



# Managing Local CCC Programs

## A Guide for OPP Recipients



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## ACRONYM LIST

Acronyms used in this guide are listed below. For a more comprehensive list of acronyms in use by CalRecycle, see [www.calrecycle.ca.gov/lgcentral/Glossary/Acronyms.htm](http://www.calrecycle.ca.gov/lgcentral/Glossary/Acronyms.htm)

<b>CCC</b>	Certified Collection Center
<b>CESQG</b>	Conditionally Exempt Small Quantity Generator
<b>CUPA</b>	Certified Unified Program Agency
<b>DIYer</b>	Do-It-Yourselfer
<b>DTSC</b>	Department of Toxic Substances Control
<b>EPA ID</b>	Environmental Protection Agency Identification Number for hazardous waste generators, transporters, and disposal facilities
<b>FEIN</b>	Federal Employer Identification Number
<b>HHW</b>	Household Hazardous Waste
<b>JPA</b>	Joint Powers Agreement
<b>MOU</b>	Memorandum of Understanding
<b>OPP</b>	Oil Payment Program
<b>ORCA</b>	Oil Recycling and Claims Automation
<b>SWAG</b>	Stuff We All Get

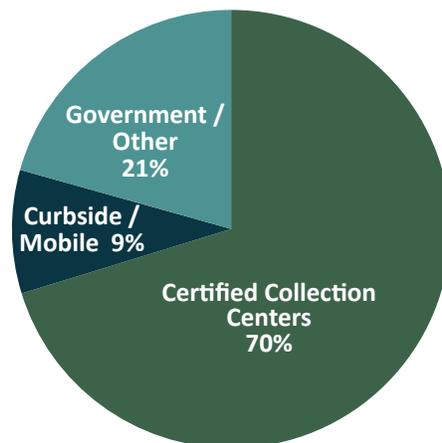
## Introduction

This guide is written for the recipients of Oil Payment Program (OPP) funds in California. As local government staff and contractors, you are responsible for managing the programs funded by California's fee on sales of lubricating oils. The purpose of the fee as defined in the **California Oil Recycling Enhancement Act** is to enhance the recycling of used motor oil and filters in California.

*Good to know*  
**Abbreviations used often**

OPP = Oil Payment Program  
HHW = Household Hazardous Waste  
CCC = Certified Collection Center  
DIYers = Do-It-Yourself Oil Changers  
ORCA = Oil Recycling and Claims Automation  
CUPA = Certified Unified Program Agency

**One of the most critical components** of every local used oil recycling program is to have convenient locations where do-it-yourself oil changers (DIYers) can drop off their used oil and filters. While curbside collection services and government-operated locations such as household hazardous waste facilities and transfer stations serve this purpose in many communities, ***we rely heavily on commercial businesses to serve the needs of DIYers.***



2013 data aggregated from OPP reports

**Since these businesses are vital** to accomplishing our mission to protect the environment from improper oil disposal, it is important that you as program managers understand their role and how you can help make it work optimally.

*These are the services that help protect the environment from improper oil disposal*



The **Certified Collection Center** (CCC) program in California relies on three different components, each with critical roles to play:

- ✓ CalRecycle
- ✓ Local Jurisdictions (OPP recipients)
- ✓ ...and the Certified Collection Centers themselves.

**CalRecycle** certifies the collection centers and sends renewal notices at four-year intervals. It processes and pays the incentive claims submitted by the CCCs. It responds to requests for management tools, education, signs, and other assistance, and can reimburse CCCs for the extra cost of disposing of contaminated oil (“hot loads”). Data from these various functions is maintained in the **Oil Recycling and Claims Automation** database (ORCA). The **“Find a Certified Used Oil Recycling Center Near You!”** function on the CalRecycle website also uses this database.

**OPP Recipients** manage most of the funds generated by the California Oil Recycling Enhancement Act fee and conduct most of the publicity and education programs directed to DIYers. The OPP terms and conditions include very few requirements for your interaction with Certified Collection Centers: specifically, that you visit at least some of them yearly and complete a checklist. However, because the CCCs are such an integral component of a successful Used Oil Recycling Program, most jurisdictions interact with their CCCs in a variety of ways.

**Certified Collection Centers** include many different types of businesses (*and a few non-businesses such as community college auto shop classes, airports, and government facilities*). They all share one common element: **None of them considers “being a CCC” their primary identity!** Accepting used oil and filters from DIYers is a public service provided by these businesses. Their reasons for volunteering to participate may include:

- ✓ Customer demand
- ✓ Community service / Environmental stewardship
- ✓ Financial return from the CalRecycle incentive payments
- ✓ Business benefits from increased foot traffic, local advertising, and promotions

**Whatever their reasons,** it’s safe to say that we need their participation more than they need us. One of the key points to remember when working with your local CCCs is to find ways of adding value to the program for them. Expressing your appreciation, offering assistance with problems, and recognizing their contribution publicly are all valuable and worthwhile.

## CalRecycle Resources for and About CCCs

The **CCC Operators Guide** is designed to be a resource both to the businesses that serve as **Certified Collection Centers**, and to OPP recipients who work with them. The guide includes sections that can be used independently:

*Good to know*  
There is also a mobile version of “Find a Collection Center Near You”  
[m.calrecycle.ca.gov/mobile](https://m.calrecycle.ca.gov/mobile)

- “**Certified Collection Center Basics**” is a five-page summary, with room on each page for notes. You might share this piece with a new collection center manager, or use it yourself to refresh your memory on key details before your site visits. *(There is also an even shorter version that you can customize, described in a later section of this guide.)*
- “**Becoming a Collection Center**” also includes an overview of the program as well as instructions on completing the application for certification. This section may be a useful tool for you to use when recruiting new collection centers.
- Other sections on topics such as filing for the **Used Oil Recycling Incentive Claim**, dealing with contaminated oil, and choosing a hauler may also be useful references for you when assisting CCCs.
- **The CCC Operators Guide** is available for download from the CalRecycle website, both as the complete guide and by section. To make it easier for businesses to locate, the page for CCCs has its own web address: [www.UsedOilCCC.org](http://www.UsedOilCCC.org), but it can also be accessed from the “**Used Oil Homepage**” [www.calrecycle.ca.gov/UsedOil](http://www.calrecycle.ca.gov/UsedOil), by clicking the link at the left of the page titled “**Collection Center Operators**.” The page also has links to various forms and resources for CCCs.

**The CalRecycle website also has information** to assist you as an OPP recipient in managing your CCC program. Starting at the **Used Oil Homepage** [www.calrecycle.ca.gov/UsedOil](http://www.calrecycle.ca.gov/UsedOil), select the link for “**Grantees**.” From the links at the top of this page, select **Partnering with Certified Centers**. You will find:

- This guide, **Managing Local CCC Programs**:
- The customizable Word document “**Collection Center Basics**” described on page #13 of this guide.

The link to the **Collection Center Site Visit Forms** as well as the utility that creates custom forms for you.

- The CCC Status Report is listed in the “**reports**” section just above “**Partnering with Certified Collection Centers**.” It is a searchable database that generates an Excel spreadsheet. You can use this report to identify CCCs with upcoming expiration dates, and also to check the status of all CCCs in the selected cities or counties within a selected date range.

**NOTES:**

A series of horizontal dotted lines for writing notes.

# The Oil Recycling and Claims Automation (ORCA) Database

**ORCA is the master database used to track all key information in the CCC program.**

**When a business first applies** for certification as a used oil collection center, the CalRecycle Certification Unit reviews the application for completeness and verifies that the applicant's information is correct, and then enters it in the ORCA database.

**Upon approval, ORCA assigns it a unique CalRecycle ID number.** The CCC site location, phone number, certification number, and optional oil filter collection symbol in the ORCA database appears in the listings generated by the search function "*Find a Certified Used Oil Recycling Center Near You!*" which is designed to be used by the DIYer public.

**The ORCA database** is the source for the customized site visit forms and Excel spreadsheet download described in the "*Conducting Site Visits*" section of this guide. It is also the source for the [CCC Status Report](#) described in the "*CalRecycle Resources for and About CCCs*" section of this guide.

**Local jurisdictions play an important role** in maintaining the quality of the ORCA database because, being "on the ground" with the businesses, you are much more likely to observe mistakes or become aware of changes than CalRecycle staff. Common issues include:

- **Phone numbers:** Particularly with chain operations, the phone number used on the initial application for certification may be for a corporate office or franchise owner. Since the phone number in the ORCA database is seen by the public, it is important that the correct phone number for the specific store location be used. CalRecycle encourages DIYers to call a CCC to make sure they can take their used oil.
- **Filter acceptance:** Businesses that have been in the program for years may be accepting filters but not have included this information on their original application since filter acceptance was added to the application form in 2012. Also, you may be encouraging businesses to accept filters that have not done so in the past. The "filters accepted" icon will not show up in the search engine results if the ORCA database is not updated.
- **Name changes:** Businesses sometimes change names without changing ownership, or another automotive business may open in the same location. Either way, the system needs to be updated.
- **Address changes:** When a business moves to a new location, its assigned California Hazardous Waste Permanent ID Number (*EPA ID number*) does not move with it. It must reapply with the Department of Toxic Substances Control to obtain a new EPA ID number. It must also notify the CalRecycle Certification Unit of these changes. When a CCC submits an application to recertify, and it has a location change, this new EPA ID number should be on the application to have the address corrected in the ORCA database.
- **Locations out of business** or no longer participating in the program: Either way, the system needs to be updated.
- **Tank size:** The certification application includes the number of gallons of storage capacity

for used oil on the premises. CalRecycle staff uses this information to double-check incentive claims that are particularly large. If the amount of oil claimed on the incentive form and hauler manifests exceeds the capacity listed, that triggers a red flag. The explanation may simply be that the business has added more oil capacity. By checking that the ORCA database has the accurate tank size information, you can help CalRecycle to process incentive claims smoothly and avoid any problems with fraud.

- **Lapsed certification:** Since 2010, CCCs are recertified every four years instead of every two years. The Certification Unit mails a recertification application and letter 30 calendar days before a CCC's Certificate expires. A good way to check this is by using the CCC Status Report described on page #5.

**The CCC operator will receive a courtesy follow-up** phone call reminder if the *recertification form* is not returned. If the operator still does not return the paperwork, then the CCC Certification Unit will list the site as expired in the ORCA database.

*If businesses fail to apply for recertification*, they may still accept oil and filters from the public, and you may still list them in your local outreach materials. There is no reason that a lapsed (*or never certified*) business cannot accept oil and filters. **However, they cannot submit incentive claims or apply for "hot load" protection while not certified.** Your extra reminder or even a little help with the certification paperwork may be all they need to maintain these benefits and to keep them listed in the CalRecycle search engine.

To notify CalRecycle about changes or updates needed to the ORCA database, please email [UsedOilCCC@calrecycle.ca.gov](mailto:UsedOilCCC@calrecycle.ca.gov) or call (916) 341-6690.

## Using OPP Funds to Support CCCs: Eligible Expenses

There is no prescribed “rule of thumb” for how much of your OPP budget should be spent on assisting your CCCs. Priorities vary among jurisdictions and from year to year. This section describes some of the ways that you may use your OPP funding to improve your CCC programs.

**Eligible expenses** include expenditures that fall into at least three of the categories in the online annual OPP reporting. (You can download a worksheet to help you organize these expenditures at [www.calrecycle.ca.gov/Funding/Forms/default.htm#UsedOil](http://www.calrecycle.ca.gov/Funding/Forms/default.htm#UsedOil))

### REPORTING CATEGORY: COLLECTION

You may pay for some or all of the hauling costs for DIYer oil and/or filters from CCCs. This is not generally necessary for most CCCs.

- **The large auto parts chains** (*O’Reilly, AutoZone*) that receive the vast majority of the DIYer oil and filters have invested in infrastructure and hauling charges as a cost of doing business and serving their customers.
- **Automotive repair businesses** generally have hauler contracts in place and the DIYer oil and filters they receive are absorbed into the existing infrastructure. If they choose to apply for the used oil recycling incentive, they can offset any additional costs by receiving 16 cents per gallon for the used oil they generate in their own operations, and 40 cents per gallon for the DIYer oil.

