

ROSS • CAMPBELL
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TRUCKERS

RECYCLE USED OIL & FILTERS



Project Team

- Ross-Campbell, Inc.
- Plax Group

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Project Goals

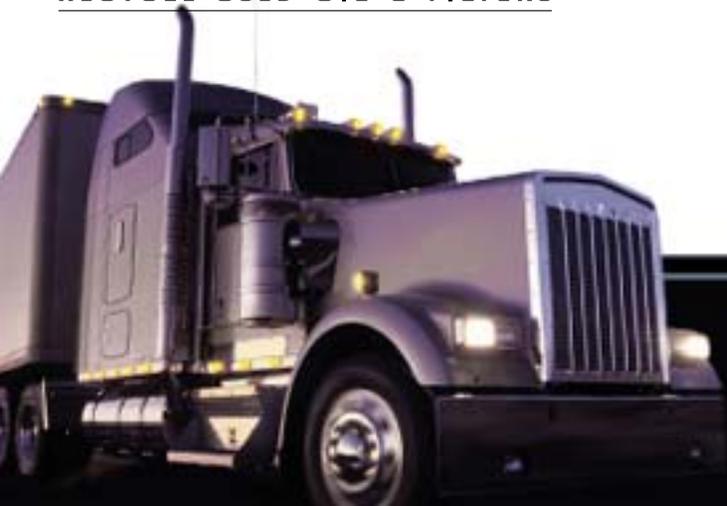
- Research
 - Gather opinions and habits of independent truck drivers
- Facilitate
 - Make it easier for truckers to use existing oil collection centers
- Outreach
 - Promote the used oil and filter recycling message statewide

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First Ever Independent Trucker Project

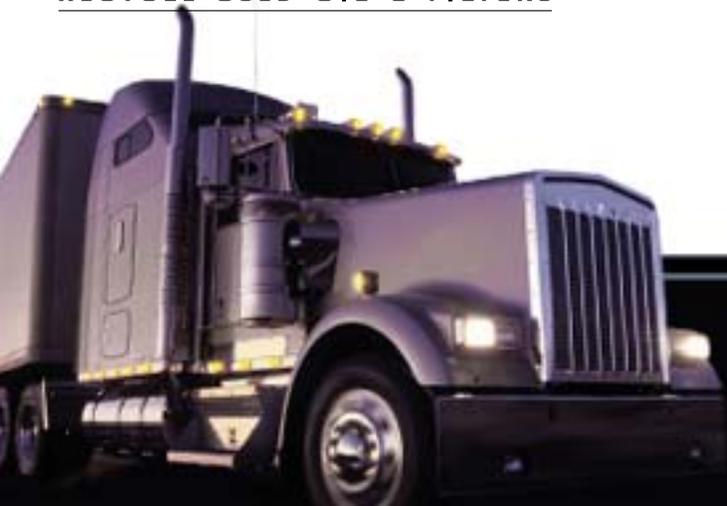
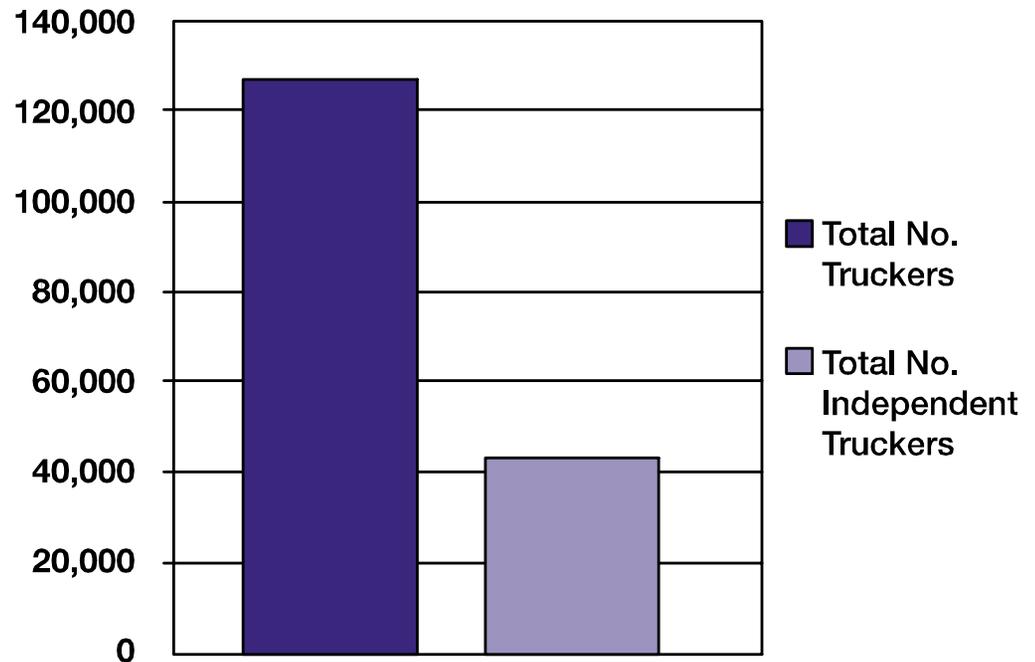
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Truckers in California

Trucks represent less than 2% of vehicles, but generate 25% of the used oil

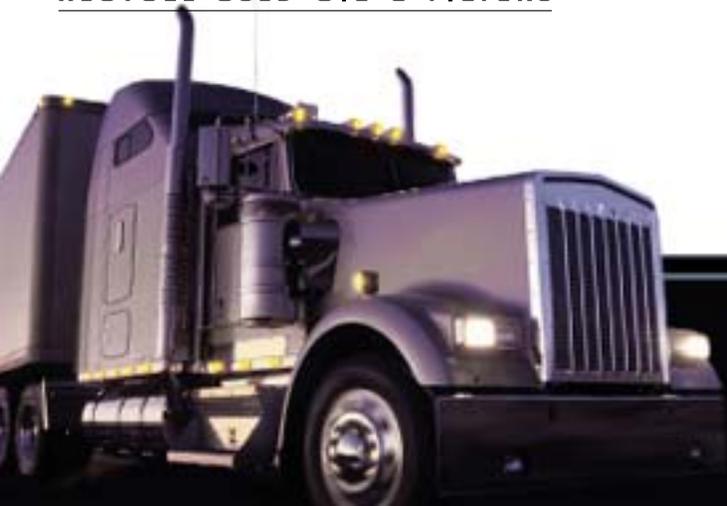
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Latino Truckers In California

