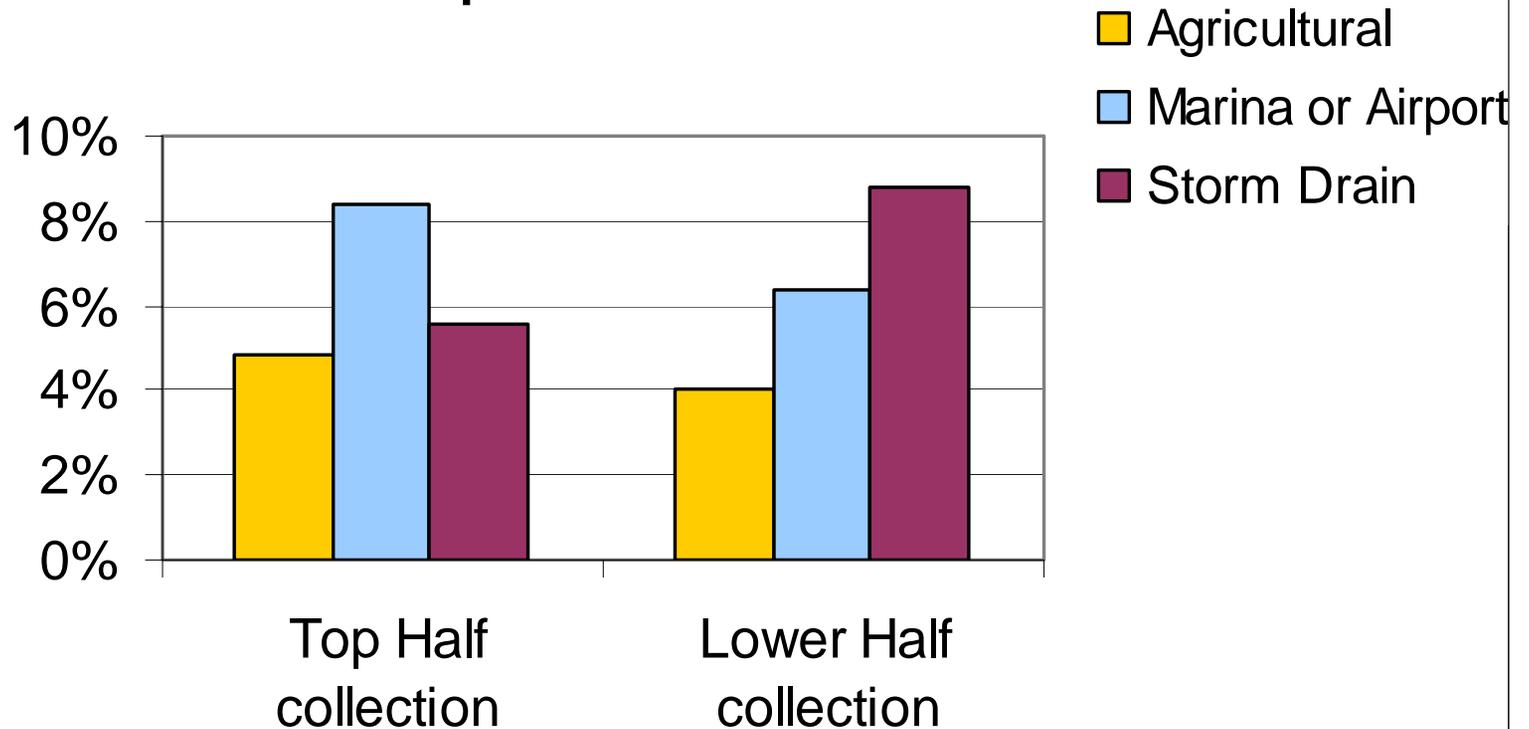
Performance Measure #2

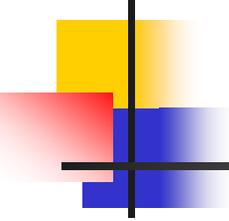
- Goal 4: Establish Special Collection Opportunities: Marina, Ag, Airport, CESQGs



