

Maryland Used Motor Oil Recycling Program



2000 Annual Report

**Prepared for:
The Economic and Environmental Affairs Committee
and the
Environmental Matters Committee
of the Maryland General Assembly**

**Submitted by:
Maryland
Environmental
Service**

**Submitted to:
Maryland
Department of the
Environment**



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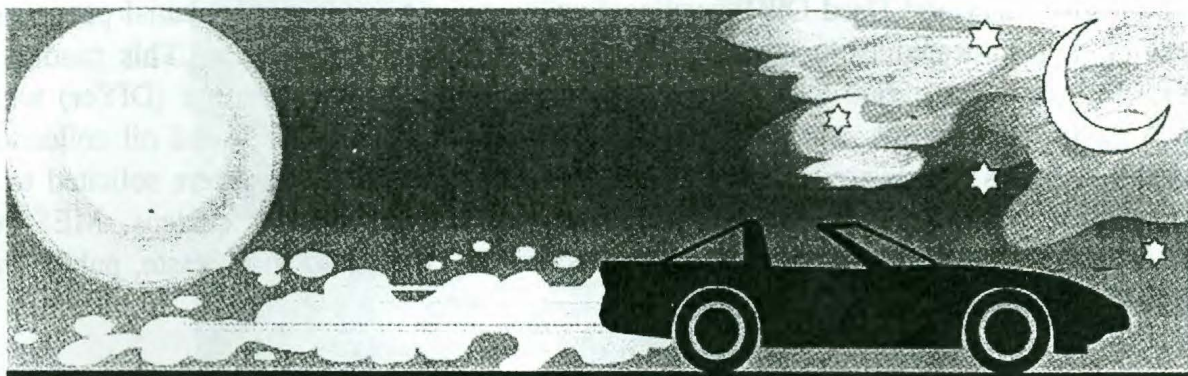
EXECUTIVE SUMMARY

Maryland Environmental Service (MES), administers the Maryland Use Oil Recycling Act through an intergovernmental agency (IGA) agreement on behalf of the Maryland Department of the Environment (MDE). MES is responsible for implementing a statewide program to increase the number of used oil collection facilities, provide public education, and maintain an information center to encourage citizens to recycle used motor oil.

Since 1988, more than 6.5 million gallons of used motor oil have successfully been collected for proper disposal from do-it-yourself automobile enthusiasts.

Program accomplishments include:

- Received financial support of \$30,000 to sponsor program activities and sponsor public outreach from Pennzoil-Quaker State Company for program activities during the fiscal year 2000.
- Collection of 801,300 gallons of used motor oil from government-operated locations;
- The number of program sponsored collection locations remained relatively stable over the year at 167;
- Continued collection of used antifreeze, another recyclable petroleum-based automobile fluid;
- Sponsorship of a special public outreach opportunity in partnership with the Washington, D.C. region of the Sports Car Club of America (SCCA).



12 Hours at the Point

MARYLAND USED OIL RECYCLING PROGRAM

2000 ANNUAL REPORT¹

The 2000 Used Oil Recycling Program Annual Report is provided to the Maryland General Assembly as a requirement of Environment Article 5-1001, section (g).

Maryland Environmental Service (MES), an agency of the State of Maryland, is responsible for the administration and implementation of the Maryland Used Oil Recycling Program through an intergovernmental agency agreement (IGA) with the Maryland Department of the Environment. Program management includes the designation of used oil collection facilities, technical assistance to establish collection facilities, public education, operation of an information center and implementation of other non-regulatory provisions of the Maryland Used Oil Recycling Act.

We are pleased to report on the accomplishments and progress of the Program during the past year, effectiveness of provisions of the Law, and plans for 2001.

INTRODUCTION

The Maryland Used Oil Recycling Law was enacted July 1978. Initial program start-up funding was allocated from the energy overcharge financial settlement. This funding enabled MES to create a program to assist the home mechanic or do-it-yourselfer (DIYer) with proper used motor oil disposal, which is nationally unique. MES purchased used oil collection tanks, collection boxes, hardware and signs. County and local governments were solicited to assist in establishing convenient and accessible used oil collection sites for citizens. MES recruiting established a variety of collection sites with most being located at solid waste, public works and road maintenance facilities.

