



Western Riverside Council of Governments Solid Waste Committee

AGENDA

Wednesday, August 15, 2018
1:00 p.m.
(Lunch at 12:30 p.m. for members)

Western Riverside Council of Governments
Citrus Tower
3390 University Avenue, Suite 450
Riverside, CA 92501

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in the Solid Waste Committee meeting, please contact WRCOG at (951) 405-6721. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting. In compliance with Government Code Section 54957.5, agenda materials distributed within 72 hours prior to the meeting which are public records relating to an open session agenda item will be available for inspection by members of the public prior to the meeting at 3390 University Avenue, Suite 450, Riverside, CA, 92501.

The Solid Waste Committee may take any action on any item listed on the agenda, regardless of the Requested Action.

1. **CALL TO ORDER (Janet Morales, Chair)**
2. **SELF INTRODUCTIONS**
3. **PUBLIC COMMENTS**

At this time members of the public can address the Solid Waste Committee regarding any items with the subject matter jurisdiction of the Committee that are not separately listed on this agenda. Members of the public will have an opportunity to speak on agendized items at the time the item is called for discussion. No action may be taken on items not listed on the agenda unless authorized by law. Whenever possible, lengthy testimony should be presented to the Committee in writing and only pertinent points presented orally.

4. **SELECTION OF SOLID WASTE COMMITTEE CHAIR AND VICE-CHAIR FOR FISCAL YEAR 2018/2019** **P. 1**

Requested Action: 1. *Select Solid Waste Committee Chair and Vice-Chair positions for Fiscal Year 2018/2019.*

5. **MINUTES**

A. **Summary Minutes from the February 21, 2018, Solid Waste Committee Meeting are** **P. 3**

Available for Consideration.

Requested Action: 1. Approve the Summary Minutes from the February 21, 2018, Solid Waste Committee meeting.

6. REPORTS / DISCUSSION

A. Electronic Annual Reports Update *Kyle Rodriguez, WRCOG* P. 7

Requested Action: 1. Receive and file.

B. CalRecycle Recovery Update and Review of Electronic Annual Reports *Jill Larner, CalRecycle* P. 9

Requested Action: 1. Receive and file.

C. ReCollect: Online Waste Services *Kyle Rodriguez, WRCOG* P. 11

Requested Action: 1. Receive and file.

D. Waste Hauler Update *Nicole Moore, CR&R, and Lily Quiroa, Waste Management Inc.* P. 13

Requested Action: 1. Receive and file.

E. Used Oil and Oil Filter Recycling Program Activities Update *Kyle Rodriguez, WRCOG* P. 15

Requested Action: 1. Receive and file.

7. ITEMS FOR FUTURE AGENDAS *Members*

Members are invited to suggest additional items to be brought forward for discussion at future Solid Waste Committee meetings.

8. GENERAL ANNOUNCEMENTS *Members*

Members are invited to announce items/activities which may be of general interest to the Solid Waste Committee.

9. **NEXT MEETING:** The next Solid Waste Committee meeting is scheduled for Wednesday, November 21, 2018, at 1:00 p.m. (12:30 p.m. lunch), at WRCOG's office located at 3390 University Avenue, Suite 450, Riverside.

10. ADJOURNMENT



Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Selection of Solid Waste Committee Chair and Vice-Chair for Fiscal Year 2018/2019

Contact: Casey Dailey, Director of Energy & Environmental Programs, cdailey@wrcog.us, (951) 405-6720

Date: August 15, 2018

The purpose of this item is to select a Solid Waste Committee Chair and Vice-Chair for Fiscal Year 2018/2019.

Requested Action:

1. Select Solid Waste Committee Chair and Vice-Chair positions for Fiscal Year 2018/2019.

Last year the Solid Waste Committee (SWC) took an action to elect Janet Morales, City of Wildomar, as Chair, and Charles Russell, City of Hemet, as Vice-Chair, for Fiscal Year 2017/2018. Both terms have expired.

At the August 15, 2018, meeting, the Solid Waste Committee members will accept nominations and hold elections for Chair and Vice-Chair positions for the Fiscal Year 2018/2019.

Prior Action:

None.

Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.

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1. CALL TO ORDER

The meeting of the Solid Waste Committee (SWC) was called to order at 1:03 p.m. by Chair Janet Morales at WRCOG's office, Citrus Conference Room.

2. SELF INTRODUCTIONS

Members present:

Holly Stewart, City of Banning
Megan Shea, City of Calimesa
Curtis Showalter, City of Corona
Alia Rodriguez, City of Eastvale
Charles Russel, City of Hemet
Sean McGovern, City of Jurupa Valley
Nicole McCalmont, City of Lake Elsinore
Allen Yun, City of Menifee
Samantha Bloch, City of Moreno Valley
Izzy Murguia, City of Murrieta
Stacie Dain, City of Perris
Olivia Sanchez, City of Riverside
Any Ramirez, City of San Jacinto
Dale West, City of Temecula
Janet Morales, City of Wildomar
Angela Dufrense, County of Riverside

Staff present:

Dolores Sanchez Badillo, Senior Analyst
Kyle Rodriguez, Staff Analyst
Casey Dailey, Director of Energy and Environment Programs

Guests present:

Jill Larner, CalRecycle
Ignacio Valdivia, CR&R
Araceli Ruiz, County of Riverside
Greg Reyes, Riverside County Environmental Health
Carolyn Anderson, Waste Management
Barbara Jimenez, Waste Management
Lisa Llamas, Waste Management
Chika Ojukwu, County of Riverside
Nancy Nariega, City of Moreno Valley

3. PUBLIC COMMENTS

There were no public comments.

4. MINUTES - (Hemet / Jurupa Valley) 16 yes; 0 no; 0 abstention. Item 4.A was approved. The Cities of Canyon Lake and Norco were not present.

- A. Summary Minutes from the August 16, 2017, Solid Waste Committee meeting are available for consideration.**

Action: 1. *Approved the Summary Minutes from the August 16, 2017, Solid Waste Committee meeting.*

5. CONSENT CALENDAR – (Corona / San Jacinto) 16 yes; 0 no; 0 abstention. Item 5.A was approved. The Cities of Canyon Lake and Norco were not present.

- A. Used Oil and Oil Filter Recycling Program Activities Update**

Action: 1. *Received and filed.*

6. REPORTS / DISCUSSION

- A. Creative Outdoor Advertising**

Marc Oosterholt, Municipal Affairs Manager of Creative Outdoor Advertising (COA), presented a unique way to recycle and make money for the cities. The recycling units are all provided, installed, and maintained by COA, and include 24 – 48 hours' turnover time in maintenance and graffiti repair. The recycling units are provided via a free program which encourages recycling while promoting local businesses by providing the opportunity to advertise. The local businesses that want to advertise are required to pay a fee of \$150 a month. Most businesses stay for seven years. The recycling units require a 10-year agreement; however, cities with an ordinance in place can work with Mr. Oosterholt to have shortened contract agreements based per ordinance. The recycling units are able to provide tonnage whenever requested. There is also a website that links directly to the recycling unit that allows you to report any damages and view the tonnage at any time.

Committee member Andy Ramirez asked about failure rates.

Mr. Oosterholt responded that failure rate is at a zero. If the local community businesses are not interested, then the COA would not invest in the recycling bins.

Action: 1. *Received and filed.*

- B. Waste Hauler Update**

Ignacio Valdivia from CR&R Environmental Services provided an update with regards to its Anaerobic Digester. Material is collected in green bins and sent to Organic Recovery Facilities. The Anaerobic digester is capable of taking organic material, such as grass, food waste, and fats oils and grease, and converting it to biogas. The facility has four phases. One phase is in full progress and provides biogas to the fleet of trucks used to pick up the waste. Phase two is being "seeded" where it is slowly given organics. Phases three and four are still awaiting grant opportunities to allow for funding of the project. CR&R has partnered with SoCal Gas allowing for the biogas being produced to be sent to the gas company. For more updates about CR&R's environmental services visit its new Facebook webpage.

