



Used Oil Recycling to Zero Waste Partnerships



Typical Used Oil Filter collection event



We struggled with environmental problems



The jewel of our city, our ocean had issues



We were making effort to change behavior



Presentations in the schools



Organized Beach Cleanups





We started at the top

1 RESOLUTION NO. 10- R0636-1

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 OCEANSIDE ADOPTING ZERO WASTE AS A GOAL IN
4 ORDER TO ELIMINATE WASTE AND POLLUTION IN THE
5 MANUFACTURE, USE, STORAGE, AND RECYCLING OF
6 MATERIALS

7 WHEREAS, Zero Waste is a philosophy and visionary goal that emulates natural cycles,
8 where all outputs are simply an input for another process. It means designing and managing
9 materials and products to conserve and recover all resources and not eliminate discharges to
10 land, water, or air that do not contribute productively to natural systems or the economy;

11 WHEREAS, the California Integrated Waste Management (CIWM) Act of 1989,
12 Assembly Bill 939, required cities and counties to reduce, reuse and recycle (including
13 composting) solid waste generated in the state to the maximum extent feasible before any
14 incineration or landfill disposal of waste, to conserve water, energy and other natural resources,
and to protect the environment;

And so began the journey

Road to  Waste

Stealing from the police



Using technology to reach a broader audience



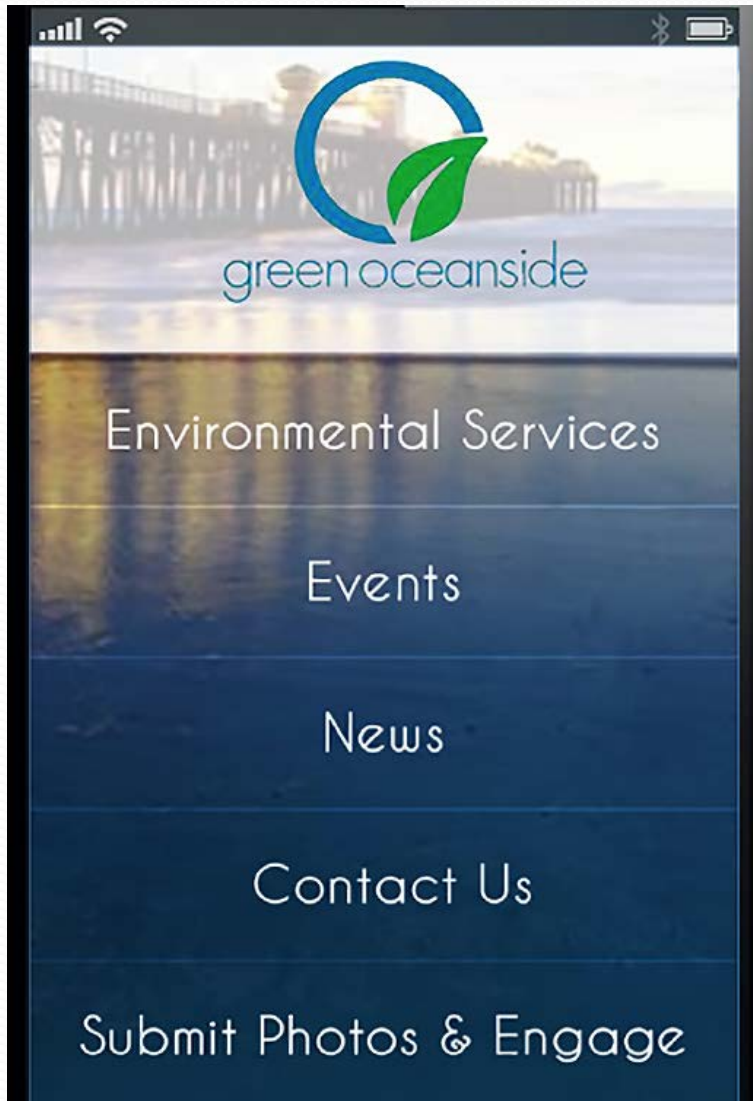


Branding





Green Waste and Food Waste Diversion



Mobile App

GREEN OCEANSIDE PRESENTS
GREEN HOLIDAY
GIFT & BREW TOUR



Drink Local



Eat Local

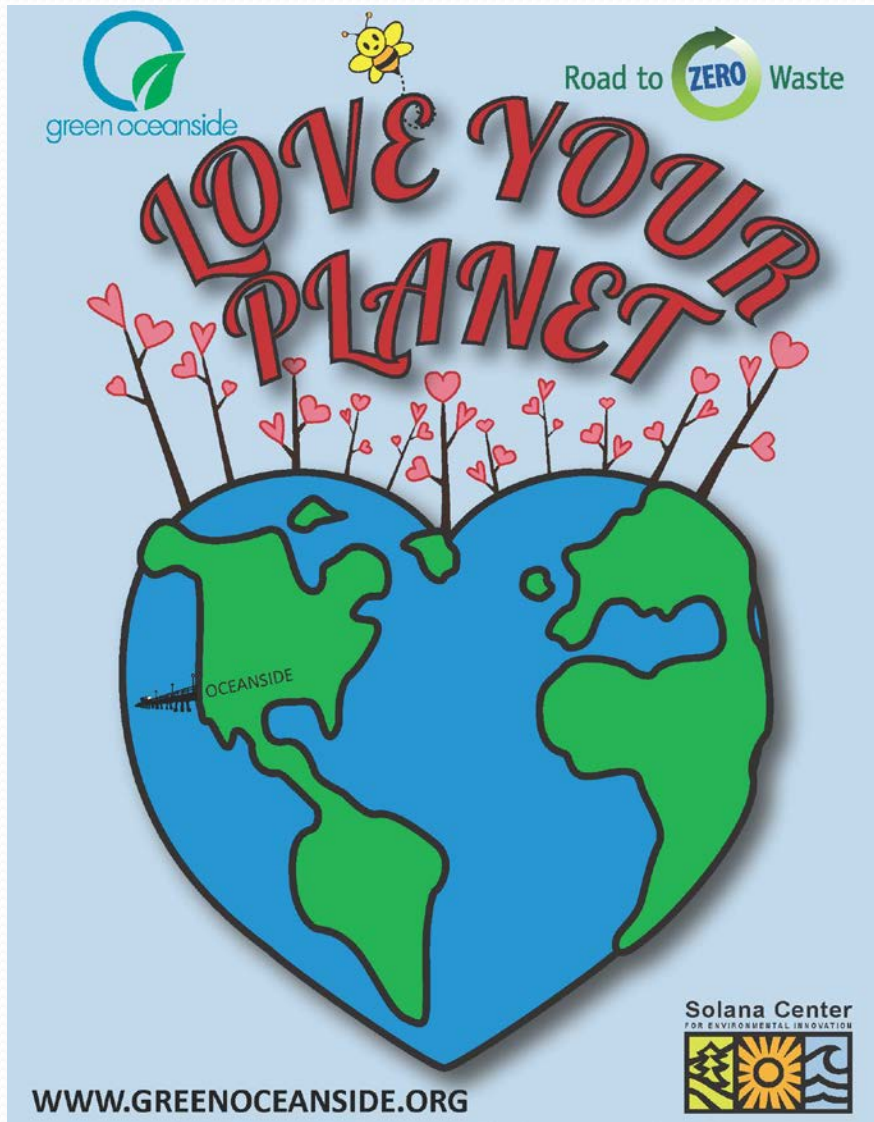


