

**Cease the Grease Campaign**  
**GLO Contract # 16-059-000-9103**

**FINAL REPORT**

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## *Project Description*

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Approximately 50% of Galveston Bay oyster waters are impaired for bacteria, based on the Texas Commission on Environmental Quality's Six Total Maximum Daily Loads for Bacteria in Waters of the Upper Gulf Coast. The primary sources addressed in the Implementation Plan include insufficient treatment by wastewater treatment facilities and septic systems, sanitary sewer overflows, boat sewage dumping, and stormwater runoff. These impairments result in negative impacts to the environment, public health, and the local economy.

According to the best available TCEQ data, fats, oils, and grease (FOG) poured down drains cause more than 50% of the sanitary sewer overflows (SSOs) in the Houston-Galveston region. The improper disposal of FOG, therefore, can lead to fecal bacteria entering into Galveston Bay. Aging infrastructure, combined with improper disposal of FOG in single and multi-family homes, can also lead to costly problems for both local governments and citizens in terms of sewer line fixes, home plumbing repairs, and environmental remediation. The Cease the Grease (CtG) Campaign is a regional campaign coordinated by Galveston Bay Foundation (GBF) with the purpose of reducing SSOs through public education, awareness, and capacity building. This campaign is directed towards five target audiences: homeowners, apartment dwellers, schools, municipalities, and restaurants. The goal of the campaign is to educate these audiences to properly dispose of FOG, recycle used cooking oil, and change behaviors that lead to SSOs.

GBF's CtG Campaign was originally adopted from Dallas Water Utilities, which very successfully launched the [Cease the Grease Campaign](#) in 2005 in partnership with the [North Texas Grease Abatement Council](#). The Dallas Cease the Grease Campaign has dramatically reduced the occurrence of monthly SSOs in the Dallas area through public outreach, education, and enforcement. Dallas Water Utilities also uses the recycled cooking oil to create heat and electricity, which is then used to power the Southside Wastewater Treatment Plant. Dallas Water Utilities provided the campaign materials and concepts for Galveston Bay Foundation to adopt this campaign in the Galveston Bay region.

Throughout the CtG campaign, GBF has coordinated a regional effort amongst 39 key partners who represent 23 regional and community stakeholder organizations and the general public within the campaign's volunteer workgroup. With stakeholder input, GBF was able to redesign specialized marketing material for our region, plan a schedule for campaign media distribution and citizen engagement, provide a Campaign Strategy Toolkit for future campaign partners, and track campaign progress through performance indicators like the number of yearly SSOs caused by FOG. This unified effort against FOG has allowed GBF and our partners to make millions of impressions upon regional citizens about proper disposal of FOG, and to begin a pilot oil recycling program that encourages communities to recycle their used cooking oil into a sustainable, cleaner energy source.

Funding from the Texas Coastal Management Program has played a key role in the distribution of the CtG Campaign messages by covering costs associated with marketing, education, outreach, pollution reporting and monitoring, and municipal partnerships. The CtG campaign has been well received in the Houston/Galveston community and GBF plans to continue coordinating and enhancing this regional project indefinitely.

## *Task I – Facilitate Policy/Outreach Workgroup*

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### *1.1 Cease the Grease Workgroup*

A campaign workgroup was established to guide CtG activities, and consisted of representatives from the Galveston Bay Estuary Program, Texas Coastal Watershed Program, Texas Sea Grant, H-GAC, Local KPRC News, Dependable Cooking Oil Services LLC., Enhanced Biofuels, several local municipalities, and other relevant watershed groups. The workgroup was formed in the last quarter of 2014, when the committee members were first solicited by invitation. Charriss York of the Texas Coastal Watershed Program was named the Workgroup Chair to represent stakeholder interests and campaign development. Though Charriss remains actively involved in the workgroup, the current chair is Paul Lopez from the City of Nassau Bay. The workgroup was formed to develop and execute the campaign (Figure 1). The current workgroup consists of 29 local and reliable GBF partners and multiple GBF staff members. GBF continually recruits new members in order to keep the CtG ideas fresh and to expand campaign reach into new municipalities and demographics. This is done through a New Partner Packet created by GBF that introduces the campaign mission, explains the benefits of being a partner to the campaign effort, and provides sample distribution materials and giveaways. Participation in the workgroup is open to any interested parties. Table 1 includes a list of the participating individuals during this grant cycle. The meeting schedule is included in Table 2.

**Figure 1. Cease the Grease Campaign Workgroup at 2.2.16 meeting**



The workgroup members contributed to the project in different ways. KPRC 2 Local News, Houston Press, and Houston Public Media provide experienced marketing and messaging perspectives to CtG efforts and acts as an effective means to disseminate information and build campaign impressions in the community. The Cities of Pasadena, Friendswood, League City, Seabrook, and Nassau Bay have served as invaluable resources to the Cease the Grease campaign. These municipalities partner with GBF to personally attend outreach events, distribute educational materials and campaign giveaways, and provide GBF with valuable outreach information and community knowledge. Their experience in their communities allows GBF to continually hone the CtG outreach strategy and reach our target audiences. Municipalities are one of the campaign's target audiences, as the campaign could not be successful without their partnership in outreach and distribution. These workgroup members provide input about how GBF can enhance the campaign,

communicate with our partners, and develop materials and outreach distribution strategies. The cities of Seabrook and Nassau Bay were the first two partners to set up cooking oil recycling stations with GBF and Dependable Cooking Oil Services LLC. Workgroup members such as H-GAC and TCEQ assist GBF in acquiring performance indicators for our CtG campaign, such as line cleaning data, grease trap inspections, and sanitary sewer overflows caused by FOG. Dependable Cooking Oil and Enhanced Biofuels assist in the collection and transport of recycled cooking oil to facilities where the oil is turned into biodiesel fuel, and provide valuable perspectives on logistics associated with engaging community members in the recycling process.

The most valuable result of establishing this workgroup has been the fact that GBF has a group of committed stakeholders from the multiple local municipalities and watershed programs that are always available to bounce ideas around and to give feedback on outreach and distribution efforts. In addition, their input led to the creation of a monthly newsletter (described below) to keep constant communication between the workgroup and GBF. During this funding cycle, organizational representation at the workgroup meetings was approximately 64% which is good considering the members are representative of an expansive region. The performance indicators used during this funding cycle were approved by the workgroup, and will be discussed later in the report. The measured results corresponding to these indicators are addressed throughout this final report in the appropriate sections.

**Table 1. List of workgroup members**

<b>Organization</b>	<b>Name</b>
Bayou Preservation Association	Amanda Brown
Cedar Bayou Watershed Partnership	Justin Bower
City of Baytown	Cristela Villegas
	Sylvia Williams
City of Friendswood	Catharine Gray
	Alex Mendoza
City of Houston - Corral the Grease	Bill Goloby
City of La Porte	Bob Eng
	Pam Kroupa
	Jaree Hefner
City of League City	Susie Blake
	Jeanne Griffin
City of Nassau Bay	Paul Lopez
City of Pasadena	Rick Masters
City of Seabrook	Kevin Padgett

Double Bayou Watershed Partnership	Stephanie Glenn
	Brandie Minchew
Galveston Bay Estuary Program	Cynthia Clevenger
	Lisa Marshall
	Sarah Bernhardt
Galveston Bay Foundation	Bob Stokes
	Kaitlin Grable
	Sarah Gossett
	Claire Everett
	Scott Jones
Houston-Galveston Area Council	Kathy Janhsen
	Becki Begley
KPRC 2 Click 2 Houston	John Rizzuti
Public	Diane Humes
	Rebecca Olson
Shed Conservation Solutions	Linda Shedd
San Jacinto River Authority	Michelle Simpson
Texas Commission on Environmental Quality	Linda Broach
Texas Coastal Watershed Program	Charriss York
	Celina Lowry

**Table 2. Workgroup meeting schedule**

Workgroup Meeting	Workgroup Meeting Location	Workgroup Member Attendance
October 27, 2015	City of Nassau Bay City Hall	10 attendees
February 2, 2016	City of Nassau Bay City Hall	12 attendees
May 3, 2016	City of Nassau Bay City Hall	10 attendees
August 4, 2016	City of Nassau Bay City Hall	10 attendees
November 1, 2016	City of Nassau Bay City Hall	6 attendees
February 7, 2017	City of Nassau Bay City Hall	7 attendees
May 16, 2017	City of Nassau Bay City Hall	7 attendees
August 1, 2017	City of Nassau Bay City Hall	8 attendees



## *Task 2. Develop New and Improved Marketing/Outreach Materials*

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Marketing and outreach materials were adopted from the City of Dallas - Dallas Water Utilities, and were customized to fit the Houston/Galveston region throughout continuous content and materials development. These materials were developed for the various outlets the campaign utilizes, including video, radio, social media, TV broadcasting, fliers, postcards, giveaways, door hangers, holiday-themed items, and much more.

