

FINAL SUMMARY

2022 REGIONAL USED OIL & FILTER CAMPAIGN



**“THE GREATEST THREAT
TO OUR PLANET
IS THE BELIEF
THAT *SOMEONE ELSE*
WILL SAVE IT.”**

— Robert Swan, OBE

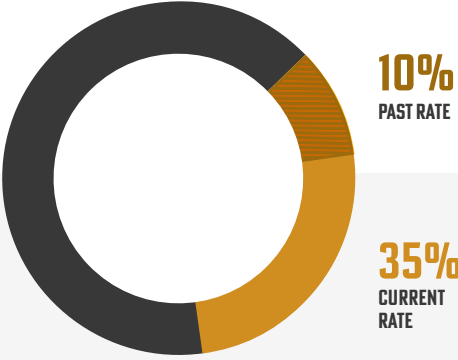


BACKGROUND

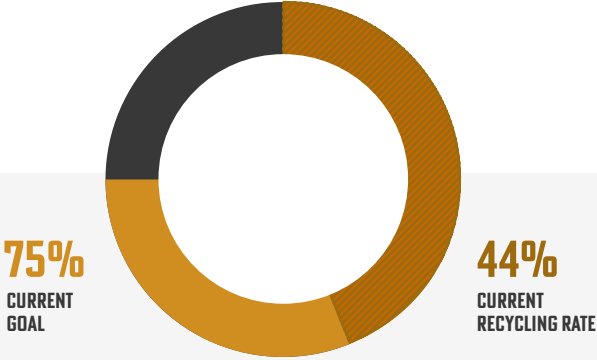
In 2020, the EPA celebrated its 50th anniversary. Since its inception, the national recycling rate has increased from 10% to 35%. California's recycling rate is approximately 44%. While much progress has been made, much more needs to be accomplished if California is to reach its target rate of 75% and beyond. As adventurer and environmental activist Robert Swan notes: "The greatest threat to our planet is the belief that someone else will save it." We need to continue to inspire and educate people to recycle, developing communities where everyone is engaged in working towards a common goal of a healthy environment. The Northern California Regional Recycling Group (RRG) is a cooperative effort by Northern California cities, counties, and other public agencies focused on minimizing pollution, reducing the unnecessary

use of non-renewable resources, and increasing recycling in the region. The RRG uses best practices to conduct public education campaigns that maintain and expand the percentage of people in our communities that actively engage in recycling. Members pool their resources and expertise to: design effective outreach materials, coordinate campaigns, and collaborate on media buys in order to leverage resources effectively and efficiently. Together, RRG members act to ensure our citizens are educated and motivated to recycle, not simply content with leaving it to someone else. Further advancing recycling and waste reduction in the region is a top priority for RRG.

TOGETHER, RRG MEMBERS ACT TO ENSURE OUR CITIZENS ARE EDUCATED AND MOTIVATED TO RECYCLE, NOT SIMPLY CONTENT WITH LEAVING IT TO SOMEONE ELSE. FURTHER ADVANCING RECYCLING AND WASTE REDUCTION IN THE REGION IS A TOP PRIORITY FOR RRG.



The national recycling rate has increased from 10% to 35%.



California's current recycling rate and future goal.

THE 2022 REGIONAL USED OIL RECYCLING CAMPAIGN

Thirty-five RRG jurisdictions participated in the 2022 Regional Used Oil Recycling Campaign. From mid-June through early August, RRG conducted media outreach activities throughout Northern California. The core of the campaign was a heavy rotation of television and radio spots. The RRG complemented these traditional media outreach methods with social media campaigns that engaged target audiences across a variety of social media platforms. This multifaceted approach engaged the full diversity of the region's population. Though the RRG continually updates and improves the content and methods used, the goals and objectives of the regional campaign have remained consistent. They are:

