



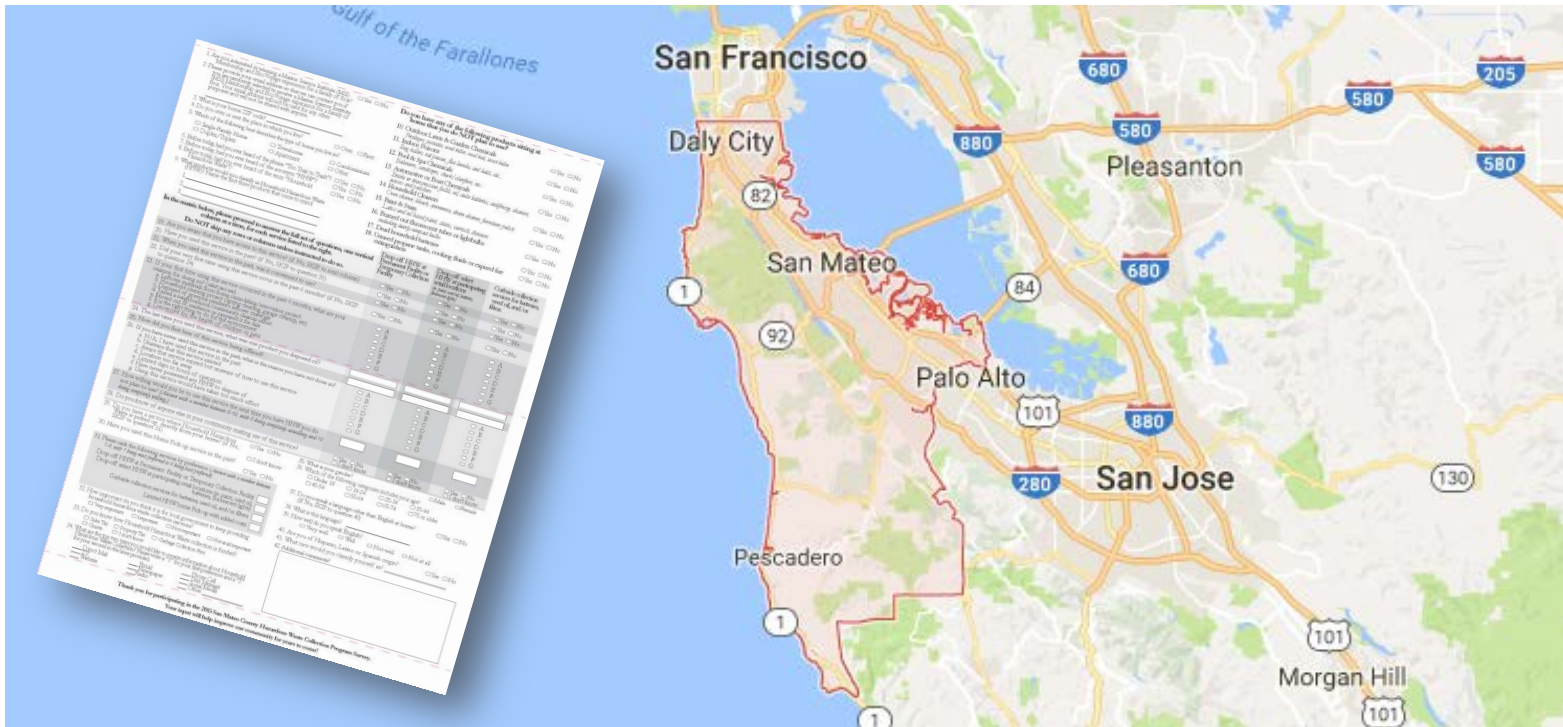
From Numbers to Stories to Change: Making Data Understandable

Used Oil/HHW Conference
Julia Au | November 2, 2016



COUNTY OF SAN MATEO
HEALTH SYSTEM

Survey Background



- 9,500 surveys mailed Countywide
- 810 surveys returned (8.5%!)

HHW Survey Goals

1. Understand what residents have in their home
2. Understand residents' familiarity and use of HHW collection options
3. Determine how to best connect with residents for proper disposal of HHW

