



# City of Los Angeles

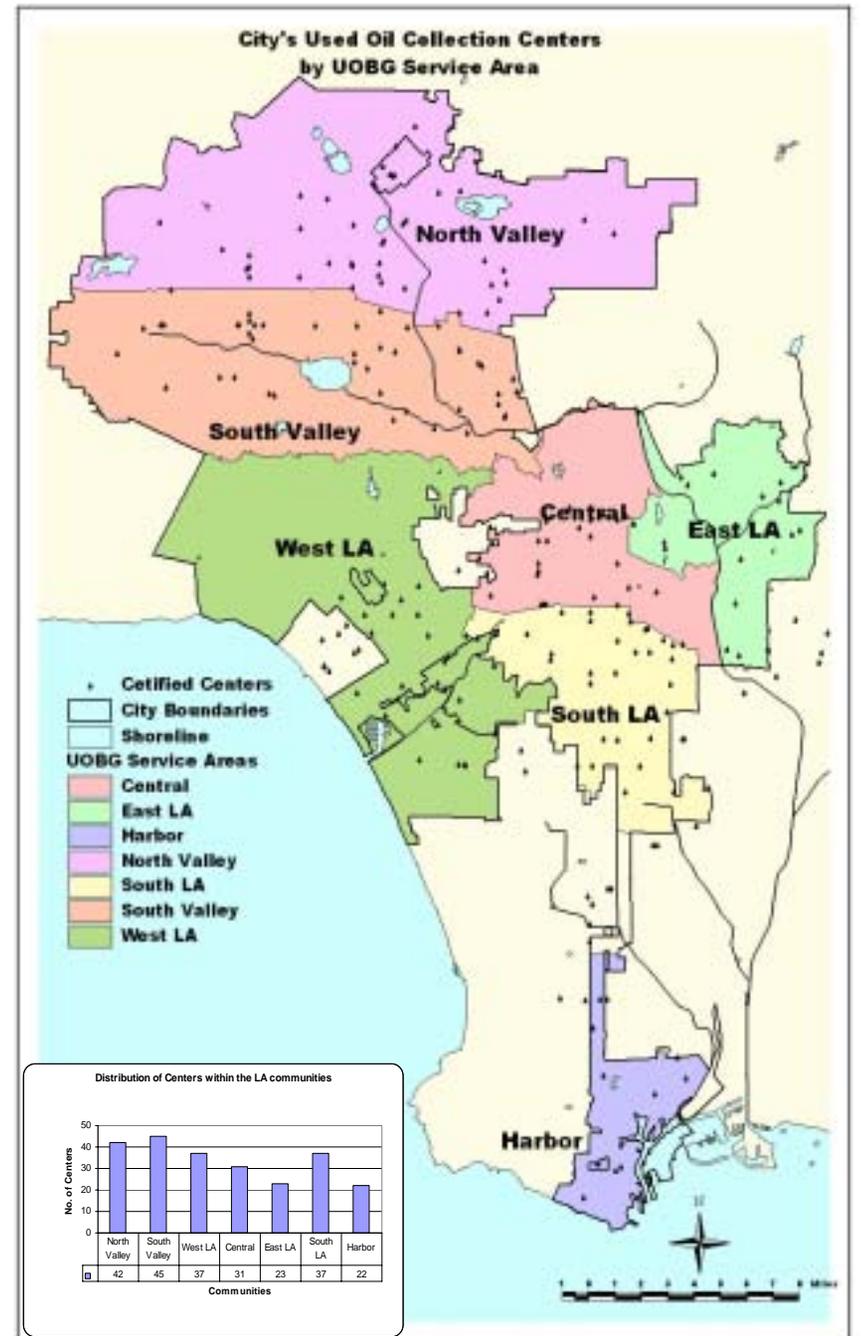
## Used Oil Recycling Program Evaluation & Multi-family Project

# Presentation Outline

- Overview
- Program Evaluation
- Problem Identification
- Remedy
- Unresolved issues

# Overview

- Over 260 Certified Collection Centers (CCC)
- City's Own Monthly Collection Events
- Collection as part of HHW Events

