



City of Los Angeles

April 2005

*Managing Used Oil & Filters
Certified Collection Centers*

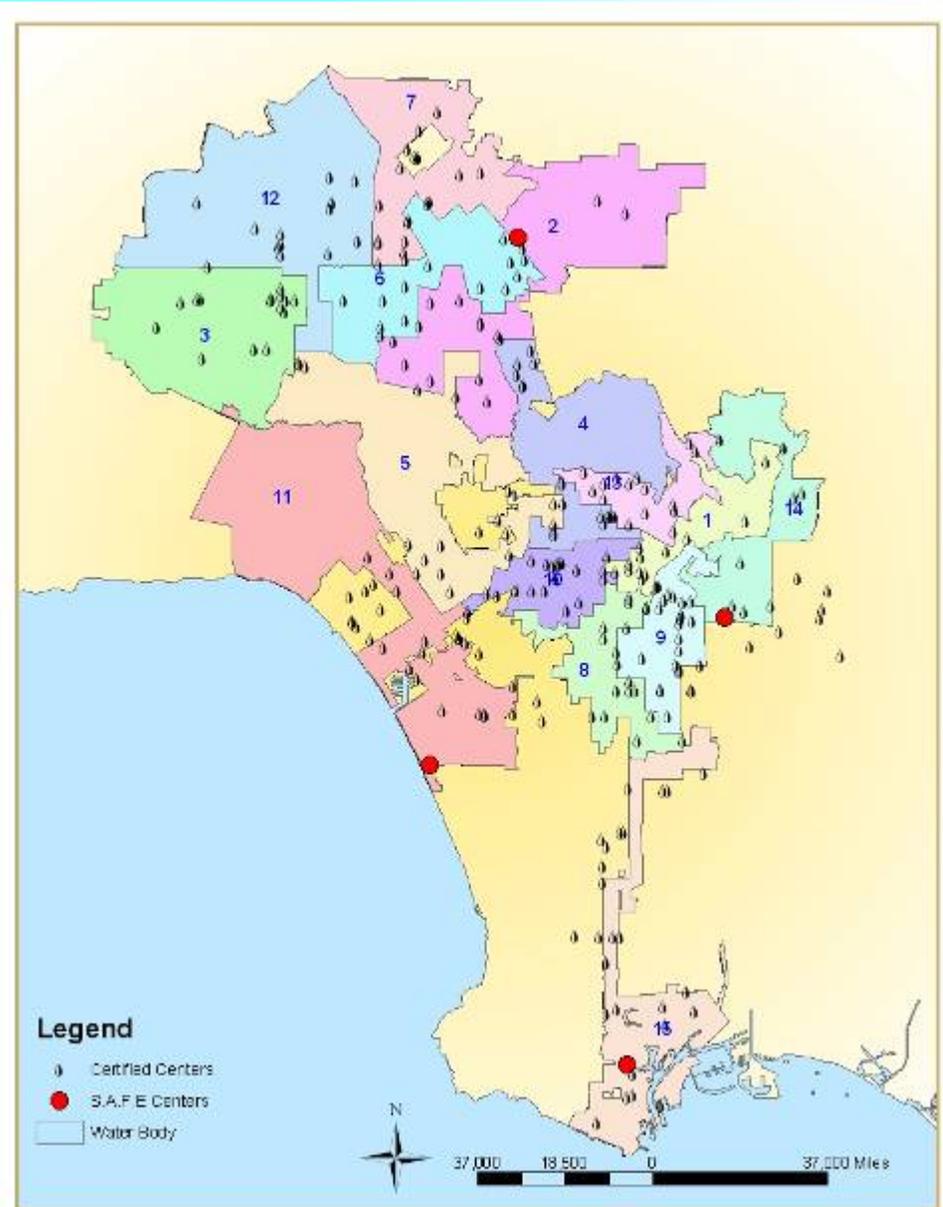


OUTLINE

- Overview of the City's Certified Centers
- Goals
- Bay or No Bay Services
- Good Service Attracts DIYs
- Motivating Certified Centers
- Meeting DIYs
- Recruiting Additional Certified Centers
- Useful Tools

