



2023

Regional Used Oil & Filter Campaign

FINAL SUMMARY

BACKGROUND: THE REGIONAL RECYCLING GROUP

The RRG recognizes that getting everyone involved – individuals within their communities, communities within the region – is essential for making effective and continued progress in improving the health and sustainability of our communities and the environment. The RRG is a collaborative effort by Northern California cities, counties, and other public agencies that share a common vision to develop and nurture a culture of recycling in our region. Our cooperative effort was born from the belief that individual municipalities and counties need to recognize their interconnectedness and participation in a greater network in order to maximize the success of their recycling initiatives. RRG members cooperate on a wide range waste reduction and recycling efforts that benefit all the communities in the region that contributes to the health of our collective environment.

Numerous studies support the importance of public education campaigns for recycling programs and emphasize that the recycling messages should be reinforced regularly in order to create and maintain positive recycling habits among community citizens. Recognizing the importance of outreach, RRG members join together to create and deliver multi-faceted media campaigns that promote personal action and behavior change in order to further waste reduction and recycling goals. The RRG actively disseminates and reinforces the recycling messages to help create new social norms in the region’s communities that support positive

recycling practices. This approach not only allows us to provide a unified core message but is also highly efficient. These cooperative educational campaigns both support local recycling initiatives and spread the core recycling messages across the region, with far greater reach and penetration than would otherwise be possible for the cost. The centralized coordination avoids duplication of efforts and also allows the purchase of media at a greatly reduced costs than would be available to individual members. RRG members also collaborate on the development of outreach materials and other educational tools, creating messages that speak to the region as a whole, as well as individual communities. Together, RRG members are efficiently working together to ensure our citizens are educated and motivated with regard to used oil recycling, further advancing recycling in the region.



THE 2023 REGIONAL USED OIL & FILTER RECYCLING CAMPAIGN

Over thirty jurisdictions collaborated to successfully carry out the 2023 Regional Used Oil and Filter Recycling Campaign. From mid-June through late August, RRG conducted a regional multi-media campaign to bring the used oil recycling message to all our citizens. A rotation of television and radio spots was the campaign centerpiece. The RRG complemented these traditional media outreach methods and extended the message's reach with targeted social media ads that engaged a variety of audiences. The overall goals and objectives of the regional campaign state that the campaign should:

- Benefit all participating jurisdictions
- Supplement and enhance – but not replace – local, community-based campaigns and activities
- Impact the key target audiences of DIYers and motorists
- Utilize messages that are effective with the target audiences
- Be broad-based to reach the diverse populations of each jurisdiction
- Include outreach in Spanish and other languages, as appropriate
- Leverage public service opportunities (PSAs, bonus spots, etc.)
- Include an evaluation component

At the conclusion on the campaign we conducted an extensive review and evaluation of all campaign components. By all measures, the campaign achieved our goals and objectives. Overall, the campaign delivered an estimated 3.96 million impressions of the used oil recycling message throughout the region, reaching many diverse audiences. The collaborative campaign achieved these results in a cost-effective manner. In addition to delivering improved costs on media buys, our combined efforts and engaging messaging garnered a significant number of bonus and public service spots, resulting in an additional \$47,275 worth of airtime at no cost to the RRG.



SURVEY RESULT:

The percentage of people who knew at least one of their local used oil recycling options was **86%**.

TELEVISION AND RADIO

The centerpieces of the campaign were three television spots previously produced and vetted as effective: “Animated Oil,” which provides a comprehensive oil and oil filter recycling message, is a spot with a long track record of effectiveness. The “Animated Oil” spot was produced in English, Spanish, Chinese, Hmong, and Tagalog and educated the public about the general importance of oil and oil filter recycling, as well as providing information on how to locate a used oil recycling center. Two additional spots reinforce the messages in an engaging and motivating fashion: the “Do LESS!” spot focuses on extending oil change intervals and was produced in English and Spanish language versions. The “It’s My Future” spot promotes used oil and filter recycling. All spots received heavy rotation on a wide variety of channels and platforms. In addition, the spots were made available on YouTube and on the campaign’s website: www.RecycleUsedOil.com. All spots are in :15 and :30 versions.

Post-campaign evaluations of the television spots showed they continue to be well-received and effective, as over 66% of those who responded

to an online surveyed had already seen the television spots before viewing them on our website. The “Do LESS!” spot’s innovative twist on the “do more” messages with which we are constantly bombarded proved highly effective with audiences. After watching the spot, 78% of those surveyed reported they are now more likely to change their vehicle’s oil less often. The “It’s My Future” spot was equally effective. The spot resonates with the long-time environmental slogan, “We do not inherit the Earth from our ancestors; we borrow it from our children.” By using our children’s futures to drive home the oil recycling message, the spot had a strong impact on viewers. After watching the spot, 83% of those surveyed reported that they are now more likely to recycle their used oil and filter. Based on an evaluation of all related metrics, the television campaign was very successful, and its messages were supported and extended by other campaign tasks.