**Examples of cases** in which paying hauling costs could be a worthwhile use of OPP funds include:

- **Persuading a CCC to accept filters.** Because there is a cost to filter collection but no incentive payment exists to help cover the cost, some businesses are reluctant to accept filters from DIYers. You may feel it is worthwhile to pay some or all of the business’ filter hauling costs in order to have this opportunity for DIYers to recycle filters.
- **Locations** such as smaller independent auto parts stores, marinas, or airports that do not already have oil and filter collection in place.
- **Programs** you would like to support with your OPP funds such as auto shop classes.
- **Hauling costs for events** such as filter exchanges.
- **Hauling costs for the DIYer oil and filter recycling facilities** you manage yourself such as those at HHW facilities, transfer stations, corporation yards, and fire stations.

**Lab testing of oil samples for contamination** is also an eligible expense. Haulers often cover this cost as part of the contract, but a CCC may choose to request a “split sample” and have it independently tested.

## **CCC SITE VISITS:**

### **REPORTING CATEGORY “COMPLIANCE/INSPECTION/VISIT/ENFORCEMENT”**

**Staff or contractor time and expenses** to conduct site visits to your collection centers are eligible expenses. Although the OPP guidelines only require one site visit per year per 100,000 population, there are many benefits to much more frequent contact with all of your CCCs as described in the *“Conducting Site Visits”* section of this guide. Whether it is a formal site visit, a check-in, or a visit to offer assistance or collaboration on a promotion, all of your time visiting CCCs is an eligible expense.

**Assistance with compliance costs** is also included in this reporting category. Some OPP recipients assist CCCs with the costs of permits for their oil tanks and all or a portion of their CUPA inspection fees. Since some businesses are only subject to regulation and inspection (*or to a higher tier than they would otherwise be*) because of their participation in the program, helping with their fees offsets this burden. The OPP guidelines define as an “eligible cost:”

*“Certified Unified Program Agency (CUPA) or other agency inspection fees directly related to establishing and maintaining an effective oil and oil filter collection and recycling program.”*

**Since the circumstances will vary**, it is a good idea to check in with your program advisor to discuss specific cases in which you would like to provide this kind of support.

## **REPORTING CATEGORY**

### **“EQUIPMENT/ SUPPLIES/ OIL COLLECTION CONTAINERS”**

**You may purchase equipment** to help establish and maintain CCCs. Examples include but are not limited to:

- **Tanks**, including accessories such as pumps, gauges, and alarms
- **Filter drums**
- **Secondary containment** for tanks and filter containers
- **Drain racks** for empty oil containers and filters
- **Filter crushers**
- **Halogen detectors** (*“sniffers”*)
- **Shelter** specifically for oil and filter recycling equipment and/or supplies

**You may have restrictions under your own agency’s rules** about how you transfer ownership to the CCC entity and how you protect your agency from any associated liability. You also may want to maintain some level of control to ensure that the equipment is maintained well and is used as intended to provide recycling opportunities to the DIYer public. Often this is handled with a Memorandum of Understanding (MOU) between your agency and the recipient entity. It may include a term of some number of years after which the equipment belongs outright to the recipient.

**Tip:** Business people often feel threatened or at a disadvantage when dealing with government requirements and long legal documents. A positive, collaborative relationship can suddenly break down when the paperwork comes out. It's a good idea to do your homework before initiating a discussion with potential recipients so that you can give them a good idea what will be required right from the start. If you can influence the way the documents are crafted, try to keep them as straightforward as possible. Legal does not have to mean incomprehensible.

**Supplies may include** things like absorbents, protective gear, custom signage, paperwork such as log forms, and miscellaneous things such as (*real or phony*) surveillance cameras to deter illegal dumping. As long as the item is purchased specifically for

*“Establishing, maintaining, and/or enhancing used oil and used oil filter collection/recycling programs”*

then it is an eligible expense; but as always, when in doubt consult with your program advisor.

**Oil and filter collection containers** are purchased by many OPP recipients for distribution to DIYers. Not all CCC businesses will be interested (*some may feel the giveaways compete with similar items they have for sale, while others simply may not have room to store and display them*), but you may find that some are very happy to keep a supply to offer to DIYers.

#### *Good to know*

Note that a facility does not have to be a CCC to be eligible for support with OPP funds. By encouraging facilities to certify and to apply for the recycling incentive claim instead of relying on your funding, you can stretch your OPP dollars farther.

### **INELIGIBLE COSTS**

- **The OPP guidelines specifically prohibit** use of funds for remediation or cleanup.
- **Enforcement activities are ineligible**, as are fines or penalties.
- **“Transportation and disposal of non-oil HHW from any facility or event”** is ineligible. This means that you cannot use OPP funds to collect materials that have been illegally dumped at a collection center, or to cover the costs of disposal. ***However, if it is possible for you to waive fees at your HHW facility or to help the CCCs with abandoned materials in other ways, your time for these activities is an eligible expense.***

This summary of eligible OPP expenditures does not replace the OPP guidelines, which may change from year to year. Be sure to read the guidelines and ask for clarification from your program advisor as needed.

**NOTES:**

A series of horizontal dotted lines for writing notes.

## Creating Your Own Custom Version of “Collection Center Basics”

The *CCC Operators Guide* includes detailed information on all aspects of the CCC program, and it includes a five-page overview titled “*Collection Center Basics*” at the beginning with room on each page for notes. Because it is critically important that collection center businesses be aware of local resources, there is also a customizable version of the overview that you can use.

The MS Word document “*Collection Center Basics to Customize*” can be downloaded from the “Partnering with Certified Collection Centers” link in the “Grantees” section at [www.calrecycle.ca.gov/UsedOil](http://www.calrecycle.ca.gov/UsedOil).

**This document is yours to customize** and use in whatever way you wish. It includes suggestions (*in blue text*) for places where your information can be inserted.

Note that you may choose not to use each suggestion, or you may change/insert text in other places.

**The document is formatted to be two pages long**, so that you can print it on a single two-sided page. This has advantages as a handout — it is succinct and can be easily posted on a bulletin board as a quick reference. The layout provided contains all of the basic “requirements” on the first page. However, if you choose to add more text than will fit in this layout, you can change the page break and/or have the document expand to three or more pages.

- There is a suggested spot for your agency’s logo at the top left; if you want to leave this area blank instead, simply remove the text box.
- The first suggested insert is for “*jurisdiction name.*” For example, you could change this sentence to read: “*Your City of Springfield Used Oil Recycling Program manager is*” Please note that the term “*city/county Used Oil Recycling Program manager*” is used throughout the *CCC Operators Guide* to describe local OPP recipients.



### MS WORD TIPS

Use the “*format painter*” (yellow paintbrush icon at the “*Home*” tab) to change font styles, colors and sizes: First select some text that has the format you want, then click the paintbrush icon, then select the text you want to change. Sometimes you need to do this process twice to get all the format changes.

If you want to use your own headers and footers, you can: You’ll find “*header*” and “*footer*” at the “*Insert*” tab.

- The space beneath this line is for your contact information. You may choose to use larger, colored and/or bold type so that your CCC managers can find you at a glance!
- The  icons are designed to highlight the relevant sentences that describe actual program requirements. They should travel through the document in place as you make changes, but it's good to double-check that they remain pointing to these sentences.
- Knowing where to refer DIYers with contaminated oil is a key requirement of the program. Your text here may give them full details, or refer to another document you provide.
- If all of your CCCs are accepting filters, you may want to replace the first sentence in the *Used Oil Filters* section to read, "**Thank you for accepting filters,**" and not add custom language.
- Illegal dumping is a big problem in some areas and very rare in others. Your own circumstances and the resources you are able to bring will determine what you want to say here.

**This customized flyer** can be used in a number of ways, either along with the complete *CCC Operators Guide* or as a stand-alone:

- **To be sure each CCC manager has your contact information** and to introduce any new staff.
- **Take it along on each site visit** as a refresher on the basic program elements.
- **Suggest that it be kept** where it is available to staff when accepting used oil from the public. You might want to laminate it or place it in a plastic sleeve.

## Conducting Site Visits

**Current OPP guidelines require yearly site visits** to at least one Certified Collection Center per 100,000 population. In practice however, most OPP recipient jurisdictions far exceed this minimum, and many of the most successful programs visit all of their CCCs one to three times each year.

### Site visits serve several valuable purposes for your program:

- Establish relationships to make the partnership work better
- Serve as an opportunity to thank the businesses for volunteering to provide this public service
- Comply with your OPP requirements
- Ensure that CCC operators are displaying the required signage and understand other important program elements
- Provide assistance to CCC operators with CalRecycle forms
- Update program records such as hours of operation, filter acceptance, etc.
- Identify problems such as illegal dumping
- Gather information such as quantities of oil and filters collected, for the OPP annual report

### WHEN WORLDS COLLIDE

**It's a busy weekday afternoon**, and counter staff at the local auto parts store are scrambling to help a line of customers. A truck with a government seal on the door pulls up in front and an official-looking woman holding a clipboard walks in and asks to see the manager. Staff and customers watch curiously as he drops what he's doing and responds to her list of questions. ***What's going on? Is the store in violation of some law?***

**The owner of a small automotive repair shop** is having a rough day. One mechanic is on vacation and the other is out sick, and he's busted his knuckles trying to get a sticky part loose. He's still under the car muttering to himself when a perky voice says, ***"Hi! I'm with the county and I have some questions about your Used Oil Collection Center program!"***

**The young man greeting customers** at the quick oil change place is proud of his "assistant manager" title though he's been working here for just a few weeks. He's confused when a man approaches on foot instead of driving up to the service bay, and even more confused when the man starts asking him about a recycling program. He tries answering, ***"Um, I don't think we do that here,"*** and when the man persists, he asks him to come back tomorrow morning when his boss will be in.

**These common scenarios** offer a peek at what your site visits might look like from the point of view of the people you are visiting. Obviously, none of these interactions has gotten off to a very good start. It's nobody's fault, but the chemistry is just not there. Nobody's feeling warm and fuzzy about ***"being a CCC."***

**Automotive businesses are heavily regulated**, particularly in California, and people in these businesses may be even more likely than the general population to feel distrust of government. **You're not there to give them a hard time—in fact, you want to help!** How can you get that across?

**Ronald Reagan famously said,**

*“The nine most terrifying words in the English language are, **‘I’m from the government and I’m here to help.’**”*

**Not all of the staff and managers** at your CCCs may agree with him, but it’s a fair bet a lot of them will. Here are a few suggestions that may help you to make a positive person-to-person connection with the folks who serve our DIYer public.

**DITCH THE CLIPBOARD**

**Try to approach the interaction** as a friendly conversation, not an official interrogation. If you can trust your memory to ask the few questions and recall the answers, leave the checklist form in your vehicle—or at least, hold it down at your side, not in front of you like body armor. And speaking of your vehicle—consider downplaying the “official” look by driving a car with no government logo on it—or at least park it discreetly away from direct view.

**IDENTIFY YOURSELF AS A PARTNER, NOT A REGULATOR**

**The environmental affairs officer** for one of the big auto parts chains said recently, *“I get these calls from managers saying ‘EPA’s here!’ They think there’s a problem.”* You may say *“I’m with the city and I’m here to talk about your oil recycling program,”* but they hear *“Government — environment — trouble.”* You might try something like, *“I work with the program that educates the public about recycling used oil. We are so grateful that your business is part of the program!”*

**Greeting or asking for people** you have spoken with on previous visits by name helps establish a personal connection. The new site visit forms include a place to record these names to help you remember them.

