

# **CBSM Outreach in the Pico Neighborhood**

**Used Oil/HHW Conference April 2006**

James Conway, City of Santa Monica

Stephen Groner, S. Groner Associates



# Goals of Project

- Protect Environmental and Public Health
- Improve **Participation** in the Pico Neighborhood
- Test CBSM



# Goals of Project

Thank you CIWMB!!!

Target Hispanic DIY'ers in the Pico Neighborhood

## 3 Phases of Project

- Baseline Survey – Lodestar
- CBSM Intervention – S. Groner Associates
- Follow-Up Survey – Lodestar



# Pico Neighborhood



# CBSM and Community

- **CBSM cannot create a community where there isn't one**
- **Internal cohesion**
- **Social networks and points of social interaction**

# Major Assumptions

- Hispanics and Improper Disposal
- Importance of Language - Communication
- Fear of Government

# Other Assumptions

**Neighborhood Pride**

**Cultural and Ethnic Identity**

**Family values**

**Geographic Area**

**Non-Traditional Outreach**

**Generational Differences**

**EPD Service Underutilized**

**Community Receptors**



# Planning Stage

- **Request for Proposals**
  - Do Not Rush
  - City Resources
  - Non-Profits
  - Other Local & State Agencies
  - Existing Research

# The CBSM Approach

- Identify the target audience, including barriers and motivators
- Develop a strategy based on the community
- Pilot the strategy
- Evaluate the strategy

# Planning – Research

- Lodestar survey
- Neighborhood Canvassing
- Intercept surveys at auto parts stores
- Partnerships with Community Organizations



# Planning - Findings

- Has very diverse resident population
- Has very porous target area with a high degree of movement of residents
- Has a fairly short residence time (i.e., people moving into and out of the community to live)
- Community is very integrated, Latino audience is mixed within the broader community



# Planning – Assumptions and Adjustments

- Original Assumptions
  - Focus Latino social networks
  - Target auto related social groups
  - Partner with organized sports leagues

# Planning – Assumptions and Adjustments

## Adjustments

- Focus more heavily on the main auto parts store
- Target the broader business district to expand delivery of our message
- Partner with churches and schools to build credibility of social norm
- Utilize media relations to publicize the partnerships and community events



# Summary of Outreach Activities

- Partnered with 237 retail stores
- Conducted outreach at 5 collection center events
- Partnered with 10 schools
- Partnered with 13 churches
- Media Relations with Community Newspapers
- Direct mailer to 17,000 residences
- PSA's on television and ads on trash trucks



# Partnership with Retail Stores



# Collection Center Outreach



# Community Event Outreach



# Used Oil Recycling Community Event



# Media Relations



## City of Santa Monica Sponsors Used Oil Recycling Community Event

—A Day of Fun and Environmental Education for All—

**WHAT:** The City of Santa Monica will be sponsoring a used oil recycling community event, where there will be prizes for those who bring in their used motor oil and filters for recycling and a coloring contest and games for kids.

**WHEN:** Saturday, February 5, 2005  
10:00 a.m. – 3:00p.m.

**WHERE:** Kragen Auto Parts  
2018 Lincoln Blvd., Santa Monica, CA 90405

**WHO:** The event is geared towards:

Do-it-yourselfers who change their motor oil and oil filter  
Children who want to learn about protecting our environment and having some fun

The event is sponsored by the City of Santa Monica Environmental Programs Division.

**WHY:** The event is part of the City of Santa Monica's used oil recycling outreach campaign. The campaign has included partnerships with local businesses, outreach to the local high school, and participation in community events. The City's goal is to increase awareness of residents on the importance of recycling their used motor oil and filters.



Santa Monica Daily Press □ Tuesday, February 1, 2005 □ Page 3

**LOCAL**



## COMMUNITY BRIEFS

### Greasing up for good times

By Daily Press staff

Recycling has its rewards.

The city of Santa Monica's Environmental Program Division is sponsoring a used-oil community event on Saturday, Feb. 5, from 10 a.m. to 3 p.m. at Kragen Auto Parts, 2018 Lincoln Blvd. The event will teach adults and children the environmentally correct way to dispose of used auto oil, and will include a coloring contest and games for kids, as well as prizes for those who bring in used motor oil and filters for recycling.

The city's used-oil recycling outreach program, created to increase awareness about the importance of recycling used motor oil and filters, includes partnerships with local businesses, outreach to the local high school and participation in community events.



# Residential Mailer

(Inside)

**BRING YOUR USED MOTOR OIL AND OIL FILTERS FOR FUN AND PRIZES**

Every Santa Monica resident that brings in used oil for recycling will receive a free used oil container and a raffle ticket.

For the kids, there will be:

- Free games
- Coloring Contest
- Free prizes

Used oil must be stored properly in a clean, uncontaminated container. For proper disposal of contaminated used oil and other household hazardous waste, please visit the City of Santa Monica's HHW Center at 2500 Michigan Ave.

