

Don't Drip & Drive. Fix That Leak!

Toolkit



Background

According to Washington Department of Ecology estimates, every year hundreds of tons of oil and other petroleum-related products make their way to our lakes, rivers, streams, and Puget Sound itself. Most of this toxic pollution comes from small oil motor drips from our cars and trucks. The Stormwater Outreach for Regional Municipalities (STORM) consortium has taken the lead on this issue, selecting 'fixing vehicle leaks' as the Best Management Practice (BMP) for a targeted regional education and behavior change campaign. The goal of the campaign is to encourage Puget Sound residents to identify and fix their vehicle leaks by June 2013. The campaign, *Don't Drip & Drive. Fix That Leak!* will launch on April 1, 2013.

How Will the Program Work?

Throughout the month of April 2013, Puget Sound residents will be encouraged to visit participating Automotive Service Association (ASA) of Washington repair shops to get a free vehicle leak inspection. If a leak is detected and repairs are needed, a coupon for a 10 percent discount (up to \$50) will be provided. The campaign will be supported by a mass media campaign, point-of-purchase signage and public relations efforts.

In addition, many local jurisdictions that are part of the STORM consortium and the ECO-Net will be conducting their own outreach to educate residents about the importance of checking for leaks and getting them repaired. Outreach will include vehicle testing events at local events or businesses, handing out information at fairs and festivals, and education about the issue in newsletters, websites, social media, and through other outreach channels.

About this Toolkit

As a participating jurisdiction, this toolkit is your guide to extending the *Don't Drip & Drive* campaign at the local level through the month of April. The following outreach activities, tools and messaging are provided for you to help educate your constituents about the effect vehicles leaks have on our environment and what they can do to identify and fix them. Below please find a variety of template materials that you can customize for outreach efforts.

For More Information

For more information on the campaign, or how to use the toolkit contents, please contact Katherine Diers at kdiers@prrbiz.com or (206) 462-6391.

Talking Points

Driver Benefits to Vehicle Leak Testing

- Don't get stranded! A leaky car isn't a reliable car.
 - Whether you're on your daily commute or road tripping on a vacation, a little car maintenance could save you a lot of hassle - and money.
- Extend the life of your car. Finding and fixing vehicle leaks is a great way to keep your car on the road longer, so you have more years before you need to buy a new one.

Environmental Benefits to Testing

- Protect Puget Sound. Not only does fixing vehicle leaks help families care for their cars, over the long run, it also is good for our environment.
 - Here in Washington state, we're releasing 7 million quarts of motor oil into the Puget Sound basin annually. Think about it, 7 million quarts of oil wasted each year!
 - Given that the average quart of motor oil costs \$5-10 dollars, we estimate that consumers are pouring \$53,615,500 down the drain each year. You could do so many more things with your hard-earned money than leak oil into the Puget Sound basin.

Program Offer

- Act now! Take advantage of a free and easy inspection, at a value of up to \$80, from a participating Automotive Service Association (ASA) member repair shop in April.
- If the technician does discover a problem, you'll receive a coupon for discounted service at 10% off, for up to \$50 in repairs. That's a total savings up to \$130.
 - You can take the coupon with you to use at any participating repair shop or choose to wait to have your leak fixed. There is no obligation!
- Don't Drip & Drive. Fix That Leak! For more information, visit our website at www.fixcarleaks.org.

Program Partnerships

- We're partnering with the Automotive Service Association (ASA) because ASA ensures that their technicians meet their high standards for quality of service.
 - ASA's visual leak inspection involves checking under the hood and under the carriage for vehicle leaks, including hoisting it to inspect the underside. No dye testing or component removal is included.
 - This is available all around the region.
- We'd like to thank several large-scale businesses for signing on, including The Boeing Company and [X, Y, Z]. They're hosting free vehicle leak inspections for their employees [add any other details depending on who signs on to do what].
- Testimonials
 - Pending Boeing's approval and confirmation of Everett campus participation: "Finding and fixing vehicle leaks is an important way to prolong the life and reliability of your car while protecting the Puget Sound at the same time. Local leaders such as The Boeing

Company support this effort. That's why they're hosting a vehicle leaks testing day at their Renton and Everett campuses, free of charge to employees who wish to participate."

