

Filter Recycling: Why is it so poor & How can we improve it?

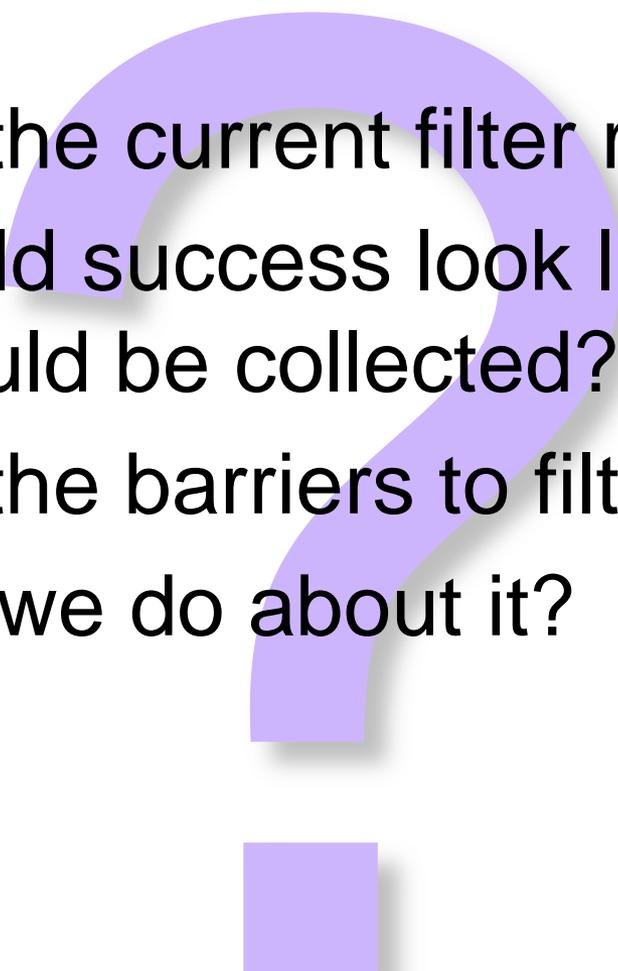
Connie Cloak

Used Oil/HHW Conference, Sacramento

March 8, 2011



More Questions than Answers

- What are the current filter recycling rates?
 - What would success look like: how many filters should be collected?
 - What are the barriers to filter recycling?
 - What can we do about it?
- 



