



Alpine
Amador
Butte
Colusa
Calaveras

Del Norte
El Dorado
Glenn
Inyo

RURAL COUNTIES' ESJPA



Lassen
Mariposa
Modoc
Mono
Nevada
Plumas
Sierra
Siskiyou
Tehama
Trinity
Tuolumne

WHY IS USED OIL OUTREACH ESSENTIAL IN RURAL COUNTIES?

- Small Solid Waste Budgets & Staffing
- Low Income Areas = More DIY
- Rural Households Have More Vehicles
- 30% Dispose Oil Improperly
- 20% Have Never Received Information



WHY IS USED OIL OUTREACH ESSENTIAL IN RURAL COUNTIES?

- 90% Contain SWRCB Priority Watersheds
- 75% California's Available Water
- Great Risk for Illegal Dumping
- Old, Unlined Landfills



WHAT ARE THE UNIQUE CHALLENGES IN RURAL COUNTY OUTREACH?



- Population Densities
- Perceived Barriers to Change
- No Major Media Outlets
- Disproportionately High Advertising Costs
- Limited Local Resources

SUCCESS IN THE RURAL COUNTIES?

In-Person Public Outreach

- Engage Public
- Surveys
- Interviews
- Information



SUCCESS IN THE RURAL COUNTIES?

In-Person Public Outreach



- Personal Appeals
- High Participation
- Large Percentage of Rural Population
- Establish a Presence

DRAWING INTEREST ...

Watershed Diorama



DRAWING INTEREST ...

Watershed Diorama



DRAWING INTEREST ...

Children's Activities



DRAWING INTEREST ... Button Making for All



DRAWING INTEREST ... Enticing Premiums



UNIQUE RADIO ADVERTISING

- Light-hearted
- Fun
- Memorable



What Have We Learned? Future Plans for Rural County Outreach

Don't Spoil Our Soil...



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