

2024 FINAL SUMMARY

REGIONAL USED OIL & FILTER CAMPAIGN





BACKGROUND:

THE REGIONAL RECYCLING GROUP

The RRG recognizes that in order to make effective and long-lasting changes to improve the health and sustainability of our communities and environment, everyone — from the individual, to the community, to the region, and beyond — must do their part. We need to continue to inspire and educate residents to recycle by strengthening community engagement where everyone is working towards a common goal of a healthy environment.

The RRG is a collaboration of California cities, counties, and other public agencies that share a common vision to develop and nurture a culture of recycling in California. Our cooperative effort is rooted in the belief that individual cities and counties are intrinsically linked and participation in a greater network is vital in order to maximize the success of California's recycling initiatives.

The importance of public education campaigns for recycling programs is cited in numerous studies, emphasizing that recycling messages should be reinforced regularly in order to create and maintain positive recycling habits among residents.

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 California's waste reduction and recycling goals. The RRG actively disseminates and reinforces the recycling messages to help create new social norms in communities that support positive recycling practices. This approach not only allows us to provide a unified core message but is also highly efficient.

RRG members cooperate on a wide range of waste reduction and recycling efforts that benefit all communities that contribute to the health of our collective environment. These cooperative educational campaigns support local recycling initiatives and spread the core recycling messages across California with far greater reach and dissemination 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 residents are educated and motivated to properly recycle used oil and filters, further advancing recycling goals in California.

SURVEY RESULT:

The percentage of DIYers who knew at least one of their local used oil recycling options was **98%**.

THE 2024

REGIONAL USED OIL & FILTER RECYCLING CAMPAIGN

Due to popular demand and based on statewide appeal, the RRG expanded the Used Oil and Filter Recycling campaign in 2024 by making it available to all California cities and counties. Almost 40 jurisdictions collaborated to successfully carry out the 2024 Used Oil and Filter Recycling Campaign. From mid-June through early October, RRG

conducted a multi-media campaign to bring the used oil/filter recycling and reducing oil change interval messages to all the participants' residents. In addition to a rotation of television and radio spots, the RRG widened the message's reach with an extensive and targeted social media component that engaged a variety of audiences.

2024 PARTICIPANTS

Amador County	Fontana	Rancho Cordova	Stanislaus County
Benicia	Garden Grove	Redding	Stockton
Butte County	Glenn County	Rio Vista	Suisun City
Chico	Laguna Beach	Ripon	Tracy
Chula Vista	Lathrop	Sacramento	Tuolumne County
Citrus Heights	Lodi	Sacramento County	Vallejo
Dixon	Long Beach	San Joaquin County	West Contra Costa County
Escalon	Manteca	San Luis Obispo County	West Sacramento
Fairfield	Modoc County	Solano County	
Folsom	Nevada County		

Budget \$181,500

“THE EARTH IS A FINE PLACE AND WORTH FIGHTING FOR.”

— Ernest Hemingway

The overall goals and objectives of the campaign:

- 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
- 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 6.05 million impressions throughout the state, reaching a wide and diverse audience. 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 \$62,185 worth of airtime at no cost to the RRG.



“THE EARTH WILL NOT CONTINUE TO OFFER ITS HARVEST, EXCEPT WITH FAITHFUL STEWARDSHIP. WE CANNOT SAY WE LOVE THE LAND AND THEN TAKE STEPS TO DESTROY IT FOR USE BY FUTURE GENERATIONS.”

—John Paul II



2024 CAMPAIGN HIGHLIGHTS

- Almost 40 participants from throughout California.
- Airing of our TV spots on eight broadcast television stations, including Spanish stations KUVS/Univision and KCSO Telemundo.
- Placement in multiple cable television markets throughout California.
- Social media and streaming ad placements in every participating jurisdiction on Facebook, X, Instagram, TikTok, the Google Ads Network, YouTube, and YouTube TV.
- Airing of radio spots in six markets — Chico/Redding/Butte County, 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 \$62,185 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 – October 9, 2024.

SURVEY RESULT:

98% of people who changed their own oil also recycled the filter.

“YOU CANNOT GET THROUGH A SINGLE DAY WITHOUT HAVING AN IMPACT ON THE WORLD AROUND YOU. WHAT YOU DO MAKES A DIFFERENCE AND YOU HAVE TO DECIDE WHAT KIND OF A DIFFERENCE YOU WANT TO MAKE.”

— Jane Goodall

THE SPOTS

The centerpieces of the campaign were three television spots: “Animated Oil,” which provides a comprehensive used oil and 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 educates the public about the general importance of oil and oil filter recycling, as well as provides 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, streaming services, 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.

“THE ENVIRONMENT IS WHERE WE ALL MEET; WHERE WE ALL HAVE A MUTUAL INTEREST; IT IS THE ONE THING ALL OF US SHARE.”

— Lady Bird Johnson

Post-campaign evaluations of the television spots showed they continue to be well-received and effective, as over 62% 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, 79% of those surveyed reported they are now more

SURVEY RESULT:

84% were more likely to recycle their used oil and filters after viewing the “Animated Oil” campaign TV spot.



likely to change their vehicle’s oil less often. The “It’s My Future” 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. 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.