- ✓ **BENEFIT ALL PARTICIPATING JURISDICTIONS**
- ✓ **BE BROAD-BASED TO REACH THE DIVERSE POPULATIONS OF EACH JURISDICTION**
- ✓ **SUPPLEMENT AND ENHANCE – BUT NOT REPLACE – COMMUNITY-BASED AND/OR LOCAL ACTIVITIES**
- ✓ **INCLUDE OUTREACH IN SPANISH AND OTHER LANGUAGES, AS APPROPRIATE**
- ✓ **IMPACT THE KEY TARGET AUDIENCES OF DIYERS AND MOTORISTS**
- ✓ **LEVERAGE PUBLIC SERVICE OPPORTUNITIES (PSAS, BONUS SPOTS, ETC.)**
- ✓ **UTILIZE MESSAGES THAT ARE EFFECTIVE WITH THE TARGET AUDIENCES**
- ✓ **INCLUDE AN EVALUATION COMPONENT**

A concluding review and assessment of the campaign and its components clearly showed that the campaign achieved our goals and objectives. The reach of the campaign was extensive, delivering an estimated 4.23 million impressions across all target demographics in the region. Furthermore, the collaborative efforts of RRG members obtained a significant amount of bonus and public service spots, resulting in an additional \$58,375 worth of no-cost spots.

A hand wearing a white glove holds a white plastic oil bottle against a bright yellow background. The bottle is the central focus, and the text is overlaid on it.

**THE REACH OF
THE CAMPAIGN WAS
EXTENSIVE, DELIVERING
AN ESTIMATED**

**4.23 MILLION
IMPRESSIONS**

**ACROSS THE KEY
TARGET DEMOGRAPHICS
IN THE REGION.**

TELEVISION AND RADIO

“Animated Oil” Spot

The centerpiece of the campaign was media outreach consisting of three spots with proven track records of effectiveness: “Animated Oil,” “Do LESS!,” and “It’s My Future.” These spots educate the public about the key recycling messages: properly recycling used oil, properly recycling used oil filters, and extending oil change intervals.



The “Animated Oil” spot emphasizes the importance of oil filter recycling and provides information on locating used oil recycling centers. This spot was aired in multiple languages – English, Spanish, Chinese, Hmong, and Tagalog. This spot continued its track record of success, receiving a 4.2 out of 5 overall favorable rating, with 48% of viewers giving it the highest rating possible. A survey of viewers showed that there was a strong need for communicating this message. For example, before watching the spot, 38% of people did not know that used oil filters could be recycled at curbside or at a nearby drop-off facility.

The “Do LESS!” focuses on extending oil change intervals. It provides an innovative twist on the “do more” messages commonly found in mass media and advertising by asking people to “do less” and change their oil less frequently. The spot scored well with audiences, receiving a 4.0 overall favorable rating with 35% of viewers giving it the highest rating possible. After viewing the spot, 31% of people said that they are more likely to change their oil less frequently – a strong number given that 27% of survey respondents already changed their oil at extended intervals greater than 6,000 miles and an additional 47% change it at an interval between 3,000 and 6,000 miles. In essence, approximately half of those who were not already significantly extending their oil change intervals showed a commitment to start doing so. Moreover, it is clear from viewer comments about the spot that a significant number of people had not heard the extended oil change message before.

REPRESENTATIVE COMMENTS ABOUT THE SPOTS FURTHER DEMONSTRATE THEIR EFFECTIVENESS:

“EASY TO UNDERSTAND WHERE TO TAKE YOUR OIL AFTER YOU CHANGE IT.”

“I THINK IT’S A GOOD POINT – I DIDN’T REALIZE THAT AUTO PARTS STORES TAKE USED OIL AND FILTERS.”

“ANOTHER GOOD INFORMATIVE VIDEO BECAUSE IT EXPLAINS WHAT YOU CAN DO WITH THE OIL YOU HAD.”

“I LEARN[ED] SOMETHING NEW BY WATCHING THIS.”

“EVERY 7500 MILES? I’VE NEVER HEARD OF THAT! THAT’S BETTER, BECAUSE IT HELPS THE ENVIRONMENT AND SAVES ME MONEY!”

