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INCORPORATED

RECYCLE
USED OIL

TRUCKERS

RECYCLE USED OIL & FILTERS

RECYCLE USED OIL

Project Team

- Ross-Campbell, Inc.
- Plax Group

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Project Goals

- Research

  Gather opinions and habits of independent truck drivers

- Facilitate

  Make it easier for truckers to use existing oil collection centers

- Outreach

  Promote the used oil and filter recycling message statewide

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First Ever Independent Trucker Project

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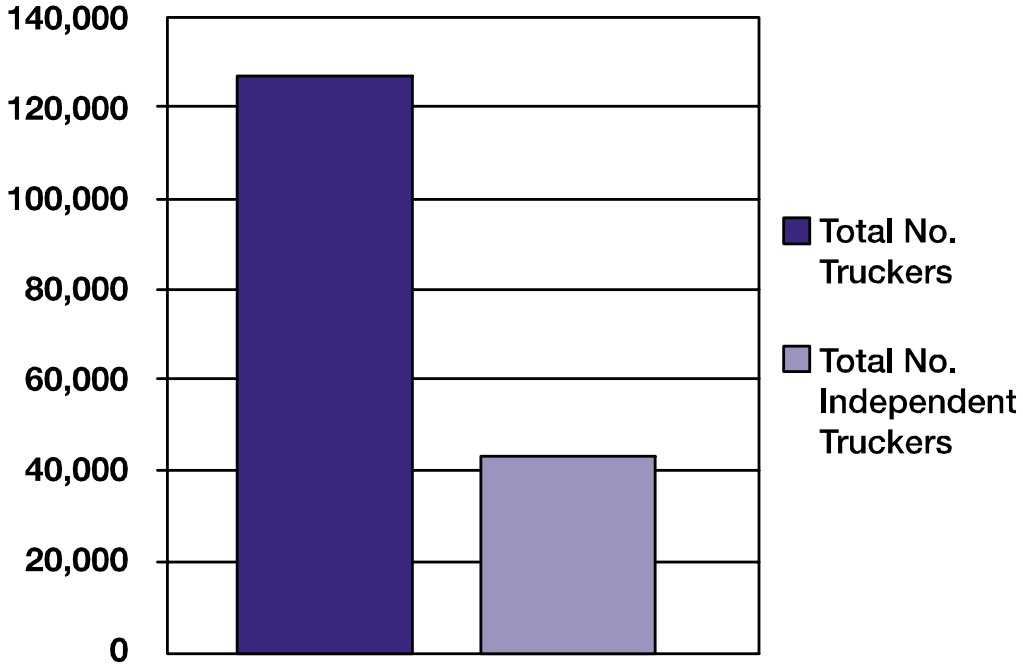
Truckers in California

Trucks represent less than 2% of vehicles, but generate 25% of the used oil



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Latino Truckers In California

- Currently 20%+ of Independent Truckers in California are Latino
- Numbers are growing

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Research Design

- Focus Group Interviews
- One-on-One Interviews
- Supplemental Surveys

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Focus Groups Locations

- Riverside
- Sunnyvale
- San Diego
- Sacramento
- Fresno

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One-on-One Interviews

- Union representatives
- Membership organizations
- Trucker magazine / newsletter editors
- Trucking companies / small fleets
- Truck driving school representatives
- CHP

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Supplemental Surveys

- Gathered from various trucking events, focus groups, association members, etc.

