
Statewide Education Campaign for Oil & Filter Recycling



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Executive Summary

Recent advances in auto technology allow many vehicle owners to go longer between oil changes than the historical “3,000 mile interval” benchmark. Auto manufacturers today are recommending oil changes at various intervals: 5,000, 7,500, 10,000, and even up to 15,000 miles depending on the year, make, and model of each vehicle. However, many of California’s 22 million licensed drivers were unaware of this shift and were changing their oil more frequently than needed, consuming more than 114 million gallons of oil annually. Therefore, a significant re-education was needed to address this issue and the economic and environmental impact of more-frequent-than-necessary oil changes.

CalRecycle decided to launch a statewide public education campaign to bring awareness of the situation with the ultimate goal of reducing engine oil consumption in the state, and appointed the SAESHE team to develop and execute the campaign throughout California. The team faced several challenges:

- The subject matter that was not urgent or a priority for most people.
- Long-held beliefs about car care had been passed down through generations.
- Cost savings for fewer oil changes are not significant compared to the perceived benefit—less wear and tear on auto engines—that more frequent oil changes seemingly provided.

The team developed a simple yet powerful message: “Check Your Number.” The campaign was built around the message and designed to intrigue audiences and encourage them to find out “what number” they needed to check. Once people realized that the “number” was their oil change interval, the campaign messaging focused on ease: Simply check the owner’s manual for the manufacturer-recommended oil change interval and update habits accordingly to save time, money, and environmental resources.

Several tactics were employed to launch “Check Your Number,” including “Check Your Number” Saturday events in San Francisco and Los Angeles, media relations, advertising, social media, partnerships, and a campaign microsite, CheckYourNumber.org, whose key feature was a widget that provided the recommended oil change intervals for most vehicles made from 2000-2012.

“Check Your Number” drove public interest in proper oil change intervals in California, and also received national attention. Aggressive media outreach generated more than 60 million media impressions with quality coverage from outlets like the Los Angeles Times, KABC-TV, KTLA-TV, La Opinion, Univision TV, and radio, and many others. Nationwide, the campaign received coverage from thought leaders like the New York Times, MotorTrend, TIME, and Yahoo! Autos.

The campaign mobilized residents to visit CheckYourNumber.org, logging in more than 900,000 unique visitors and 2 million page views since its launch in November 2011.

Concurrently, CalRecycle set out to increase awareness on the importance of recycling used motor oil filters. Research conducted at the beginning of the contract found that while over 90% of Do-It-Yourselfers (DIYers) throughout the state were diligently recycling their used motor oil, 30% of them were not properly disposing of their used motor oil filters. Furthermore, they were unaware that filters were hazardous to the environment and must be recycled. Thus, CalRecycle tasked the SAESHE team to conduct statewide media outreach to address this issue to California’s DIY population. A pilot program to further educate DIYers on used motor oil filter

recycling was launched in Kern County. Activities for this pilot program included filter exchange events at local Certified Collection Centers, community outreach, and advertising.

Finally, educational materials were developed and distributed to support both the “Check Your Number” and filter recycling campaigns. These materials, which included tip sheets and signage, were developed to help Certified Collection Centers (CCCs) and CalRecycle’s various grantees spread the word on the proper way to handle oil changes and used motor oil and filters. A comprehensive manual with information, tips, and media and creative assets was created for local jurisdictions to incorporate both campaigns into their own programs.

Overall, CalRecycle, in collaboration with the SAESHE team, has seen widespread success in educating and mobilizing the state’s residents to waste less motor oil. This report details the work that has been done and the progress made this year.

Task 2: Campaign Research

Overview

Prior to implementing the outreach programs, CalRecycle and the SAESHE team sought to gauge the beliefs, attitudes, and behaviors of Californians when it came to vehicle oil changes—in particular, to find out if car owners still change their motor oil by the traditional 3,000-mile benchmark or have graduated to changing their oil by their car manufacturer guidelines. In addition, our research sought to find out more about Do-It-Yourselfers and their used motor oil and oil filter recycling habits.

Post-campaign research was conducted to track the effectiveness of the campaign's adopted approach—whether it informed and influenced the oil change habits of the public, and expanded the awareness of used motor oil filter recycling among DIYers.

Pre-Wave Survey

Pre-Wave surveys administered to 1,000 respondents throughout California were conducted Aug. 4-25, 2011, to establish behaviors and beliefs and determine whether education on proper oil change intervals was necessary for this contract. Surveys would also address the need to educate California's DIYers on how to properly recycle their used motor oil filters.

CalRecycle determined that if more than 1/3 of the respondents were still adhering to the 3,000-mile oil change standard, then a statewide public education campaign to address the issue would move forward. Pre-Wave research found that 41 percent of respondents were still changing their oil every 3,000 miles (Appendix B 20), prompting CalRecycle to commission the SAESHE team to move forward with launching the oil change interval education campaign.

Additionally, Pre-Wave research also confirmed the need to increase oil filter recycling education for DIYers in the state. Though 95 percent of DIY respondents said they recycled their used motor oil (Appendix B 45), 30 percent of DIYers admitted to not recycling their used motor oil filters (Appendix B 46).

Strategies

- Ensure that the survey sampling was representative of the California population—segmented by ethnicity, geography, and DIYers/non-DIYers
- Gather information from California car owners who were responsible for their own and/or their household's oil changes.

Respondents were screened by the following criteria:

1. California resident for one year or more;
2. 18+ years old;
3. Household currently has a vehicle in active use;
4. Has primary or shared responsibility of car maintenance and care;

5. Has changed the motor oil of a vehicle in the past, or has had someone change the motor oil (i.e. lube shop, dealer, etc.);
6. Was not leasing the vehicle (lease terms normally have car maintenance interval requirements).
 - Design a questionnaire to research motor oil change intervals/behavior and DIY recycling behaviors:
 1. Questionnaire lasted approximately 12 minutes;
 2. Developed in English and Spanish to accurately reflect the state's population.

Activities

- Administered 1,000 surveys via telephone:
 1. Interviews were conducted on a continuous basis, seven days/week during daytime and evening hours;
 2. Anticipated that 25-35 percent would be administered in Spanish, based on population;
 3. Anticipated that 10-12 percent of respondents would be DIYers, based on population.
- Compiled and analyzed survey results to guide the direction of the contract;
- Provided a summary report of findings (Appendix A).

Results Summary

Key findings:

- 41 percent of Californians interviewed still adhered to changing their oil every 3,000 miles or more frequently (Appendix A 20):
 1. On average, Californians are changing their oil just under every 4,000 miles, with only one-quarter changing their oil every 5,000 miles or going longer between changes (Appendix A 19);
 2. Belief in changing oil every 3,000 miles or more frequently was also cited by 42 percent of Californians interviewed, with a similar level (38 percent) extremely likely to change their oil every 3,000 miles (Appendix A 25, 34).
- Campaign emphasis on reaching oil change DIYers was validated by Pre-Wave results, with 52 percent of the DIY segment saying they believed that motor oil should be changed every 3,000 miles, and 44 percent saying they were very likely to change their oil every 3,000 miles or more often (Appendix A 20, 34).
- The campaign also needed to be targeted to Hispanics, as 51 percent responded that they planned to change their oil every 3,000 miles or more frequently (Appendix A 34):
 1. 53 percent of the total sample agreed completely with the attribute that “changing oil every 3,000 miles means good car maintenance, hopefully with less car problems down the road” (Appendix A 38);

2. Furthermore, 65 percent of DIYers completely agreed that changing their oil every 3,000 miles was good for car maintenance, reinforcing the need to target this segment in particular.
- While 95 percent of DIYers indicated that they recycle their used motor oil, around one-third did not recycle their used oil filters, including one-quarter who threw them away (Appendix A 45-46):
1. Among DIYers who didn't recycle their used oil filters, the main reason mentioned was a lack of knowledge about the need to recycle used filters (Appendix A 47).
- Awareness and usage of Certified Collection Centers (CCCs) was very high among DIYers at 92 percent (Appendix A 48).

Please refer to Appendix A: Pre-Wave Summary Report for more detailed findings.

Focus Groups

After Pre-Wave research determined the need for oil change interval education, two focus groups were conducted on Sept. 14-15, 2011, to test campaign messaging and creative. From these focus groups, the "Check Your Number" theme was chosen and applied for the oil change education campaign.

Strategies

- Gather information and insights from California car owners who were responsible for their own and/or their household's oil changes. Participants were screened by the following criteria:
 1. California resident of one year or more;
 2. 18+ years old;
 3. Self-identified Hispanic (for Spanish focus group);
 4. Household currently has a vehicle in active use;
 5. Has primary or shared responsibility of car maintenance and care;
 6. Half DIY respondents: Has changed the motor oil of any vehicle in the past three years;
 7. Half retail oil change consumers: Has had someone change the motor oil in the vehicle in the past three years.

Activities

- Conducted two-hour discussion sessions in English and Spanish to gauge key attitudes, emotions, and sensibilities to campaign test materials and messaging
- A total of three different types of creative stimuli were tested among respondents:
 1. Campaign slogans: "Find Your Number," "Know Your Number," and "Check Your Number";
 2. Print/visual creative executions: A total of six different executions, with two creative executions for each slogan;

3. Radio scripts: “Times Have Changed” (conversation between two men) and “Seriously Dad” (conversation between father and daughter);
4. All creative stimuli were created and tested in English and Spanish languages.

Results Summary

- Overall, respondents in both the English and Spanish sessions overwhelmingly favored “Check Your Number” among the three slogans tested (Appendix B 12).
- Among the print/visual creative executions, Concept #5 (Check Your Number: Road Condition Signs) was best received among both the English and Spanish respondents (Appendix B Slide 20):
 1. While viewing the print creative, many respondents indicated that they would check the website information contained within the copy and presumed it would contain their vehicles’ oil change interval number (Appendix B 13).
- For the radio scripts, “Times Have Changed” performed better across both groups than “Seriously Dad” (Appendix B 23).

Please refer to Appendix B: Focus Group Summary Report for more detailed results.

Post-Wave Survey

Post-Wave surveys were conducted toward the end of the contract to determine if Californians had seen or heard the “Check Your Number” campaign messaging and had changed their beliefs and behaviors accordingly.

Strategies

- Ensure that the survey sampling was representative of the California population—segmented by ethnicity, geography, and DIYers/non-DIYers.
- Gather information from California car owners who were responsible for their own and/or their household’s oil changes. Respondents were screened by the following criteria:
 1. California resident for one year or more;
 2. 18+ years old;
 3. Household currently has a vehicle in active use;
 4. Has primary or shared responsibility of car maintenance and care;
 5. Has changed the motor oil of a vehicle in the past, or has had someone change the motor oil (i.e. lube shop, dealer, etc.);
 6. Was not leasing the vehicle (lease terms normally have car maintenance interval requirements).
- Design a questionnaire to research motor oil change intervals/behavior and DIY recycling behaviors:
 1. Questionnaire lasted approximately 12-14 minutes;

2. Developed in English and Spanish to accurately reflect the state's population.

Activities

- Administered 1,000 surveys via telephone:
 1. Interviews were conducted on a continuous basis, seven days/week during daytime and evening hours;
 2. Anticipated that 25-35 percent would be administered in Spanish, based on population;
 3. Anticipated that 10-12 percent of respondents would be DIYers, based on population.
- Compiled and analyzed survey results to guide the direction of the contract.
- Provided a summary report of findings (Appendix C).

Results Summary

Post-campaign research results were mixed regarding the impact of changing behavior and attitudes among Californians toward changing their vehicle's motor oil less frequently than every 3,000 miles.