“LEARNED SOMETHING I DIDN’T KNOW.”

“THIS SOUNDS GREAT, WOULD LOVE TO CHANGE OIL LESS OFTEN.”

“IT’S REALLY COOL AND IT BRINGS A LOT OF AWARENESS TO THIS SITUATION. I WOULD RECOMMEND THIS VIDEO TO ALL MY FRIENDS BECAUSE THEY WOULD LOVE [IT].”

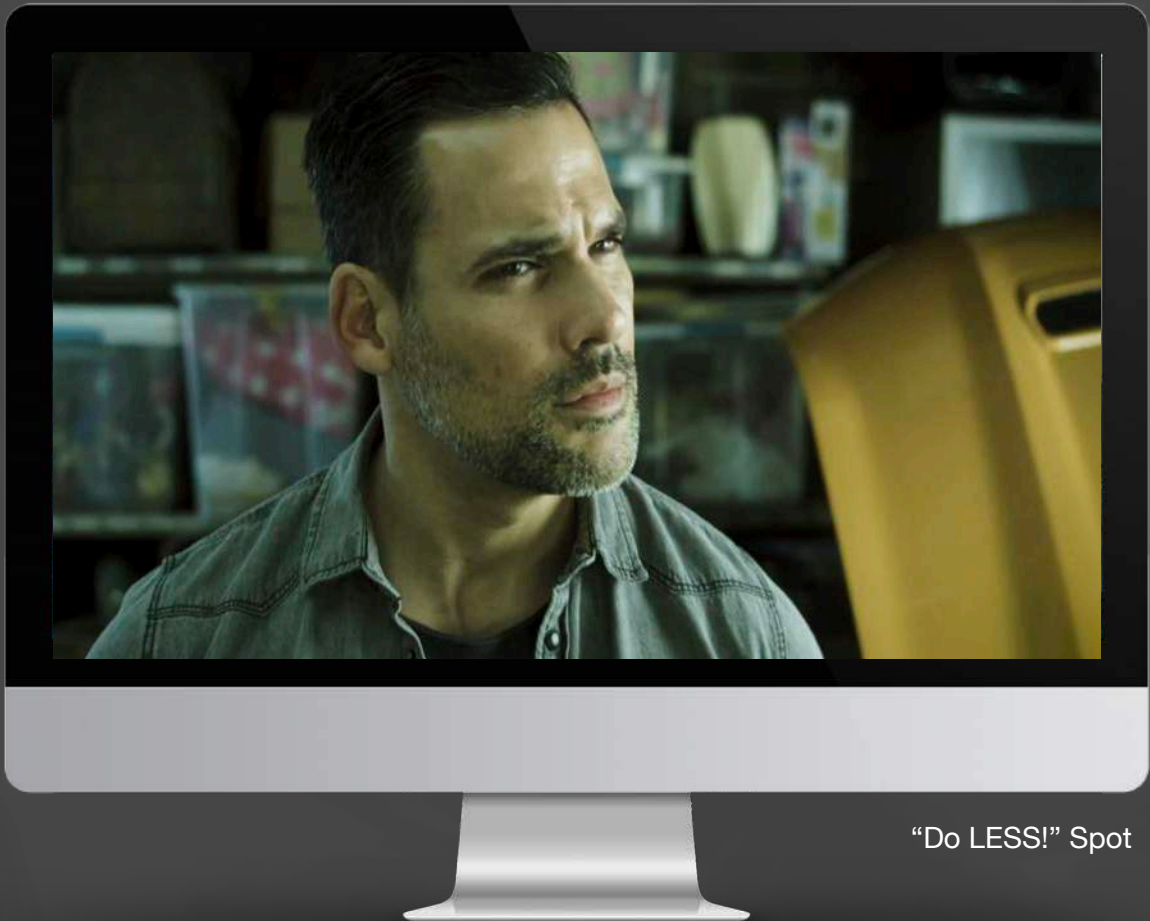
“IT WAS INFORMATIVE. NOT A LOT OF PEOPLE KNOW WHAT TO DO WITH THEIR OIL AFTER THEY DO A MAINTENANCE ON THEIR CAR.”