The Program has been successful at recruiting and maintaining donor locations for two main reasons: 1) free collection service of used motor oil; and 2) the state assumes the responsibility for disposing of any contaminated used oil.

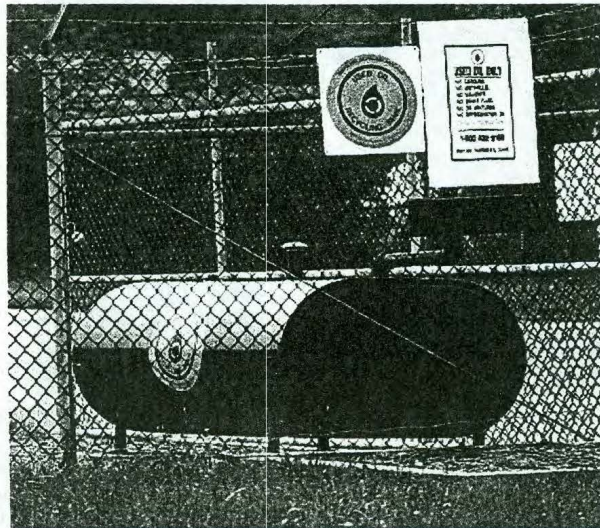
¹Prepared January 2001 by the Maryland Environmental Service, 2011 Commerce Park Drive, Annapolis, MD 21401, telephone (410) 974-7281, email mes@menv.com.

Government-Operated Collection Program

Collection of used motor oil from government-operated location yielded approximately 801,300 gallons in 2000. Since its inception in 1988, the Program has expanded from 44 collection sites to 167 sites currently in operation and recovered more than 6.5 million gallons of used motor oil.

The State Program provides participating county and municipal governments and certain organizations the following:

- 1) Tanks (275-gallon above ground tanks, including hardware, program identification decals and accepted material signs);
- 2) Collection service for the used oil (through a contracted hauler) free of charge;
- 3) Disposal of any contaminated used oil;
- 4) Public education brochures for distribution;
- 5) Quarterly used oil collection reports.



To serve the Maryland boating community, MES continues to provide collection sites at several State-operated marinas. Several private marinas throughout the State also participate in the Program.

There were no contamination incidents attributed to Program affiliated tanks during the year. Good housekeeping practices are important aspects of spill control and contamination prevention. The Program continually reminds each recycling coordinator or site supervisor of their pollution prevention responsibilities.

Volunteer Collection Locations

With the cooperative efforts between the State and local governments and private organizations, the State Program will continue to provide convenient, reliable locations for used oil collection to the citizens of Maryland. (Reference Table 1.)



Due to an overflow incident that occurred at the Baltimore County 6th District Highway Shed, Middletown, MD, the Program has notified and reiterated to all sites their housekeeping and monitoring responsibilities. The Program requires that all sites that host a tank provide day-to-day monitoring of the tanks and communicate with the Program office when tanks reach a level of $\frac{3}{4}$ full. The Program can then arrange for an unscheduled collection.

PUBLIC EDUCATION and PROGRAM SUPPORT



Pennzoil Company provided financial support in the amount of \$30,000.00 for fiscal year 2000.

In order to increase environmental awareness about used motor oil recycling, the Maryland Used Motor Oil Recycling Program and Pennzoil – Quaker State Company teamed up with the Washington DC Region of the Sports Car Club of America (SCCA) to sponsor the “Pennzoil 12 Hours at the Point” Endurance Race. This partnership provided the Program with an important opportunity to enhance public awareness regarding the recovery and proper disposal of used motor fluids and promoted Pennzoil’s support of the Maryland Recycling Program. The “Pennzoil 12 Hours at the Point” took place from noon to midnight at Summit Point Raceway, Summit Point, VA on June 3, 2000.

