



Santa Clara County

Department of Resources Recycling and Recovery
Used Oil Competitive (UOC) Grant Program

FY 2014-16

GRANT #

UOC1-13-0036

Background

Funding from the Used Oil Competitive (UOC) Grant Program is awarded for the following used oil related purposes: Providing and maintaining collection and recycling opportunities for used oil and filters; Research, testing and demonstration projects, collection technologies and end-of-life used oil; Developing uses and markets for products from used oil and filters; Advancements and developments in lubrication oil; and Education and mitigation projects that relate to stormwater pollution from used oil.

Santa Clara County applied during Fiscal Year (FY) 2013-14 and awarded \$305,739 for an used oil campaign.



Grant Project Goals

Santa Clara County, in collaboration with City of San José staff developed a 3-year partnership agreement with the Major League Soccer Team, the Earthquakes to conduct a mass media campaign to encourage residents to properly recycle used oil and oil filters. The campaign includes both English and Spanish language outreach from past successful used oil recycling campaigns and innovative online, mobile, and social media marketing tactics.

Outcome and Accomplishments

At the 2016 Used Oil and Training Conference, the City of San Jose received the “Best Outreach Campaign Focused on Non-English Speaking Award” for this outreach project. Funding expanded the current used oil recycling campaign with direct access to the Hispanic audience, use of the Earthquakes brand and player endorsements, increased cost-savings, and value-added outreach opportunities. As family-friendly role models, the Earthquakes players’ local celebrity status garners recognition and credibility among the Hispanic DIY community. An intercept survey

was also conducted to measure effectiveness and the compilation of impressions from media outlets.



Photos Used: Chris Wondolowski (above) and Matias Perez (left) of the “San Jose Earthquakes,” soccer players that helped with the campaign.

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Challenges

An unexpected challenge came with the mobile phone text marketing outreach. Participation was very low and proved to be an ineffective. It was learned that this type of outreach requires promoting and also a worthwhile incentive for people to sign up to receive text messages. Still low numbers but the best participation received was when we offered a signed Earthquake jersey as a prize.

Lessons Learned and Recommendations

The County will continue the use of the artwork and designs developed as outreach materials from using the CalRecycle grant funding. The TV commercials in both English and Spanish will also continue to air using Oil Payment Program funding. The equipment purchased will be used at the future outreach events, oil disposal containers will be distributed to residents and used as a tool with the continued effort of educating residents on the correct disposal and recycling methods for motor oil and filters.

Snapshot

Grant Program: Used Oil Competitive (UOC) Grant Program

Grant Program Website:

<http://www.calrecycle.ca.gov/UsedOil/Grants/Competitive/>

Grant Number: UOC1-13-0036

Grant Type: Used Oil Competitive Grant Program

Year Awarded: Fiscal Year 2013-14

Funding: \$305,739

Grant Manager Contact: Linda.Dickinson@CalRecycle.ca.gov



Photos Used: Various types of advertising the County used during the Earthquake games (top). Sign used for the ineffective mobile phone text marketing outreach (above).