- Approved quote: Jeff Lovell, President of ASA-WA says, "The Automotive Service Association of Washington is extremely proud to partner on this initiative. We know that vehicle fluids like motor oil belong in your car, not the Puget Sound. As an association, we're comprised of qualified, independent, local automotive technicians who want to help drivers maintain their cars and trucks. A little leak, left unattended, can really cause havoc over time. That's why more than 60 of our local repair shops have signed on to provide free visual leak inspections in April, and are standing by to help fix that leak."

Who We Are as a Group

- The Stormwater Outreach for Regional Municipalities (STORM) consortium has taken the lead on communicating 'fixing vehicle leaks' as a best practice, via a targeted regional education and behavior change campaign program called "Don't Drip & Drive."
 - This is in response to the fact that, every year, hundreds of tons of oil and other petroleum-related products make their way to our lakes, rivers, streams and the Puget Sound; most of this toxic pollution comes from small oil motor drips from our cars and trucks.
 - The STORM consortium includes members from 80+ local jurisdictions, with supporting efforts by another 400 agencies and organizations through the ECO Net network.
- "Don't Drip & Drive" is made possible by a grant from the Washington Department of Ecology.
 - King County was awarded the grant on behalf of the STORM consortium.
 - The grant is leveraged with another Ecology grant awarded to Seattle Public Utilities, with funds from the U.S. Environmental Protection Agency (EPA).
- The overall goal of the program is to build awareness and educate people throughout the Puget Sound region that it is important to check for vehicle leaks and to inspect their vehicles regularly, whether on their own or through a repair shop.

Free Auto Leaks Workshops

- In addition to the ASA partnership, the Department of Ecology and Seattle Public Utilities have also teamed up with community colleges and some high schools to offer FREE monthly auto leaks workshops to help Puget Sound residents learn about their cars and make sound choices.
 - The workshops are valued at \$125.
- Certified automotive instructors teach the workshops at fully equipped auto-repair training centers at South Seattle Community College, Shoreline Community College, Renton Technical College, Auburn High School and West Seattle High School.
 - Workshop dates vary by location. Most classes are on Saturday mornings and afternoons. Auburn workshops are on Monday evenings.
- Classes are open to EVERYONE in Puget Sound region who drives a car! Whether you are a new driver, a do-it-yourselfer, just got a car or maybe you have a question about a problem with your

car, the workshop will increase your knowledge about your car and auto leaks. You'll learn basic car care that can help you catch problems – like leaks – before they become big and expensive.

- In just 2-4 hours, the workshops take you through the basics of vehicle maintenance. You can attend for only 2 hours if you want to skip the free car inspection.
- Besides peace of mind and a FREE professional inspection of your car, you also receive a FREE vehicle maintenance check kit.
- Visit www.fixcarleaks.org for more information or to sign up for the workshops.

Press Release Template

FOR IMMEDIATE RELEASE
DATE

Contact: YOUR PIO'S NAME
TELEPHONE
EMAIL ADDRESS

“DON’T DRIP AND DRIVE” CAMPAIGN COMES TO YOUR CITY *Free Inspections and Discounted Solutions Encourage Drivers to “Fix That Leak” in April*

DATE, [Your City, WA] Vehicle leaks can cause havoc for drivers and the environment, but a new program called “Don’t Drip and Drive” puts Western Washington residents in the driver’s seat for finding an affordable fix, including drivers right here in CITY. During the month of April, drivers can take their vehicle to a participating repair shop for a free and easy visual inspection (a diagnostic service valued at up to \$80). The free inspection is especially recommended for vehicles that are 2005 models or earlier.

If there is a problem, the driver will receive a coupon for 10 percent off service (up to \$50) to fix the problem, for a total savings of up to \$130 between inspection and service. All participating technicians are members of the Automotive Service Association (ASA) to ensure they meet ASA’s standards of quality.

Stormwater Outreach for Regional Municipalities (STORM) representative FULL NAME of local STORM rep is based locally at their ORGANIZATION. NAME highlighted a few reasons why this service offers real value to the average driver in the community. “CUSTOMIZE* THIS SO IT SOUNDS NATURAL FOR YOU: First of all, no one wants to get stranded! A leaky car isn’t a reliable car. A little car maintenance could save you a lot of hassle and money later.”

LAST NAME continued, “CUSTOMIZE* THIS SO IT SOUNDS NATURAL FOR YOU: This is also important for helping our residents stretch their budgets. Finding and fixing vehicle leaks is a great way to keep your car on the road longer, so you have more years before you need to finance buying a new one.” Studies show that 67 percent of drivers who find a leak will fix it, so LAST NAME noted this program is really about arming people with the information to make smart choices for their families’ budget and well-being.