“THERE ARE PEOPLE IN THIS WORLD WHO DO THIS, AND I’M HAPPY AND PROUD ABOUT THAT, AND THAT THEY ARE ALSO HELPING TO SAVE THE ENVIRONMENT.”

“[IT] HAS A LOT OF INFORMATION THAT I DIDN’T KNOW. I’LL PASS IT ON TO MY HUSBAND AND WE’LL TRY IT.”

“I UNDERSTAND IT BETTER.”

“EDUCATIONAL, EDUCATIONAL, EDUCATIONAL – LEARNED A LOT OF STUFF I DIDN’T KNOW.”



“Do LESS!” Spot

The third spot, “It’s My Future,” promotes used oil and filter recycling with a powerful message that draws on Chief Seattle’s famous saying: “We do not inherit the Earth from our ancestors, we borrow it from our children.” The spot uses young people to drive home the importance of used oil recycling, prompting people to think about how their actions today affect the world they will leave for future generations. Viewers responded to the message very favorably with 31% giving it the highest rating possible; it had a 3.7 rating overall. Comments support the spot’s effectiveness and resonance with viewers.

“It’s My Future” Spots



The campaign leveraged online media to extend the message penetration into all target demographics. The spots were made available on YouTube and on the campaign’s website: www.RecycleUsedOil.com. Numerous radio spots supported the television campaign’s messages and further extended the reach of the recycling message.

WEBSITE AND SOCIAL MEDIA

The campaign website supports all of RRG's recycling initiatives and campaigns. The website extends traditional media outreach by hosting HD videos of television spots. This online presence for the spots is key, as 82% of the campaign audience surveyed used a mobile device, such as a smartphone, iPad, etc. to access the survey, videos, and other campaign information. The website also provides an ongoing home for recycling information that both supports and extends traditional media outreach. The website — www.RecycleUsedOil.com — includes information on oil change intervals, links to the "Check Your Number" web site, HD streaming video of the TV spots, and links to specific used oil and filter recycling information for each participating jurisdiction. The localized information provided by the website is a crucial component to helping turn the motivation generated by the campaign into positive recycling behavior. And the site design makes it easy for people to navigate to the information they need to properly recycle used oil and filters. Given that ease and convenience are key components of getting people to recycle, having a well-designed, ongoing website presence for the campaign is key.

