Revving Up Los Angeles' Do-It-Yourselfers

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Used Oil Public Education Program
City of Los Angeles

Presentation Outline:

- Los Angeles' Do-It-Yourself (DIYers) Audiences
- Partnerships with Los Angeles Area Car Clubs
- Community Outreach Pilot

Research/Surveys:

- Los Angeles County 1997 *Resident Segmentation Study*, follow-up study in 2001

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- California Integrated Waste Management Board's 2001 *Used Oil Survey*

Study Findings:

- English-speaking Hispanic and African-American
- Young males; 20-30 years of age
- Automotive DIYers; Interested in their cars
- Concerned about their image
- Do not heed or listen to authority figures

Study Findings:

- Hispanic (Spanish-speaking only) immigrants
- Older males; 40-50 years of age
- Automotive DIYers; Economic necessity
- Concerned about children
- Unaware / uninformed about the proper disposal of used oil

YOUR STREET

DON'T LET 'EM TRASH IT.

RECYCLE YOUR USED OIL and FILTERS.

For the nearest location call 1(888) CLEAN LA or visit www.LAStreetTrash.com

Funded by a grant from the California Integrated Waste Management Board

RECYCLE USED OIL

- English message plays to their sense of pride and street "ownership."
- Developed as a peer-to-peer message regarding respect of person (self) and neighborhood.

EN ESTAS CALLES JUEGAN

NUESTROS HIJOS,

CUÍDELAS.

NO MANCHE SU CALLE CON ACEITE.

Para obtener el lugar más cercano para reciclar su aceite y filtros llame al 1(888)CLEAN LA.

RECICLE ACEITE USADO

Patrocinado por fondos del California Integrated Waste Management Board.

- Spanish message focused on family and children
- Emphasized importance of not polluting streets and neighborhoods (i.e, unsafe for children)

Program Strategies:

- The right messenger with the right message at the right time
- Activities and programs focus on reaching target audiences at most opportune time
  (i.e., either when thinking about or while working on their cars)

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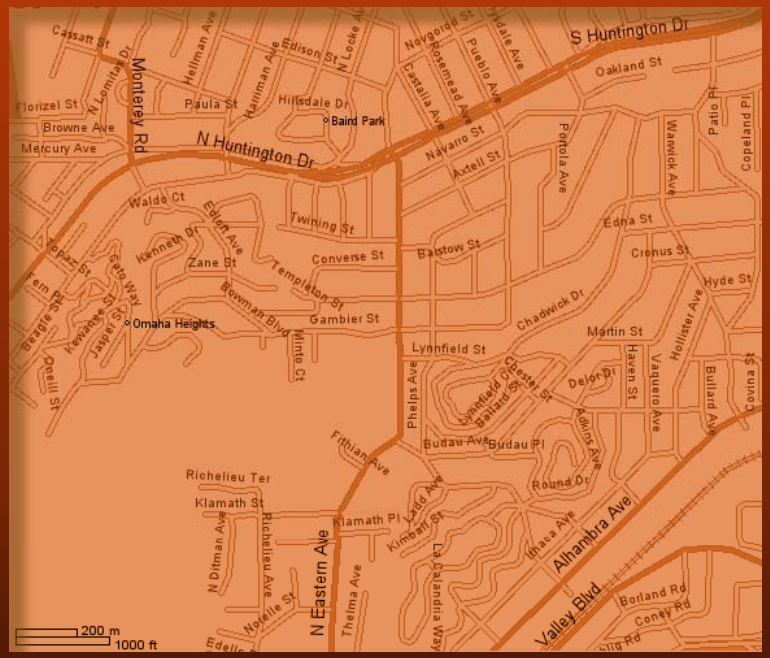
- Local car club partnerships



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- El Sereno community outreach pilot

Local Car Clubs:

- Opportunity to deliver information through peers
- Determined which clubs were most appropriate
- Contacted clubs to establish partnership and network

Partnership Opportunities:

