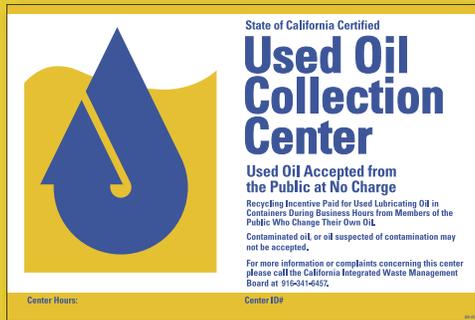


What are the requirements?

- ❑ Accept used lubricating oil from the public at no charge and verbally offer the recycling incentive.
- ❑ Advertise the services of your Used Oil Collection Center at least once every six months (local recycling program will advertise on your behalf).
- ❑ Display the CIWMB Certified Used Oil Collection Center sign (provided free).



Become a Used Oil Collection Center and increase your foot traffic

More than 5 million Californians change their own motor oil. Would you like some of these do-it-yourselfers to come to your business?

How do I become a Used Oil Certified Collection Center?

It's easy and free. Request an application by calling (916) 341-6457 or email UsedOilHHW@ciwmb.ca.gov



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California Integrated Waste Management Board
(916) 341-6457
usedoilHHW@ciwmb.ca.gov



Used Oil Recycling Program

Benefits to Your Business

What are the Benefits of Becoming a Used Oil Collection Center?

- **Increased foot traffic**

Three of four do-it-yourselfers (DIYers) who recycle oil at parts stores also shop while dropping off their oil and filters—the average DIYer spends \$50 to \$60 every time he recycles his oil at a parts store. Your store could increase its revenues by \$50,000 or more per year.

- **Annual reimbursement for the used oil that your business collects (16 cents per gallon)**

- **Free advertising from your local government recycling program**

Your business will be listed on the 1-800-CLEANUP phone line and www.cleanup.org website as a collection center, reaching thousands of DIYers who need a place to bring their oil and purchase new auto supplies while there—why not at your store?



Collection Center FAQs

1. What if I receive contaminated oil?

DIYers bringing in contaminated oil is extremely rare—of more than 8 million gallons of used oil collected annually from DIYers, less than five gallons of contaminated oil are brought to collection centers each year. In the rare event you do receive contaminated oil, your business will be reimbursed up to \$5,000 per year to cover the extra cost of hauling it away (average contaminated oil cleanup cost is less than \$5,000).

2. Do I really have to offer the 16 cents per gallon recycling incentive fee to DIYers?

Yes. However, less than 1 percent of the DIYers will accept the incentive—they are grateful to have a place to take their used oil. If you don't want to handle petty cash, you can always offer a coupon to be redeemed at your store equal to double the cash incentive value (32 cents per gallon).

3. What if I receive abandoned oil?

Oil left at collection centers is almost never contaminated. You can keep the oil in a separate drum and your hauler will test it for contamination during the regular oil pickup.

4. Can I get help with the application and paperwork?

Yes. This brochure was distributed by your local oil recycling program, who will help you with program requirements.



Call (916) 341-6457 or e-mail UsedOilHHW@ciwmb.ca.gov. We can answer additional questions and put you in touch with your local oil recycling program coordinator.



MYTHS AND REALITIES OF PARTICIPATING IN THE USED OIL COLLECTION PROGRAM



Owners and managers of automobile parts stores in California were surveyed to assess their satisfaction with participating in the Certified Collection Center (CCC) program. Non participant owners and managers were also surveyed to assess their perceptions of what participating in the CCC program would mean to their stores. These responses were then compared, and the differences between the perceptions of the non-participating owners and managers (the “myths”) and the responses given by participating owners and managers (the “realities”) are highlighted below.

Myth #1

Owners and managers of automobile parts stores that do not participate in the CCC program believe the average number of do-it-yourselfers (DIYers) who turn in used oil per week is about 7.3.

Reality: Owners and managers of automobile parts stores participating in the CCC program report that, on the average, about 25.5 DIYers per week bring in used oil. This represents more than 1,325 customers per year that will come into their stores. Of those, nearly 370 will be DIYers who are not regular customers.

Myth #2

Owners and managers of automobile parts stores that do not participate in the CCC program think only about 42 percent of the people who would bring in used oil are current customers.

Reality: Participating stores report that about 72 percent of the people who bring in used oil per week are current customers. About 28 percent of the people who turn in their used oil at an auto parts store are not current customers. This represents an opportunity to try to convert them to customers with good service and appropriate merchandise. It could represent more than 7 new customers per week, or nearly 370 new customers per year.

Myth #3

Owners and managers of automobile parts stores that do not participate in the CCC program think that it takes about 6.7 minutes to collect used oil from a customer.

Reality: Owners and managers of stores participating in the CCC program report that, on the average, it takes about 3.9 minutes per customer to collect used oil. DIYers say it takes about 3.7 minutes. Accordingly, in most cases current staff can take the oil without disrupting customer service or additional help.

Myth #4

Owners and managers of most automobile parts stores that do not participate in the CCC program (53.5 percent) think people will bring in used oil during their peak hours.