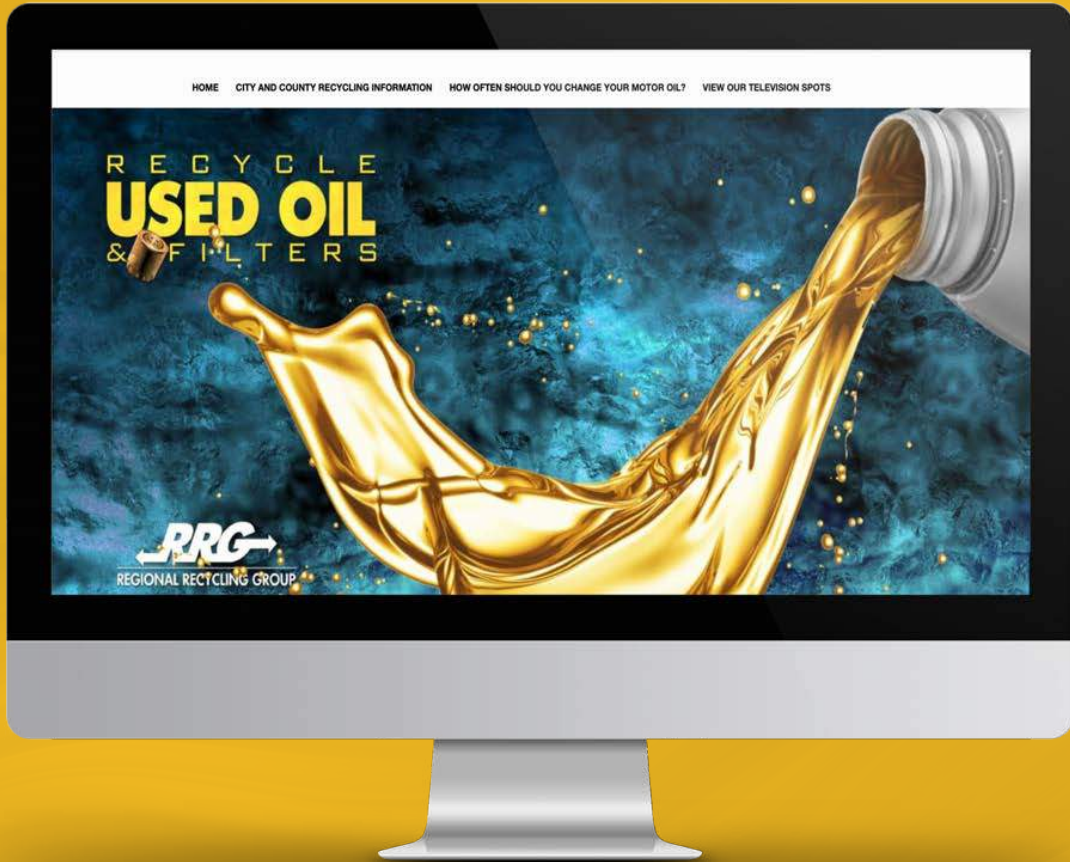
Our social media campaign directly reached thousands of people across the region with the campaign message and helped drive traffic to the website. The social media campaign used numerous platforms, including Facebook, Twitter, YouTube, and Instagram, to directly target residents in the participating jurisdictions. The use of multiple platforms allowed us to target messages to particular demographics for maximum effectiveness. We used sophisticated targeting tools to identify and reach individuals most likely to receive and be motivated by our messages.

RRG Facebook ads generated 755,091 total impressions. These ad sets received an outstanding rating from Facebook on its effectiveness scale, indicating significant positive feedback and reactions from our target audience. The Twitter ad campaign generated 342,918 additional impressions. In addition, the video ad view rate from the Twitter campaign was considered excellent by industry standards. YouTube generated another 702,413 impressions. Instagram added another 128,564 impressions and helped plant the seeds of good recycling behavior in the younger generations of the region.

THE SOCIAL MEDIA CAMPAIGN EVALUATION SHOWS THAT THE CAMPAIGN SIGNIFICANTLY INCREASED THE BREADTH AND PENETRATION OF OUR MESSAGE THROUGHOUT THE REGION.

IT GREATLY HELPED WITH DELIVERING OPTIMIZED MESSAGING THAT COULD SPEAK DIRECTLY TO PARTICULAR DEMOGRAPHICS. IN ADDITION TO ITS POSITIVE EFFECT ON WEBSITE TRAFFIC, THE SOCIAL MEDIA CAMPAIGN PROVED TO BE A CRUCIAL AND HIGHLY SUCCESSFUL PART OF OUR OVERALL OUTREACH.