Forty-two teams took the green flag at this year’s race characterized by 12 hours of exciting amateur sports car racing with a high level of competition and entertainment under ideal weather conditions. The overall winner with 439 laps (878 miles) was a Mazda Miata #95 driven by the team of Paul Moorcones, Tim Rooney, and Bill Ball. The winning team received a framed Pennzoil 12 Hours at the Point poster autographed by Indy 500 winner and interim Championship Auto Racing Team (CART) CEO Bobby Rahal. Mr. Nick Craw, President of SCCA, an organization in excess of 55,000 members, participated in the event. All first place winning team classes were awarded Pennzoil Racing hats, windbreaker jackets, and tee shirts. Contingency funds were awarded to eligible teams.

The Pennzoil 12 Hours at the Point received national promotion in Grassroots Motorsports Magazine (June 2000 issue) and advertising on metropolitan Washington, D.C. area cable television, newspapers, and radio. Pennzoil’s sponsorship is prominently featured on the cover of the Race Program Guide distributed to all participants and spectators. With the financial support of US Filter, event posters were printed and distributed to auto part stores, quick lube businesses, and convenience stores.

This unique test of motorsports endurance was a successful public outreach event for the Maryland Used Oil Recycling Program.

It is extremely unfortunate that Pennzoil Quaker State Corporation, Inc. has decided not to continue their support of the Program. Public outreach opportunities such as the one mentioned above will no longer be an option for the Program. Also, many other public information opportunities will be cancelled due to lack of sufficient funding.

Promotion and Advertising

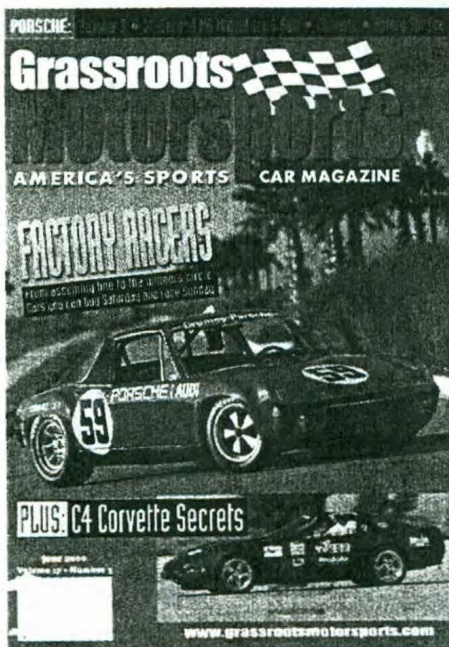
The Maryland Used Oil Recycling Program distributed scented automobile air fresheners as a free promotional item. The air freshener sports Pennzoil's colors and logo and displays the Program recycling hotline telephone number and encourages people to call to locate a convenient recycling center.

The Washington DC Region of the Sports Car Club of America (WDCR-SCCA) produced and distributed a 30 second commercial spot promoting the Pennzoil 12 Hours at the Point and other SCCA regional racing events to local cable stations. Ads were also placed in local newspapers and announcements were broadcast over local radio stations.

With the generous financial support of US Filter, an 11 inch by 19 inch full color event poster was printed and distributed to auto part stores, quick lube businesses, and convenience stores advertising the race.

To increase the attendance at the race, the Program submitted information, photographs, and poster material to the Baltimore Sun "Live" and "Best Bets" section of Thursday's edition. Unfortunately, after being assured that the editor would include the Pennzoil 12 Hours at the Point Endurance Race information, the information was not printed in the paper.

As part of the sponsorship package, the Washington DC Region provided SCCA workers with a special event sport shirt displaying "Pennzoil presents" and the 12 Hour logo in full color.



The Pennzoil 12 Hours at the Point and the Maryland Used Oil Recycling Program received national promotion from the June 2000 issue of Grassroots Motorsports Magazine. Publisher Tim Suddard, wrote, "In order to increase environmental awareness, the Maryland Used Motor Oil Recycling Program and Pennzoil-Quaker State company have teamed up with the Washington DC Region of the SCCA to sponsor the Pennzoil 12 Hours at the Point Endurance Race."

Mr. Nick Crow, SCCA President for more than 17 years, participated in this year's event. He raced with a team that was last years defending overall winner. On June 15th, Mr. Crow stepped down as President of the SCCA, an organization with membership in excess of 55,000.