Some Key Findings



HHW



Top 3 HHW Found at Home

60%

40%

20%

0%

38%

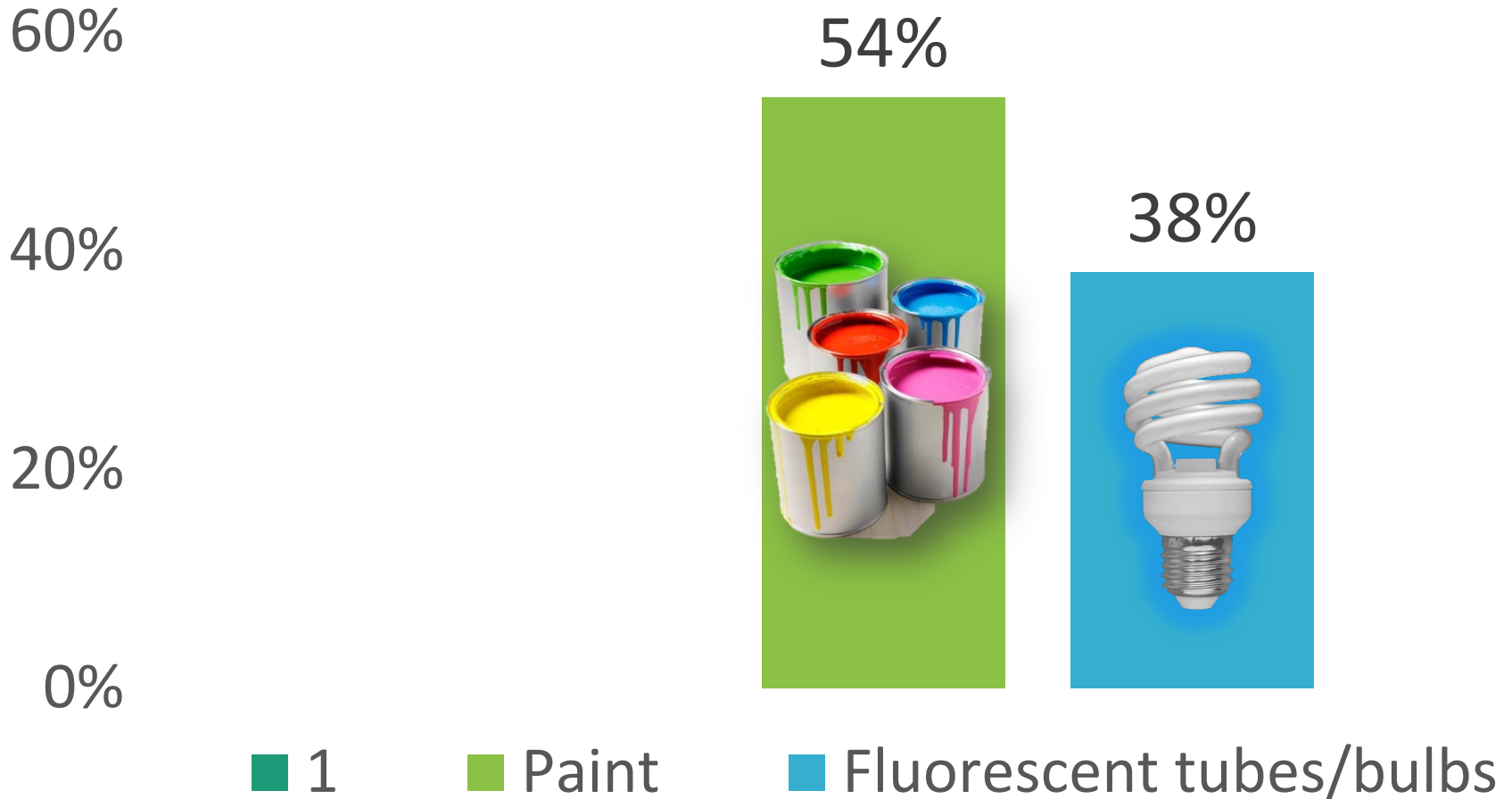