Oil Collection vs. Special Initiatives

Grantees Conducting Special Initiatives





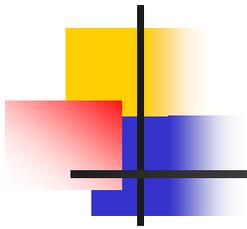
Performance Measure #2

- Data Gap:
- Number and Locations of sites that accept Oil Filters from Public
- State Needs Local Input

Performance Measure #3

- Site Visits to Collection Centers



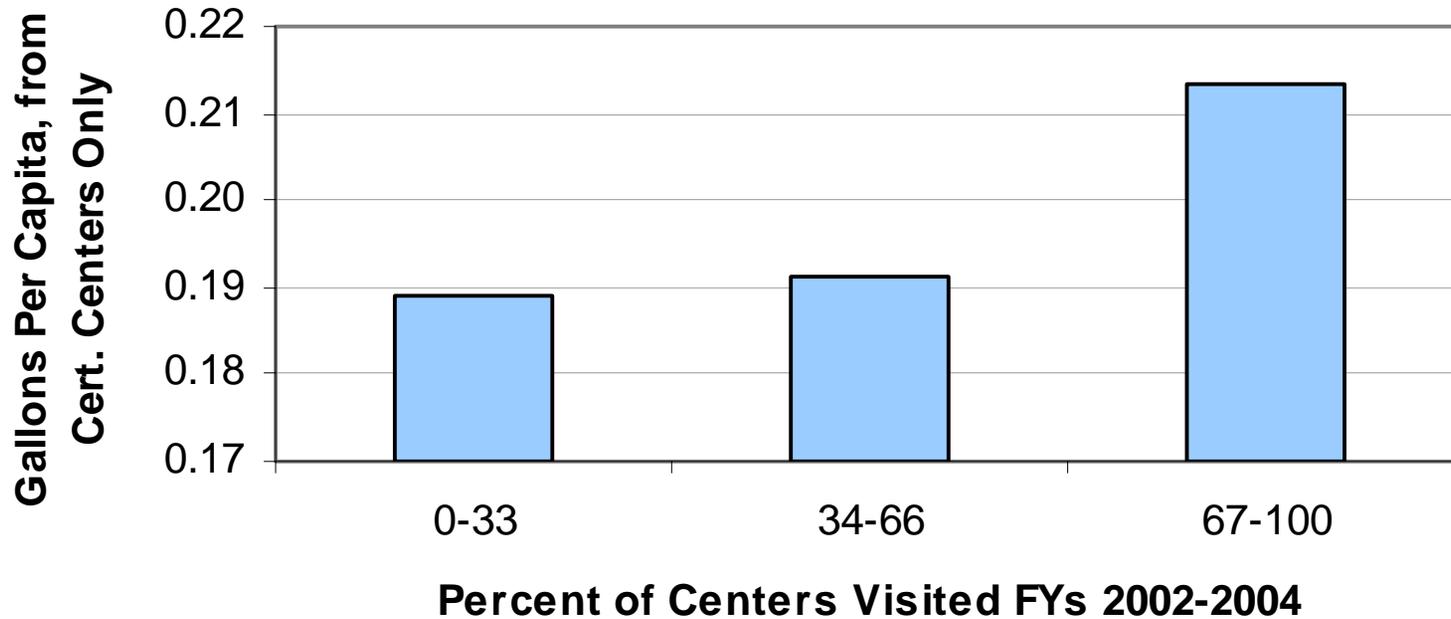


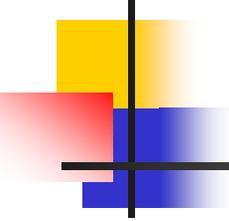
Performance Measure #3

- Site Visits to Collection Centers
- Minimum initially required by statute too low to be effective (one visit per 100,000 people)
- Recommend: Two visits to each center per year

Oil Collection vs. Center Visits

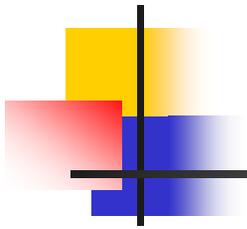
**Average Gallons/Person Increases
as Center Site Visits Increase**





