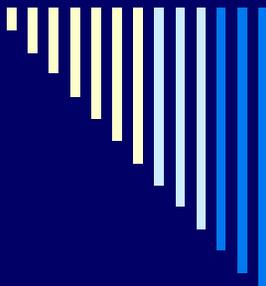


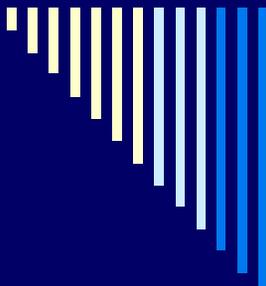
Environmental Justice & Outreach to Minority Communities

- Dennis H. Tootelian, Ph.D.
 - California State University, Sacramento
 - April 2005
-



Project Objectives

- ❑ Survey and study jurisdiction EJ practices for used oil and HHW program design.
 - ❑ Develop demographic and auto parts store location databases.
 - ❑ Assess different program approaches at high volume centers.
 - ❑ Design a guidance tool for jurisdictions to use to serve minority communities.
-



Why EJ & Outreach Are Important

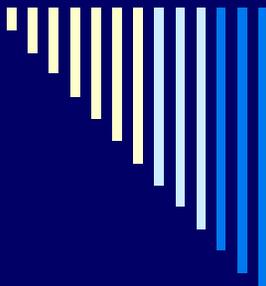
□ Environmental Justice

- It is the law since February 1994
- It sends the right message

□ Outreach to Minority Communities

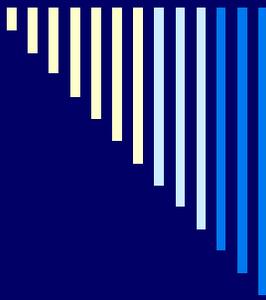
■ Population Composition

- By 2010 54.6% of CA's population will be Hispanic, Asian-American, or African American
 - Represents nearly 22.1 million people
-



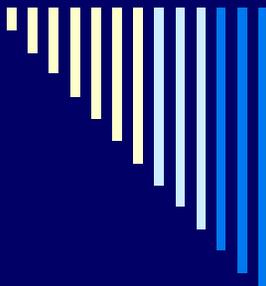
Why EJ & Outreach are Important (continued)

- Can Improve Diversion Rates
 - 43.8% vs. 33.5% in Jurisdictions with large vs. small Hispanic populations
 - Jurisdictions with Diversion Rates of 50.0% or higher had larger percents of their populations being Hispanic
-



Resources

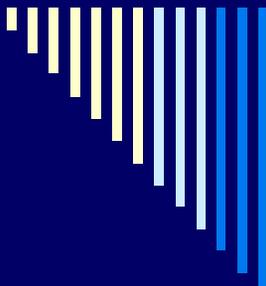
- Survey of jurisdictions conducted in 2003.
 - Special analysis of high volume programs.
 - 2004 report prepared by the Center for Justice, Tolerance and Community at the University of California Santa Cruz, “Environmental Justice Opportunity Assessment and Analysis.”
-



Organization of the Tool Kit

□ Environmental Justice

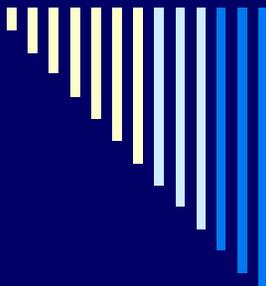
- Key elements of EJ their implications.
 - Excerpts from Executive Order 12898 & some statutes enacted at the State level.
 - Results of a 2003 jurisdiction survey pertaining to what jurisdictions are doing with regard to EJ, and what assistance they would like.
 - Excerpt recommendations of the Cal/EPA Advisory Committee on Environmental Justice.
 - Sample environmental justice language.
-



Organization (continued)

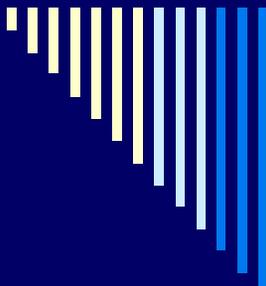
□ Outreach to Minority Communities

- Results of the 2003 jurisdiction survey.
 - Data sets that identify demographic characteristics of populations by ZIP codes, and auto parts stores in CA that are and are not Certified Collection Centers (CCCs).
 - Description of variety of resources for outreach.
 - A marketing plan template.
 - Needs assessment questionnaires & how to conduct surveys.
 - Ways jurisdictions can communicate through the media.
 - Ways jurisdictions can become more involved in communities.
 - Sample satisfaction questionnaires and other program evaluation techniques.
-



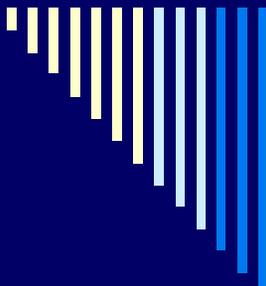
Tools Provided In Tool Kit

- Tool 1: Sample EJ Language
 - Tool 2: Jurisdiction Waste Mgmt. Programs
 - Tool 3: Assistance Jurisdictions Want
 - For Used Oil Programs
 - For HHW Programs
 - For Communicating with Minority Communities
 - Tool 4: Demographic & Auto Parts Store Data Sets
 - Tool 5: County Population Projections
-