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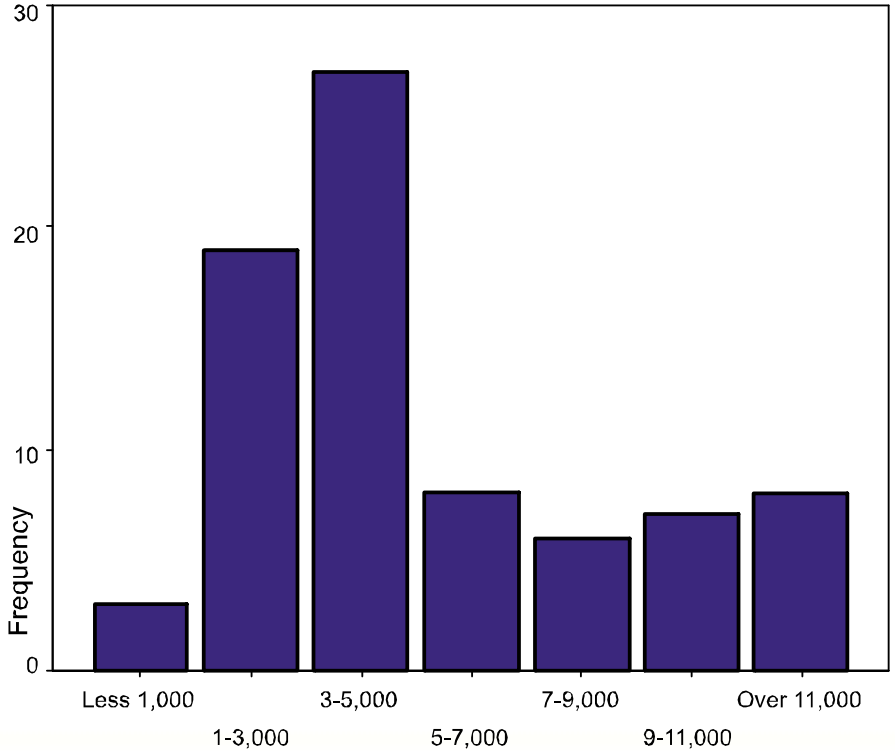
Highlights of Research Results

How many miles does the typical trucker drive each year?



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Highlights of Research Results

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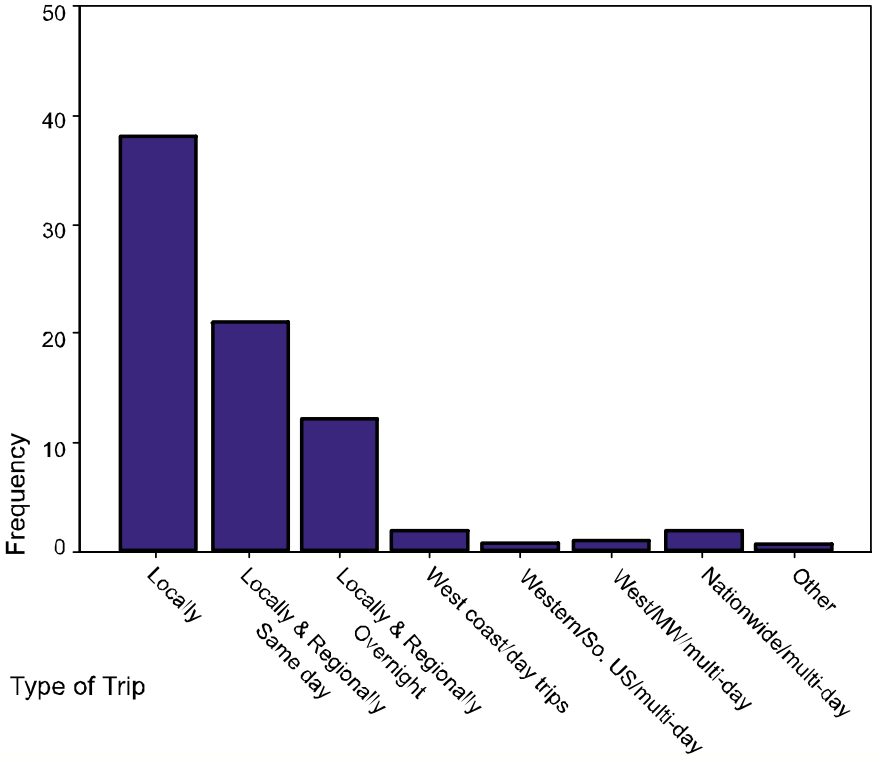
Where does the typical trucker drive?