Statewide data collected in 2004- 2005



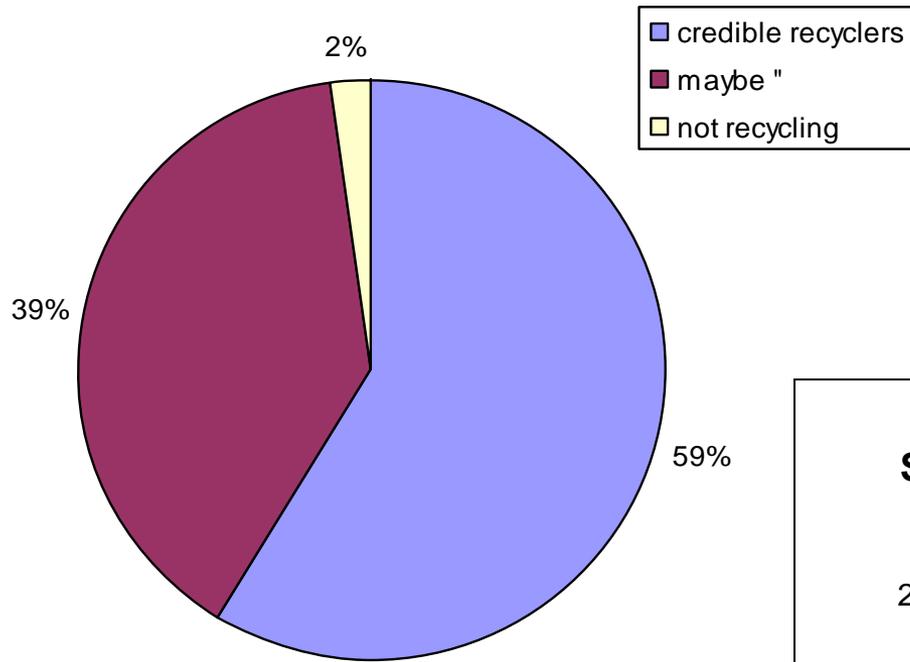
MAKE
the **GRADE!**



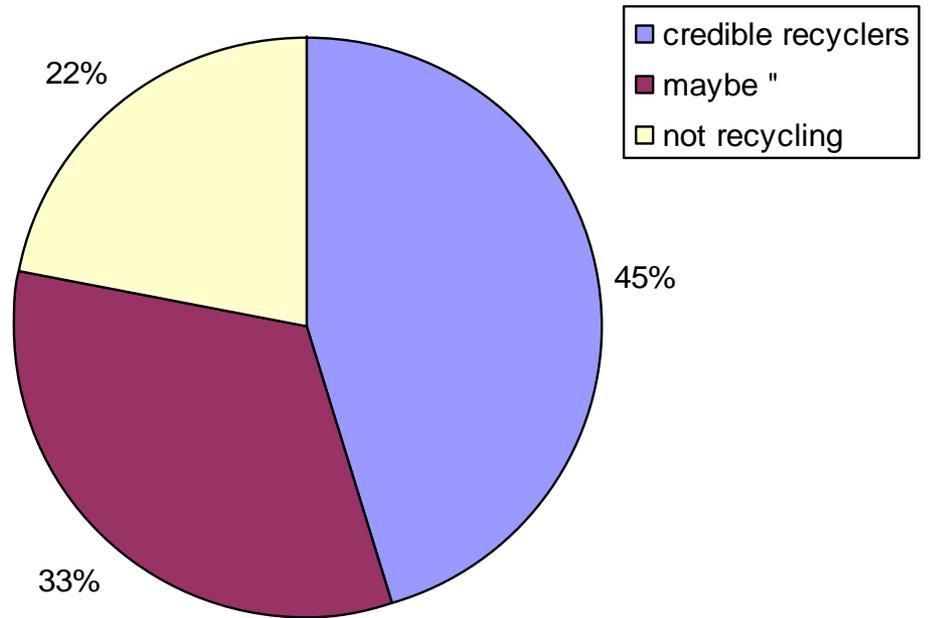
Trailhead Outreach

- Conducted by member clubs (over 50 statewide)
- Survey and “goodie bag”
- 5000 respondents surveyed, 3500 were DIYers (70+%)