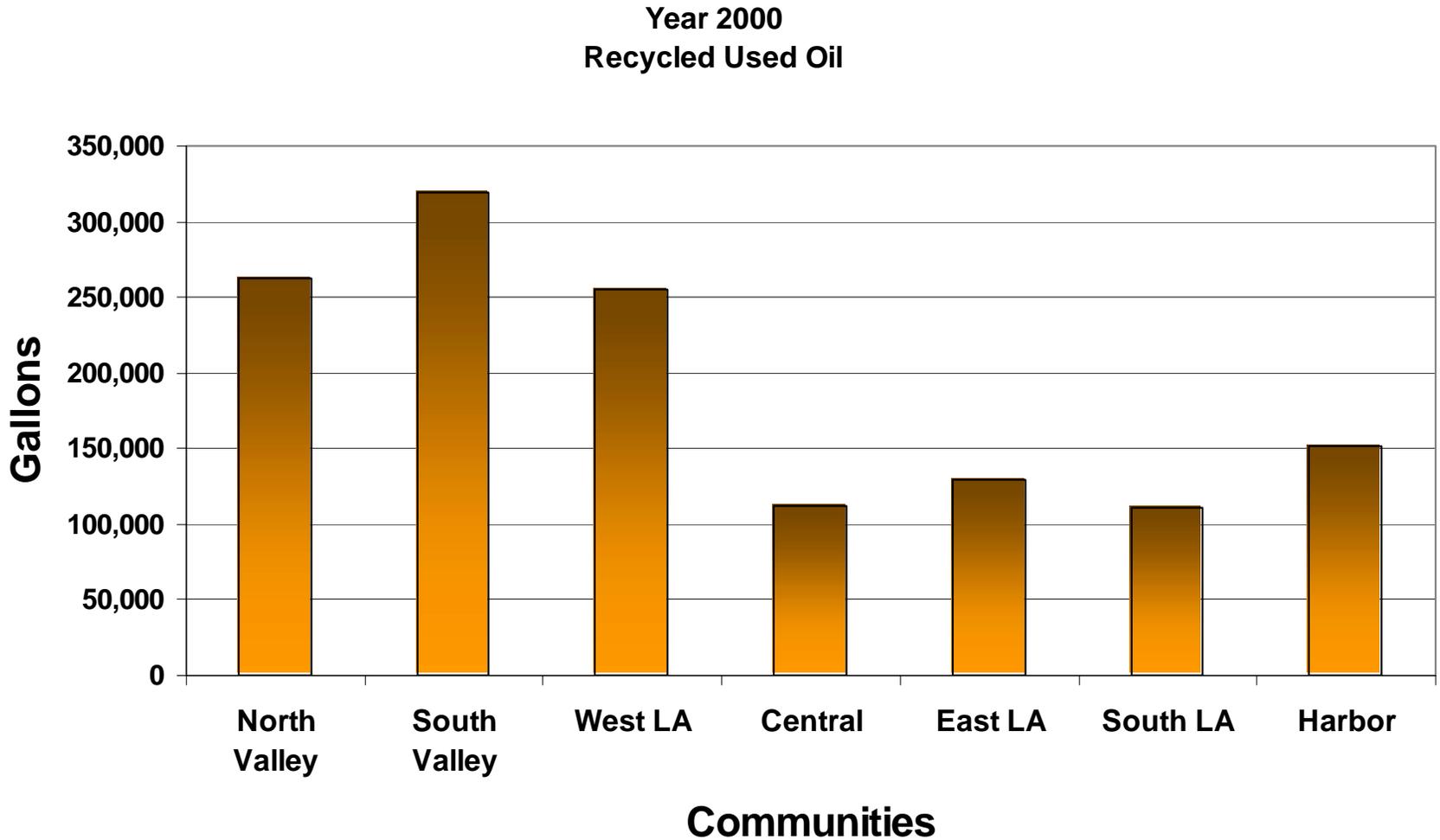


# Program Evaluation

- Recycled Used Oil by CCC
- Housing information – US Census Bureau
- Income level

# Recycled Used Oil

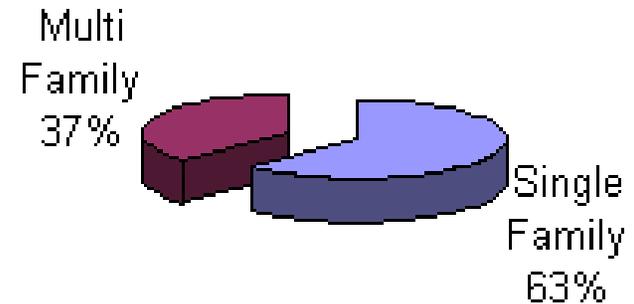
- 1.8 Million Gallons recycled by CCCs in 2000