WWW.RECYCLEUSED OIL.COM



755,091

TOTAL IMPRESSIONS



342,918

TOTAL IMPRESSIONS



702,413

TOTAL IMPRESSIONS



128,564

TOTAL IMPRESSIONS



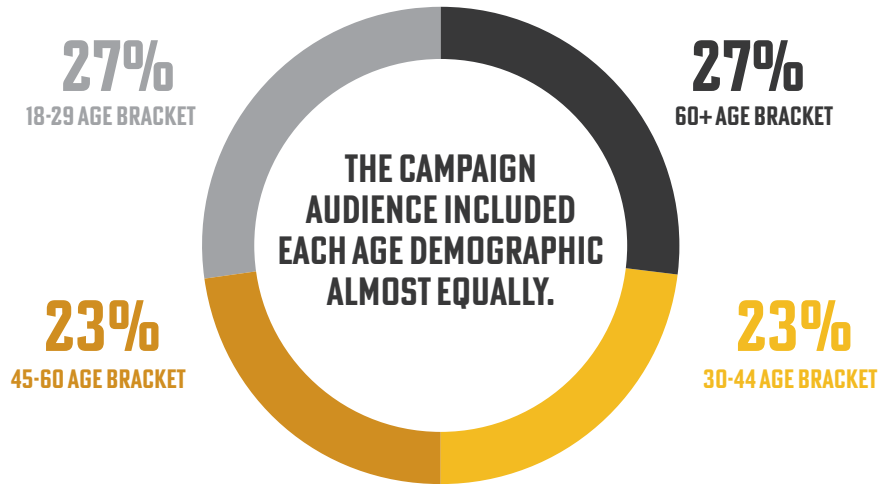
RRG FACEBOOK ADS GENERATED

**755,091 TOTAL
IMPRESSIONS**

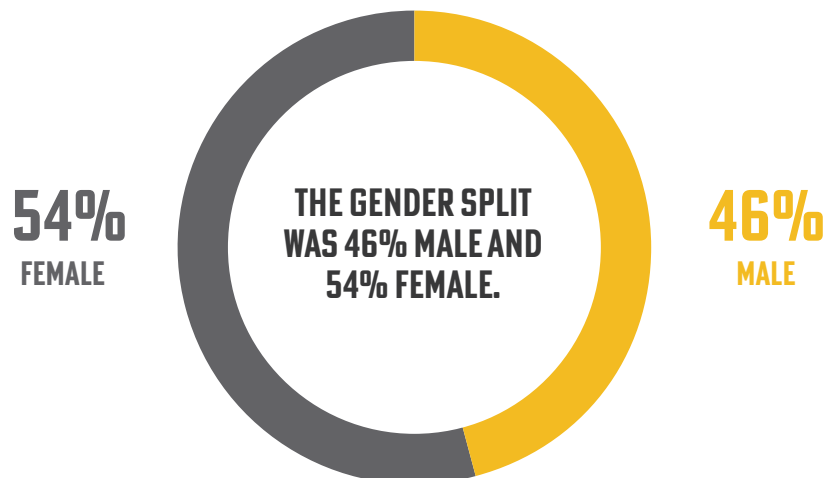
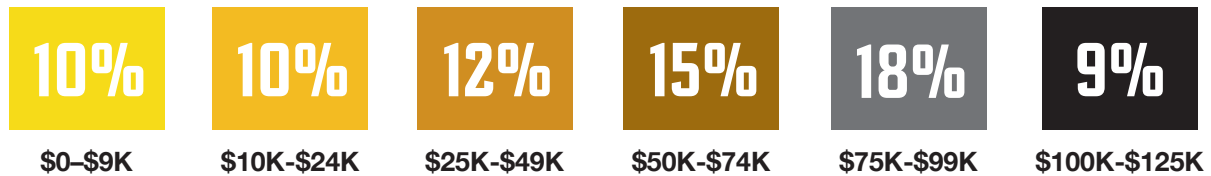
**THESE AD SETS RECEIVED AN
OUTSTANDING RATING FROM
FACEBOOK ON ITS EFFECTIVENESS
SCALE, INDICATING SIGNIFICANT
POSITIVE FEEDBACK AND REACTIONS
FROM OUR TARGET AUDIENCES.**

CAMPAIGN REACH

THE CAMPAIGN REACHED VIRTUALLY EVERY AGE DEMOGRAPHIC OF THE REGION.



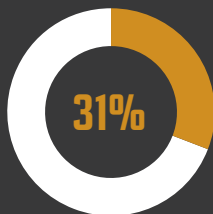
THE HOUSEHOLD INCOME DEMOGRAPHIC SHOWED GOOD MESSAGE PENETRATION ACROSS INCOME LEVELS.