Self-reported Oil Recycling



Self-reported Filter Recycling

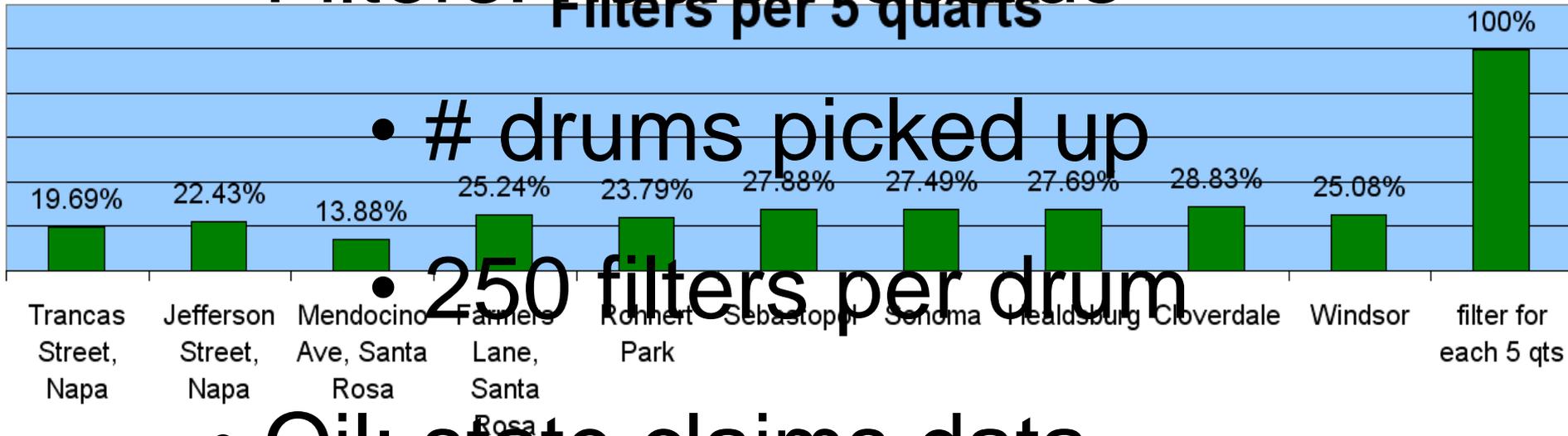


How many filters are generated by DIYers?

- 1 filter per gallon of oil?
- 1 per 5 quarts?

Comparing oil & filter collections in 10 individual Kragen stores '05-08 (14 quarters)

- Filters: hauler records



- # drums picked up

- 250 filters per drum

- Oil: state claims data

2 Kragen-O'Reilly stores, 2 miles apart

75 Bellam Blvd: 13,000 gallons, 2,000 filters = **15.38%** filters/ gal

1323 2nd St: 6,000 gallons, 3,000 filters = **50%** filters/ gal

= **62.5%** filters/ 5 qts

manager estimates 70% of DIYers bring filters



What's the difference?

- Bellam store is in low-income largely immigrant neighborhood
- 2nd St. customers “middle-aged, white, middle class”
- **LOW-INCOME PEOPLE DON'T CHANGE THEIR FILTERS WITH EVERY OIL CHANGE**

Conclusion: how many filters should we be collecting?

- Answer: It depends on the neighborhood
- 50% filters per gallon is achievable.