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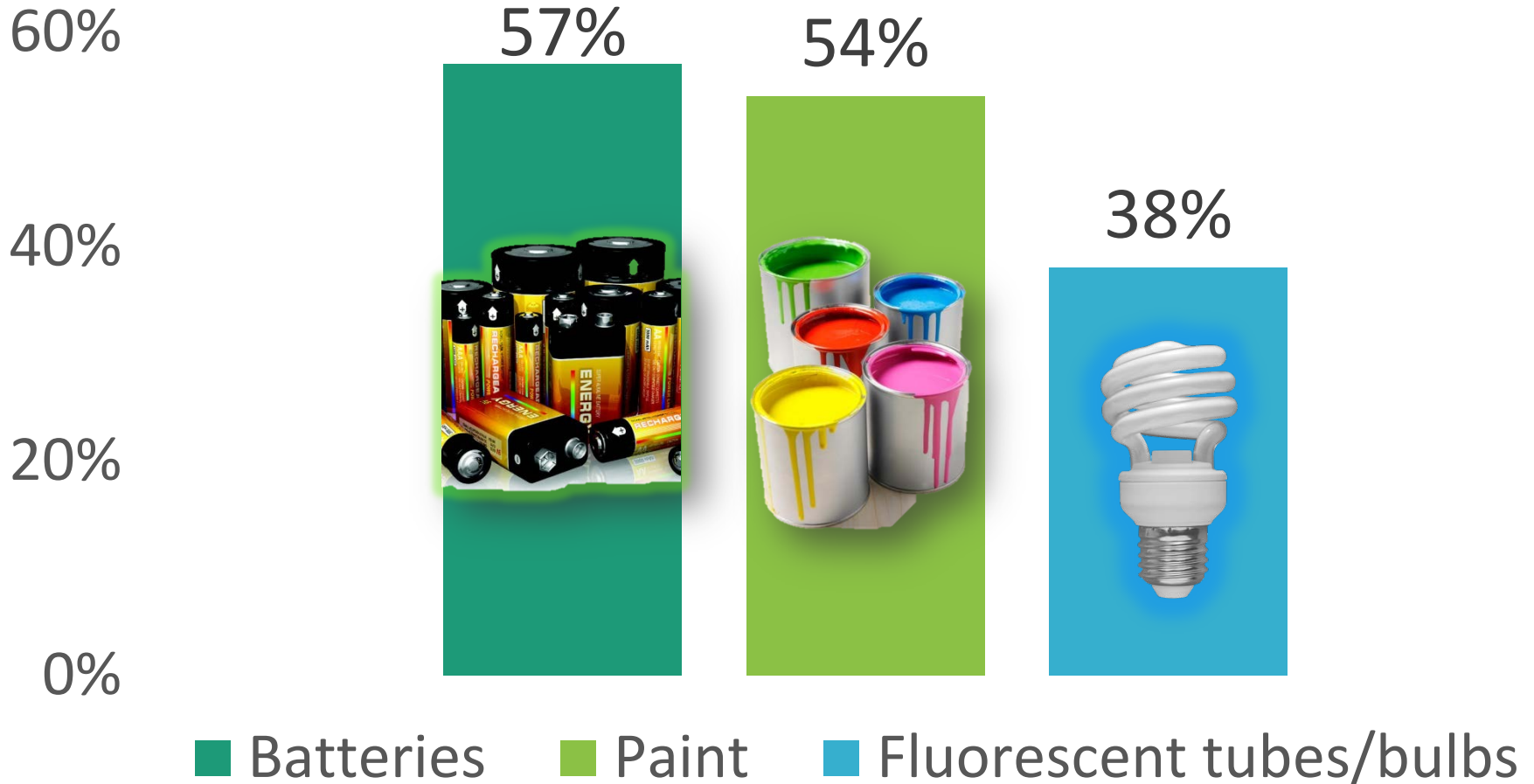
■ 2