### *2.1 Digital and Social Outreach Materials*

A huge component to the mass-media outreach strategy of this campaign is to utilize digital and social media in a targeted, specific manner. Much effort and workgroup involvement was given towards these materials, as they are the materials that reach the most people. Multiple graphics were designed, along with specific hashtags and educational one-liners were developed for the graphics and distributed with the Campaign Marketing Strategy Toolkit (this will be discussed in more detail in Task 3). Graphics were developed with stakeholder input as educational series about the problems caused by fats, oils, and grease or as holiday-themed campaign messaging. All of these graphics worked to catch the audiences' eyes, inform the audience about FOG, draw the audience into the campaign website, and inspire the audience to take action against FOG by changing behavior.

KPRC Channel 2, Houston Press, Pandora, and Houston Public Media all played a huge role in the development of campaign video spots, YouTube Pre-rolls, digital banner ads, and radio messaging. Videos were developed and run on the local morning news and placed as YouTube Pre-rolls throughout specific holidays with the help of KPRC. Similarly, radio ads were implemented during the course of Cycle 20, in 7, 15, and 30 second spots with KPRC, Pandora, and Houston Public Media. Videos and radio PSA scripts were both made in normal and holiday-themed segments, so they could be used with specificity and intention as GBF conducted CtG mass-media outreach. These materials can be found in Appendix II. GBF partnered with KPRC to advertise the campaign in 2015 and 2016 using YouTube pre-roll video ads, video ads on Channel 2 News over the Fourth of July, Christmas holiday and New Year's, and sponsored content articles over Thanksgiving, Christmas, and New Year's. GBF partnered with Pandora Radio to advertise over the 2016 Christmas season, and in 2017 GBF worked with Houston Press and Houston Public Media to increase our online and radio advertising. Houston Public Media advertisements were targeted to the more affluent, educated, and philanthropic Houston-area community, while Houston Press advertisements were targeted towards foodies, millennials, outdoor enthusiasts, and those in the food-service industry. During Cycle 20, GBF's CtG messaging garnered over 3 million impressions, and the [ceasethegrease.net](http://ceasethegrease.net) received more than 10,000 views from over 5,600 unique users.

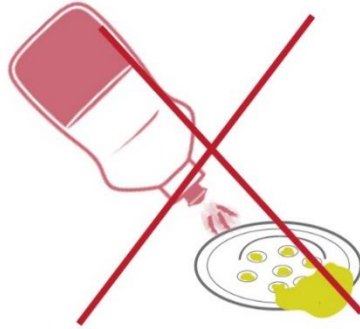
GBF developed multiple social media campaigns, which were carried out throughout the course of this grant cycle. Throughout Cycle 20, GBF published 19 Facebook posts and 25 tweets focused on communicating myths and tips about FOG to the public, where to recycle used cooking oil, best management practices, and an invitation to visit [www.ceasethegrease.net](http://www.ceasethegrease.net). These social media graphics can be found in Appendix II, along with several examples, such as Figures 2 and 3. These graphics were designed by GBF with the intention of grabbing the audience's attention, directing them to the website, informing and educating them about FOG, and providing specific calls-to-



action, such as proper FOG disposal and FOG recycling. These social media graphics are meant to act as a conversation starter in the bigger dialogue about FOG in the Houston/Galveston region, and how improper disposal of FOG can lead to poor water quality in Galveston Bay. During this cycle, GBF also updated the CtG logos and the grease monster graphic as part of a company-wide rebranding effort. These graphics can be found in Appendix II, and are meant to look more sleek and professional while also appealing to younger audiences more so than the previous graphics did.

Figure 2. Social media graphic used during the Cycle 20 campaign

**MYTH:** Pouring dish soap down the drain helps to clear grease.



**FACT:** Soap loses its effectiveness and the grease will solidify and congeal in pipes.

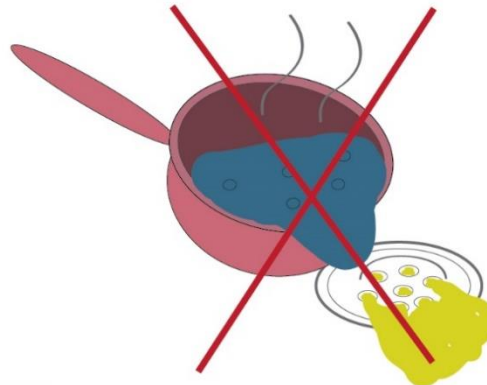


CEASE THE GREASE

GALVESTON BAY  
FOUNDATION

Figure 3. Social media graphic used during Cycle 20 campaign

**MYTH:** Grease blockages can be cleared by pouring hot water down the drain.



**FACT:** Once grease goes into the drain and cools, it sticks to the pipes & is there to stay.



CEASE THE GREASE

GALVESTON BAY  
FOUNDATION

GBF maintained and updated the CtG website, which allows regional target audiences to interact with campaign messaging while gathering information about the campaign mission, locations to recycle used cooking oil, partners associated with the campaign, and much more. Initially, GBF created a landing page for the campaign in the second quarter of 2014 and debuted a preliminary site for July 4<sup>th</sup>, 2015. With the assistance of a web developer and KPRC, this one page developed into a full-fledged website containing 12 pages and loads of campaign information. As of August 2017, GBF has recorded over 4,600 sessions (active engagement) in the website from over 3,900 new users. Website activity spikes during planned mass media communications. In the summer months alone, GBF tracked a 538% increase in the number of page views of [www.ceasethegrease.net](http://www.ceasethegrease.net), and a 524% increase in the number of new visitors compared to the spring season. GBF feels positively about the success of the website, and will continue to work with the developer to incrementally enhance the website as feedback is received from the workgroup. The website acts as a resource for the audience and for GBF. When a new digital graphic is developed, we use it on the CtG website first and then offer it to partners for their use. Currently, CtG partners and workgroup members have access to graphics via Dropbox. However, GBF's vision for the website is for it to act as a resource to not only community members looking for information about FOG, but also to potential and current partners who wish to access the Campaign Strategy Toolkit and its associated graphics. GBF hopes to work towards housing partner materials on the website, similar to the Back the Bay Campaign ([www.backthebay.org](http://www.backthebay.org)), run by TCEQ's Galveston Bay Estuary Program.

## ***2.2 Print Media, Education Booths, and Presentations***

Print media and educational activities developed for outreach events played a huge role in CtG's second grant cycle being effective with face-to-face outreach. GBF and workgroup members have worked very closely together to be intentional and thoughtful about CtG print media for distribution. GBF has developed a postcard containing household recycling tips for homeowners and apartment dwellers as one of our materials for education and awareness, as well as a postcard flyer for apartment complexes to distribute to residents. These materials can be found in Appendix II.

In addition to traditional print materials, GBF developed and printed campaign giveaways for outreach and educational booth events in Cycle 19. These materials can be seen in Figure 4, and include a funnel for pouring grease into a jar, a scraper for scraping grease off pans and other cookware, and a lid cap for covering containers holding grease. These were printed with GBF's Cease the Grease logo and were given to partners for outreach use. After giving all of these materials away, GBF reassessed the usefulness of the giveaways and their color scheme, and decided to purchase only funnels and scrapers for Cycle 20. After analyzing feedback from outreach tracking, GBF realized that our audience was having a hard time recognizing what the lid caps were, and what their use was. For this reason, GBF eliminated the lid cap from our outreach materials. Another change GBF made during this cycle was to move towards a more unified and cohesive campaign color scheme that represented GBF's hand in coordination of the campaign, as well as differentiated the Houston/Galveston regional campaign from the original Dallas campaign. Newly ordered campaign giveaways are now green and blue. GBF contacted municipalities and community centered events to schedule outreach presentations and booth displays, and to offer printed materials for inclusion in tenant packets and event goodie bags. Table 3 shows the list of associated regional organizations that were contacted during this grant cycle

and Table 5 shows the outreach activities schedule.