- Currently 20%+ of Independent Truckers in California are Latino
- Numbers are growing

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Research Design

- Focus Group Interviews
- One-on-One Interviews
- Supplemental Surveys

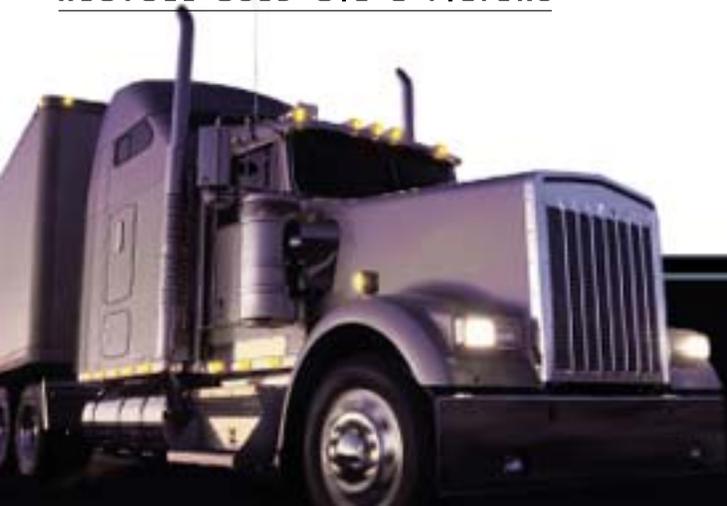
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Focus Groups Locations

- Riverside
- Sunnyvale
- San Diego
- Sacramento
- Fresno

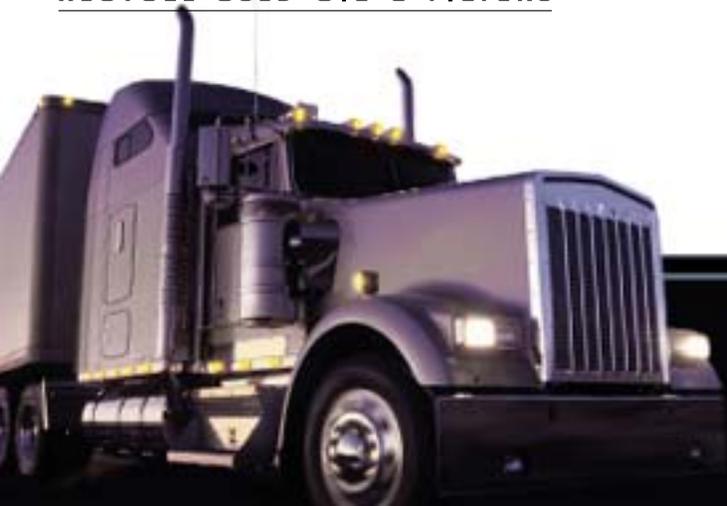
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One-on-One Interviews

- Union representatives
- Membership organizations
- Trucker magazine / newsletter editors
- Trucking companies / small fleets
- Truck driving school representatives
- CHP

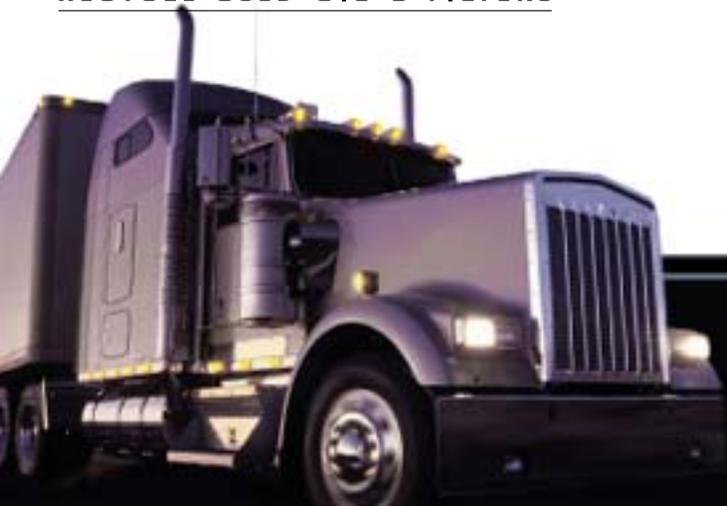
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Supplemental Surveys

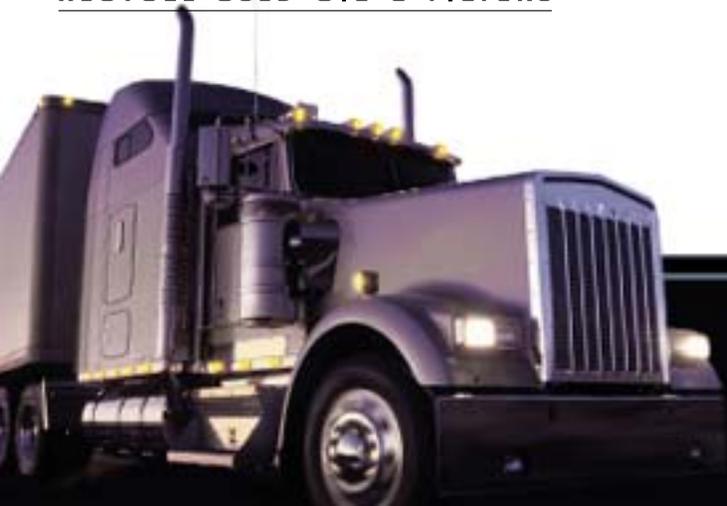
- Gathered from various trucking events, focus groups, association members, etc.