■ Fluorescent tubes/bulbs

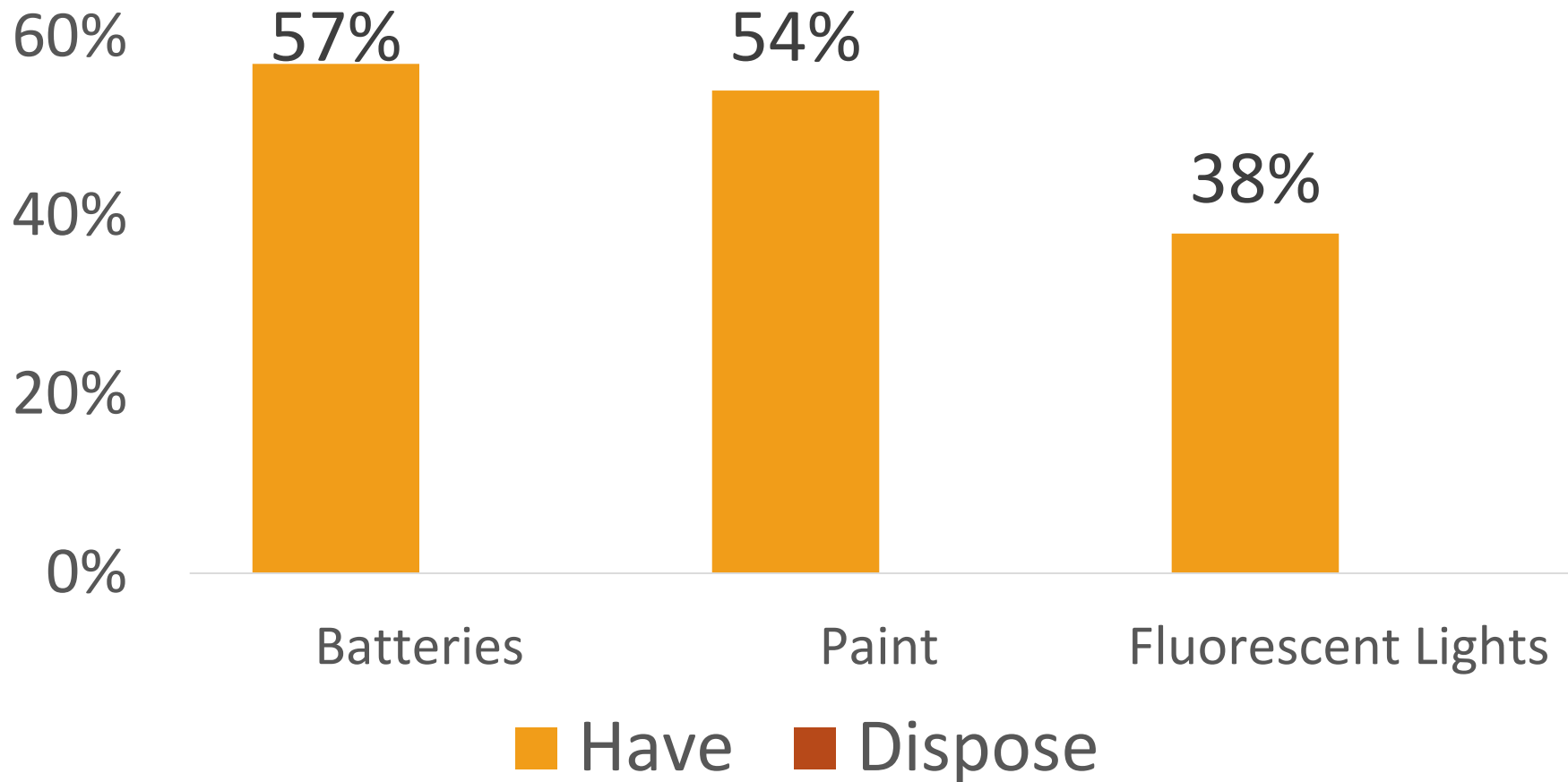
Top 3 HHW Found at Home



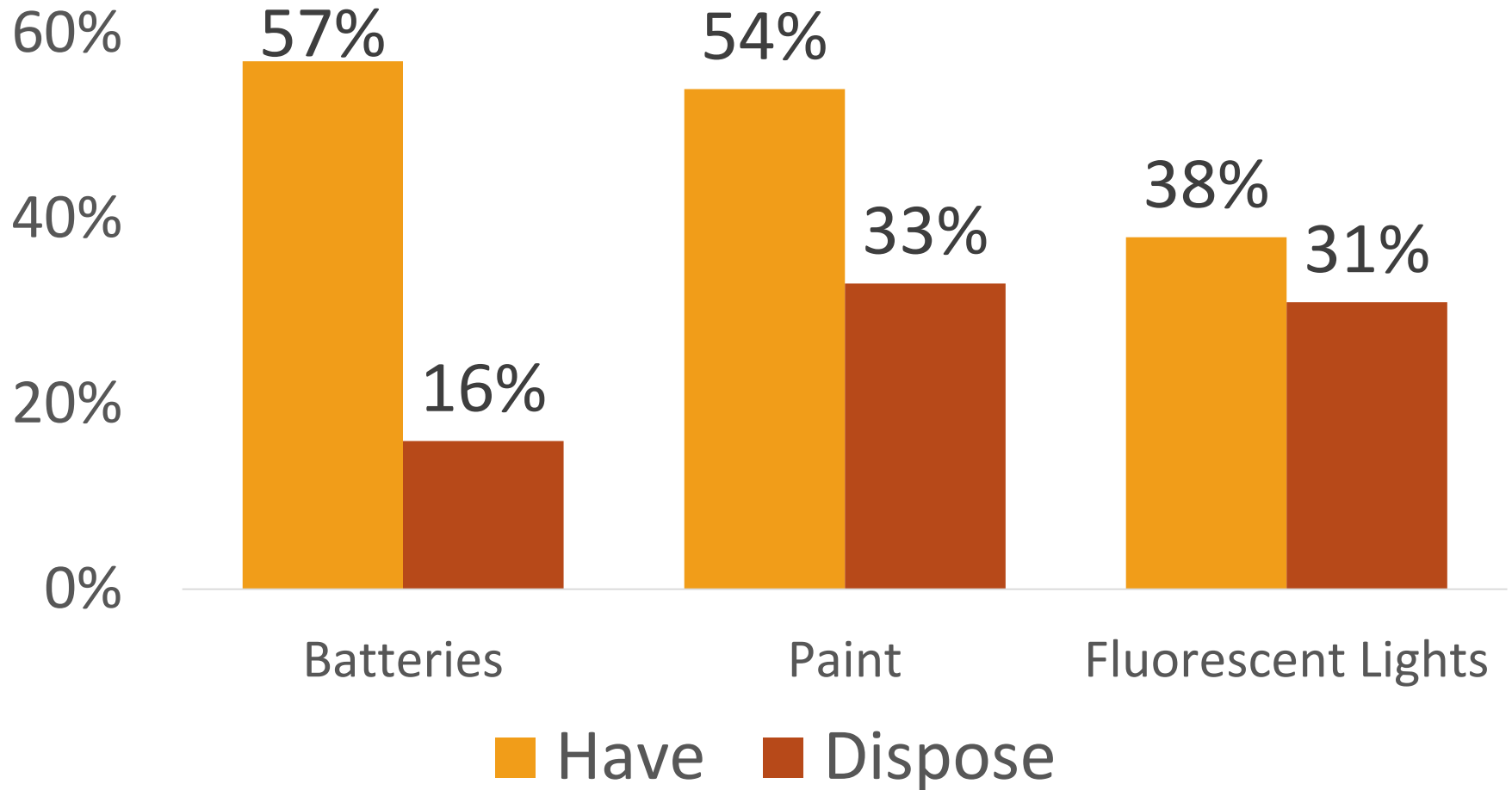
Top 3 HHW Found at Home