Key findings:

- Motor oil change behavior: There was slight improvement in the Post-Wave for the mean number of miles between oil changes, though it remains below every 4,000 miles: 3,918 mean miles in the Post-Wave is significantly above the 3,786 mean from the Pre-Wave. (Appendix C 16):
 1. 31 percent of the total sample responded that they were going 5,000 miles or longer between oil changes, versus 27 percent the Pre-Wave (Appendix C 16);
 2. 37 percent of Post-Wave respondents changed their oil every 3,000 miles, slightly lower than the 41 percent in the Pre-Wave (Appendix C 17);
 3. There was a drop among DIYers in the Post-Wave for changing their oil every 3,000 miles: 45 percent in the Post-Wave versus 54 percent in the Pre-Wave (Appendix C 17);
 4. The Hispanic segment also showed a slight decrease, with 43 percent changing their oil every 3,000 miles compared to 48 percent in the Pre-Wave (Appendix C 18).
- Motor oil change belief: When asked how often they should change their motor oil, the mean number of miles in the Post-Wave (3,967) is nearly identical to the Pre-Wave (3,965) (Appendix C 21):
 1. 42 percent of the total sample believed that they should change their oil every 3,000 miles, almost equal to the 41 percent in the Pre-Wave (Appendix C 22);
 2. Consistent with behavior, there is a decrease among DIYers in the Post-Wave: 44 percent believed they should change motor oil at least every 3,000 miles compared to 52 percent in the Pre-Wave (Appendix C 21);
 3. Hispanics also have slightly lower belief that they should change their oil every 3,000 miles: 44 percent in the Post-Wave versus 49 percent in the Pre-Wave (Appendix C 23);

4. Among Post-Wave respondents who disagreed that they should change their motor oil every 3,000 miles, the primary reasons cited were (Appendix C 29)
 - “3,000 miles is too soon”
 - “Newer cars can go longer before changing the oil”
 - “Depends on the dealer/mechanic recommendation”
- Future intent to change oil: There was a slight decrease in the number of Post-Wave of respondents who intended to change their motor oil every 3,000 miles in the future:
 1. 36 percent of Post-Wave respondents were extremely likely to change their oil every 3,000 miles compared to 38 percent in the Pre-Wave (Appendix C 30);
 2. Among DIYers, 40 percent were extremely likely to change their oil every 3,000 miles, down from 44 percent in the Pre-Wave (Appendix C 30);
 3. Hispanics showed a directional decrease, with 45 percent saying they were extremely likely to change their oil every 3,000 miles compared to 51 percent in the Pre-Wave (Appendix C 33);
 4. There was a slight increase in the Post-Wave for those who were unlikely to change their motor oil every 3,000 miles in the future: 41 percent in the Post-Wave is significantly higher than 36 percent in the Pre-Wave (Appendix C 34).
- Oil change attitudes: Attribute ratings show that the environmental benefit of changing motor oil less frequently is growing. Also encouraging is that fewer Californians agree that less frequent oil changes increases engine wear:
 1. There was a considerable increase in the Post-Wave strong agreement that “going longer than 3,000 miles between oil changes helps the environment,” with the 45 percent Post-Wave level significantly above the 32 percent from the Pre-Wave (Appendix C 35);
 2. There was significant decrease in the Post-Wave agreement that “going longer than 3,000 miles increases engine wear”—31 percent agreement in the Post-Wave is significantly lower than the 36 percent seen in the Pre-Wave (Appendix C 35).
- Information and messaging in the number of miles between oil changes—19 percent of Post-Wave respondents indicated seeing/hearing messaging or recently receiving information about the number of miles between oil changes (Appendix C 39):
 1. Recall of information/messaging among DIYers was 23 percent (Appendix C 39);
 2. Traditional media advertising was the leading source of information (29 percent), followed by auto stores/manufacturers (22 percent), online (14 percent), and news stories (7 percent) (Appendix C 41);
 3. Among the 19 percent of respondents that said they recalled oil change interval messaging, 59 percent said they took action (Appendix C 44). Topline responses include
 - 20 percent checked with their car dealer
 - 17 percent checked their manual
 - 10 percent asked a friend or family member

- 9 percent looked it up on the Internet
 - 8 percent referred to their vehicle’s manufacturer website
 - 1 percent visited CheckYourNumber.org
- Recycling used motor oil—45 percent of DIY respondents in the Post-Wave said they had recently seen or heard information on recycling used motor oil and filters, compared to 51 percent in the Pre-Wave (Appendix C 49):
 1. Traditional media advertising was the leading source for information (48 percent), followed by news stories (13 percent) (Appendix C 50).
- Used motor oil filter recycling among DIYers did not change significantly between the Pre-Wave (70 percent) and Post-Wave (71 percent) (Appendix C 55):
 1. Among DIYers who didn’t recycle their used oil filters, fewer respondents said that they did not know they could recycle them (14 percent Post-Wave versus 26 percent Pre-Wave). The leading reason for not recycling filters was that they did not know where to go to recycle (26 percent in the Post-Wave, 25 percent in the Pre-Wave) (Appendix C 56).
- Awareness and usage of Certified Collection Centers (CCCs) remained very high among DIYers at 87 percent in the Post-Wave versus 92 percent during the Pre-Wave (Appendix C 57).

Please refer to Appendix C: Post-Wave Summary Report for more detailed findings.

Task 3: “Check Your Number” Oil Change Education Campaign

Overview

Pre-campaign research determined the need for California’s car owners to be informed that they may be able to go longer than 3,000 miles between oil changes due to recent advances in auto technology. The “Check Your Number” campaign was launched in November 2011 to educate and encourage Californians to rethink their oil changing habits and conduct oil changes according to their vehicle manufacturers’ recommendations. The campaign was designed to be relevant and educational, and ultimately move people toward behavior change.

CalRecycle, in collaboration with the SAESHE team, kicked off “Check Your Number” with creative events to attract attention from both the media and the public alike, and spread the message in fun, engaging way. To best demonstrate the campaign’s core message—consult the owner’s manual for the recommended oil change interval—two “Check Your Number Saturday” events took over high-traffic locations in San Francisco and Los Angeles with the oil change mileage “numbers” of hundreds of cars in the area. These signature events were an intriguing, creative, and fun way to spread the message and engage the target audience to get involved.

An integrated marketing approach—combining public relations, social media, community outreach, partnership development, events, advertising, and the “Check Your Number” campaign website—was used to spread the “Check Your Number” message throughout the year to reach as many touch points as possible.

“Check Your Number Saturday” Events

CalRecycle and the SAESHE team coordinated two direct-to-consumer events in major California markets: San Francisco and Los Angeles. “Check Your Number Saturday” events were hosted in high-traffic areas, offering free parking to residents who agreed to check their oil change interval “numbers” and post those numbers on their windshields with oversized posters. The events allowed the team the chance to engage the public face-to-face and generated enthusiastic participation for the campaign.

Creating a sea of campaign supporters, “Check Your Number Saturdays” produced powerful visuals demonstrating that one oil change interval does not fit all. An integrated marketing approach including public relations, community outreach, partnerships, and advertising were employed to promote before, during, and after the events.

Strategies

- Directly engage the public to raise awareness of the importance and environmental impact of knowing one’s recommended interval for an oil change.
- Enhance awareness for the “Check Your Number” campaign in major drive areas: San Francisco and Los Angeles.
- Showcase the CheckYourNumber.org website to consumers, demonstrating to them how easy and quickly they could check their oil change interval “numbers.”

- Create powerful visuals to generate media interest and coverage of the campaign.

Activities

- Events were hosted at high-traffic locations in both San Francisco and Los Angeles, offering free parking to drivers who agreed to have their “numbers” checked and posted on their windshields.
- Mobile tablets with 3G access were rented to wirelessly connect to the Check Your Number widget on CheckYourNumber.org, allowing easy access to the oil change database hosted on the site (see website section for more details).
- Secured a partnership with General Motors (G.M.) for both the San Francisco and Los Angeles events, providing G.M. car displays, Chevrolet key chains for giveaways, and campaign promotion on the company’s “The Future is Electric” blog.
- Coordinated with Jiffy Lube to provide additional giveaway items for participants at both events, further driving awareness and credibility.
- Outreach to general market local and regional media, as well as Hispanic and Asian American print, broadcast and online media for both events.
- Organized regional calendar listings as pre-event promotion in both event markets.

SAN FRANCISCO LAUNCH EVENT ACTIVITIES

The campaign’s launch event was held in San Francisco event on Saturday, Nov. 5, 2011, at Pier 30 Parking Lot near AT&T Park. Strategically, the location and date were selected to align with the highly anticipated University of California, Berkeley (Cal) football game against Washington State University.

- Partnered with SF Environment to generate grassroots support among its member base by promoting the event to Bay Area residents leading up to the event date, and hosted an outreach table at the event to help educate participants on proper oil change intervals and motor oil and filter recycling programs in the area.
- Negotiated a promotional partnership with Cal to build strategic awareness for the campaign across the university’s network through online and broadcast channels:
 1. Online Cal promotion on CalBears.com, inclusion in an e-mail to university sports fans, and exposure via posts on Cal’s Facebook page;
 2. In-stadium announcements at the Cal football games during the 2011-2012 season;
 3. Promotional TV spots during the Cal Sports Report (Comcast SportsNet California and live radio reads on Cal Coaches’ Corner).
- Outreach to key elected officials—Supervisor David Chiu, Supervisor Malia Cohen and Supervisor Jane Kim—and invited them to participate in checking residents’ numbers.

LOS ANGELES EVENT ACTIVITIES

The Los Angeles follow-up event was held Saturday, April 14, 2012, in partnership with the popular Santa Monica Pier.

- Coordinated with the Santa Monica Pier on event logistics, including signage, advertising, and social media.
- Recruited local businesses and pier vendors to promote the event on in-store community boards and to allow fliers at point-of-purchase for customers to take.
- Coordinated with Santa Monica Mayor Richard Bloom, who agreed to attend the event and was available for interviews and photos.
- Managed all on-site media who attended and requested interviews, photos, or b-roll of the event.
- Vetted photos and b-roll post-event and immediately coordinated with PRNewswire to issue a photo release over the wire of CalRecycle's Mark Oldfield and Mayor Bloom to generate additional coverage.
- Secured radio advertising in English and Spanish throughout the Los Angeles Designated Market Area (DMA) for two weeks prior to the event.

Results Summary

Both "Check Your Number Saturday" events staged in San Francisco and Los Angeles gave the team the valuable opportunity to interact with hundreds of consumers on a one-on-one basis. The free parking incentive was a compelling hook for people to attend the events. Once there, they were excited to learn what their oil change interval "numbers" were and that they did not need to change their oil as often as every 3,000 miles. Several participants expressed their gratitude for the campaign's message and their excitement to spread the word and the campaign website to their family and friends. More detailed results from the events are provided below.

SAN FRANCISCO LAUNCH EVENT RESULTS

The San Francisco event engaged hundreds of consumers who stopped by and recruited 129 drivers to participate in checking their number. An estimated 14,000 quarts of oil would be conserved if these drivers abided by their oil change intervals, saving more than \$74,000 (Appendix G)

- As a result of the San Francisco event partnership with Cal, the campaign obtained significant exposure:
 1. More than 100,000 impressions were generated through the CalBears.com website; 36,000 fans were reached through Cal Bear's ticket holder e-mail blast; and an estimated 23,000 Facebook fans were exposed to the campaign;
 2. In-stadium announcements at Cal football games reached an average of 35,000 attendees each game;
 3. The Cal Sports Report aired promotional TV spots to its estimated 3.8 million subscribers and live radio reads on the university's sports talk show on KNEW-FM, which reaches an estimated 99,000 listeners.
- In support of the San Francisco event, general market and Spanish-language media outreach was conducted to further build market awareness. The following local media were involved:

General Market and Spanish-language Media Outreach in San Francisco

Outreach to English language media	Outreach to Spanish language media
AutoBlog	Alianza Metropolitan News
Autopia	Avance Hispano
SF Weekly	El Mensajero
SFist	El Observador
Thin Green Line	El Tecolote
SF Chronicle	La Oferta Review
Contra Costa Times	La Voz
Streetsblog	KAZA-GM
The Bay Citizen	KCNL-FM
DriverSide	KATD-AM
TheCarConnection	Univision Radio and TV
San Jose Mercury News	KRZZ-FM
Triple Pundit	KSVY-FM
TreeHugger	KUKI-AM
Mother Jones	KXTS-FM
BerkeleySide	KZSF-AM
	Telemundo

- The event was promoted on calendar listings including BerkeleySide.com, Eventful.com, SFGate.com, and BayCityNews.com, which alone is sent to approximately 100 media outlets.

LOS ANGELES EVENT RESULTS

In Santa Monica, an estimated 800 to 1,000 visitors participated with 200 car drivers agreeing to check their number.

- The partnership with the Santa Monica Pier yielded additional advertising opportunities that reached thousands of people visiting the area leading up to the event. This included five street pole banners, a large barricade banner, and two kiosk posters that all contributed to helping build awareness for the campaign and event.
- Additional advertising opportunities and community outreach through the City of Santa Monica’s newsletters was coordinated to further promote the campaign.
- Coverage of the Santa Monica event generated over 4.6 million media impressions, which included interviews with CalRecycle spokespeople and coverage in English, Spanish, and Asian print, online and broadcast media such as Santa Monica Daily Press, La Opinión, World Journal, KSCI-TV (Korean), and KMRB-FM (Chinese).

Santa Monica Media Coverage Ethnic Breakdown

Media Coverage Group	Impressions Generated
English	523,459
Chinese	1,998,983
Filipino	555,000
Korean	803,068
Hispanic	783,125

- Santa Monica Mayor Richard Bloom attended the event to help check numbers and was available for interviews and photo opportunities with local media.
- Live-remote coverage by leading Los Angeles radio station’s KOST-FM and KCBS-FM was secured, as well as additional promotion of the campaign through Spanish sister stations KLVE-FM and KSCA-FM.

Social Media

To further engage audiences and communities, the SAESHE team worked with CalRecycle to leverage their existing social media channels to promote “Check Your Number.” A Facebook and Twitter editorial content calendar was developed for each month of the campaign. Educational and informative content was drafted and shared via CalRecycle’s own social media channels.

Strategies

- Drive engagement on CalRecycle’s Facebook and Twitter channels.
- Produce educational and shareable content that promotes “Check Your Number.”
- Direct traffic to the CheckYourNumber.org website to learn more about the campaign.

Activities

- Drafted a monthly Facebook and Twitter editorial content calendar for the duration of the campaign. Inspiration for content came from research around key holidays, such as Christmas and Mother’s Day; awareness occasions, including Earth Month and America Recycles Day; and statistics that were converted into relevant and fun references that built the case for why drivers should be changing their oil less often or recycling their used motor oil and filters.
- The #CheckYourNumber hashtag was activated to track and monitor conversations on Twitter.
- Generated grantee support by providing social media content to be used on individual grantee and corporate partner Facebook and Twitter pages:
 1. As part of the partnership outreach, the SAESHE team secured additional promotion of the campaign and launch events by drafting social media content that was published on partner

Facebook pages including General Motors, Santa Monica Pier, City of West Sacramento, and Sierra Club Green Home.