**Figure 4. Grease funnel and scraper used for campaign giveaways during Cycle 20**



Workgroup members and campaign partners frequently help with directly promoting the CtG campaign through donating banner space at events, inviting us to speak or host education booths, and even distributing campaign materials at their booths. These materials included banners, props (Figure 5), print handouts, Grease Monster Jar activities (Figure 6), and interactive games. GBF also enhanced the CtG booth experience by purchasing “Race Against the Grease Monster” games (developed by a campaign partner, Houston-Galveston Area Council) for partners to use at outreach booths. An example of this game can be seen in Figure 7. GBF staff and volunteers have hosted many educational exhibits throughout the project area to ensure one-on-one interaction with the community. In addition to these outreach booths, several group presentations were made throughout the CtG project period. GBF continues to have quality interactions with the community through giving live presentations because it facilitates better discussions and the opportunity to disseminate more detailed information than can be done with a passive booth audience.

**Figure 5. Images of various boothing materials GBF incorporated into outreach events during Cycle 20**



**Figure 6. "Grease monster jars" designed by local youth and used during various boothing events during Cycle 20**



**Figure 7. Race Against the Grease Monster game, used at outreach events during Cycle 20**





### *Task 3. Develop Distribution Plan/Track Campaign Progress*

Once all outreach and educational materials have been developed, the distribution plan for the materials is the next important step of this campaign. Campaign visibility and penetration into the community is essential for driving people towards making behavioral changes, which is ultimately the focus of the entire campaign. As such, GBF focused a lot of effort on securing representation of our vast region's stakeholders for the CtG initiative.

#### *3.1 Associated Regional Organizations*

Cease the Grease is a regional campaign that engages local towns and municipalities. Amassing support from regional organizations allows CtG messaging to be more easily disseminated throughout our targeted community, and empowers the campaign to sway policy and behaviors within local municipalities, organizations, and businesses. Associated regional organizations also act as excellent resources to the campaign, as they provide holistic feedback and advice to the campaign as well as expert information from diverse perspectives and worldviews. Throughout this grant cycle, GBF has accumulated 24 regional organizations to the CtG cause. Table 3 below displays these 24 associated regional organizations tied to the campaign, as well as a contact/representative from each organization.

**Table 3. Regional organizations associated with the Cease the Grease campaign.**

Organization	Name
Bayou Preservation Association	Amanda Brown
Cedar Bayou Watershed Partnership	Justin Bower
City of Baytown	Cristela Villegas
	Sylvia Williams
City of Friendswood	Catharine Gray
	Alex Mendoza
City of Houston - Corral the Grease	Bill Goloby
	Danna Elizarraras
City of La Porte	Bob Eng
	Pam Kroupa
	Jaree Hefner
City of League City	Susie Blake
	Jeanne Griffin
City of Nassau Bay	Paul Lopez

City of Pasadena	Rick Masters
City of Seabrook	Kevin Padgett
Dependable Cooking Oil Services, LLC.	Michael McClere
Double Bayou Watershed Partnership	Stephanie Glenn
	Brandie Minchew
Enhanced Biofuels	Fabian Wolfe
Galveston Bay Estuary Program	Cynthia Clevenger
	Lisa Marshall
	Sarah Bernhardt
Galveston Bay Foundation	Bob Stokes
	Kaitlin Grable
	Sarah Gossett
	Claire Everett
	Scott Jones
	Nate Johnson
Houston-Galveston Area Council	Kathy Janhsen
Houston Press	Allisen Picos
Houston Public Media	Necole Goodman
KPRC 2 Click 2 Houston	John Rizzuti
Public	Diane Humes
	Rebecca Olson
Shed Conservation Solutions	Linda Shed
San Jacinto River Authority	Michelle Simpson
Texas Commission on Environmental Quality	Linda Broach
Texas Coastal Watershed Program	Charriss York
	Celina Lowry



### ***3.2 Media Outlets and Distribution Schedule***

The most powerful form of campaign message distribution this cycle was the use of mass-media campaigns using video, digital advertising, and audio outreach materials via several media outlets. These outlets included KPRC Channel 2 Local Morning News, YouTube Pre-rolls, Pandora, Houston Press, Houston Public Media, and social media. Mass-media campaigns have the power to reach a vast number of people using relatively minimal effort, achieving a large number of campaign impressions impossible through the use of in-person outreach at community events. Targeted campaign efforts throughout this grant cycle resulted in creating over 3 million impressions on the CtG's target audience. One disadvantage in using this strategy of message distribution is that mass-media campaigns, especially ones using television spots and YouTube Pre-rolls, are expensive. Moving forward, GBF hopes to allocate more of our budget towards these types of distribution methods, while simultaneously leveraging our partnership with media campaign partners to achieve the most bang-for-our-buck with regard to mass-media campaigns. Table 4 contains our mass-media outlets and distribution schedules.

**Table 4. Media Outlets and Distribution Schedule**

Post Date	Text	Graphic/Link	Impressions
10/21/15	Sometimes we impact our environment in more ways than we realize, like in the kitchen, for example. Follow this tip to #ceasethegrease and help keep #GalvestonBay with all its critters happy and healthy! #waterwednesday	Facebook	1,974
10/28/15	Reducing fats, oils, and grease isn't only good for your health, it's good for the health of #GalvestonBay too. Pipes blocked by FOG lead to sewer overflows. <a href="http://www.ceasethegrease.net">www.ceasethegrease.net</a>	Facebook	2,161
11/21/15	Plan ahead for your Thanksgiving meal and help protect the bay at the same time. Set aside a few sealable containers for fats, oils, and grease to be stored while you're cooking and cleaning up the kitchen. Then trash the filled containers when you're done! #ceasethegrease	Facebook	2,577
12/23/15	Don't let the Grease Monster spoil the holidays! #CeasetheGrease by keeping fats, oils, and grease out of the sink and into the trash. Learn more about where you can recycle used cooking oil at <a href="http://www.ceasethegrease.net">www.ceasethegrease.net</a>	Facebook	1,247
12/24/15	Keep fats, oils, and grease out of the drain and away from the Grease Monster! Seal fats, oils, and grease in a container and dispose in the trash, or recycle used oil at your nearest recycling station! #Ceasethegrease Visit <a href="http://www.ceasethegrease.net">www.ceasethegrease.net</a> to learn more.	Facebook	1,247
1/13/16	Grease caused ~54% of Sanitary Sewer Overflow in oyster waters area  GBF's Charlene Bohanon talks #CeasetheGrease <a href="https://pic.twitter.com/1xUOtozAbQ">pic.twitter.com/1xUOtozAbQ</a>	Twitter	520
7/6/16 - 7/14/16	KPRC Youtube and Pre-Roll		126,320
9/22/16	What's the deal with fats, oils, and grease? When they go down your drain, sewer pipes get blocked or damaged. This causes sewer overflows, which introduce harmful bacteria into #GalvestonBay. You can protect your home and the Bay by properly disposing of all your cooking waste! Check out <a href="http://ceasethegrease.net">ceasethegrease.net</a> to learn more! #LoveOurBay #CeasetheGrease	Facebook	2,101
9/27/16	Reducing fats, oils, and grease isn't only good for your health, it's good for the health of #GalvestonBay! You can head over to <a href="http://ceasethegrease.net">ceasethegrease.net</a> to learn why. #LoveOurBay #CeasetheGrease	Facebook	2,310
9/30/16	We recycle paper and plastics, but did you know you can recycle your bacon grease? Find the recycling center closest to you and take your eco-friendliness to the next level! #CeasetheGrease #LoveOurBay	Facebook	1,847