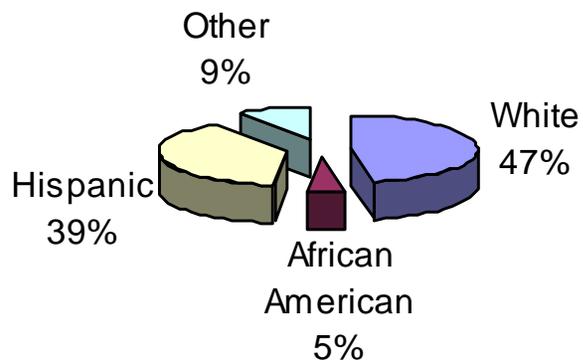
# Demographic

## North Valley

Housing  
Total housing units 187,262



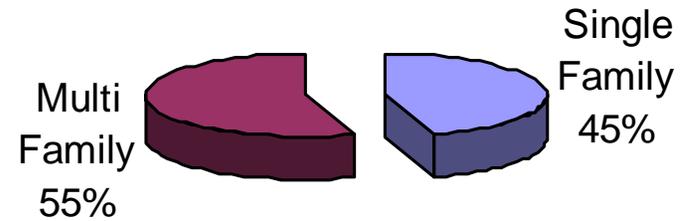
Ethnicity  
Total Population 558,2004



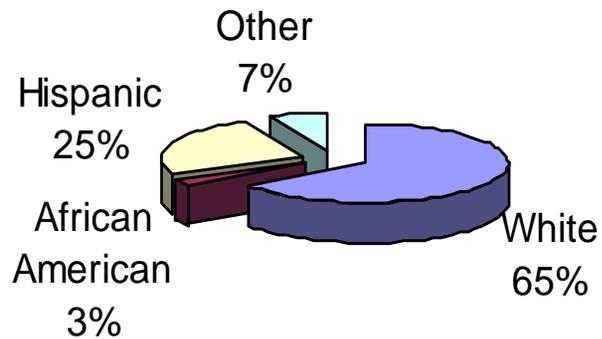
# Demographic

## South Valley

Housing  
Total Housing Units 269,142 Units



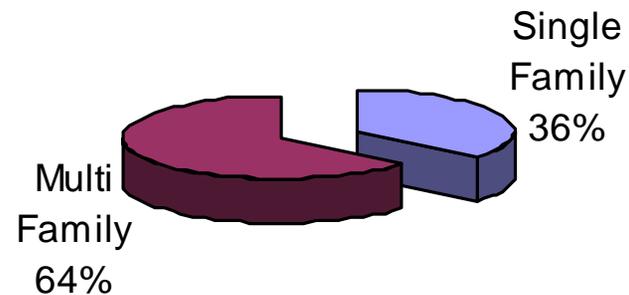
Ethnicity  
Total Population 634,847



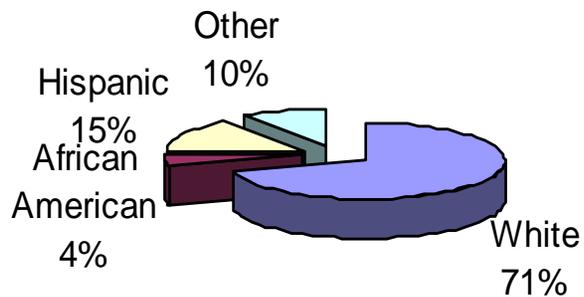
# Demographic

## West Los Angeles

Housing  
Total Housing units 182,153



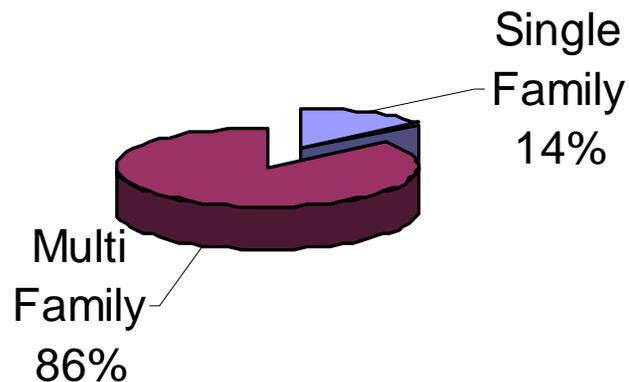
Ethnicity  
Total Population 375,525



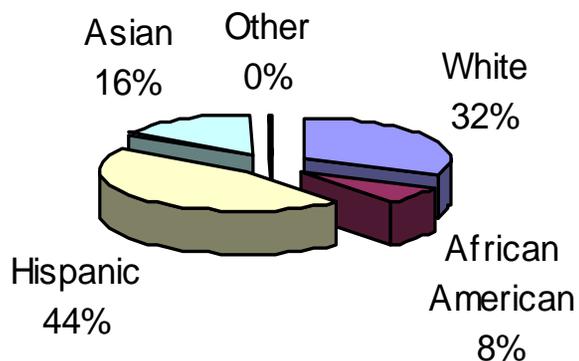
# Demographic

## Central Los Angeles

Housing  
Total Housing Units 263,820