Results Summary

Social media postings made significant contributions to the campaign's website traffic. Twitter and Facebook were among the top 10 contributing websites according to website statistics as of Oct. 24, 2012 (Figure 4), contributing a total of 29,211 hits to the site since its launch on Nov. 4, 2011.

Media Relations

To sustain momentum outside of launch events, a news bureau program was developed to generate continuous pitch opportunities for California and targeted national media. CalRecycle worked with the SAESHE team to successfully position the campaign as an important and relevant initiative, generating coverage and inviting public discourse on the economic and environmental impact. The website served as the latest resource for drivers and media who wanted to learn more about proper oil change habits, while statistics highlighted the issue and generated interest among reporters. Timely news events and key holidays, such as a rise in oil prices and Earth Day, provided additional opportunities to re-engage with media throughout the campaign.

Strategies

- Engage major California markets to drive conversation on the issue of proper oil change habits and Check Your Number:
 1. Key automotive, business, lifestyle and environmental reporters across broadcast, print and online outlets were targeted with different angles (i.e., auto technology advances, personal savings, environmental impact, etc.) to appeal to several audiences;
 2. Secondary media targets included pitching key national outlets, reinforcing California's position as an environmental leader and promoting its latest initiative focused on re-educating drivers about oil changes and the 3,000-mile rule.
- Leverage Pre-Wave survey and statistics to generate interest in the campaign and positioned the website as the latest car care resource for drivers.
- Engage the media in call to action, where coverage emphasized the importance of re-education on proper car care and knowing oil change intervals.
- Generate localized coverage by promoting launch events and key partnerships that gave credibility to the campaign.
- Position CalRecycle as an expert source on the environmental and economic impact facing California as a result of too-frequent oil changes.
- Acknowledge California's diverse population by extending outreach beyond English and Spanish-speaking outlets to include Korean, Filipino, and Chinese, ensuring a comprehensive media relations approach.

Activities

- Press releases in English and Spanish were drafted for campaign launch and events. Provided supplemental bilingual media materials, including backgrounders, fact sheets, and campaign Q&As that provided media additional information to help build stories.
- Generated seasonal pitch angles focusing on the campaign and easy-to-follow guidelines for better car care that appealed to bloggers looking to include tips as a part of coverage.
- Secured and coordinated interview opportunities for CalRecycle in key DIY and major California markets.

Results Summary

- “Check Your Number” generated significant interest across major California media markets, as well as nationally. The campaign appealed to various types of media, from automobile-focused publications and columns covering the auto technology angle, to financial and “mommy blogs” reporting on the cost savings of fewer oil changes:
 1. Outreach assisted in providing media with the information needed to re-examine car care habits and reveal the environmental and economic cost of not updating behaviors;
 2. Key placements were generated for state and national broadcast, print and online media, including NPR, KOST-FM (Los Angeles), Los Angeles Times, New York Times, Motor Trend, USAToday.com and Yahoo! Auto.
- Outreach from October 2011 to November 2012 generated more than 60 million media impressions and more than 500 stories.
- Interviews were secured across key California markets, including Los Angeles, San Francisco, San Diego, Monterey, and Bakersfield.

Please refer to Appendix E: Task 3 Media Coverage Charts for more details.

Partnerships

To provide added support for the campaign and its events, CalRecycle and the SAESHE team leveraged existing relationships and sought out new relationships with auto-related and environmental organizations. By tapping resources from partners and grassroots organizations, we extended the reach of our campaign and generated more interest and participation from a broader base.

Activities

- Conducted influencer outreach to the team’s network of auto-related partners, environmental organizations, and other relevant California companies in an effort to generate campaign partners and/or prize sponsors for launch events.
- Successfully engaged auto manufacturers, auto service centers, and local environmental nonprofits for event and campaign support.
- Activated CalRecycle grantees to promote the campaign at community events, through direct mail materials and on websites and social media.

- Procured additional advertising opportunities through outreach.

Results Summary

- Partnered with leading auto manufacturer General Motors on launch events and overall promotion of the campaign:
 1. General Motors cars appeared at San Francisco and Los Angeles events in support of the campaign, and commemorative key chains were given out to participants;
 2. Secured a story promoting the campaign on the company’s alternative energy blog, “The Future Is Electric.”
- Secured support from Jiffy Lube to provide giveaway items for the two launch events.
- Secured support from local environmental non-profit SF Environment, which promoted the San Francisco event to its membership base and hosted an outreach table engaging patrons.
- Generated more than 370,000 additional impressions across more than 20 key California markets as a result of grantee support, including City of Sacramento, City of Fresno, and City of Long Beach:
 1. Online promotion and placement of CalRecycle messaging and visuals;
 2. Campaign appeared in community newsletters and in direct mail pieces;
 3. Additional exposure in local communities where grantees chose to distribute campaign fact sheets;
 4. Additional advertising opportunities through grantees, including with the City of Santa Monica.

Grantee	Promotion Provided
City of Rosemead	Website
City of Camarillo	Website
City of Culver City	Blog
City of Azusa	Newsletter
City of Westlake Village	Newsletter
City of Santa Clarita	Blog and Newsletter
City of Hawaiian Gardens	Website and CCTV advertisement
City of Monrovia	Direct Mail
City of Santa Monica	Direct Mail, social media and advertisement
City of Fresno	PSA
City of Covina	Website
City of Palmdale	Event fact sheet
City of Duarte	Website
City of Monterey Park	Website
City of Pico Rivera	Newsletter
City of Thousand Oaks	Event fact sheet
City of West Sacramento	Website and social media
City of Long Beach	Website
City of Walnut	Website
City of Torrance	Website
City of South Gate	Website
City of Newark	Newsletter
City of Long Beach	Website

Advertising/Media Buy

The primary objective of the media campaign was to brand “Check Your Number” and to reach as many automobile owners in California as possible. The secondary objective was to drive traffic to “Check Your Number” events, where target audience could learn more information about the campaign.

Strategies

The geographical markets of the campaign were selected based on the top populated Designated Market Areas (DMAs) in California.

- Los Angeles
- San Francisco
- Sacramento
- San Diego
- Fresno

Demographically, the media campaign targeted all segments of the population, but strategically focused on DIYers, older drivers, women, and Hispanics based on the Pre-Wave research findings:

- DIYers, who were more likely to change their oil frequently because of concerns over car performance.
- Hispanics, who according to our research, were more likely to change their oil every 3,000 miles compared to other ethnic groups.
- Older drivers, who adhered to the 3,000 mile oil change benchmark due to habit.
- Women, who tended to rely on the opinion of their mechanics, friends, and family for car care advice.

Results Summary

Check Your Number Media Campaign				
Markets	Duration	Total Investment	Total Value	Percent Added-value
Los Angeles, San Francisco	11/7/11 – 11/20/11	\$125,535	\$188,798	50.4%
Los Angeles, San Francisco	4/2/12 – 4/16/12	\$124,100	\$167,700	35.1%
Sacramento, San Diego, Fresno	8/26/12 – 9/16/12	\$197,457.12	\$242,628.12	22.9%
Total		\$447,092.12	\$599,126.12	34%

- Phase I: Spot Radio ran in Los Angeles and San Francisco from Nov. 7-20, 2011(two-week flight). The following schedule was executed as they were placed:

Check Your Number Media Campaign (Phase I)					
Markets	Station	Format	Frequency	Spot Lengths	# of Spots
Los Angeles	KFI	News Talk	640 AM	:30	15x
	KOST	Adult Contemporary	103.5 FM	:30	12x
	Traffic Network	Traffic Sponsor		:15	150x
	KLVE	Spanish Contemporary	107.5 FM	:10/:15/:30	51x
	KRCD	Spanish Adult Hits	103.9 FM	:10/:15/:30	60x
	KTNQ	Spanish News/Talk/Sports	1020 AM	:15/:30	60x
San Francisco	KCBS	News	740 AM	:05/:15/:30	96x
	KCBS	News	106.9 FM	:05/:15/:30	96x
	KGO	News/Talk	810 AM	:10/:30	44x
	KBRG	Spanish Adult Hits	100.3 FM	:10/:15/:30	48x
	KSOL	Regional Mexican	98.9 FM	:10/:15/:30	48x

- Phase II: Spot Radio ran in Los Angeles and San Francisco from April 2-15, 2012 (two-week flight). The following schedule was executed as they were placed:

Check Your Number Media Campaign (Phase II)					
Markets	Station	Format	Frequency	Spot Lengths	# of Spots
Los Angeles	KOST	Adult Contemporary	103.5 FM	:15/:30	43x
	Traffic Network	Traffic Sponsor		:15	150x
	KCBS	Adult Hits	93.1 FM	:10/:30	98x
	KLVE	Spanish Contemporary	107.5 FM	:15/:30	80x
	KRCD	Spanish Adult Hits	103.9 FM	:15/:30	86x
San Francisco	KOIT	Adult Contemporary	96.5 FM	:15/:30	194x
	KNBR	Sports	680 AM	:10/:30	80x
	KBRG	Spanish Adult Hits	100.3 FM	:15/:30	68x
	KRZZ	Regional Mexican	93.3 FM	:15/:30	87x

- Phase III: Spot Radio ran in Sacramento, San Diego, and Fresno from Aug. 27-Sept. 16, 2012 (three-week flight). The following schedule was executed as they were placed:

Check Your Number Media Campaign (Phase III)					
Markets	Station	Format	Frequency	Spot Lengths	# of Spots
Sacramento	KFBK	News/Talk	1530 AM	:15/:30	78x
	KHYL	Rhythmic Oldies	101.1 FM	:15/:30	71x
	Traffic Network	Traffic Sponsor		:15	75x
	KSEG	Classic Rock	96.9 FM	:10/:30	90x
	KNCI	Country	105.1 FM	:10/:30	90x
	Traffic Network	Traffic Sponsor		:15	267x
	KXSE	Spanish Adult Hits	104.3 FM	:15/:30	145x
	KGRB	Regional Mexican	94.3 FM	:15/:30	129x
	San Diego	KFMB	Adult Hits	100.7 FM	:15/:30
KSON		Country	97.3 FM	:10/:30	111x
KYXY		Adult Contemporary	96.5 FM	:10/:30	98x
Traffic Network		Traffic Sponsor		:10	90x
KMYI		Hot AC	94.1 FM	:15/:30	
Traffic Network		Traffic Sponsor		:05/:10/:15	38x

- Phase III, continued:

Check Your Number Media Campaign (Phase III)					
Markets	Station	Format	Frequency	Spot Lengths	# of Spots
San Diego	KLQV	Spanish Adult Hits	102.9 FM	:15/:30	248x
	KLNV	Regional Mexican	106.5 FM	:15/:30	244x
	Traffic Network	Traffic Sponsor		:15	114x
Fresno	KMJ	News/Talk	580 AM	:10/:30	132x
	KSKS	Country	93.7 FM	:10/:30	126x
	KMGV	Oldies	97.9 FM	:10/:30	126x
	Traffic Network	Traffic Sponsor		:15	180x
	KOND	Regional Mexican	92.1 FM	:15/:30	207x
	KFSO	Spanish Adult Hits	92.9 FM	:15/:30	225x
	KLBN	Regional Mexican	101.9 FM	:15/:30	153x
	Traffic Network	Traffic Sponsor		:15	75x

Campaign Creative

Based on CalRecycle’s objective to reeducate the public on proper oil change intervals, the SAESHE team developed a bold, creative positioning to engage our target audience and encourage them to rethink the frequency of oil changes for their vehicles. By reminding them that advancements in technology and auto engineering have translated into more efficient vehicles, we challenged drivers to review and rethink what is optimum for their vehicles by checking the owner’s manual. The key message for our campaign was expressed in a simple, clear and easy-to-remember headline with a strong call to action component: **Check Your Number**.

Multiple variations to this message platform were tested in focus groups (see Task 2 for details) to explore if this proposition needed to be executed in alternative ways that resonated more with our target, and consequently determine the most effective advertising message to achieve our objectives.

Strategies

- Focus on making the message as simple as possible to pique the interest of the public on the campaign.
- Utilize visuals and symbols associated with oil changes, such as roads, road signs, vehicle dashboard symbols, motor oil bottles.
- Demonstrate that “one-size-fits-all” no longer applies to recommended oil change intervals for various vehicles.
- Inspire action with a straightforward call to action: check your owner’s manual or visit www.CheckYourNumber.org.

Activities

- The team crafted three possible campaign taglines: “Find Your Number,” “Know Your Number,” and “Check Your Number” for focus group testing. “Check Your Number” was the winner and applied to the entire campaign.
- The team also created two different visual executions for each tagline for focus group testing. The “Road Condition Signs” concept was selected through focus group testing and applied in print, online, and collateral materials.
- Two 30-second radio scripts were written and tested in focus groups. “Times Have Changed” was the chosen radio script and utilized in the media buy and for PSA pitching under media relations.
- A TV PSA – “The Oil Cans Dismay” – was produced toward the end of the campaign for further support.