10/3/16	It's true that soap breaks up grease. You see it happen when you wash your dishes. BUT what you don't see is what happens in your sewer pipes. Eventually, soap loses its effectiveness and grease still solidifies, which can be a big threat to the health of #GalvestonBay! Visit <a href="http://ceasethegrease.net">ceasethegrease.net</a> to learn what you can do! #LoveOurBay#CeasetheGrease	Facebook	2,376
10/3/16	When fats, oils, & grease go down the drain, they cause a BIG problem for #GalvestonBay. Learn more at <a href="http://ceasethegrease.net">http://ceasethegrease.net</a> . #LoveOurBay	Twitter	659
10/6/16	Liquid cooking oils like canola and olive oil float on wastewater and easily adhere to sewer pipes. The oily film can collect on food particles and other solids and create a blockage. Visit <a href="http://ceasethegrease.net">ceasethegrease.net</a> to learn what you can do to defeat the Grease Monster in our pipes and protect #GalvestonBay! #CeasetheGrease #LoveOurBay	Facebook	1,630
10/6/16	Reducing fats, oils, & grease isn't only good for your health, it's good for the Bay's health! Go to <a href="http://ceasethegrease.net">http://ceasethegrease.net</a> to learn why! <a href="http://pic.twitter.com/8LlnPMxRa">pic.twitter.com/8LlnPMxRa</a>	Twitter	658
10/10/16	Did you know you can recycle your bacon grease? Find the recycling center closest to you at <a href="http://goo.gl/3ru8zy">http://goo.gl/3ru8zy</a> #CeasetheGrease	Twitter	1,246
10/11/16	Did you know that you can help to preserve and protect Galveston Bay from your own house? Go to <a href="http://www.ceasethegrease.net/take-the-pledge/">http://www.ceasethegrease.net/take-the-pledge/</a> to pledge to Cease the Grease in your home today! #CeasetheGrease #LoveOurBay	Facebook	1,320
10/18/16	Visit <a href="http://ceasethegrease.net">http://ceasethegrease.net</a> to learn what you can do to defeat the Grease Monster in your home! #LoveOurBay #CeasetheGrease <a href="http://pic.twitter.com/KxcHZqs4H2">pic.twitter.com/KxcHZqs4H2</a>	Twitter	726
10/19/16	How much do you know about the fats, oils, and grease and their effects on our Bay? Test your knowledge by taking a short survey! #CeasetheGrease #LoveOurBay	Facebook	1,700
10/27/16	Visit <a href="http://ceasethegrease.net">http://ceasethegrease.net</a> to learn what you can do to defeat the Grease Monster in your home! #LoveOurBay #CeasetheGrease <a href="http://pic.twitter.com/8BY7o2MCjx">pic.twitter.com/8BY7o2MCjx</a>	Twitter	604
10/28/16	Did you know you can help to protect our Bay from your own home? Take the pledge to #CeasetheGrease at <a href="http://ceasethegrease.net/take-the-pledge">http://ceasethegrease.net/take-the-pledge</a> today!	Twitter	651
10/31/16	How much do you about #CeasetheGrease & proper disposal of fats/oils/greases in the kitchen? Test your knowledge at <a href="http://surveymonkey.com/r/ceasethegrease">http://surveymonkey.com/r/ceasethegrease</a> ...	Twitter	661

11/16/16	Frying turkeys this year for Thanksgiving? Make sure you recycle the oil at one of these locations! #CeasetheGrease #LoveOurBay	Facebook	1,462
11/18/16	Did you know that Thanksgiving is the busiest day of the year for plumbers? Many people use their drain to dispose of potato peels, leftovers, and grease from their holiday meals, and it clogs drains. This holiday season, #CeasetheGrease in your kitchen and protect our Bay! Learn more at ceasethegrease.net	Facebook	2,470
11/18/16	Frying turkeys this year for Thanksgiving? Make sure you recycle the oil at one of these locations! <a href="http://ceasethegrease.net/cooking-oil-recycling/">http://ceasethegrease.net/cooking-oil-recycling/</a> ...	Twitter	671
11/20/16	Be prepared for Thanksgiving and other holiday cooking this season and help protect the Bay at the same time! Set aside a few sealable containers for fats, oils, and grease cooking waste. Then trash (or recycle) the filled containers when you're done! The improper disposal of fats, oils, and greases affects our Bay as well as your home!	Facebook	2,288
11/21/16	This holiday season, #CeasetheGrease in your kitchen and protect our Bay! Don't put food scraps, fats, oils, or grease down your drain! <a href="http://pic.twitter.com/Ad8KnzR9zm">pic.twitter.com/Ad8KnzR9zm</a>	Twitter	749
11/22/16	Don't pour your Thanksgiving cooking oil down the drain! Recycle it for free instead! Check out our map of recycling stations to find a location near you! We are partnering with the city of Nassau Bay through the holiday season to run an oil recycling center available for anyone who lives in the greater League City/Friendswood/Clear Lake area! Stay tuned and save your turkey frying oil, we will release details on Monday. #CeaseTheGrease #LoveOurBay	Facebook	408
11/22/16	Be prepared for T-giving, set aside a container for fat, oil, & grease waste. Then trash when full! Learn more at <a href="http://ceasethegrease.net">http://ceasethegrease.net</a> <a href="http://pic.twitter.com/ZFDPyKalnP">pic.twitter.com/ZFDPyKalnP</a>	Twitter	737
11/23/16	Don't pour your Thanksgiving cooking oil down the drain! Recycle it for free instead!	Twitter	561
11/23/16	We're partnering w/ @NassauBayTX to run an oil recycling center this holiday season! Save your frying oil. Details to be released Mon 11/28!	Twitter	471
11/24/16	Cleaning up after your delicious Thanksgiving meal? Make sure you scrape dishes clean into the garbage before washing them to keep food from going down the drain and clogging pipes! And remember, you can recycle fats, oils, and grease at many locations throughout the Houston-Galveston area! #CeasetheGrease #LoveOurBay	Facebook	2,041
11/24/16	Cleaning up after your T-giving meal? Make sure to scrape dishes clean into the garbage before washing them prevent clogged pipes!	Twitter	598

12/1/16	This holiday season we are teaming up with the City of Nassau Bay, Texas to establish a cooking oil recycling program in our area! This free service is available to anyone living in the neighboring cities of Nassau Bay. You can get more details and make appointments to drop off your used cooking oil by calling 281-333-2944! #LoveOurBay #CeaseTheGrease	Facebook	1,948
12/2/16	We're teaming up w/ @NassauBayTX to bring cooking oil recycling to our area! #CeaseTheGrease #LoveOurBay	Twitter	705
12/8/16	Still wondering what to do with that used frying oil from Thanksgiving? Recycle it! Visit <a href="http://ceasethegrease.net/cooking-oil-recycling">http://ceasethegrease.net/cooking-oil-recycling</a> ... to find stations near you!	Twitter	446
12/15/16	Make sure you don't feed the Grease Monster! Visit <a href="http://www.ceasethegrease.net">http://www.ceasethegrease.net</a> to find locations to recycle your grease.	Twitter	361
12/16/16	When you're cleaning up after your delicious holiday dinner, make sure you don't feed the Grease Monster. Clogged and damaged pipes from improper disposal of fats, oils, and greases can lead to sewer overflows. That's gross, but then you also have to worry about the cost of calling a plumber. Those holiday rates can be expensive! This holiday season, keep that money in your wallet. Visit <a href="http://www.ceasethegrease.net">www.ceasethegrease.net</a> to find locations to recycle your used cooking oil.	Facebook	2,704
12/20/16	Recycle or throw away your fats, oils, and grease this holiday season and keep the Grease Monster out of Galveston Bay!	Facebook	2,598
12/20/16	Recycle or throw away your grease this holiday season and keep the Grease Monster out of Galveston Bay!	Twitter	311
12/24/16	All we want for Christmas is to protect our Bay and to keep it healthy! So when you clean up after your feasts, make sure to scrape your dishes clean into the garbage before washing. Keep the pipes clear and harmful bacteria out of Galveston Bay! Check out the many ways you can #CeasetheGrease in your home at <a href="http://ceasethegrease.net">ceasethegrease.net</a>	Facebook	2,155
12/24/16	All we want for Christmas is to protect our Bay & keep it healthy! Be sure to #CeaseTheGrease when cleaning up after your Christmas feasts.	Twitter	336
12/31/16	Have you made your New Year's resolutions yet? In 2017, resolve to protect the Bay in your own home every day! Take the pledge to #CeaseTheGrease in your kitchen.	Facebook	1,742
12/31/16	Made your New Year's resolutions yet? In 2017, resolve to protect the Bay by taking the pledge to #CeaseTheGrease at <a href="http://goo.gl/rhOSus">goo.gl/rhOSus</a>	Twitter	145