**RESPECT THEIR TIME**

**Be prepared to wait quietly** to one side until customers have been served or the owner has rolled out from under that car. Ask if he/she has time to talk with you for a few minutes. Offer to come back if it’s clear that they are busy, or offer some options: *“I have some new information to share with you that may be helpful, but if another time would be better, may I just go over a couple of quick points now and then come back when it’s more convenient?”*

**It may be helpful to remember** that from their point of view your role is a bit of an anomaly. In a business, people who engage the time of managers or staff are generally either customers or sales reps. *(Or they are regulators, and we've established that that's not you!)* Working in government, you are accustomed to sharing your time with people who are not buying or selling anything, and to assisting them with whatever needs they may bring to you—that's your job. While there are some similarities in the ways that businesses serve customers and governments serve residents, there are also differences. One difference is the way time is allocated. If you sense discomfort from an employee, part of the reason may be that he knows that **while he's talking to you he's not doing the job he's being paid to do.**



## BEAR GIFTS

**The SWAG rules** have made it harder to provide miscellaneous items like pens, but if your agency has some goodies, consider bringing some along. You can also bring CCC signs with you and offer to replace any that are peeling or faded. If your recycling guides or brochures list the individual businesses, bring copies and show them their listing *(you might also ask to leave a few that they can give to customers, particularly if the information includes HHW facilities and recycling locations for other automotive products like tires, batteries, and antifreeze.)*

## THANK AND ACKNOWLEDGE

**Offer sincere and factual positive feedback, for example:**

- *“Your store is a stand-out performer in the program: Did you know that you are getting more oil from do-it-yourselfers than anybody else in the city?”*
- *“We are so grateful to have your participation. People out in this part of the county might not recycle their oil if they had to drive all the way into the city to do it.”*
- *“I was working a booth at the spring festival the other day, and a guy told me he really likes being able to recycle filters here. Thanks for agreeing to accept them.”*
- *“I spend a lot of time talking to people about recycling their oil and filters, but at the end of the day it would be just talk if you weren't here to help!”*

## ACTIVE LISTENING

**Ask what is working for them** and not working for them about the program, and listen to the answers. Probe deeper to find out what's really going on, and repeat the information back to them to show you've heard it.

**You may be tempted** to explain to the business that their participation in the program has value for them, that “being a CCC” is generating increased traffic to their business and that you're giving them free advertising on your website. This will probably get you a strained smile and a glazed eye.

**Promotions such as filter exchange events are popular** with many store managers. Most appreciate advertising that includes their businesses by name. But don't assume that these kinds of direct benefits are important reasons for businesses to become Certified Collection Centers. You may find that more subtle reasons—*servicing customer demand, providing a benefit to the community*—actually jibe better with your own goals and offer the opportunity to partner on a more common footing.

## Preparing for Your Site Visits

This section explains how to create site visit forms with a new feature available on the CalRecycle website.

The **Certified Center Site Visit Checklist** has been extensively revised and is intended to be more helpful in guiding your visit than the old form. You'll find blank versions in MS Word and PDF at [www.calrecycle.ca.gov/Grants/Forms/default.htm](http://www.calrecycle.ca.gov/Grants/Forms/default.htm).

You can create checklist forms pre-filled with your CCC names, addresses, and other information from ORCA through a utility linked to the ORCA database and available on the CalRecycle website. There are advantages to using this system:

- ✓ The top part of the form is pre-loaded for you, ready to use.
- ✓ This is an easy way to check the accuracy of the ORCA database.

There are two ways to create the pre-filled checklist forms. You can either:

1. Merge directly to the form, creating a Word document with a page for each of your collection centers, or
2. Create an Excel database and use the provided Word merge template to create your forms.

The first method is very simple, and the resulting document can be saved to a device and used to enter data in the field, or printed for entering the data on paper.

The second method gives you more opportunity to customize, as you can add locations to the list if you have non-certified collection locations that you wish to visit. You can also fill in the "contact last visit" column in the data base and merge it into your forms to refresh your memory of the people you have met before during your site visits. As with the first method, the resulting Word document may be saved to a device or printed.

The direct-merge forms and the engine to create the Excel spreadsheet are available in the "**Partnering with Certified Collection Centers**" section reached through the "**Grantees**" link at [www.calrecycle.ca.gov/Used Oil](http://www.calrecycle.ca.gov/Used Oil).

To create site visit forms for any or all of your certified collection centers, simply

1. Select either ZIP code, city, or county and click "**Search.**" You will see a list of collection centers. (You may also find an individual CCC with the "Recycling Center Name" field.)
2. Click "**All,**" or check individual collection centers.

Center Requirements and Assistance		Yes	No
1	Is the Certified Center sign posted so it is visible from the street? <small>Note any issues with condition of signs, visibility etc.</small>  <small>Note any new signs provided (include filter recycling, "loop" signs):</small>	<input type="checkbox"/>	<input type="checkbox"/>
2	Has this Center turned away anyone who brought used oil? If yes, why? <input type="checkbox"/> contaminated <input type="checkbox"/> too much quantity <input type="checkbox"/> tank full <input type="checkbox"/> other:	<input type="checkbox"/>	<input type="checkbox"/>
3	Does the operator provide information on where to take contaminated oil? <small>based on meeting with operator from the Operator Guide</small>	<input type="checkbox"/>	<input type="checkbox"/>
4	Does illegal dumping of oil and/or other materials happen at this location? Rank severity on a scale of 1-5: 1- happens once 2- happens rarely 3- happens several times/ year 4- happens several times/ month 5- happens more than weekly <small>Discuss options, follow-up:</small>	<input type="checkbox"/>	<input type="checkbox"/>
5	Is this location filling incinerator classes? <small>(note: some locations are generally filling thermal treatment units)</small> If yes: Questions or problems? Using the self-calculating form? If no: Aware of the incentive claim? Would like help to apply?	<input type="checkbox"/>	<input type="checkbox"/>
6	Reviewed Operator's Guide and any updates with the Center staff/ manager? <small>Describe any issues, follow-up needed:</small>	<input type="checkbox"/>	<input type="checkbox"/>

3. Click "**Generate Checklist(s)**" and either
  - a. Print the resulting Word document for manual entry during your site visits
  - b. Save it to a file on your computer and give it a name you will remember such as "**CCC site visits 2015**"

**You can also download** an Excel spreadsheet there for merge to the Word template. If you are not familiar with the merge-mail function in Word, here is a quick tutorial on how to create site visit forms using this method (*directions are for Word in Microsoft Office 2010*).

1. Create the Excel spreadsheet by selecting either ZIP code, city, or county and clicking "**Export to Excel**" at the bottom of the collection center list. Save the spreadsheet to a file on your computer and give it a name you will remember such as "**certified centers 2015.**"
2. Download the "**Certified Center Site Visit Checklist (for merge from Excel database)**" from the forms available at the "**Partnering with Certified Centers**" link. Save it to a file on your computer.
3. Open the Excel spreadsheet and make any additions to it. This may include adding rows for more collection center locations that are not certified and therefore not in the ORCA database. You can also fill in the "**Contact Last Visit**" column if you have the data from previous site visits. You can also add other columns for your own use, though these won't be linked to any merge fields in the Word document.
4. Be sure to save changes to the Excel spreadsheet before proceeding.
5. Open the Word merge document. If you want to fill in any other information that will be on all of your forms, for example the field for "**Visiting OPP Representative,**" do that before proceeding.
6. Click the "**Select Recipients**" icon and then "**Use Existing List,**" and navigate to the Excel spreadsheet.
7. Now click the "**Edit Recipient List**" icon. You will see that all of the collection centers on the Excel spreadsheet are listed. You can select them all or choose any number of them.
8. Click the "**Finish and Merge**" icon, and choose "**Edit Individual Documents.**" This will create a new document with a page for each form. You can save this if you like and use it to record data on your device in the field, or you can print it and record your data on paper.

**The data merged to the forms** is from the same database (ORCA) accessed by the public "**Find a Collection Center Near You**" search engine on the CalRecycle website. If you note information that is not accurate, it should be corrected by contacting CalRecycle. Please email [UsedOilCCC@calrecycle.ca.gov](mailto:UsedOilCCC@calrecycle.ca.gov) or call (916) 341-6690.



## Who Should Conduct Your Site Visits?

**OPP recipients** represent a diverse array of local government agencies. Staff managing some OPP programs are generalists, administering a variety of programs in small communities. Some are recycling coordinators, or hazardous materials specialists in fire departments, environmental health departments, or regional joint powers agencies. Some are working in storm water agencies, and some in sanitary districts. In some larger jurisdictions there are staff people devoted specifically to the used oil recycling program. In others, most of the program functions are handled by contractors.

**With all this diversity,** there is clearly no one-size-fits-all model for managing your contact with the Certified Collection Centers in your programs. But here are some points to consider when you decide who will conduct your site visits:

- A positive personal relationship with the managers and staff of the CCC businesses can have many advantages to your ongoing program.
- Site visits are valuable opportunities to gather information that is useful to you in evaluating and reporting your progress.
- While conducting site visits, you can also be laying the groundwork for other program elements such as promotions.
- As the recipients of OPP funds, you have the opportunity to help the CCCs with problems that result from their participation in your program and to make the program work better for do-it-yourself oil changers.

**If you are not doing the site visits yourself**, you may be delegating them to one of the following:

### **INTERNS**

**Getting out in the field to observe and learn** about the CCCs can have value for interns, but as with any intern activity, both the quality of the results and the value to them *depend a lot on the amount of training and supervision you provide.*

**Bright, well-trained, energetic interns** may do a wonderful job interacting with the businesses, but you'll need good record-keeping and reporting to reap all the benefits of the interactions and to maintain continuity from year to year as interns rotate through. If you use interns to cover just the basic site visit requirements, you'll probably want to make other efforts to interact with your CCCs through the year. *It's also important that CCC managers have contact information for a person who can make decisions and who is not in a temporary position.*



### **CONTRACTORS**

**There are a number of companies, individuals, and even nonprofit organizations** who contract with OPP recipients to do site visits. This can be a very helpful way to stretch limited staff resources, and in some cases to get the benefit of the contractors' range of experience working with multiple jurisdictions over time.

**If your contractor manages various program functions** in your used oil recycling program, such as public education and outreach, assisting the collection center businesses, and even reporting, then he/she can fully represent your jurisdiction and be the "face" of your program to the managers. The contractor may even provide continuity through staff changes in your organization.

**If you are contracting the site visits only**, you may want to consider what role you want the contractor to play on your behalf, make sure that the results are fully reported to you, and allocate time and attention to following up on the information. As with interns, if contractors are covering just the basic site visit requirements, you'll probably want to make other efforts to interact with your CCCs through the year.



## Site Visit Basics

The **Certified Center Site Visit Checklist** includes topics you'll want to address during each visit, starting with signage. **The blue and gold oil drop sign should be clearly visible.** There are different versions including the “combo” sign showing both oil and filters. Signs that do not have the official logo such as those produced by corporate businesses are not a valid replacement for the logo sign. **This is one of the few requirements of certification**, and it is valuable since do-it-yourself oil changers need to know that the location accepts oil and (hopefully) filters.



If you can do so discreetly, take a few minutes before announcing yourself to look around the outside of the business. In addition to the oil drop sign, note any signs of illegal dumping, and perhaps spot good locations to post the “*Stop! It's Illegal to Abandon Used Oil*” sign.

If you don't see an official certification sign, or if it's up but badly faded or torn, or if the location accepts filters but the sign only mentions oil, or if there is a need for a “*Stop!*” sign, you have an opportunity to offer assistance right at the start of the site visit. It's an excellent idea to bring some signs with you. You can order them at [www.calrecycle.ca.gov/UsedOil/CertCenters/SignOrder.htm](http://www.calrecycle.ca.gov/UsedOil/CertCenters/SignOrder.htm).



The other points on the checklist can be discussed in any order, and as described above, you will likely make a better connection with the manager or staff if you approach them in a conversational tone.

2	Has this Center turned away anyone who brought used oil? If yes, why? <input type="checkbox"/> contaminated <input type="checkbox"/> too much quantity <input type="checkbox"/> tank full <input type="checkbox"/> other: _____	<input type="checkbox"/>
3	Does the operator provide information on where to take contaminated oil? <small>(Asin as needed with copies from the Operators Guide)</small>	<input type="checkbox"/>
4	Does illegal dumping of oil and/or other materials happen at this location? Rank severity on a scale of 1-5: _____	<input type="checkbox"/>

If you have created a custom version of the “Collection Center Basics” handout as described on page 13 of this guide, that might be a good place to start. You will want to draw their attention to the information *on how to dispose of contaminated oil* (Question 3) and perhaps provide them with some brochures, recycling

guides or other handouts to give to DIYers who have contaminated oil. The first time you visit them with the new *Operators Guide*, try to draw their attention to the resources available to them in the Guide and on the website [www.UsedOilCCC.org](http://www.UsedOilCCC.org).