SURVEY RESULT:

83% were more likely to recycle their used oil and filters after viewing the “It’s My Future” campaign TV spots.

WEBSITE AND SOCIAL MEDIA

The campaign website provides an ongoing, centralized focal point for the outreach campaign 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” website, HD streaming video of the TV spots, and links to specific used oil and filter recycling information for each participating jurisdiction. The ability for visitors to easily find localized information about recycling options is critical in helping turn the motivation generated by the campaign into practical actions. Ease and convenience are key factors in whether or not people follow through with recycling their used oil and filter. The user-friendly web interface is an important part of the chain in moving people from the message to their local recycling facility. Survey respondents gave the website positive reviews for its usefulness and ease-of-use, as well as the diversity of the messages. For example, the website provides the TV spots in a wide variety of languages that makes them easily accessible to all residents of the region.

The social media campaign directly reached hundreds of thousands of people across the region. The campaign used Facebook, Twitter, Instagram, TikTok and YouTube to directly target residents in the participating jurisdictions. The social media effort used sophisticated targeting tools to identify key target demographics and send them used oil recycling messages that



were most likely to engage and motivate them. We used a variety of social media marketing techniques to incorporate the spots into our online campaigns to promote the used oil recycling message and provide practical information on how to recycle and reduce waste (i.e., extending oil change intervals). The campaign also used “pre-roll” to air campaign spots on high-visibility websites in rural counties, areas that can be more difficult to reach with traditional media.



SURVEY RESULT:

Only **3%** of those who change their own oil did of those who change their own oil did not recycle the filter.

RRG Facebook and Instagram ads generated 831,091 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 303,590 additional impressions. In addition, the video ad view rate from the Twitter campaign was considered excellent by industry standards. YouTube generated another 690,301 impressions. TikTok added another 83,410 impressions and helped plant the seeds of good recycling behavior in the younger generations of the region.



CONCLUSION

The 2023 RRG Used Oil Recycling campaign built on and extended the success of previous outreach initiatives. Our campaign enhanced local efforts while continuing to create an overall sense of community and responsibility towards used oil and filter recycling in the region. Our evaluation component showed overall improvements in people's understanding of how to locate their local used oil and filter recycling locations, and in their acceptance of longer oil change intervals.

Here's what we now know as a result of this year's campaign:

- The percentage of people who knew at least one of their local oil recycling options was 83%
- Only 3% of those who change their own oil did not recycle the filter
- The percentage of people who wait longer than 3,000 miles to change their vehicle's oil was 81%

Our collaborative campaign both enhanced local recycling initiatives and continued to build an overall sense of community and responsibility towards used oil and filter recycling in the region. The campaign also effectively countered the "3,000-mile myth" and promoted extended oil change intervals. The continued success of RRG campaigns is bringing us closer to our ultimate goal of "getting everyone" involved. As the list of participants and campaign highlights below demonstrate, this was truly a collaborative, a multi-faceted effort that effectively reached the region's citizens.

2023 PARTICIPANTS

Amador County	Folsom	Redding	Suisun City
Benicia	Galt	Rio Vista	Tracy
Butte County	Glenn County	Ripon	Tuolumne County
Ceres	Lathrop	Sacramento	Vallejo
Chico	Lodi	Sacramento County	West Sacramento
Citrus Heights	Manteca	San Joaquin County	Woodland
Dixon	Modoc County	Solano County	
Escalon	Nevada County	Stanislaus County	
Fairfield	Rancho Cordova	Stockton	

Budget \$112,500

SURVEY RESULT:

97% of people who changed their own oil also recycled the filter.