Refer to Appendix E: Task 3 Campaign Creative Materials for all creative executions for the “Check Your Number” campaign

Website

In focus group testing, the SAESHE team learned that a website that provided easy access to manufacturer-recommended oil change interval information would serve as a major asset for the campaign. Thus, the team created a comprehensive website: www.CheckYourNumber.org. Its key feature was a widget that allowed visitors to check the oil change interval “numbers” for most vehicles made from 2000-2012.

A special section for DIYers allowed those visitors to learn how and where to properly recycle their used motor oil and filters.

The website was also created in Spanish – www.RevisaTuNumero.org – to communicate easily with California’s Hispanic community.

Strategies

- Establish a main hub for the campaign to address oil change consumers, DIYers, the media, and partners.
- Provide the public with an easy-to-use online tool to “check their numbers.”
- Address California’s Hispanic community with a Spanish-language version of the website.

Activities

- A custom domain name (www.CheckYourNumber.org and www.RevisaTuNumero.org) that was short and easy for people to remember was purchased.
- Created a campaign website with key campaign messages and information:
 1. “Check Your Number” widget programmed to provide the oil change intervals of most vehicles from 2000-2012;
 2. Press materials;

3. Media coverage;
 4. Supporting partners;
 5. Upcoming events;
 6. Information for DIYers.
- Compiled a comprehensive database with the manufacturer-recommended oil change intervals of most vehicles sold in the U.S. from 2000-2012, from which the “Check Your Number” widget retrieved information from for visitors.

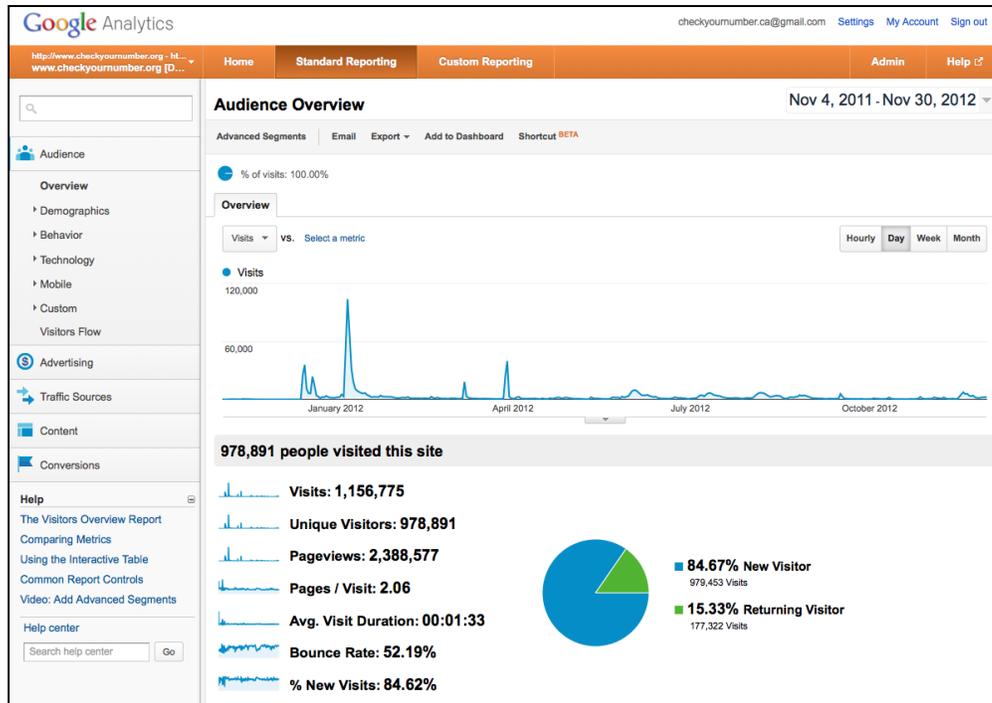
Results Summary

Since its launch on Nov. 4, 2011, the website has received the following traffic:

- 1,156,775 visits
- 978,891 unique visitors
- 2,388,577 page views
- 84.62 percent new visitors
- 52.19 percent bounce rate

See Figure 1 below for details. All website statistics provided as of Nov. 30, 2012.

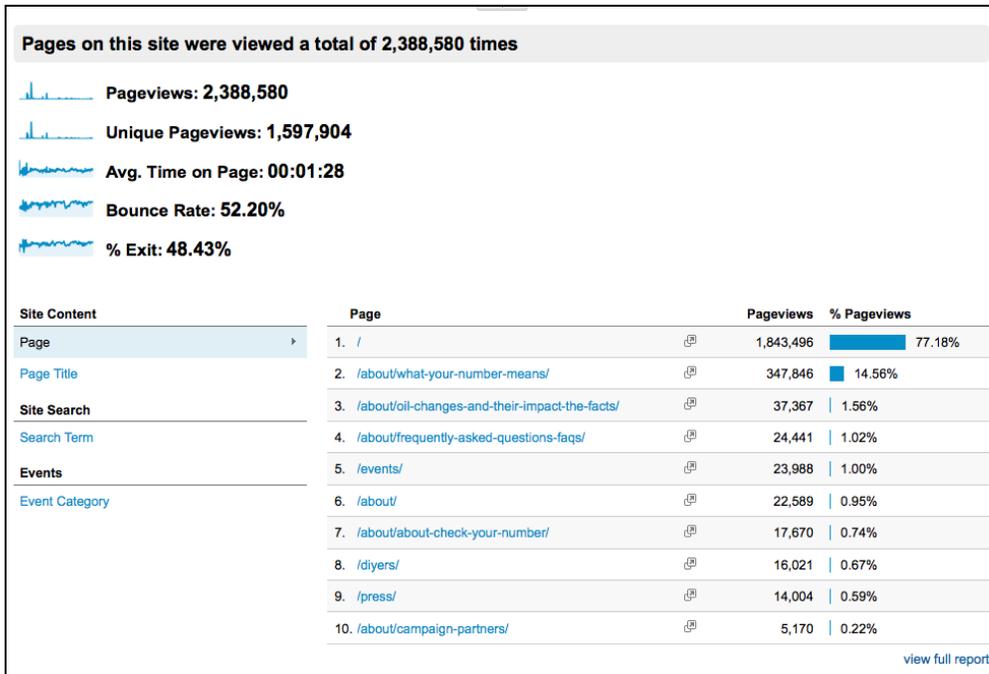
Figure 1: CheckYourNumber.org – Visitors Overview



Most visitors only visited the homepage (77 percent), most likely because the key driver to the website was the “Check Your Number” widget. The top 10 viewed pages of the website were (Figure 2):

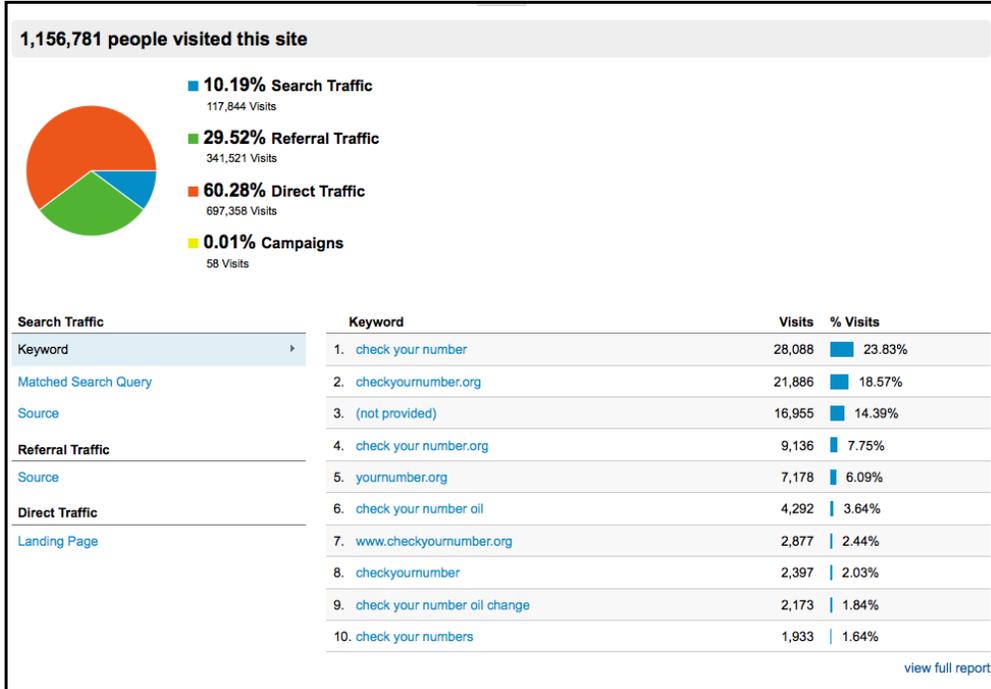
- Home page
- About: What Your “Number” Means
- About: Oil Changes and their Impact – The Facts
- About: Frequently Asked Questions (FAQs)
- Events
- About
- About: About “Check Your Number”
- DIYers
- Press
- About: Campaign Partners

Figure 2: CheckYourNumber.org – Content



The majority of the website’s visitors came in directly (60 percent), suggesting that many visitors came after seeing or hearing about the campaign through print and broadcast news stories or advertising. About 1/3 of the traffic came in through referrals, and just over 10 percent of visitors found the website through search (Figure 3).

Figure 3: CheckYourNumber.org – Traffic Sources



Media coverage for the campaign contributed significantly to the website’s traffic. However, Facebook and Twitter were also top referring websites, suggesting that regular postings via CalRecycle’s social media accounts also drove traffic. The top referring websites to www.CheckYourNumber.org are as follows (Figure 4):

- Yahoo! Autos
- L.A. Times
- CalRecycle’s official website
- AOL Autos
- Twitter
- Facebook
- AARP

Figure 4: CheckYourNumber.org – Referrals

Visits		Pages / Visit		Avg. Visit Duration		% New Visits		Bounce Rate	
341,521		2.18		00:01:33		91.04%		45.36%	
<small>% of Total: 29.52% (1,156,782)</small>		<small>Site Avg: 2.06 (5.75%)</small>		<small>Site Avg: 00:01:33 (0.23%)</small>		<small>Site Avg: 84.62% (7.59%)</small>		<small>Site Avg: 52.19% (-13.09%)</small>	
Primary Dimension: Source Landing Page Other ▾									
<input type="checkbox"/> Plot Rows <input type="checkbox"/> Secondary dimension ▾ Sort Type: <input type="text" value="Default"/> <input type="text" value=""/> <input type="button" value="Q"/> <input type="button" value="advanced"/> <input type="button" value="Table"/> <input type="button" value="Print"/> <input type="button" value="Export"/> <input type="button" value="Refresh"/>									
<input type="checkbox"/>	Source	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate		
<input type="checkbox"/>	1. autos.yahoo.com	58,862		2.05	00:01:56	90.59%	47.26%		
<input type="checkbox"/>	2. latimes.com	48,347		2.15	00:01:27	94.69%	43.28%		
<input type="checkbox"/>	3. calrecycle.ca.gov	35,421		2.45	00:01:34	88.81%	37.30%		
<input type="checkbox"/>	4. autos.aol.com	24,583		2.52	00:01:27	96.19%	30.70%		
<input type="checkbox"/>	5. t.co	18,834		1.68	00:01:10	80.22%	67.19%		
<input type="checkbox"/>	6. articles.latimes.com	17,508		1.95	00:00:54	95.54%	50.90%		
<input type="checkbox"/>	7. facebook.com	12,100		2.03	00:01:28	91.72%	51.65%		
<input type="checkbox"/>	8. aarp.org	5,419		2.04	00:01:26	94.98%	47.55%		
<input type="checkbox"/>	9. hawamer.com	4,992		2.24	00:01:59	88.32%	49.88%		
<input type="checkbox"/>	10. moneyland.time.com	4,933		2.36	00:01:26	92.38%	37.32%		
Show rows: <input type="text" value="10"/> <input type="button" value="Go to:"/> <input type="text" value="1"/> 1 - 10 of 2429 <input type="button" value="<"/> <input type="button" value=">"/>									
<small>This report was generated on 11/30/12 at 2:13:12 PM - Refresh Report</small>									

Task 4: Used Oil Filter Recycling Pilot Program

Overview

Based on research conducted in August 2011, 95 percent of DIYers statewide knew to recycle their used motor oil (see Task 2 for details). However, only about one-third of DIYers knew to recycle their used motor filters. Thus, CalRecycle launched a pilot public education program to bolster filter recycling awareness statewide.

A regional pilot program was conducted in Kern County to increase DIY awareness of used oil filter recycling in the area. The SAESHE team conducted filter collection events, community outreach, and advertising to educate DIYers there. A statewide media relations campaign was also conducted to spread the word about the importance of oil filter recycling in and beyond Kern County.

Key findings from the pilot program were to be applied to a used motor oil/filter recycling “how-to” manual to be distributed to CalRecycle’s grantees statewide (see Task 5).

Used Motor Oil Filter Exchange Events

The pilot public education program in Kern County centered around a series of five filter exchange events at AutoZone and O’Reilly Auto Parts stores in Bakersfield and Delano. Participating DIYers who came to recycle their used motor oil received one free oil filter per person that day, as well as sets of functional promotional items related to oil changes. This was the first time filter exchange events had been held in Kern County.