Not all CCC businesses experience illegal dumping, but for some it is a serious problem. Your help with this can make a difference. See the section “Helping Certified Collection Centers Discourage Illegal Dumping” for ideas to combat illegal dumping.

Discuss options, follow-up:		<input type="checkbox"/>
5	Is this location filing incentive claims? <small>(most chain locations are generally filing through corporate offices)</small> If yes: Questions or problems? Using the self-calculating form? If no: Aware of this incentive claim? Would like help to apply?	<input type="checkbox"/>
6	Reviewed Operator's Guide and any updates with the Center staff/ manager?	<input type="checkbox"/>

“Is this location filing Used Oil Recycling Incentive claims?” (Question 5) is not applicable to the chain stores, which generally file the claim from the corporate office. For independent businesses that file the claim form themselves, introduce them to the *new self-calculating incentive claim form*; or if they are not filing the claim, make sure they are aware of it and offer to assist them with the initial paperwork.

In addition to your contact information on the customized *Collection Center Basics* pages, it’s a good idea to offer your business card and ask for the manager’s in return. This makes it easier to make sure you have their name right, in addition to getting other contact information such as an email address and cell phone number that may be useful.

## The Back of the Checklist: Other Subjects to Discuss During Site Visits

In addition to the “official” questions on the checklist, there are other topics you may wish to cover. One easy way to format this additional data collection is to use the back of the checklist form. *Since the amount of time a manager will give you is often limited, think carefully about what additional topics you’d like to address.* Also, not all questions are appropriate for all types of collection center businesses. You may want to choose different topics each year, or focus on the issues of special concern in your jurisdiction. Some suggested additional questions are formatted at the end of this section for you to use as models.

### QUANTITY DATA

Many OPP recipients use the site visits to gather data on the quantity of oil and filters collected from DIYers, to augment the data available from the CalRecycle claims reports.

The claims data is most accurate for the auto parts chain locations (*notably O’Reilly and AutoZone*) because they collect oil only from DIYers and file incentive claims routinely.

Other CCC businesses also file the claims on oil they generate in their own business, and they may choose not to separate the DIYer oil in their reporting. The higher amount they can claim per gallon may not offset the extra time involved in keeping a DIYer log or collecting the oil in a separate drum. Also, many businesses file claims sporadically or not at all.

### A good way to get the manager thinking about the quantities

is to start with a question such as “*About how many people bring used oil here for recycling?*” The answer may come in days, weeks, or months. Then ask, “*What’s the average amount people bring in at one time?*”

You can also ask for a “best guess” of the amount of DIYer oil the business receives per week or month. When you do the calculations back in your office, you may find that the results from the two questions are pretty close, suggesting that the manager has a good eye for this detail, or is way off, so you’ll have to decide what value to record as your final yearly estimate. We find when comparing actual hauler data with manager estimates, the managers tend to underestimate the amount of oil received from DIYers.

**Used oil and filter quantities:**  
→ How many people bring in used oil to your business (per day, week, month)? \_\_\_\_\_ (rate)

→ On average, how many gallons of oil does each person bring in? \_\_\_\_\_  
AND/OR  
→ About how much oil is brought in each (day, week, month)? \_\_\_\_\_

→ On average, how many (percent, fraction) bring filters? \_\_\_\_\_  
AND/OR  
→ About how many filters are brought in each (day, week, month)? \_\_\_\_\_

**Filter Acceptance:**  
Will start accepting filters?  Yes  No  
Concerned barriers:  
 Space  Cost  Corporate policy  Other \_\_\_\_\_  
Notes, follow-up needed: \_\_\_\_\_

**DIYer Demographics:**  
Do DIYers who speak languages other than English bring used oil to you for recycling?  Yes  No  
Languages: \_\_\_\_\_  
Approx. % of total DIYers  
Spanish \_\_\_\_\_ %  
Other \_\_\_\_\_ %  
Do you have Spanish speakers (or other languages noted) on staff?  Yes  No  
Are many of the DIYers you see repeat customers?  Yes  No  
Do some of them bring you large amounts of oil on a regular basis?  Yes  No  
What percentage of the people who bring used oil/filters are: Male \_\_\_\_\_ % Female \_\_\_\_\_ %  
What is their age group? 16-29 years old \_\_\_\_\_ % 30-45 years old \_\_\_\_\_ % over 46 years old \_\_\_\_\_ %  
Have you seen changes in DIYers over the years (number, age, ethnicity, gender)? \_\_\_\_\_





**Filter data is often missing** entirely from the claims reports since there is no incentive offered for collecting filters. Also, some CCCs that do report filters mistakenly include all filters, not just those from DIYers. If you can obtain filter hauling records for the auto parts chain locations, you can calculate the filter quantities by the standard multiplier of 250 filters per 55 gallon drum (*or if crushed, 750 per drum*). Without these records, and at other CCCs where DIYer filters are mixed in with the filters generated by the business, your best way to quantify filter collection is to ask the manager to estimate.

**For filter quantities**, you might ask, “**About what percentage of DIYers bring a filter as well as oil?**” If you have recorded the manager’s estimate of how many DIYers come in, you can use this percentage to calculate the number of filters. Or if you have total oil quantities (*either from your interview or from the claims data*), you can multiply the percentage by the number of gallons since an oil change generates approximately a gallon of oil.

**Obviously these estimates are very rough**, but they give you some quantities to record on your annual OPP report beyond the claims data. If you apply the same methodology each year, you will be able to track changes over time.

## **FILTER ACCEPTANCE**

**If you have CCCs that are not accepting filters**, the site visit is ***a good time to learn why not***. Perhaps there is a single barrier that can be overcome. See more details about filter acceptance in the section “***Encouraging CCCs to Accept Filters***.”

**You might also take this time to ask businesses** that do accept filters to actively encourage DIYers to bring them in.

## **DIYER DEMOGRAPHICS**

**When planning your outreach program**, you might like some information about the DIYers who are bringing oil to the CCCs such as:

- Ethnicity/ language
- Age
- Gender

**Comparing the information you receive** from the CCC businesses with demographic data about your community may help you to identify important target populations and consider ways that you can work with your CCCs to reach them. Demographic data is available from the California Department of Finance, [www.dof.ca.gov/research/demographic/reports](http://www.dof.ca.gov/research/demographic/reports). Select “***Estimates***,” the first drop-down arrow on the page. A useful report there is “***E-5 Population and Housing Estimates for Cities, Counties, and the State***.”

## PROMOTIONS

If you've successfully established some rapport with the CCC manager, this could be a good time to discuss future promotions. It's best to keep this as specific as possible and make it clear what you are asking for. Promotions could range from asking them to help distribute reusable oil and filter containers and other "oil change kit" components, to hosting a filter exchange event. You might also record any brochures or other materials for public distribution that you provided during your visit, and where they were placed (*for example, on a counter, waiting room table, etc.*).

## EQUIPMENT

As discussed in "Allowable OPP Expenditures for CCCs," equipment that improves the performance of your CCCs is an allowable OPP expense. If you have decided to make certain equipment available to them, the site visit is a good time to assess their needs and begin the discussion.



**SAMPLE OF ADDITIONAL QUESTIONS**

**Used oil and filter quantities:**

→ How many people bring in used oil to your business (per day, week, month)? \_\_\_\_\_  
(circle)

→ On average, how many gallons of oil does each person bring in?  
\_\_\_\_\_

AND/OR

→ About how much oil is brought in each (day, week, month)?  
\_\_\_\_\_

→ On average, how many (percent, fraction) bring filters?  
\_\_\_\_\_

AND/OR

→ About how many filters are brought in each (day, week, month)?  
\_\_\_\_\_

**Filter Acceptance:**

Will start accepting filters? Yes No

Concerns/ barriers:

Space  Cost  Corporate policy  Other \_\_\_\_\_

Notes, follow-up needed: \_\_\_\_\_  
\_\_\_\_\_

**DIYer Demographics:**

Do DIYers who speak languages other than English bring used oil to you for recycling? Yes No  
Languages: Approx. % of total DIYers

Spanish \_\_\_\_\_%

Other \_\_\_\_\_%

Other \_\_\_\_\_%

Do you have Spanish speakers (or other languages noted) on staff? Yes No

Are many of the DIYers you see repeat customers? Yes No

Do some of them bring you large amounts of oil on a regular basis? Yes No

What percentage of the people who bring used oil/filters are: Male \_\_\_\_\_% Female \_\_\_\_\_%

What is their age group? 16-29 years old \_\_\_\_\_% 30-45 years old \_\_\_\_\_% over 46 years old \_\_\_\_\_%

Have you seen changes in DIYers over the years (number, age, ethnicity, gender)? \_\_\_\_\_  
\_\_\_\_\_

## SAMPLE OF ADDITIONAL QUESTIONS

### Promotions:

Willing to host a filter exchange event? Yes No Maybe

Issues/ Concerns: \_\_\_\_\_

Contact(s) for approval: \_\_\_\_\_

Possible dates/ times of year: \_\_\_\_\_

Follow-up next steps: \_\_\_\_\_

Willing to distribute \_\_ (your promotional items here)\_\_? Yes No Maybe

Space available/ # of pieces to deliver: \_\_\_\_\_

Other issues/ Concerns: \_\_\_\_\_

Left brochures (number, type): \_\_\_\_\_ Location: \_\_\_\_\_

### Equipment Needs:

Draining rack Yes No

Secondary containment pallet for drums Yes No

Filter crusher Yes No

Halogen "sniffer" Yes No

Notes on equipment discussion: \_\_\_\_\_

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**NOTES:**

A series of horizontal dotted lines for writing notes.

## Back at the Office

**Current CalRecycle rules require** that you simply retain the Checklist forms on file in case of audit. So you could take the papers you had with you in the field, stuff them in a folder and forget about them. Here are some suggestions for better ways to store and use the data you’ve collected.

**If you’ve already created an Excel spreadsheet** from the search function at [www.calrecycle.ca.gov/UsedOil/Grants/Resources/default.htm#Grants](http://www.calrecycle.ca.gov/UsedOil/Grants/Resources/default.htm#Grants), you can add columns to it to manage your site visit data. Column headings for the questions on the checklist could include:

Contact this visit
Corrections sent to CalRecycle? (y/n or n/a)
1. Sign Posted (y/n)
1. Note sign issues
1. Note signs provided
2. Has turned away oil? (y/n)
2. Reason (cont.= contaminated; quan.= too much quantity; full= tank full; other-describe)
3. Contaminated oil info on site? (y/n)
4. Illegal dumping scale 0-5
4. Illegal dumping notes, follow-up plans
5. Filing incentive claim? (y/n or n/a if chain operation)
5. Incentive claim notes, follow-up plans
6. Other notes, follow-up plans
✓ No further follow-up needed

*You can color-highlight priorities for follow-up.*

**Maintaining all of the data in this way** allows you to easily sort it and access it in the future. But if you don’t want to do that much data entry, you could do a simplified version and just create a column or two in which to note that follow-up is needed.

**Or, you could use a highlighter** on the original pages to flag issues that need attention, and make a check-mark in the margin when you have completed the follow-up. Your record-keeping choice will depend on the size of the CCC program you are managing, how many people need to be able to access your records, and your personal style.

### TIPS

**In case you are not very experienced** with using Excel spreadsheets, here are some tips:

- ***Don’t merge cells.*** If you create a header for your page by merging all the cells across the top of the page, or worse yet if you merge cells in other places in the sheet, you will be unable to sort data by column. This destroys much of the functionality of your database.
- ***Enter data consistently in each column:*** For example, use “Y” and “N” for all the entries, not “Yes,” “Definitely” or “Never.” This way you’ll be able to easily sort a list of, for example, all of the businesses that did not display the sign, or all the ones that are not filing incentive claims.

- **If you have a column that records numerical data, enter only numerical data in it**, not words. This way you'll be able to sort and also calculate the values in the column.
- Before manipulating the spreadsheet (*sorting it or adding formulas*) **it's a good idea to make a copy**. That way if you accidentally scramble the data or make some other error, you can start over from the original.