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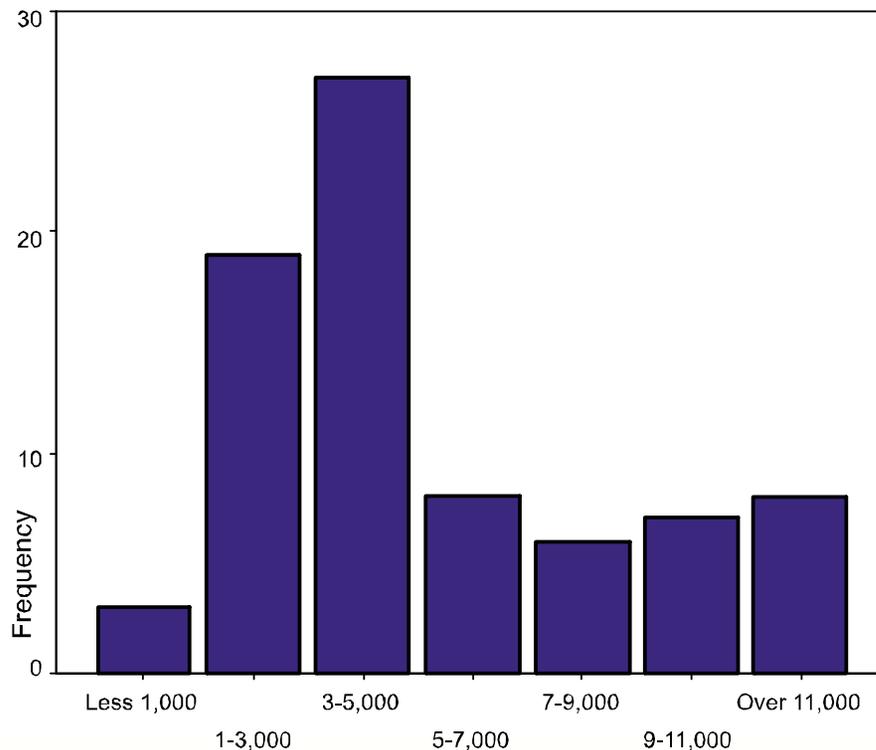


Highlights of Research Results

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How many miles does the typical trucker drive each year?

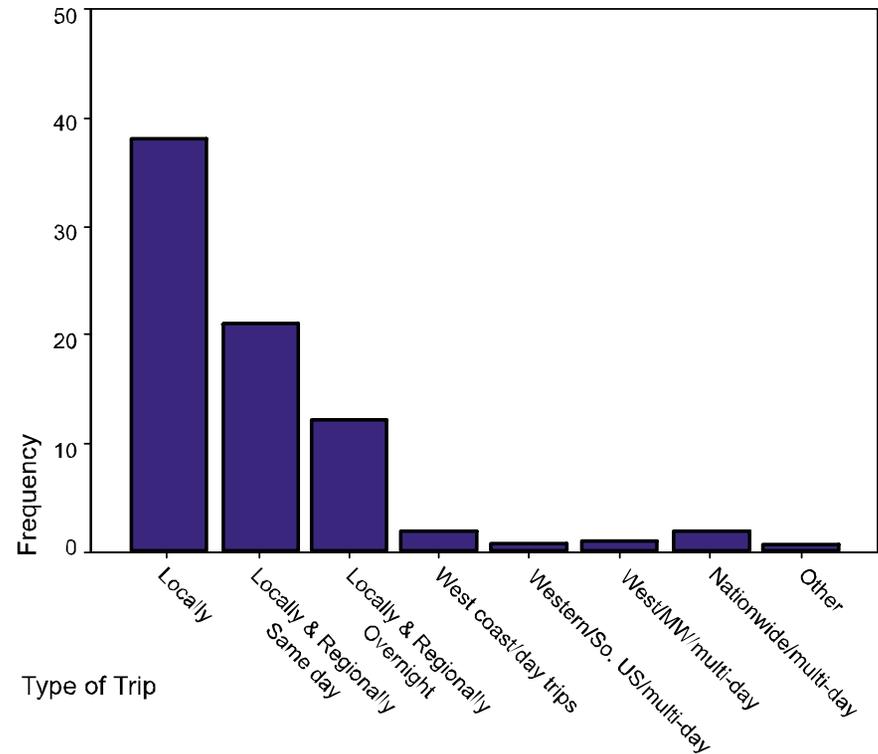


Highlights of Research Results

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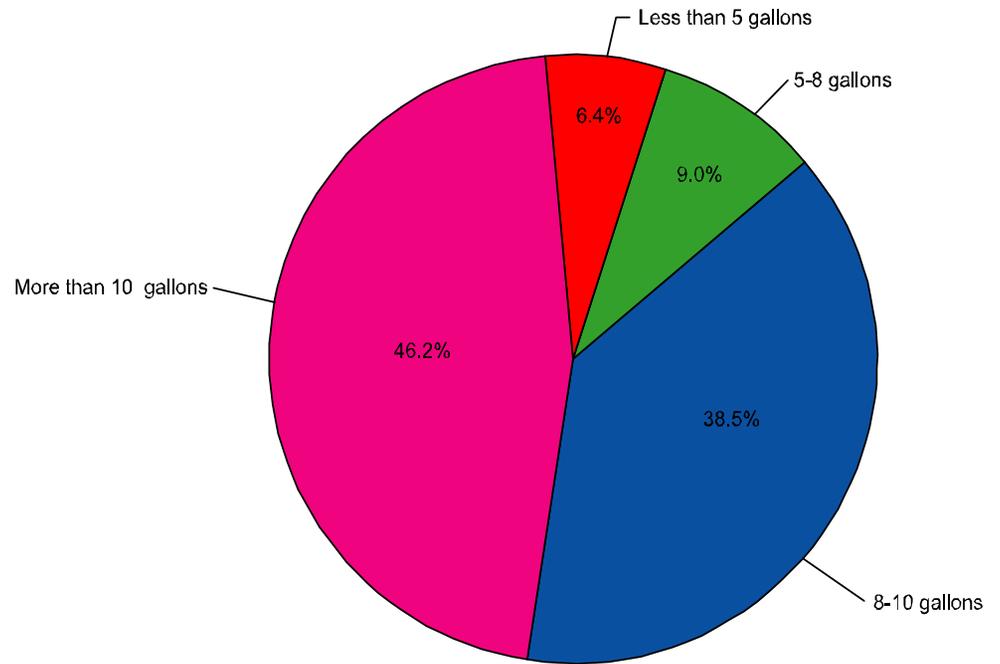


Where does the typical
trucker drive?