SURVEY RESULT:

The percentage of people who wait longer than 3,000 miles to change their vehicle's oil was **81%**

2023 CAMPAIGN HIGHLIGHTS

- Thirty-one participants from throughout Northern California
- Airing of our TV spots on four broadcast television stations, including Spanish station KUVS/Univision.
- Placement in three television markets:
 - Sacramento market - covering participants from Sacramento, San Joaquin, Stanislaus, Nevada, Tuolumne, Amador, Glenn and Yolo counties.
 - Chico/Redding market - covering participants from Butte, Modoc, and Shasta counties.
 - Solano market - covering participants from Solano County
- Social media ad placements in every participating jurisdiction on Facebook, Twitter, Instagram, TikTok and YouTube
- Airing of radio spots in seven markets - Chico/Redding/Butte County, Redding, San Joaquin/Stanislaus Counties, Nevada County, Solano County, Amador County and Tuolumne County.
- Airing our TV spots on multiple cable networks in the zones of participating jurisdictions.
- Airing our TV spots on multi-cultural cable station "Crossings" - with spots airing in Tagalog, Hmong, and Chinese.
- Approximately \$47,275 in bonus/PSA airtime donated by the media.
- Website: www.RecycleUsedOil.com. The campaign's website includes links to local information, oil change interval facts, the TV spots, and more.

Flight dates: June 12 - August 13, 2023.



CAMPAIGN CREATIVE AND COPY

RADIO

OIL CHANGE INTERVAL :30

DID YOU KNOW THAT MOST AUTO MANUFACTURERS NO LONGER RECOMMEND CHANGING YOUR OIL EVERY THREE THOUSAND MILES? MANY SUGGEST EVERY SEVENTY-FIVE HUNDRED MILES...OR MORE. CHECK YOUR OWNER'S MANUAL...NOT THAT STICKER ON YOUR WINDSHIELD. KEEP MORE OIL OUT OF OUR ENVIRONMENT -- AND MORE MONEY IN YOUR POCKET. VISIT RECYCLE USED OIL DOT COM FOR MORE INFO. A PUBLIC SERVICE MESSAGE FROM THE NORTHERN CALIFORNIA REGIONAL RECYCLING GROUP. FUNDED BY CALRECYCLE.

OIL FILTER RECYCLING :30

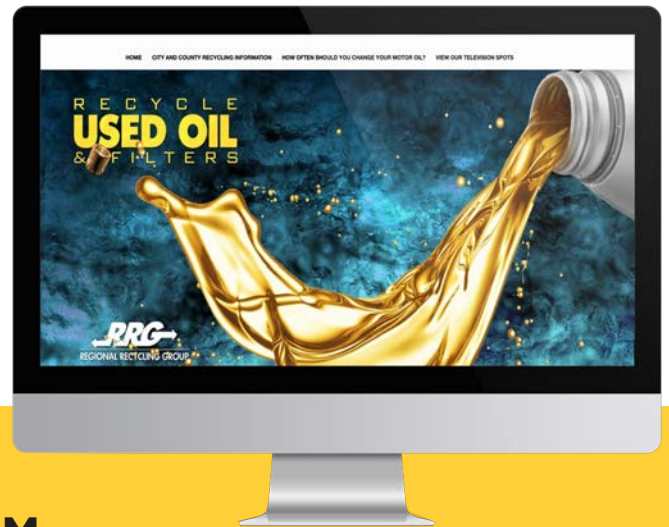
IF YOU CHANGE YOUR OWN MOTOR OIL, DON'T FORGET TO RECYCLE THE OIL AND THE FILTER. JUST PUT YOUR OIL IN AN EMPTY PLASTIC JUG AND YOUR FILTER IN A ZIPLOCK BAG AND VISIT ANY RECYCLING CENTER THAT ACCEPTS USED OIL AND FILTERS. VISIT RECYCLE USED OIL DOT COM FOR A SITE NEAR YOU. OR IF YOU HAVE CURBSIDE COLLECTION OF USED OIL AND FILTERS, JUST SET IT OUT ON YOUR REGULAR RECYCLING PICK-UP DAY. A PUBLIC SERVICE MESSAGE FROM THE NORTHERN CALIFORNIA REGIONAL RECYCLING GROUP. FUNDED BY CALRECYCLE.

(Copy varied slightly by market)

TELEVISION

- "It's My Future" :30 & :15
- "Do LESS!" :30 & :15
- "Animated Oil" :30 & :15

All spots are in English and Spanish versions. "Animated Oil" is also in Chinese, Hmong, and Tagalog versions.



TO VIEW THE SPOTS, VISIT

WWW.RECYCLEUSED OIL.COM



MEDIA

BROADCAST TELEVISION

- KCRA Channel 3 (NBC)
- KOVR Channel 13 (CBS)
- KMAX Channel 31 (CW)
- KUVS Channel 5/19 (Univision - Spanish)
- KHSL Channel 12 (CBS)
- KNVN Channel 24 (NBC)

All TV spots ran in Hi-Definition.

CABLE TELEVISION

Networks included: ESPN, ESPN 2, Fox Sports, NBC Sports, MLB, FX, Syfy, TNT, TBS, USA, Discovery, Fox News, Comedy, CNN, HGTV, History.