BROADCAST TV / CABLE TV / BROADCAST RADIO

BROADCAST TELEVISION

- KCRA Channel 3 (NBC)
- KXTV Channel 10 (ABC)
- KOVR Channel 13 (CBS)
- KMAX Channel 31 (CW)
- KUVS Channel 5/19 (Univision)
- KCSO Channel 33 (Telemundo)
- KHSL Channel 12 (CW, Chico)
- KNVN Channel 24 (NBC, Chico)

All TV spots ran in high-definition

CABLE TELEVISION

Networks included: ESPN, ESPN 2, Fox Sports, NBC Sports, MLB, FX, Syfy, TNT, TBS, USA, Discovery, Fox News, Comedy Central, CNN, HGTV, Food, CNBC, History, Lifetime, A&E, and AMC.

Placements were also made on Crossings, a multicultural channel, which aired the Tagalog, Hmong, and Chinese versions of our spots. In addition, the campaign’s TV spots ran on media websites, local public access stations, community and educational cable channels.

BROADCAST RADIO

- KUIC 95.3 Vallejo/Fairfield/Vacaville/Dixon/Benicia/Suisun City/Solano County
- KHSL 103.5 Chico/Butte County
- KTHU 100.7 Chico/Butte County
- KVGC 96.5 / 1340 AM Amador County
- KNCO 94.1 / 830 AM Nevada County
- KHKK 104.1 Stockton/Modesto
- KAT 103.3 Stockton/Modesto
- KKBN 93.5 Sonora/Tuolumne County
- KVML 1450 Sonora/Tuolumne County

Total number of impressions from broadcast TV, cable TV, and broadcast radio:

1.83 MILLION

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.

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.



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)

TO VIEW THE SPOTS, VISIT

WWW.RECYCLEUSED OIL.COM



WEBSITE / SOCIAL MEDIA / STREAMING

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 used oil and filter recycling information for residents. 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. Previous 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, Instagram, X, the Google Ads Network, YouTube, YouTube TV, and TikTok to directly target residents in the participating jurisdictions. The social media effort used sophisticated targeting tools to identify key demographics and send them used oil recycling

messages that were most likely to engage and motivate them. A wide variety of social media marketing techniques to incorporate the spots into our online campaigns helps 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” and various streaming services to air campaign spots on popular websites in rural counties, areas that can be more difficult to reach with traditional media.



SURVEY RESULT:

Only **2%** of those who change their own oil did not recycle the filter.



“THE EARTH IS WHAT WE ALL
HAVE IN COMMON.”

— Wendell Berry

WEBSITE VIDEO PRE-ROLL AND STREAMING

In several of the rural counties, we used an outreach method that targets residents via highly visited websites. Called “pre-roll,” it works by streaming 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.

SURVEY RESULT:

79% were more likely to change their oil less often after viewing the “Do LESS” campaign TV spots.



RRG Facebook and Instagram ads generated

628,864 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 X ad campaign generated

80,499 IMPRESSIONS

In addition, the video ad view rate from the X campaign was considered excellent by industry standards.



TikTok added

377,331 IMPRESSIONS

and helped plant the seeds of good recycling behavior in the younger generations of the region.



The Google Ads Network and YouTube/YouTube TV generated

2,417,615 IMPRESSIONS

CONCLUSION

The 2024 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 DIYers who knew at least one of their local oil recycling options was 98%.
- Only 2% 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 77%.

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 demonstrate, this was truly a collaborative and multi-faceted effort that effectively reached a big portion of California’s residents and DIYers.

SURVEY RESULT:

The percentage of people who wait longer than 3,000 miles to change their vehicle’s oil was **77%**

CAMPAIGN EVALUATION



ONLINE SURVEY

The RRG conducted an online survey during September with 348 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	23%
About every 3,000-6,000 miles	46%
About every 6,000-10,000 miles	24%
More than every 9,000 miles7%
I do not own a vehicle	<1%

WHAT PROMPTS YOU TO CHANGE YOUR OIL?

Owner's manual recommendation	24%
Quick lube/service center window sticker	28%
Always change about the same mileage interval	29%
Varies / whenever convenient	19%
This question does not apply to me	<1%

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

Take to a used oil recycling location	66%
Take to a hazardous waste facility	15%
Call my city/county to come pick up5%
Put out on the curb on recycling day	12%
Not familiar with any options for recycling used oil	2%

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	29%
Put it at the curb for recycling	7%
Called my city/county to come pick it up	9%
Took it to a hazardous waste facility	19%
Put it in the trash	2%
This question does not apply to me	34%

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

It wasn't convenient	18%
Didn't know where	5%
Didn't know it was recyclable.	3%
Do not change my own oil/does not apply.	74%

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	18%
Through my city/county web site or phone	4%
Heard about it on a radio commercial	5%
Saw it on a television commercial	8%
Saw it in a city/county publication (flyer/brochure/recycle guide/magnet, etc.)	5%
Saw a sign at a used oil recycling location	24%
Heard from family member/friend (word-of-mouth)	17%
I have not used an oil recycling location	19%

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
- “Animated Oil” :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 62%

No, I had not seen them before 38%

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

Change my oil less often..... 79%

Change my oil more often3%

Change my oil at about the same interval.....18%

AFTER WATCHING THE “ANIMATED OIL” COMMERCIAL, ARE YOU MORE LIKELY TO RECYCLE YOUR USED OIL AND FILTER?

Yes 84%

This question doesn’t apply to me16%





REGIONAL RECYCLING GROUP

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