Highlights of Research Results

How much engine oil
does the typical truck hold?



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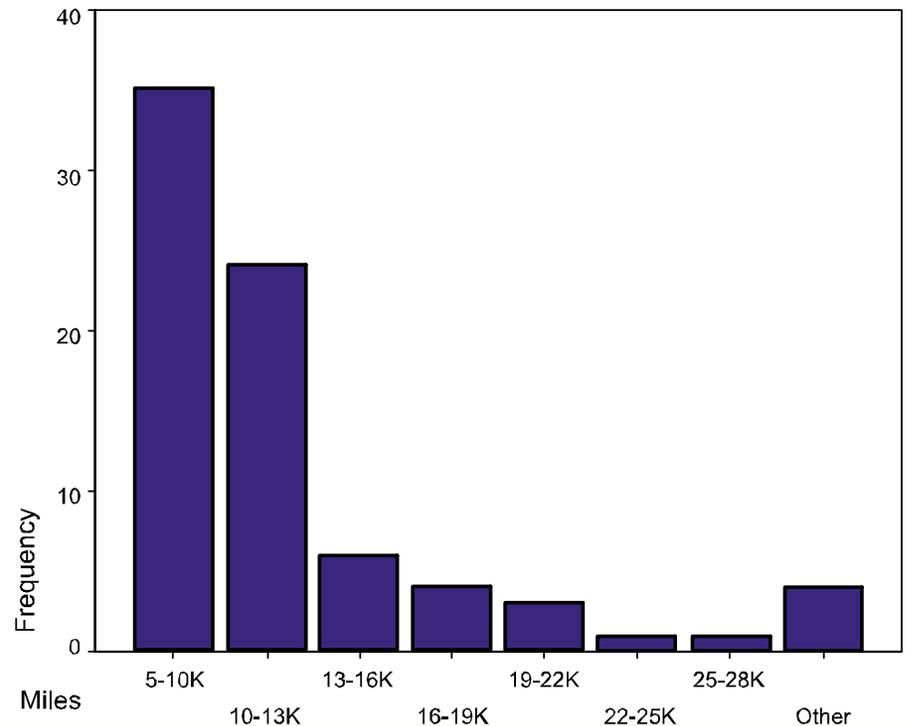


Highlights of Research Results

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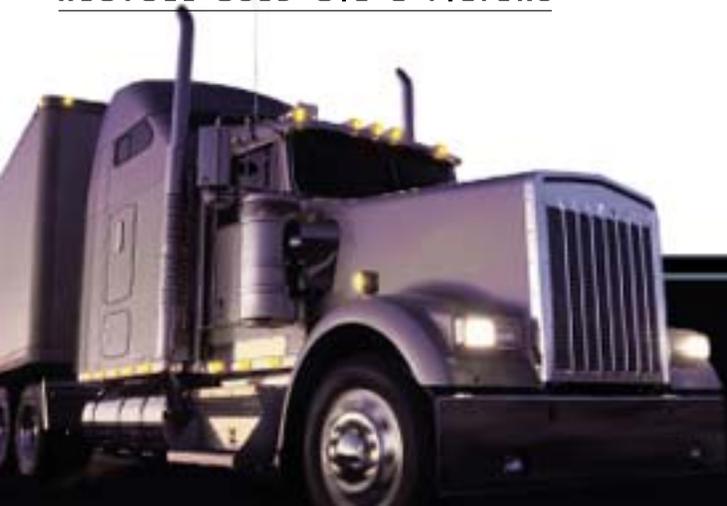


How frequently does a trucker change their oil?

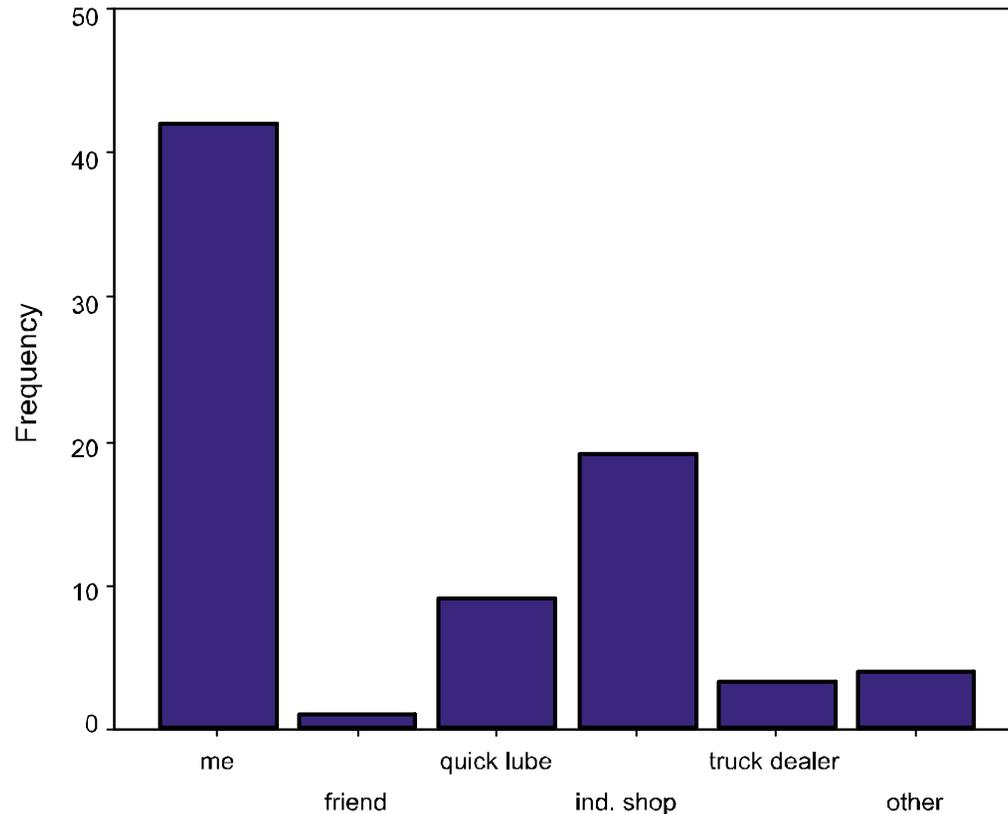


Highlights of Research Results

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Who changes their oil?

