

***Beyond the Premium Item –  
NEW STRATEGIES TO REACH  
YOUR AUDIENCE...  
through Mass Media***

***Orange County Regional  
Used Oil Recycling Program***

*2013 California Household Hazardous Waste/Used Oil Conference  
October 30, 2013*

*Tim Grogan, Hazardous Waste Specialist  
County of Orange, Health Care Agency, Environmental Health - CUPA*



# OC Regional Program Participating Cities

## 23 Cities

- Aliso Viejo
- Brea
- Costa Mesa
- Cypress
- Dana Point
- Fullerton
- Fountain Valley
- Irvine
- Laguna Hills
- Laguna Niguel
- La Habra
- La Palma
- Lake Forest
- Mission Viejo
- Newport Beach
- Rancho Santa Margarita
- San Clemente
- Stanton
- San Juan Capistrano
- Tustin
- Villa Park
- Westminster
- Yorba Linda



Orange County Used Oil Recycling Program








# Program Highlights

State of California Certified Collection Center

## RECYCLE Used Oil and Filters

Used Oil and Filters Accepted From the Public at No Charge 



RECYCLE  
USED OIL

RECYCLE  
USED OIL  
FILTERS

Recycling incentive paid for used lubricating oil in containers during business hours from members of the public who change their own oil. Contaminated oil, or oil suspected of contamination may not be accepted.

For more information please call CalRecycle at: **(916) 341-6690**

- 150+ Collection Centers
- 50 Events Annually
- 15 Used Oil Filter Exchange Events Annually
- Bilge Pad Exchange Program at Harbors
- Children's Water Education Festival Annual Sponsor
- High School Auto Shop Presentations
- 2 Dedicated Vans
- 2 Full-time Equivalent Staff
- College Interns & Volunteers



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# Developing an Outreach Program

- Bright Contrasting Colors
- Branding - Slogan
- Assistance from Agency Health Policy and Communication Division
- Public Viewpoint
- Internal Talent
- Translators Available
- Utilize on All Outreach Materials
- Not Program Specific



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# Program Vehicle Advertising



- Events
- CCC Visits
- Mobile Billboard
- Travel 3,000 Miles/Yr
- \$3100 Design & Wrap
- Longevity – 3 Years



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# Billboard Advertising



- Vendor – CBS Outdoors
- Select Locations
- Freeways and Streets
- Campaign – 1 month
- Various Sizes Available
- Cost based on Location & Impressions
- 250,000 to 555,000 Adult Impressions Weekly
- \$5,000 to \$10,000 per Location



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# Bus Advertising

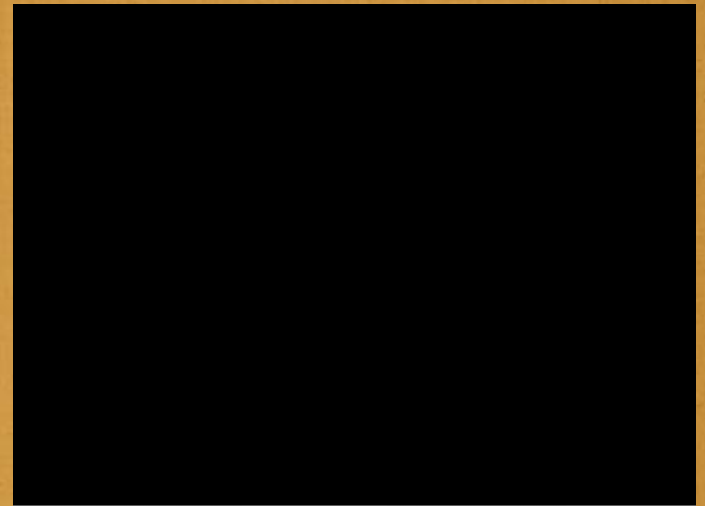


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# Bus Advertising

- Vendor – Titan
- Kongs & Headliners vs. Full Side (3 languages)
- Tailbacks (2 languages)
- Route Selection
- Package Options
- Campaign – 10 weeks
  - 15 Kongs & Headliners  
(1,732,500 Total Impressions)
  - 30 Tailbacks  
(2,960,000 Total Impressions)
- Cost - \$33,000 (Printing & Campaign)



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# Bus Shelter Advertising

- Vendor – Clear Channel Outdoor
- 40 Locations in or near Participating Cities
- Select Locations
- Campaign – 1 month
- Average Impressions per Location – 303,627 Adults
- \$19,400 Printing & Campaign
- Reuse Prints for Future Campaigns



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# Pump Top Advertising



- Vendor – Blink Media, Inc.
- Avg. Adult: 6-8 Fill-ups/Month
- Approx. 5 Mins/Fill-up
- Campaign – 30 days
- 1 Station in Each City
- Installed on All Pumps
- Visible on Both Sides of Pump
- \$180 per Station



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- Scripted by Program Staff
- Staff Vehicle & Home
- Videography & Editing by College Interns
- Acting & Narration by Program Staff
- Promote on Agency Website & Facebook
- [youtube.com/OCHealthInspector](https://www.youtube.com/OCHealthInspector)
- “How to Recycle Your Used Oil”  
Uploaded July 2011 (2+ years)  
English version – 17,400+ views  
Spanish version – 24,270+ views



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# Program Facebook & QR Code



- URL Shorter than Full Website
- Update with Future Filter
- Exchange Event Locations
- Followers Inform Us at Events



<http://ochealthinfo.com/usedoil>



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# Cable & Web Commercial



- Vendor – Time Warner/Cox Cable
- Online Banner Directs to UOP Website – 200,000 Impressions
- 2500 Commercials - 358 per Zone (OC divided into 7 Zones)
- Over 100 Networks
- Target Demographics (Men 18-35 years)
- Target Networks (DIY, Auto, Sports, Hispanic)
- Identify Geographical Area
- Air Times Flexible
- \$25,000 (Includes Video Editing)



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# Future Ideas & Goals

- Effective Outreach - Survey Participants
- Identify Outreach Opportunities with Participating Cities
- Developing “Check Your Number” Video
- Continuous Outreach in All Participating Cities



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# THANK YOU

## Questions/Assistance/Access to Outreach Materials & Videos

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