1/5/17	Cease the grease! Recycle it. Our column in this month's @CoastalAngler: <a href="https://t.co/T9hJJKVjYu">https://t.co/T9hJJKVjYu</a>	Twitter	459
1/5/17	Cease the Grease! Recycle it. Our column in this month's Coastal Angler Magazine Texas. <a href="http://coastalanglermag.com/galveston-bay-foundation-recycle-grease/">http://coastalanglermag.com/galveston-bay-foundation-recycle-grease/</a>	Facebook	1,282
1/10/17	Got used cooking oil? Get rid of it at our @NassauBayTX recycling station! #CeaseTheGrease #LoveOurBay	Twitter	649
2/7/17	Still unsure what to do with that leftover #SuperBowl frying oil? Recycle it! Find a recycling station near you at <a href="http://ceasethegrease.net/recycling">http://ceasethegrease.net/recycling</a>	Twitter	821
3/27/17	Take your eco-friendliness to a new level by recycling your used cooking oil! Find a recycling station near you at <a href="http://ceasethegrease.net">http://ceasethegrease.net</a>	Twitter	568
5/24/17	Help drippy navigate grease clogs & defeat the grease monster in our Cease the Grease game at <a href="http://www.ceasethegrease.net">http://www.ceasethegrease.net</a> ! Thanks @TAMU students	Twitter	1,047
5/24/17	Help drippy navigate through grease clogs in the pipes and defeat the grease monster in our new Cease the Grease game! Visit <a href="http://www.ceasethegrease.net">www.ceasethegrease.net</a> to play. Thank you to the computer science students at Texas A&M University who made this great game.	Facebook	1,902
7/5/17	Did you bring the deep fryer out to celebrate this weekend? Don't know what to do with the leftover oil? Recycle it! <a href="http://ceasethegrease.net">http://ceasethegrease.net</a>	Twitter	1,906
11/30/16 - 1/2/17	KPRC - Sponsored Content		119,422
11/8/16 - 1/2/17	KPRC - Digital Video and Live Stream		235,000
12/1/16 - 12/31/16	Pandora Digital Ad		446,612
5/26/17 - 9/15/17	Houston Public Media		530,419
6/1/17 - 9/30/17	Houston Press		1,215,098
8/28/17 – 9/23/17	Pandora Digital Ad		631,578
Total			3,078,593

### 3.3 Outreach Activities Schedule

Once these varied regional organizations became associated with the campaign, GBF coordinated with them and their community to schedule CtG partner presence at community outreach events with educational booths. At these events, print materials were distributed to the audience. Educational games and activities were used at the booths to engage children and, in turn, thereby engage their parents. Throughout Cycle 20, the CtG message was represented by GBF and partners at 51 events, effectively reaching more than 14,000 people. While in-person events are less effective in reaching a huge audience than mass-media campaigns, they are still very important to



campaign distribution strategies because they provide an outlet for quality discussions with, and input from, the community. Please see Table 5 for a list of these outreach events.

**Table 5. Schedule of outreach activities, including presentations and booth events.**

<b>Event Date</b>	<b>Event Attended</b>	<b>Audience</b>	<b>Event Description</b>
10/3/2015	La Porte Sip and Stroll	400	Booth distribution of FOG disposal and recycling tips with household outreach items
10/24/2015	City of La Porte Rain Barrel Workshop	20	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
11/7/2015	Nassau Bay Rain Barrel Workshop	25	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
11/14/2015	Keep Friendswood Beautiful Fall Haul	200	Booth distribution of FOG disposal and recycling tips with campaign banner displayed
1/13/2016	State of the Bay Symposium	50	Booth distribution of FOG disposal and recycling tips with household outreach items
2/13/2016	UHCL Rain Barrel Workshop	4	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
3/5/2016	Baytown Rain Barrel Workshop	22	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
3/19/2016	Southwest International Boat Show	15	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
4/9/2016	Galveston Rain Barrel Workshop	24	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
4/16/2016	Earth Day Houston	250	Booth distribution of FOG disposal and recycling tips with household outreach items
5/12/2016	Soul Surfer Event	10	Booth distribution of FOG disposal and recycling tips with household outreach items
5/14/2016	Bay Day	3,800	Booth distribution of FOG disposal and recycling tips with household outreach items
5/21/2016	Houston Zoo Rain Barrel Workshop	75	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
6/3/2016	GBEP Emergency Planning Committee Workshop	175	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG

6/8/2016	World Oceans Day	50	Booth distribution of FOG disposal and recycling tips with household outreach items
6/11/2016	Bolivar Rain Barrel Workshop	47	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
6/25/2016	Seabrook Rain Barrel Workshop	57	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
6/29/2016	GBF Open House	50	Open house included distribution of FOG disposal items and campaign giveaways
7/16/2016	Pasadena Rain Barrel Workshop	80	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
7/22/2016	City of La Porte Summer Camp	18	Booth distribution of FOG disposal and recycling tips with household outreach items
7/22/2016	Houston Zoo Cool Nights	300	Booth distribution of FOG disposal and recycling tips with household outreach items
7/30/2016	Houston Zoo Beach Bash	50	Booth distribution of FOG disposal and recycling tips with household outreach items
8/6/2016	Friendswood Rain Barrel Workshop	65	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
8/11/2016	Surfrider Foundation Monthly Meeting	15	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
9/17/2016	Webster Rain Barrel Workshop	60	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
9/17/2016	Gatorfest	100	Booth distribution of FOG disposal and recycling tips with household outreach items
9/24/2016	Southwest International Boat Show	6	Booth distribution of FOG disposal and recycling tips with household outreach items
9/24/2016	La Porte Health and Safety Fair	500	Booth distribution of FOG disposal and recycling tips with household outreach items
10/5/2016	Venture Scout Troop 464 Rain Barrel Workshop	15	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
10/26/2016	GHAZK Lunch and Learn	15	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
11/7/2016	Celebration Seabrook	30	Booth distribution of FOG disposal and recycling tips with household outreach items

12/1/2016	La Porte Christmas on Main	25	Booth distribution of FOG disposal and recycling tips with household outreach items
2/9/2017	La Porte Bayshore Garden Club	40	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
3/4/2017	Galveston Rain Barrel Workshop	60	Presentation including ways to measure and reduce bacteria in Galveston Bay via reduction of FOG
3/28/2017	Keep Friendswood Beautiful	20	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG including the establishment of an oil recycling facility
4/8/2017	Houston Zoo Rain Barrel Workshop	70	Presentation including ways to measure and reduce bacteria in Galveston Bay via reduction of FOG
4/15/2017	REI Outdoor Expo	25	Booth distribution of FOG disposal and recycling tips with household outreach items
4/21/2017	UTMB Earth Day	50	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
4/21/2017	Water Monitoring Phase I and II Training	15	Presentation including ways to measure and reduce bacteria in Galveston Bay via reduction of FOG
4/27/2017	City of Houston Water Week	500	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
5/13/2017	Bay Day	6,000	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG (through H-GAC partnership)
5/20/2017	Nassau Bay Rain Barrel Workshop	70	Presentation including ways to measure and reduce bacteria in Galveston Bay via reduction of FOG
6/8/2017	World Oceans Day	100	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG (through H-GAC partnership)
6/10/2017	Chambers County Rain Barrel Workshop	27	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG.
6/12/2017	I-Plan Public Meeting	12	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG.

