

City of Oxnard Used Oil Recycling Program Spanish Language Outreach

Used Oil/HHW Training & Conference

November 2016

Trish Honigsberg, Sustainability Coordinator

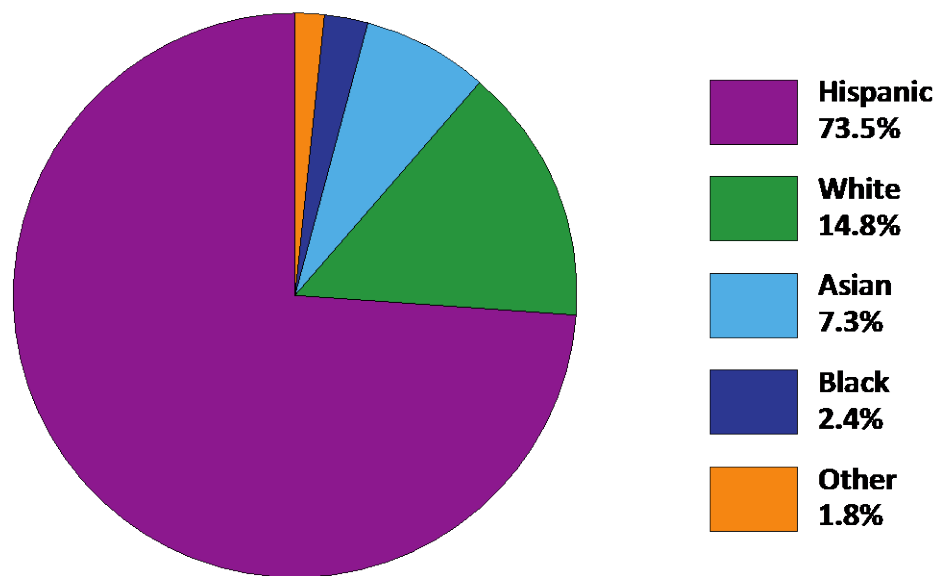
Oxnard – Who We Are

- Located on the Pacific Coast between Los Angeles and Santa Barbara
- Residential, Commercial & Industrial Businesses



Population

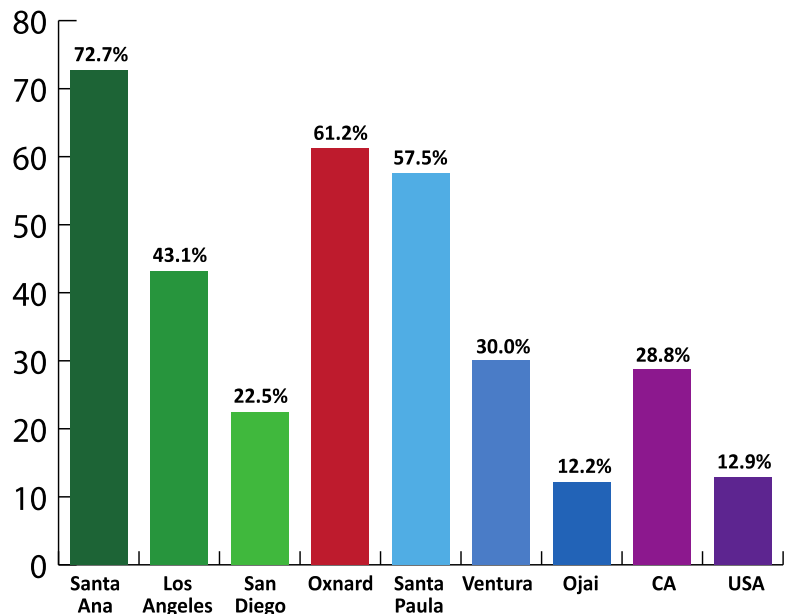
Ethnicity of the population in Oxnard.



Oxnard's population is 200,390. 101,653 Male and 98,737 Female with an average household size of 3.95. Oxnard has a relatively young population even though it has increased 5.6% since 1960 to the current 29.9 median age. 33.3% of the population is under the age of 19, 49.8% is 20 – 54 and 16.8% is over 55.

Population

Percentage of the total population living in households in which Spanish is spoken.



