

2026 FINAL SUMMARY

REGIONAL USED OIL & FILTER CAMPAIGN



BACKGROUND:

THE REGIONAL RECYCLING GROUP

The RRG is a partnership of cities, counties, and public agencies working together to strengthen recycling and waste reduction efforts across California.

By joining forces, member jurisdictions extend the reach and impact of their local programs while advancing shared statewide environmental goals.

Pooling resources and expertise allows members to deliver outreach campaigns that no single jurisdiction could achieve alone — campaigns that reach further, resonate more deeply, and drive lasting behavior change within their communities.

Public education remains central to this work. Research consistently shows that sustained, visible messaging is essential to building and maintaining recycling habits. Through the

RRG, member agencies collaborate to design, coordinate, and amplify campaigns that make recycling — including used oil and filter disposal — a simple, everyday action for residents.

This collective model gives partners access to shared media buys, reduced costs, and ready-to-use outreach tools, while reinforcing a consistent recycling message statewide. By participating in the RRG, your jurisdiction helps shape a stronger culture of recycling — one that benefits your community today and protects California's environment for the future.





THE 2026

REGIONAL USED OIL & FILTER CAMPAIGN

The RRG's Used Oil & Filter Recycling Campaign expanded its reach across California, with more than 40 partnering jurisdictions collaborating on its implementation. Running from mid-June through late August, the campaign delivered two key messages on your behalf: the importance of recycling used oil and filters, and the benefits of extending oil change intervals to reduce waste.

To maximize visibility for participating jurisdictions, the RRG deployed a comprehensive multimedia strategy that included television, cable, streaming, and radio advertising—media buys that individual jurisdictions would be hard-pressed to secure on their own. This was reinforced with an extensive digital and social media effort designed to reach diverse audiences across age groups, communities, and regions.

By combining this broad media exposure with targeted outreach, the campaign engaged residents in sustainable practices and strengthened participation across all partnering jurisdictions — extending the impact of your local recycling efforts through the power of the collective.

THIS YEAR'S PARTICIPANTS:

- | | | | |
|------------------|------------------|----------------------|---------------------|
| • Amador County | • Glenn County | • Oakdale | • Stanislaus County |
| • Benicia | • Irwindale | • Patterson | • Stockton |
| • Butte County | • Kern County | • Redding | • Tracy |
| • Ceres | • Laguna Beach | • Rio Vista | • Tuolumne County |
| • Chula Vista | • Lathrop | • Ripon | • Turlock |
| • Citrus Heights | • La Verne | • Riverbank | • Vallejo |
| • Dixon | • Lodi | • Sacramento | • Ventura |
| • Escalon | • Manteca | • Sacramento County | • Victorville |
| • Fairfield | • Modoc County | • San Dimas | • Waterford |
| • Folsom | • Mountain House | • San Joaquin County | • West Sacramento |
| • Fontana | • Newman | • Solano County | |

BUDGET: \$108,750



2026 CAMPAIGN HIGHLIGHTS

- Over 40 participants from throughout California.
- Airing of our TV spots on three broadcast television stations.
- Placement of streaming and cable television spots in all ZIP codes of the participating jurisdictions.
- Social and digital media and streaming ad placements in every participating jurisdiction on Facebook, Instagram, the Google Display Network, YouTube, YouTube TV, and other popular streaming services.
- Airing of radio spots in three markets — San Joaquin/Stanislaus Counties, Solano County, and Amador County.
- Approximately \$47,950 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 video spots, and more.

Flight dates: June 22 - August 30, 2026

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 of the campaign, we conducted an extensive review and evaluation of all campaign components. By every measure, the campaign met its goals and objectives. Overall, the campaign delivered an estimated 4.37 million impressions statewide, reaching a wide and diverse audience — achieved in a cost-effective manner through our collaborative approach. Beyond securing improved rates on media buys, our combined efforts and engaging messaging earned a significant number of bonus and public service spots, adding \$47,950 worth of airtime at no cost to the RRG.

THE SPOTS

The campaign was anchored by three centerpiece video spots:

“Animated Oil” delivered a comprehensive message about used oil and filter recycling. Aired in English and Spanish, the spot — with a strong track record of effectiveness — reached California’s diverse communities, highlighting the importance of proper recycling and directing viewers to resources for locating a nearby recycling center.