Performance Measure #4

- Targeted Public Education & Outreach
- Current empirical data lacking; ten+ years anecdotal data exists (contract to evaluate effective publicity education to be completed July 2006)



Performance Measure #4

- Goal: Target outreach to DIYers
- As DIYer Households Decrease, mass-media becomes less effective
- Emphasize face-to-face outreach; Community-Based Social Marketing

Performance Measure #4

- Outreach Event at Collection Center

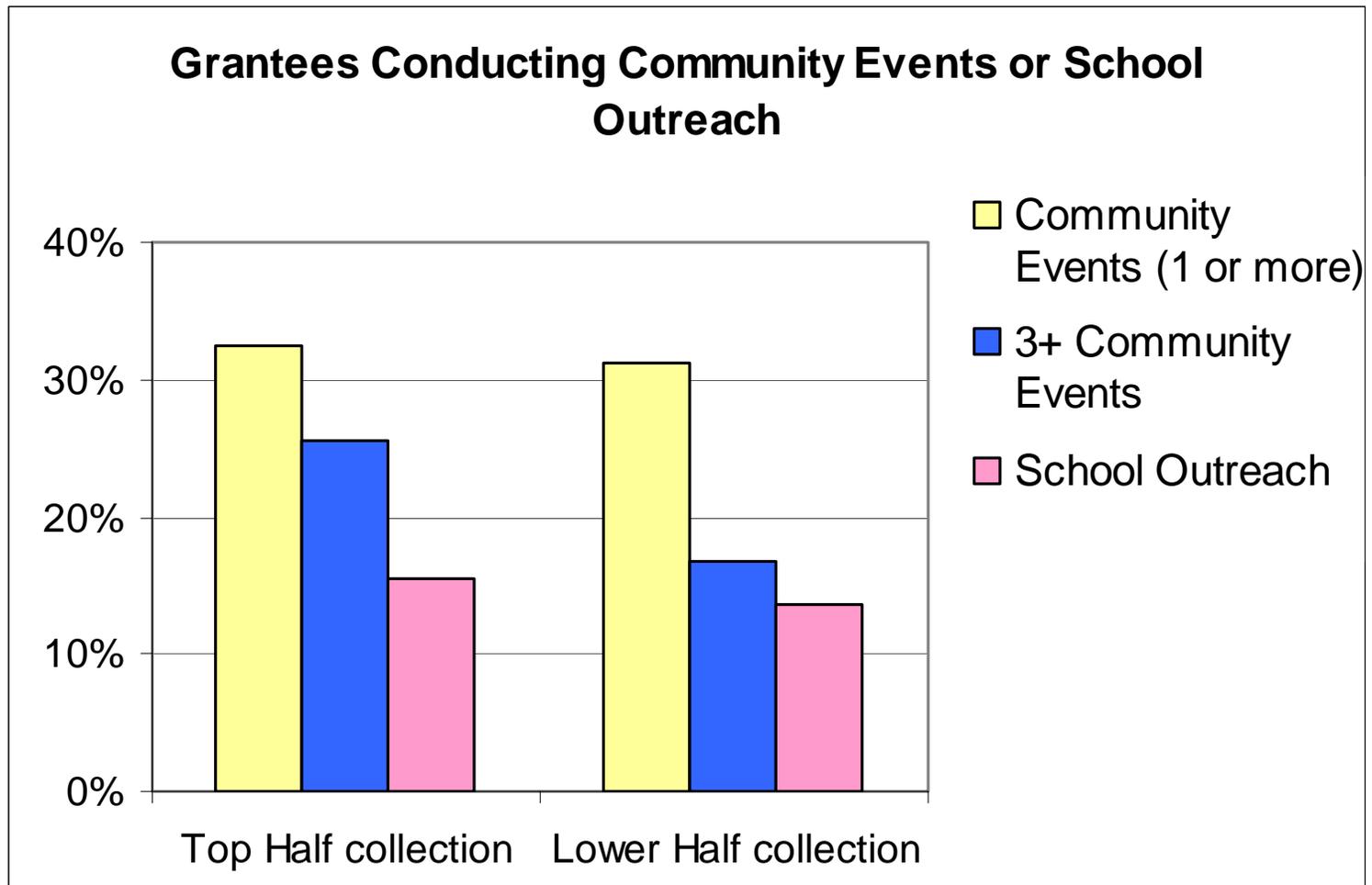


Performance Measure #4

- Outreach Event at Ag Expo