Action: 1. *Received and filed.*

- C. Legislative Activities Update**

Dolores Sanchez Badillo provided updates on the following bills:

SB – 1000 for environmental justice.

AB – 901 Disposal and Facility reporting. Passed.

SB 212 – Current Law home generated.

SB 458 – Amended and changed in June. Passed.
AB 1158 – Recycling rate and ongoing.
SB 557 – Schools and food donations. Passed.
SB 1383 – Short Lived climate.

Action: 1. *Received and filed.*

D. Electronic Annual Report Update

Kyle Rodriguez reported on the status of the Electronic Annual Reports. The 2016 reports have been returned from CalRecycle. Some cities received a letter for having stagnant waste numbers, or odd numbers being reported. CalRecycle looks for trends in the reports, and if there is a concern its will send a letter of warning. WRCOG is working to provide more time to the city to review reports by starting ahead of schedule. WRCOG is also working to have meetings with each jurisdiction reported for to get more data for the reports. The waste haulers are key to completing the reports. They have the necessary data that is needed as well as tonnages for jurisdictions. When waste haulers collect the waste from businesses; they can provide areas in need of extra services such as recycling and organics carts. This will minimize the amount of trash service per week saving businesses money. Hauler may also provide areas who are in compliance. The cities that really want to take action can adopt an ordinance that is stricter than the laws outlined in AB 341 and AB 1826.

Ideas were shared to further drive the diversion numbers and businesses recycling. By promoting on social media, community events, and Chamber of Commerce outreach, education and monitoring can be fulfilled showing great effort to CalRecycle. Schools need to be recycling if they are not already. Waste haulers are capable of providing audits to schools and can provide recycling programs as well. Lastly, multi-family housing complexes with five or more units need to be actively recycling. They need attention from waste haulers, city, and WRCOG. Letters, site visits, and phone calls are all needed to encourage recycling. Consistent messages about what to recycle, and which bin to place materials in will help limit contamination rates. The constant turnover in residency has been a challenge for all jurisdictions and haulers. The issue of space can be solved by a waste hauler's audit.

It was mentioned that the issue of China's green wall is causing issues for contaminated recyclables. Anything with more that 0.5% contamination is not being accepted by China. WRCOG is working to gather information on this matter.

Action: 1. *Received and filed.*

E. CalRecycle Recovery Update and Review of Electronic Annual Reports

Jill Larner of CalRecycle provided additional information on Kyle Rodriguez's presentation regarding AB 341 and AB 1826. Not one size fits all for the cities. The laws are going to be implemented in different creative ways. There is a need for annual monitoring of business accounts. The cities should be sending more letters on letterhead; it carries more weight than if WRCOG or the waste hauler does so. In 2019 all businesses will be required to recycle under AB 341 and AB 1826. Residents with four or more cubic yards of service will be required to recycle. Cities need to work to track backhauling and self-haul. To discover where the waste is going and how to reduce it is more important than the tonnage numbers. CalRecycle also wants to see follow-up on programs implemented.

Action: 1. *Received and filed.*

F. Solid Waste Committee Meeting Schedule for 2018

Kyle Rodriguez reported that in May, WRCOG will host a mini workshop centered on AB 341. In November, WRCOG will be hosting a bigger workshop on AB 1826 and AB 341. In November, the

Solid Waste Committee originally meets on the 3rd Wednesday; however, that meeting will be moved to the 2nd Wednesday due to the Thanksgiving holiday.

Action: 1. *Approved the Schedule of Solid Waste Committee meetings for 2018.*

(Temecula / Jurupa Valley) 16 yes; 0 no; 0 abstention. Item 6.F was approved. The Cities of Canyon Lake and Norco were not present.

7. ITEMS FOR FUTURE AGENDAS

Progress and understanding of SB 1383 Short Lived Climate.

8. GENERAL ANNOUNCEMENTS

Olivia Sanchez, City of Riverside, announced that a conference being held in Downy, California, on March 6, 2018. Conference presenters will address the new Green Wall Act that China is implementing.

Samantha Bloch, City of Moreno Valley, announced the Keep Moreno Valley Clean and Beautiful program and provided updates. Some areas and streets are cleaned by volunteers while others are cleaned by their waste hauler, Waste Management, Inc.

9. NEXT MEETING: **The next Solid Waste Committee meeting is scheduled for Wednesday, May 16, 2018, at 1:00 p.m. (12:30 p.m. lunch for members), at a location to be determined.**

10. ADJOURNMENT: **The meeting of the Solid Waste Committee adjourned at 3:06 p.m.**



Western Riverside Council of Governments

Solid Waste Committee

Staff Report

Subject: Electronic Annual Reports Update

Contact: Kyle Rodriguez, Staff Analyst, krodriguez@wrcog.us, (951) 405-6721

Date: August 15, 2018

The purpose of this item is to provide the Committee with updated information on solid waste and recycling reporting timelines. The Committee will be able to discuss past and present issues with a focus on 2018 Electronic Annual Report requirements.

Requested Action:

1. Receive and file.

The Electronic Annual Report (EAR) describes the progress a jurisdiction has made in achieving the requirements of the Integrated Waste Management Act (AB 939, Chapter 1095, Statutes of 1989) and the Per Capita Disposal Measurement Act of 2008 (Chapter 343, Statutes of 2008 [Wiggins, SB 1016]). The EAR includes all required supporting documentation and attachments of any required documentation to support changes to those numbers. The EAR also includes a status on any planned and/or implemented solid waste diversion programs and facilities. These reports are due on August 1, 2018.

EAR Update

On an annual basis, WRCOG staff prepares the EAR on behalf of those jurisdictions which requested WRCOG to do so. Based on feedback received after last year's report submittals, staff learned that more time was needed for reports to be reviewed and completed. This year, staff and local jurisdictions started the reports on April 1st by using Google documents. This online tool allowed the local jurisdictions, waste haulers, and WRCOG to draft an early preparation report.

WRCOG, and local jurisdictions worked together with the local waste haulers (Waste Management and CR&R) on gathering and analyzing disposal and recycling tonnage, educational and outreach events, and any program changes initiated by the waste hauler or the jurisdiction. Staff have been communicating with CalRecycle on the issue of continued diversion requirements regarding AB 341 (Mandatory Commercial Recycling) and AB 1826 (Mandatory Organics Recycling). CalRecycle hosted meetings (teleconference and/or onsite) with jurisdictions and WRCOG in order to communicate required measurements.

On August 1, 2018, WRCOG submitted reports for the Cities of Banning, Calimesa, Canyon Lake, Corona, Lake Elsinore, Murrieta, Perris, San Jacinto, Temecula, and Wildomar. If additional information is required by CalRecycle, WRCOG will follow-up accordingly.

Prior Action:

February 21, 2018: The Solid Waste Committee received and filed.

Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.



Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: CalRecycle Recovery Update and Review of Electronic Annual Reports

Contact: Jill Larner, LAMD Supervisor, CalRecycle, Jill.Larner@CalRecycle.ca.gov, (916) 341-6525

Date: August 15, 2018

The purpose of this item is to provide an opportunity for representatives from CalRecycle to provide information and updates on solid waste and recycling reporting with a focus on the process and timeline of CalRecycle internal staff review of the Electronic Annual Reports.

Requested Action:

1. Receive and file.
-

This item is reserved for a presentation and discussion with Jill Larner, CalRecycle, on Electronic Annual Report updates, process and timeline of its internal staff review process. Opportunity is available to all members to discuss their challenges and clarify requirements on their jurisdictions' annual, or other required, reports.

Prior Action:

February 21, 2018: The Solid Waste Committee received and filed.

Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.

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Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: ReCollect: Online Waste Services

Contact: Kyle Rodriguez, Staff Analyst, krodriguez@wrcog.us, (951) 405-6721

Date: August 15, 2018

The purpose of this item is to provide a presentation regarding the needs to fuel the new online education tool to help proper disposal of waste. ReCollect's service will be available for all WRCOG jurisdictions.