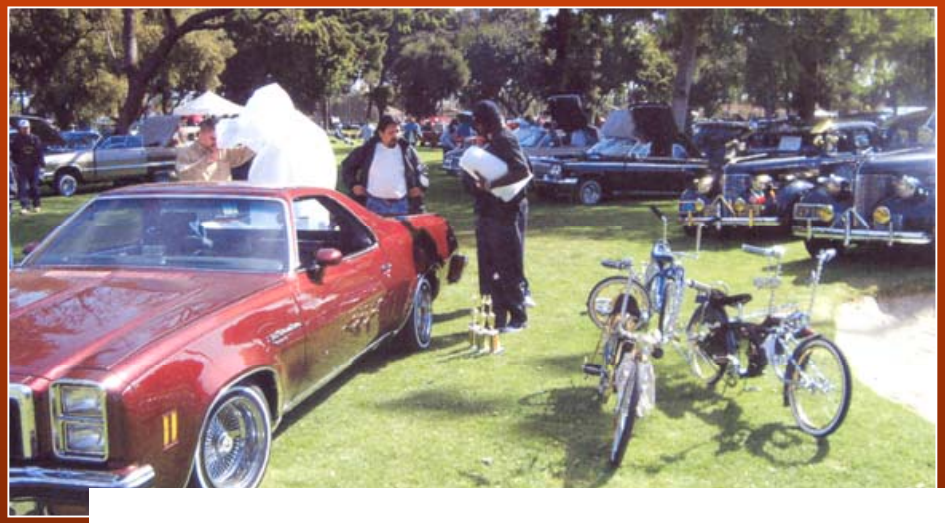
- Car club meetings
- Car shows and other related events
- Sampling surveys
- Public Affairs radio programs

Partnership Opportunities

Car Club Meetings:

- Presentation to members on the importance of recycling used motor oil
- Conducted survey of members regarding knowledge of, attitude towards, and likelihood of recycling used oil
- Distributed educational materials
- Provided a forum to learn of other upcoming car show events
- Outreached to 13 car clubs and 460 members

Partnership Opportunities



Car Shows and Car Club Events:

- "Cruise Nights" provided opportunity to reach DIYers while they were thinking about their cars
- Focused on locally-owned "fixed up" cars rather than *new* car shows
- City sponsored booth space; club members staffed booth
- Car club members provided their own "show car" to display at booth

Partnership Opportunities

Car Shows and Car Club Events *(cont.)*:

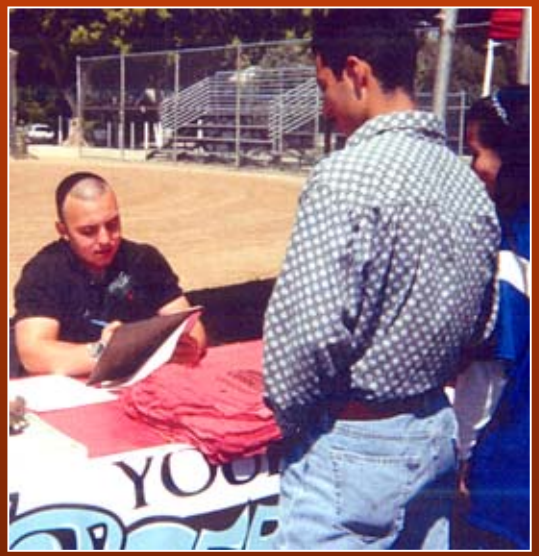
- Displayed eye-catching banner
- Members distributed used oil recycling information and materials
- Attended 150 events; reached over 76,000 DIYers

Partnership Opportunities

Sampling Surveys

- Conducted a short, simple 3-question "roaming" survey:
  1. *"Do you change your own oil?"*
  2. (If Yes) *"What do you do with the used oil?"*
  3. *"What is your zip code?"*
- Observed and noted language (English or Spanish) and approximate age of person surveyed

Partnership Opportunities



Sampling Surveys *(cont.)*

- Provided a method to evaluate the event we were attending, and
- Provided a method for feedback from DIYers on their experiences with Certified Collection Centers

Partnership Opportunities

Radio Public Affairs Shows

Interviews with:

1. KBIG-FM (adult contemporary disco)
2. KOST-FM (adult contemporary)
3. KTYM-AM (ethnic)
4. KNX-AM (all news format)

Partnership Opportunities

Radio Public Affairs Shows (cont.)

- LA Public Works Commissioner and car club members interviewed on air
- Reached over 102,800 radio listeners with 3 public affairs shows

Car Club Partnerships; Challenges and Successes

Partnership Challenges

- Finding car events; many are through word-of-mouth or operate “under the radar”
- Tough target audience; Strong rebellious streak; cynical about government and mainstream media
- Organizational skills of clubs (i.e., cancelled, re-scheduled, or moved events)

Partnership Successes

- Car club members became used oil recycling advocates; provided campaign with legitimacy and credibility to DIYers
- Program received Cal EPA *Program Innovation Award* in 2003 and the Public Relations Society of America's *Prism Award of Excellence*

El Sereno Community Outreach Pilot

Pilot Area: El Sereno (community within Los Angeles City limits)

Demographics: Predominantly lower-income Hispanic automotive DIYer population

Goals:

1. To measure effectiveness of outreach message(s) and efforts
2. To increase the amount of used oil collected

Strategy: "Saturation" of recycling message(s) in a community with high incidents of illegally disposed used oil

El Sereno Pilot Project

Setting a Baseline: *Worked with a local Kragen Auto Parts to obtain data on amount of used oil collected (prior to outreach efforts)*

Intercept surveys were conducted at high traffic areas (auto parts stores, supermarkets, events at local parks, etc.)

