

# BC SCRAP-IT<sup>®</sup> PROGRAM

15 Year Anniversary and 25,000<sup>th</sup> Vehicle  
Scrapped  
Milestone Event Report



Prepared for Dennis Rogoza, CEO  
By Quay Communications Inc.  
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## Executive Summary

Since 1996, the BC SCRAP-IT® Program has been removing high polluting vehicles from British Columbia roads. 2010 marks the 15<sup>th</sup> Anniversary of the program's operations – a major milestone for the non-profit society. In July of 2010, another major milestone was reached – the 25,000<sup>th</sup> vehicle scrapped through the program. Reaching these two milestones simultaneously offered a prime opportunity to gain media exposure for the program.

To celebrate these two achievements, SCRAP-IT held the 15 Year Anniversary and 25,000<sup>th</sup> Vehicle Scrapped milestone event on July 15, 2010. Media and guests watched as the 25,000<sup>th</sup> vehicle was crushed live on site. Vehicles 24,998 and 24,999 scrapped through the program were also crushed to increase the fun factor.

The event took place at the OpenRoad Toyota dealership at the Richmond Auto Mall. OpenRoad Toyota is one of the leading dealerships in BC for SCRAP-IT customers selecting newer model vehicles as an incentive. Amix Salvage & Sales supplied a portable vehicle crusher and vehicle loader, allowing SCRAP-IT to crush the three vehicles live on site for media and guests.

Minister John Yap, Minister of State for Climate Action, spoke on behalf of the Province of BC. Representatives for the program's original partners TransLink and the New Car Dealers Association of BC (NCD) also gave speeches. SCRAP-IT CEO Dennis Rogoza emceed the event and provided guests with program information and results. Over 100 guests were on hand to take in the event.

The event resulted in strong media coverage, with several media outlets on hand including CTV, Global TV, Richmond Review, Richmond News, Sing Tao Newspaper and Sustainability TV. CBC Radio, CKNW and NL Radio Kamloops aired interviews with Rogoza on the event day. Virgin Radio provided pre-event coverage on air and through a Facebook contest, to select a participant to 'push the button' to crush the 25,000<sup>th</sup> vehicle.



SCRAP-IT Staff with Dennis Rogoza, CEO SCRAP-IT (fourth from left) and Minister John Yap, Minister of State for Climate Action (center)



## Event Rationale

There were three main objectives for the SCRAP-IT milestone event:

1. Recognize the long-standing contributions of the original program partners
2. Increase program awareness in support of future funding

The milestone event recognized the long-standing contributions of three original program partners: The New Car Dealers Association of BC (NCD), TransLink and Amix Salvage. It also provided the opportunity to recognize the substantial funding contributions made by the Province of BC over the last two years.

- ❖ The Province of BC provided SCRAP-IT with a direct grant of \$15 million in 2008. The primary objective of the funding was in support of the Province of BC's Air Action Plan. The funding allowed the program to offer substantially higher incentives and greatly increased the number of high polluting vehicles SCRAP-IT was able to remove from BC's roads.
- ❖ NCD is an original program partner, providing discounts on new or newer vehicles through its dealerships as an incentive option. Approximately 60% of SCRAP-IT customers have selected this incentive since June 2008.
- ❖ TransLink is an original program partner, providing transit passes as an incentive option. Approximately 20% of SCRAP-IT customers have selected this incentive since June 2008.
- ❖ Amix Salvage has been the vehicle recycling partner since the program's inception for all SCRAP-IT vehicles in BC, with the exception of Vancouver Island (Pacific Steel). Amix provided the portable vehicle crusher and vehicle loader for the event, along with preparing the three vehicles crushed at the event.

As SCRAP-IT continues to push towards removing as many high polluting vehicles from BC roads as possible, increasing program awareness is an ongoing objective. The event provided the opportunity to continue building program awareness, emphasize SCRAP-IT's positive environmental contributions and generate increased public support – all key factors in attracting additional funding for the program.

## Event Setup

The Richmond Auto Mall was a natural event location due to its connection with the SCRAP-IT Program's leading incentive selection – incentives towards the purchase of a 2004 or newer model vehicles – and its central location within the Lower Mainland. The OpenRoad Toyota dealership was chosen as the event site as it is a leading BC dealership for SCRAP-IT vehicle incentive customers.

Guests were greeted upon arrival by the SCRAP-IT staff team. Staff directed guests to available parking areas, provided refreshments and snacks and answered general program information queries. Staff also distributed two-sided statistics cards to guests, describing the actual emissions findings of AirCare Research Centre studies of the 24,998<sup>th</sup>, 24,999<sup>th</sup> and 25,000<sup>th</sup> vehicles. The vehicles were compared against average replacement vehicle standards to clearly show how harmful 1995 and older model vehicles can be to BC's air quality.



Dennis Rogoza, CEO SCRAP-IT and John Beaudoin, Chair SCRAP-IT Board of Directors



SCRAP-IT Staff member and guest with display items

A number of display items familiarized guests to the SCRAP-IT story, including informational display panels describing the SCRAP-IT Customer Experience and the complete vehicle recycling process, as well as mercury switches removed from vehicles and 'shred' – the metal remaining once a vehicle has been sent through the shredder for recycling.

Guests had the opportunity to see the Amix vehicle crusher and loader up close, and the three vehicles prepared for crushing. The vehicle crusher allowed guests to experience first-hand the process of scrapping a vehicle.



25,000th vehicle being loaded into vehicle crusher



SCRAP-IT branded materials enhanced the tented 16' x 8' stage area and maximized brand impact in media coverage. SCRAP-IT's 8' x 8' tradeshow display and event specific messaging banners were strategically placed to ensure program messaging was captured in media images and video.