The team worked with Kern County Waste Management, the City of Bakersfield’s Solid Waste Division, and Sunset Waste Systems to jointly promote the used motor oil/filter recycling programs in the Bakersfield and Delano area. Informational materials promoting curbside recycling services, Household Hazardous Waste (HHW) events, and other recycling programs were provided by Kern County Waste Management and the City of Bakersfield for distribution to participants at the filter exchange events.

Strategies

- Encourage DIYers to recycle at Certified Collection Centers (CCCs) by hosting filter collection/exchange events at those sites.
- Demonstrate to DIYers how to properly dispose of their used motor oil filters at CCCs during events.
- Drive event attendance by offering free filters in exchange for new ones and other free functional items for participants.
- Learn more about DIYers and their recycling knowledge and behavior to apply to future public education activities through on-site surveys.

Activities

- Planned, coordinated, and executed five filter exchange events with AutoZone and O’Reilly Auto Parts stores in Bakersfield and Delano.
- Created and distributed educational materials to DIYers about why, how, and where to recycle their used motor oil filters (see Task 5).
- Coordinated with Kern County Waste Management, the City of Bakersfield, and Sunset Waste Systems to promote the events and, conversely, promote their existing used motor oil and filter recycling programs to Kern County residents.
- Conducted quick anonymous informal surveys with event participants (Appendix N) to better understand the target DIY audience, determine their recycling knowledge and habits, and assess the program’s outreach and advertising efforts.

Results Summary

A total of 412 participants attended the five filter exchange events hosted in Kern County. At these events, 407 used motor oil filters were collected and 257 new filters were exchanged.

Table 1: Filter Exchange Event Participation

Event	Surveys Completed	Used Oil Filters Collected	Used Oil Filters Exchanged	Estimated Gallons of Used Motor Oil Collected
Bakersfield AutoZone – 3/17/12	114	119	76	315-350
Delano AutoZone – 5/19/12	58	56	34	175-200
Bakersfield O’Reilly Auto Parts – 6/16/12	84	99	52	200-220
Delano O’Reilly Auto Parts – 7/14/12	49	49	33	130-140
Bakersfield AutoZone- 8/11/12	107	84	62	230-250

Survey Findings

Through the surveys collected at filter exchange events, we learned the following about DIYers and their used motor oil and filter disposal behaviors in Kern County:

- 51 percent of respondents were 34-50 years old (Figure 5).
- 87 percent were male (Figure 6).
- 84 percent of participating DIYers were Hispanic (Figure 7).
- Though 84 percent of respondents were Hispanic, only 56 percent of surveys were conducted in Spanish, suggesting that the population is more bilingual (Figure 8).

- Over half of the respondents (58 percent) had not received information on the Used Oil Recycling Program (UORP) before (Figure 9).
- 40 percent of the respondents said they changed their used motor oil 0-4 times per year, suggesting that they were not changing their oil more frequently than necessary (Figure 10).
- 83 percent of the respondents changed their oil themselves. Other responses included friends (7 percent), local garage/mechanic (6 percent), and auto dealerships (3 percent) (Figure 11).
- Though 56 percent of the respondents reported that they recycled their used motor oil and filter, 40 percent of DIYers said that they only recycled their used motor oil, aligning with findings from Task 2 Pre-Wave research (Figure 12).
- When asked why they recycle, 70 percent of participants responded that it was good for the environment (Figure 13).
- 81 percent of the respondents disposed of/recycled their used motor oil at a CCC (Figure 14).
- Though 56 percent of respondents said they disposed of/recycled their used motor oil filters at a CCC or with a local recycling program (i.e. HHW events, city curbside, county facility), 39 percent of respondents admitted to throwing their filters away in the trash (Figure 15).
- For DIYers who were not recycling their used motor oil, 59 percent said that they did not know they could recycle it and 27 percent said they did not know where to take it (Figure 16).
- When asked why they did not recycle their used motor oil filters, 82 percent said that they did not know that filters could be recycled and 9 percent did not know where to take them (Figure 17).

See Figures 5-17 below for more details on the survey results.

Figure 5: Filter Exchange Surveys – Age

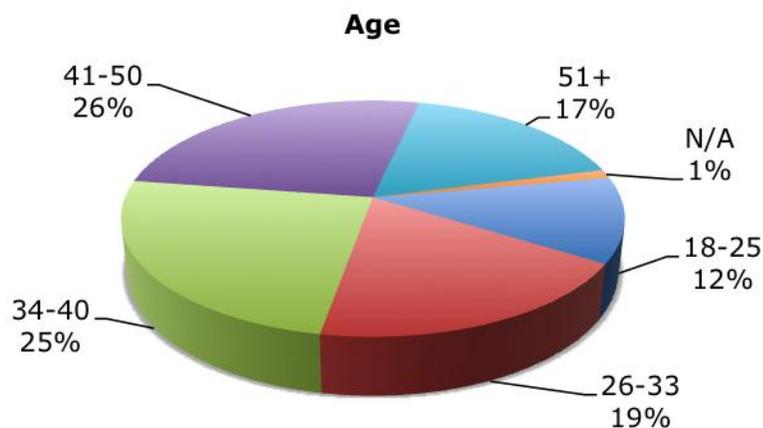


Figure 6: Filter Exchange Surveys – Gender

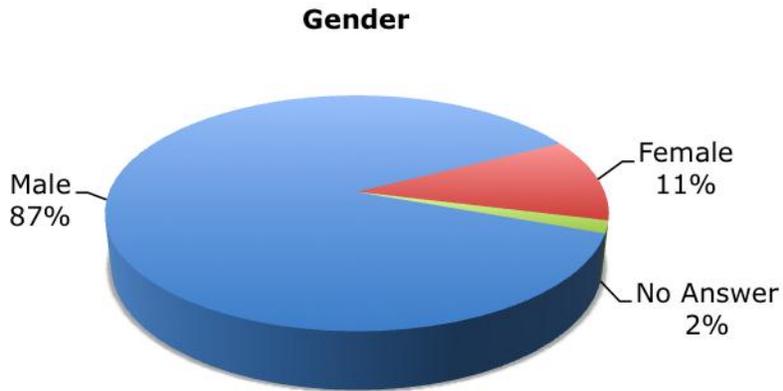


Figure 7: Filter Exchange Surveys – Ethnicity

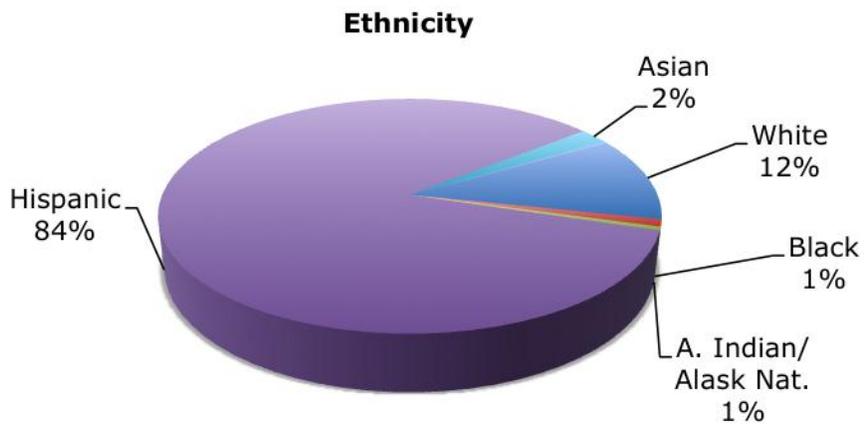


Figure 8: Filter Exchange Surveys – Language

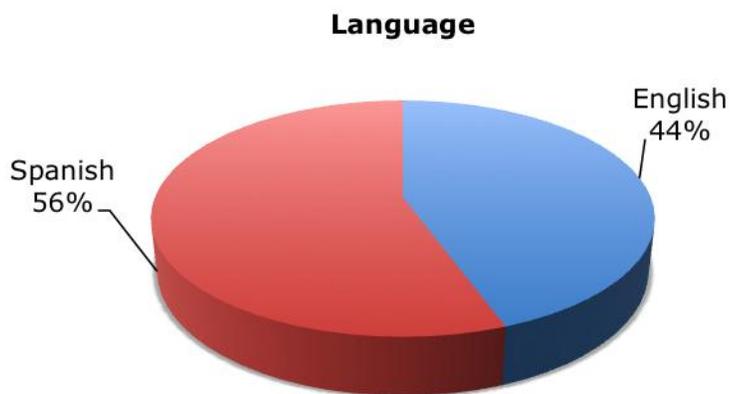


Figure 9: Filter Exchange Surveys – Received information on Used Oil Recycling Program (UORP) before?

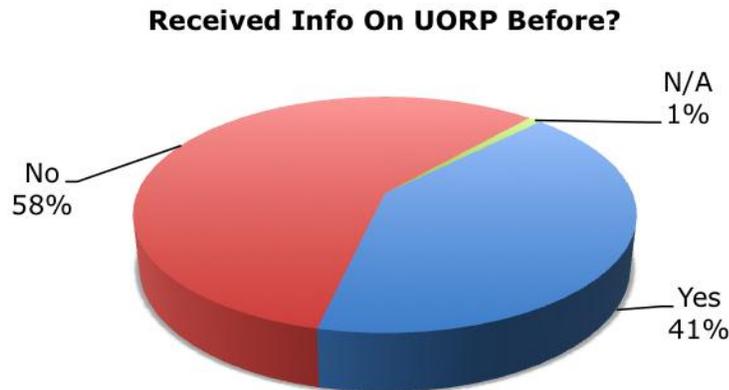


Figure 10: Filter Exchange Surveys – Total number of oil changes per year

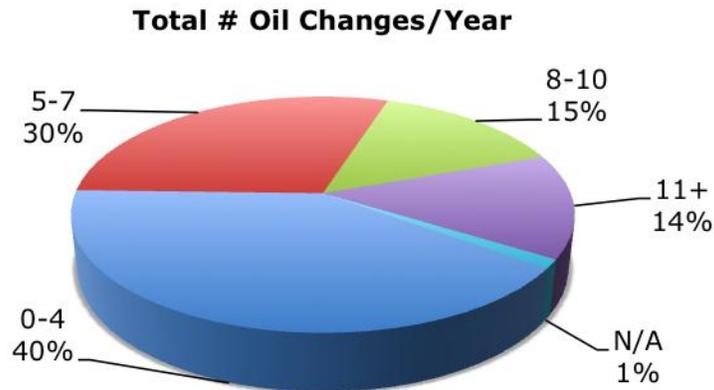


Figure 11: Filter Exchange Surveys – Who changes your oil and oil filters in your vehicle?

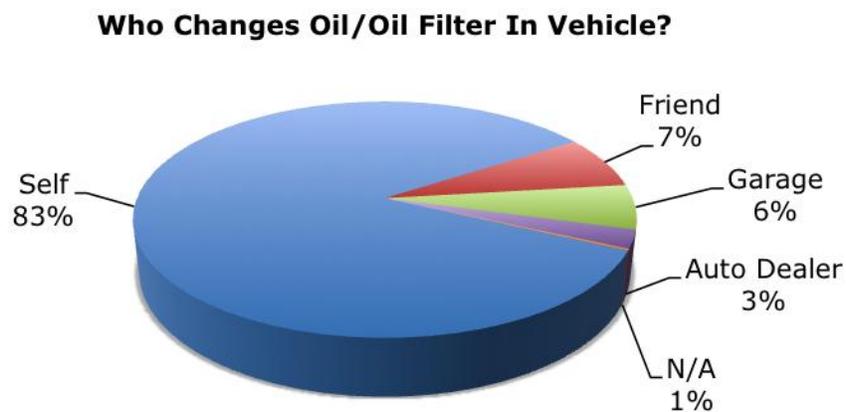


Figure 12: Filter Exchange Surveys – Do you recycle your used oil and/or filters?

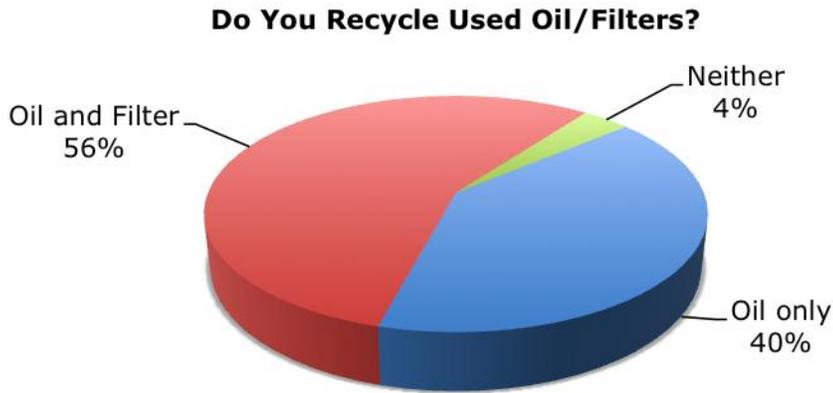


Figure 13: Filter Exchange Surveys – Why do you recycle?