Data from StatisticalAtlas.com

To view more statistics, visit <http://statisticalatlas.com/place/California/Oxnard/Languages>

Target Audience

- The largest group of Do-it-Yourselfers are men ages 18 - 44



Oxnard's Oil Recycling Programs

- 24 certified oil collection centers
 - Autoparts stores, Automotive shops, City's ABOP (Antifreeze, Battery, Oil & Paint) Collection Center
- Oxnard's City-owned ABOP- Del Norte Regional Recycling & Transfer Station
 - ABOP collection center located with E-Waste and CRV Recycling at the "Buy Back Center"
 - Conveniently open Monday through Saturday 7 AM to 4 PM
 - Residents and Conditionally Exempt Small Quantity Generators (CESQGs)
 - No appointment necessary
- Household Hazardous Waste Round-ups
 - By Appointment Only
 - Residents - Second Friday and Saturday of each month
 - CESQGs – Second Thursday of the month

Community Outreach

- Radio
- Newspaper – Vida
- Electronic
 - Web, Social Media, City TV
- Other Print
 - Utility bill inserts, direct mail
- Other
 - Special Events & Community Programs
 - Billboards
 - Truck Signs
 - On-site DMV ads



Relationships

- Establish relationships with community media outlets
 - It's more than just placing ads
 - Make media outlet representatives a part of your team
 - they are part of the community and are a stakeholder to protect and improve our local environment
 - Get to know your DJ's
 - Bring promotional items to share and discuss
 - Buy-in
 - If they believe in it, then they can sell it



Making Relationships Work

Spanish Language Radio

- Working with largest Spanish Radio Media Group Lazer Broadcasting and other local stations
 - Lazer Broadcasting has the largest reach among English AND Spanish stations in Oxnard and Ventura County
 - Radio Lazer Program Director



Spanish Language Radio Rules!

- Radio virtual neighborhood for listeners
- 72% of Hispanic listeners are bilingual yet they want to be informed in their native tongue

Leveraging your buys

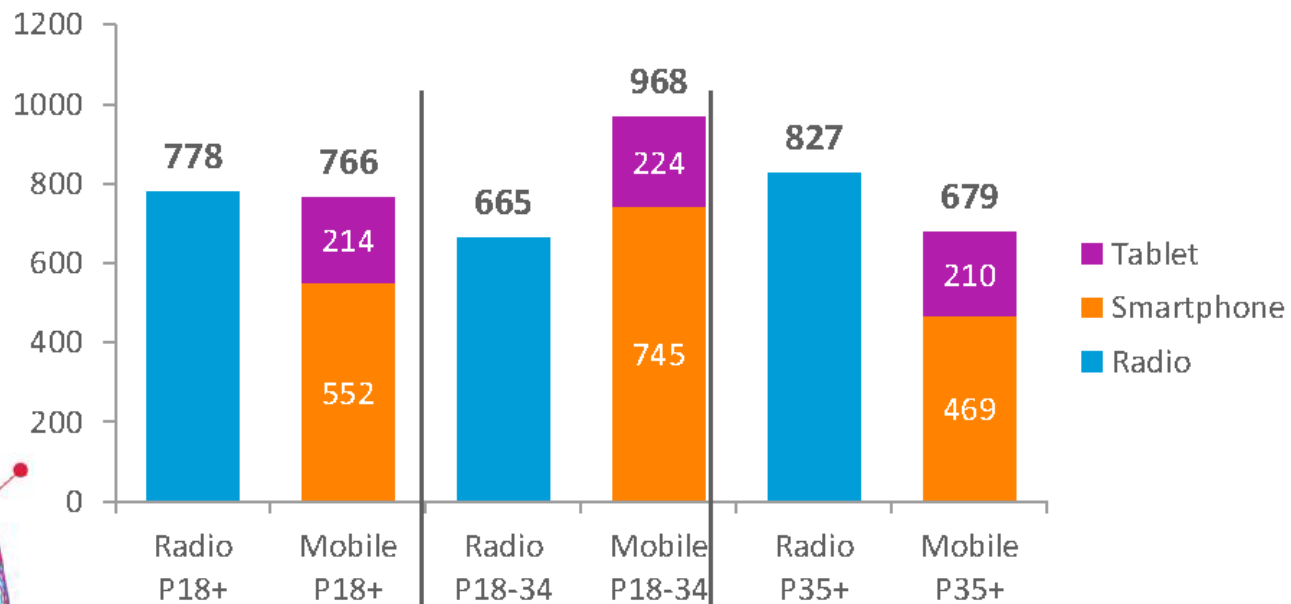
- Negotiate, negotiate, negotiate!
- Know how to read the media buy
- Get bids/quotes
 - Added value; win-win
 - Buy 2 get 1 free
 - Live and pre recorded interviews
 - Que Sucede (What's happening)
 - Get to know your DJ's
 - Bring promotional items to share



WHAT MIGHT DIGITAL AUDIO DATA TELL US?