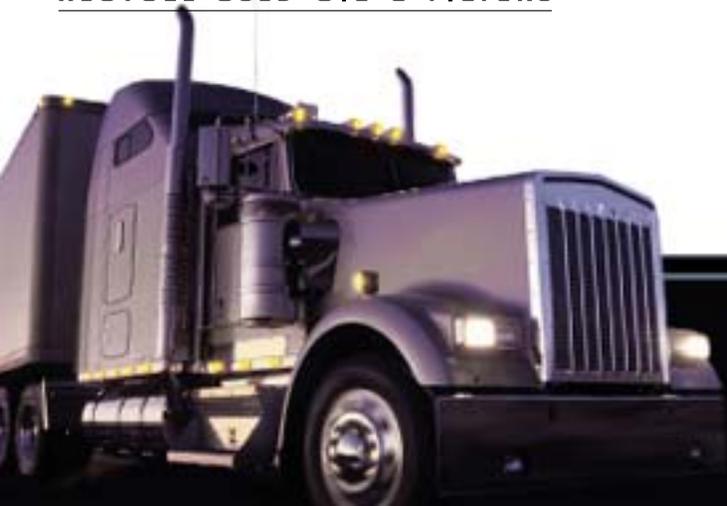


Highlights of Research Results

Two main reasons truckers change their own oil:

- To save money
- Don't trust anyone else

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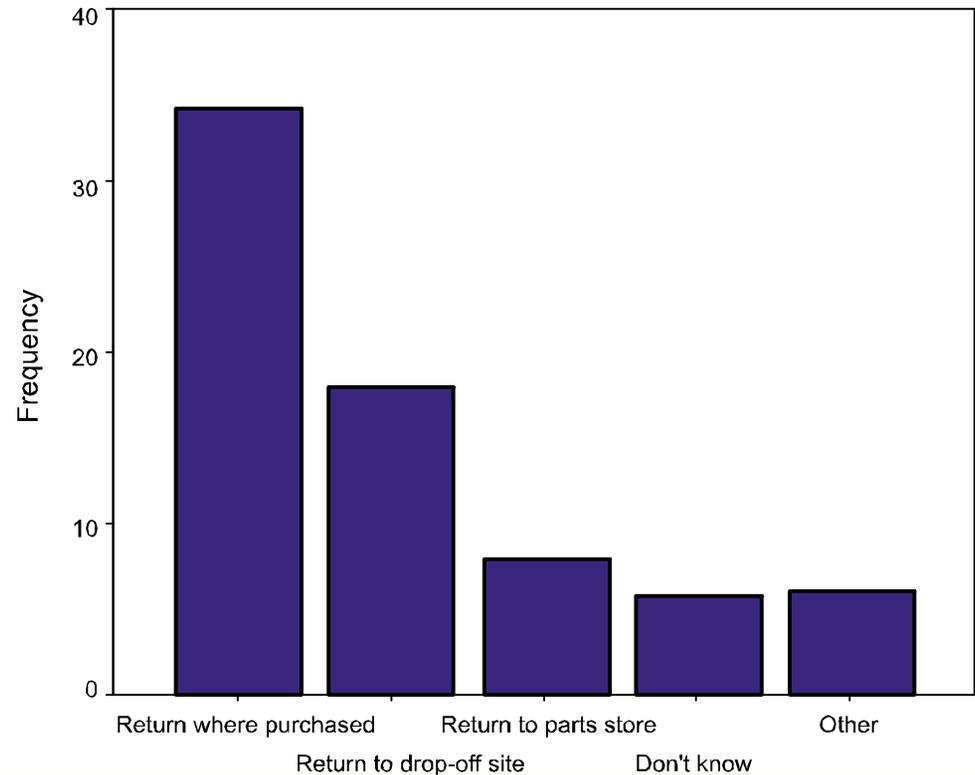


Highlights of Research Results

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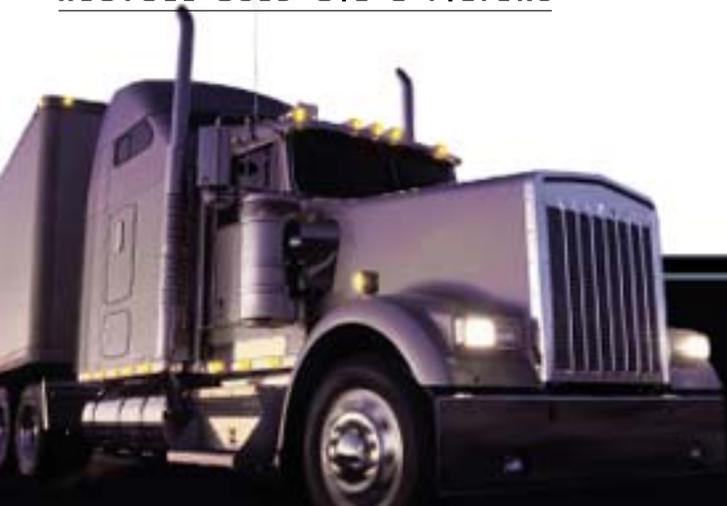


What's the most convenient way for a trucker to recycle oil?