Requested Action:

1. Receive and file.

ReCollect is an educational toolbar that can be used to help residents, businesses, and waste haulers properly dispose of waste. It is also a collection calendar that provides dates to take out trash, recycle, and organic bins based on the imputed address. A search engine provides a list of locations to dispose of waste based on the imputed material. The toolbar also includes an easy drag and drop game to help determine which materials are to be placed in which bin, or taken to a local facility.

Prior Action:

None.

Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.

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Western Riverside Council of Governments Solid Waste Committee

Staff Report

Subject: Waste Hauler Update

Contact: Nicole Moore, Senior Sustainability Coordinator, CR&R, nmoore@crrmail.com,
(951) 657-7513
Lily Quiroa, Public Sector, Manager, Waste Management, LQuiroa@wm.com,
(951) 213-9640

Date: August 15, 2018

The purpose of this item is to provide local and regional Waste Haulers with a forum to provide updates on recycling efforts, program implementation, and upcoming events within their contracted jurisdictions.

Requested Action:

1. Receive and file.

This item is reserved for updates to be provided by waste hauler representatives regarding program implementation, disposal issues, contract updates, etc.

Prior Action:

February 21, 2018: The Solid Waste Committee received and filed.

Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

None.

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Western Riverside Council of Governments

Solid Waste Committee

Staff Report

Subject: Used Oil and Oil Filter Recycling Program Activities Update

Contact: Kyle Rodriguez, Staff Analyst, krodriguez@wrcog.us, (951) 405-6721

Date: August 15, 2018

The purpose of this item is to provide an update on the Used Oil and Filter Exchange Program and events, and the status of community outreach activities.

Requested Action:

1. Receive and file.

WRCOG's Solid Waste Program assists member jurisdictions with addressing state mandates, specifically Assembly Bill (AB) 341 (2012), which requires a business that generates four cubic yards or more of commercial solid waste per week to arrange for recycling services. Each year, a jurisdiction must file an Electronic Annual Report (EAR) with CalRecycle on the jurisdiction's achievements in meeting and maintaining the diversion requirements. The Solid Waste Program also has a Regional Used Oil component designed to assist member jurisdictions in educating and promoting the proper recycling and disposal of used oil, oil filters, and Household Hazardous Waste (HHW).

Used Oil and Filter Exchange Events

WRCOG's Used Oil and Oil Filter Exchange events help educate and facilitate the proper recycling of used motor oil and used oil filters. The primary objective is to educate "Do It Yourself" (DIY) individuals who change their own oil, as well as promote recycling of used oil and oil filters to avoid these contaminants being disposed directly into the environment; therefore, an auto parts store is a great venue for these events. In addition to promoting used oil / oil filter recycling, staff provides information about the County-wide HHW Collection Program, which allows residents to drop-off other automotive and household hazardous products for free. Staff are now utilizing an electronic survey on an iPad to interact with residents at these events and collect information to help better inform community members of future opportunities to recycle used oil. Staff recently conducted the following Used Oil events in the subregion:

Date	Event	Location	Oil Filters
3/03/2018	City of Corona Used Oil Event	AutoZone, 501 North Mckinley	22
3/17/2018	City of Perris Used Oil Event	AutoZone, 1675 N Perris Blvd.	15
3/31/2018	City of Riverside Used Oil Event	AutoZone, 4195 Van Buren Blvd.	74
4/14/2018	City of Hemet Used Oil Event	Autozone, 1550 W Florida Ave.	34
4/21/2018	City of Jurupa Valley Used Oil Event	AutoZone, 3782 Riverview Drive	34
4/28/2018	City of Lake Elsinore Used Oil Event	AutoZone, 30870 Riverside Drive	16

5/12/2018	City of Riverside Used Oil Event	AutoZone, 3400 La Sierra Ave.	160
5/26/2018	City of Corona Used Oil Event	AutoZone, 1280 East Ontario Ave.	37
6/09/2018	City of Temecula Used Oil Event	Pep Boys, 40605 Winchester Rd.	7
6/23/2018	City of Eastvale Used Oil Event	Autozone, 14228 Schleisman Rd.	90
8/04/2018	City of Riverside Used Oil Event	AutoZone, 6047 Magnolia	31

Meetings and Conferences

The following is a list of upcoming Used Oil Outreach and Oil Filter Exchange Events:

Date	Event	Location
8/18/2018	Used Oil and Filter Exchange	Hemet , AutoZone, 3100 E. Florida Ave.
9/1/2018	Used Oil and Filter Exchange	Lake Elsinore , AutoZone, 30870 Riverside Drive
9/15/2018	Used Oil and Filter Exchange	Norco , AutoZone, 1404 Hamner Ave.
9/29/2018	Used Oil and Filter Exchange	Riverside , AutoZone, 4980 La Sierra Ave.
10/13/2018	Used Oil and Filter Exchange	Perris , AutoZone, 1675 N. Perris Blvd.

Social Media Campaign Conclusion

The Used Oil and Filter Exchange Program relied on marketing and promotion efforts to attract residents to various events throughout the region. The events educated and increased awareness about local used motor oil and filter collection. Filters being recycled during events increased over 30% compared to 2017. Staff recently concluded the digital advertising campaign for the Program that focused on driving Facebook event registrations to the Used Oil Recycling Program. The campaign events ran from January 2018 through June 2018. Over 1 million impressions were made online, with many positive reactions and shared posts. Lessons learned from this campaign are being applied to future outreach initiatives, both online and offline, such as engagement regarding hazardous waste disposal, common knowledge of oil recycling, and calling to action to suggest members to share to friends and family. A report on its effectiveness has been developed for the Committee (Attachment 1).

Community Outreach Events

WRCOG has partnered with the Lake Elsinore Storm Stadium for a used oil night. Oil drain containers as well as handy oil kits were distributed to over 200 fans. Staff discussed the benefit of recycling used motor oil and filters and distributed important information about solid waste disposal and recycling methods.



Prior Action:

July 2, 2018: The Executive Committee received and filed.

Fiscal Impact:

This item is informational only; therefore, there is no fiscal impact.

Attachment:

1. UnEarth Campaign.

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Item 6.E

Used Oil and Oil Filter Recycling
Program Activities Update

Attachment 1

UnEarth Campaign

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UNEARTH

*WESTERN RIVERSIDE COUNCIL
OF GOVERNMENTS*
USED OIL EVENT OUTREACH

JULY 12, 2018





DIGITAL FIRST STRATEGY

Flexibility: Provides the ability to make changes in spend, messaging, and target audiences quickly and without major delays in campaign timelines.

1:1 Targeting: Ensures that ads only reach your target audience. Ads are only served when your target audience is using the platform.

Frequency Management: Allows the opportunity to optimize the exposure of ads, helping reduce ad fatigue and avoid spreading impressions too thin.



LEAD GENERATION CAMPAIGN

OBJECTIVE

Goal: Drive online event responses to ten used oil recycling events.

Messaging: Attend event to learn more, recycle used oil safely, and get free filter in exchange for old filter.

Audiences: Green Living, Muscle Cars/Motorcycle Enthusiasts, DIYers, Lookalike*

Platforms: Facebook

Our estimate for the ten event campaign was 150 total event responses with an estimated cost per event response at \$13.00.

**The lookalike audience was introduced after the first four events.*



LEAD GENERATION CAMPAIGN

AUDIENCES

Auto + Motorcycle

Targeting individuals ages 25+ interested in automotive products, auto parts stores, and auto accessories.



Green Living

Targeting individuals ages 25+ interested in environmental protection, sustainability, and green living products.



DIY

Targeting individuals ages 25+ interested in home improvement, DIY Network (TV), and other DIY interests.



Lookalike

Targeting individuals ages 25+ determined by Facebook's algorithm to be similar to previous event responders.