Facts: *Of the DIYers surveyed, 17% stated that they illegally disposed of their motor oil*

El Sereno Pilot Project

Approach: *Point-of-purchase advertising in auto parts stores*

Attendance at local auto-related events

Posters placed at local convenience stores and Laundromats

El Sereno Pilot Project

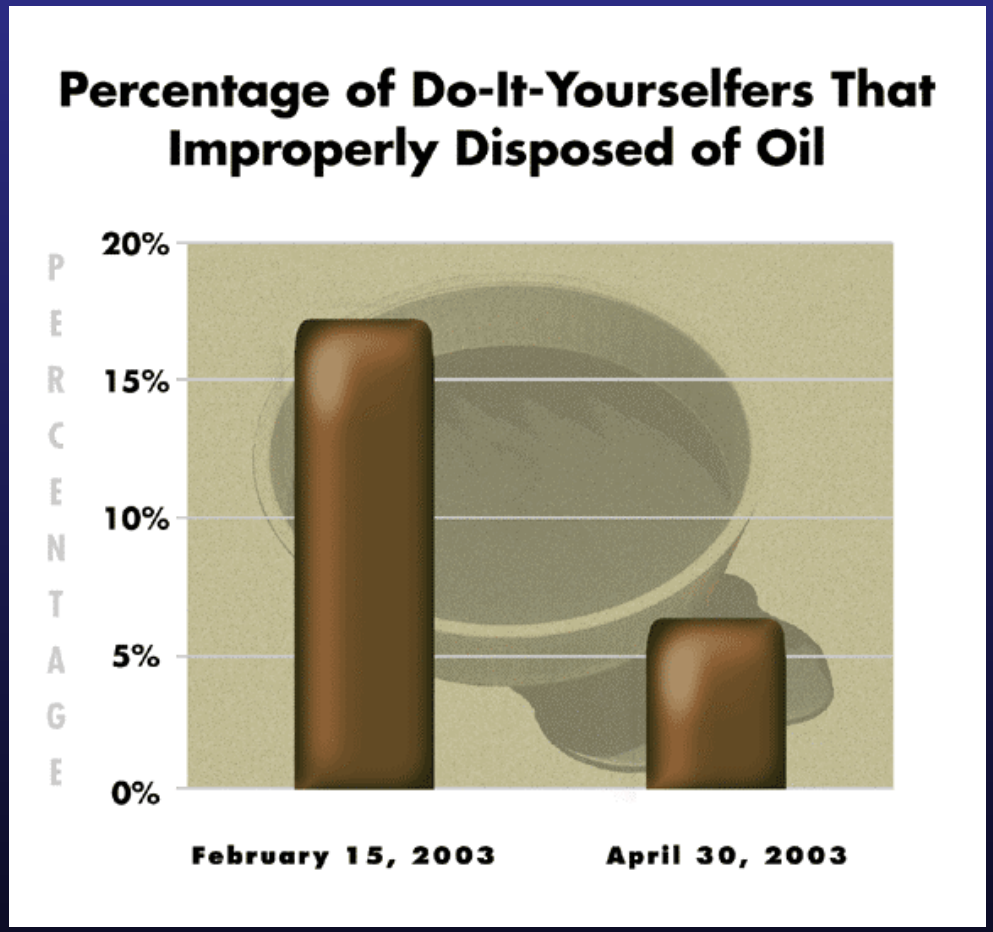
Approach: *Mass media advertising on bus shelters, billboards, radio traffic sponsorships*

El Sereno Pilot Project

Approach: *Direct-mail piece sent to 57,000 local residents*

Heavy saturation of the El Sereno area in a 3-month period

El Sereno Pilot Project



February 2003 survey: *17% admitted to improper disposal of used motor oil*

April 2003 survey: *6% admitted to improper disposal of used motor oil*

Post-Program: *42% increase in the amount of used oil collected at Kragen store;*
Spring 2002: *590 gallons collected* Spring 2003: *840 gallons collected*

Challenges and Successes

- *Getting local support from Certified Centers and area businesses (shopping venues, Laundromats)*
- *Coordination and synchronization of outreach efforts*
- *Making the campaign work in both English and Spanish*
- *Planning the pre and post-evaluation activities*

Making it Work in Your City

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- *Target events where DIYers are focused on their cars*

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- *Target events where DIYers are focused on their cars*
- *Work with a local Certified Center to get your message into the store*
- *Make it as easy and convenient as possible for the DIYers to recycle their used motor oil*

Contact Information:

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