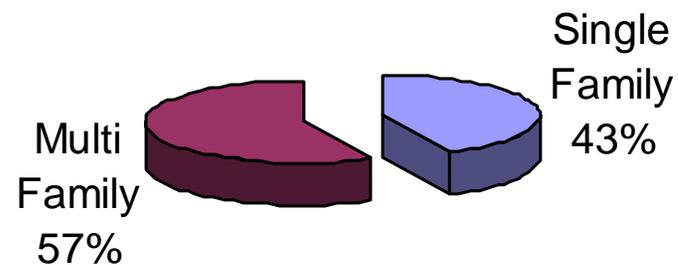
Ethnicity  
Total Population 634,141



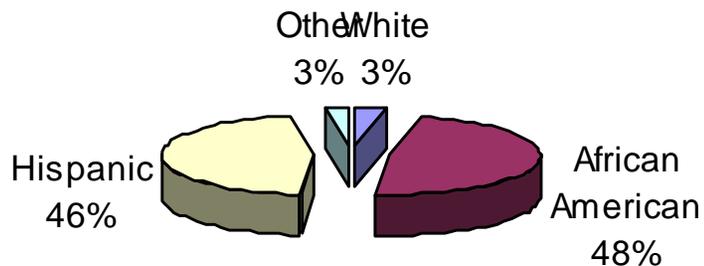
# Demographic

## South Los Angeles

Housing  
Total Housing Units 210,245



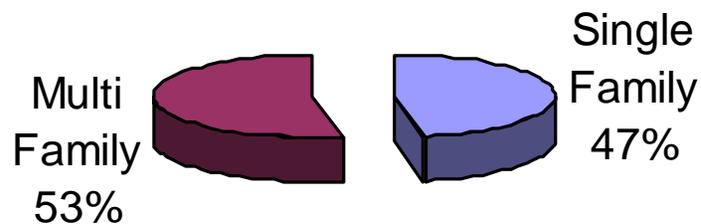
Ethnicity  
Total Population 665,857



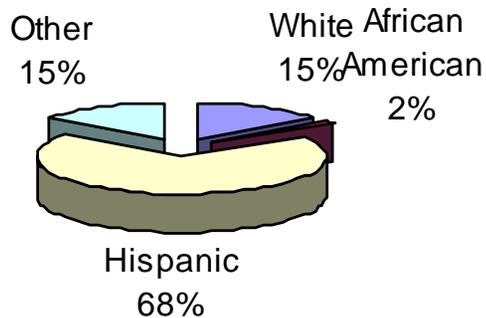
# Demographic

## East Los Angeles

Housing  
Total Housing Units 124,188

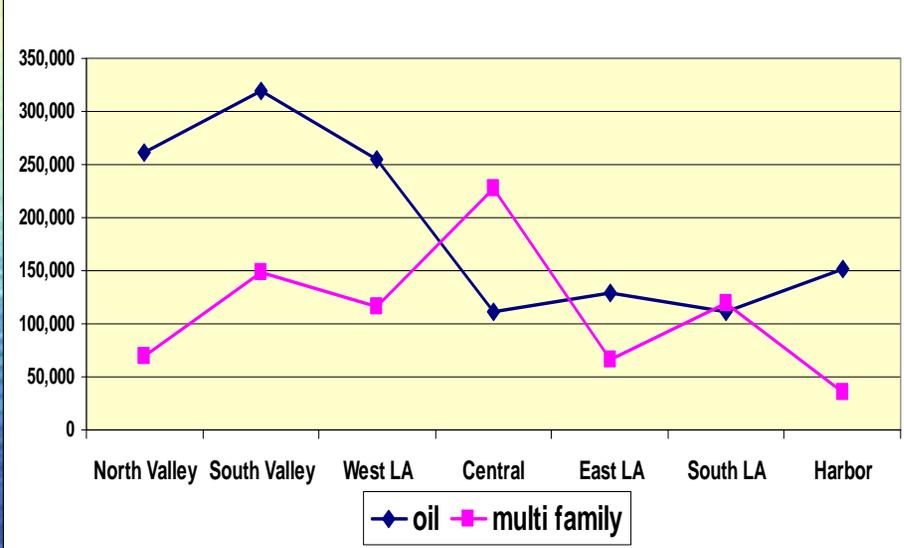


Ethnicity  
Total Population 410,970



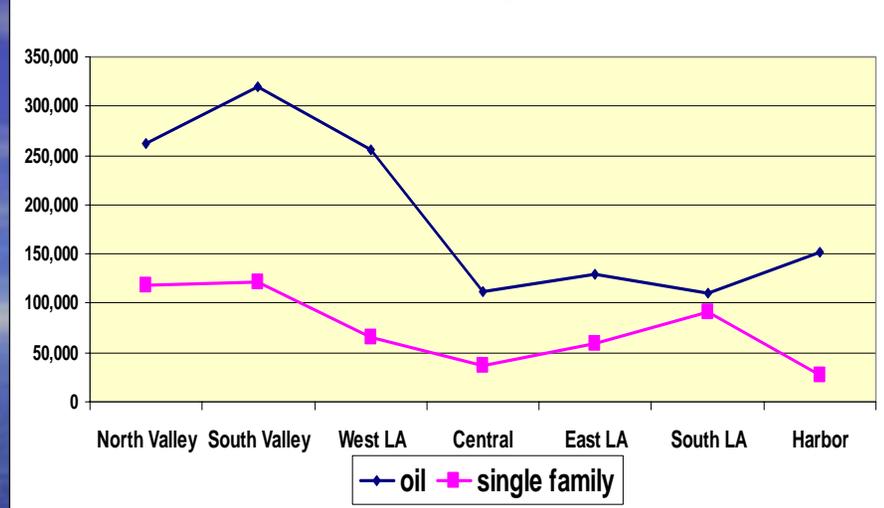
# Recycled Used Oil & Housing Correlation

## Oil Volume vs. Multi-Family



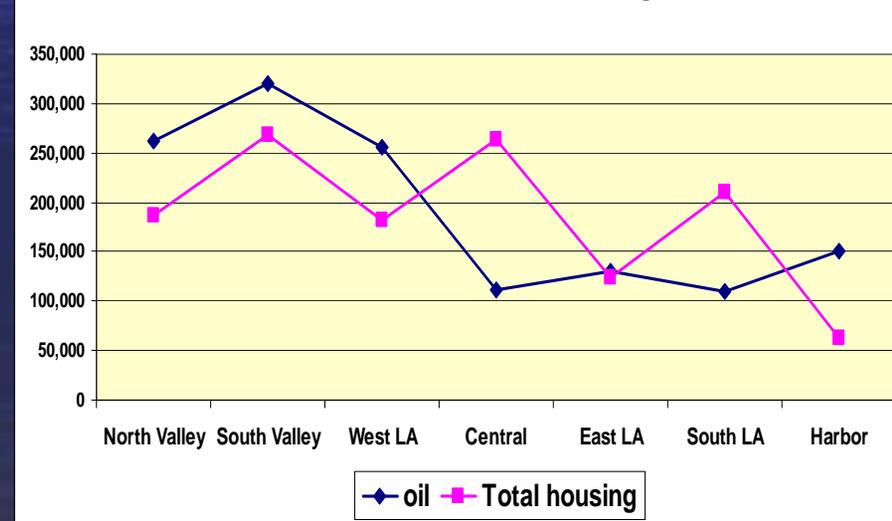
*Recycled oil volume & Multi-Family housing in target area diverge sharply in opposite direction*