CREATIVE UPDATE

EVENT PHOTO

**Get Your
Free Filter
This Weekend!**

Step 1:
Collect Used Motor Oil

Step 2:
Exchange Used Oil & Filter

Step 3:
Get FREE Oil Filter at Event

CalRecycle



MAR
31

City of Riverside Used Oil Exchange
Public · Hosted by City of Riverside, CA - City Government
and Western Riverside Council of Governments · 1 co-host
pending [?]

★ Interested

✓ Going

➦ Share

⋮

🕒

Saturday at 9 AM - 1 PM
4 days from now · 54–82° Partly Cloudy

📍

AutoZone (4195 Van Buren, Riverside, CA)
4195 Van Buren, Riverside, California 92503

Show Map

About

Discussion

Updated cover photo using CalRecycle logo
will be added to Facebook events.

**Western Riverside Council of Governments** ✓ shared their event.

Written by Uneath [?] · February 8 · 🌐

Is taking care of your bike part of your weekend routine?

Bring your used motor oil to our next event and receive a FREE filter in exchange for your old one. Click "Interested" for more info!

**Get Your
Free Filter
This Weekend!**

Step 1:
Collect Used Motor Oil

Step 2:
Exchange Used Oil & Filter

Step 3:
Get FREE Oil Filter at Event

CalRecycle



FEB
17

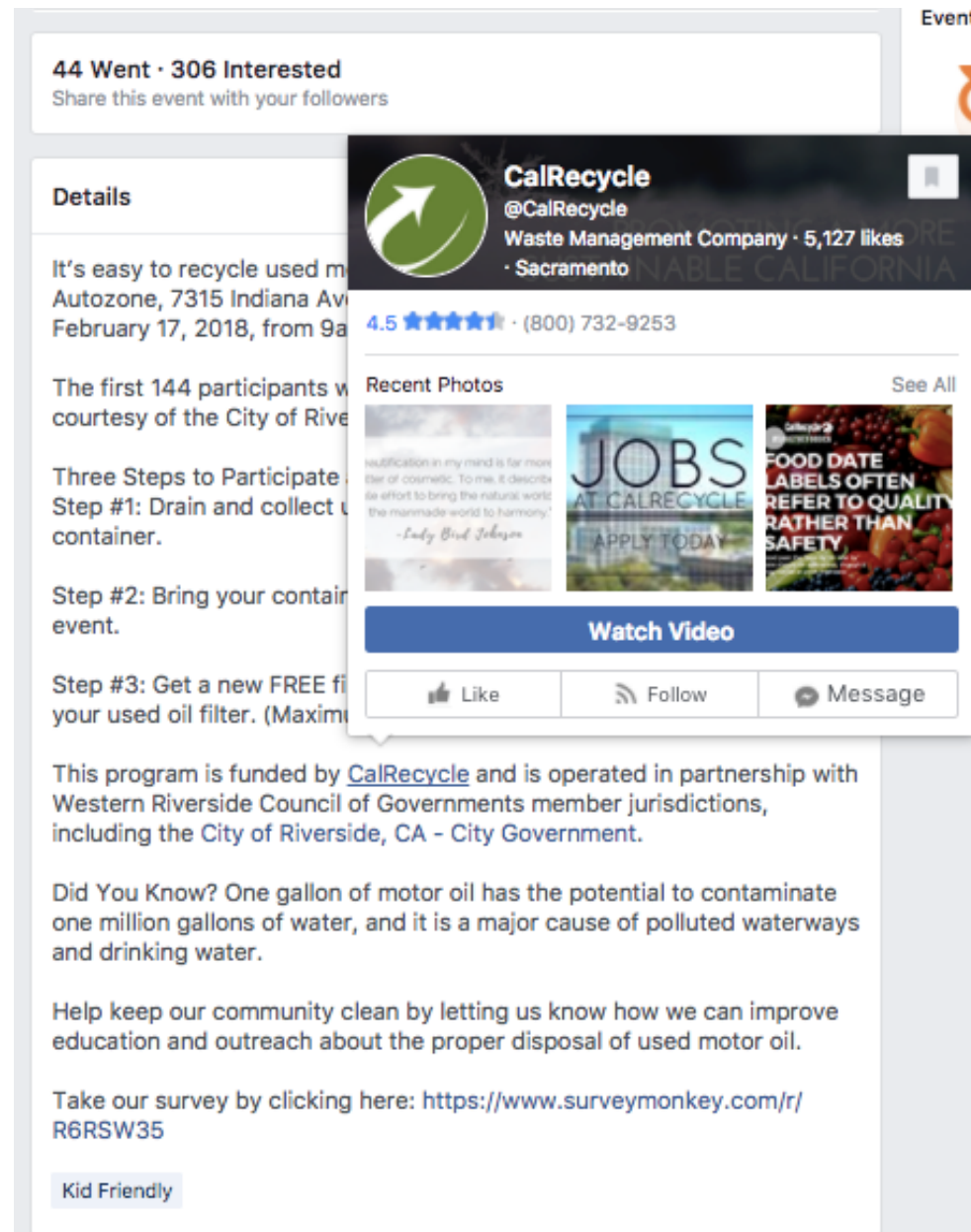
City of Riverside Used Oil Filter Exchan...
Sat 9 AM · AutoZone (7315 Indiana Ave, Riversi...
306 people interested

✓ Going

Updated cover photo will also show up when
Facebook ads or Facebook event is shared
organically.

CREATIVE UPDATE

FACEBOOK EVENT



The Facebook event description provides details about the event as well as partnership between CalRecycle and WRCOG.

Facebook users also have the option to “like” or “follow” CalRecycle’s Facebook page.



Used oil exchange event flyer will be shared as a post within the Facebook event under the discussion section.

Flyer includes CalRecycle logo as well as additional event details.



CAMPAIGN RESULTS

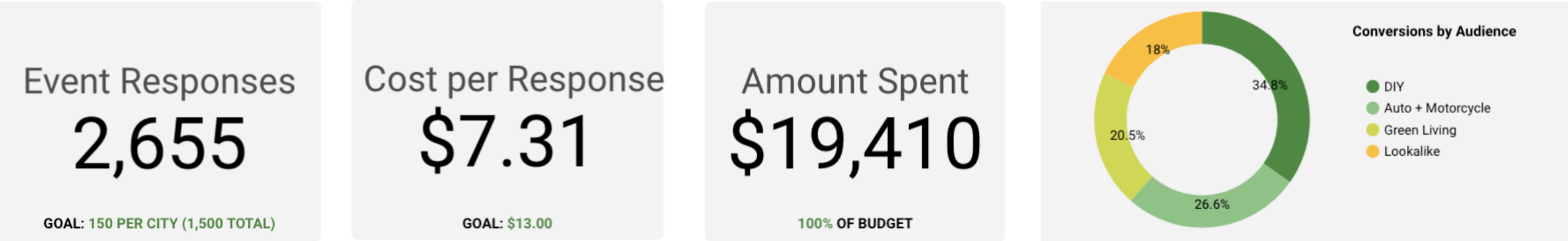


CAMPAIGN RESULTS

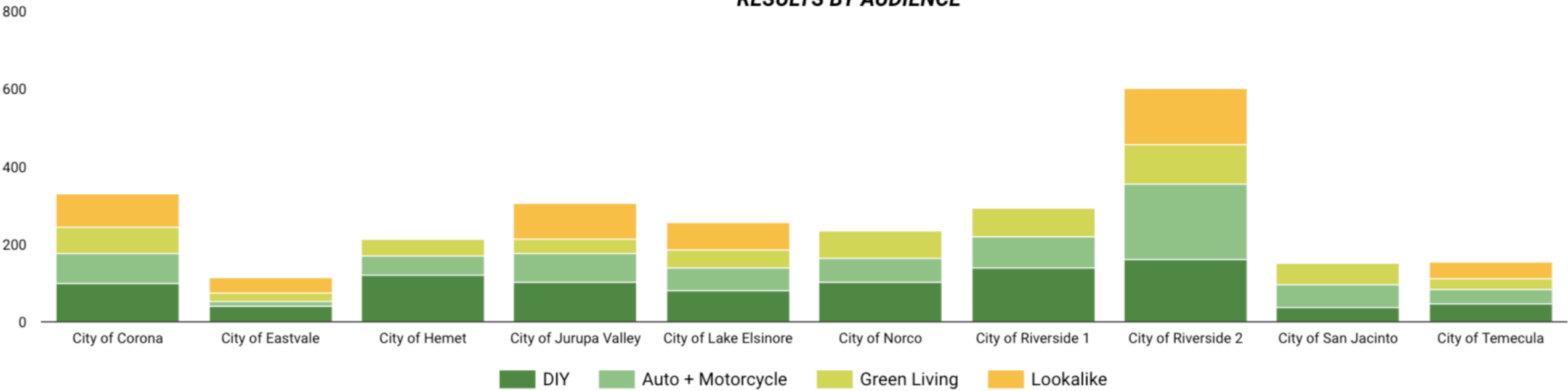
EVENT RESPONSES

The campaign exceeded its goal, earning an average \$7.31 cost per response, 56% lower than our benchmark of \$13.00.