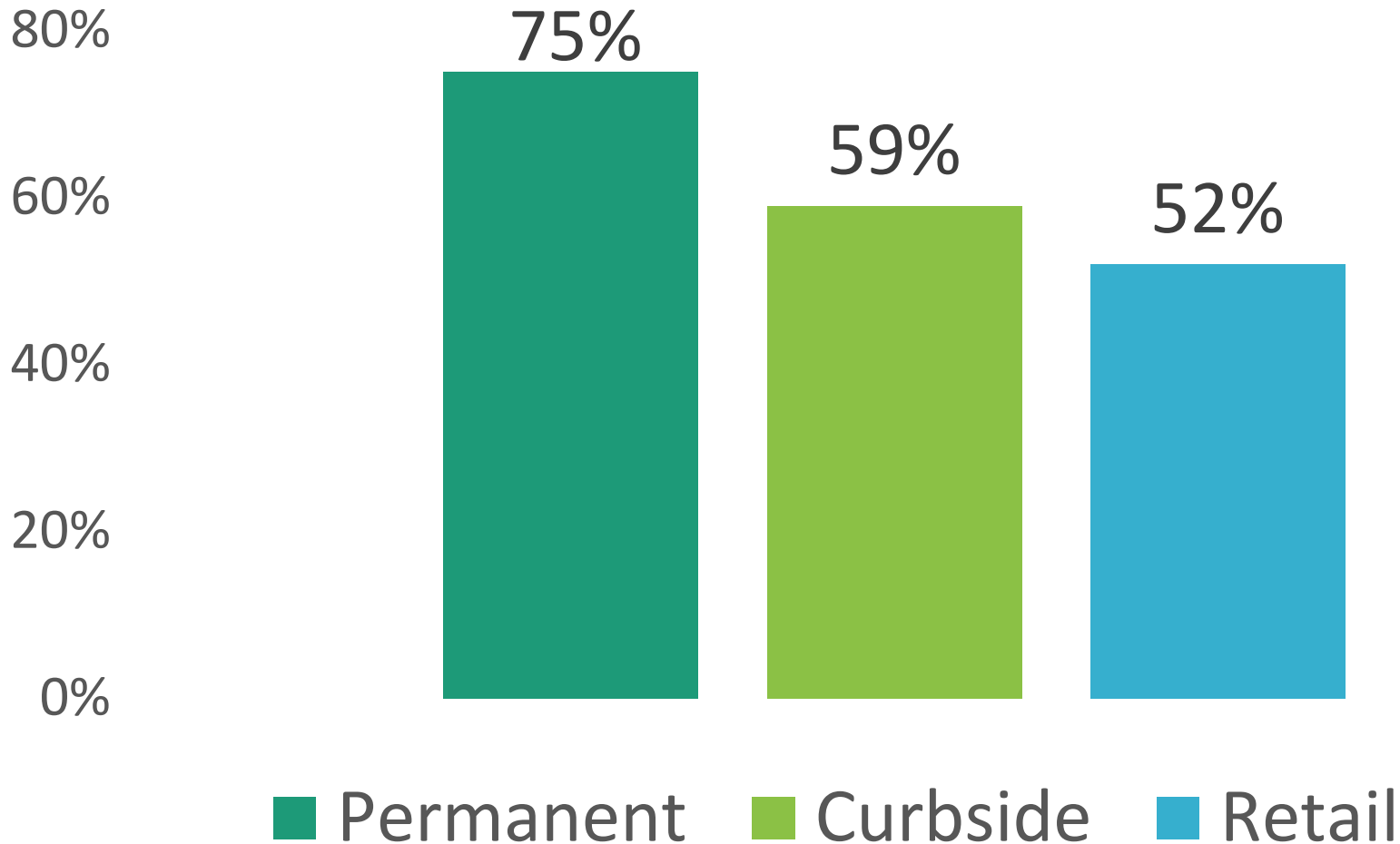
HHW in Home vs. HHW Disposal



HHW in Home vs. HHW Disposal



Awareness of HHW Services



Reason for Use (Permanent Facility)