## Oil Volume vs. Single Family



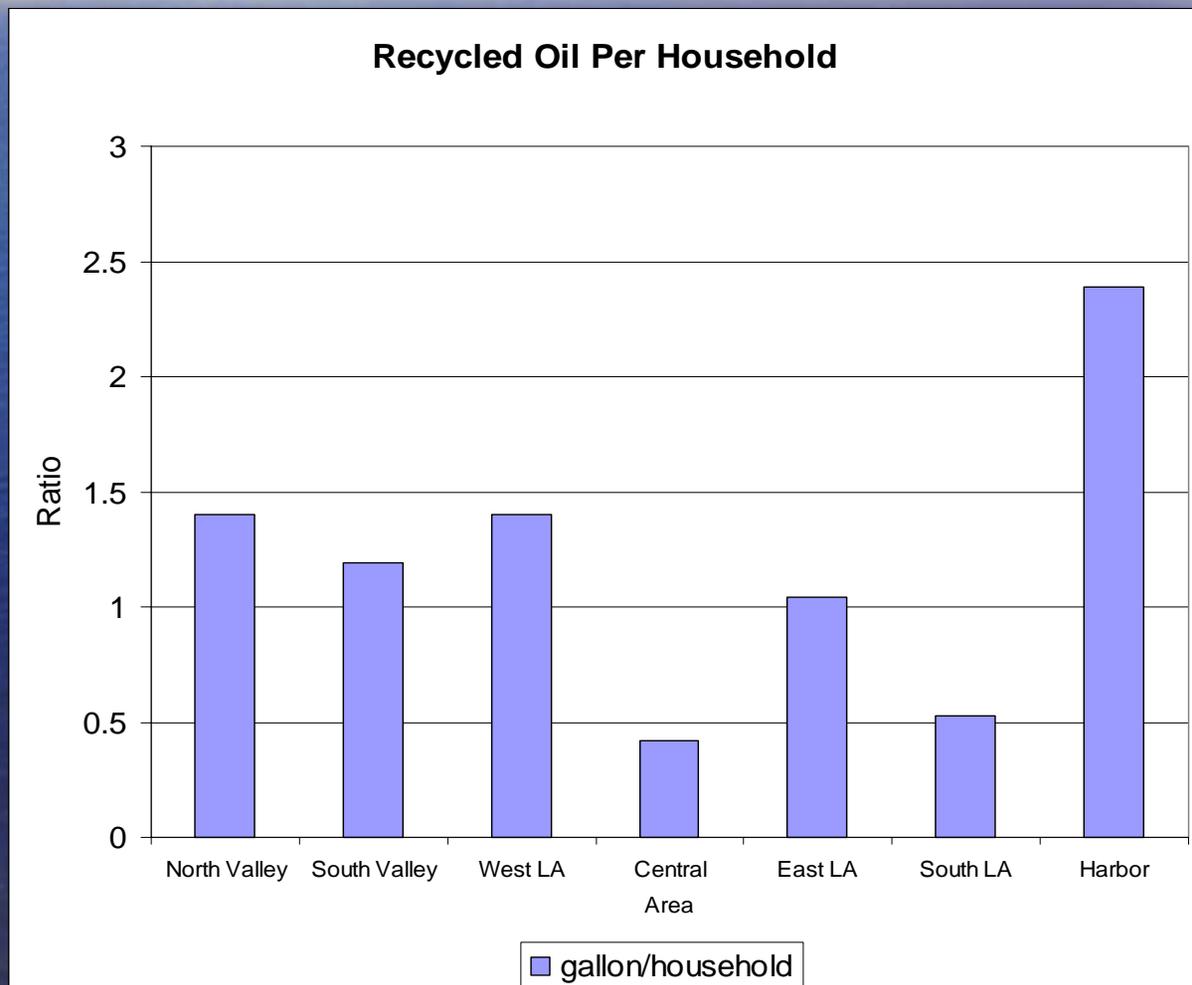
*Recycled oil volume & Single Family housing in target area –Direct and Consistent Correlation*