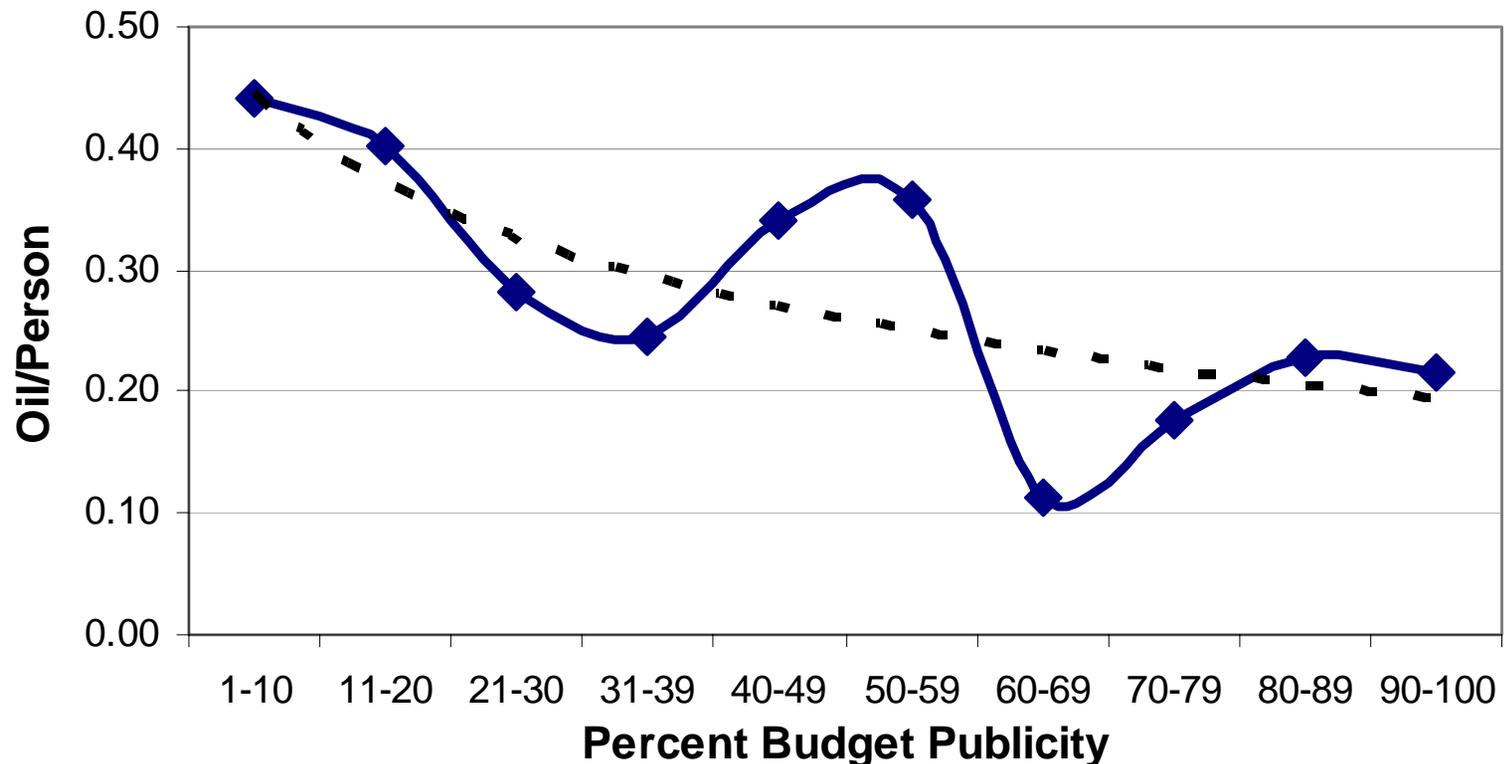


Oil Collection vs. Outreach Events



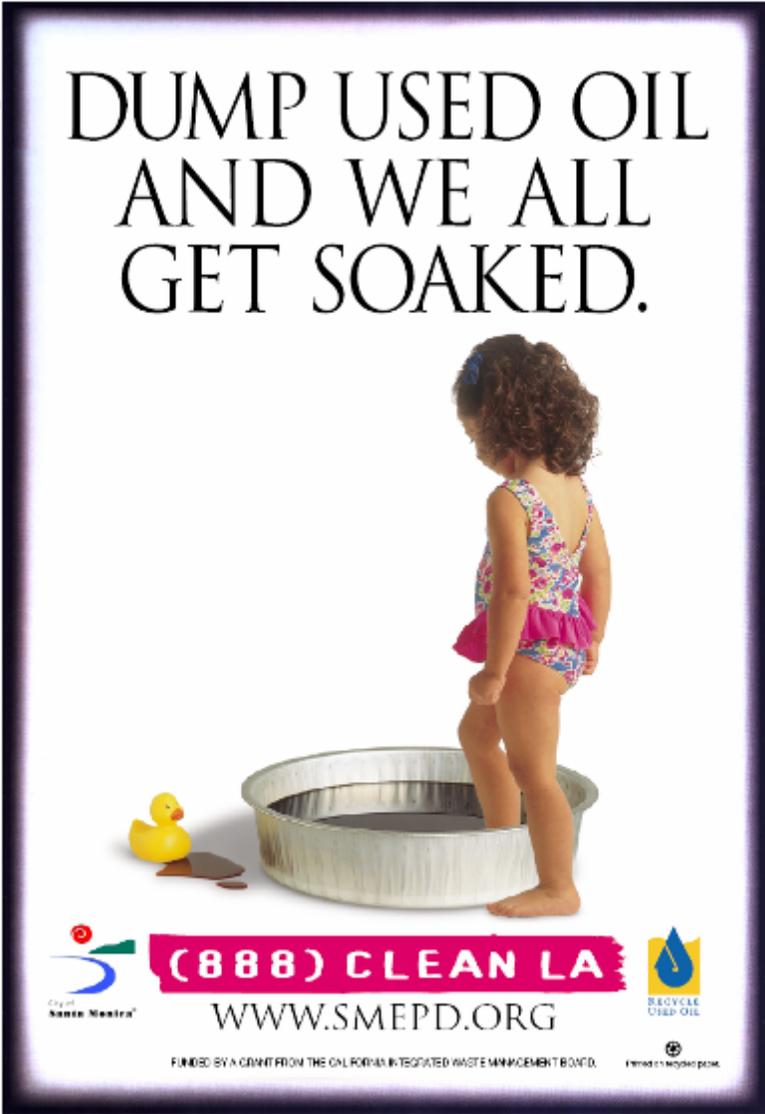
Oil Collection vs. Publicity Budget

Oil Collection (per capita) Decreases as Percent of Budget for Publicity Increases



Performance Measure #4

Poster
Targeting
DIYers



DUMP USED OIL
AND WE ALL
GET SOAKED.

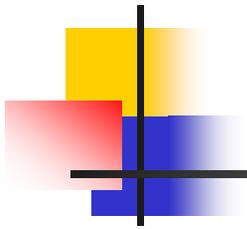
 **(888) CLEAN LA** 
WWW.SMEPD.ORG

FUNDED BY A GRANT FROM THE CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD.  www.recycledpost.com

Performance Measure #5



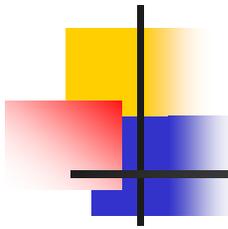
- Self-Evaluation Annually
- Use the self-evaluation checklist to see how your local program rates
- Checklist available after session and will be provided to local programs



Performance Measure #6

- Adherence to CIWMB Requirements
- Annual Reports
(\$\$ spent and collection data)
- Collection centers or residential collection minimums
- Site visits to collection centers

In Development.....



- Recruiting Auto Parts Stores
- Publicity & Education Evaluation
- Oil Filter Emphasis
- Used Oil Diversion Rates calculated for each Jurisdiction

Zero Waste – You Make It Happen!