(Left to right) Minister JohnYap, Minister of State for Climate Action; Dennis Rogoza, CEO SCRAP-IT; Christian Chia, President OpenRoad Auto Group; Peter Fassbender, Mayor, Langley City (speaking); Linda Barnes, Acting Mayor of Richmond; Jennifer and Amanda Cabralda, Virgin Radio contest winners



## Event Description

The event began at 1:30pm, providing media and guests an opportunity to view the portable vehicle crusher, vehicles to be crushed and several informational display items. These items included display panels describing the SCRAP-IT Customer Experience and the complete vehicle recycling process, as well as mercury switches removed from vehicles and 'shred' – the metal remaining once a vehicle has been sent through the vehicle shredder for recycling.

A Virgin Radio flight crew was on site during the event with live music that helped set the celebratory atmosphere.



Guests admire the U.S.E.D. Recycled Seatbelt bags

SCRAP-IT CEO Dennis Rogoza emceed the onstage activities. Rogoza provided opening remarks, including program information and the SCRAP-IT story. Several VIP's joined Rogoza on stage:

- ❖ Minister John Yap, Minister of State for Climate Action
- ❖ Peter Fassbender, Mayor, Langley City – representing TransLink
- ❖ Christian Chia, President Open Road Auto Group – representing New Car Dealers Association of BC
- ❖ Linda Barnes, Acting Mayor of Richmond
- ❖ Jennifer & Amanda Cabralda – Virgin Radio contest winners

Minister John Yap, Mayor Fassbender and Christian Chia also gave their own speeches in support of the program and its initiatives.



Minister John Yap, Minister of State for Climate Action; Jennifer Cabralda and Amanda Cabralda (front) pushing the button to crush the 25,000th vehicle

Following the speeches, Rogoza introduced the 24,998<sup>th</sup>, 24,999<sup>th</sup> and 25,000<sup>th</sup> vehicles and their emissions statistics. The vehicles were crushed one at a time by the Amix team, providing the opportunity for several people to 'push the button' to crush the vehicle. The following guests had the opportunity to push the button to crush each vehicle:

- ❖ 24,998: The SCRAP-IT office staff team
- ❖ 24,999: Mayor Fassbender and Christian Chia
- ❖ 25,000: Minister Yap, Jennifer Cabralda and daughter Amanda Cabralda



Following the 25,000<sup>th</sup> vehicle, Rogoza closed the event and Trevor Kehler of U.S.E.D. Recycled Seatbelt Bags presented the VIP's with gifts from the company's product line. U.S.E.D. is an environmentally sustainable company that manufactures various types of bags from the seatbelts of vehicles heading to the scrap yard.

Media were on-site throughout the event, providing several opportunities to interview VIP's and guests before and after the on-stage activities. The Minister and VIP's were on-hand for photo opportunities with the vehicle crusher and crushed vehicles following the on-stage activities.



(Left to right) Christian Chia, President OpenRoad Auto Group; Peter Fassbender, Mayor, Langley City; Linda Barnes, Acting Mayor of Richmond; Dennis Rogoza, CEO SCRAP-IT; Amanda Cabralda and Jennifer Cabralda, Virgin Radio contest winners; Minister John Yap, Minister of State for Climate Action



## Media

Media coverage in the days leading up to the event included:

- ❖ CBC Radio – interview with Lisa Christiansen, On the Coast show, recorded at the Amix Salvage & Sales scrap yard in Surrey
- ❖ CKNW Radio – interview on CKNW news report
- ❖ NL Radio, Kamloops – interview on the Jim Harrison show
- ❖ Virgin radio on-air and Facebook contest promotions

In the week leading up to the event, Virgin Radio promoted the event with on-air spots and a contest through its Facebook page to select a winning participant to 'push the button' to crush a car. A Virgin Radio flight crew was on site during the event with live music that helped set the atmosphere.

Media coverage of the event was strong, with the following outlets attending and providing post-event coverage:

- ❖ Global BC – TV spot on the 6pm news
- ❖ CTV – TV spot on the 5pm news
- ❖ Richmond News – article on July 16
- ❖ Richmond Review – article on July 16
- ❖ Sing Tao – article on July 16 (Chinese-language daily newspaper)
- ❖ World Journal – article on July 16 (Chinese-language daily newspaper)



## Conclusion

SCRAP-IT's 15 year anniversary is a major accomplishment, demonstrating the program's ability to adapt to its changing environment over the years and proving its value to British Columbians. Reaching the 25,000 vehicles scrapped milestone highlights SCRAP-IT's impact on removing high polluting vehicles from British Columbia roads and provides a tangible result for the funding invested in the program.

SCRAP-IT's 15 Year Anniversary and 25,000<sup>th</sup> Vehicle Scrapped milestone event was a valuable experience and met the event objectives:

- ❖ The program was able to support its original program partners TransLink, NCD, and Amix Salvage, and provide exposure for the Province of BC
- ❖ SCRAP-IT gained earned media coverage through several outlets, helping to increase awareness and build public support towards future funding
- ❖ SCRAP-IT customers connected face-to-face with the program, helping to increase awareness and maintain or increase current participation levels



## Appendix A: Event Invitation

# BC SCRAP-IT® Program

Incentives to scrap your old vehicle

# INVITATION



Come celebrate our 15th year of scrapping high polluting vehicles.

Watch live as we scrap our 25,000th vehicle.

Join us and special guest, Honourable John Yap, Minister of State for Climate Action.

Date: Thursday July 15, 2010

Where: Richmond Auto Mall  
13460 Smallwood Pl. Richmond, BC

Time: 1:30 pm

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