Protecting Puget Sound is also a key part of “Don’t Drip and Drive.” Not only does solving vehicle leaks help families care for their cars, over the long run, it also is good for our environment.

To take advantage of the free visual inspection for vehicle leaks, visit one of these participating ASA repair shops in April. There are locations all around the region:

- BULLET POINT LISTING: INCLUDE EACH COMPANY’S NAME, ADDRESS, PHONE, WEBSITE (IF AVAILABLE) AND HOURS THEY’RE OPEN
- COMPANY TWO
- COMPANY THREE
- COMPANY FOUR
- COMPANY FIVE

For more information, visit www.fixcarleaks.org.

About

Boilerplate from PIO's organization goes here.

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*PLEASE CUSTOMIZE QUOTES SLIGHTLY SO THAT EACH JURISDICTION'S SPOKESPERSON ISN'T SAYING THE SAME THING WORD FOR WORD—AND ALSO MAKE IT SOUND NATURAL FOR YOU! NOTE THAT THE QUOTES ARE DESIGNED TO STRESS THE BENEFITS OF A) VEHICLE RELIABILITY AND B) EXTENDED CAR LIFE.

Template Materials

Sample Newsletter/Email/Website Copy

MARCH 2013

Don't Drip & Drive. Fix That Leak!

This April, improve your cars safety and reliability by checking for vehicle leaks. Every drip counts—even a single drop of oil on your driveway can have a negative impact on the life of your car. Plus vehicle leaks are bad for our environment—and every year hundreds of tons of oil and other petroleum-related products make their way to our lakes, rivers, streams, and the Puget Sound. That's why [ENTER ORGANIZATION] is working with more than 40 local jurisdictions, non-profits and businesses to promote the *Don't Drip & Drive. Fix That Leak!* campaign this spring.

This April, you can visit any participating local Automotive Service Association (ASA) member repair shop and get a free visual oil leak check. And if repairs are needed, it's 10 percent off (up to \$50). That's total savings up to \$130!

[USE THIS SECTION TO CUSTOMIZE INFORMATION SPECIFIC TO YOUR JURISDICTION'S ACTIVITIES – LOCAL TESTING EVENTS, LOCAL ASA SHOPS, ETC]

The more you wait the more you're losing. Take advantage of this limited offer! Visit www.fixcarleaks.org to find out more information and a list of a participating ASA repair shop near you!

APRIL 2013

Don't Drip & Drive. Fix That Leak!

Don't miss your chance for a free vehicle leak inspection! Improve your cars safety and reliability by checking for vehicle leaks. This month only, visit any participating local Automotive Service Association (ASA) member repair shop and get a free visual leak check, at a value up to \$80! And if repairs are needed, it's 10 percent off (up to \$50). **That's total savings up to \$130!**

[ENTER ORGANIZATION] is working with more than 40 local jurisdictions, non-profits and businesses to support the *Don't Drip & Drive. Fix That Leak!* campaign.

[USE THIS SECTION TO CUSTOMIZE INFORMATION SPECIFIC TO YOUR JURISDICTION'S ACTIVITIES – LOCAL TESTING EVENTS, LOCAL ASA SHOPS, ETC]

The more you wait the more you're losing. Take advantage of this limited offer—it's free and it's easy! Visit www.fixcarleaks.org to find a participating ASA mechanic near you!

Social Media: Facebook and Twitter Posts

All participating STORM jurisdictions are encouraged to utilize their Facebook and/or Twitter pages to help spread the word about the *Don't Drip & Drive. Fix That Leak!* campaign. Sample posts are below. Be sure to customize with any local information or activities that are taking place in your jurisdiction in support of the program as well.

Sample Facebook Posts

MARCH 2013

- *Don't Drip & Drive. Fix That Leak!* Visit participating local ASA member repair shops this April and get a free visual oil leak check, at a value of up to \$80! And if repairs are needed, it's 10 percent off (up to \$50). That's total savings up to \$130! Visit www.fixcarleaks.org for more information.
- Save the date and save some money! April is free vehicle leak inspection month! Visit participating ASA member repair shops and get a free visual leak check—and 10 percent off (up to \$50) if repairs are needed. You could save up to \$130! Visit www.fixcarleaks.org to find a location.
- Don't get stranded! A leaky car isn't a reliable car. This April visit participating ASA member repair shops and get a free visual leak check—and 10 percent off repairs (up to \$50). You could save up to \$130! Visit www.fixcarleaks.org to find a location.