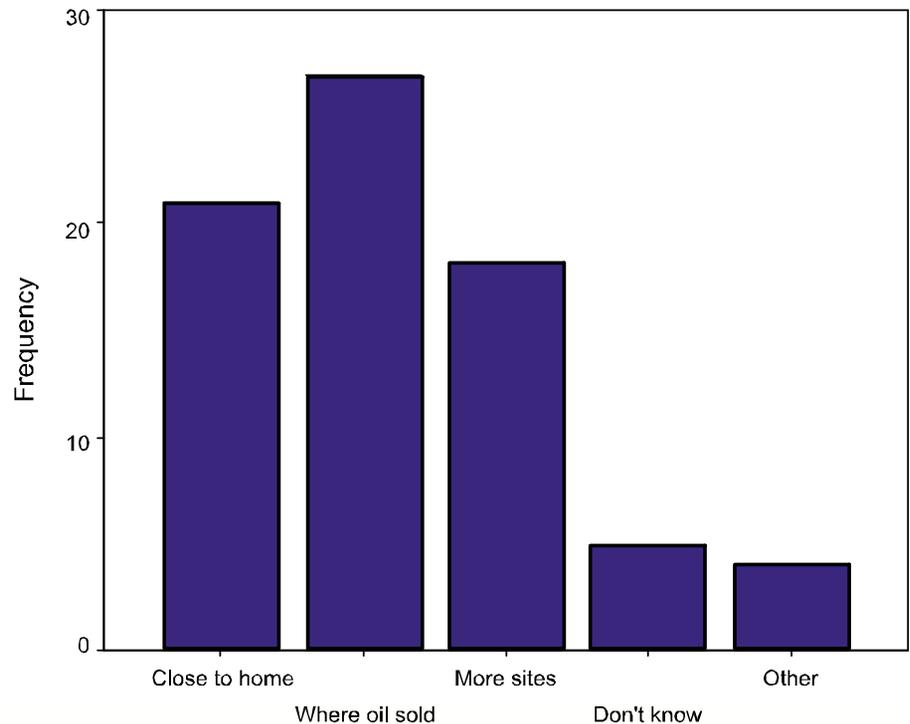


Highlights of Research Results

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Most important factor influencing a trucker to recycle oil at a collection site:



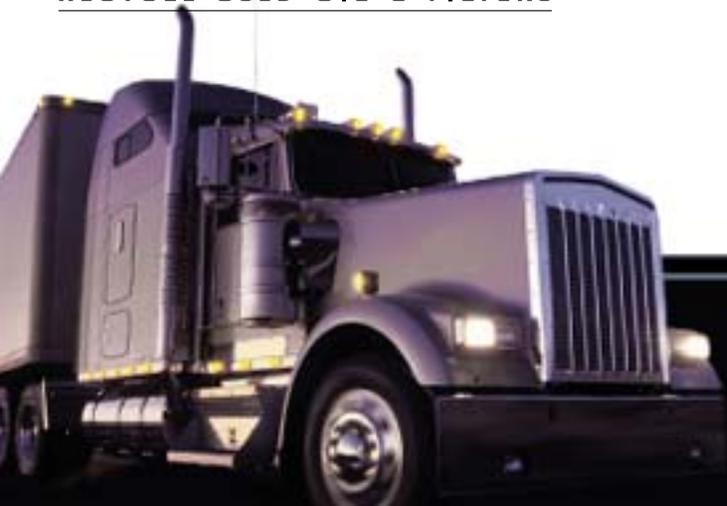
Outreach Highlights

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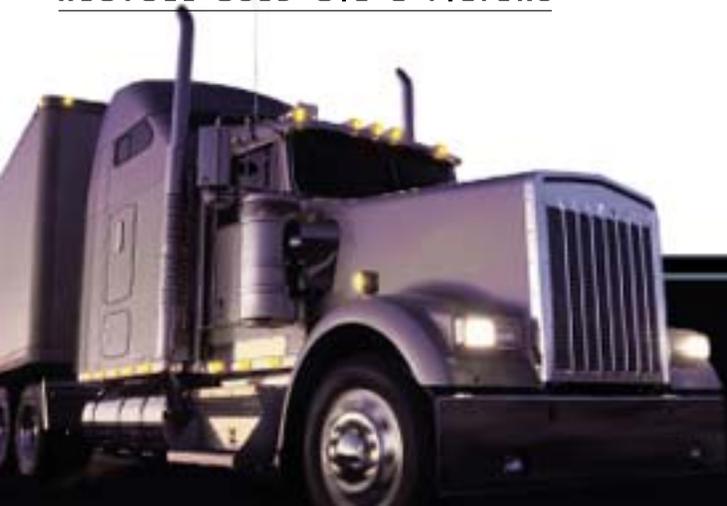


Direct mail piece / pledge form



Outreach Highlights

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Print/Electronic Media

- CALTRUX
- Midnight Trucking Network
- California Transportation News
- Truckin' BOZO syndicated radio program
- Transporte Latino



Outreach Highlights

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ABOUT HALF OF THE INDEPENDENT TRUCKERS
IN CALIFORNIA CHANGE THEIR OWN OIL.
IF YOU'RE ONE OF THEM, RECYCLE IT.
AND DON'T FORGET THE FILTER.

TO FIND YOUR NEAREST USED OIL AND FILTER RECYCLING CENTER:
CALL 1-800-CLEANUP OR VISIT WWW.CLEANUP.ORG

FUNDED BY A GRANT FROM THE CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