**TRAIGA SU ACEITE USADO Y FILTROS PARA MOTOR. DIVIÉRTASE Y RECIBA PREMIOS**

Todo residente de Santa Monica que traiga su aceite usado para reciclar recibirá un contenedor para aceite usado y un boleto para una rifa.

Para los niños habrá:

- Juegos gratis
- Concurso para colorear
- Premios gratis

El aceite usado se debe almacenar apropiadamente en un contenedor limpio y que no esté contaminado. Para desechar debidamente el aceite usado contaminado y otros desperdicios peligrosos del hogar, por favor visite el Centro de Desperdicios Peligrosos del Hogar (HHW), por sus siglas en inglés) de la Ciudad de Santa Monica en 2500 Michigan Ave.



**DUMP USED OIL AND WE ALL GET SOAKED.**

Zero Waste, you make it happen

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




FUNDED BY A GRANT FROM THE CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD  
FINANCIADO POR UNA BECA DEL CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

(Outside)

Environmental Program Division  
 City of Santa Monica  
 205 Santa Monica Pkwy  
 Santa Monica, CA 90401



## FREE USED OIL AND OIL FILTER COLLECTION EVENT

EVENTO DE RECOLECCIÓN GRATUITA DEL ACEITE USADO Y FILTROS



**Location:** Krages Auto Parts  
2018 Lincoln Blvd.  
Santa Monica

**Date:** Saturday  
February 5, 2005

**Time:** 10am - 3pm

City of Santa Monica  
A Sustainable Community



# Television Advertisements

DUMP USED OIL  
AND WE ALL  
GET SOAKED.

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

City of Santa Monica  
RECYCLE USED OIL  
FUNDED BY A GRANT FROM THE CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

SI TIRA EL  
ACEITE USADO,  
NOS EMPAPARÁ  
A TODOS.

**(888) CLEAN LA**  
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RECYCLE USED OIL  
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RECYCLE YOUR  
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OIL AND OIL  
FILTERS.