For fun, let's compare Nielsen's mobile panels to our national radio data...

Average Minutes per Week of Consumption



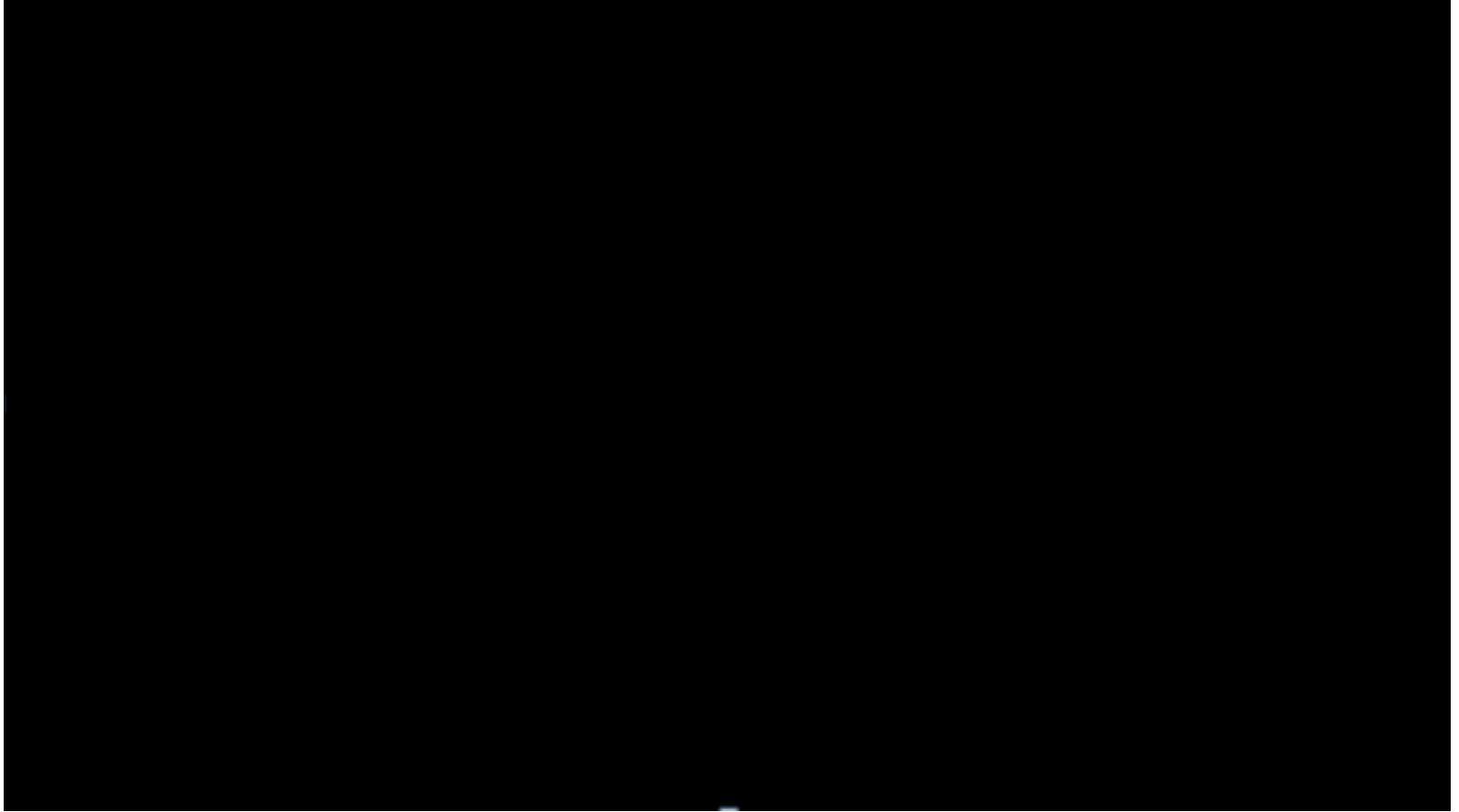
Sources: Radio = Nielsen RADAR 124, 01/02/14 - 12/03/14; Smartphone = Nielsen Electronic Mobile Measurement, iOS and Android, 01/26/15 - 03/01/15; Tablet = Nielsen Electronic Mobile Measurement, iOS, 01/26/15 - 03/01/15, P18+, unweighted, projections based on estimates from the NPOWER/NPM Panel