Barriers to Recycling Filters

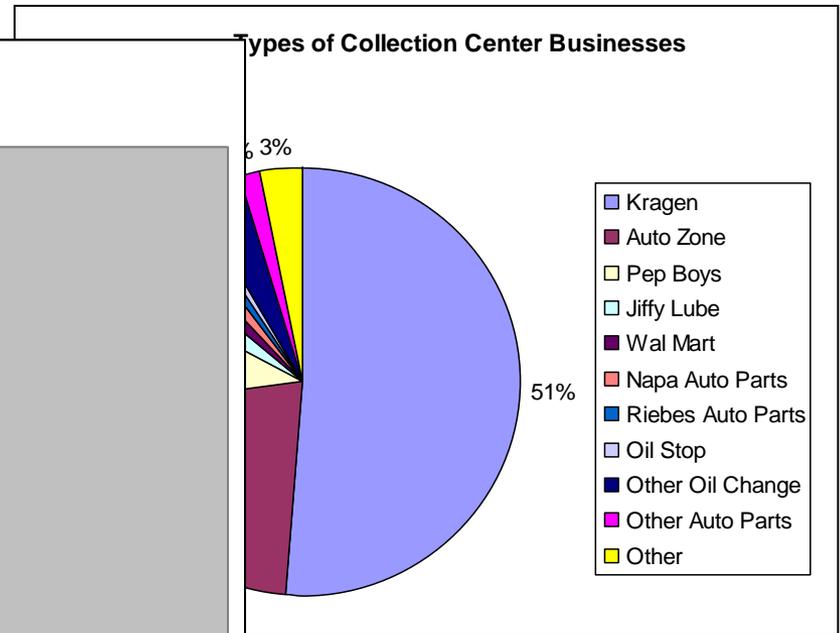
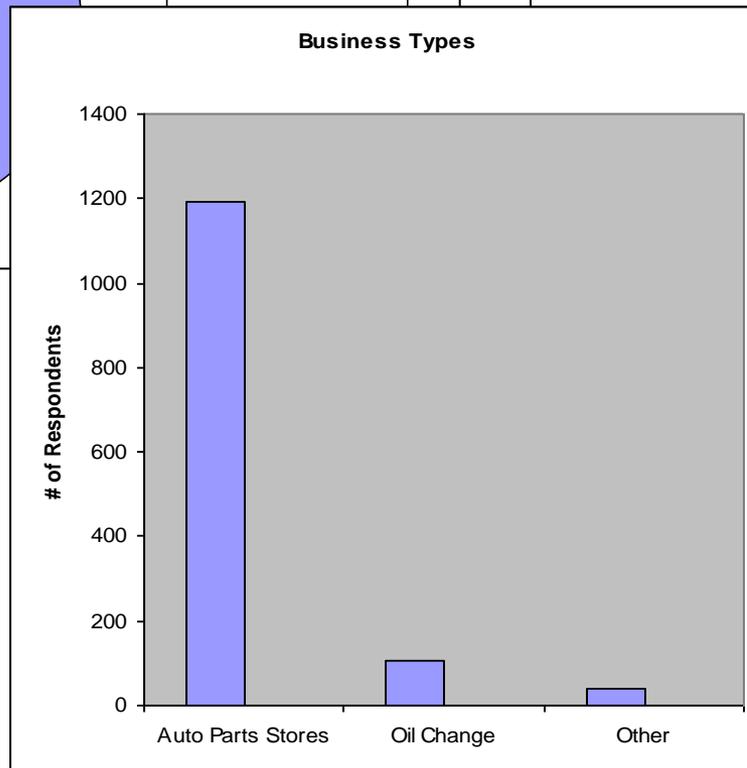
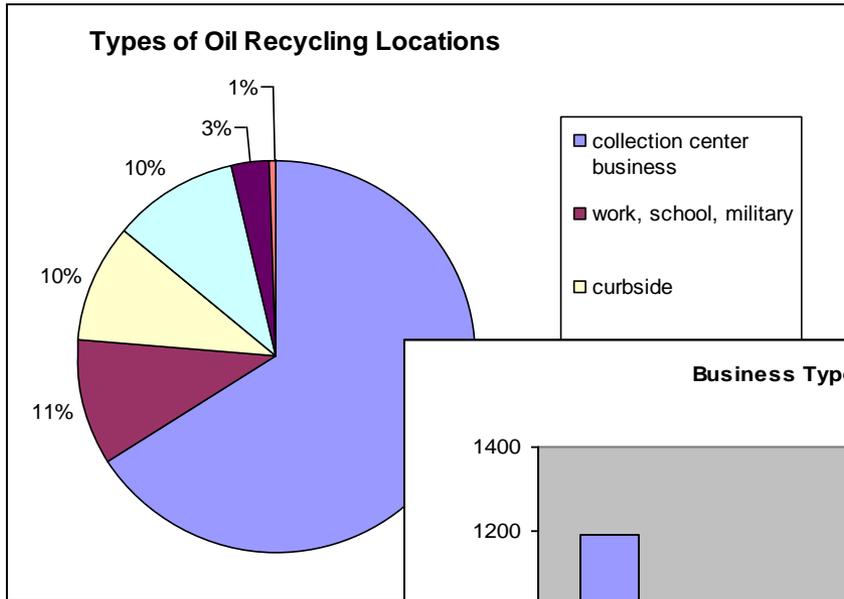
1. Lack of infrastructure

- Many collection centers don't accept filters
- No statewide database for filter acceptance

2. Lack of awareness

- Some DIYers have no idea filters are recyclable
- Seen as an after-thought- “I'm recycling the oil already, the filter's not that important, I can let it slide”
- Inconvenience- “bags always leak, it's messy, easier to just drop it in the trash”

Collection Center Businesses are the Key!



Challenges

- The most popular collection center businesses- auto parts stores- do not have existing filter recycling infrastructure
- The state program includes no incentive for businesses to accept filters
- Some chains (AutoZone) have corporate policy not to accept filters

Messages that might work

- Filters in the trash= bad, polluting, seriously wrong
- Filters in the trash = illegal
- Doing the job right means recycling filters too.



The radio spot everyone hates



Enlisting Collection Centers





HEY!
WHERE'S
your
filter!?

Thanks for recycling your used motor oil!
But you didn't finish the job if you threw the filter away.

Even a well-drained filter can hold up to a quart of oil. The only legal way to dispose of a used filter is to recycle it. Put your drained oil filter in a tightly closed plastic bag or other sealed container.

