



SF Environment

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A Department of the City and County of San Francisco



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Press Release

San Francisco Department of Environment and Supervisor Katy Tang Highlight Environmental Dangers of Dumping Used Motor Oil at Sunset District Event

Citywide outreach campaign draws attention to used motor oil recycling through Muni bus ads, neighborhood billboards, and online ads.

SAN FRANCISCO, CA – The San Francisco Department of the Environment was joined by Supervisor Katy Tang today at Pennzoil 10 Minute Oil Change in the Sunset District to draw attention to a citywide multicultural outreach campaign about used motor oil recycling. Used motor oil, when poured down the drain or put in the trash, can pollute waterways and the environment.

“When I was young, I would help my Dad change the oil in our family car. I know first-hand how important proper disposal is for keeping our communities clean and also protecting the environment,” said Katy Tang, member of the San Francisco Board of Supervisors who represents the Sunset District. “Many of our residents change their own oil, just like my father and I did, and so I appreciate that the Department of Environment is educating our residents about used motor oil recycling.”

For the past two months, the San Francisco Department of Environment’s “*Recycle Used Motor Oil, Benefiting You and Others, Protecting the Environment*” campaign has sought to reach different communities through Chinese language bus ads, neighborhood billboards, and online ads. The campaign’s message has focused on how recycling used motor oil fits in with the deep respect that Chinese culture has for the environment, self, and community.

“I think this campaign has helped bring more awareness of used motor oil recycling to San Francisco’s Chinese community, and in return, has helped the Department better understand

how to reach the community at a grassroots level,” said Sarah Wan, Commissioner on the San Francisco Commission on the Environment.

For more than 20 years, the City and County of San Francisco has maintained a citywide network of drop off locations where San Franciscans who change their own oil can bring their used oil and filters for recycling. For every gallon of used motor oil that is dropped off, residents receive \$0.40 cash. Up to five gallons of oil are accepted per visit and residents only need to provide their name and address when dropping off their oil.

“We all love our Bay and want to keep it clean, which is why we are committed to educating all San Franciscans about the importance of proper disposal,” said Debbie Raphael, Director of the San Francisco Department of the Environment. “Our neighborhood based collection centers like Pennzoil make it easy for residents to show up with their oil and leave feeling like they’ve done their part to protect the Bay.”

There are currently 23 participating used motor oil collection centers throughout San Francisco, with four located in the Sunset District. In 2014, San Francisco collection centers reported receiving more than 27,000 gallons from people who change their own oil (also known as Do-It-Yourselfers). Roughly 30% of the oil collected was brought to the four neighborhood collection centers in the Sunset, the most collected of any San Francisco district.

The July 8th press conference and community event comes at the conclusion of a two month long mass media and marketing campaign, delivering more than seven million impressions (views) through print and online ads. The event took place at Pennzoil on 19th & Noriega and featured remarks from Supervisor Katy Tang, Commissioner Sarah Wan, Director Deborah Raphael, and a representative from Pennzoil. San Francisco Department of the Environment staff distributed free oil pans to interested residents along with information about proper tips for disposal and where to recycle used motor oil.

For more information about the campaign and locations of collection centers, visit:
www.sfenvironment.org/motor-oil

A sample image of the campaign creative and messaging is provided on the next page.



Caption: The San Francisco Department of the Environment's "Recycle Used Motor Oil, Benefiting You and Others, Protecting the Environment" outreach campaign by One World Communications encourages community members to responsibly recycle their used motor oil.

About the San Francisco Department of the Environment

The San Francisco Department of the Environment creates visionary policies and innovative programs to improve, enhance, and preserve San Francisco's urban and natural environment, leading the way toward a sustainable future. By developing wide-ranging environmental programs, fostering groundbreaking legislation, working collaboratively with key partners, and educating the public on comprehensive sustainability practices, the department makes it easy for everyone in San Francisco to protect their environment.

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