Reason for Use (Curbside)

Reason for Use (Retail)

Four Resident Personas

- Ed the Everyday Neighbor
- Charlie the Collector
- Yvonne the Young Settler
- Gwen the Golden Resident



- Middle Aged (45-54)
- Possess larger number of HHW materials
- Thinks garage is due for a clean out
- Least used service – retail
- Most kept nonuse HHW – batteries

Ed the “Everyday Neighbor”



- Young (25 -34)
- Not as much HHW now, but will accumulate
- Low awareness
- Least used service – HHW facility & curbside
- Most kept nonuse HHW – batteries

Yvonne the “Young Settler”



- No specific age-smallest population
- Possess highest number of non-using HHW materials
- Expresses willingness to use services
- Least used service – retail
- Most kept nonuse HHW – paint

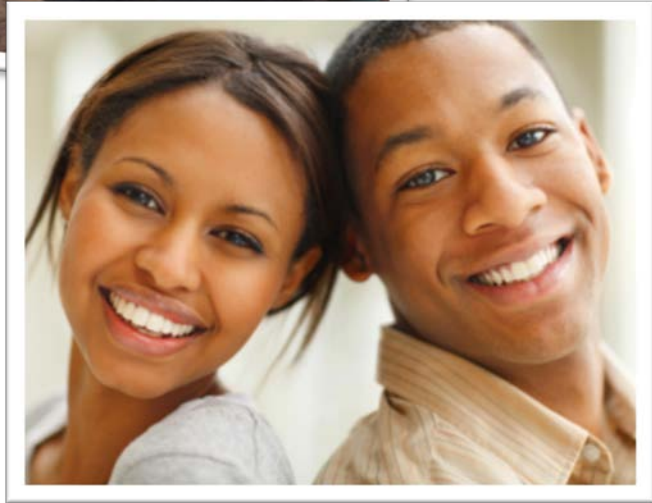
Charlie the “Collector”



- Older (>65)
- Possess small amount of HHW at home
- High awareness and likelihood to use HHW services
- Least used HHW service - retail
- Most kept non-using HHW – paint

Gwen the “Golden Resident”

Who to Target & Building a Strategy



Who to Target & Building a Strategy



- Primary target audience; greatest opportunity
- Focus areas:
 - Teaching about other services beyond permanent facility
 - Targeting products where there is a large gap – like batteries

Who to Target & Building a Strategy

- Secondary target audience
- Focus areas:
 - Create urgency or event
 - Help them “Spring Clean”



What San Mateo County Has Done



- Trying new things
 - “Pop-up” tabling events
 - Seeking commitments from residents
 - Signing up for reminders via Constant Contact

What San Mateo County Has Done?



Household Hazardous Waste (HHW) Drop-off Event

Communications and Marketing Multimedia Analyst Alexandria Kenyon from Redwood City · 10 Oct

The County of San Mateo Household Hazardous Waste (HHW) Drop-off Event takes place in Redwood City on Saturday, Oct. 22, 2016 from 8:30 a.m. to 12:15 p.m.

To participate, you must schedule an appointment at San Mateo County's HHW Program: www.smchealth.org/hhw or by calling 650-363-4718 (select option 3). The event location will be disclosed once your appointment has been confirmed. Limit is 10 gallons or 50 pounds.



Residents unable to attend this event can still dispose of HHW for free at San Mateo County's permanent HHW facility Thursdays through Saturdays (except holidays). You must make an appointment at www.smchealth.org/hhw or call 650-363-4718 (select option 3).

Shared with Redwood City in General

THANK | 9

REPLY | 1

- Knowing what has worked and building on them
 - Nextdoor
 - City partnerships
 - San Mateo County has 20 cities

What San Mateo County Has Done?

- Gathering data and using it
- Designing targeted outreach

HHW SURVEY TALLY SHEET

DATE: _____ LOCATION: _____ SUPERVISOR: _____

City	#Appointments	# Drop-Ins	Total
Atherton			
Belmont			
Burlingame			
Brisbane			
Colma			
Daly City			
East Palo Alto			
El Granada			
Foster City			
Half Moon Bay			
Hillsborough			
La Honda			
Menlo Park			
Millbrae			
Montara			
Moss Beach			
Pacifica			
Pescadero			
Portola Valley			
Redwood City			
San Bruno			
San Carlos			
San Mateo			
S San Francisco			
Woodside			
Unincorporated			
Grand Total:			