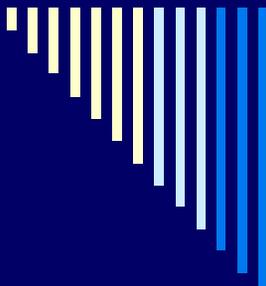
Tools Provided (continued)

- Tool 6: Using Premiums, Literature, Videos
 - Tool 7: CIWMB Grant Programs
 - Tool 8: Obtaining Staff Support
 - Tool 9: Creating Marketing Plans
 - Tool 10: Methods for Conducting Community Surveys
 - Tool 11: Community Survey Questionnaires
 - Possible Questions
 - Sample Questionnaires
-



Tools Provided (continued)

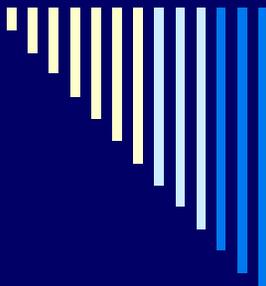
- Tool 12: Building Media Relations
 - Tool 13: Community Outreach
 - Tool 14: School Outreach Materials
 - Tool 15: Program Evaluations
 - Internal Program Evaluation
 - External Program Evaluation
 - Tool: 16: Economic Analysis Worksheet
-



EJ PROGRAMS AMONG JURISDICTIONS

2003 Survey results: 131 responses

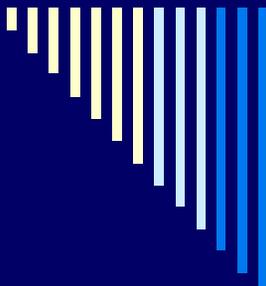
- Does your jurisdiction have policies/procedures for EJ ?
Yes: 10.5%; No: 89.5%
 - Does your jurisdiction have an EJ person(s)?
Yes: 10.5%; No: 89.5%
 - Does the EJ person work with minority community?
Yes: 75.0%; No: 25.0%
-



Tool 9: Creating Marketing Plans

To develop successful marketing strategies:

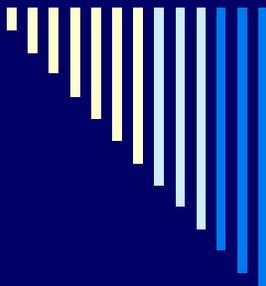
- Identify individual target markets.
 - Develop realistic goals for each target market based on available resources.
 - Select individual target markets and concentrate on serving them within a given period of time.
 - Develop and tailor marketing strategies specifically for individual target markets.
 - Evaluate the success of the marketing program at least every 3 to 6 months.
-



Tool 9: Creating Marketing Plans (continued)

Contents of a Marketing Plan:

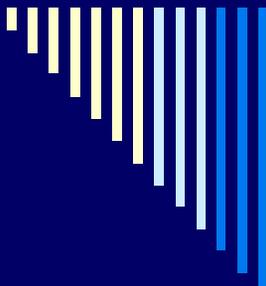
- ❑ Internal Assessment
 - ❑ External Assessment
 - ❑ Target Market Assessment and Definition
 - ❑ Marketing Goals
 - ❑ Marketing Strategies
 - ❑ Marketing Program Assessment
-



Tool 9: Creating Marketing Plans (continued)

□ **Internal Assessment**

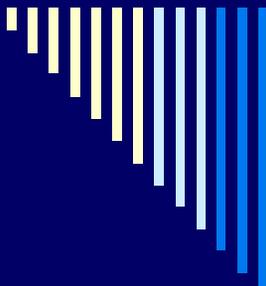
- What does the jurisdiction want to accomplish?
 - Program Awareness and Understanding
 - Program Use & Participation
 - Program Efficiency
 - Program Satisfaction
 - What resources are available?
 - Financial
 - Staff
 - Internal Operations
 - Marketing
-



Tool 9: Creating Marketing Plans (continued)

□ External Assessment

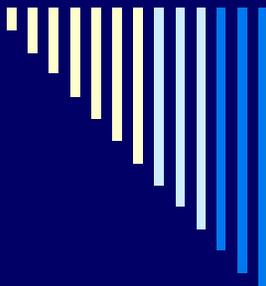
- What are the population characteristics of the jurisdiction's service area, and how will it change?
 - What social/cultural changes can be expected?
 - What economic changes can be expected?
 - What technology changes will impact waste mgmt. programs?
 - What changes in the law will affect waste mgmt. programs and mandates?
 - Who or what are the competitors for the minority communities' attention and support?
-



Tool 9: Creating Marketing Plans (continued)