CONCLUSION

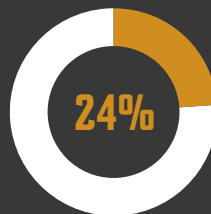
The 2022 RRG Used Oil Recycling campaign continued to have a positive measurable effect on the recycling knowledge and behaviors of people across the region, building on the success of previous outreach initiatives. Our campaign evaluation revealed that a greater number of people now understand the importance of used oil and filter recycling. The campaign also improved their knowledge of how to locate their local recycling options. More people also decided to increase their oil change intervals.

SPECIFIC CAMPAIGN HIGHLIGHTS INCLUDE:



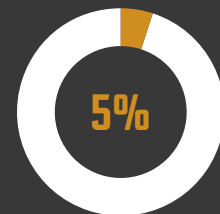
31% OF RESPONDENTS INDICATED THEY WOULD INCREASE THEIR OIL CHANGE INTERVALS.

That is approximately half of those who do not already change their oil at intervals greater than 6,000 miles.



ONLY 24% OF SURVEY RESPONDENTS REPORTED NOT KNOWING THAT USED OIL FILTERS DO NOT GO IN THE TRASH.

The prior year's survey showed 38% of respondents not knowing that oil filters could be recycled.



ONLY 5% OF THOSE WHO CHANGED THEIR OIL REPORTED PUTTING THE FILTER INTO THE TRASH.

Down from 15% last year.

THE CAMPAIGN REACHED MANY OF THE DIVERSE COMMUNITIES IN THE REGION.

Our collaborative campaign enhanced local recycling initiatives while building an overall sense of community and responsibility towards used oil and filter recycling in the region. The campaign also continued the important work of making people aware of the “3,000-mile myth” and promoting extended oil change intervals. It also educated people on how to best find local recycling centers and options. There was a 40% increase in the number of people using websites, such as the campaign website, www.RecycleUsedOil.com, to locate recycling information. There was a 90% increase in the number of people using their local City or County website, app, etc. to find recycling information. As the list of participants and campaign highlights below show, this was truly a collaborative, multifaceted effort that effectively reached many people across the diverse communities of Northern California.

2022 PARTICIPANTS

- AMADOR COUNTY
- BENICIA
- BUTTE COUNTY
- CERES
- CHICO
- CITRUS HEIGHTS
- DIXON
- EL DORADO COUNTY
- ELK GROVE
- FAIRFIELD
- FOLSOM
- GALT
- GLENN COUNTY
- MODOC COUNTY
- NEVADA COUNTY
- RANCHO CORDOVA
- REDDING
- RIO VISTA
- SACRAMENTO
- SACRAMENTO COUNTY
- SAN JOAQUIN COUNTY
(INCLUDING ESCALON,
LATHROP, LODI, RIPON,
STOCKTON, AND TRACY)
- SOLANO COUNTY
- STANISLAUS COUNTY
- SUISUN CITY
- TUOLUMNE COUNTY
- VALLEJO
- WEST SACRAMENTO
- WOODLAND

**TOTAL CAMPAIGN
BUDGET: \$116,500**



CAMPAIGN EVALUATION

ONLINE SURVEY

Do you own a vehicle?

Yes	90%
	(189 respondents)
No	10%

How often is your vehicle's oil changed, no matter who changes it?

About every 3,000 miles.....	12%
About every 3,000-6,000 miles	47%
About every 6,000-10,000 miles	23%
More than every 10,000 miles	4%
It varies every time	14%

What prompts you to change your oil?