7/22/2017	Pasadena Rain Barrel Workshop	18	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG.
8/5/2017	Nassau Bay Street Eatz	100	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
8/12/2017	Back the Bay Day at the Houston Zoo	100	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG (through H-GAC partnership)
9/10/2017	Brews & Barrels: Saint Arnold Rain Barrel Workshop	70	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG.
9/23/2017	La Porte Health and Safety Fair	250	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
	<b>TOTAL:</b>	<b>14,170</b>	

### *3.4 Campaign Strategy Toolkit*

The Campaign Strategy Toolkit was developed by GBF with workgroup input, and helps guide new partners and interested parties as they get involved in the CtG campaign. The toolkit thoroughly details CtG by explaining the importance of the campaign, its audience, the workgroup, materials available to partners and interested parties, methods and strategies of distribution, outreach tracking strategies, and the benefits of partnering with CtG. This deliverable has been completed as a printable paper copy this cycle, and is included in Appendix III. We hope to update the toolkit with our new logos and graphics, and also make this toolkit accessible on the CtG website for the entire region to access and use, in the coming months. This toolkit offers great insight into the campaign's mission and functionality, sets the guidelines for partnerships, and demonstrates the ease of use of campaign materials.

## *Task 4. Launch Pilot Cooking Oil Recycling Program*

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In Cycle 20, GBF launched the pilot cooking oil recycling program. While there are a handful of recycling centers around the Houston-Galveston area that accept cooking oil, many of these are either concentrated in certain areas (City of Houston, Pearland, Galveston) or do not advertise that they accept cooking oil in a manner that makes them accessible to the region's population. Therefore, GBF sought to increase engagement in the Cease the Grease campaign by setting up cooking oil recycling stations throughout the greater Houston area in order to make it easier for individuals to recycle collected cooking oil. Ultimately, this component of the campaign was aimed at reducing barriers to proper FOG disposal. GBF would connect interested parties with oil haulers to transport the collected oil to a local recycling facility, and work with both the hauler and the recycling partner to promote, fund, and install the station. A full description of responsibilities can be found in Appendix V.

Originally, GBF identified League City and Pasadena as two potential partners with an interest in

setting up and maintaining recycling stations. However, approximately six months into Cycle 20, both cities lost the necessary funding and motivation to establish these stations. Therefore, GBF had to re-start the search for potential partners and develop a more cohesive and concrete set of responsibilities to better communicate what exactly would be required of partners. Nassau Bay signed on as a partner towards the end of 2016, and Seabrook signed up in the summer of 2017. Both cities were reimbursed for the purchase of their recycling stations, both received various marketing and outreach materials from GBF, and both are serviced by Dependable Cooking Oil Services. The agreement between the City of Nassau Bay, GBF, and Dependable Cooking Oil Services can be seen in Appendix V. As of July 2017, Nassau Bay has received over six gallons of recycling cooking oil from its residents. We are continuing to work with other organizations, including South Shore Harbour Marina, Keep Friendswood Beautiful, and Texas A&M Agrilife Extension Service, to establish additional recycling stations in strategic locations. Though these stations typically do not receive a steady stream of deposited cooking oil (they are much more sporadic, and occur over certain holiday weekends or times of the year), GBF and its partners agree that the relatively low cost of maintaining these stations certainly makes them a worthwhile investment for municipalities seeking to prevent SSOs or organizations hoping to promote the proper disposal of FOG.

## *Task 5. Project Monitoring and Reporting*

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GBF is continuously looking for ways to improve our tracking methods in order to better measure behavior change and environmental improvements resulting from the CtG campaign. Due to the nonpoint source, temporal nature of fats, oils, and grease pollution, it can be difficult to attribute the cause of SSOs to FOG unless explicitly identified at the point of the overflow. This results in an underreporting of SSOs caused by FOG, as overflows caused by FOG generally coincide with multiple issues, such as aging infrastructure, torrential rainfall, and organic plant debris adding to the blockages. In fact, while compiling the SSO data for the Houston-Galveston region, GBF encountered many causes of overflows described simply as “blockage,” “clog,” and “debris.” Additionally, the City of Houston does not require SSO data to include the volume of overflow. While this is not an essential metric to analyze for the CtG campaign, from an environmental standpoint it is important to understand just how much untreated water is running off into our communities and the Bay from SSOs. Unfortunately, there is not much GBF or its partners can do in this regard other than to continue to ask the City of Houston to strengthen its reporting requirements. Poor identification and underreporting are just some of the challenges GBF faces in reporting accurate campaign progress. As a result, the data reported in this section should be considered conservative and incomplete. The following sections will detail results for this funding cycle and will address opportunities for improvement going forward.

### *5.1 Marketing and Outreach Impressions*

GBF developed a number of outreach tracking sheets and provided them to workgroup members and partners to fill out on a quarterly basis. Currently, GBF uses a simplified tracking sheet attached to pre-set emails and monthly newsletters that are distributed to workgroup members to track campaign outreach. We also invite phone calls to verbally record this information, if preferred by the partner. This strategy was implemented near the end of Cycle 19, and GBF will continue to monitor partner response and pursue effective partner tracking approaches in the future.

## 5.2 *Change in Knowledge Levels*

Measuring the change in knowledge levels of the public was a challenge for the CtG campaign during this cycle. A survey was created to measure the public's pre-existing knowledge about proper FOG disposal before campaign education efforts were under way, and this survey was placed on the CtG website and distributed largely via social media. This survey and a summary of the responses is included in Appendix IV, for reference. Though we had relatively low response rates, GBF was able to gain some insight into the respondents' behaviors and the impact of the Cease the Grease campaign. Out of the 89 responses received during Cycle 20, approximately 60% typically dispose of FOG by collecting it in a container and throwing it out. Only 11% of respondents reported that they pour FOG down the sink. 59.5% of respondents were unaware that cooking oil could be recycled, and 97.5% considered the Cease the Grease campaign to be effective. Surprisingly, 67.5% indicated that they had changed their behaviors based on the campaign. The respondents varied widely by age group, approximately 68% were Caucasian, 55% were female, 72% owned their own home, and 81% lived in a single-family home. It's worth noting that not all 89 respondents answered each question.

GBF hopes to continue efforts with this survey through implementation of new surveying strategies. Potential strategies include developing a shorter survey, distributing the survey to people during boothing events, enlisting the help of Boy Scouts that are in search for Eagle Scout projects, and working with public works departments to reach their customers directly.

## 5.3 *Performance Indicator Tracking*

In order to track the performance of the CtG campaign, GBF collaborated with the workgroup to determine a set of performance indicators. In addition to the partner engagement, outreach, and marketing indicators listed in previous sections, additional agreed-upon indicators included: 1) the number of SSOs caused by FOG annually in the Galveston Bay region, 2) the number of line cleaning events performed annually, and 3) the number of grease trap inspections performed annually. Although these last two indicators were agreed upon by the workgroup, GBF had difficulties compiling this information due to lack of partner response. Line cleaning event and grease trap inspection data were requested numerous times during workgroup meetings, through email, through newsletters, and in-person. Unfortunately, GBF has yet to get a significant response from CtG workgroup members or partners as to how best to collect this data. GBF will now use this knowledge to reassess performance indicators for next cycle and determine if there are any stakeholder groups currently not represented in our workgroup that should be added to ensure we have access to the best available data.

<i><b>Cycle 19</b></i>			
<b>Year</b>	<b>SSOs Caused by FOG</b>	<b>Total # of SSOs</b>	<b>% of SSOs Caused by FOG</b>
2014	493	1,265	39%
2015	542	2,009	27%
<b>Total</b>	<b>1,035</b>	<b>3,274</b>	<b>32%</b>
<i><b>Cycle 20</b></i>			
2015	23	563	4%
2016	517	2,080	25%
2017	3	10	30%
<b>Total</b>	<b>543</b>	<b>2,653</b>	<b>20%</b>



GBF was, however able to compile SSO information with assistance from H-GAC and TCEQ. These data represented the number of SSOs for all of the domestic WWTFs and large MUDs located within the municipalities involved in the CtG campaign for 2015, 2016, and 2017 as well as a handful of WWTFs and municipalities outside of the formal campaign but in the surrounding Houston-Galveston area. GBF then sorted by cause of incident; GBF only pulled data that had the word “grease” in the description, which provides very conservative figures and results. Table 6 shows the breakdown of SSOs per year, and provides percentages of SSOs caused by FOG for both years. Please note that while there seems to be a discrepancy in percentages of SSOs caused by FOG in this table and the campaign’s proclaimed 50% statistic—there is not. The CtG campaign’s 50% of SSOs in our area caused by FOG statistic was based on 10 years of data (2001 – 2011) from the 18 permittees in the oyster waters project area. The data set used for Table 6 is a different set of permittees and only one full year of data (with approximately three months of 2015 data and six months of 2017 data), which explains why these percentages appear in contrast to one another. Evidently, there seems to be a decrease in the percentage of SSO incidents caused by FOG when comparing Cycle 20’s data to Cycle 19’s (both of which are decreases compared to the 2001 – 2011 dataset). As this is preliminary data for tracking the CtG campaign, however, it is hard to determine if this is the beginning of a trend or not. In the future as the campaign continues, more data will be necessary to see if this decrease is a trend or simply annual variability.