SCCA offers more than 2,000 amateur and professional motor sports events each year. Mr. Craw's comments regarding Pennzoil's sponsorship were positive and very appreciative with hopes of continued sponsorship and financial support.

Brochures, Posters

"Oil and Water Don't Mix," the primary Program brochure continues to be distributed.

An Agency designed Program decals can be posted in the windows of automotive retail outlets and marinas that participate in the State's Program. The decal is a small-scale replica of the decal affixed to the used oil recycling tanks.

Information Center 1 - 800 - 4 RECYCLE

For over 10 years, MES has maintained a toll-free telephone line to provide information about where and how to properly dispose of used oil. With this telephone line, the caller's access area has been expanded to include Washington D.C. and Northern Virginia. This increased service accommodates Maryland citizens who may work in the District of Columbia or Northern Virginia and require information concerning used oil recycling in their community.

The Program's Information Center processed approximately 3,000 calls in 2000, with approximately 60 percent of the callers requesting information on used oil collection locations. The information center is staffed during normal State office hours. At other times, a 24-hour answering machine provides message information.

Planned Activities for 2001

With the notification of Pennzoil withdrawing financial support many planned activities for 2001 have been cancelled. The following activities already underway will continue.

- Continue updating and linking the used motor oil recycling web site www.menv.com;
- Continue dialogue with the private sector and special interest groups.

SUMMARY AND RECOMMENDATIONS

The Used Oil Recycling Program provides an essential public service. The collection of more than 5.7 million gallons of used motor oil demonstrates the effectiveness of the Program. Promoting environmental awareness and education among the "do-it-yourself" target audience continues to be one of the Used Oil Recycling Program's primary objectives. Contamination incidents have been minimized through direct oversight and public education efforts. The Used Oil Recycling Program's 1989 Annual Report recommended the initiation of a program for the proper collection of used antifreeze. Beginning in late 1990, MES sponsored and implemented the first statewide Used Antifreeze Recycling Program in the country. To date, Maryland's Used Antifreeze Recycling Program has grown to include 129 collection centers, with 41,000 gallons of used antifreeze collected in 2000. With the emphasis on restoring the Chesapeake Bay and its tributaries, citizens need a convenient and environmentally acceptable disposal option for used motor oil and used antifreeze.

It is extremely disappointing that Pennzoil Quaker State Company, Inc. decided not to renew their corporate sponsorship of the Program. The Program was notified in late December 2000. Public outreach opportunities planned for the year 2001 have been postponed. An effort to contact appropriate corporate sponsors will be implemented as soon as possible.

<u>Year</u>	<u>Used Oil*</u>	<u>Antifreeze*</u>
1989	34,426	
1990	145,153	1,800
1991	323,408	13,275
1992	482,019	22,239
1993	507,777	34,553
1994	575,391	34,635
1995	666,869	32,745
1996	687,095	37,414
1997	742,313	42,155
1998	776,806	36,915
1999	792,776	37,126
2000	801,297	40,675
TOTALS	6,535,330	333,532

*gallons

Table 1. USED OIL COLLECTION FACILITIES

COUNTY	TOTAL
Allegany	5
Anne Arundel	9
Baltimore City	7
Baltimore	8
Calvert	7
Caroline	5
Carroll	8
Cecil	5
Charles	13
Dorchester	5
Frederick	6
Garrett	4
Harford	12
Howard	0
Kent	5
Montgomery	5
Prince George's	14
Queen Anne's	8
St. Mary's	6
Somerset	7
Talbot	3
Washington	6
Wicomico	11
Worcester	8
TOTAL	167

\$1

PENNZOIL

presents



12 Hours at the Point


**June 3, 2000
Noon 'til Midnight
Summit Point Raceway
Summit Point, West Virginia**

Maryland Used Motor Oil Recycling Program
www.menv.com

Promotional Item




Pennzoil Company,
a proud sponsor of the
Maryland Used Motor Oil Recycling
Program, encourages responsible
stewardship of Maryland's natural
resources. All Maryland citizens
benefit when used oil is collected and
disposed of properly.