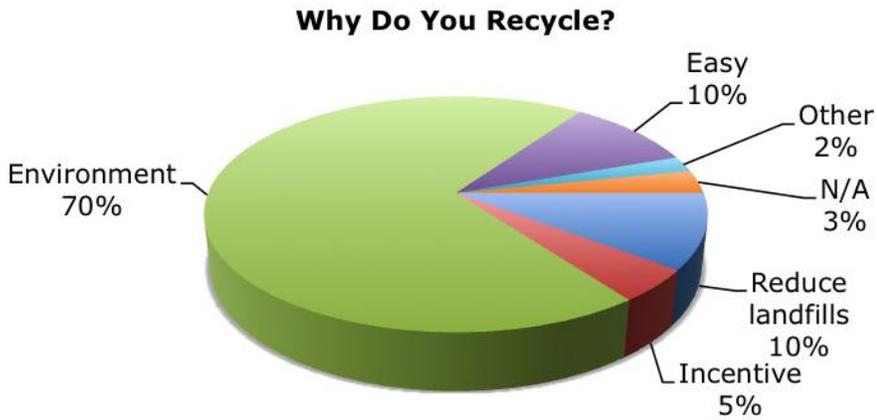


Figure 14: Filter Exchange Surveys – Where do you dispose of your used motor oil?

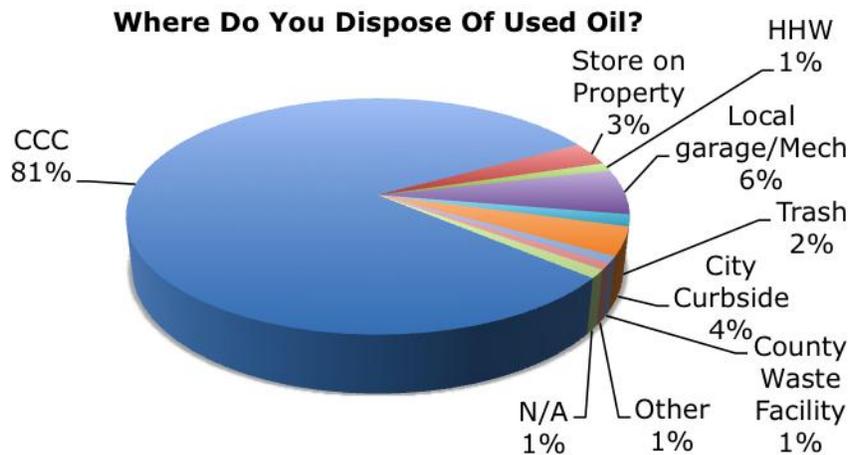


Figure 15: Filter Exchange Surveys – Where do you dispose of your used oil filters?

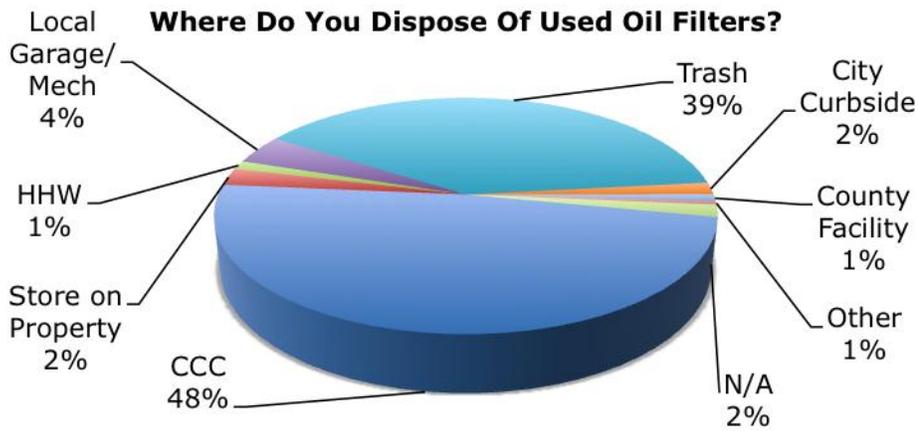


Figure 16: Filter Exchange Surveys – Why do you not recycle your used motor oil?

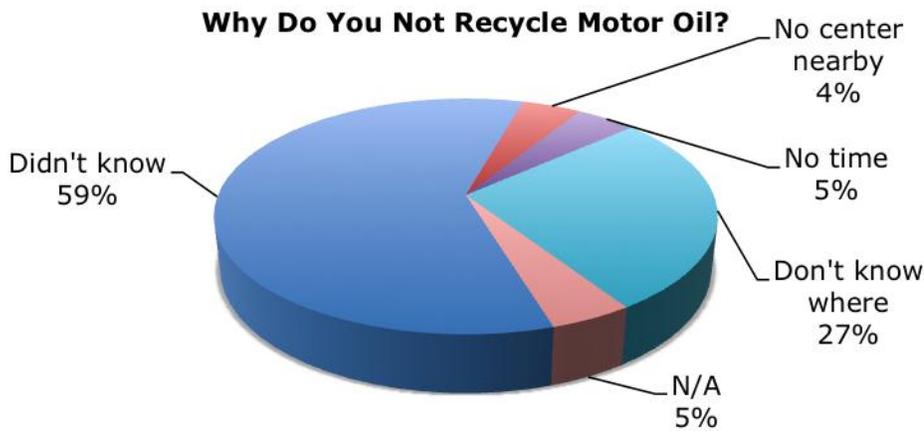
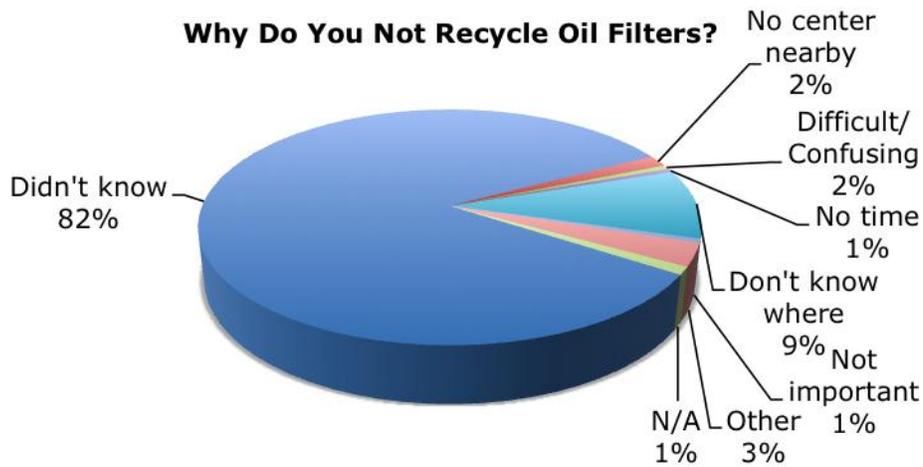


Figure 17: Filter Exchange Surveys – Why do you not recycle your used motor oil filters?



Community Events

In addition to the filter exchange events, CalRecycle also participated in Kern County community events targeting to further educate the public about used motor oil and oil filter recycling.

Similar to the filter exchange events, informational materials promoting Household Hazardous Waste (HHW) events and the Kern County Special Waste Facility in Bakersfield and Mojave were provided by Kern County Waste Management for distribution to participants at the community events.

Strategies

- Encourage DIYers to recycle by informing them about local CCCs and recycling centers.
- Learn more about DIYers and their recycling knowledge and behavior to apply to future public education activities through onsite surveys.
- Select community event based on the following criteria:
 1. Attendance: CalRecycle wanted to ensure a positive turnout at the events in order to maximize outreach;
 2. Demographics: Questions regarding attendance by DIYers were asked to determine whether event attendees would benefit from our presence and our recycling messaging;
 3. Partner Recommendations: Events and festivals suggested by Kern County Waste Management and Sunset Waste Systems were explored.

Several tactics were utilized at the community events to draw attention to the CalRecycle booth. At the Delano community event, a free shop towel was distributed to every survey respondent. At the Tehachapi community event, every survey respondent was given the opportunity to spin a wheel for prizes, which included shop towels, funnels, filter recycling containers, and promotional items secured through corporate partners.

For both events, each participant received one free raffle ticket for a chance to win a free Do-It-Yourself (DIY) kit. There were hourly raffle drawings organized throughout the events to generate excitement around the booth and to encourage attendees to complete the surveys.

Activities

- Coordinated attendance at two community events in Delano and Tehachapi.
- Created and distributed educational materials to DIYers about why, how, and where to recycle their used motor oil filters.
- Coordinated with Kern County Waste Management and Sunset Waste Systems to promote their existing used motor oil and filter recycling programs to Kern County residents.
- Conducted quick anonymous informal surveys with event participants (Appendix N) to better understand the target DIY audience, determine their recycling knowledge and habits, and assess the program's outreach efforts in the area.

Results Summary

A total of 165 participants completed the surveys at the two community events in Kern County. At these events, there were a total of 26,500 attendees, and approximately 600 stopped by the booth to inquire about our purpose.

Table 2: Community Event Participation

Event	Surveys Completed	Event Attendees	Passers-by
Delano Earth Day - 3/31/12	42	1,500	100
Tehachapi Mountain Festival – 8/17/12 & 8/18/12	123	25,000	500

Survey Findings

Through the surveys collected at community events, we learned the following about residents and their used motor oil and filter disposal behaviors in Kern County:

- 40 percent of respondents were 26-40 years old (Figure 18).
- 68 percent were male (Figure 19).
- 48 percent of survey respondents were White/Caucasian (Figure 20).
- Though 44 percent of respondents were Hispanic, only 13 percent of the surveys were conducted in Spanish, suggesting that the population is more bilingual (Figure 21).
- Over half of respondents (68 percent) had not received information on Used Oil Recycling Programs (UORP) before (Figure 22).
- 40 percent of respondents said they changed their used motor oil 5-7 times per year, suggesting that they may be changing their oil too frequently (Figure 23). This differs from the information collected at filter exchange events, where most people reported to changing their oil 0-4 times per year.
- 68 percent of respondents changed their oil themselves. Other responses included friends (14 percent), local garage/mechanic (14 percent), and auto dealerships (4 percent) (Figure 24).
- Though 46 percent of respondents reported that they recycled their used motor oil and filter, 41 percent of DIYers said that they only recycled their used motor oil, once again aligning with findings from Task 2 Pre-Wave research (Figure 25).
- When asked why they recycle, 46 percent of participants responded that it was good for the environment (Figure 26).
- 64 percent of respondents disposed of/recycled their used motor oil at a CCC (Figure 27).
- Though 53 percent of respondents said they disposed of/recycled their used motor oil filters at a CCC or with a local recycling program (HHW events, city curbside, county facility), 47 percent of respondents admitted to throwing their filters away in the trash (Figure 28).

- For DIYers who reported to not recycling their used motor oil, 30 percent said they did not know where to recycle their oil and 26 percent said they did not know they could recycle it (Figure 29).
- When asked why they did not recycle their used motor oil filters, 50 percent said they did not know filters could be recycled and 15 percent did not know where to take them (Figure 30).

See Figures 18-30 below for more details on the survey results.

Figure 18: Community Event Surveys – Age

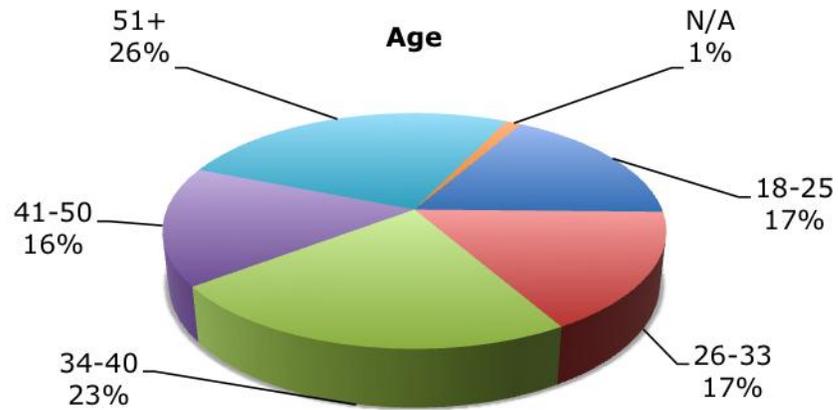


Figure 19: Community Event Surveys – Gender

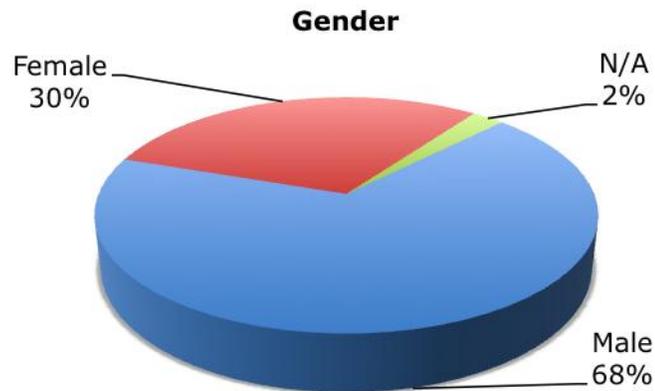


Figure 20: Community Event Surveys – Ethnicity

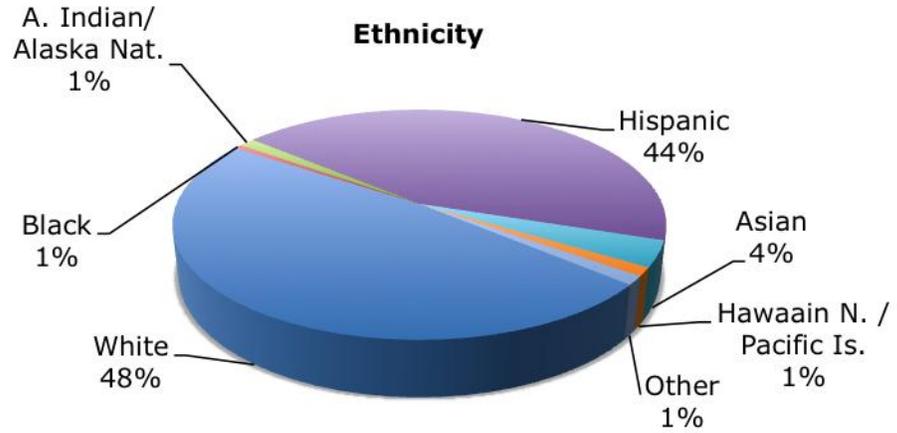


Figure 21: Community Event Surveys – Language

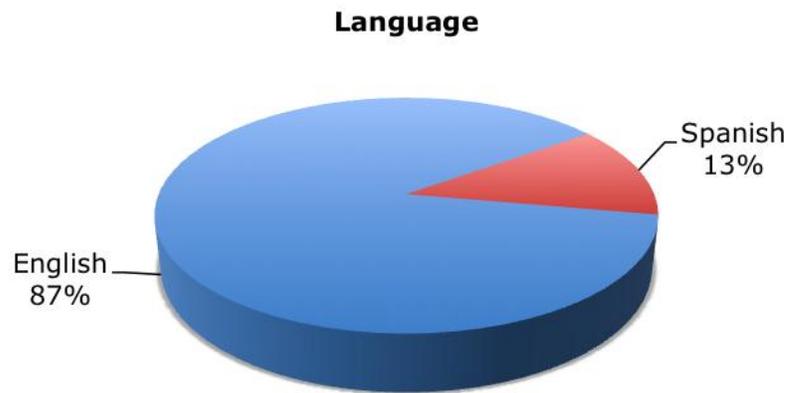


Figure 22: Community Event Surveys – Received information on Used Oil Recycling Program (UORP) before?