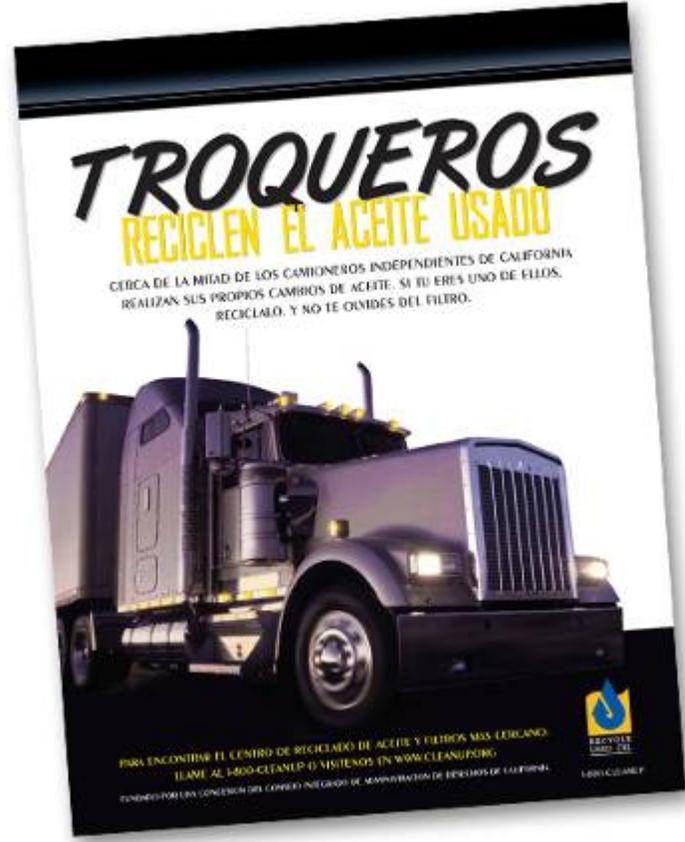
RECYCLE
USED OIL
1-800-CLEANUP

English Magazine Ad



Outreach Highlights

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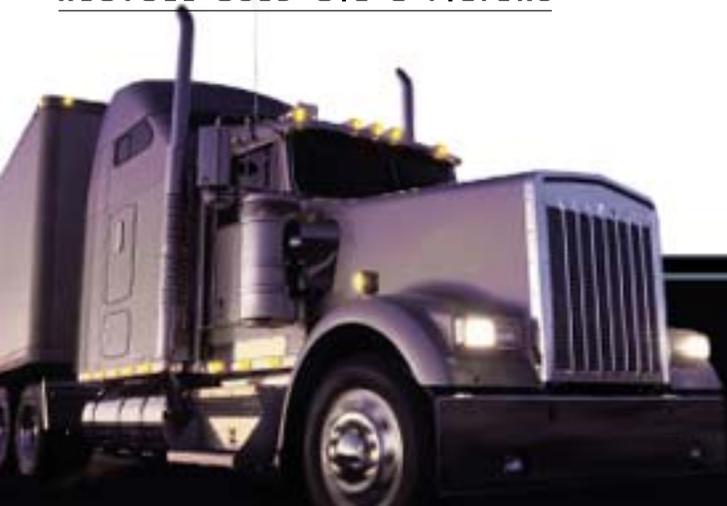


Spanish Magazine Ad



Outreach Highlights

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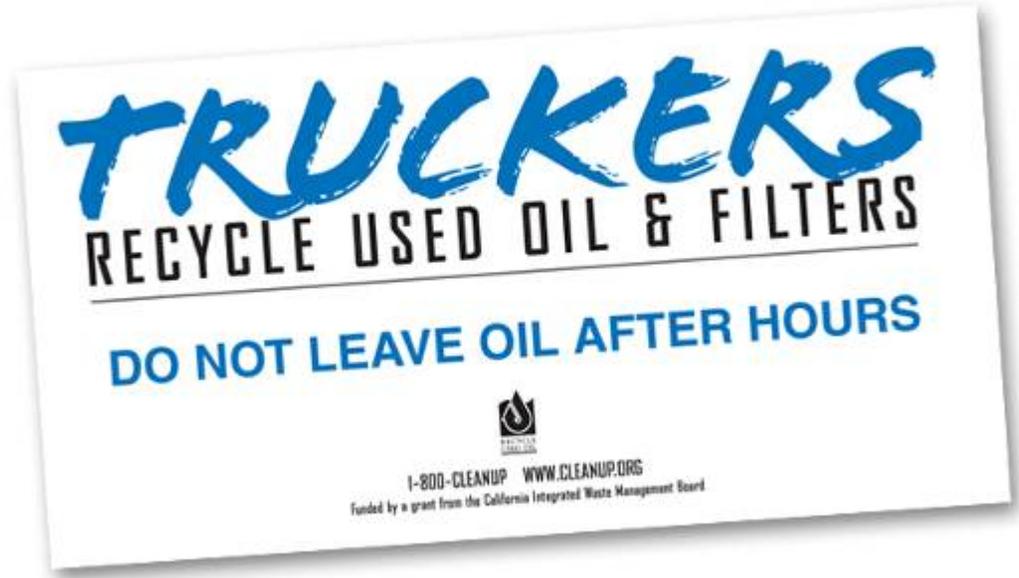
Signage

- Truck stops
- Ag oil collection sites
- Jobbers
- Retail collection sites



Outreach Highlights

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Decal Art



Outreach Highlights

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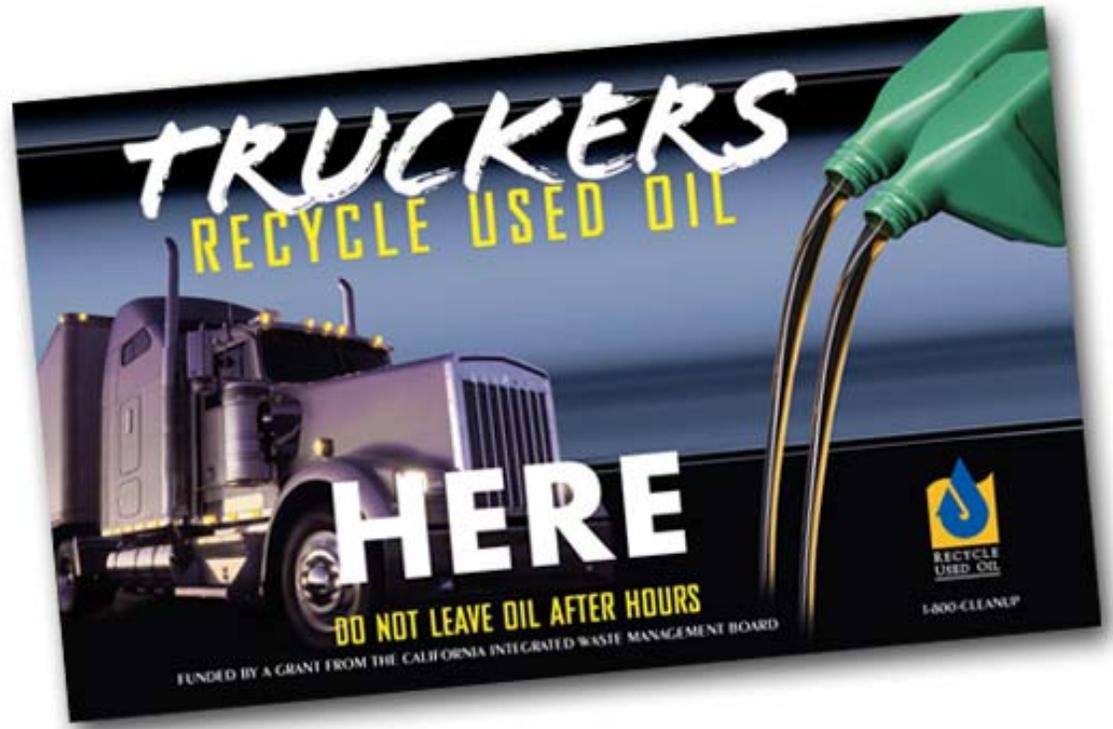
Co-Op Activities through partnerships with:

- Trucking organizations
- Trucking media
- Truck stops
- Truck driving schools
- Jobbers
- Ag oil sites



Outreach Highlights

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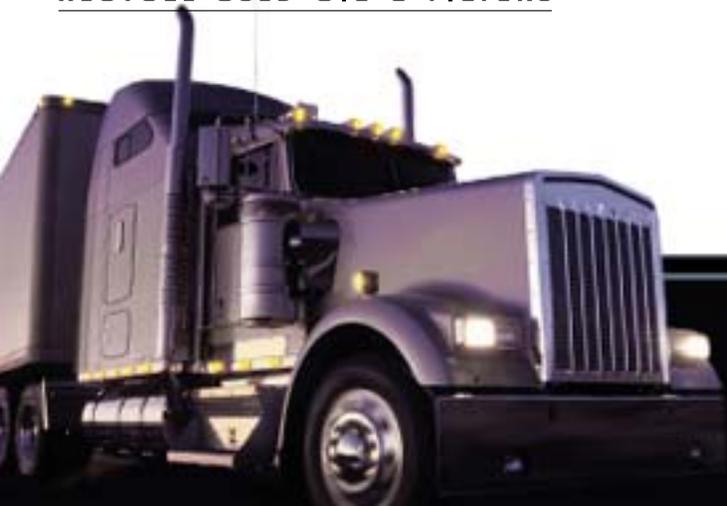


Pump Topper



Outreach Highlights

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Trucker Events

- CTA's International Trucking Show
- American Truck Historical Society Convention
- "The Truck Show"



Outreach Highlights

Truck Driver Training Schools

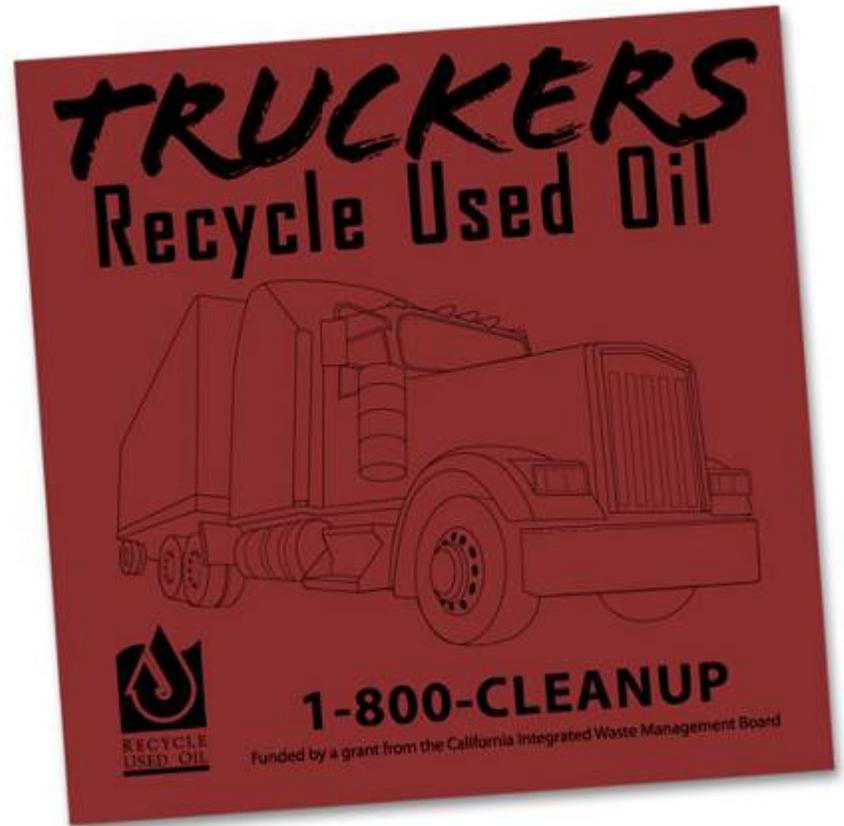
- Presentations to students throughout California

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Incentive Items

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Oil Rag



Facilitation of Oil Collection Sites

- Ag Oil sites
- Jobbers

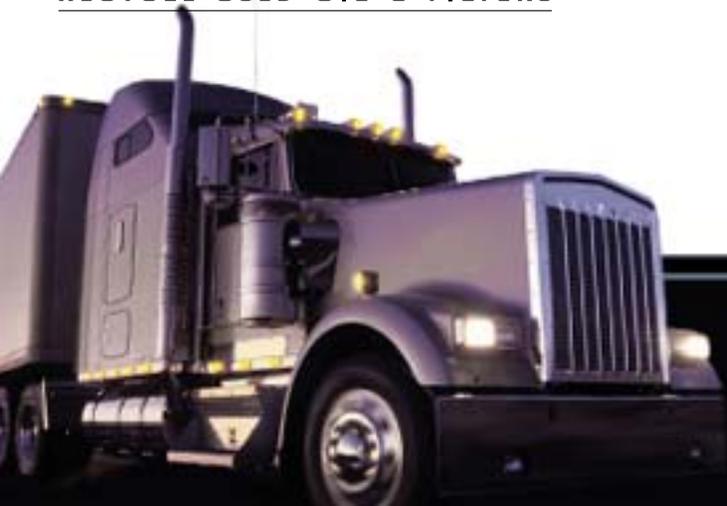
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Conclusion & Recommendations

- Convenience is paramount
- Significant subgroups exist
- Truckers trust truckers

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Conclusion & Recommendations

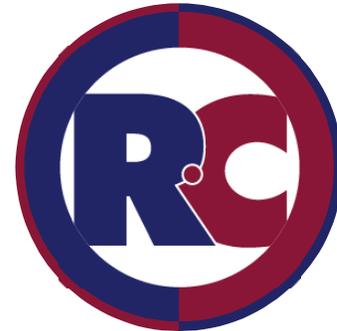
- Efforts should be made to increase oil change intervals
- Conduct an oil analysis occasionally
- Encourage truckers to change just the filter, not the oil

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