□ **Target Market Assessment and Definition**

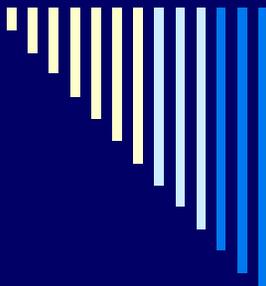
- Who are possible target markets for used oil recycling/HHW programs, how attractive is each market, and how viable is it to target each market?
 - What resources are needed to serve the needs of each possible market?
 - How should the target markets be prioritized for used oil recycling/HHW programs?
-



Tool 9: Creating Marketing Plans (continued)

□ Marketing Goals

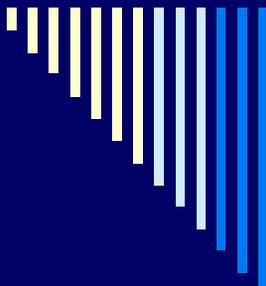
- What does the jurisdiction want to achieve for each selected segment for recycling?
 - Amount of used oil recycled
 - Number of people who recycle
 - Percent aware of used oil recycling
 - Percent understand the importance of, and how to participate in, used oil recycling programs
 - Attendance at used oil recycling events
 - Number of auto supply stores that are CCCs
-



Tool 9: Creating Marketing Plans (continued)

□ **Marketing Goals (continued)**

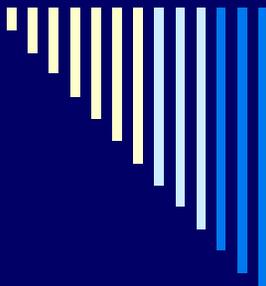
- What does the jurisdiction want to achieve for each selected segment for HHW?
 - Amount of HHW disposed of properly
 - Number of people who dispose of HHW properly
 - Percent aware of ways to dispose of HHW
 - Percent understand the importance of, and how to participate in, HHW programs
 - Attendance at HHW events
-



Tool 9: Creating Marketing Plans (continued)

Marketing Strategies

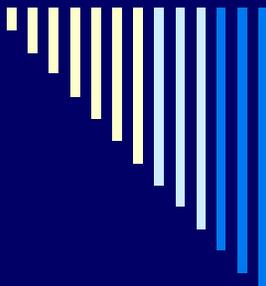
- What “**product strategies**” should be used?
 - What recycling/HHW programs need to be developed to meet the needs of a market?
 - What existing recycling/HHW programs can be adjusted to meet the needs of a market?
 - What existing recycling/HHW programs should be eliminated because they are not needed?
-



Tool 9: Creating Marketing Plans (continued)

Marketing Strategies (continued)

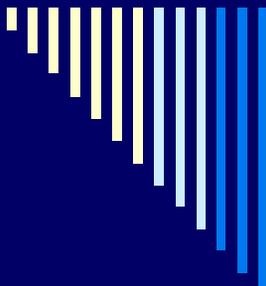
- What “**distribution strategies**” should be used?
 - What permanent used oil recycling/HHW facilities are needed?
 - What temporary used oil recycling/HHW facilities are needed?
 - How can used oil recycling/HHW collection be made more physically convenient?
 - What days and hours are appropriate for each method of collecting used oil/HHW?
-



Tool 9: Creating Marketing Plans (continued)

Marketing Strategies (continued)

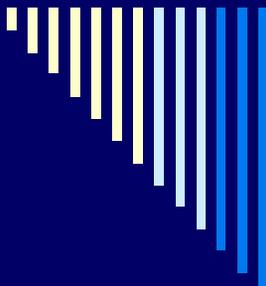
- What “pricing strategies” should be used?
 - What “costs” should consumers incur for used oil recycling?
 - What should consumers be paid for recycling?
 - What “costs” should automobile supply stores incur?
 - What should CCCs be paid for recycling used oil?
 - What prices, if any, should be charged for used oil recycling/HHW events?
 - What prices should sponsors pay for being involved in used oil recycling/HHW programs or events?
-



Tool 9: Creating Marketing Plans (continued)

Marketing Strategies (continued)

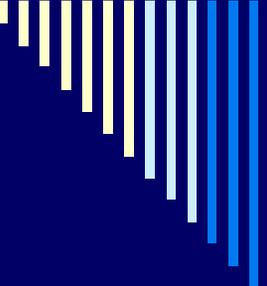
- What “**promotion strategies**” should be used?
 - What should be the messages for each recycling/HHW promotion?
 - How much should be spent on promotion for each used oil/HHW program?
 - What methods should be used to promote used oil/HHW collection?
 - When should promotional efforts begin, and when should follow-up promotions be scheduled?
-



Tool 9: Creating Marketing Plans (continued)

Marketing Strategies (continued)

- **Marketing Program Assessment**
 - What will be done to assess used oil recycling/HHW programs?
 - When will used oil recycling/HHW program assessments be made?
 - What variables should be assessed for used oil recycling/HHW marketing efforts?
 - Who will make used oil recycling/HHW program assessments?
-



Questions & Answers?