GOAL: EVENT RESPONSES



RESULTS BY AUDIENCE

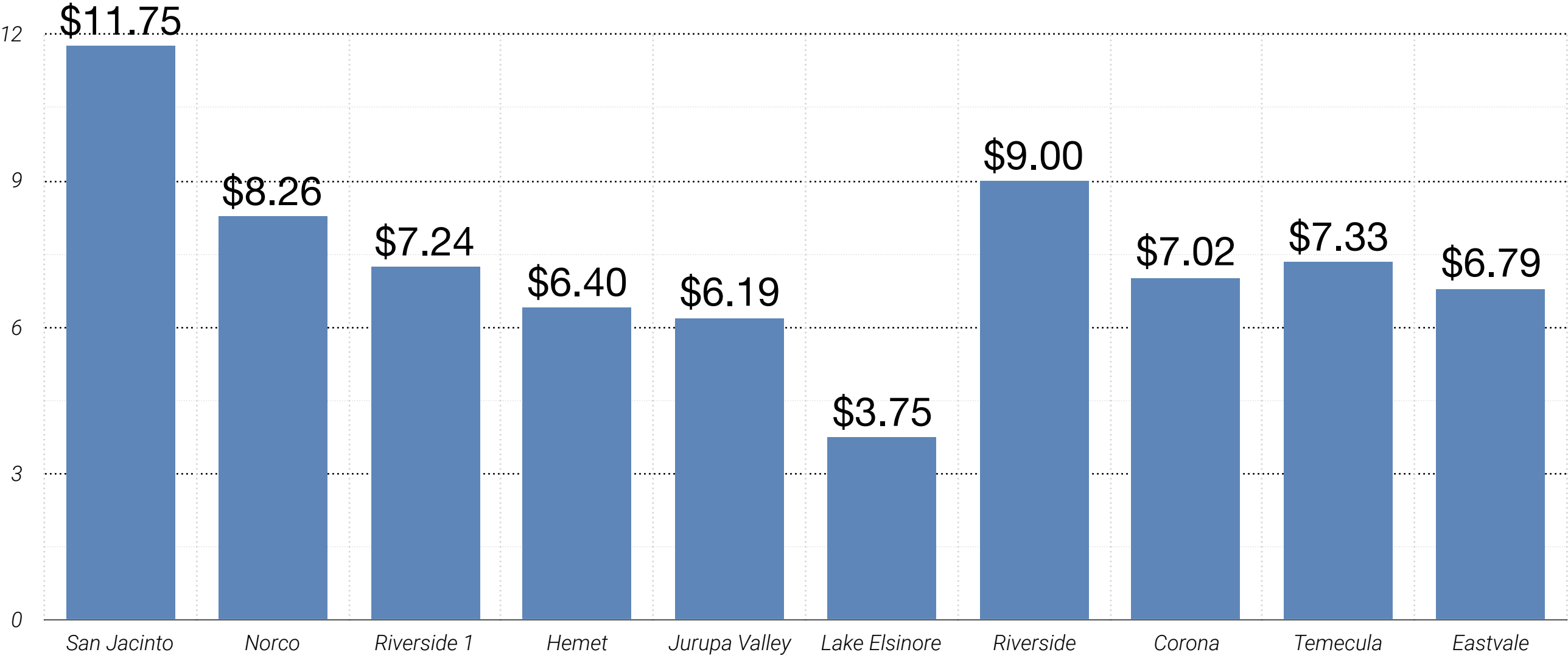




CAMPAIGN RESULTS

BY CAMPAIGN

The City of Lake Elsinore campaign out-performed the other campaigns, in terms of cost per event response. Lake Elsinore and the second Riverside event were outliers. The second Riverside event faced a fairly saturated market, driving up costs.



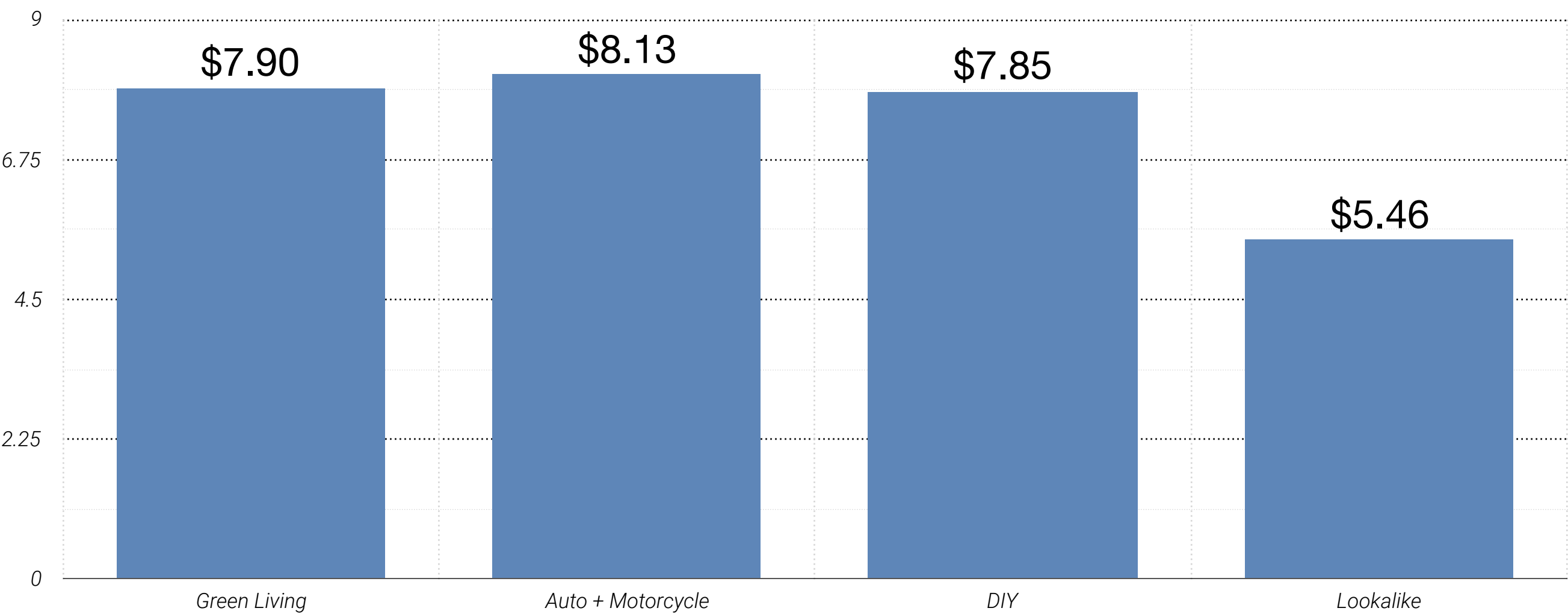


CAMPAIGN RESULTS

BY AUDIENCE

Each of the audiences were well targeted, none significantly out performing the others. Spending on each was proportionate to the estimated size of the audience to limit frequency.