## Oil Volume vs. Total Housing



# Summary of Analysis

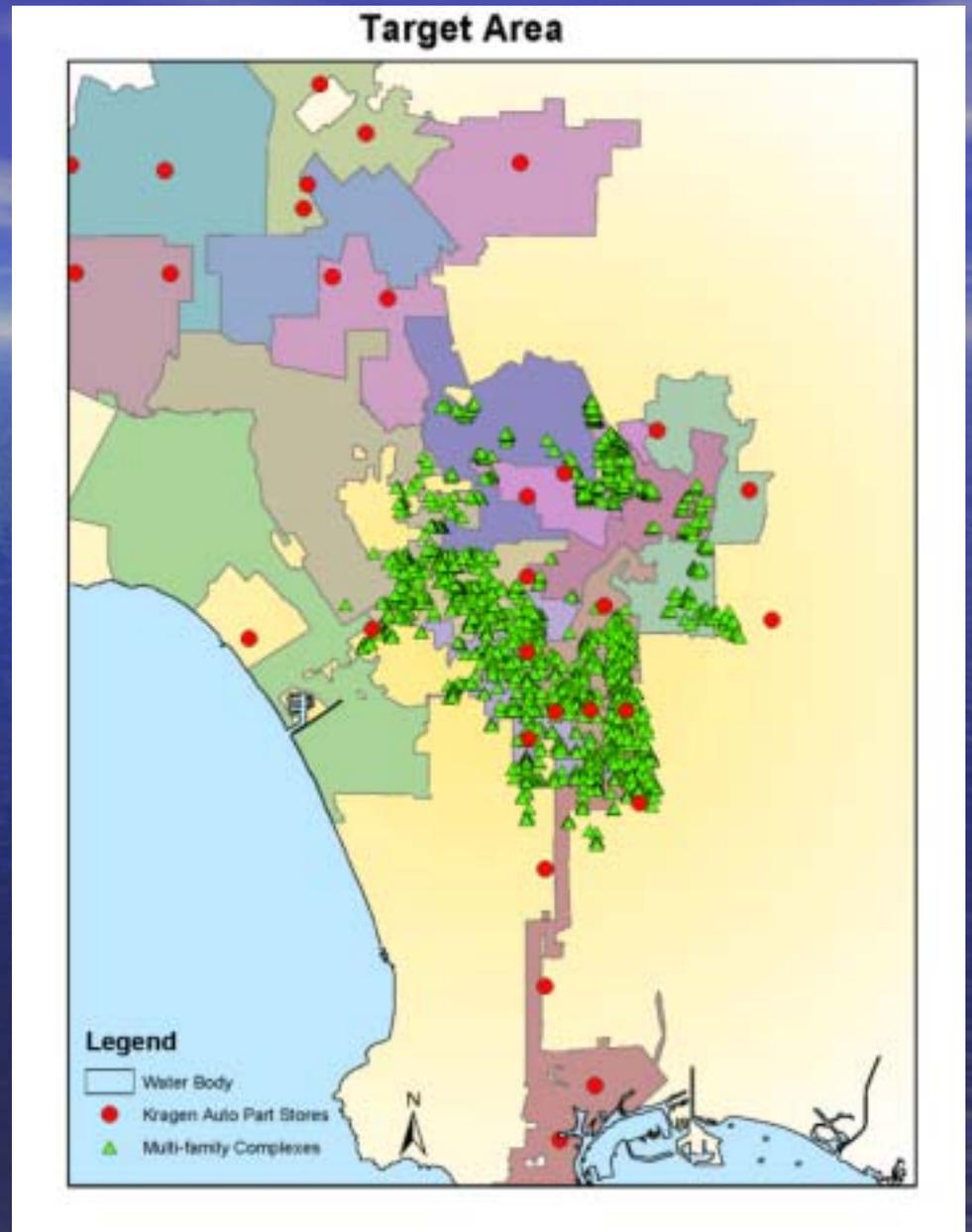
- Normalizing Data
- Recycling in Target area lower by approximately 200,000g