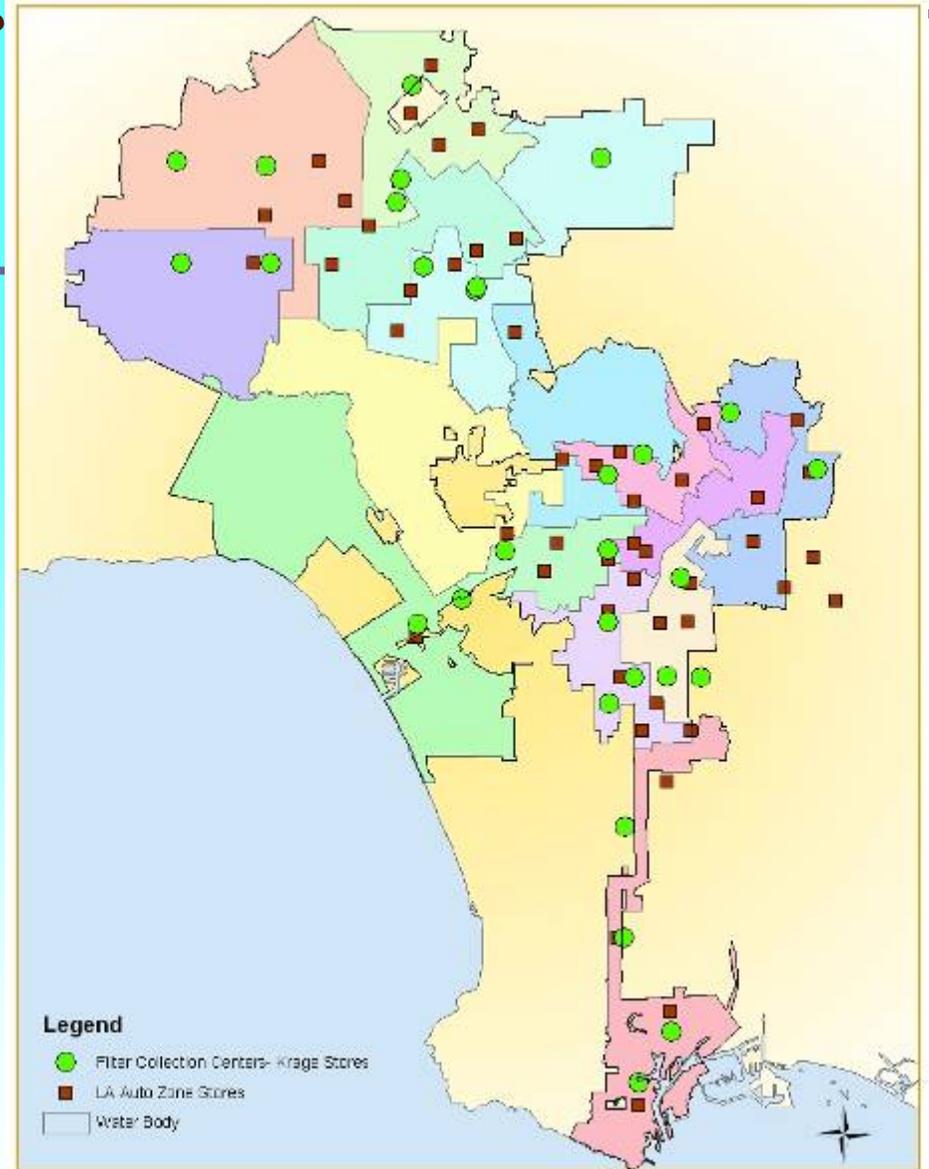
City of Los Angeles Certified Centers

- Around 220 to 250 Certified Collection Centers
- Conduct twice a year site visits per center
- Additional follow up when necessary



City of Los Angeles Filter Collection Centers

- All 29 Kragen Stores Accept Filters
- In process of bringing Other Centers on Board



Goal

- To make Certified Centers the main if not the sole recycling facility for DIYs
Reason: Accessibility and cost effectiveness
- Maximize the bottom line, used oil collection and recycling

How to achieve goals

- Making Certified Centers' services Attractive to DIYs

Quid-pro-Quo

- Have DIYs respect Certified Centers protocols

Quality Collection Services attracts DIYs

QA/QC achieved through ;

- **Enforcement !!**

Requires authority.