We also added the lookalike audience that helped bring down the cost per result while still generating a good percentage of event responses per campaign.





CAMPAIGN RESULTS

BEST CREATIVE



Western Riverside Council of Governments shared an event.
Sponsored · 🌐

...

Recycling motor oil helps protect our planet and keep you on a budget.

Join us to get everything you need to start safely changing your own oil from home - including a FREE filter!



SAT, APR 14

City of Hemet Used Oil Exchange

🔗 187 people interested · 20 go...

INTERESTED

 73

10 Comments

DIY Messaging



Western Riverside Council of Governments shared an event.
Sponsored · 🌐

...

Water keeps us alive every day. When water becomes polluted, many species cannot survive. Do your part in disposing of used motor oil in a safe way!

Click "Interested" for more info about our event.



SAT, MAY 26

City of Corona Used Oil Exchange

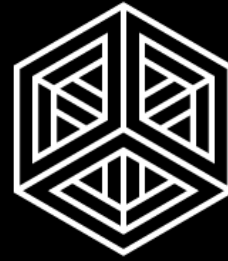
🔗 289 people interested · 31 go...

INTERESTED

  66

14 Comments

Green/Environment Messaging



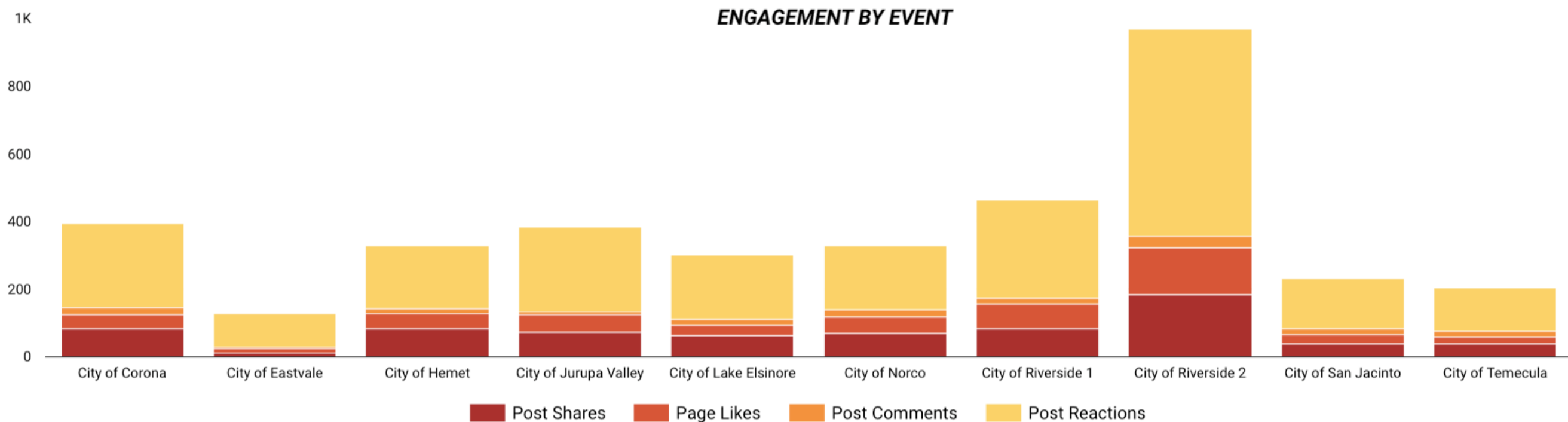
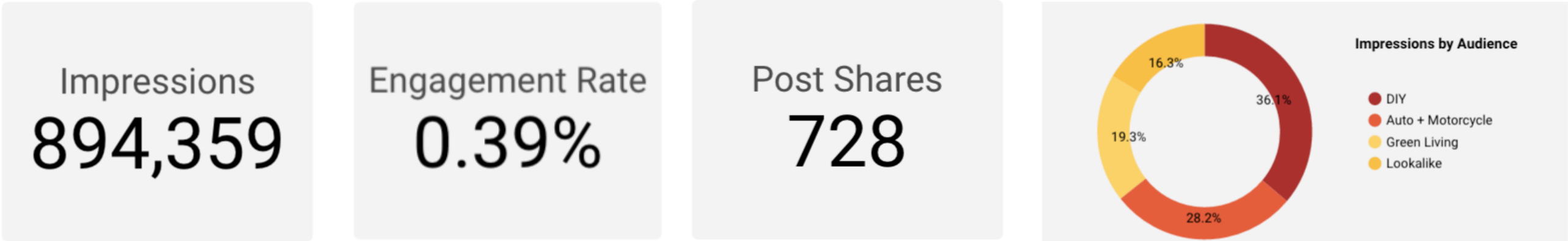
ENGAGEMENT ANALYSIS



CAMPAIGN RESULTS

ENGAGEMENT

Similar to our test campaign, all campaigns generated plenty of user responses - typically in the form questions about the event or specific ways event attendees could benefit from the free filters. The WRCOG ads earned the greatest engagement rates during the Lake Elsinore and Hemet campaigns.





CAMPAIGN RESULTS

ENGAGEMENT RATE

This engagement rate is a ratio of reactions, comments and shares of ads over their total impressions. The WRCOG ads earned the greatest engagement during the Lake Elsinore campaign.

	SAN JACINTO	NORCO	RIVERSIDE 1	HEMET	JURUPA VALLEY	LAKE ELSINORE	RIVERSIDE 2	CORONA	TEMECULA	EASTVALE
DIY	0.32%	0.39%	0.39%	0.99%	0.21%	0.41%	0.26%	0.17%	0.25%	0.32%
GREEN LIVING	0.33%	0.42%	0.65%	0.20%	0.21%	0.78%	0.56%	0.61%	0.60%	0.42%
AUTO + MOTORCYCLE	0.40%	0.35%	0.37%	0.33%	0.30%	0.38%	0.25%	0.25%	0.37%	0.11%
LOOKALIKE	-	-	-	-	0.44%	0.56%	0.32%	0.35%	0.33%	0.40%
AVERAGE	0.35%	0.39%	0.47%	0.51%	0.29%	0.53%	0.35%	0.35%	0.39%	0.31%



ENGAGEMENT

SHARING VIA TAGGING

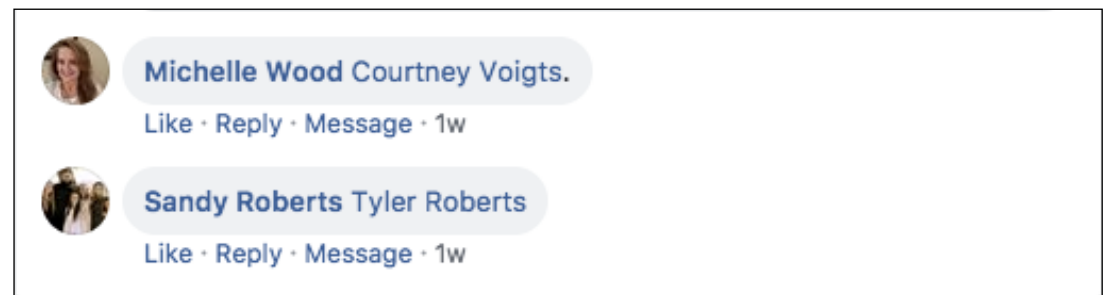
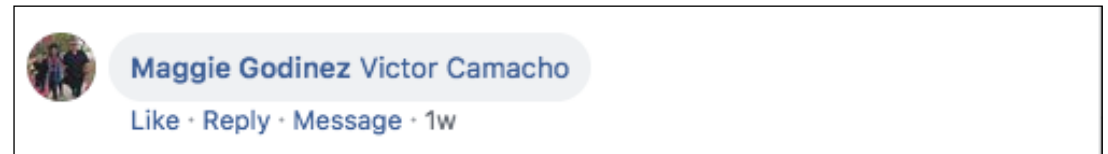
Insight

Residents (a majority women) are tagging others in their life (sons, husbands, partners) about the event.