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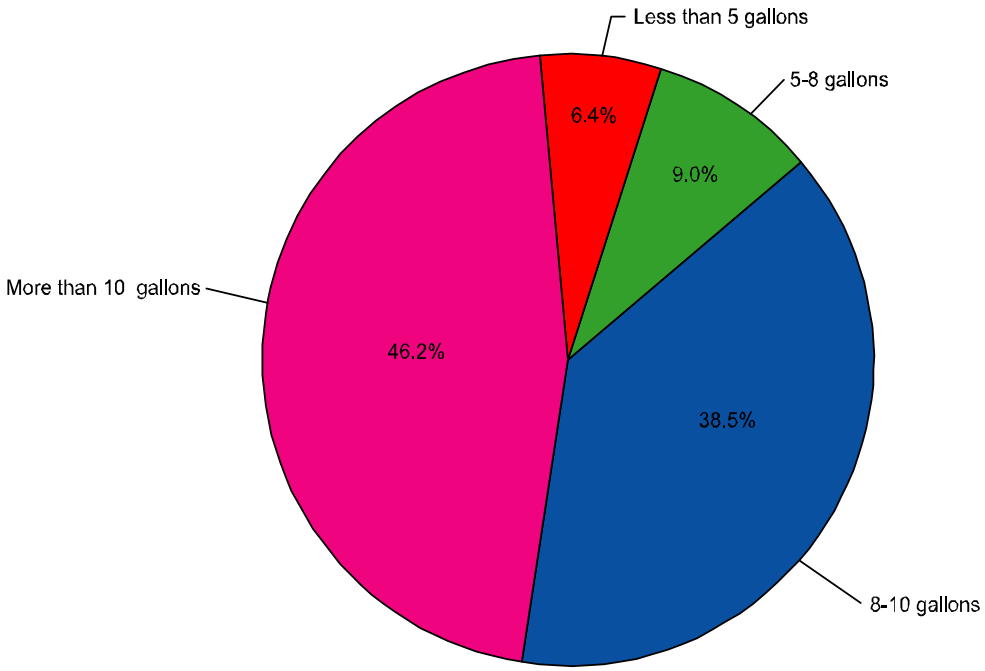
Highlights of Research Results

How much engine oil does the typical truck hold?



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Highlights of Research Results

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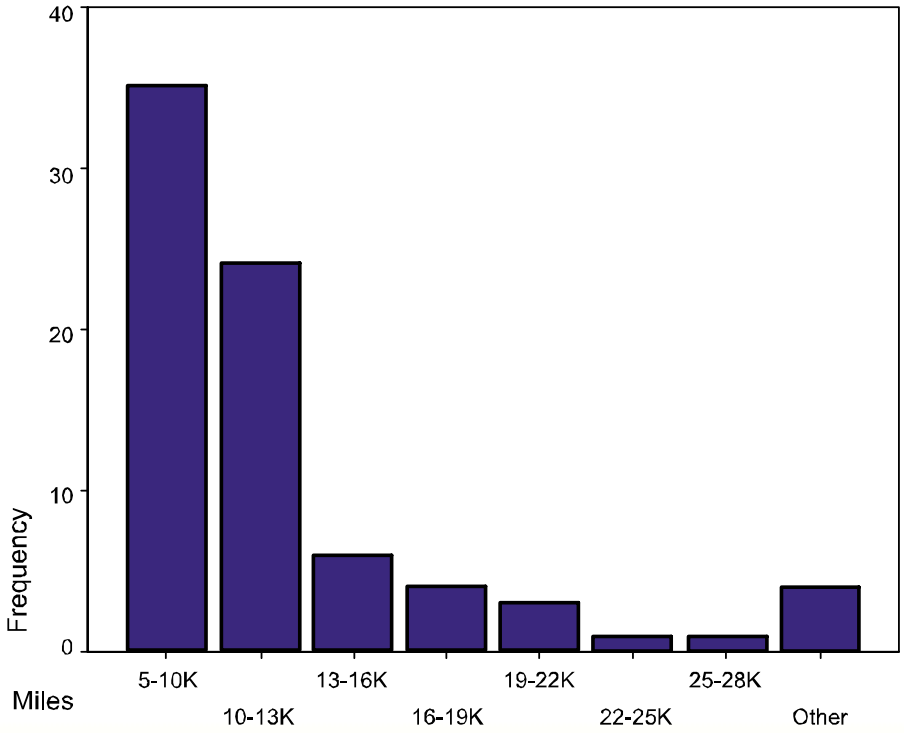
How frequently does a trucker change their oil?