*List of Standard Multipliers*

(1) 55 gallon drum of filters (uncrushed) = 250 filters  
 (1) 55 gallon drum of filters (crushed) = 750 filters  
 1 filter = 1.5 lbs  
 1 gallon oil = 7.5 lbs  
 1 month = 4.33 weeks  
 1 month = 30.4 days  
 1 year = 52 weeks

## RECORDING AND CALCULATING QUANTITY DATA

If you are obtaining data on quantities of oil and filters during your site visit, you'll want to record that information and complete the calculations so that you have the information handy when it's time to do your annual reporting (*due August 15*). There is no one way to do this, and you may already have a method that works for you. This section walks you through a combination of techniques that you may find helpful.

**Note:** These methods are designed to yield estimated quantities that are more accurate than simply guessing. Claims data that separates DIYer quantities (*and particularly for businesses like O'Reilly and AutoZone that have only DIYer oil*) is more reliable when it's available.

# DIYers	# is W, M, Y	DIYers/ Year	Average Quantity each DIYer	Total Oil/Year from DIYer calculation	Estimated Quantity DIY oil	Estimate is W,M,Y	Total Oil/Year from Extended Estimate	Oil Quantity/Year for report	% DIYers who bring filters	Total Filters/Year based on DIYer calculation	Total Filters/Year based on oil quantity	Filter Quantity/Year for report
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Again, you can start with the Excel spreadsheet you created from the ORCA search engine. If you have added non-certified locations to that list, you will have empty fields in the column for "*CalRecycle ID*." You might want to assign your own ID numbers to these, or just designate them all as "*non-cert*." This is because there is a separate reporting category on the OPP report for oil and filters from non-certified centers. If you have them designated in the ID column, you can easily sort that data when the time comes to report.

Depending on how you asked the question, you will want columns for recording the different types of answers. You will also need columns for calculating the results. You may find it helpful to color-code the columns: for example, white for columns in which you will enter data, green for the columns that include calculations (*formulas if you are creating them in your spreadsheet, or the results of manual calculations if that's your preference*).

**There may be more than one set of calculations** (if you are recording both the “How many DIYers” method and the “How much total oil from DIYers” methods). The claims reports from CalRecycle are another source of data, and in some cases there may be hauler records available for oil and/or filters. You’ll have to choose the best number to report, so it’s helpful to designate this “final” data column with another color, in this case blue.

**Here is an example with data from five (fictitious) businesses.**

**Hansel Honda’s manager says**

- Only about 6 DIYers brought oil in the last year.
- She estimates each one brings 1½ gallons, so that equals 9 gallons per year.
- Less than half of them, about 40%, have filters, so record 2 filters per year.

A	B	C	D	E	F	G	H	I	J	K	L	M	N
CCC Name	# DIYers	# is W, M, Y	DIYers/ Year	Average Quantity each DIYer	Total Oil/Year from DIYer calculation	Estimated Quantity DIY oil	Estimate is W,M,Y	Total Oil/Year from Extended Estimate	Oil Quantity/Year for report	% DIYers who bring filters	Total Filters/Year based on DIYer calculation	Total Filters/Year based on oil quantity	Filter Quantity/Year for report
			=B*C		=D*E			=G*H			=D*K	=J*K	
Hansel Honda	6	Y	6	1.5	9				9	40%	2.4		2
Jiffy Lube						25	M	300	300	20%		60	60
AutoZone									3500	50%		1750	1750
O’Reilly									2750	40%		1100	1250
Joe’s Garage	4	W	208	1	208	15	M	180	194	50%	104	97	100

**Jiffy Lube gives only a total quantity estimate:**

- DIYers bring in about 25 gallons of oil per month; multiplied by 12 equals 300 gallons per year.
- Only 20% have filters, so multiply 20% times total gallons of oil to equal 60 filters.

A	B	C	D	E	F	G	H	I	J	K	L	M	N
CCC Name	# DIYers	# is W, M, Y	DIYers/ Year	Average Quantity each DIYer	Total Oil/Year from DIYer calculation	Estimated Quantity DIY oil	Estimate is W,M,Y	Total Oil/Year from Extended Estimate	Oil Quantity/Year for report	% DIYers who bring filters	Total Filters/Year based on DIYer calculation	Total Filters/Year based on oil quantity	Filter Quantity/Year for report
			=B*C		=D*E			=G*H			=D*K	=J*K	
Hansel Honda	6	Y	6	1.5	9				9	40%	2.4		2
<b>Jiffy Lube</b>						<b>25</b>	<b>M</b>	<b>300</b>	<b>300</b>	<b>20%</b>		<b>60</b>	<b>60</b>
AutoZone									3500	50%		1750	1750
O'Reilly									2750	40%		1100	1250
Joe's Garage	4	W	208	1	208	15	M	180	194	50%	104	97	100

## At AutoZone and O'Reilly,

- There is no need to ask for estimates on oil quantities because the CalRecycle data for incentive claims is more accurate. *(This data is available from the Certified Used Oil Collection Reports on the CalRecycle web site. CalRecycle staff may also email the data in Excel spreadsheets for each calendar year.)*
- It is helpful to ask what percentage of DIYers bring in filters. At AutoZone the manager estimates 50%: multiply by the oil quantity to equal 1750 filters.
- O'Reilly's manager estimates that 40% of DIYers bring filters. The calculation yields 1100 filters, but—
- The manager also said that he had 5 drums of filters picked up last year. At 250 filters per drum, that equals 1250. This is the more accurate number for the reporting.

A	B	C	D	E	F	G	H	I	J	K	L	M	N
CCC Name	# DIYers	# is W, M, Y	DIYers/ Year	Average Quantity each DIYer	Total Oil/Year from DIYer calculation	Estimated Quantity DIY oil	Estimate is W,M,Y	Total Oil/Year from Extended Estimate	Oil Quantity/Year for report	% DIYers who bring filters	Total Filters/Year based on DIYer calculation	Total Filters/Year based on oil quantity	Filter Quantity/Year for report
			=B*C		=D*E			=G*H			=D*K	=J*K	
Hansel Honda	6	Y	6	1.5	9				9	40%	2.4		2
Jiffy Lube						25	M	300	300	20%		60	60
<b>AutoZone</b>									<b>3500</b>	<b>50%</b>		<b>1750</b>	<b>1750</b>
<b>O'Reilly</b>									<b>2750</b>	<b>40%</b>		<b>1100</b>	<b>1250</b>
Joe's Garage	4	W	208	1	208	15	M	180	194	50%	104	97	100

**Only one business location, Joe's Garage**, gave information for both ways of calculating the oil quantities:

- He says he sees about 4 DIYers per week so to get DIYers per year, multiply by 52 to equal 208. He says each DIYer brings about 1 gallon, so that totals 208 gallons per year.
- He also estimates that he gets about 15 gallons total per month from DIYers so multiply by 12 to total 180 gallons per year.
- 208 and 180 are pretty close, so you may decide to take the average of the two to equal 194 for the report.
- He says that about 50% of DIYers bring a filter, so calculate 50% of the 208 DIYers =104 filters.
- Multiply the 194 gallons of oil per year by 50% to equal 97 filters.
- Again, you may average the two answers to equal 100 for the report.

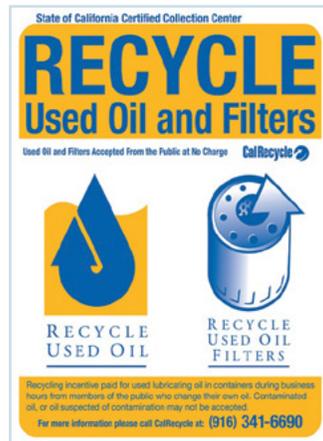
A	B	C	D	E	F	G	H	I	J	K	L	M	N
CCC Name	# DIYers	# is W, M, Y	DIYers/ Year	Average Quantity each DIYer	Total Oil/Year from DIYer calculation	Estimated Quantity DIY oil	Estimate is W,M,Y	Total Oil/Year from Extended Estimate	Oil Quantity/Year for report	% DIYers who bring filters	Total Filters/Year based on DIYer calculation	Total Filters/Year based on oil quantity	Filter Quantity/Year for report
			=B*C		=D*E			=G*H			=D*K	=J*K	
Hansel Honda	6	Y	6	1.5	9				9	40%	2.4		2
Jiffy Lube						25	M	300	300	20%		60	60
AutoZone									3500	50%		1750	1750
O'Reilly									2750	40%		1100	1250
<b>Joe's Garage</b>	<b>4</b>	<b>W</b>	<b>208</b>	<b>1</b>	<b>208</b>	<b>15</b>	<b>M</b>	<b>180</b>	<b>194</b>	<b>5</b>	<b>104</b>	<b>97</b>	<b>100</b>

**You may choose to simplify these calculations**—for example:

- You can use only one of the methods for estimating oil, rather than asking the managers both *“How many DIYers bring oil?”* and *“How much total oil do you get from DIYers?”*
- You can do some or all of the calculations on the site visit form while you’re recording the information, and just enter the calculated totals in the spreadsheet. *(You’ll probably do some of this anyway: For example, if the Hansel Honda manager estimated that each DIYer brings in 6 quarts of oil, you might convert this to 1½ gallons as you are recording the data.)*
- If your program includes just a few CCCs, you may find it easier to do all the calculations separately without creating columns in a spreadsheet and just record a list of total estimates to use in your reporting.
- Keep in mind that these suggested methods are ways of making the best estimates you can. You may have other ideas or systems in place. Whatever methods you use, if you are consistent you will be best able to track progress in your program over time.

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## Assisting CCCs: Problem Issues

**CCC businesses don't often ask for help**, but a little probing from you during your site visits may uncover opportunities for you to resolve problems. Not only does this add value to the program for them and ameliorate problems that may result from their participation in your program, it can also lead to better service to DIYers.

**You'll know you have established yourself as a trusted resource** when CCC managers start calling you between site visits! This section covers some of the issues that frequently arise.

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## Helping Certified Collection Centers Discourage Illegal Dumping

**Not all Certified Collection Center businesses experience illegal dumping**, but for some it is a serious and recurring issue. It seems to be a particular problem for auto parts stores, especially in some urban areas.

**Some examples of illegal dumping include:**

- **Used oil and filters** left outside a business after hours, or even during business hours by people who choose not to bring them inside.
- **Other waste materials** such as paint, pesticides, or cleaners discarded on the property, often near a back door or dumpster corral.
- **Contaminated oil** that has been turned away, left by the DIYer without the CCC's knowledge.
- **Emptied oil containers** (both new oil and used) discarded in trash cans or dumpsters. Unless very thoroughly drained, these may drip enough oil to constitute an illegal dumping incident. This has been a big headache for auto parts chains recently as CUPAs have come down hard on them for having dripping containers in their trash cans and parking lots.

### **ALL OF THE ABOVE ARE INCIDENTS OF ILLEGAL DUMPING OF HAZARDOUS WASTE**

Unlawful dumping or depositing of oil or any other hazardous material is prohibited by California Penal Code Section 374.8(b) and punishable by imprisonment or a fine up to \$10,000.

**Once these materials are on a business's property**, the business is **legally responsible for disposing of them properly**. In the case of non-contaminated oil and filters, it is easy to recycle the materials. Other waste items are more complicated, and in order to comply with storage time requirements for hazardous wastes, businesses are forced to pay for very expensive hazardous waste collection for relatively small quantities of material.

**Local jurisdictions can help CCCs** combat illegal dumping of hazardous wastes in a variety of ways. Some examples include:

- **Signage:** Free signs are available from CalRecycle in English and Spanish through the online sign order form at [www.calrecycle.ca.gov/UsedOil/CertCenters/SignOrder.htm](http://www.calrecycle.ca.gov/UsedOil/CertCenters/SignOrder.htm). You also may choose to create custom signs for local CCCs, perhaps referring to local law enforcement agencies.
- **“Dummy” cameras:** Realistic-looking “surveillance cameras,” combined with signage, may deter dumping, especially in locations that are hidden from street view, such as back alleys and dumpster areas.
- **Assistance with disposal:** If possible, you may arrange to waive the small business disposal fees for CCC operators who bring abandoned waste to the local hazardous waste collection facility, or even serve them with collection if your agency offers a toxic materials pickup service. *(Remember that collection costs for materials other than oil and filters are not allowable OPP expenses.)*
- **Public education:** Sometimes DIYers are unaware that it is inappropriate to leave oil outside a business. There may be language barriers, or possibly discomfort with providing their name and address. A targeted outreach campaign can help. You can also make sure the CCC manager knows that it is not necessary to ask DIYers for identification when they bring oil and filters for recycling.
- **Education for small businesses:** Small and Conditionally Exempt Small Quantity Generators (CESQGs) are likely contributors to the illegal disposal problem. A contractor who habitually drops leftover paint next to the dumpster corral at an O’Reilly store might be just as happy to take it to a paint store if he/she is made aware of the PaintCare program, for example. You can search for CESQGs through a DTSC database at [hwts.dtsc.ca.gov/report\\_search.cfm?id=5](http://hwts.dtsc.ca.gov/report_search.cfm?id=5) *(Of course, the person illegally disposing of waste may not be operating a legally registered business! You may need to think of more creative ways to find and educate individuals who are operating “below the radar.”)*
- **Knowing where to refer DIYers with contaminated used oil is a requirement for CCCs.** This information is also needed for referring people who wish to dispose of other hazardous wastes.