Reality: If all of the people bring in their oil between Friday and Sunday, this still represents only about 16 minutes on Friday, 60 minutes on Saturday, and 20 minutes on Sunday. This amount of time, 96 minutes per week, should not require additional staffing, nor should it disrupt normal customer service.

Myth #5

Less than half of the owners and managers of automobile parts stores that do not participate in the CCC program (44 percent) believe the program will cause people to stay in their stores longer.

Reality: More than 60 percent of the owners and managers of automobile parts stores that participate in the program report that the program causes people to stay in their stores longer. This can result in increased sales of other products and enhanced opportunities to build stronger relationships with current and new customers.

Myth #6

Owners and managers of participating automobile parts stores report that they have problems with people bringing used oil in the wrong containers (76 percent), bringing in contaminated oil (69 percent), and dropping off used oil when the store is closed (69 percent).

Reality: There are no wrong containers. The only requirements are that the oil cannot contain other substances and the container must be safe for transporting to a store. Contaminated oil represents less than 0.0003 percent of all used oil turned in, and a store is covered for \$5,000 in expenses to properly dispose of this oil. Regarding DIYers who drop off oil after hours, this is a problem whether a store participates in the CCC program or not. Additionally, most DIYers who do not recycle their oil indicate they would do so if there was a convenient location. DIYers say they like to shop in those stores at the time they turn in their used oil.

Myth and Reality #7

Owners and managers of automobile parts stores that participate in the CCC program have more favorable impressions of the program than do non-participants. Participants know that the program:

- Brings good publicity to the store.
- Brings new customers to the store, and current customers visit more often.
- Attracts DIYers who spend time in the store and buy new auto supplies while at the store.
- Is a service to customers and the community.

Bottom Line

We are asking you to participate in the used oil collection program. Joining is easy with a minimum of paperwork, and the jurisdiction staff can assist you.

More than 80 percent of the owners and managers of automobile parts stores are satisfied with their participation in the CCC program. This is a good program for your business and your community.



BENEFITS TO JOINING THE USED OIL CERTIFIED COLLECTION CENTER PROGRAM



Your Local Recycling Agency and the California Integrated Waste Management Board (CIWMB) invite you to become part of the Used Oil and Filter Recycling Program.

- Increase foot traffic for your business—the average home mechanic spends \$50–\$60 on new supplies every time he recycles used oil at a Certified Collection Center Auto Store. Sixty percent of stores report they get at least 20 customers per week turning in used oil.
- Five million Californians change their own oil—bring some of these do-it-yourselfer (DIYers) to your business by offering used oil collection. More than 60 percent of reporting stores say the program brings current customers in more often and attracts new customers.
- Annual reimbursement for all the used oil that your business collects from the public (16 cents per gallon).
- Free advertisements available to all collection centers, listing your business by name.
- Assistance with used oil collection services and reimbursement for contaminated oil disposal.
- Free signs to promote oil collection and filters.
- To sign up today, please call (916) 341-6457 or e-mail us at UsedOilHHW@ciwmb.ca.gov.





USED OIL CERTIFIED COLLECTION CENTER PROGRAM FAQs



How much money will my business make by being in the Used Oil Collection Program?

A: The average home mechanic spends between \$50 and \$60 for new supplies every time he brings in his used oil for recycling to an auto retail store. Most stores in the program realize an additional \$24,000 to \$51,000 in annual revenue from sales to the used oil recyclers. If you are a retail business, accepting used oil from the public brings in new customers and gives existing customers a reason to keep coming back. Because the average time to collect used oil is about four minutes, your costs are not likely to go up by participating in the program.

Can I get a free oil storage tank?

A: Most local recycling programs will help you set up your used oil collection system—check with your local contact who distributed this brochure for details.

Isn't contaminated oil a problem?

A: No. Of more than 8 million gallons of used oil recycled by home mechanics yearly, less than 5 gallons of contaminated oil is brought to collection centers each year, on average. In the rare event you do receive contaminated oil, you are reimbursed up to \$5,000 per year to cover the extra cost of shipping it (average cost of shipping contaminated oil is \$2.50 per gallon).

What about paperwork?

A: Paperwork is minimal. Your local recycling program can help you fill out the initial brief application. You can submit recycling reimbursement claims quarterly, but you do not have to—submitting one claim per year is acceptable. Once every two years, you will be sent a pre-completed renewal form that you sign and date to remain in the program.



USED OIL CERTIFIED COLLECTION CENTER PROGRAM RESPONSIBILITIES



- Accept used oil from the public at no charge and verbally offer the 16 cents per gallon recycling incentive.
- Display a Certified Used Oil Collection Center sign (provided by CIWMB) that is easily visible to the public.
- Accept no more than 55 gallons per person per collection in a container no larger than 55 gallons. You may set a lower maximum daily limit, not to be less than 5 gallons per person per day.
- Maintain written procedures informing employees how to prevent the acceptance of contaminated oil (provided by CIWMB). Refer persons who have used oil that is suspected of being contaminated to the local environmental health or public works office. There they can learn where to safely dispose of contaminated used oil. Or, provide the name and address of the nearest disposal location.