Vehicle's computer or dashboard reminder	51%
Owner's manual recommendation	25%
Windshield sticker put there by a quick lube or other oil change facility.....	37%
Somebody reminds me	18%
Other	9%

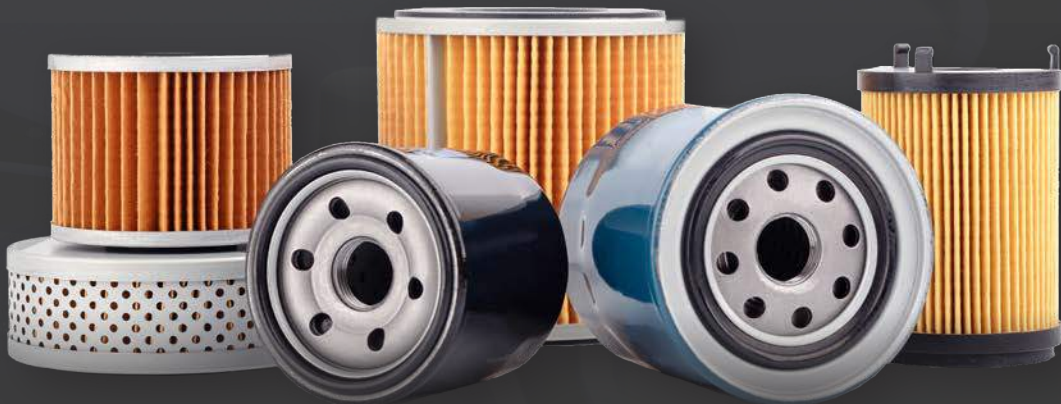
If you change your own oil, what do you usually do with the used oil and filter?

	Used Oil	Used Filter
Take it to an auto parts store or quick lube.....	27%	22%
Take it to a hazardous waste facility.....	19%	16%
Put it on the curb for collection by my city, county, or garbage company	13%	12%
Pour it down the drain, on the ground, or put it in the trash	5%	5%
I don't change my own oil	56%	59%

CAMPAIGN EVALUATION (CONT.)

How did you find out what to do with your used oil and filter?

From a website, such as www.RecycleUsedOil.com or www.Earth911.com	14%
From a search engine, such as Google	15%
From social media, such as Facebook.	5%
From my city's or county's website, app, phone number, or flyer	21%
From my garbage company.	11%
From a sign posted at an auto parts store or drop-off facility	8%
From a family member or a friend.	18%
I don't change my own oil	50%



CAMPAIGN EVALUATION (CONT.)

Were you aware that used oil filters are not supposed to go in the trash?

Yes 76%
No..... 24%

After watching the “Do LESS!” spot, please rate it:

Rated ★★★★★ 35%
Rated ★★★★ 42%
Rated ★★★ 15%
Rated ★★ 5%
Rated ★ 3%

After watching the “Do LESS!” spot, no matter who changes your oil, are you more likely to:

Change my oil less often 31%
Change my oil more often 16%
Change my oil at about the same interval 53%

After watching the “Animated Oil” spot, please rate it:

Rated ★★★★★ 48%
Rated ★★★★ 33%
Rated ★★★ 15%
Rated ★★ 3%
Rated ★ 2%

Before watching this spot, did you know that used oil and filters could be recycled at the curbside or at a nearby drop-off facility?

Yes 63%
No..... 37%

CAMPAIGN EVALUATION (CONT.)

After watching the “It’s My Future” spot, please rate it:

Rated ★★★★★	31%
Rated ★★★★	28%
Rated ★★★	25%
Rated ★★	11%
Rated ★	5%

Age

< 18	0%
18-29	27%
30-44	23%
45-60	23%
> 60	27%

Device type

iOS Phone/Tablet	47%
Android/Tablet	35%
Windows Desktop/Laptop	12%
MacOS Desktop/Laptop	7%
Other	0%

Gender

Female	46%
Male	54%

Note: Some responses total just under or over 100% due to rounding. Some other responses total more than 100% due to some questions having a “Choose all that apply” option.



REGIONAL RECYCLING GROUP

2022 REGIONAL USED OIL & FILTER CAMPAIGN

FOR MORE INFORMATION, CONTACT:

SHAWN CAMPBELL
ROSS-CAMPBELL, INC.

916-446-4744, EXT. 12
SHAWN@ROSS-CAMPBELL.COM

DOUG EUBANKS
COUNTY OF SACRAMENTO

916-875-7165
EUBANKSD@SACCOUNTY.NET