## *Task 6. Conclusions and Lessons Learned*

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The Cease the Grease Campaign saw many rewarding enhancements during Cycle 20. The campaign workgroup provided excellent input, insight, and support throughout the implementation of the CtG campaign. Regional partnerships continue to grow as more WWTFs, municipalities, and organizations learn about the campaign message and the workgroup’s active measures to create change through influencing policy and behaviors regarding fats, oils, and grease. Through mass social media and television campaigns, outreach and booth activities, and collaboration between GBF and partners, CtG was able to reach over a million people in the Houston-Galveston region this cycle. Moving forward, the campaign will seek to strengthen the involvement of municipalities, individual citizens, and other non-profits while seeking to engage underrepresented stakeholders such as restaurants, apartment dwellers, and school-aged children.

GBF will continue to evaluate the feasibility of establish new cooking oil recycling stations throughout the Houston-Galveston area, improve targeted outreach initiatives, and refine the campaign base on available funding and demand. The oil recycling stations in Nassau Bay and Seabrook are successes, and are being well received and utilized by the public. The residents of the communities surrounding Nassau Bay and Seabrook are appreciative of the efforts of the CtG campaign to provide convenient locations where they can recycle their used cooking oil. The oil recycling program has also provided GBF a great opportunity to build upon existing partnerships with cities and organizations involved in the CtG workgroup. GBF will continue to seek ways in which we can increase partner participation in the oil recycling program. Dependable Cooking Oil Service has agreed to haul the oil from our stations and provide oil receptacles free of charge indefinitely. We believe this will open more opportunities for local partnership since we are experiencing success with the first two stations we have established.

To summarize our major findings, over 60% of workgroup members and regional partners directly contributed to campaign activities, such as assembling and distributing education packets, connecting GBF to audiences for giving presentations, implementing the campaign in their business or municipality, and providing technical assistance for mass-marketing outreach campaigns. Through education booths, presentations, and print media, CtG reached over 14,000 people at 51 live events. GBF was able to make over 3 million impressions with the CtG campaign message through just four media outlets and two social media platforms. These numbers will continue to grow as the social media strategies and graphics continue to be developed by GBF and by campaign partners. Lack of participation in public surveys, as well as outreach tracking and data input by the campaign workgroup was the largest challenge for performance indicator tracking, and moving forward GBF will try new techniques to encourage partner participation in reporting. Although too soon to draw conclusions, SSO data indicated a percentage decrease in SSOs caused by FOG between 2014 and 2015. This data will continue to be collected and monitored as the campaign gains traction and success in the Houston-Galveston region.

Overall, GBF and the workgroup are pleased with the initial implementation of the campaign and the progress it has made thus far. The information collected during this cycle will assist us as we continue to strive for increased community outreach, impressions made, and observed behavior change. GBF recognizes that the CtG campaign is a complex balance of educating the public, coordinating with municipalities, and driving cultural and behavioral change. We look forward to continuing work on this project as funding becomes available. Thank you to the Coastal Management Program and NOAA for your support of this important environmental, economic, and public health issue.

## *Appendix I: Workgroup Members and Meetings*

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## **Task 1: Facilitate Cease the Grease Workgroup**

### **Workgroup Meeting Minutes**

**Tuesday, October 27th, 2015 2:00PM-3:30PM**

Nassau Bay City Hall – Conference Room  
1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

**Attendance:** Charlene Bohanon (GBF), Neally Rhea (GBF), Paul Lopez (City of Nassau Bay), Cathy Gray (City of Friendswood), Celina Gauthier (TX Coastal Watershed Program), Charriss York (TX Coastal Watershed Program), Bill Goloby (City of Houston), Linda Shead (Double Bayou Watershed Partnership), Brandie Minchew (Double Bayou Watershed Partnership), Bianca Locke (City of Pasadena)

**I. 2:00PM-2:05PM: Welcome**

- a. Introductions

**II. 2:05PM-2:10PM: I-Plan & Funding Update**

**III. 2:10PM-3:20PM: Cease the Grease**

- a. 2:10PM Outreach tracking

- i. What we've accomplished so-far this year [This time last year: evaluating performance measures, discussing landing page, planning toolkit, discussing handout materials.](#)

[Now: launched mobile-optimized website, launched survey, attended over 20 events, and organized mass media outreach,](#)

- Impressions: July 4<sup>th</sup> – 51,300 YouTube impressions; 13,500 in person (3,900 adults and 4,800 youth); total ~65,000
  - Social media: FB reach 18,715; 629 interactions; 931 clicks
  - Website traffic: 86% new sessions, 245 users have visited page, 285 sessions recorded indicating some people are visiting more than once, 580 individual page views.
  - Print Publications: 2-3 this year
  - GRAND TOTAL: 84,000 people have seen the campaign through our website, social media, or YouTube. (not including July 4<sup>th</sup> web tracking)
  - Shoutout! League City and La Porte – our two most involved partners!
- ii. Review of new graphics and materials [Focus on distribution! Interest remains for sharing a booth-game. GBF can order handouts/booth items for partners if notified in advance.](#)

[Questions: How can we maximize the impact of using the handouts? What events are best to go to? How can we involve the City of Anahuac?](#)

[Tips: Set out only a few items at a time. Always distribute an item with a](#)

handout or infographic. Be watchful-only give items if the participant plays a game or participates in your booth. Outreach tracking can be helpful for knowing which events are good to attend. Write to GBF and we can ask around!

- iii. “What revisions do you need to utilize these graphics?”
  - 1. Web banners, print ads, bill inserts, color edits, dimensions, etc.
- b. 2:30PM Campaign website
  - i. Review of helpful features: survey, map, tips,
  - ii. Opportunities for partners to use the website: partner page, upcoming events, latest news, stories *As we drive more people to the website, that means more visibility for you!*
- c. 2:40PM Holiday mass media outreach
  - i. Review of 2014 plan
  - ii. KPRC suggestions for this year *Website visits: 42% are age 35-44, 62% female,*
  - iii. “What holiday events do you have coming up where we can do outreach?”  
*Lots of upcoming events were provided as outreach possibilities, such as:*
    - Pasadena Taste of the Town - November
    - Friendswood Home for the Holidays – December 12th
    - Houston Rodeo – March 1<sup>st</sup>-20th
    - Pasadena Rodeo and Cook-Off Event – September 11th-19th
    - County Fairs and Farmers Markets - Ongoing
    - Strawberry Festival
    - Friendswood Fall Hall – November 14<sup>th</sup>
    - Oak Island Christmas Boat Parade
    - .... and others.
- d. 3:00PM Recycling stations
  - i. Pilot-cities: League City & Galveston
  - ii. Two installation options
    - Drop-off station with Cease the Grease imagery (League City)
    - Pour-in station for free through Hauler with no imagery
  - iii. Pros v. cons and other important information *SSO clean-ups are very costly (\$3,500). Stations may need to be monitored by police. Be mindful of flood zones and areas that frequently flood. Aesthetics are important, as well as cleanliness. How often is the oil picked up? What sizes of containers can be left at the station and what are the exact dimensions of the station? Small station is better. Public works may do pick-up.*

**IV. 3:20PM-3:25PM: Action Item**

- a. Review Public Participation Plan
- b. Send your upcoming holiday events to GBF.
- c. Send graphic revisions to GBF.