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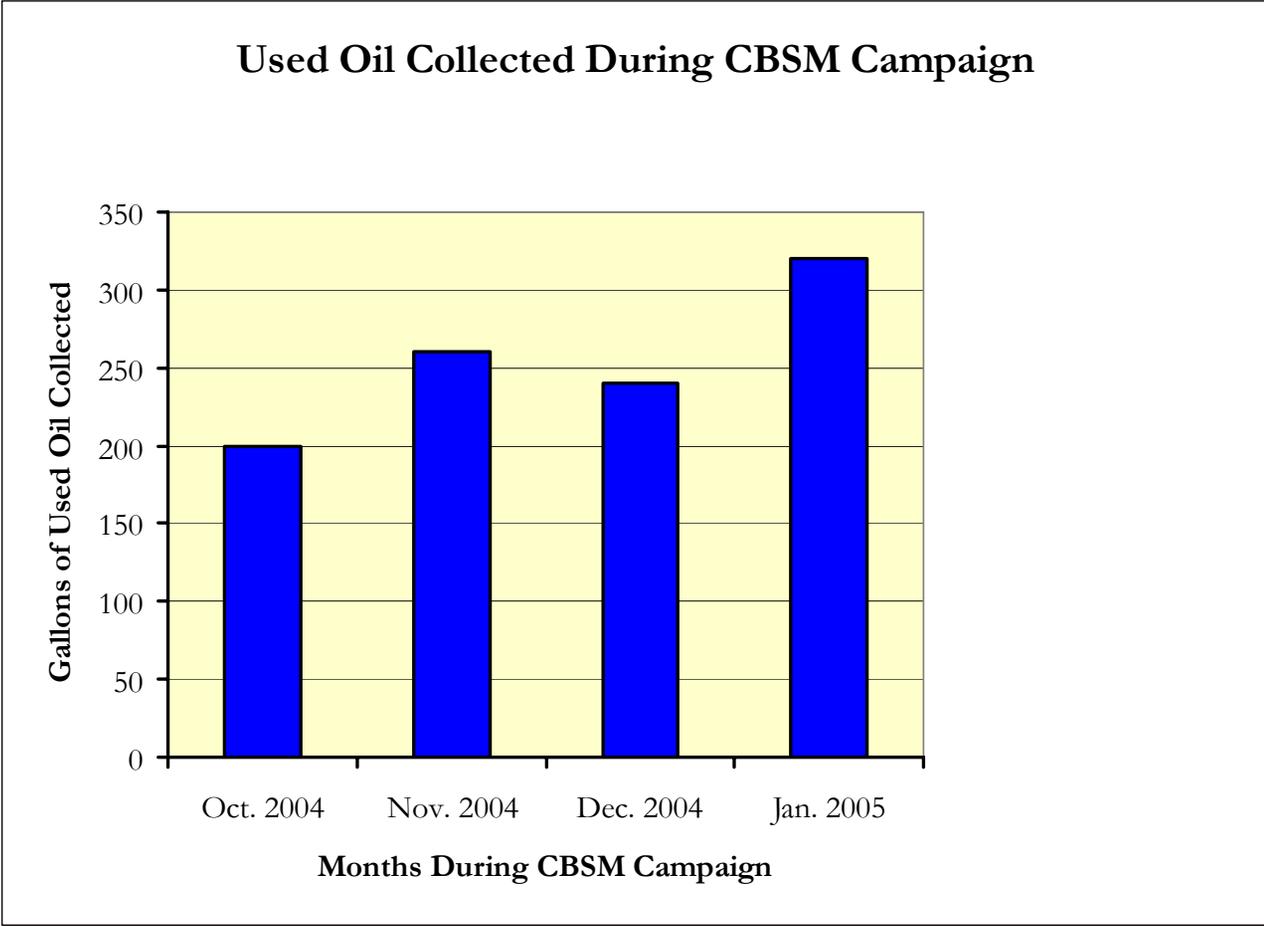
City of Santa Monica  
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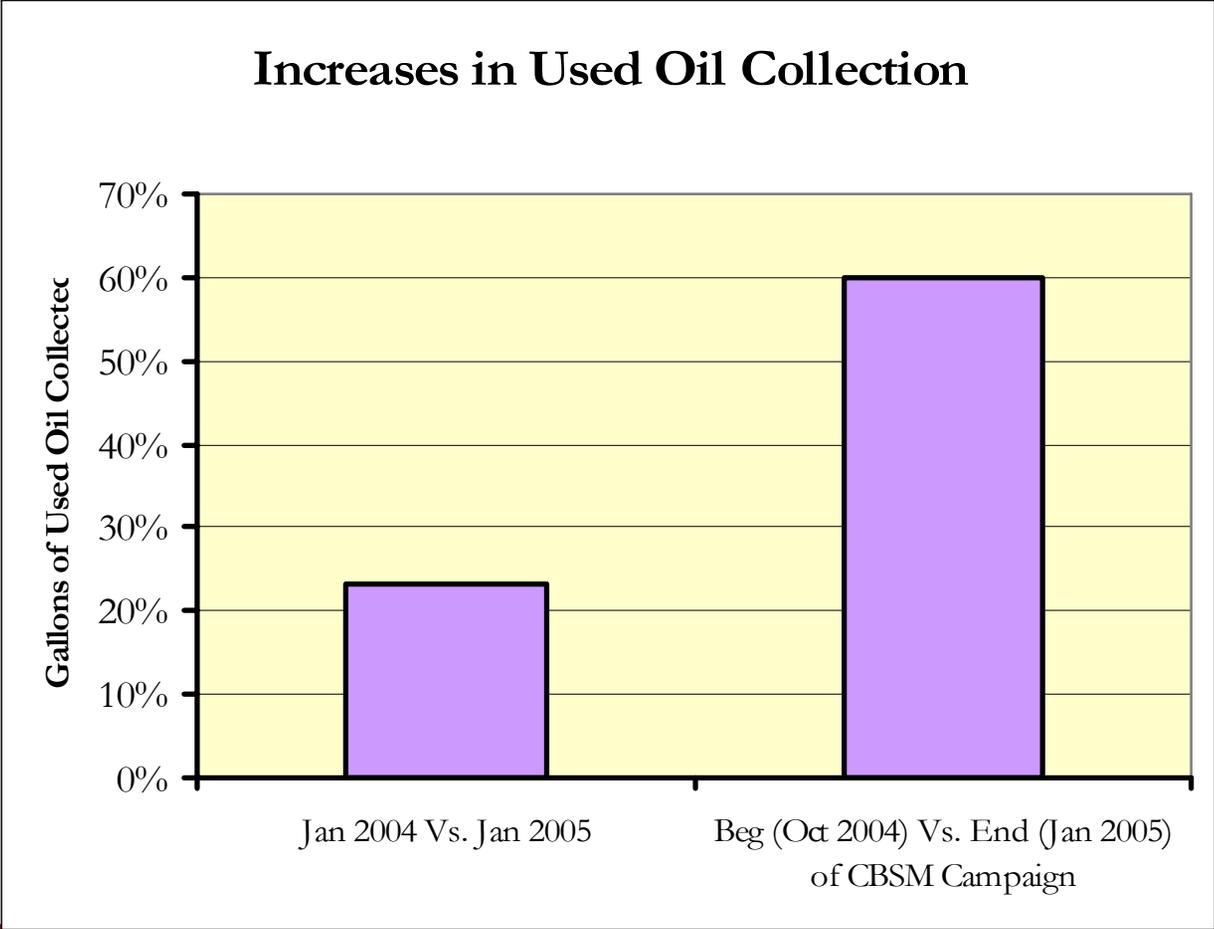
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# Results



# Results



# Next Steps

- Maintaining Partnerships
- Transitioning From Opportunity to Block Grant
- Establishing New Opportunities



# Trash Truck Advertisements



# Spanish Tours of HHW Center



# Student Field Trip of Fleet Maintenance



# Conclusions

- Research your demographics
- Understand the dynamics of community / audience
- Talk to your audience
- Always Test Your Assumptions

# Reverse the Trend

Household Hazardous Waste  
Pounds of Waste Collected Per Year