- **Make sure the CCC manager and staff know the locations of nearby CCCs** so they can refer DIYers when their own tank is full.
- **Oil containers:** If DIYers are leaving empty containers behind after recycling their used motor oil, offering them free reusable containers may help.
- **Drain racks:** These can be mounted on a tank or drum to allow several containers at a time to be thoroughly drained. Once drained, the containers can legally be placed in the trash or (*depending on local recycling programs*) in the recycling bin.

***One more suggestion:***

**ENCOURAGE BUSINESSES TO CALL LAW ENFORCEMENT  
ABOUT ILLEGAL DUMPING**

It is difficult to catch the perpetrators in the act, but repeated calls will be logged and may result in increased attention by patrol officers. A call from you as well may help focus attention on the problem. Some local police departments now have environmental crimes officers on staff.

Illegal dumping is a serious crime, and it deserves to be treated as such.

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## Helping Certified Collection Centers With Contaminated Oil (“Hot Loads”)

Although businesses that are considering becoming CCCs frequently express concern about the potential for expensive “hot load” problems, the actual incidence is quite rare.

**CalRecycle offers help** to Certified Collection Centers with extra hauling costs resulting from hot loads: Up to \$5,000 per location per year. Additional funds are available in certain circumstances.

The form *Contaminated Used Oil Reimbursement Application* (CalRecycle 325) is on the **Forms** page [www.calrecycle.ca.gov/UsedOil/Forms/](http://www.calrecycle.ca.gov/UsedOil/Forms/). If a CCC asks you for help with the form, contact your Program Advisor with any questions.

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# Recycling Incentive Claims

Many CCCs don't bother filing incentive claims. They may feel that the money they will receive is not worth the effort, or they may be averse to paperwork in general. They may have tried filing and had their claim rejected or reduced because they made a mistake on the form, and become discouraged. Attitudes about the value of the incentive claims also seem to fluctuate with the cost of having oil hauled: When haulers are reducing prices or even paying for used oil, business people seem less concerned about having their costs met through the incentive payment.

While there is no requirement to file, the incentive payment is a benefit to which every CCC is entitled. Also, the data from the claims is valuable information for your program and for CalRecycle. You can help encourage your CCCs to file by exploring their concerns and making sure they are aware of resources available to them.

State of California  
USED OIL RECYCLING INCENTIVE PAYMENT CLAIM  
California 75 (Rev. 01/15)

Department Of Resources RECYCLING & Security (CalRecycle)

Instructions for completing this form can be found on the reverse.  
Indicate N/A for any items which are not applicable.

Mail To: CONTRACTIVE CO. SERVICES RECYCLING & RECOVERY  
CALIFORNIA ACCOUNTING CENTER  
P.O. BOX 1025  
SACRAMENTO, CA 95812-0225

RESIDING PERIOD:  
(CHECK ONLY ONE BOX)  
 Feb 1 - Mar 31/Year May 14  
 Apr 1 - Jun 30/Year May 14  
 Jul 1 - Sep 30/Year May 14  
 Oct 1 - Dec 31/Year May 14

Enter year: \_\_\_\_\_

**CLAIMANT INFORMATION**

1. Certification Number: \_\_\_\_\_  
2. Name of Entity: \_\_\_\_\_  
3. Payment address: \_\_\_\_\_  
4. Contact person: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
5.  Check box if used by a Publicly-traded entity or California facility. Must also complete collection 21 & then attach to claim.

6. Lubricating oil purchased during this reporting period or since the last claim was submitted. \_\_\_\_\_ Gallons  
USED LUBRICATING OIL COLLECTED FROM THE OIL IT PRODUCED PUBLIC

USED LUBRICATING OIL GENERATED ON-SITE	INCENTIVE AMOUNT ALLOWED AT 40¢ PER GALLON	#1 \$ 0.00
#12 Gals. Gallons	INCENTIVE AMOUNT ALLOWED AT 16¢ PER GALLON	#13 \$ 0.00
<b>TOTAL CALIFORNIA DANGER FUEL</b>		
#12 Gals. Gallons		#13 \$ 0.00
<b>#13 CLAIM TOTAL</b>		<b>\$ 0.00</b>

ATTACH COPIES OF ALL MANIFESTS

14. I declare under penalty of perjury under the laws of the State of California that the information provided on this claim is true and correct and I have no other claim has been submitted for the above amount of fuel to the Director for reporting in compliance with all federal, state and local requirements pertaining to the management of this oil.

**PRINT, SIGN, AND RETURN**

Number of copies of report (per page) \_\_\_\_\_ Type \_\_\_\_\_

DO NOT WRITE BELOW - FOR STATE USE ONLY

Claim Number \_\_\_\_\_ Revenue Code \_\_\_\_\_ Amount Approved \$ \_\_\_\_\_  
Vendor Number \_\_\_\_\_ Claim Recipient \_\_\_\_\_ Date \_\_\_\_\_  
Subervisor Approval \_\_\_\_\_

- **Before your site visits**, ascertain which of your CCCs are not filing the incentive claim form. This is easily done if you use the new site visit form utility as described in the “**Conducting Site Visits**” section of this guide, because the form will include the date of the last claim filed. If you are not using this tool, you can generate a report of claims filed in the last reporting period using the **Certified Used Oil Collection Reports** search engine (in the “**Partnering with Certified Centers**” section reached through the “**Grantees**” link at [www.calrecycle.ca.gov/UsedOil](http://www.calrecycle.ca.gov/UsedOil).)
- **Review the section** of the **CCC Operators Guide** on “**Filing for the Used Oil Recycling Incentive Payment**” to familiarize yourself with the process.
- **If time permits during your site visit**, explore the issue with those managers who are not filing claims. Some points that may come up:
  - **CCC managers that have been in the program for several years** may not be aware that the amount of the claims has gone up, and they can now claim 40 cents per gallon for DIYer oil.
  - **Conversely, they may not be aware that they are not required** to separate the quantities of DIYer oil in their incentive claims. If they prefer, they can simply claim all of the used oil documented on their hauler manifests at the lower rate (16 cents per gallon) allowed for used oil they generate themselves.
  - To help them ensure their incentive claims are processed smoothly, refer to the section of the CCC Operators Guide on “**Filing for the Used Oil Recycling Incentive Payment.**” It includes a checklist (page #19) of commonly overlooked details.
  - Finally, make them aware of the new self-calculating incentive claim form! This tool is intended to make filing easier and more accurate. Detailed instructions are in the guide.

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## CUPA Issues

**California's Certified Unified Program Agencies (CUPAs)** are local agencies certified by CalEPA to implement six different regulatory programs relating to hazardous materials for four different state agencies. The CUPA program has been in place since the mid-1990s and there are one or more CUPAs in every county in the state, with a total of 84 statewide. Most CUPAs are either county environmental health departments or fire departments. In many counties, a single CUPA operates countywide, while others are more localized, often operating within city limits or within the boundaries of a fire district. This can be confusing since a business may have an address in a city but be outside the city limits and thus served by a different CUPA. In a few cases CUPAs even span county boundaries, and two counties (Imperial and Trinity) are served by the California Department of Toxic Substances Control (DTSC) as their CUPA. There is a searchable database for CUPAs at <https://cersapps.calepa.ca.gov/Public/UPAListing>.

**CUPAs are designed to simplify compliance** with regulations by providing a single point of contact and a single agency to which permit fees must be paid. But of course, "the devil is in the details." Because each CUPA also enforces local requirements, the specific rules may vary among jurisdictions, and this can be confusing and frustrating for businesses with multiple locations. The interpretation of state regulations and the emphasis placed on different issues can also vary among agencies, and it can be difficult to obtain a definitive answer about such discrepancies from DTSC. Some CUPAs routinely levy fines for noncompliance such as failure to file a routine Hazardous Materials Business Plan, while others levy fines only in cases of serious violations such as unmonitored and leaking tanks.

**Because OPP recipients** represent a diverse array of local government agencies, your local CUPA may be in your own department, down the hall, or in a completely different branch of government. It can be very worthwhile to have a conversation with the CUPA inspector who visits your certified collection centers. You may gain information and perspective on the issues faced by the CCC businesses, and you may be able to offer assistance to them in dealing with problems that result from their participation in the program.

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## Recruiting New Certified Collection Centers

**New collection centers** often appear without any action on your part, or even without your knowledge. You may notice a new location when passing by, or you may find it by using one of the search engines on the CalRecycle website. Usually these are new locations of chain operations such as O'Reilly and AutoZone, which are certified by their corporate offices. Other businesses such as auto dealerships sometimes learn about the benefits of certifying from sister businesses, other colleagues, or even their used oil haulers.

**These new CCCs will need your assistance** to fully participate in your local used oil recycling program, and some tips on working with new CCCs are described later in this section.

**There are reasons to actively recruit** additional businesses to participate in the CCC program, including:

- **Geographic coverage:** To provide convenient locations for all residents, you may want to establish CCCs in areas that are far from the commercial centers where most of the automotive businesses are clustered, such as rural areas or outer suburbs.
- **To replace CCCs that go out of business or leave the program.**
- **To provide more options near very heavily used CCCs:** One or two experiences of being turned away because “the tank is full” can cause lasting negative attitudes in DIYers. It’s good to have convenient back-ups nearby.
- **Ethnic diversity:** Businesses serving and/or operated by people of different ethnicities can help encourage DIYers in their communities to recycle their used oil and filters.
- **Vehicle specialties:** Marinas, airports, motorcycle shops, agricultural implement businesses, and even truck stops all serve people who work on their vehicles themselves and need convenient locations to recycle their used oil and filters.
- **Special communities** such as military base housing complexes, farmworker housing, and Indian reservations.

### FINDING PROSPECTIVE CCCS

**Becoming a CCC is easiest for businesses that already generate used motor oil and filters** in their own operations and have the collection equipment and hauler arrangements in place. Many automotive repair shops informally accept some oil and filters from their customers, employees, and neighbors.

**If you are looking for convenient locations** for DIYers to take oil in small rural communities or in ethnic neighborhoods, repair shops are a good place to start. Similarly, businesses that work on specialty vehicles like motorcycles or tractors will already have collection infrastructure in place.

**The most popular CCCs happen to be businesses that don't generate oil themselves**, the auto parts stores. DIYers find it convenient to take their used oil to the location where they buy oil and other items. The big chains have embraced the need for DIYers to dispose of used oil and filters, and they go to considerable expense to equip themselves with tanks and filter containers. Their new stores include the room for them, and they obtain the necessary permits in advance.

**But what if you think *independently operated Main Street Auto Parts in Anytown, California would be an excellent CCC?*** You may find the owner to be receptive, but be prepared to give some extra help. He'll need to find room for collection equipment (*drums or tank, with shelter and secondary containment.*) He'll want to be sure that the local CUPA inspector and fire marshal are OK with these additions. He will likely want you to purchase the equipment and agree to cover the hauling costs. He'll need to obtain an EPA ID number. All of these issues may be easily worked out with no problems for a quick and smooth installation — or not. Sometimes the very first issue, room for the equipment, is insurmountable.

**Similar challenges apply in communities** that don't have any automotive businesses or in facilities like marinas or airports if they don't have existing infrastructure for oil collection.