Their service is voluntarily

- **Motivating**

Motivating for quality collection service

- Acknowledge their work and the impediments they have to deal with
- Ask their opinion
- Make frequent visits, and follow up phone calls
- Show how important the program is to your agency
- Share with them their recycling services in terms of quantity
- Communicate with them your expectation
- Develop a Mechanism for Recognition

Getting the Centers Involved

- Example- Working with them to design a sign

**You have already come half way
to recycle your used oil...**



**Please bring it inside the store.
Don't leave it outside.**

A message brought to you by:



Los Angeles
Police Department



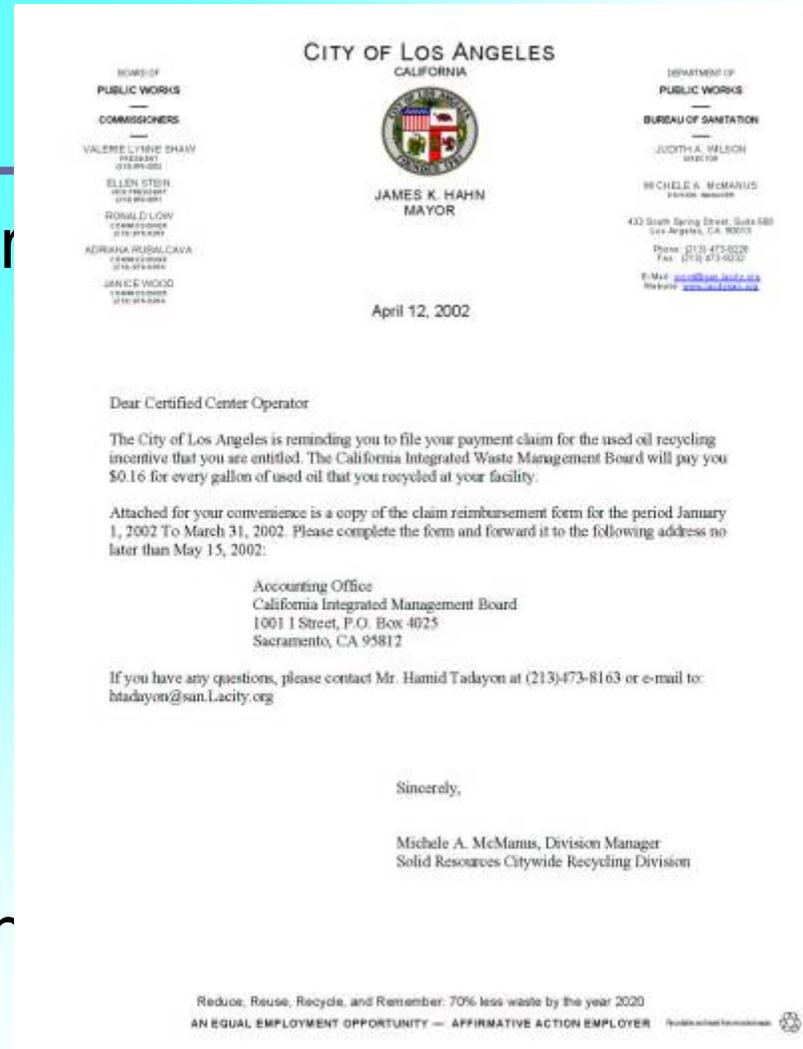
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Made possible by a grant from the California
Integrated Waste Management Board

Sending Reminder notice

- Reminder notices to file for incentive claim
- They get their incentive, we get the data
- Information on oil volume recycled by certified centers is very important in program evaluation.



Follow up notice

- Follow up notices are sent to those who ignored the first notice.
- They are requested to send their claim form to the City.

Sending Notices are Effective

- In response to a follow up notice, Firestone submitted a multi claim report for a total of 13,500 (g) oil for only one quarter.
- This would otherwise be unaccounted and would skew the analysis.

Our presence Shows Our Seriousness

- Conducting promotional events at certified centers is most effective



Meeting DIYs

- Certified Centers is the best place to meet DIYs
- Promotional Events facilitates face to face interaction with DIYs
- It also provides opportunity to receive at the same time, feed back from both DIYs and Collection Centers, strengthening the bridge between the two

Certified Centers Recognition

- A Certificate of Appreciation goes far in motivating Certified Centers
- Creates a healthy competition
- Increases certified centers' employees involvement