# Developing a grass roots campaign

- Select Certified Collection Centers with high density of multi-family complexes in their service areas
- Arrange and schedule promotional events
- Develop advertising flyers
- Hold Promotional events
- Assess impact

- Selection of Certified Centers with dense cluster of multi-family residents



# Advertisement



WHERE:

**KRAGEN #1538**  
1516 E. Florence Ave.  
Los Angeles, CA 90001

WHEN:

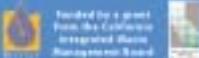
**Saturday,  
August 23, 2003**

TIME:

**10:00 a.m. to  
2:00 p.m.**

For More  
Information:  
1-800-98-TOXIC or  
1-888-CLEAN-LA  
or visit our website at  
[www.larecycles.org](http://www.larecycles.org)

This program is sponsored by  
City of Los Angeles  
Department of Public Works  
Bureau of Recycling



## Do You Change the Oil in Your Car? If so ...



Bring us your used  
oil and receive free  
shop rags, oil funnels,  
and information on  
how to properly recy-  
cle your used oil and  
oil filters.

Bring us your  
used oil filter  
and receive a  
new one for  
**FREE!**



FREE FILTER also valid only when bringing the specified kit. See ad also posted in this file.



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DONDE:

**KRAGEN #1538**  
1516 E. Florence Ave.  
Los Angeles, CA 90001

CUANDO:

**Sábado 23 de  
Agosto del 2003**

HORA:

**10:00 a.m. -  
2:00 p.m.**

Para Más  
Información:  
1-800-98-TOXIC o  
1-888-CLEAN-LA  
o visite nuestra pági-  
na en el internet en  
[www.larecycles.org](http://www.larecycles.org)

Este programa es patrocinado por:  
Ciudad de Los Angeles  
Departamento de Obras Públicas  
Bureau de Reciclaje



## ¿Cambia usted el aceite de su coche? si es así ...



Traiga su aceite y fil-  
tros de motor usados y  
reciba gratis toallas de  
taller, embudos e infor-  
mación de cómo reci-  
clar correctamente su  
aceite y filtros de  
motor usados

Tráiganos su  
filtro usado y  
reciba un  
nuevo filtro  
**¡GRATIS!**



¡GRATIS PARA FILTRO GRATIS sólo se aplica durante la fecha, hora, y lugar indicados en esta publicación.