Placements were also made on Crossings Cable, a multi-cultural channel, which aired the Tagalog, Hmong, and Chinese versions of our spots.

The campaign's TV spots also ran on media websites, local public access stations, community cable, and educational channels.

BROADCAST RADIO

- KUIC 95.3 Vallejo/Fairfield/Vacaville/Dixon/Benicia/Suisun City/Solano County
- KTHU 100.7 Chico/Redding/Butte County
- KRQR 106.7 Chico/Redding/Butte County
- KNCO 830 Nevada County
- STAR 94 Nevada County
- KHKK 104.1 Stockton/Modesto
- KAT 103.3 Stockton/Modesto
- KKBN 93.5 Sonora/Tuolumne County
- KVML 1450 Sonora/Tuolumne County
- KVGC 96.5 Amador County





SURVEY RESULT:

78% were more likely to change their oil less often after viewing the “Do LESS” campaign TV spots.

WEBSITE VIDEO PRE-ROLL

In several of the rural counties, we used an outreach method that targets residents via highly visited websites. Called “pre-roll,” it works by airing our campaign’s TV spots on dozen’s of websites before videos that show on those websites. Our messages played in front of viewers

as they watched their preferred news, sports and entertainment content on top national and local sites via mobile phones, tablets and PCs. It targets the viewers by specific demographics.

CAMPAIGN EVALUATION

ONLINE SURVEY

The RRG conducted an online survey during August with 263 members of the target audiences located in the participating jurisdictions. The survey gathered information about oil change intervals, used oil filters and used oil recycling habits, and feedback regarding the campaign media:

HOW OFTEN IS YOUR VEHICLE'S OIL CHANGED?

About every 3,000 miles	19%
About every 3,000-6,000 miles	49%
About every 6,000-10,000 miles	26%
More than every 9,000 miles	6%
I do not own a vehicle	<1%

WHAT PROMPTS YOU TO CHANGE YOUR OIL?

Owner's manual recommendation	25%
Quick lube/service center window sticker	27%
Always change about the same mileage interval	30%
Varies / whenever convenient	18%
This question does not apply to me	<1%

WHAT OPTIONS FOR RECYCLING USED OIL ARE FAMILIER TO YOU (WHETHER OR NOT YOU CHANGE YOUR OWN OIL?)

Take to a used oil recycling location	61%
Take to a hazardous waste facility	10%
Call my city/county to come pick up	4%
Put out on the curb on recycling day	11%
Not familiar with any options for recycling used oil	14%

CAMPAIGN EVALUATION (CONT.)

IF YOU CHANGE YOUR OWN OIL, WHAT DID YOU DO WITH YOUR USED OIL FILTER?

Recycled it at a used oil recycling location	28%
Put it at the curb for recycling	6%
Called my city/county to come pick it up	10%
Took it to a hazardous waste facility	17%
Put it in the trash	3%
This question does not apply to me	36%

IF YOU DIDN'T RECYCLE YOUR USED OIL FILTER, WHY NOT?

It wasn't convenient	18%
Didn't know where	4%
Didn't know it was recyclable.	7%
Do not change my own oil/does not apply.	71%

IF YOU USED AN OIL RECYCLING LOCATION TO RECYCLE YOUR OIL AND/OR FILTER, HOW DID YOU FIND IT?

Through a website such as www.RecycleUsedOil.com or www.Earth911.com	17%
Through my city/county web site or phone	6%
Heard about it on a radio commercial	4%
Saw it on a television commercial	7%
Saw it in a city/county publication (flyer/brochure/recycle guide/magnet, etc.)	6%
Saw a sign at a used oil recycling location	23%
Heard from family member/friend (word-of-mouth)	19%
I have not used an oil recycling location	18%

CAMPAIGN EVALUATION (CONT.)

Please visit the following website before answering the next few questions.

www.RecycleUsedOil.com

While at the site, please watch the TV commercials:

- “Do LESS!” :30
- “It’s My Future” :30

HAD YOU SEEN ANY OF THE COMMERCIALS BEFORE?

Yes, I, or someone in my household, saw at least one of them on TV previously	66%
No, I had not seen them before	34%

AFTER WATCHING THE “DO LESS!” COMMERCIAL, ARE YOU MORE LIKELY TO:

Change my oil less often	78%
Change my oil more often	4%
Change my oil at about the same interval	18%

AFTER WATCHING THE “IT’S MY FUTURE” COMMERCIAL, ARE YOU MORE LIKELY TO RECYCLE YOUR USED OIL AND FILTER?

Yes	81%
This question doesn’t apply to me	19%



REGIONAL RECYCLING GROUP

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