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Highlights of Research Results

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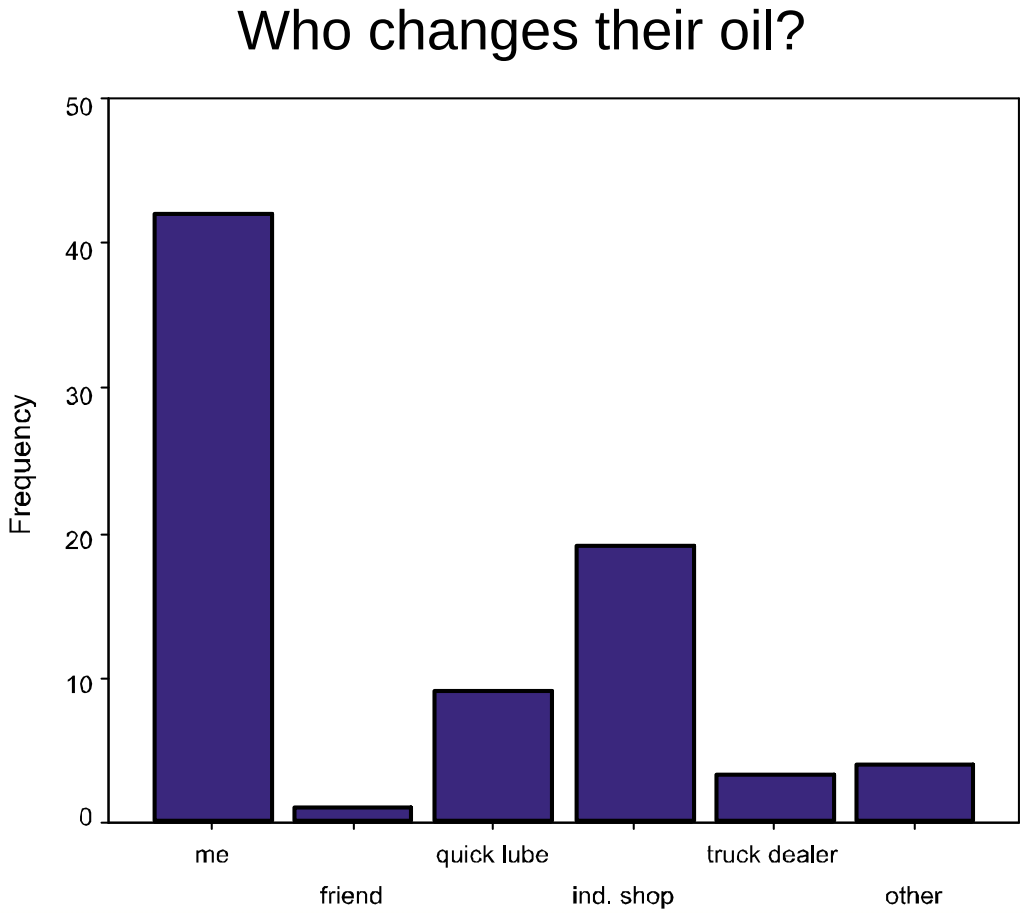

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Highlights of Research Results

Two main reasons truckers change their own oil:

- To save money
- Don’t trust anyone else

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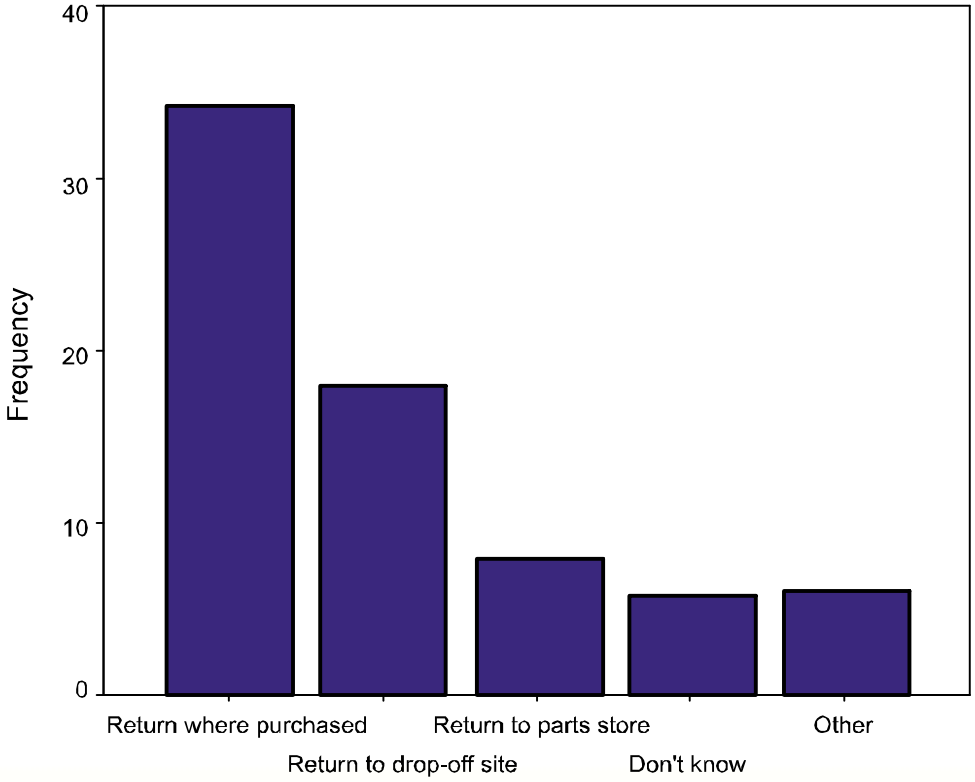
Highlights of Research Results