HOW MANY HOMES DOES THIS REPRESENT?
 ONE: _____ TWO OR MORE: _____

HOW MANY APPOINTMENTS DID YOU MAKE FOR TODAY?
 ONE: _____ TWO OR MORE: _____

HAVE YOU USED OUR PROGRAM BEFORE?
 YES: _____ NO: _____

HOW DID YOU HEAR ABOUT THIS EVENT?	Tally/Total	Tally/Total	Tally/Total
Web Site - choose: SMCHealth/HHW		RecycleWorks	Garbage Co.
Facebook		RethinkWaste	Other??
Social Media Site - choose: NextDoor		Facebook	Twitter
Garbage Company - choose: Went to Facility		Called	Bill Insert
Family / Friend / Realtor (Word of Mouth)			
Flyer / Poster / Banner			
County Office (EH&S)			
Electronic newsletter or email			
Newspaper / Magazine			
Direct Mailer			
Retail Drop-off Location (ex. PaintCare, Retail Take-Backs, Used Oil Drop-off)			
Visual Drive By			
Outreach Booth/Tabling Event			

L:\hhw\HHW - Data\HHW Survey Tally - Participation 13toAug 16_HHW Tally Survey Form.docx 17 August 2016



San Mateo County Health System
 Like This Page · July 22 ·

Do you have leftover chemicals, paint or fluorescent lights at home? Get rid of them for FREE on July 30 in Redwood City. Space is limited, so make an appointment today at smchealth.org/hhw or by calling 650-363-4718.

Juan G. Alonso, Elvira Tinoco, Deborah Borrego and 31 others like this.

17 shares 1 Comment

Karen Freedman If I don't get rid of them and I have a lot, is there another date?? And is there pick up?
 July 22 at 1:31pm

San Mateo County Health System
 There are other dates and locations, check out <http://events.smchealth.org/events/> to make an appointment. Each individual date has a limit of 10 gallons or 50 pounds per person, so if you have more than that, give us a call at (650) 363-4718. If you'd like, see more.
 July 22 at 1:54pm
 View more replies

Future Actions

- Community Based Social Marketing pilot
- Database

ENVIRONMENTAL HEALTH SAN MATEO COUNTY

Protecting Our Health and Environment

Household Hazardous Waste Program

Collection Schedule

The HHW Collection Facility is open every Thursday, Friday and Saturday at the San Mateo facility (except major holiday weekends). Additional collections are held in several other locations throughout the county. Make an appointment for any collection that is most convenient for you. This drop-off disposal service is for residential household hazardous waste from county residents. NOTE: Residents in Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, City of San Mateo, certain unincorporated areas and the West Bay Sanitary District may also use the [RethinkWaste Door-to-Door Program](#).



Wastes Accepted

- Paint, paint thinner, varnish, and stain;
- Garden, swimming pool, and hobby chemicals;
- Household cleaning products and aerosol spray cans;
- Fluorescent tubes, propane tanks, and automotive products (gasoline);
- Thermometers and other mercury wastes;

If you **only** have Latex paint, antifreeze, motor oil, oil filters, automotive batteries, household batteries, or fluorescent tubes, you can check our list of [collection centers](#) for a location nearest you.

Residential fire extinguishers may be discharged into the regular trash, and then recycled as a plastic or metal container, or you may bring them into the program by appointment for recycling.

Wastes Not Accepted

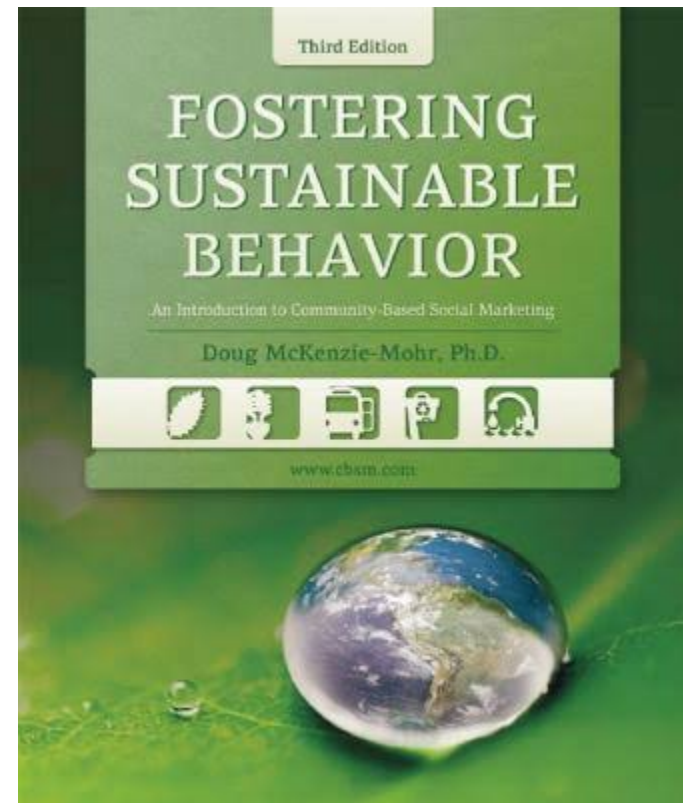
- Asbestos*
- Appliances*
- Business wastes*
- Construction wastes*
- Compressed Gas Cylinders (except propane up to 5 gallons in size)
- Explosives/Ammunition/Fireworks
- Tires
- Any waste in a container larger than five (5) gallons.