Opportunity

Capitalize on this trend by including a call-to-action in campaigns and organic posts that encourages individuals to tag a friend.

For example: *"Tag a friend who could use a free oil filter!"*





ENGAGEMENT

HAZARDOUS WASTE DISPOSAL

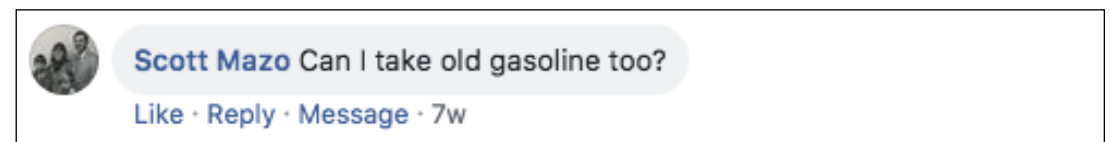
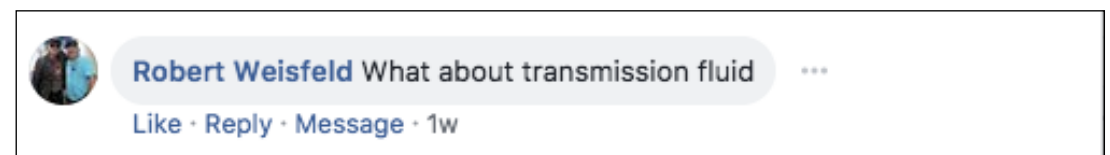
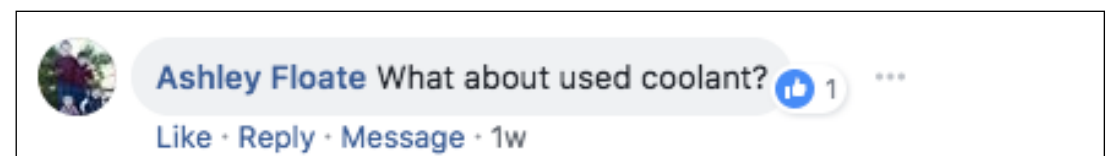
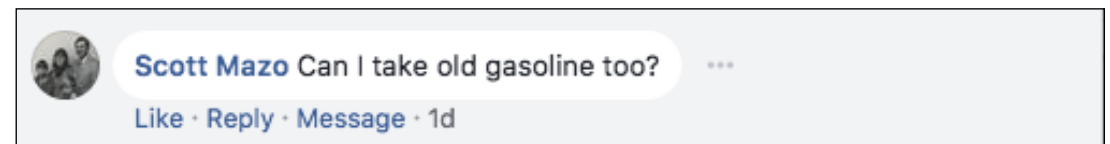
Insight

Multiple individuals reached out with questions about the disposal of other hazardous wastes.

Opportunity

People are becoming inspired by the campaign to dispose other materials properly. The WRCOG Facebook Page could include educational organic content related to this subject, further establishing the page as a useful local resource worth following.

This audience can be retargeted in the future for recycling-related campaigns.





ENGAGEMENT

PEOPLE ARE RECYCLING USED OIL

Insight

Some residents already knew about used oil collection locations. This resulted some negative sentiment from residents that thought this information was common knowledge.

The amount of negative sentiment experienced during the campaign is below the threshold of serious concern. However, generalized responses to such comments could be utilized in the future.



Brian Franks You can take used oil to Autozone any day of the week. Free.

Like · Reply · Message · 1w · Edited



Kimberly Ansalone-Lutz Is that what your supposed to do ??

Like · Reply · Message · 1w



Doug Park Every Autoparts store accepts used oil for the past 20 years. Who doesn't know this?

Like · Reply · Message · 3w

1 Reply



Chris Iannicari Maybe our local shops should take back the used oil and not refuse to customers. What happen to using the oil tanks at Autozone and O'Reilly? I have insider knowledge and they used to have competitions one which employee could give out the excuses "sorry its full" then get rewarded at the end of the month.

Like · Reply · Message · 1w



Gaspar Raymundo O'Reilly

Like · Reply · Message · 3w



Philip Harlow U can go to any jiffy lube and theyll recycle it for free. They just add it to their regular Recycling

Like · Reply · Message · 3w



ENGAGEMENT

OUTREACH IS STILL NEEDED

Insight

People are still hungry for information about the used oil recycling process.

Opportunity

There are a variety of questions that answers can be prepared for in advance. Answers can be provided in video format. The WRCOG team could “go live” on Facebook during an event, saving that content for future events.



Leslie Amparano Where can we get the plastic containers

[Like](#) · [Reply](#) · [Message](#) · 2w



Panchito Velazco What kind of filter??

[Like](#) · [Reply](#) · 2w



Bob Goodwin Equal value of what you bring in that they stock,I only use the Orem on my Ram diesel.After some discussion they admitted to having a Mopar in stock at the event in Norco

[Like](#) · [Reply](#) · 2w



Greg Anderson Are you going to give me a wix filter, or are you going to hand out Purolator or other junk that will ruin my motor so I have to spend money and you can collect City Taxes?

[Like](#) · [Reply](#) · [Message](#) · 5d



Carl Bennett Why do we need to wait for "recycle events"? If you want people to do it, we need a permanent location that is always available.

[Like](#) · [Reply](#) · [Message](#) · 1w



Dino Della Croce Only one day a year?

[Like](#) · [Reply](#) · [Message](#) · 6w



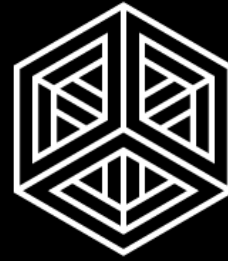
KEY FINDINGS

- All three interest-based audiences performed exceptionally well, and were greatly complimented by the introduction of the lookalike audience. Experimenting with new creative formats, like video ads, could improve the performance of future campaigns.
- WRCOG's organic reach on Facebook is boosted by paid campaigns. There is a big opportunity to support future paid efforts with by capitalizing on the increased organic reach with year-round organic content highlighting programs available to residents.
- The audiences used for targeting in this campaign and the audience of responders to the campaign can be leveraged for a variety of future WRCOG campaigns.
- The WRCOG Facebook page earned 488 new page likes during this campaign that are directly attributable to the paid campaigns. This does not include additional likes earned through organic reach from the initial paid page like.



THANK YOU

UNEARTH



APPENDIX



CREATIVE CONCEPTS



Green Living

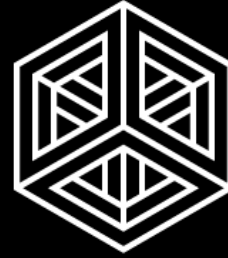


DIYers



Motorcycle and Muscle Car





MESSAGING

TARGETS

MESSAGE THEMES

ASK

GREEN LIVING
(INCLUDES GREEN MOMS)

- Recycling used motor oil is part of living green; disposing it safely helps save the environment. Attend our family friendly event this weekend to learn more.

*MUSCLE CARS & MOTORCYCLE
ENTHUSIASTS*

- You keep your car in its best condition by changing the oil regularly. Learn more at our event this weekend and receive a free filter in exchange for your old one.

DIYERS

- Knowing how to change your own motor oil is an easy way to save money. Help also save the environment by disposing of your used oil in a safe way at our next event.

**RSVP on Facebook to attend
event in your city**



GREEN LIVING

AD CREATIVE

**Western Riverside Council of Governments** shared their event.
Sponsored · 🌐

Recycling used motor oil is part of living green. Learn how disposing of it safely helps save the environment.

Click "Interested" for more info on our family-friendly event this weekend!



MAR 7

Eastvale Used Oil Filter Exchange
Sat 9 AM · AutoZone, 14228 Schleisman Rd., ...
1 person going

★ Interested

 Like

 Comment

**Western Riverside Council of Governments** shared their event.
Sponsored · 🌐

Recycling helps our planet and our community.