City of Los Angeles Certificate of Appreciation









Certificate of Appreciation
Kippen Van Pelt #1781

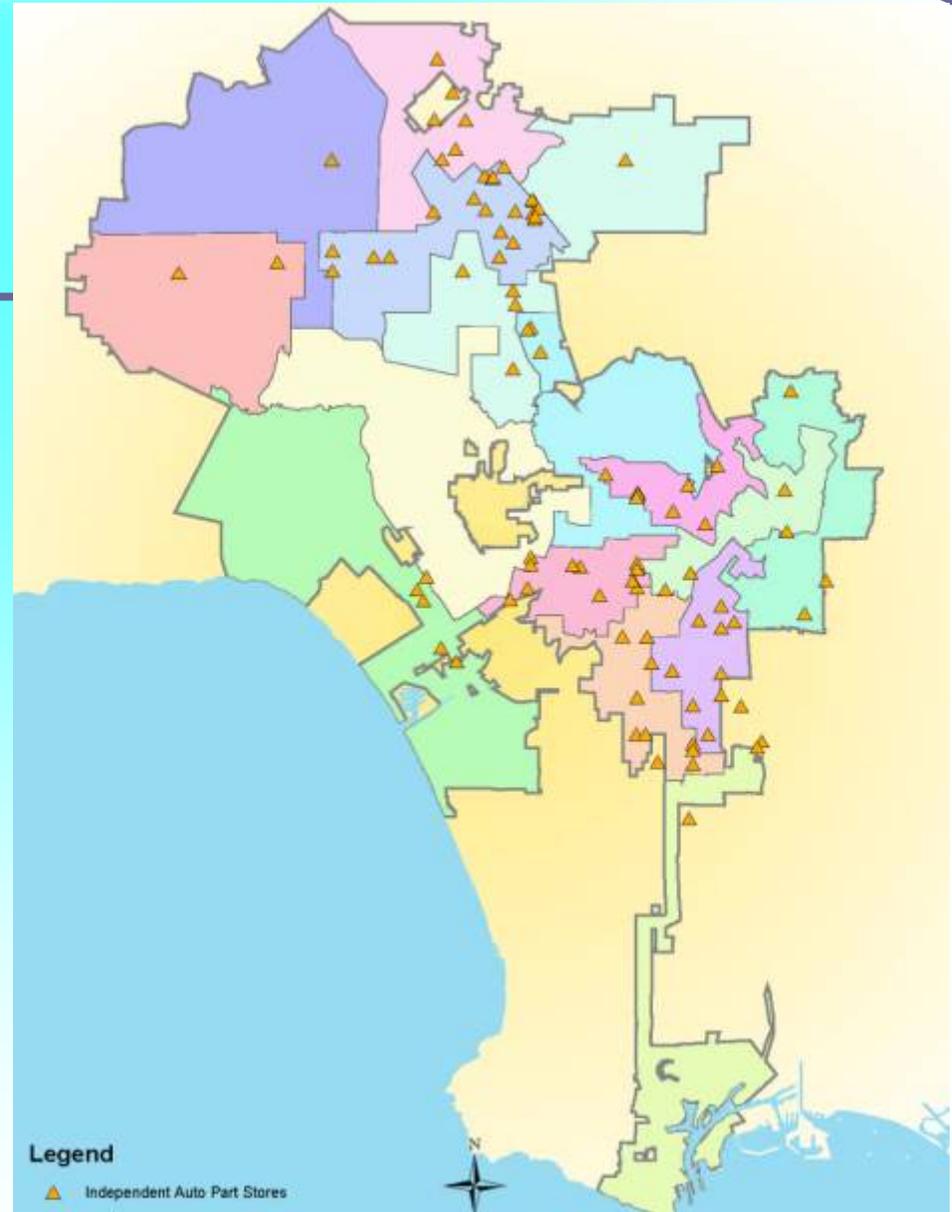
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Recruiting Additional Centers

- Recruiting additional centers is often necessary to maintain a sufficient level of recycling opportunity
- Best businesses to focus: Auto part Stores with no Bay Services
- Geographic-based selection in underserved areas

Independent Auto Part Stores

- Around 104 candidates are being recruited



Recruiting..

- Make an appointment if possible, and preferably early in the week
- Prepare a packet to include:
 - *An official letter inviting them to joining the program.*

The letter should emphasize on the potential business improvement as a result of increased foot traffic from recycling activities

Recruiting..

- *A map showing the service area of the potential candidate*
- *A sample copy of printed CIWMB and other websites that the potential candidate would be listed/advertised*
- *Photos of promotional events at other certified centers*

Recruiting..

- *Any brochures, flyers and fact sheets pertinent to used oil and filter recycling*
- *A copy of certified centers operation guide, and incentive claim form*
- *A list of used oil haulers*
And
- *The certification application*

Important tools

- A flexible database to be maintained
 - Data acquisition
 - Store
 - Extract
- A GIS Program
 - Intelligent map which allows you to use attributes of a geographical area in your data analysis
- Stake holder support



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