

Appendix D: Used Motor Oil Recycling Grant Program

Requirements and Policy Matrix (November 2007)

Background on San Francisco's Used Motor Oil Recycling Program

Approximately 5% of San Francisco vehicle drivers change their own motor oil of which 52% is disposed of in the trash, on the ground, in storm drains, or is stored in residents' homes. SF Environment administers convenient recycling programs for city residents but Do It Yourselfers (DIYers) may not be aware of such programs or feel that they are not sufficiently convenient for their needs. Efforts are being made to reach DIYers directly via neighborhood and community networks, to promote the convenience and importance of proper used oil disposal.

SF Environment will award up to \$30,000 in individual grants to not-for-profit organizations to promote proper used motor oil and filter disposal.

Minimum Qualifications

1. Design and implement a community outreach program in partnership with community based organizations and networks committed to improving community health in San Francisco neighborhoods.
2. Identify successful outreach and behavior change strategies that lead to increased proper used motor oil and filter disposal. Grantees will select the neighborhood(s) of focus and must collaborate with neighborhood associations and other social networks to develop community-based approaches that specifically address the barriers that prevent DIYers from changing behavior.
3. Communication pieces (written, spoken, etc.) must be specifically targeted at the identified stakeholder groups, vivid, personalized and persuasive. Promotional campaign components can include, but are not limited to, radio advertising, outdoor advertising, school presentations, involving students in the design and implementation of outreach pieces, and news media. Applicants are encouraged to develop and carry out innovative and non-traditional approaches to communicate the recycling message.
4. Grantees will coordinate data collection with Used Motor Oil/Filter Certified Collection Centers (CCC) and SF Environment to measure changes in used oil collection. Baseline information from 2000 to 2006 will be provided and Grantees will work with CCCs to gather current collection data.

Objectives, Actions and Activities

Used Motor Oil Program Objective	Actions and Activities
<p>Increase the proper disposal of used motor oil and filters among city residents, and to decrease improper disposal via the trash, city streets and storm drains, and other methods of improper disposal.</p>	
	<p>Research target audiences and gather additional barriers and relevant information through direct contact with stakeholders.</p>
	<p>Gather detailed barrier and collection program needs information through community networks and forums.</p>
	<p>Target specific barriers to proper disposal, based on observations, community contact with DIYers (stakeholders), and barrier survey results.</p>
	<p>Design outreach strategy and corresponding promotional activities.</p>
	<p>Develop tools and strategies directly relevant to target audience segments to increase participation in used motor oil recycling.</p>
	<p>Identify most appropriate and effective media for reaching targeted community.</p>
	<p>Identify most appropriate local venues, organizations, events, and gatherings for reaching targeted population via person-to-person communication. San Francisco Certified Collection Centers should also be considered.</p>
	<p>Implement pilot outreach strategies in the targeted geographic area. Work with the City to obtain preliminary data and evaluate the effectiveness of the outreach strategies.</p>
	<p>SF Environment will work with grantees to revise the outreach strategy, if necessary, and aid in the evaluation of the results of the revised campaign.</p> <ul style="list-style-type: none"> • Modify strategy and materials if necessary. • Implement outreach campaign on a neighborhood scale. • Work with SF Environment on evaluation of final outreach results.