APRIL 2013

- Is your car leaking? This month ONLY you can get a free visual leak check by visiting any participating ASA member mechanic. If repairs are needed, it's 10 percent off (up to \$50). That's total savings up to \$130! Visit www.fixcarleaks.org
- Don't miss your chance! The more your car leaks the more you're losing. Take advantage of a free vehicle leak inspection limited offer! Visit www.fixcarleaks.org to find a participating ASA repair shop near you!
- Extend the life of your car. Finding and fixing vehicle leaks is a great way to keep your car on the road longer. Take advantage of this free vehicle leak inspection limited offer! Visit www.fixcarleaks.org to find a participating ASA repair shop near you!
- Protect Puget Sound—get your car checked for free! 6,100 tons of oil a year comes from cars and trucks. Visit www.fixcarleaks.org to find a participating ASA repair shop near you and get your car inspected for leaks today.
- We're releasing 7 million quarts of motor oil into the Puget Sound basin annually. Think about it, 7 million quarts of oil wasted each year! You can help—this April, get your car checked for leaks, for FREE. Visit www.fixcarleaks.org to find a participating ASA retail location near you!

Sample Twitter Posts

March 2013

- Free vehicle leak inspections this April! Learn more at: www.fixcarleaks.org #Don'tDrip&Drive #FixThatLeak!
- Protect Puget Sound—get your car checked for leaks for free this April. Learn more at fixcarleaks.org #FixThatLeak!
- Save money & the environment with a free car leak inspection this April. Visit fixcarleaks.org to find out how. #Don'tDrip&Drive

April 2013

- Free and easy vehicle leak inspections available now: a value of up to \$80! Learn more at fixcarleaks.org. #FixThatLeak!
- Get your car inspected for leaks for free this month only Visit www.fixcarleaks.org to find a participating ASA shop. #Don'tDrip&Drive
- Don't Drip & Drive! Get a free vehicle leak inspection today! Find a location at fixcarleaks.org #FixThatLeak!

Logos and Images

Double-click the Logos and Images.zip icon below to download the graphic identity files and high-resolution images.



Collateral Materials

Double-click any of the images below to open and download a PDF file of the individual collateral items. Please contact John Voldal at 206.462.6383 or jvoldal@prrbiz.com to request native design files. You may also request customized files with your logo (Coupon, Bill Insert and Newspaper Ad). Please provide a vector-based or high resolution PNG logo for your organization. You may also request custom sizes of the Newspaper Ad. Please provide the publications print specifications.

Postcard



Window Cling



Bill Insert

Don't Drip & Drive
Fix That Leak!

Is that oil leak harming more than your car?
 If your car is leaking oil, it not only means your engine may be at risk. It also means that leaking oil is going directly to the Sound. And that's not good for anybody. Don't Drip & Drive. Fix That Leak!

Visit a participating local Automotive Service Association (ASA) member repair shop this April to get a **FREE visual vehicle leak inspection** – up to an \$80 value! But only for a limited time.

Visit www.fixcarleaks.org to find a participating ASA shop near you!

Insert logo here

Puget Sound Starts Here

ASA Northwest

Department of Ecology

Funded by a grant from the Department of Ecology

Coupon

Don't Drip & Drive
Fix That Leak!

10% off!

Use this coupon by June 30, 2013 to receive 10% off up to \$50 on your leak repair. Offer good at participating ASA member repair shops. Coupon expires June 30, 2013.

www.fixcarleaks.org

Puget Sound Starts Here


ASA Northwest

Department of Ecology

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Poster

Is that oil leak harming more than your car?



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Visit a participating local Automotive Service Association (ASA) member repair shop this April to get a **FREE visual vehicle leak inspection** – up to an \$80 value! Plus, should a leak be found, you can get 10% off repairs (up to \$50). But only for a limited time.

Visit www.fixcarleaks.org to find a participating ASA shop near you!

Puget Sound Starts Here


ASA Northwest

Department of Ecology

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Newspaper Ad

Is that oil leak harming more than your car?



Don't Drip & Drive
Fix That Leak!

Insert logo here

Puget Sound Starts Here

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If your car is leaking oil, it not only means your engine may be at risk – it also means that leaking oil is going directly to the Puget Sound. And that's not good for anybody. Don't Drip & Drive. Fix That Leak!

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