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# Promotional Events

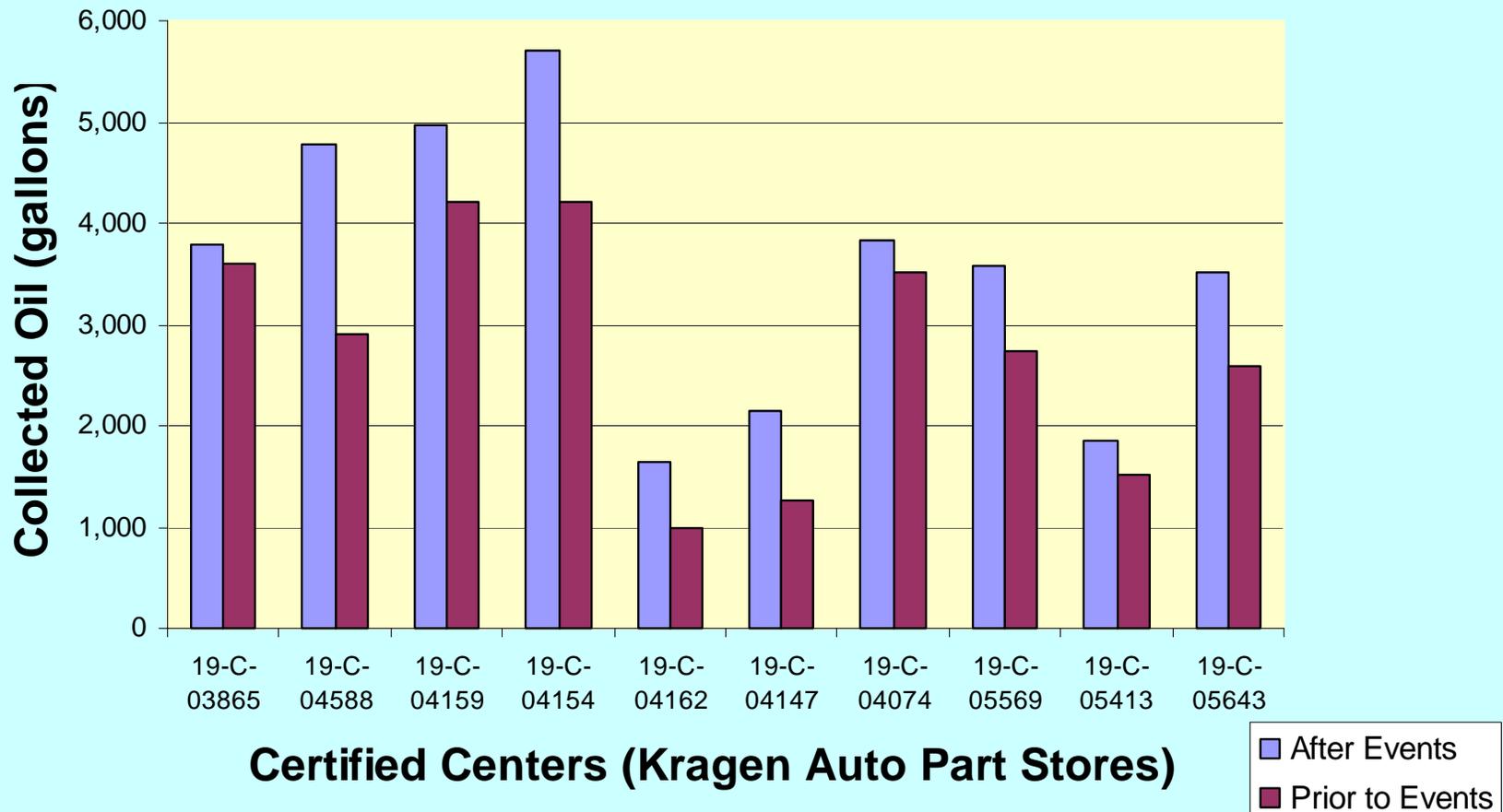


# City's Temporary Collection Events



# Promotional events works...

**Used oil collected at certified centers increased by 10% to 70% following promotional events**



# Survey of participating DIYs at the promotional events

- 32% to 70% participating DIYs identified themselves as multi-family residents.
- 58% of DIYs changes oil for two or more vehicles.
- 83% of DIYs changes oil for every three months or 3,000 miles.

# Issues of Concern for Certified Collection Centers

- After Hour drop-off
- Inadequate frequency of used oil pick up
- Contaminated Oil

# City's promotional item to address contamination

Keep Your  
Used Motor  
Oil Clean and  
Recycle!

Used Motor Oil is  
Contaminated if...  
... it is mixed with  
any other fluid.

**RECYCLE  
USED OIL**

**CALL 1-800 98 TOXIC**

Funded by a grant from the California  
Integrated Waste Management Board.

Mantenga su  
Aceite de Motor  
Usado Limpio y  
Recicle!

El Aceite Usado esta  
Contaminado si...  
... es mezclado con  
cualquier otro liquido.

**RECYCLE  
ACEITE USADO**

**Llame al 1-800 98 TOXIC**

Financiado con fondos del California  
Integrated Waste Management Board.

# Special recognition

- This project is being implemented with the cooperation and partnership of Kragen Auto Part, inc. Without their assistance, this would not be possible. The City of Los Angeles appreciates their interest in the program and hopes other auto part certified centers follow Kragen's lead.



**Hamid Tadayon**  
**City of Los Angeles**  
**(213)473-8163**  
**[htadayon@san.lacity.org](mailto:htadayon@san.lacity.org)**