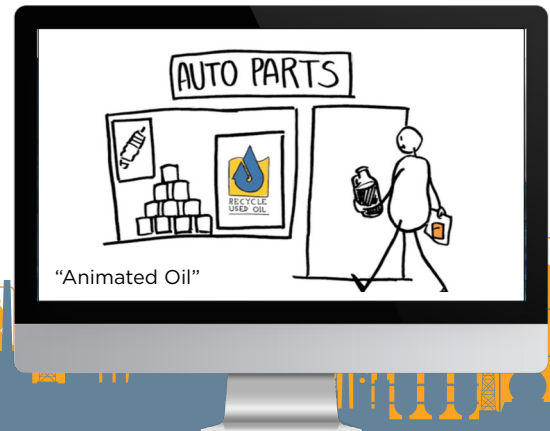
Two additional spots reinforced the campaign’s core messages in engaging, memorable ways. **“Do LESS!”** encouraged drivers to extend their oil change intervals; also produced in English

and Spanish, its clever twist on the familiar “do more” mantra resonated strongly with audiences. **“It’s My Future”** connected recycling to a well-known environmental message — that we don’t inherit the Earth from our ancestors, but borrow it from our children — centering children’s futures for lasting emotional impact.

All three spots were produced in both :15 and :30 formats and received heavy rotation across broadcast television, cable, streaming platforms, and online channels, including YouTube TV, Facebook, Instagram, the Google Display Network, and Nextdoor.

TO VIEW THE SPOTS, VISIT

WWW.RECYCLEUSED OIL.COM



BROADCAST TV, CABLE TV, BROADCAST RADIO

BROADCAST TELEVISION

- KCSO Channel 33 (Telemundo)
- KCRA Channel 3 (NBC)
- KXTV Channel 10 (ABC)

All TV spots ran in high-definition.

BROADCAST RADIO

- KUIC 95.3 FM Vallejo/Fairfield/Vacaville/Dixon/Benicia/Suisun City/Solano County
- KVGC 96.5 FM / 1340 AM Amador County
- KHKK 104.1 FM Stockton/Modesto
- KAT 103.3 FM Stockton/Modesto

STREAMING/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.

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

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 available in English and Spanish.



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)





WEBSITE / SOCIAL MEDIA / STREAMING

The campaign website, RecycleUsedOil.com, serves as a central hub that supports and extends the traditional media outreach. It offers information on recommended oil change intervals, links to the “Check Your Number” tool, streaming versions of the video spots, and localized resources to help residents find nearby oil and filter recycling options.

Convenience is a key factor in whether residents follow through on a message, and the site’s user-friendly design helps move people from awareness to action. Feedback from the target audiences has consistently praised the website for its usefulness, easy navigation, and diverse messaging — including video spots available in multiple languages to reach California’s diverse communities.

The campaign’s digital strategy extended this reach further, connecting with hundreds of thousands of residents directly through digital and social media platforms including Facebook, Instagram, Google Display Network, YouTube, and YouTube TV. Sophisticated targeting tools tailored messages to specific demographics, keeping content engaging and relevant. This digital marketing mix promoted the video spots, shared recycling tips, and highlighted the benefits of extending oil change intervals.

To reach residents in harder-to-serve rural counties, the campaign also placed the video spots on geofenced streaming services and pre-roll ads on popular websites — extending reach where traditional media is less effective. Together, these efforts ensured the campaign’s messages were accessible, practical, and widely distributed across all participating jurisdictions.



CONCLUSION

Building on years of prior success, the 2026 RRG Used Oil Recycling Campaign went further than outreach alone — it helped shift how Californians think about everyday responsibility. Across the state, residents began to see a simple truth: small actions, like recycling used oil and filters, add up to meaningful environmental protection.

That shift showed up in real, everyday moments. One driver, long guided by the outdated “3,000-mile rule,” learned through the campaign’s messaging that longer oil change intervals save time, money, and resources. One family, browsing RecycleUsedOil.com, found their nearest drop-off center and turned recycling into a regular weekend habit. Multiply these moments across dozens of cities and counties, and a clear pattern emerges: individual choices, taken together, drive real change.

None of this happened in isolation. By equipping local jurisdictions with shared tools and resources, the campaign strengthened community-level outreach — reaching DIYers, families, and everyday drivers through a coordinated, far-reaching effort no single jurisdiction could achieve alone.

That collaboration is the campaign’s true foundation. Cities, counties, and community partners worked side by side, proving that environmental progress isn’t the responsibility of any one person or place — it’s a shared effort. And with each campaign cycle, that effort brings California one step closer to a future where recycling used oil and filters isn’t an initiative to promote, but simply the way things are done.



Facebook and Instagram

382,399 impressions

These ad sets received an outstanding rating from Facebook on its effectiveness scale, indicating significant positive feedback and reactions from our target audience. Plus, Facebook and Instagram generated 1,072 clicks to the campaign’s or participant’s website.



**The Google Display Network
and YouTube / YouTube TV**

2,099,583 views

The Google Display Network and YouTube / YouTube TV were delivered exclusively to connected TV screens (no phones, tablets or computers) and all spots were unskippable.



Nextdoor

344,270 impressions

Nextdoor users generated 599 clicks to the campaign’s or the participant’s website.





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