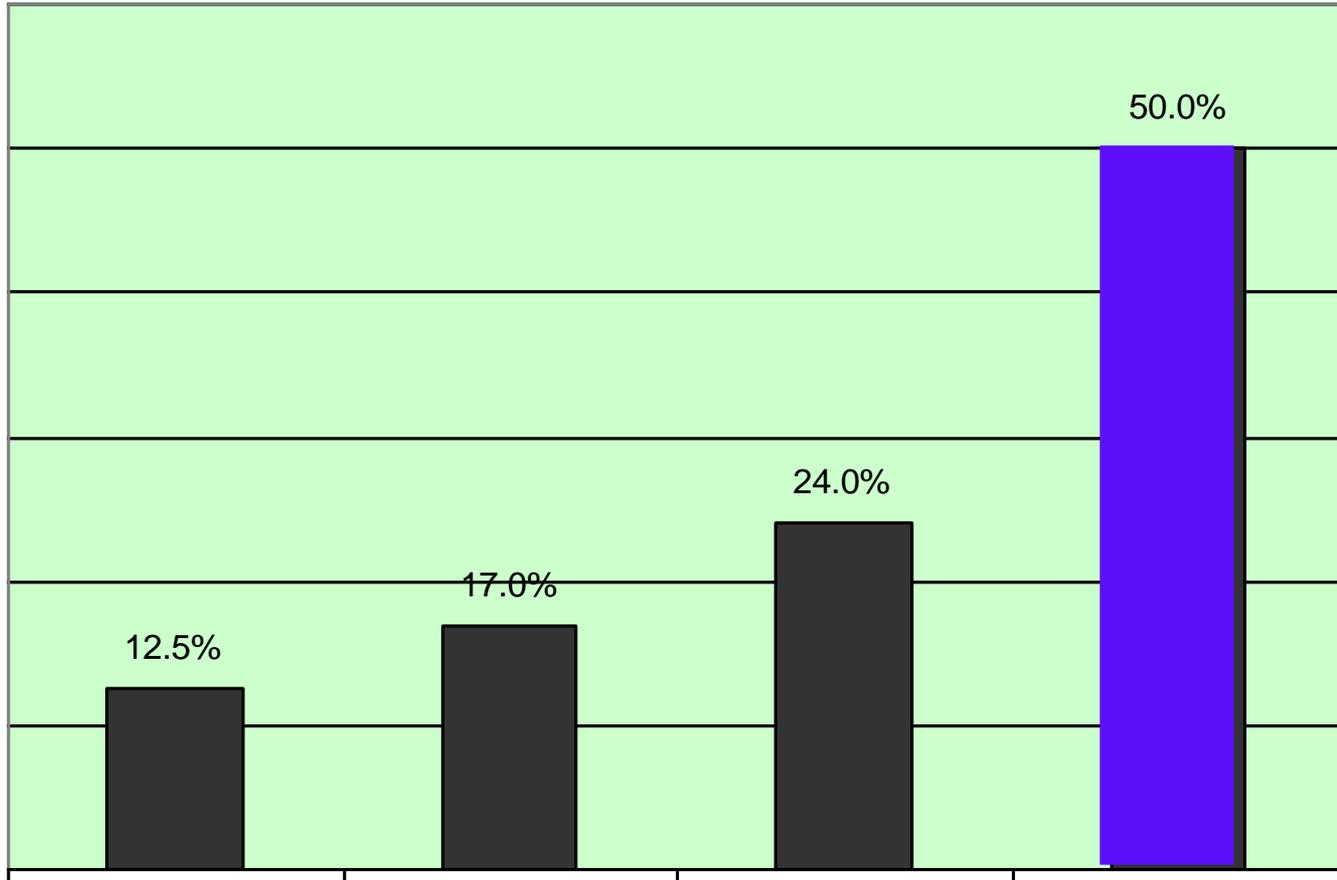
You can recycle filters here for free.



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Filters per Gallon, Sonoma County CCCs



07-08

08-09

09-10

goal

Questions and Discussion



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