**Rural communities can be particularly challenging.** There are few automotive businesses, and business people may be especially distrustful of government regulation.

**Tip:** Per PRC48660-5a, an "***uncertified publicly funded used oil collection center in a small rural county***" is eligible for contaminated oil reimbursements.

**Sometimes there are solutions to serve special needs** that don't involve certified collection centers. For example, Sonoma County provided a large weather-tight container and plastic jugs for an isolated Native American community and arranged with the local solid waste and recycling hauler to pick up the jugs and filters. Similarly, Napa County created covered oil changing stations for farmworker housing sites. There residents can check out tools from a locked storage locker and place jugs of oil and filters in a box for pickup by the local curbside hauler. It may also be possible to collaborate with a fire station even if it is volunteer-staffed.

## Recruiting Tips

The *CCC Operators Guide* includes the section “*Becoming a Certified Collection Center*,” which describes the benefits and requirements for CCCs in some detail. It also includes instructions for completing the certification application.

**The first step** in recruiting a new collection center is to **identify prospects**. Your methods will depend upon your reasons for wanting to recruit a new CCC, as described above.

Are you looking for a business that services particular types of vehicles? You could do an Internet search to find for example, tractor repair businesses in your county. Do you need one that serves Spanish-speakers? You could check with the local Hispanic chamber of commerce for a list of Latino-owned auto-related businesses. Do you need one that’s located in a particular neighborhood? You could ask a colleague who lives there for a suggestion. Sometimes your best method is the simplest: Look around in person.

**Once you have a prospective business in mind**, you’ll want to find the right person to talk to, at a time when he/she is available to talk to you. Before you make that initial contact, let’s talk about your **approach**.

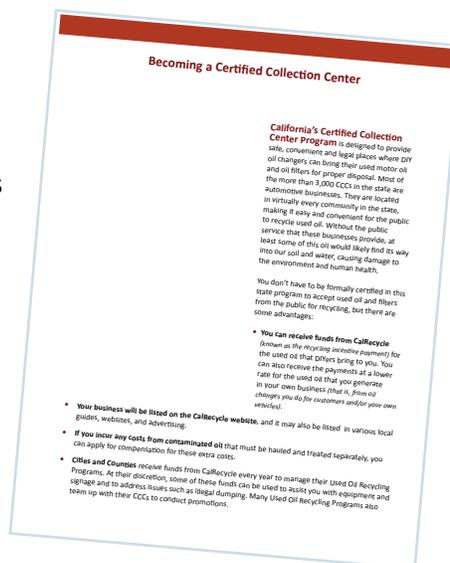
**It’s natural when we want someone to do something to “sell” them on it.** You’ll likely get off to a better start if you think instead of “**inviting**” them to participate. You have a program that you feel is of value to the community. People who work on their own vehicles — likely the kind of people your prospective CCC manager can relate to — need to have convenient places to properly dispose of used oil and filters. Your job is to make sure that those places exist. You are inviting this business owner/manager to participate in filling that need by joining your program.

**Agreeing to participate** will result in both benefits and requirements. There may also be risks. Be prepared to discuss all of these aspects with candor.

**You may feel that the concerns of the manager** about potential hassles or risks are misplaced. You will get farther by addressing them respectfully and factually than by discounting them as unlikely or overblown. Similarly, you may think that being listed on your website (*and the CalRecycle search engine*) and being able to file used oil recycling incentive claims are big inducements to become certified. You may be surprised when neither gets a particularly positive response.

**In summary, approach this new relationship** with an open mind and a collaborative attitude, and be prepared to listen as well as talk!

**To find the right person** (*you don’t already have a name or referral from someone*), you can just call the business and ask for the owner or manager. You may be able to learn from the person who answers the phone not only who that is, but when he/she is most likely to have a few minutes to talk with you. You could call again, or maybe try popping in. Either way, your goal is to introduce yourself



and set up a time to discuss your program. You might luck out and find that the manager is prepared to talk with you on the spot, so be ready! More likely, you'll be making an appointment to sit down together.

**Tip:** Rather than introducing yourself by your title and the name of your government agency, start by describing yourself as the person who manages the local program to help DIYers recycle their used oil and filters. Many people in business, particularly the heavily regulated automotive industry, are wary of government in general and environmental agencies in particular.

**When you meet with the owner or manager of the business,** be sure to bring the *“Becoming a CCC”* document from the *CCC Operators Guide*. You should also bring a copy of the certification application.

**Start by describing your program.** Explain that your local used oil recycling program is part of a statewide program funded by the fee that is charged on all sales of lubricating oil in California. You might show a copy of your recycling guide or a brochure that includes a list of CCCs in your community, and explain why this business’s participation would be an asset to the program.

**State clearly** that there are just a few specific requirements for participating businesses, such as putting up a sign and agreeing to accept used oil and filters from the public. There are also some program benefits including a financial incentive.

**At this point the conversation may take its own course,** with the owner/manager asking questions or stating concerns. Do your best to answer directly while at the same time keeping your key points in mind. One way to do this might be to bring out the *“Becoming a CCC”* document from the *CCC Operators Guide*. The questions or concerns being raised are probably addressed there, and by pointing them out, you can both answer the questions and focus attention on other aspects of the program.

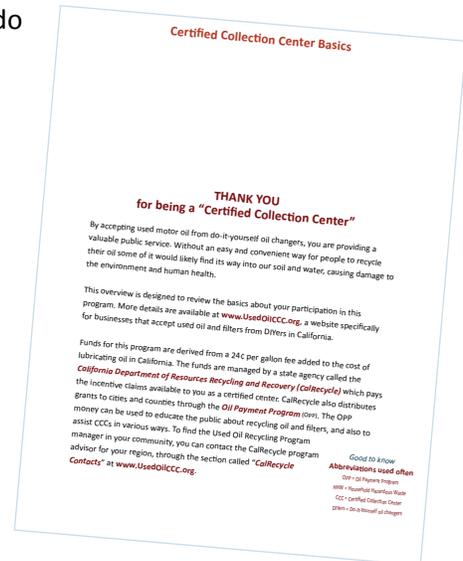
**Some of the questions** and concerns that may be raised include:

- **Illegal dumping.** Are people going to think that because I accept used oil they can bring it anytime and just leave it on my property? And maybe other stuff too?
- **Contaminated oil.** How do I know that the oil people bring in is OK to put in my tank? If it’s bad, I could get charged a lot of money from my hauler.
- **Staff time.** Am I going to have to spend a lot of time dealing with this? How many people are likely to show up on a given day? Am I going to find people here with oil first thing in the morning when I’m trying to get started on my work day?
- **Paperwork and regulation.** Am I going to have to keep a lot of records? Will I have to deal with more inspections?

The image shows a sample of the 'STATE OF CALIFORNIA USED OIL COLLECTION CENTER CERTIFICATION APPLICATION' form. The form is titled 'STATE OF CALIFORNIA USED OIL COLLECTION CENTER CERTIFICATION APPLICATION' and is issued by the Department of Resources Recycling and Recovery. It contains various sections for applicant information, including contact details, business information, and certification requirements. The form is partially filled out with handwritten text.

- **Commitment.** What happens if I decide I don't want to do this anymore? Can I opt out?

**Most of these are addressed directly** in the *“Becoming a CCC”* document, or are issues that are discussed in detail in this guide and in the *CCC Operators Guide*. You can respond to concerns about the number of DIYers that are likely to come and the amount of staff time involved by describing the experience of other CCCs that you work with. You might even suggest that your prospect contact others and ask them directly. To answer a question about opting out, you might say that while businesses can leave the CCC program at any time, their listing in your Recycling Guide will be seen by the public until the new guide comes out. If questions are asked for which you don't have good answers, say so and offer to get back to him/her.



**If participating in the program will require infrastructure** (generally, used oil and filter storage containers and perhaps a shelter for this equipment, as described in the scenario at the start of this section), be prepared to say what you may be able to provide and what the issues and timeline might be, including the possible legal agreements involved. (Check the section of this guide on *“Eligible OPP expenses for more on this topic.”*)

**The application itself is fairly straightforward**, and there are detailed instructions for completing it in *“Becoming a CCC.”* You might suggest pulling it up on the computer together if there is one in the owner/manager's office: **This will also give you an opportunity to demonstrate the CCC information and assistance available at [www.UsedOilCCC.org](http://www.UsedOilCCC.org).** Or, you could offer the paper copy.

**Try to leave this first meeting with an agreement** on a clear next step. It may be that the owner/manager wants a few days to think about it or discuss it with a partner, and you agree to contact him/her again. Perhaps you offer to fill out the application by hand on the spot and bring back a typed version and an envelope so he/she can sign and mail it.

**TIP:** Ask what type of business entity this is, and point out the required document(s) needed for the particular type as described on the application. The application also requires:

- EPA ID Number
- Employer ID Number (FEIN)

**For some small businesses**, your offer of help to have a photocopy made of their business license or other required paperwork could be very welcome.

**Sometimes the best you can do is get to a clear “No.”** If you have presented your program in a positive way and responded respectfully to the concerns leading to the decision, your time has not been wasted.

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## Assisting New CCCs

**Upon approval of their application**, a newly certified collection center will receive a welcome packet and a sign from CalRecycle. Now they have a connection at the state level, but only you can make sure they are fully part of your local program. Whether you recruited the business to the program yourself or you find out they have certified after the fact, your assistance can help them get off to a good start as a CCC.

**A personal visit is a good beginning.** If you haven't met the owner/manager before, you can introduce yourself and let him/her know how to get in touch with you for any future needs.

**Tip:** The customizable flyer Collection Center Basics is a good way to provide your local information.

**Check that the official sign is posted** where it is visible from the street. It's a good idea to bring a sign with you. The one mailed by CalRecycle may have been set aside and forgotten or even lost. You may even offer to post the sign for them.

**Make sure information about where to refer DIYers** with contaminated oil is posted where store staff can see it.

**Tip:** If you have brochures or recycle guides, offer some copies. Some types of automotive businesses such as dealerships, oil change places, and some repair shops have waiting rooms with tables or racks where your materials may be welcome.

**Bring a copy of the complete *CCC Operators Guide*** and/or show the owner/manager how to access the information at the website [www.UsedOilCCC.org](http://www.UsedOilCCC.org).

**If the business is an independent operation**, ask whether they plan to submit used oil recycling incentive claims (*chain stores generally manage this from the corporate office*). Point out the information and instructions in the **CCC Operators Guide** and/or [www.UsedOilCCC.org](http://www.UsedOilCCC.org). Key details that may be useful for them to know up front include:

- **They will need copies of hauler manifests signed and dated** by the driver.
- **Their hauler will need to be listed** in the DTSC Registered Hazardous Waste Transporter Database and have a current EPA ID number. (*Details about this are in the “Choosing a Hauler” section of the CCC Operators Guide.*)
- **They must file the incentive claim within 45 days** after the end of each quarter.
- **To receive 40 cents per gallon for DIYer used oil**, they will need to document the quantities received. If submitting claims for used oil at both rates, they must include copies of logs with their claims.

**If they have not agreed in their application to accept filters** (*in which case the filter recycling icon will not be present in their listing in the CalRecycle search engine “Find a Collection Center Near You”*), ask them why. Your help with equipment, hauling costs, or simply encouragement may change their mind.

**Make sure you have accurate details about their business** for use in your own outreach materials, and send any corrections to CalRecycle to update the ORCA database (*email [UsedOilCCC@calrecycle.ca.gov](mailto:UsedOilCCC@calrecycle.ca.gov) or call (916) 341-6690.*) In particular, new chain locations are often listed with a corporate phone number since the actual location phone number may not have been assigned at the time the application was completed. Make sure you have the correct hours of operation and street address.

**Tip:** Dealerships often have a different street address for their sales entrance than for the location where oil is accepted from DIYers, which is generally in service or parts departments.

**If your outreach materials include information** on items other than used oil and filters recycled at each location (such as antifreeze, batteries, and tires), be sure to get that information as well as any associated costs.

**Finally, don’t forget to welcome the business** to the program and thank the owner/manager for participating!



## Encouraging CCCs to Accept Filters

**Filters are the Johnny-Come-Latelies** in California's Used Oil Recycling Program. DIYers who have been recycling their used oil for years are often unaware that filters should also be recycled.