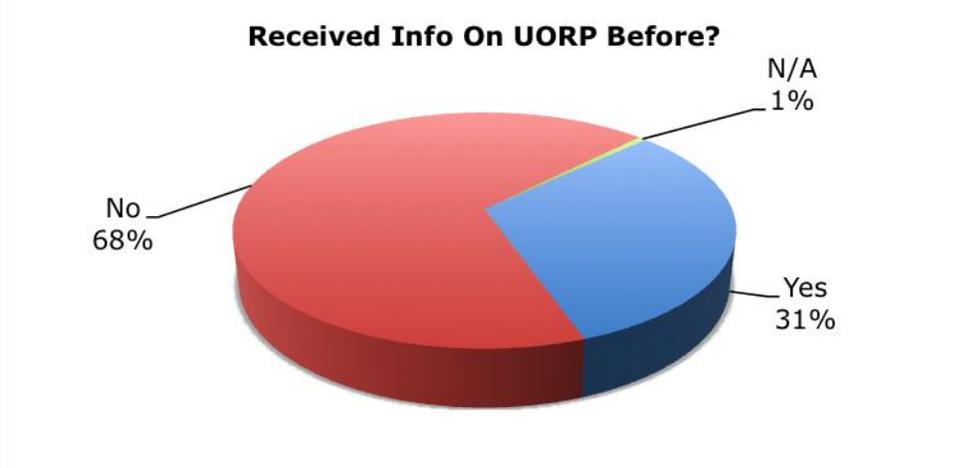


Figure 23: Community Event Surveys – Total number of oil changes per year

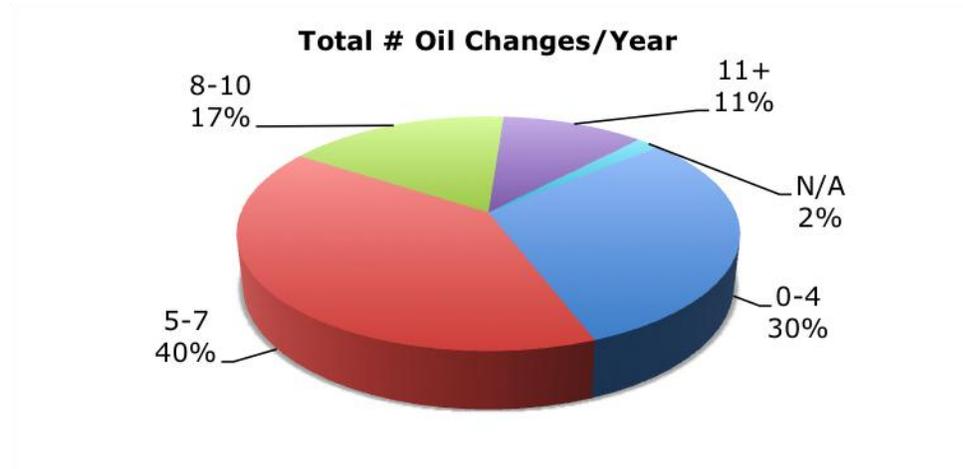


Figure 24: Community Event Surveys – Who changes your oil and oil filters in your vehicle?

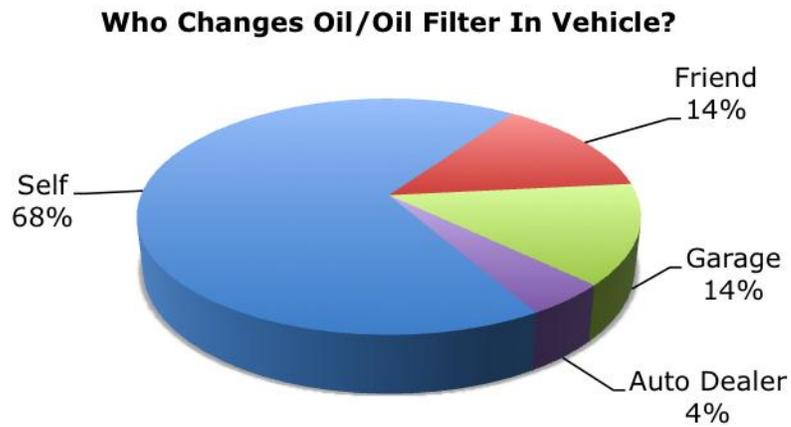


Figure 25: Community Event Surveys – Do you recycle you used oil and/or filters?

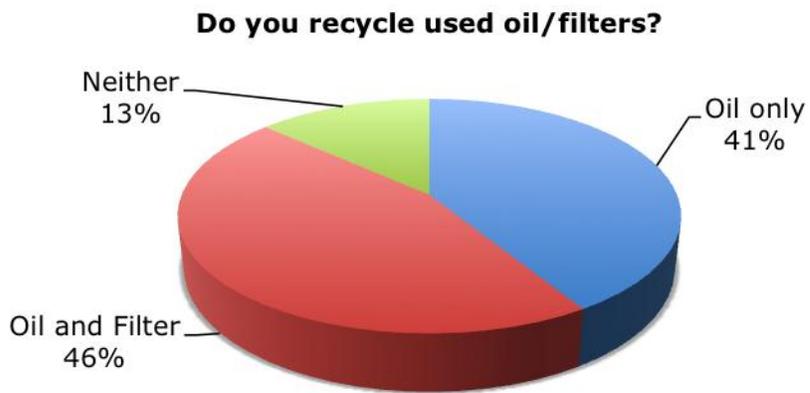


Figure 26: Community Event Surveys – Why do you recycle?

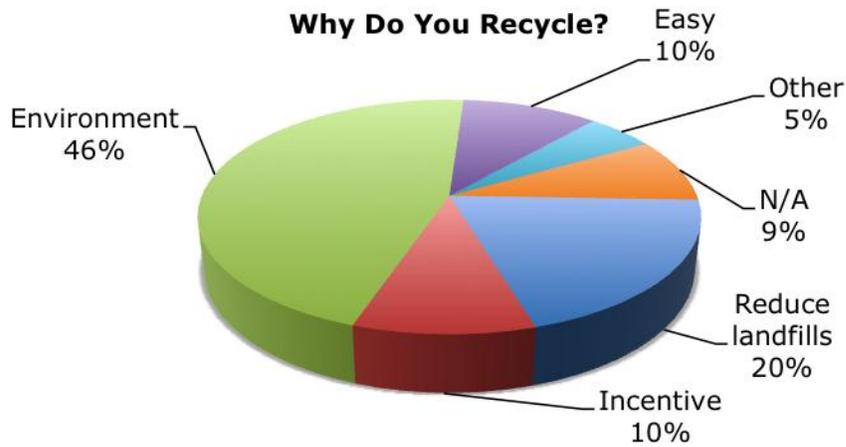


Figure 27: Community Event Surveys – Where do you dispose of your used motor oil?

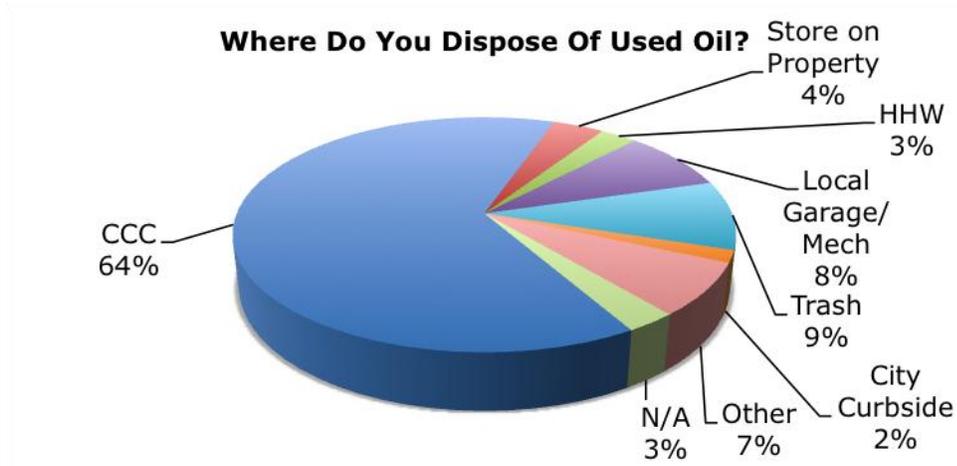


Figure 28: Community Event Surveys – Where do you dispose of your used oil filters?

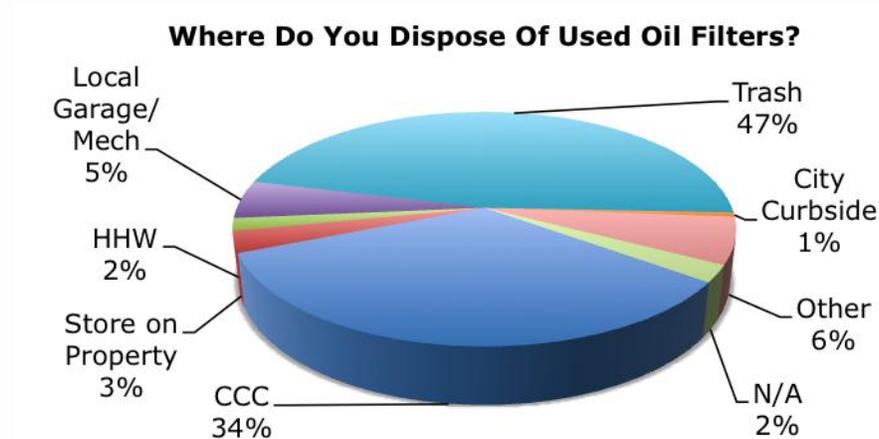


Figure 29: Community Event Surveys – Why do you not recycle your used motor oil?

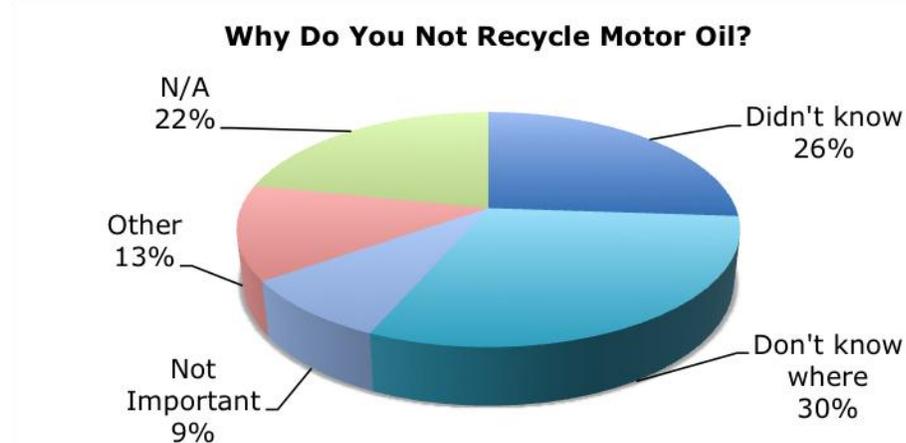
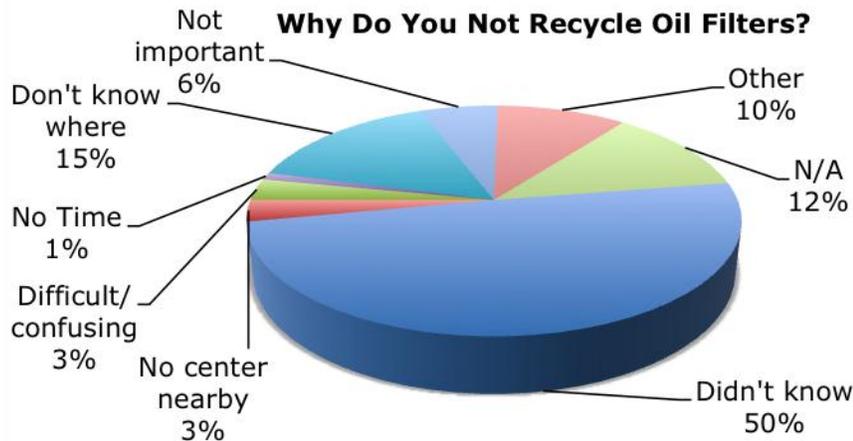


Figure 30: Community Surveys – Why do you not recycle your used motor oil filters?