Learn how your family can dispose of used motor oil in a safe and clean way! Click "Interested" for more info about our event.



MAR 7

Eastvale Used Oil Filter Exchange
Sat 9 AM · AutoZone, 14228 Schleisman Rd., ...
1 person going

★ Interested

 Like

 Comment



GREEN LIVING - EMOTIONAL

AD CREATIVE

 **Western Riverside Council of Governments** shared their event.
Sponsored · 

Disposing of used motor oil can be the difference between life and death. Learn how to recycle it safely and reduce this pollution threat.

Click "Interested" for more info on our family-friendly event this weekend!



MAR 7 **Eastvale Used Oil Filter Exchange**
Sat 9 AM · AutoZone, 14228 Schleisman Rd., ...
1 person going

★ Interested

 Like  Comment

 **Western Riverside Council of Governments** shared their event.
Sponsored · 

Water keeps us alive every day. When water becomes polluted, some species cannot survive. Do your part in disposing of used motor oil in a safe way! Click "Interested" for more info about our event.



MAR 7 **Eastvale Used Oil Filter Exchange**
Sat 9 AM · AutoZone, 14228 Schleisman Rd., ...
1 person going

★ Interested

 Like  Comment



DIYERS

AD CREATIVE

**Western Riverside Council of Governments** shared their event.
Sponsored · 🌐

Changing our own motor oil is an easy way to save money. You can also help protect the environment by disposing of it in a safe way.

Get the tools you need at our next event. Click “Interested” for more info!



MAR 7
Eastvale Used Oil Filter Exchange
Sat 9 AM · AutoZone, 14228 Schleisman Rd., ...
1 person going

★ Interested

 Like

 Comment

**Western Riverside Council of Governments** shared their event.
Sponsored · 🌐

Recycling motor oil helps protect our planet and keep you on a budget.

This weekend, join us to get everything you need to start safely changing your own oil from home - including a FREE filter!



MAR 7
Eastvale Used Oil Filter Exchange
Sat 9 AM · AutoZone, 14228 Schleisman Rd., ...
1 person going

★ Interested

 Like

 Comment



MUSCLE CARS & MOTORCYCLE ENTHUSIASTS

AD CREATIVE



Western Riverside Council of Governments shared their event.

Sponsored · 🌐

Keep your car in its best condition by changing the oil regularly and disposing of the used oil safely.

Get a FREE filter in exchange for your used one at our next event.



MAR
7

Eastvale Used Oil Filter Exchange

Sat 9 AM · AutoZone, 14228 Schleisman Rd., ...
1 person going

★ Interested

👍 Like

💬 Comment



Western Riverside Council of Governments shared their event.

Sponsored · 🌐

Is taking care of your bike part of your weekend routine?

Bring your used motor oil to our next event and receive a FREE filter in exchange for your old one. Click "Interested" for more info!



MAR
7

Eastvale Used Oil Filter Exchange

Sat 9 AM · AutoZone, 14228 Schleisman Rd., ...
1 person going

★ Interested

👍 Like

💬 Comment



FACEBOOK EVENT PAGE

Event Details

The image shows a Facebook event page for the 'City of Riverside Used Oil Filter Exchange'. The top section features a photo of a person's hands working on a car engine, with the text 'Get Your Free Filter This Weekend!' overlaid. Below the photo, the event title 'City of Riverside Used Oil Filter Exchange' is displayed, along with the date 'FEB 17' and the location 'AutoZone (7315 Indiana Ave, Riverside, CA)'. The event is marked as 'Public' and 'Hosted by City of Riverside, CA - City Government and Western Riverside Council of Governments'. A 'Going' button is visible, and the event is scheduled for 'Saturday, February 17 at 9 AM - 1 PM'. The bottom of the page has tabs for 'About' and 'Discussion'.

Get Your Free Filter This Weekend!

Step 1: Collect Used Motor Oil
Step 2: Exchange Used Oil & Filter
Step 3: Get FREE Oil Filter at Event

FEB 17 City of Riverside Used Oil Filter Exchange
Public · Hosted by City of Riverside, CA - City Government and Western Riverside Council of Governments

✓ Going ▾

🕒 Saturday, February 17 at 9 AM - 1 PM
about 1 month ago

📍 AutoZone (7315 Indiana Ave, Riverside, CA)
7315 Indiana Ave, Riverside, California 92504 [Show Map](#)

About Discussion

We can add partner cities as Facebook event co-hosts.

Event Description

It's easy to recycle used motor oil in a safe and clean way. Join us at Autozone, 7315 Indiana Ave in the City of Riverside on Saturday, February 17, 2018, from 9am to 1pm.

The first 144 participants will receive a FREE 15 quart oil drain container courtesy of the City of Riverside.

Three Steps to Participate and Get Your Free Filter:

Step #1: Drain and collect up to five gallons of used motor oil in a plastic container.

Step #2: Bring your container with used motor oil and used oil filter to event.

Step #3: Get a new FREE filter of equal or lesser value in exchange for your used oil filter. (Maximum two free oil filters per person)

This program is funded by CalRecycle and is operated in partnership with Western Riverside Council of Governments member jurisdictions, including the City of Riverside, CA - City Government.

Did You Know? One gallon of motor oil has the potential to contaminate one million gallons of water, and it is a major cause of polluted waterways and drinking water.

Help keep our community clean by letting us know how we can improve education and outreach about the proper disposal of used motor oil.

Take our survey by clicking here: <https://www.surveymonkey.com/r/R6RSW35>

Kid Friendly

We can tag partners and also include the WRCOG survey within event description; this is a great opportunity to capture additional resident feedback.

CREATIVE UPDATE

EVENT PHOTO

**Get Your
Free Filter
This Weekend!**

Step 1:
Collect Used Motor Oil

Step 2:
Exchange Used Oil & Filter

Step 3:
Get FREE Oil Filter at Event



**Get Your
Free Filter
This Weekend!**

Step 1:
Collect Used Motor Oil

Step 2:
Exchange Used Oil & Filter

Step 3:
Get FREE Oil Filter at Event





CAMPAIGN RESULTS

RESPONSE RATE

The WRCOG ads had the highest response rate during the Lake Elsinore campaign. On average, the Lookalike audience enjoyed the greatest overall response rate.

	SAN JACINTO	NORCO	RIVERSIDE 1	HEMET	JURUPA VALLEY	LAKE ELSINORE	RIVERSIDE 2	CORON A	TEMECULA	EASTVAL E	
DIY	0.25%	0.33%	0.38%	0.34%	0.26%	0.38%	0.22%	0.26%	0.26%	0.3%	0.298%
GREEN LIVING	0.26%	0.32%	0.32%	0.27%	0.32%	0.56%	0.26%	0.34%	0.3%	0.39%	0.334%
AUTO + MOTORCYCLE	0.27%	0.3%	0.31%	0.27%	0.34%	0.46%	0.22%	0.33%	0.34%	0.22%	0.306%
LOOKALIKE	-	-	-	-	0.37%	0.56%	0.26%	0.29%	0.34%	0.38%	0.3667%



CAMPAIGN RESULTS

AUDIENCE REACH

The WRCOG ads reached the highest percentage of audience available during the Hemet campaign.

	SAN JACINTO	NORCO	RIVERSIDE 1	HEMET	JURUPA VALLEY	LAKE ELSINORE	RIVERSIDE 2	CORONA	TEMECULA	EASTVALE
DIY	25.57%	21.63%	10.25%	30.88%	18.05%	26.98%	21.72%	19.55%	15.30%	18.87%
GREEN LIVING	31.13%	25.63%	14.64%	27.95%	18.06%	30.54%	24.31%	22.72%	16.12%	24.02%
AUTO + MOTORCYCLE	37.06%	32.78%	10.16%	30.76%	19.33%	34.01%	23.46%	21.12%	17.50%	25.35%
LOOKALIKE	-	-	-	-	19.52%	23.71%	24.81%	14.38%	12.71%	19.74%

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