Shop Local

GOOD BREW

Bagby Beer Company
Beer Brewing Company
Breakwater Brewing Co.
Legacy Brewing Co.

Younger
audience events



Neighborhood Compost Education



Green Oceanside Business Network



green oceanside

Zero Waste Schools too!



We even changed our filter exchange events





Guidelines for City of Oceanside Used Oil Filter Exchange Events

Guidelines For Filter Exchange Event

- Stores will display and distribute O'Reilly approved posters and flyers prior to the events.
- Store needs to have the filter collection drums and oil collection tank emptied immediately prior to event.
- Stores will designate one employee to assist City Staff set up City of Oceanside booth near used oil collection tank and assist in the collection of used filters and used oil.
- Store will supply paper towels and a tarp large enough to place under collection area to prevent oil spillage into parking lot and sidewalk if needed.
- Store will provide empty cardboard boxes or equivalent for the recycling of filter boxes.
- City Staff will issue coupons to authorize each customer to exchange the allotted amount of filter they can receive. The number of filters will be in an event specific color to avoid customers to change the number. O'Reilly staff will inspect the coupons for any tampering and give the customer only the authorized amount. O'Reilly staff will keep coupons and give them to City Staff at the end of the event.
- Price of exchange filters will not exceed \$13.99.
- Maximum amount of individual events will not exceed \$3000.00 unless previously authorized by City Staff.

City Staff _____

Store Manager _____



Green Oceanside

Thanks!