What's the most convenient way for a trucker to recycle oil?



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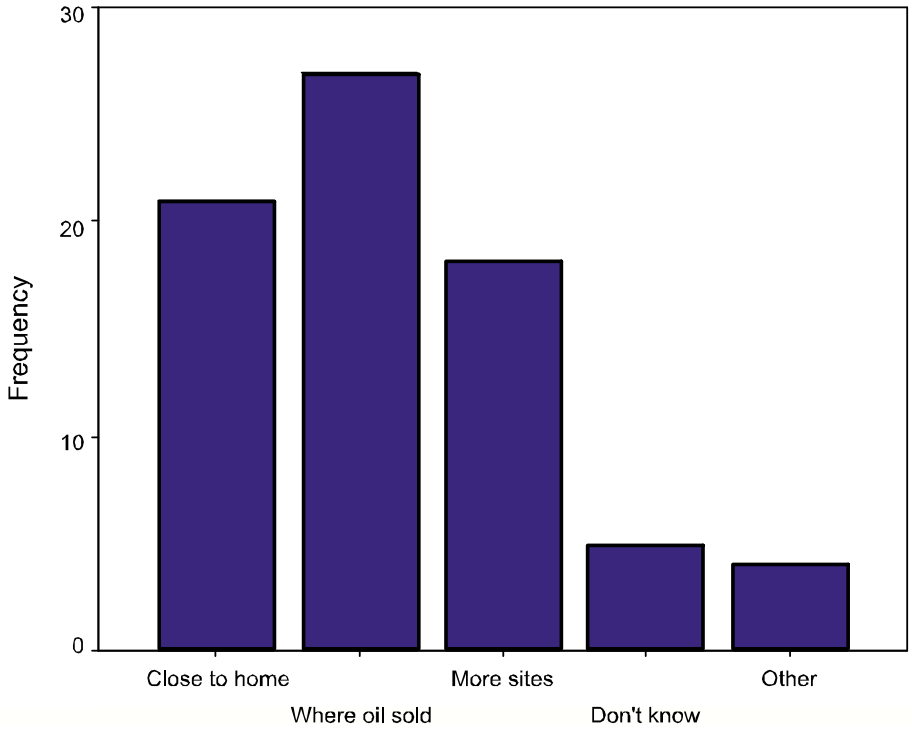
Highlights of Research Results

Most important factor influencing a trucker to recycle oil at a collection site:



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Outreach Highlights

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Outreach Highlights

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Direct mail piece / pledge form

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Outreach Highlights

Print/Electronic Media

- CALTRUX
- Midnight Trucking Network
- California Transportation News
- Truckin' BOZO syndicated radio program
- Transporte Latino