**Until recently, the problem was difficult to address** with a clear message, because opportunities for recycling filters lagged behind opportunities to recycle used oil. An outreach campaign that states clearly: *"Recycling Is the Only Legal Way to Dispose of Used Oil and Filters"* is weakened if it promotes a list of CCC locations that don't accept filters.

**The tide has now turned.** Almost all O'Reilly stores accept filters and have for some time. AutoZone initiated filter recycling company-wide in 2012. Most other chains accept filters in at least some of their locations, and many independent CCC businesses do too.

**If you have CCCs that are not accepting filters**, you may want to make a special push to persuade them to do so. Won't it be great to be able to publish a list of *"Collection Centers for Used Oil and Filters"* without having to include icons or tables to indicate which ones take filters?

**Tip:** Some jurisdictions simply leave the CCCs that don't take filters out of their brochures and guides.

The *CCC Operators Guide* includes a section on “*Accepting Used Oil Filters*” that makes the case for the importance of filter recycling. You might bring that page along when you discuss the subject with your non-accepting CCCs. Here are some approaches that may be effective:

- **Start with a “normative” message:** Accepting filters is something almost all CCCs are doing. Offer them the opportunity to join in the common trend.
- **DIYers are increasingly aware that filters must be recycled** and will be expecting the CCC to accept them.
- **Refer to your common goal as collaborators** in the Used Oil Recycling Program. If filters go in the trash, used oil is continuing to contaminate our soil and drinking water, and valuable resources are being wasted. Our program is not complete.

### IDENTIFY THE BARRIERS.

- **Do they have filter collection in place** for their business, but *are reluctant to increase their hauling costs* by adding DIYer filters? You might discuss the number of DIYers who bring oil to them and how many filters might actually be added to their load.

*A common charge for a drum of filters to be hauled is about \$45. Since the standard multiplier is 250 filters per drum, the additional cost is about 18 cents per filter.*

**In the case of an oil change business** that probably only sees a few DIYers a month but generates hundreds of filters from customers, this is a minimal addition, and upon reflection the owner/manager may agree to accept filters. **For a small auto repair shop** that only fills its filter drum a few times per year, perhaps you might offer to pay the cost of one or more hauls per year to offset the extra expense of accepting filters.

- **Are they generating no filters** in their own business (*for example, an auto parts store*) and reluctant to find space for a messy filter drum in their back room? You might respond by acknowledging the problem and offering to provide secondary containment to protect their floors. If you also offer to arrange for the service and cover the cost, they may be willing to give it a try.

### REINFORCING THE FILTER RECYCLING MESSAGE THROUGH CCCS



**Staff and managers at collection centers** are in the perfect position to relay the filter recycling message. Encourage them to ask any DIYer who brings in used oil but no filter, “*Hey, where’s your filter?*”

**To help enlist their support**, you might establish a goal for filter recycling. For example, your goal might be a filter for every two gallons of used oil recycled (*or put another way, 50 percent as many filters as gallons*). **This is a reasonable**

**goal:** Each oil change generates about one gallon or a bit more of used oil. Since some DIYers don’t change their filters with every oil change, a filter for every 2 gallons is likely more than half of the filters generated.

**Let the CCC managers know that you have a goal**, and invite them to help you meet it by encouraging the DIYers who bring oil to them to bring filters too. Check back with them once in a while to see how it’s going and thank them for making this extra effort.

## Conducting Promotions with CCCs

Working in partnership with your CCCs can be a very effective way to reach DIYers and leverage advertising resources. Ideally, the promotions also benefit the CCC business, making it a “win/win.”

### Promotions include

- **In-store “Point of Purchase” (POP or POS) advertisements** are placed on shelves, floor stands, or even stickers on the floor near where motor oil and filters are stocked. The idea is that as people are purchasing the products they are given reminders and directions on how and where to recycle them.

When planning POP promotions, it’s important to understand that retail establishments like auto parts stores literally measure the value of their retail space by the square inch. Decisions on what can be put where are made at the corporate level and are generally chain-wide. You will probably get more traction for this type of promotion with local independent businesses.

- **Event promotions sponsored by businesses** can be an interesting way of partnering with CCCs that are otherwise not particularly conducive to directly targeting DIYers. For example, an auto dealership might sponsor a sales event and allow you to have a booth with information about used oil and filter recycling. Sometimes these events include a live radio component, which is an excellent opportunity to collaborate on spots and live interviews.

**Tip:** This type of event is particularly appropriate for Spanish language radio. You will need to have bilingual staff and outreach materials, and plan some kind of “draw” to your booth such as a game.

- **The type of CCC promotion** that has been most effective for many OPP recipients state-wide is the *filter exchange*.

### Samples of materials from different jurisdictions



**At an oil filter exchange event**, DIYers bring in a used oil filter and exchange it for a new one. Filter exchange events offer the opportunity to engage do-it-yourselfers and educate them about how and where to recycle used oil filters. These events also give auto parts stores an incentive to participate in used oil filter recycling by drawing traffic to their stores and reimbursing them for the new filters.

**To conduct an oil filter exchange event, you should plan to:**

- Choose a business or businesses to host the event. You may choose a single event day or a series of events. Multi-location events that reach a large portion of your population are more effective in drawing attention to the topic of used oil filter recycling and attracting people who did not previously recycle filters.
- Coordinate with the store manager or other staff at the store.
- Develop a plan to promote the event, including flyers at the store, press releases, advertising in local newspapers or radio, and social media.

**At the event, you should have a sign-in sheet** to collect the name of participants, quantity of oil recycled per participant, and number of filters recycled. Any resident who drops off a used oil filter during event hours receives a voucher for a free filter. This voucher can be redeemed at the store during event hours. You'll want to place limits on the offer such as a price limit of \$10, and one filter per household per day.

**Tip:** You can add a pledge to the voucher form. Research has shown that a pledge is an effective way to change behavior. A public acknowledgment of the pledge reinforces this effect, so consider posting the pledges on a sign board during the event and/or inviting the filter recyclers to pose for pictures to post on social media.

**At the conclusion of the event**, you should add up all vouchers redeemed and pay the store for that number of filters. Keep the receipt with the total amount paid, including sales tax, for reporting purposes.

**Tip:** Most businesses prefer to be paid on the day of the event with a credit card. If your agency's rules require that you generate a purchase order before paying, be sure to address this issue early on so the business can find a way to accommodate you.

A variant on the oil filter exchange event is a promotion offering a free filter wrench or other item to each DIYer who brings a filter for recycling. *(Remember, any items must be permissible expenditures if you are using OPP funds to purchase them: Check the OPP guidelines or discuss with your program advisor.)*

*For more specific details about designing and hosting a used oil filter exchange event, see the "Oil and Filter Outreach Guidebook" produced for CalRecycle by SAESHE in 2012. It is available from your program advisor.*



## Working with Corporate Offices

**The majority of California’s CCCs — nearly 70 percent —** are part of companies with four or more locations in the program. More than one-third of the CCCs are in the three biggest companies: **AutoZone** with more than 500 locations, **O’Reilly Auto Parts** with almost 500, and **PepBoys** with about 150. These three also collect the lion’s share of the used oil from DIYers.

**There are also a number of smaller and regional chains** that participate in the program: Examples include **Mountain View Tire** and **Ecology Auto Parts**. Some national chains such as **Pick-n-Pull** and **Firestone** have some California locations that serve as CCCs.

**Note:** Some other company names are also very large, such as **Jiffy Lube** with more than 225 locations, but are franchised so they don’t all fall under one corporate structure. Some of the franchisees of these brands are themselves large companies with many locations.

The “**corporate cultures**” of the various corporations have differences, including the amount of autonomy given to local managers; the internal communications relating to issues that may affect the CCC program; the policies about details such as sign placement that may prescribe what is done at the store level; and the path to a decision on a request that may come from someone like you in a local jurisdiction.

**In recent years, filter exchange events** have been conducted successfully at many AutoZone, O’Reilly and PepBoys locations, and there are fairly established procedures in place at the corporate level for managing these. The corporate contacts in the following list of **Contact Data for Chain Operations** can help you to navigate their internal approval processes for scheduling, advertising, and conducting these types of events.

**When interacting with these contacts**, it is useful to keep in mind that they are individuals within very large and complicated corporate structures operating in many different states. The specifics of our California programs are familiar to them but are not as all-encompassing to them as they may seem to us.

**Also, the individuals we interact with** in these corporations are responsible for specific tasks within the company. They may not be conversant with or have influence on things like advertising decisions and budgets, for example.

**If their role involves environmental compliance**, these individuals may be perceived by others within their companies as problem-solvers but not as people connected with the key functions of sales and operations that are more visible to corporate decision-makers. Your positive feedback on the value of the CCC program in your community, the number of people who participate in events at their locations, and any other measurable benefits to their participation (*as well as your personal appreciation for the help they provide to you*) can help improve their visibility and value within the company.

## Contact Data for Chain Operations

This list includes companies with 10 or more company-owned locations that are Certified Collection Centers. Note that contact information may change.

Company Name	Main Corp Phone Website	Contact
<b>Auto Zone</b> 123 S. Front St. Memphis, TN 38103	(800)288-6966 www.autozone.com	<b>Bryan Blair *</b> Environmental Specialist (901) 495 7217 bryan.blair@autozone.com  <b>Andrew Beaven</b> Environmental Manager (901) 495-6949 andrew.beaven@autozone.com
<b>O'Reilly Auto Parts</b> 233 S Patterson Ave. Springfield, MO 65802	(417) 829-5727 www.oreillyauto.com	<b>Valerie Hawkins *</b> Corporate Assistant III (417) 862-2674 ext 7403 vhawkins2@oreillyauto.com  <b>Chris Lewis</b> Director Store Operations Support (417) 837-5980 ext 5980 clewis@oreillyauto.com  <b>John Bounds</b> Environmental Affairs Coordinator (417) 520-4589 jbounds2@oreillyauto.com
<b>Pep Boys</b> 3111 West Allegheny Ave. Philadelphia, PA 19132	(800) 737-2697 www.pepboys.com	<b>Work through local store manager to contact Area Director *</b>
<b>Certified Tire &amp; Service Center</b> 1875 Iowa Ave. Riverside, CA 92507	(877) 325-3177 www.certifiedtire.com	<b>Michelle Schoof</b> Office Manager (951) 369-0025
<b>Oil Changer</b> 4511 Willow Rd. Suite 1 Pleasanton, CA 94588	(925) 734-5800 www.oilchangerinc.com	<b>John Denholm</b> Environmental Compliance Officer (925) 734-5816 john.denholm@oilchangerinc.com
<b>Mountain View Tire/Goodyear</b> 8548 Utica Ave. Rancho Cucamonga, CA 91730	(877) 688-4737 www.mountainviewtire.com	<b>Michael Mitsos</b> Vice President mike@mountainviewtire.com
<b>Express Tire</b> 1148 Industrial Ave. Escondido, CA 92029	(760) 741-4044 www.expresstire.com	<b>Robert Taylor</b> Vice President and General Sales Manager (760) 741-4044 ext 116 rtaylor@expresstire.com
<b>Pick N Pull</b> 10850 Gold Center Drive, Suite 330 Rancho Cordova, CA 95670	(916) 689-2000 www.picknpull.com	<b>Charina Gaspay</b> Regional Environmental Manager (916) 858-3116
<b>Oil Stop</b> 5330 Old Redwood Hwy #C Petaluma, CA 94954	(707) 586 9934 www.oilstopinc.com	<b>Ken Swisher</b> Facilities Maintenance Manager (520) 940-4044 kswisher@oilstopinc.com
<b>Daniels Tire Service</b> 11850 E Slauson Ave. Santa Fe Springs, CA 90670	(562) 698-9401 www.danielstireservice.com	<b>Brent Cole</b> Vice President Consumer Sales (562) 244-2910 bcole@danielstireservice.com
<b>Ecology Auto Parts</b> 13780 East Imperial Highway Santa Fe Springs, CA 90670	(562) 404-2277 www.ecoparts.com	<b>Charlie Cox</b> Compliance Officer CCox@Ecoparts.com

\*Contact for store promotions such as filter exchanges

Last updated March 2015

**NOTES:**

A series of horizontal dotted lines for writing notes.