

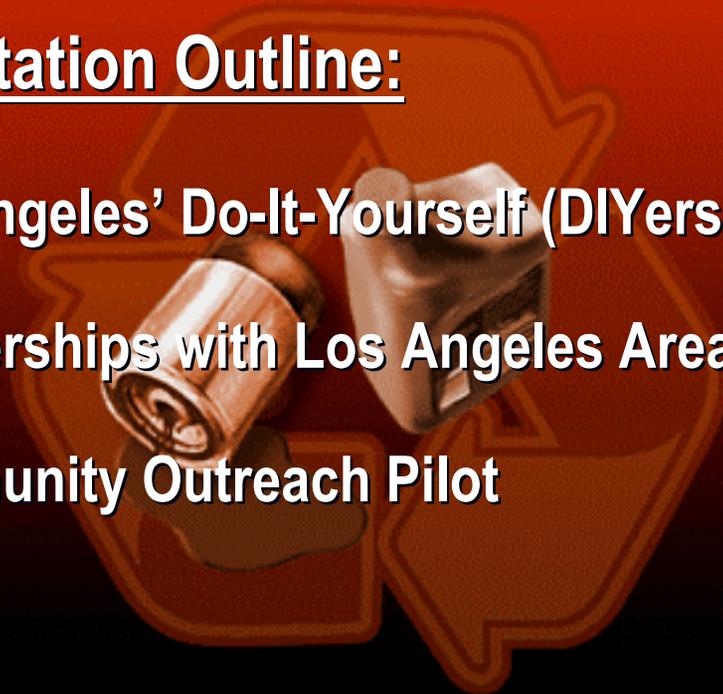


# **Revving Up Los Angeles' Do-It-Yourselfers**

Joyce Neal-Amaro  
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](http://www.LAStreetTrash.com)

Funded by a grant from the California Integrated Waste Management Board



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- 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**

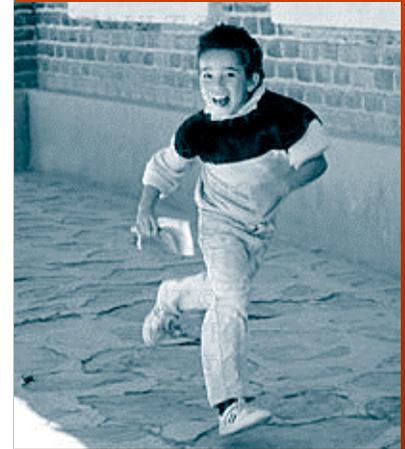
**NUESTROS HIJOS,**

**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.



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)



## Program Elements:

- Annual Mass Media Advertising (billboards, print ads, radio spots)





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- High school and community college Auto Shop Class presentations
- Point-of-purchase displays in auto parts stores/certified collection centers
- **Local car club partnerships**





## Local Car Clubs:

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

## Partnership Opportunities:

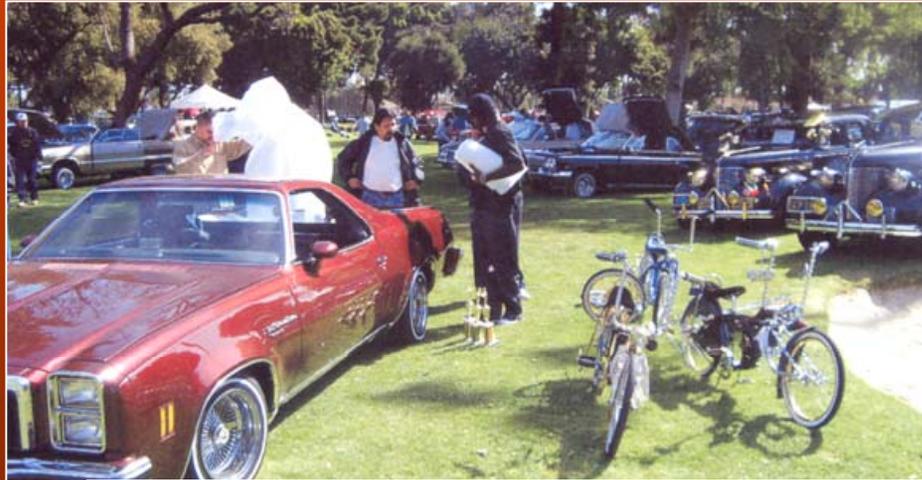
- Car club meetings
- Car shows and other related events
  - Sampling surveys
- Public Affairs radio programs

# 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

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FUNDED BY A GRANT FROM THE CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