Media Relations

CalRecycle commissioned the SAESHE team to increase oil filter recycling awareness through statewide media outreach focused. Additionally, media outreach within Kern County was conducted to traffic to filter exchange events. The continued use of statistics and consistent stance of positioning filter recycling as a companion issue to oil recycling helped generate interest and an understanding among media.

Strategies

- Employ thought-provoking statistics that illustrated the magnitude and impact used oil filters had on the environment, making oil filter recycling a newsworthy topic for media in DIY markets.
- Drive statewide awareness and educated DIYers about the need to recycle oil filters together with their motor oil.
- Leverage the momentum generated from “Check Your Number” outreach, and position oil filter recycling within DIY markets as a companion issue and a necessary, educational opportunity for communities.
- Generate buzz and awareness of filter exchange events in Kern County through traditional and online media outreach.
- Reinforce CalRecycle’s positioning as the state authority on filter recycling and campaign.

Activities

- Drafted media materials for the filter recycling program in English and Spanish
- Coordinated calendar listings to promote filter exchange events.
- Secured interview opportunities for CalRecycle to discuss oil filter recycling.

- Generated coverage of oil filter recycling messaging as part of the overall media relations outreach.

Results Summary

- 8,595,758 media impressions were generated in support of oil filter recycling, including *The Bakersfield Californian*, *Kern Valley Sun* and *Business Inquirer*.
- Interviews were secured and ran in key DIY markets including KERN-AM (Bakersfield), KCOY-TV (Santa Barbara) and KSCO-AM (Salinas).

Please refer to Appendix F: Task 4 Media Coverage Charts for more details.

Advertising/Media Buy

Media buys for Task 4 were implemented in Kern County to increase awareness of used motor oil filter recycling, and concurrently drive traffic to filter exchange events hosted by CalRecycle. Radio and local newspapers were utilized for cost-effectiveness and reach within the Bakersfield/Delano Designated Market Area (DMA).

Strategies

- One-and-a-half week advertising flight prior to each filter exchange event.
- Target audience:
 1. Low- to mid-level income households;
 2. Predominantly male.
- Media selection based on media landscape of the target community:
 1. Local radio stations;
 2. Community newspapers.

Results Summary

Pilot Program Media Campaign				
Markets	Duration	Total Investment	Total Value	Percent Added-value
Bakersfield	3/7/12 – 3/17/12	\$16,343.49	\$20,871.74	27.7%
Delano	5/9/12 – 5/19/12	\$15,687	\$21,025.25	34.0%
Bakersfield	6/5/12 – 6/16/12	\$17,839.04	\$22,927.29	28.5%
Delano	7/9/12 – 7/14/12	\$16,799.35	\$19,199.35	14.3%
Bakersfield	8/1/12 – 8/11/12	\$16,677.79	\$20,986.04	25.8%
Total		\$83,346.67	\$105,009.67	30.0%

- Bakersfield AutoZone filter exchange (March 17, 2012): Spot Radio and print ad ran in Bakersfield from March 7-17, 2012 (1 1/2-week flight). The following schedule was executed as they were placed:

Pilot Program Media Campaign (Event I)					
Markets	Station/Publication	Format	Frequency	Spot Lengths/Unit	# of Spots
Bakersfield	KEBT	Regional Mexican	96.9 FM	:15/:60	128x
	KIWI	Regional Mexican	102.9 FM	:15/:60	119x
	KDFO	Classic Rock	98.5 FM	:30/:60	99x
	KRAB	Alternative/Modern Rock	106.1 FM	:30/:60	98x
	EI Popular	Spanish, Weekly		¼ page, Black/White	2x
	Bakersfield Californian	English, Daily		¼ page, Color	3x

- Delano AutoZone filter exchange (May 19, 2012): Spot Radio and print ad ran in Delano from May 9-19, 2012 (1 1/2-week flight). The following schedule was executed as they were placed:

Pilot Program Media Campaign (Event II)					
Markets	Station/Publication	Format	Frequency	Spot Lengths/Unit	# of Spots
Delano	KEBT	Regional Mexican	96.9 FM	:15/:60	110x
	KBFP	Spanish Adult Hits	105.3 FM	:30/:60	90x
	KIWI	Regional Mexican	102.9 FM	:15/:60	100x
	KDFO	Classic Rock	98.5 FM	:30/:60	68x
	KRAB	Alternative/Modern Rock	106.1 FM	:30/:60	70x
	Delano Record Group Publications	English, Weekly		¼ page, Color	5x
	Bakersfield Californian	English, Daily		¼ page, Color	3x

- Bakersfield O'Reilly filter exchange (June 16, 2012): Spot Radio and print ad ran in Bakersfield from June 6-16, 2012 (1 1/2-week flight). The following schedule was executed as they were placed:

Pilot Program Media Campaign (Event III)					
Markets	Station/Publication	Format	Frequency	Spot Lengths/Unit	# of Spots
Bakersfield	KEBT	Regional Mexican	96.9 FM	:15/:60	108x
	KBFP	Spanish Adult Hits	105.3 FM	:30/:60	89x
	KIWI	Regional Mexican	102.9 FM	:15/:60	106x
	KDFO	Classic Rock	98.5 FM	:30/:60	92x
	KRAB	Alternative/Modern Rock	106.1 FM	:30/:60	92x
	Bakersfield Californian	English, Daily		¼ page, Color	3x

- Delano O'Reilly filter exchange (July 14, 2012): Spot Radio and print ad ran in Delano from July 9-14, 2012 (one-week flight). The following schedule was executed as they were placed:

Pilot Program Media Campaign (Event IV)					
Markets	Station/Publication	Format	Frequency	Spot Lengths/Unit	# of Spots
Delano	KEBT	Regional Mexican	96.9 FM	:15/:60	69x
	KBFP	Spanish Adult Hits	105.3 FM	:30/:60	65x
	KIWI	Regional Mexican	102.9 FM	:15/:60	56x
	KDFO	Classic Rock	98.5 FM	:30/:60	65x
	KRAB	Alternative/Modern Rock	106.1 FM	:30/:60	49x
	KUZZ	Country	107.9 FM	:60	54x
	Delano Record Group Publications	English, Weekly		¼ page, Color	5x

- Bakersfield AutoZone filter exchange (Aug. 11, 2012): Spot Radio and print ad ran in Bakersfield from Aug. 1-11, 2012 (1 1/2-week flight). The following schedule was executed as they were placed:

Pilot Program Media Campaign (Event V)					
Markets	Station/Publication	Format	Frequency	Spot Lengths/Unit	# of Spots
Bakersfield	KEBT	Regional Mexican	96.9 FM	:15/:60	105x
	KIWI	Regional Mexican	102.9 FM	:15/:60	73x
	KPSL	Spanish Contemporary	96.5 FM	:30	8x
	KCHJ	Spanish Adult Hits	1010 AM	:30	8x
	KBFP	Spanish Adult Hits	105.3 FM	:30/:60	90x
	KDFO	Classic Rock	98.5 FM	:30/:60	88x
	KRAB	Alternative/Modern Rock	106.1 FM	:30/:60	91x
	Bakersfield Californian	English, Daily		¼ page, Color	3x

Campaign Creative

The SAESHE team developed creative assets for CalRecycle to be used for advertising, media relations, and collateral. As pre-campaign survey results showed, many of California’s DIYers were already actively recycling their used motor oil, but were not aware that used motor oil filters needed to be recycled as well. Thus, our creative focused on simply communicating that oil filters should be recycled together with their used motor oil.

As with the media buy, creative assets for Task 4 served as both “branding” executions to communicate the importance of recycling used motor oil filters, as well as “tactical” executions to drive traffic to used motor oil filter collection events in Kern County.

Photoshop templates for the program’s creative materials were developed for other local jurisdictions across the state to incorporate into their own programs (see Task 5).

Strategies

- Focus on making the message as simple as possible – just remember to take your used oil filters with you when you recycle your used motor oil.
- Utilize visuals and symbols associated with oil changes and the environment, such as cars, mirrors, and green landscapes.
- Inspire action with a straightforward call-to-action:
 1. For branding executions, audiences were simply directed to their local Certified Collection Centers to recycle;

2. For tactical executions, audiences were directed to participate in the filter exchange events hosted by CalRecycle and the SAESHE team in Kern County.

Activities

- The team created one print/visual execution used for tactical filter exchange event promotion in Kern County. Templates for branding and tactical ads were provided for local jurisdictions in California to utilize.
- One 60-second radio script was developed and used to promote filter recycling and filter exchange events in Kern County. Event information was customized for each event held in Bakersfield and Delano.
- Video b-roll demonstrating the proper procedure for recycling used motor oil and filters at CCCs was produced as a tool for media outreach.

Please refer to Appendix G: Task 4 Campaign Creative Materials for all creative executions for the filter recycling program.

Task 5: Educational Materials for Local Jurisdictions

Overview

Educational support materials for the Check Your Number campaign and the filter recycling program across California were developed for local jurisdictions to utilize in their own programs funded by CalRecycle grants. These materials, which included a used motor oil and filter recycling tip sheet for DIYers, filter recycling guides for CCCs, and a comprehensive program manual for local jurisdictions, enhanced CalRecycle's continuous efforts with their grantees to address the importance of recycling used motor oil and oil filters, and the impact on the environment.

CalRecycle and the SAESHE team also attended two conference events to educate various local jurisdictions on CalRecycle's new "Check Your Number" campaign and used motor oil filter recycling focus.

Educational Materials

Materials were developed to guide both DIYers and CCC employees on proper used motor oil and filter recycling procedures. The SAESHE team employed insights from their work with the Los Angeles County Department of Public Works to create materials for both DIYers and CCCs to use throughout the state.

Strategies

- Address the proper way to recycle used motor oil and filters with simple, easy-to-read instructions.
- When possible, integrate photos into materials to visually demonstrate the messages and instructions provided.
- Create materials that can be easily installed in CCCs (magnets and signage).
- Provide Spanish-language versions to address the large number of Hispanics among the DIY segment.

Activities

The following educational materials were created under Task 5:

- DIY Used Motor Oil and Filter Recycling Tip Sheet.
- Filter recycling magnet for CCC employees.
- Filter recycling how-to sign for CCCs to post for DIYers.

Once these materials were developed, 2,000 tip sheets and 205 filter recycling magnets were produced and distributed at pilot filter exchange events (see Task 4) and to CCCs in Kern County. The filter recycling how-to sign was produced and displayed at filter recycling events. Remaining

items and electronic files and templates of these materials were distributed to local jurisdiction partners throughout the state for their use.

Please refer to Appendix H: Task 5 Educational Materials for samples of these materials.

Oil and Filter Outreach Guidebook

A comprehensive guidebook was developed to provide CalRecycle grantees with the information and materials they would need to incorporate the “Check Your Number” campaign and filter recycling program into their own local Used Motor Oil Recycling programs.

Strategies

- Educate local jurisdictions on why the “Check Your Number” campaign and filter recycling focus should be implemented with facts and findings from Task 2 research.
- Provide insights from the SAESHE team’s media, community, and event outreach on how to effectively promote the Check Your Number and filter recycling programs into the grantees’ ongoing local work.
- Provide editable files and templates of media materials, advertising materials, and additional creative assets for local jurisdictions to easily customize.

Activities

CalRecycle and the SAESHE team compiled the following materials for the Oil and Filter Outreach Guidebook:

- “Check Your Number” Campaign:
 1. Research and facts;
 2. Media outreach how-to guide and materials;
 3. Advertising materials;
 4. Campaign collateral.
- Filter recycling program:
 1. Research and facts;
 2. Filter exchange event procedure;
 3. Media outreach materials;
 4. Advertising materials;
 5. Campaign collateral.
- Vendor contact list.

After the guidebook was developed and approved by CalRecycle, the manual and all support templates were produced as CDs and distributed to interested grantees statewide.

Conferences

Additionally, CalRecycle and the SAESHE team attended two conference events to introduce CalRecycle's new "Check Your Number" campaign, filter recycling program, and the Used Oil and Filter Outreach Guidebook to local jurisdictions.

Activities

- Presented at the Household Hazardous Waste and Used Oil Conference in Sacramento and the North American Hazardous Materials Management Association conference in Los Angeles.
- Shared resources, information and key findings with other HHW program managers to continually improve collective efforts.
- Developed Microsoft PowerPoint presentations about the "Check Your Number" campaign and the filter recycling pilot program to demonstrate its feasibility as a full public education plan executable in any jurisdiction.
- Collected contact information from interested local jurisdictions for distribution of the Oil and Filter Outreach Guidebook.