Used Oil Web/City TV PSA's

- All web and City TV PSA's are Bilingual
- Involve the Community
- Open Auditions for Actors
- Advertised on Social Media



Oil Recycling - Spanish Language Outreach



Used Oil Web/City TV PSA's

- This campaign got people talking
 - Advertising the call for actors
 - The actors working on the PSA's
 - Sharing their work with friends and family on Social Media
 - The actual airing of the spot

Used Oil Recycling Billboards and Transit Stops

- Two separate Used Oil advertising campaigns
 - “Finish the Job Right”
 - CalRecycles – “Check your number”
- Ads placed in high density areas
- Timing – ads were part of multimedia campaign which included newspaper, radio, web and social media

Used Oil Recycling Billboards and Transit Stops

TIMES HAVE CHANGED
KICK THE 3,000-MILE OIL CHANGE HABIT!

Check your owner's manual or visit WWW.CHECKYOURNUMBER.ORG to find out how often you should be changing your oil.

CHECK YOUR NUMBER 007500

CalRecycle OXNARD

This billboard features a background of a road with a speedometer overlay. The speedometer needle points to the number 007500, which is also displayed on a digital display below it. The text is in bold, yellow and white colors.

TIMES HAVE CHANGED
KICK THE 3,000-MILE OIL CHANGE HABIT!

Check your owner's manual or visit WWW.CHECKYOURNUMBER.ORG to find out how often you should be changing your oil.

CHECK YOUR NUMBER 007500

CalRecycle OXNARD

This billboard is identical to the one on the left, featuring a road background, a speedometer, and the number 007500.

*Finish the job right.
Recycle your used motor oil and filters.*

Visit the Del Norte Recycling Center or check www.CityofOxnard.org for a list of drop-off locations near you.

RECYCLE USED OIL

OXNARD

This billboard shows a man and a woman working on a car engine. The man is pouring oil into a can. The background is a checkered pattern. The text is in white and yellow. There is a logo for 'RECYCLE USED OIL' with a recycling symbol and a can of oil.

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RECYCLE USED OIL

OXNARD

This billboard is identical to the one on the left, showing a man and a woman working on a car engine.

Used Oil Recycling Billboards and Transit Stops

LOS TIEMPOS HAN CAMBIADO
¡RENUNCIE AL HÁBITO DE CAMBIO DE ACEITE CADA 3,000 MILLAS!

REVISE SU NÚMERO 007500

Revise su manual de propietario o visite WWW.CHECKYOURNUMBER.ORG para enterarse de que tan seguido hace falta cambiar el aceite.

CalRecycle OXNARD

LOS TIEMPOS HAN CAMBIADO
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CalRecycle OXNARD

Termine el servicio correctamente.
Recicle su aceite y filtros de motor usados.

Visite el Centro de Reciclaje Del Norte o visite www.CityofOxnard.org para una lista de sitios de entrega cerca de usted.

RECICLE el ACEITE USADO

OXNARD

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RECICLE el ACEITE USADO

OXNARD

Lessons Learned

- What you see on your screen is not how it will be viewed at 45 MPH
- Less is more!!!
- Choose your words wisely
- Large bold print

What's next

mvn®



M O T O R

V E H I C L E

N E T W O R K

Oil Recycling - Spanish Language Outreach



Motor Vehicle Network

- Cost
 - \$600 per month (4 weeks)
 - 4- 30 second ads per hour
 - 176 ads per week
 - 704 ads per month

Rate varies from market to market

City of Oxnard- Used Oil Recycling, Spanish Outreach

Trish Honigsberg

Contact Info

805-385-7928

Trish.honigsberg@Oxnard.org

www.oxnard.org