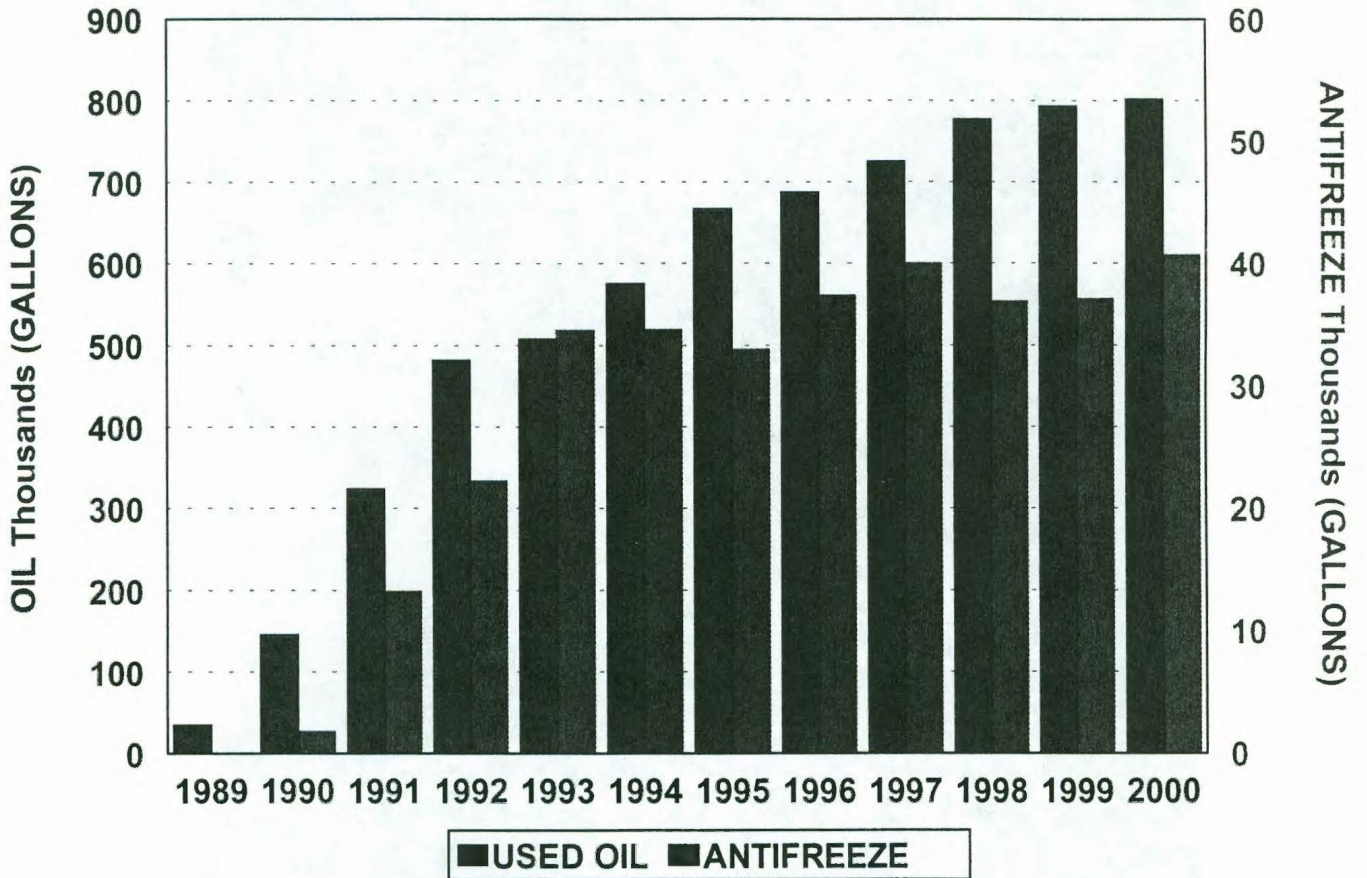


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USED OIL & ANTIFREEZE PROGRAMS

YEARLY COLLECTION TOTALS



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