

Filter Recycling Outreach

Promoting Filter Collection through
CBSM and Event Partnerships

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Filter Research

- Conducted large-scale survey of DIY'ers
- 1085 persons
- Survey taken in the cities of Long Beach, South Gate, Huntington Park, Lynwood, and Compton at auto-parts stores

Filter Research

- Percent of Improper Disposal

| | UO | UO Filters |
|------------------------|-----------|-------------------|
| Compton | 17% | 59% |
| Huntington Park | 2% | 8% |
| Long Beach | 6% | 26% |
| Lynwood | 4% | 36% |
| South Gate | 3% | 34% |
| Overall | 6% | 32% |

Filter Research

- How did you learn about oil/filter recycling?

| Location | DIY'ers | Total |
|---------------------------|---------|-------|
| Word of Mouth | 211 | 31% |
| Mass Media Ads. | 99 | 14% |
| Point of Purchase Ads. | 195 | 28% |
| Community Event | 6 | 1% |
| Hotline | 0 | 0% |
| Website | 0 | 0% |
| Poster at Auto Part Store | 103 | 15% |
| Site Specific Flyer | 9 | 1% |
| Decline to state | 31 | 5% |
| Other | 31 | 5% |

Filter Research

- What do you do with your filter?

| Location | Oil | Total | Filters | Total |
|-------------------------|-----|------------|---------|------------|
| Auto Parts Store | 562 | 77% | 396 | 54% |
| Gas Station | 15 | 2% | 8 | 1% |
| Collection Center | 63 | 9% | 54 | 7% |
| Mechanic | 45 | 6% | 43 | 6% |
| Trash | 47 | 6% | 231 | 32% |

Event Publicity

- Visited over 200 businesses in the target area to post and place event flyers
- Sent out media alerts for the event to 6 local newspapers
- Coordinated with the Compton Community College to post bulletins throughout campus
- Coordinated with local Catholic Church (St. Helen's)
- Educated store staff on Used Oil Recycling message and upcoming event

Event Publicity

Community Event Flyer

FREE USED OIL AND OIL FILTER COLLECTION EVENT

Bring In Your Used Motor Oil and Oil Filters

Every City of Compton resident that brings in a used oil filter for recycling will receive a new oil filter free.*

Location: Kragen #1588
192 E. Compton Blvd.
Compton, CA 90220

Date: Saturday
February 11, 2006

Time: 8am - 2pm

Used oil must be stored properly in a clean, uncontaminated container. For proper disposal of contaminated used oil and other household hazardous waste, please visit the SAFE Center at 2649 E. Washington Blvd., Los Angeles.

DUMP USED OIL AND WE ALL GET SOAKED.



(888) CLEAN LA
WWW.888CLEANLA.COM

KRAGEN
FOR OIL

SAFE
Center

FINANCED BY A GRANT FROM THE CALIFORNIA ENVIRONMENTAL PROTECTION BOARD.
*EXCLUDES FILTERS FROM OTHER STATES OTHER THAN CALIFORNIA.

EVENTO DE RECOLECCIÓN GRATUITA DEL ACEITE USADO Y FILTROS

Traiga su Aceite Usado y Filtros para Motor

Cada residente de la ciudad de Compton que traiga un filtro de aceite usado para reciclar recibirá un filtro de aceite nuevo gratis.*

Ubicación: Kragen #1588
192 E. Compton Blvd.
Compton, CA 90220

Fecha: sábado
11 de febrero 2006

Hora: 8am - 2pm

El aceite usado se debe almacenar apropiadamente en un contenedor limpio y que no esté contaminado. Para desechos de aceite usado contaminado y otros desechos peligrosos del hogar, por favor visite el SAFE Center localizado en 2649 E. Washington Blvd., Los Angeles.

¡TRAJE EL ACEITE USADO Y NOS EMBAJARA TODOS.



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Event Publicity

Community Event Poster

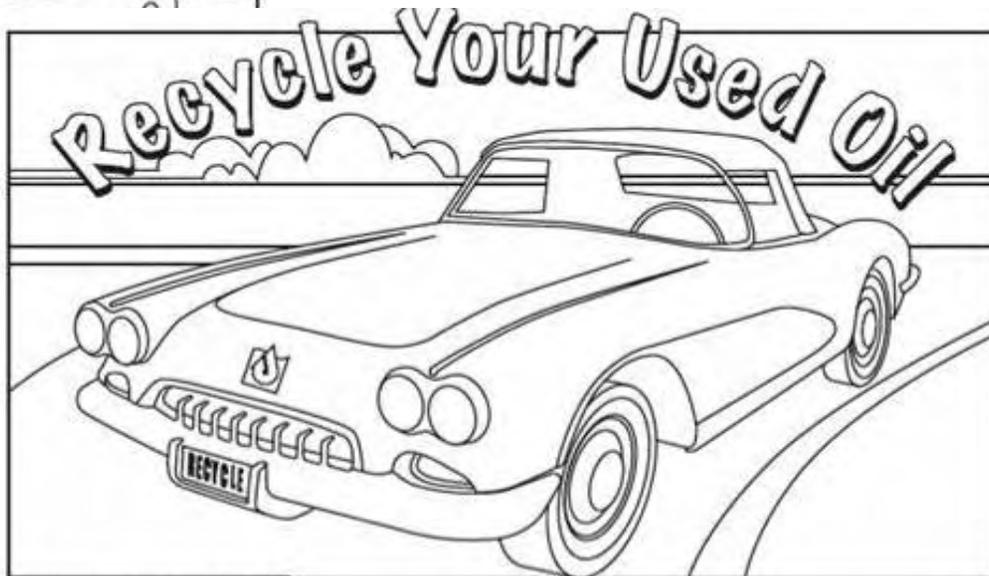


Event Publicity

Community Event Coloring Contest Sheet



CONCURSO PARA COLOREAR



COLORING CONTEST

Event Publicity - Photos



Event Publicity - Photos



Community Event

- Location: Kragen Auto Parts
132 E. Compton Ave.
Compton, CA 90220
- Date: February 11, 2006
- Time: 8am – 2pm



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



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Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Photos



Community Event - Results

- Over 255 visitors attended event
- Collected over 180 gallons of used oil
 - Baseline average 50 gallons per week
- Collected over 85 used oil filters
 - Baseline average 20 filters per week
- Collected 189 commitment letters

To Do List For Events

1. Corporate approval
2. Insurance indemnification
3. Approval of publicity materials
4. Buy-in from store staff
5. Obtain baseline measurements
6. Conduct event publicity
7. Coordinate used oil collection
8. Staff event
9. Evaluate results

Questions / Comments

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