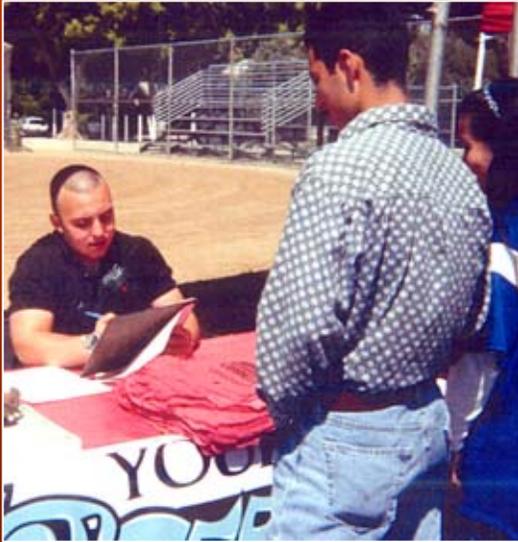
# Partnership Opportunities



## 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

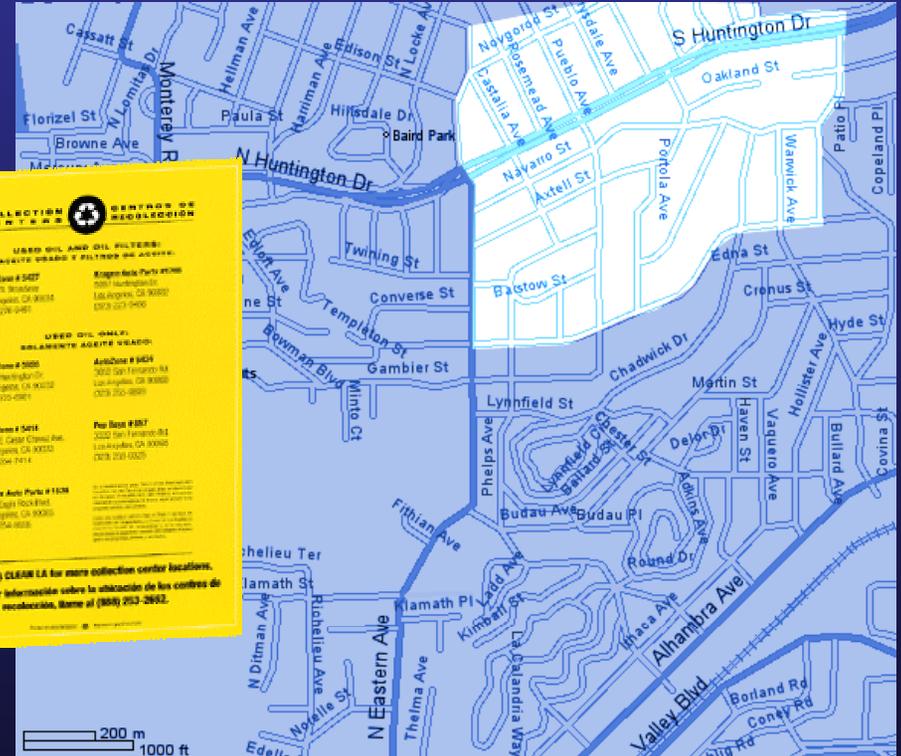
Posters placed at local convenience stores and Laundromats

## El Sereno Pilot Project



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

# El Sereno Pilot Project

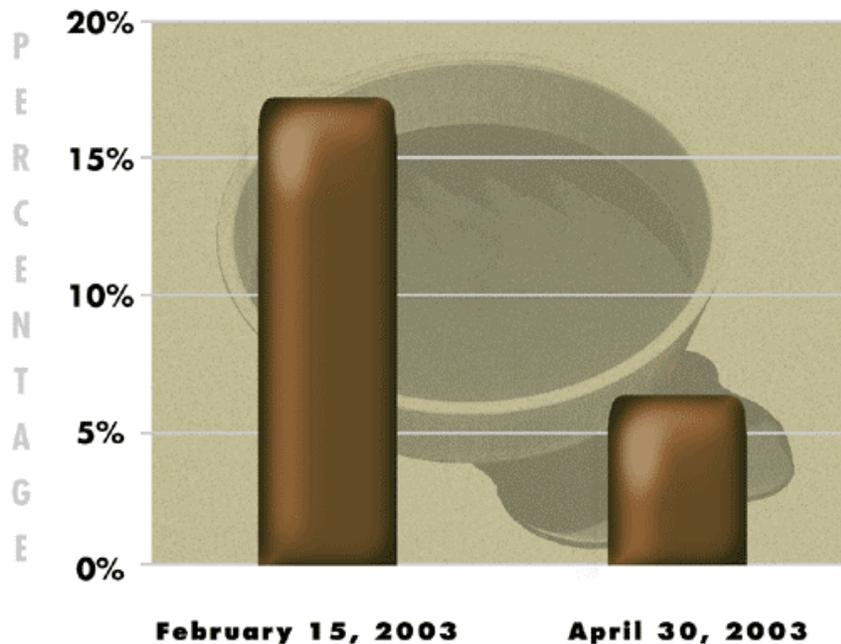


**Approach:** Direct-mail piece sent to 57,000 local residents

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

## El Sereno Pilot Project

### Percentage of Do-It-Yourselfers That Improperly Disposed of Oil



*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*

## Conclusion

# Making it Work in Your City

- *Talk to DIYers in your community about local car clubs and car related events*



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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*



## Conclusion

### **Making it Work in Your City**

- *Talk to DIYers in your community about local car clubs and car related events*
- *Ask for their assistance or advice on how best to convey a recycling message to [your] target audience*
- *Focus on car shows/events that showcase older, fixed-up cars — not new car events*
- *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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