

Monterey County's
Used Oil & Filter Recycling Program:
"Overcoming Obstacles to Successfully
Expand the Countywide Residential
Curbside Program"

Health Department
Environmental Health Division
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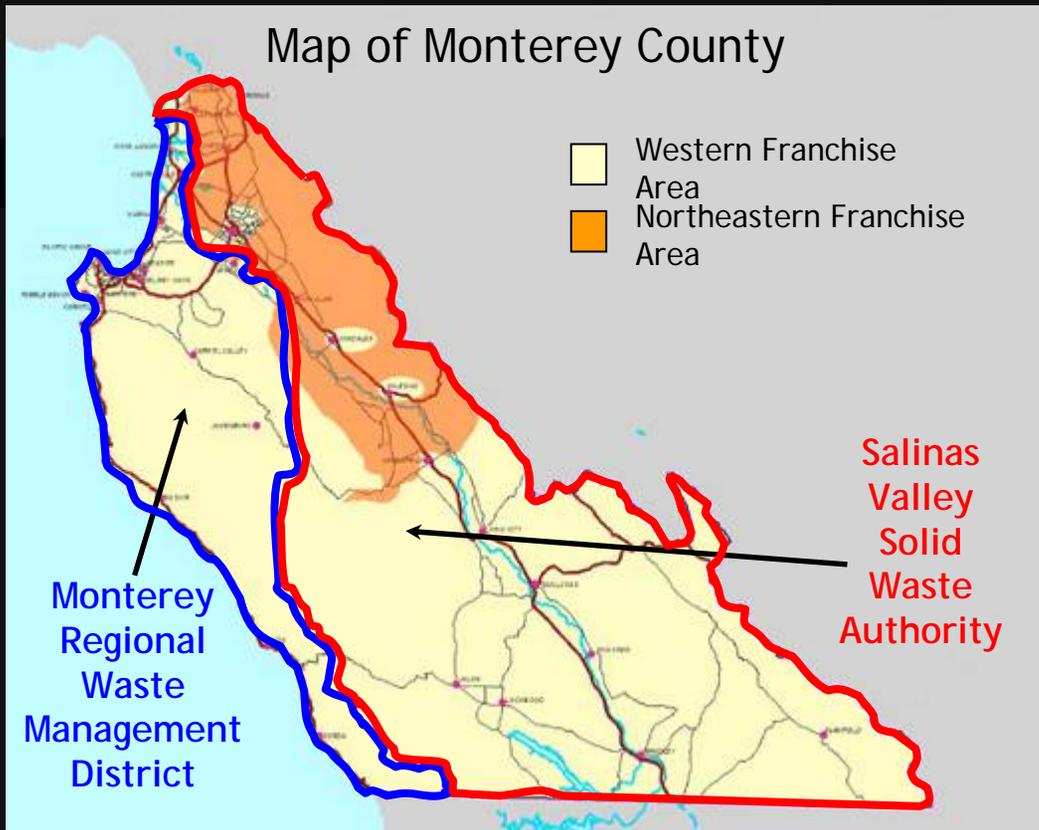
County of Monterey

Program Background

- For over 10 years, Monterey County Environmental Health Division (MCEHD) has administered the Countywide Used Oil & Filter Recycling Program
- Network of 38 used oil & filter collection centers & comprehensive curbside collection program
- Serves residential, agricultural, and marine communities



Program Background (cont.)



- ❑ Twelve Cities and unincorporated County
- ❑ Twelve franchise agreements
- ❑ Four franchise haulers
- ❑ Two Joint Power Authorities
- ❑ MCEHD administers two franchise agreements in the unincorporated area



Residential Curbside Collection Program

History

- ❑ Began March 2000-
Oil Opportunity Grant funding
- ❑ All four haulers agreed to
participate
- ❑ Haulers signed agreements with
MCEHD to provide service and
maintain equipment
- ❑ Collection equipment is
purchased for haulers
- ❑ Tanks are retrofitted onto
trucks for curbside pickup



Curbside Program: Initial Obstacles

- ❑ Data Collection and Reporting
- ❑ 4 haulers, 4 different equipment needs
- ❑ Coordination of oil container deliveries
- ❑ Continued Funding



Hauler Participation Requirements

1. Enter into Agreements with MCEHD to provide service and maintain equipment
2. Provide data to MCEHD on semi annual basis: gallons of oil and filters recycled
3. Advertise/Promote Program in newsletters, truck signs, bills, etc.
4. Specific contract provisions



Specific Contract Provisions

Northeastern Franchise Agreement:

Section 4.02, e. Used Oil and Filter Collection

1. Collect used oil & filters without a surcharge
2. Provide sealed containers and bags that hold up to 10quarts of used oil and 2 used filters and leave replacements of each
3. Responsible for cleaning up oil spills at or within a 5ft circumference of the residential set out site
4. Required to dispose of used oil/filters that are contaminated, constitute Hazardous Waste or otherwise not Diverted without administering a service fee or adjustment



