



Successful Targeted Outreach

Used Oil/HHW 2007 Workshop
April 18, 2007

Howard Mayo
Orange County
Used Oil Recycling Program

Orange County Used Oil
Recycling Program



Successful Targeted Outreach

Oil Filter Collection

- How do we increase filter recycling?
- Over 50-60 percent of DIYers in OC are not recycling their oil filters.
- Kragens get ~ 0 - 5 / filters day
- DIYs don't know the auto parts store they're shopping in accepts oil filters.
- Are conventional advertising and events working?

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What is an Oil Filter Exchange Event?

- Kragen/CIWMB partnership
- Educating DIYers to Recycle Oil Filters
- Bring in a used filter, get one FREE
- Limit 2, and like for like

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Orange County Filter Exchange Evolution

- Followed Hamid Tadayon' model – City of L.A.
- CIWMB Opportunity Grant to Block Grant
- Partnered with Terri Buttler of CSK Auto (Kragens)-**Insurance Policy Required**
- Requested CIWMB Grant Manager Approval
- In 2005 purchased Kragen Gift Cards
- Consultant taught OC to do “filter exchanges”

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Orange County Filter Exchange Evolution

Outdoor Kragen Event in Stanton, CA - May 2006.

- Conducted by consultant – \$7000
- Business outreach – 200+.
- Media alert, Press release, newspaper ad.
- Whole enchilada – Raffle, bbq, stormwater, etc.
- **45** used oil filters collected,
- Commitment letters.

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Orange County Filter Exchange Evolution

Outdoor Kragen Event in Westminster, CA – June 2006.

- Conducted by consultant – \$7000
- Business outreach – 200+
- Media alert, Press release, newspaper ad
- Whole enchilada – Raffle, bbq, stormwater, etc.
- **52** used oil filters collected plus commitment letters

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Advantages of In-store Filter Exchange Events

- No CSK Auto insurance requirement
- Less outreach required
- Lower cost (\$1500 - \$2000)
- Easier to conduct than outdoor events
- Great CBSM results
- Collected as many or more filters than outdoor events

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In-store oil filter exchange event results

10/02/06	San Clemente	Kragen - 35 filters
11/18/06	Laguna Hills	Kragen - 59 filters
12/16/06	Tustin	Kragen - 51 filters
01/20/07	San Clemente	Kragen - 20 filters
03/17/07	Westminster	Kragen - 24 filters

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Impacts of Filter Exchange Events in Orange County

- Increased recycling rate at host CCCs
- **1 to 2 drums/yr.**
- FREE filters make people happy.
- Meet Shade Tree Mechanics.
- Are we collecting more oil?

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How to Market and Conduct a Successful Oil Filter Exchange Event

- Identify CCCs that accept and sell oil filters
- Obtain CIWMB Grant Manager's approval
- Obtain top down approval- Contact Terri Buttler with CSK (Kragen) 602 631-7057
- Figure out how to pay for filters
- Decide: Inside or outside of store?

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How to Market and Conduct a Successful Oil Filter Exchange Event

- For outside event, get CSK and Landlord added to your insurance policy.
- Plan event with store manager
- Create flyer for CCC distribution
- Place ad in local newspaper
- Promote event on website or cleanup.org

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How to Market and Conduct a Successful Oil Filter Exchange Event

- Start flyer distribution 2 weeks prior to event
- Create vouchers
- Empty Filter drum and waste oil tank
- Enthusiastic store manager / employees = Success
- Collect vouchers or filter exchange log after event/ Track subsequent filter collection

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Filter Exchange cost breakdown

- \$1250 Staff time 50 hrs @ \$25/hr (includes - planning, ad development and placement, flyer creation and distribution, vouchers, staffing)
- \$100 Mileage
- \$25 Printing/Coping
- \$250 Filters
- \$35 Disposal
- \$250 Premiums
- Free advertising

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Up Front Expenditures

- Banner
- Flyer creation
- Gift Cards
- Table cloth, brochure holder, etc.

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Possible Ideas to Improve Results

- More time at store passing out flyers
- More advertising?
- Newspapers
- Spreading flyers around town

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USED OIL AND OIL FILTER COLLECTION EVENT

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

Every resident that brings in a used oil filter for recycling will receive a new oil filter FREE.*

Location: Kragen Auto Parts
6562 Westminster Blvd
Westminster, CA 92683

Date: Saturday
Mar 17, 2007

Time: 8am - 2pm

Used oil must be stored properly in a clean *uncontaminated* container.

For all *contaminated* used oil and other household hazardous waste, please visit the closest Huntington Beach HHW center at 17121 Nichols Street (at Rainbow Disposal, off Warner Ave, between Beach Blvd. and Gothard St. Use Gate 6)

DUMP USED
OIL AND WE
ALL GET
SOAKED.



(800) CLEAN UP
WWW.1800CLEANUP.ORG



FUNDED BY A GRANT FROM THE CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD.

*FREE OIL FILTERS WILL ONLY BE GIVEN AWAY DURING THIS EVENT. LIMIT OF TWO FILTERS PER CUSTOMER

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FREE NEWSPAPER ADVERTISEMENT

USED OIL FILTER ROUND UP

Anyone who brings in a
used oil filter for recycling
can get a comparable new oil filter for free
(limit 2 per person).

Kragen Auto Parts

1113 S. El Camino Real

San Clemente, CA 92672

Saturday January 20, 2007

8:00am – 2:00pm

Sponsored by Kragen Auto Parts and the County of Orange
Used Oil Program

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No. 000021

 

(800) CLEAN UP
WWW.1800CLEANUP.ORG

GOOD FOR ONE FREE 5 OIL FILTER
Valid only on Sat., June 10, 2006 at Krugen Auto Parts - Westminster

Name Jeff Young
City and Zip Code Westminster 92683
How did you hear about the event? Word of Mouth

PH 3387A

No. 000005

 

(800) CLEAN UP
WWW.1800CLEANUP.ORG

GOOD FOR ONE FREE ^{K&N}~~5~~ OIL FILTER
Valid only on Sat., June 10, 2006 at Krugen Auto Parts - Westminster

Name Steve
City and Zip Code Decumbert 90120
How did you hear about the event? Krugan Flyer

HP6004

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SALE
SAVE UP TO
50%
On Selected Items!

OPEN

FREE OIL FILTER EXCHANGE EVENT

Bring in your used oil filters and receive a FREE oil filter at this store this Saturday from 8am-2pm.



BRAGGY
(800) CLEAN UP
WWW.CLEANUP.ORG

BRING US YOUR USED OIL
Used Motor Oil Collected Here For Recycling

OFFICIAL AUTO PARTS STORE
CHAMPIONSHIP
NHRA
NASCAR RACING



Accu-turn



↑ FIRE EXTINGUISHER ↓

WARNING!
NO DUMPING
OF PETROL
OR OIL
OR TOXIC
WASTE
PROS
WILL BE
CUTED!

USED OIL ONLY
774 388 0000