*For information on reuse or recycling of these items please visit [RecycleWorks](#) for information. For disposal of all other items please contact our office at (650) 372-5200.

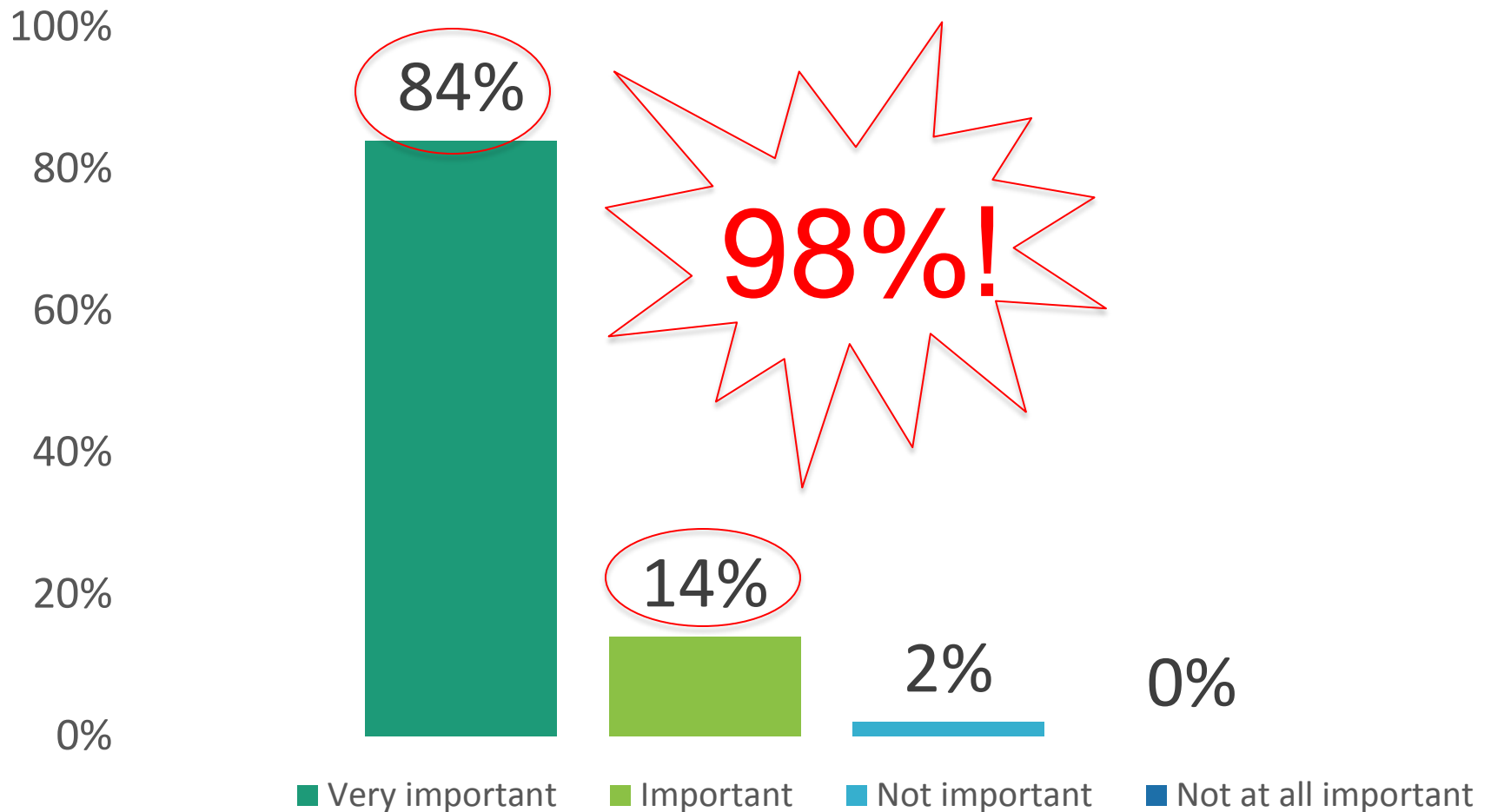
[Make Appointment](#)

Medical Waste Disposal Information

- [Sharps Disposal](#)
- [Pharmaceutical Disposal](#)



Importance of HHW Programs



Contact Information

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Pollution Prevention Specialist

San Mateo County Environmental Health Services

(650) 372-6250

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