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Outreach Highlights

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English Magazine Ad

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Outreach Highlights

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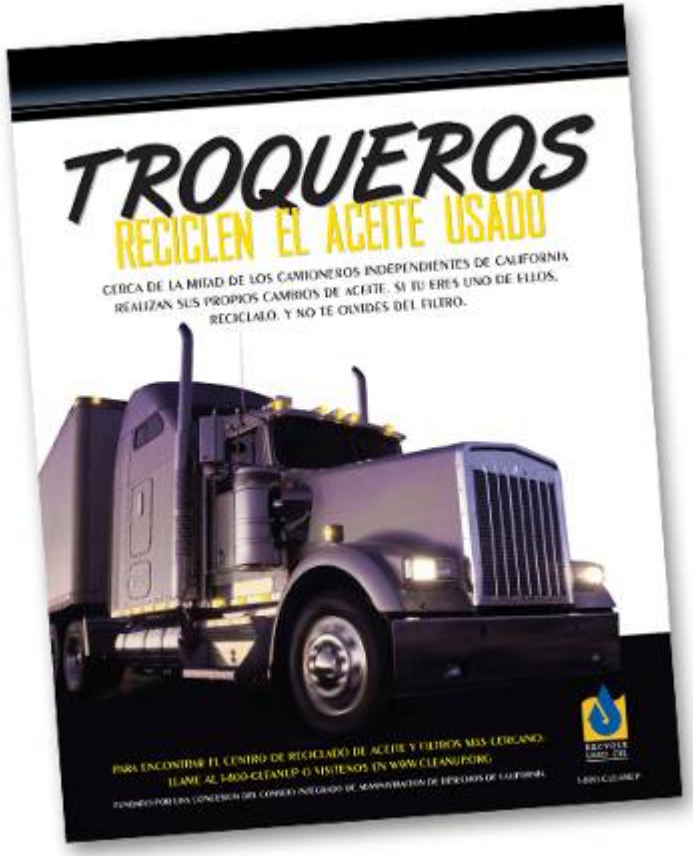

Spanish Magazine Ad

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Outreach Highlights

Signage

- Truck stops
- Ag oil collection sites
- Jobbers
- Retail collection sites

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Outreach Highlights

Decal Art

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Outreach Highlights

Co-Op Activities through partnerships with:

- Trucking organizations
- Trucking media
- Truck stops
- Truck driving schools
- Jobbers
- Ag oil sites

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Outreach Highlights

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Pump Topper

Outreach Highlights

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Trucker Events

- CTA's International Trucking Show
- American Truck Historical Society Convention
- "The Truck Show"

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Outreach Highlights

Truck Driver Training Schools

- Presentations to students throughout California

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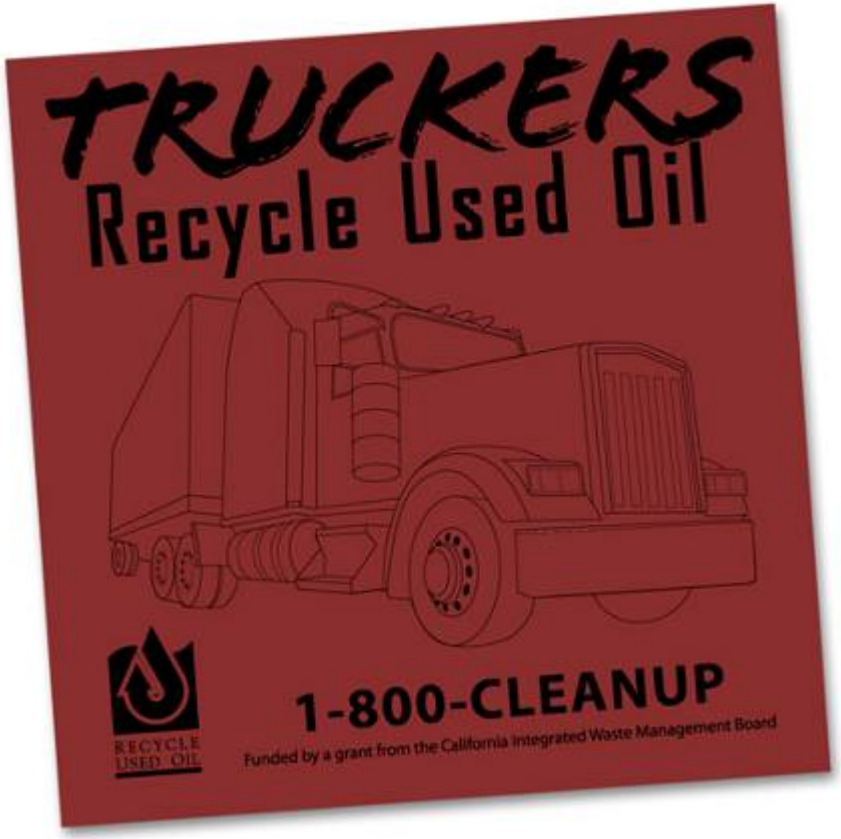
Incentive Items



Oil Rag

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Facilitation of Oil Collection Sites

- Ag Oil sites
- Jobbers

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Conclusion & Recommendations

- Convenience is paramount
- Significant subgroups exist
- Truckers trust truckers

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Conclusion & Recommendations

- Efforts should be made to increase oil change intervals
- Conduct an oil analysis occasionally
- Encourage truckers to change just the filter, not the oil

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