Curbside Program Summary



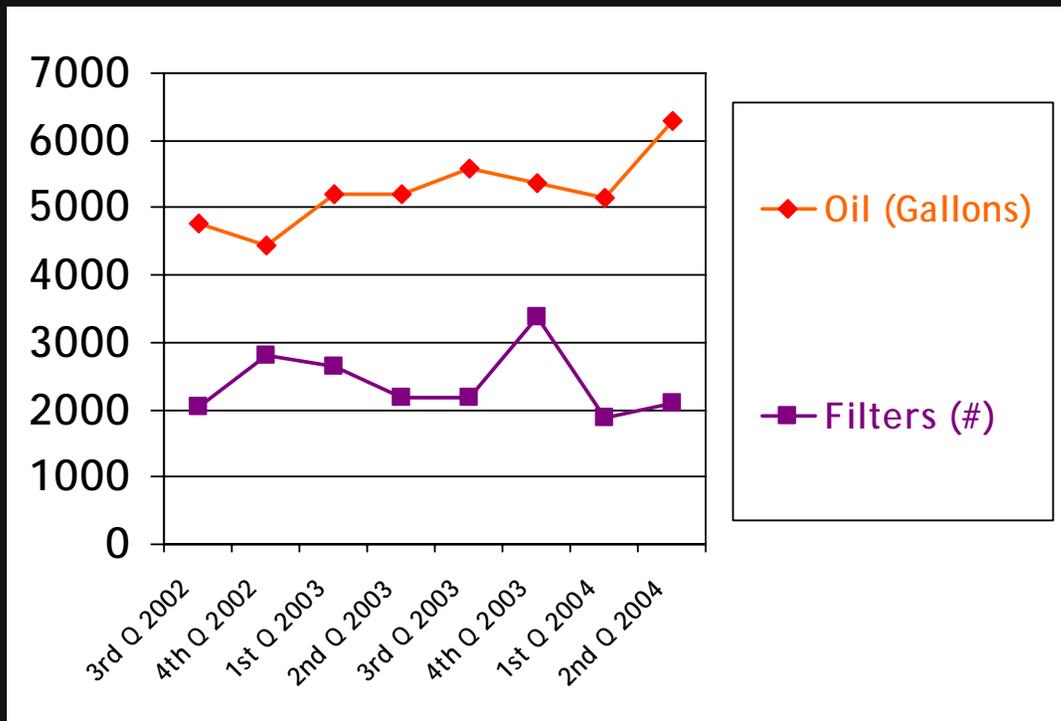
- ❑ Service is available to residents who subscribe to curbside garbage & recycling
- ❑ No extra charge for service
- ❑ Oil container and filter bags are provided to each hauler by County
- ❑ Public outreach and education



Curbside Data

Total Gallons Collected Curbside July '02-June '04: 41,945

Total Filters Collected Curbside July '02-June '04: 19,196



Creating a **Cohesive** Curbside Program

- ❑ Each hauler distributes the **same** County-designated container & filter bag
- ❑ **Single** outreach & education program for entire County
- ❑ Creates **cohesive** educational message that public can easily identify
- ❑ Data collection and reporting is **streamlined**



Outreach & Education



MCEHD attends approximately 15 special events throughout the County each year



Monterey County Used Oil & Filter Recycling Program

April 2005

Outreach & Education: Program Van



Monterey County Used Oil & Filter Recycling Program

April 2005

Outreach & Education: Educational Display



New Expanded Service

Curbside Pilot Program: Motor Oil Quart Bottle Recycling

- ❑ Partnered with a local non-profit, JPA, and neighboring county, on a Non-Profit grant
- ❑ Distribute two of the four outreach materials to routes with similar demographics in each jurisdiction:
 1. Cart Hangers
 2. Direct mailer
 3. Direct mailer & stickers
 4. Door-to-Door
- ❑ Identify most effective outreach material based on cost, quantity of quart bottles collected, etc.
- ❑ Analyze results and make recommendations to implement program countywide



Quart Bottle Pilot Program

PHASE I: Baseline data was collected by sampling the two specified routes before promotional materials were distributed. Direct Mailer & sticker and cart hanger were distributed to two different residential routes.

RESULTS:

- Baseline Routes (855 residents): 311 containers collected
- Promotion Routes (855 residents): 370 containers collected

PHASE II: The same routes were sampled but only one type of promotional material was distributed, cart hanger, and a control group was established (i.e. didn't receive any promotion materials).

RESULTS:

- Control Routes (492 residents): 106 containers collected
- Cart Hanger Routes (855 residents): 216 containers collected



Costs & Recommendations

Printing & Distribution of Outreach Materials	\$4,130.83
Sorting, Transporting, & Counting	\$12,500.00
Granulating & Recycling Service	\$329.37
TOTAL:	\$16,960.20

- Total residents: 855
- Duration: 6 months
- Total Containers: 1,003

Due to high costs and low numbers of container collected, this program would most likely not be implemented region wide.



What's Next- New Projects

- Update Agreements with Haulers
- Multi-media RFP to Gigantic Idea Studio
 - Update existing and develop new outreach materials, logo, radio and television ads
- Implement Oil Quart Bottle Collection at 2 Household Hazardous Waste Facilities and 2 Drop-Off Centers
- Establish third Ag Collection Site in South County
- Data Collection/Analysis with GPS units



Conclusion

- Important to identify target audience to determine focus and need for bilingual outreach
- Agreements/contract language help to formalize program
- One program, consistent messages, ongoing advertising
- Partnerships create progress
- Pooling funding creates an economy of scale for Countywide programs
- Streamlined reporting, ability to analyze data countywide



Contact Information

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