**V. 3:30PM: Adjourn**

- a. *Next meeting time: Tuesday, January 12<sup>th</sup>, 2016*

## **Tuesday, February 2nd, 2016 2:00PM-3:30PM**

Nassau Bay City Hall – Conference Room  
1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

**In Attendance:** Neally Rhea (GBF), Charlene Bohanon (GBF), Sarah Cunningham (GBF), Luz Locke (City of Pasadena), Catharine Gray (City of Friendswood), Charriss York (TX AgriLife/TX SeaGrant), Celina Gauthic Lowry (TX AgriLife/TX SeaGrant), Lisa Marshall (GBEP), Susie Blake (City of League City), Paul Lopez (City of Nassau Bay), Bill Goloby (City of Houston), Angelica Luna (KPRC)

### **I. 2:00PM – 2:05PM: Welcome**

- a. Introductions
  - i. Sarah Cunningham, the new Water Quality Outreach Coordinator, was introduced to the workgroup as Neally Rhea's replacement. This workgroup meeting was Neally's last meeting.

### **II. 2:05PM – 3:20PM: Cease the Grease**

- a. 2:05PM Outreach tracking
  - i. 2015 year-end review
    - 1. Everyone was very happy with the success of the holiday campaign, and looking back on the program, CtG has grown tremendously since the beginning of 2015. Social media campaigns consisted of 23 posts via Facebook and Twitter, resulting in 26,446 hits. Ceasethegrease.net was built, resulting in 649 users; 757 sessions; 1,462 page-views—85.7% of which were new. Campaign development consisted of three games, multiple outreach fliers, graphics, and handouts. We created a monthly newsletter and secured an increase in funding for time being. CtG campaign has been present at 29 events and created 11,600 face-to-face encounters. **Looking forward, we have goals to introduce Spanish video ads and website, spring-themed graphics, English radio PSA ads, and cooking oil recycling stations.**
    - 2. Should we be tracking the Corral the Grease campaign along with ours? Consensus was **yes**. GBF will not use their tracking data in our grant reports, but the data is still useful to obtain, because it allows us to see regional success of the campaign messaging.
  - ii. 2015 holiday campaign success and comparison to last year
    - 1. Results for YouTube distribution were 3.5 times higher this year, with 78,000 people watching the entire video; this was done using the same budget and set up as last year. In 2014, the campaign saw a higher click-through rate, however, in which people clicked



through to the website to learn more. Leader board results were consistent with leading re-roll for KPRC.

- iii. “How can we make it easier and quicker for partners to report their outreach tracking to GBF?”
  - 1. Newsletter still beneficial to partners? YES! Newsletters serve to jog the memory, and remind partners of materials available for use. Great way to remind partners of upcoming meetings, past meeting material covered, and to report outreach tracking.
  - 2. Outreach tracking excel sheet is too detailed and too time consuming for partners to fill out—makes partners feel that GBF is asking too much of them. Partners want GBF to move towards a more simple form of 5 questions: Outreach- What organization? Where? When? How many people reached? Campaign materials used? This will be on a paper format, as well as in email format as a button on the newsletter. Partners ask for consistency in placement of button/color/name of button – GBF will locate this button at the top of each newsletter, instead of at the bottom as in the past. Partners are also open to calling GBF’s WQ Outreach Coordinator to tell her what outreach events have been done and she will fill out a form for the partner. A button containing the link to the form will also be placed on the partner page of the Cease the Grease website. Simplicity and ease of use is key.
- b. 2:20PM Game and handout cost-sharing
  - i. Review of Race Against the Grease Monster game
    - 1. Workgroup watched the H-GAC video demo of the Race Against the Grease Monster game. Three tubes are hidden from view of the participant by campaign flier. Each of the three tubes is filled with a different amount of spray foam (which represents grease). When the participant drops a marble down each tube, the time it takes for it to drop into the tray differs depending on “grease” present. These games help participants conceptualize the negative effect of grease on sewage system pipes. Partners reassert that they wish to use the games at outreach events – therefore, they are willing to continue pursuing the purchase of these games.
  - ii. Cost-sharing explanation and analysis
    - 1. Partners wish to share the cost of these games, and for GBF to manage the games—house at their office, keep track of partner use, maintain games, and update campaign fliers for games. The cost of each game was \$155 for H-GAC. Prices may be different for GBF and partners. If 5 partners share costs of 3 games, will cost each partner \$93. If 10 partners share cost of 5 games, will cost each partner \$77.50. If 5 partners share cost of 1 game, will cost \$31 per partner. These games can be purchased with a credit card, and GBF will factor in the price of replacement fliers up front and the cost of marbles, as well as maintenance costs.
    - 2. Partners also wish to cost-share purchase of campaign materials: both educational and giveaways. Partners will tell GBF how many of each campaign material they would like, and GBF will make

- one large order to receive reduced prices. Materials include: fliers, postcards, stickers, scrapers, funnels, can lids, etc.
- iii. Partner input: “How can we make these games most effective, and easily accessible to partners?”
    - 1. Partners wish for GBF to keep the games at their office. This will provide more opportunities for partners and GBF to see each other face-to-face more often. This opens up communication and strengthens partnerships. Partners also request that GBF provide a form—before and after borrowing a game—for partners to fill out outreach tracking specifics. Makes reporting easier, and more instantaneous.
  - c. 2:45PM Public education and outreach events
    - i. Outreach possibilities review – Did not have time to discuss
    - ii. Houston Rodeo March 1<sup>st</sup>-20<sup>th</sup> –Did not have time to discuss.
      - 1. For those who stayed after meeting time, options on how to tackle Houston Rodeo were discussed. KPRC may be able to get a segment on CtG. Chili cook-off may be best way to introduce campaign to Rodeo-goers.
    - iii. Event outreach process, materials, partnership opportunities
      - 1. New Partner Packet – No time
        - a. Available now!
      - 2. Toolkit draft review – No time
        - a. Toolkit will be accessible to partners by early March.
  - d. 3:00PM Oil recycling
    - i. Update on oil hauler, recycling cages, & other research
      - 1. Partners are happy to hear about continued planning for implementation of pilot recycling program. Partners feel that piloting the program at apartment complexes is a good way to have data necessary for comparing before/after line cleaning data and therefore success of the pilot program. The WQ Outreach Coordinator will send out a review of the oil recycling information with the meeting minutes. Partners suggest different ways to obtain recycling cages. Cages cost \$895.00 and \$755.00 for tall and small grease stations, respectively. Partners suggest having Boy Scouts build wooden cages to get their patches to assist with costs. Partners also suggest a “Build Cages Workshop Day” to cut on cage costs. Partners agree that individual containers are best way to collect oil – they do not like the idea of managing a large, open vat for oil collection. Now that this has been decided, an oil hauler can be contacted. Partners agree to help GBF find an oil hauler by making the necessary introductions and contacts. It was mentioned that Friendswood had a huge problem during the holidays with residents dropping off their oil at restaurants – this is something to keep in mind when pursuing the oil recycling program.
    - ii. Pilot cities plan and implementation process & dates
      - 1. Many ideas of locations to host recycling cages and potential partnerships came from conversations with Dallas Water Utilities. DWU partners with fire stations, community colleges, and Whole

Foods to host their recycling cages. Partners feel that setting up pilot cages where they can be looked after is best scenario – water utilities facility, apartment complex, city hall, etc. It has been discussed that a Boy Scout could potentially look after a pilot recycling cage to assist with the success of the program. Dates for implementing pilot program follow:

- a. 2/2016 – determine locations for League City and Galveston cages.
- b. 2/2016 – Secure oil hauler
- c. 3/2016 – order cages at beginning of month, and install by the end of the month.
- d. 3/2016 – Advertise oil recycling program and locations.
- e. 4/2016 – Month 1 of pilot program
- f. 5/3/2016 – Update workgroup on number of containers collected over first month of the program, as well as any money made off of the used oil.

**III. 3:20PM – 3:25PM: Action Item**

- a. 3:20PM Survey questions for performance indicators
  - i. Partners will be sent a survey to supply GBF with information necessary to report performance indicators to Grant manager by March 1<sup>st</sup>. Final Grant Report and all project tasks and deliverables are due March 31<sup>st</sup>.

**IV. 3:25PM - 3:30PM: Adjourn**

- a. Next meeting time: Tuesday, May 3rd, 2016

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**Tuesday, May 3<sup>rd</sup>, 2016 2:00pm-3:30pm**

Nassau Bay City Hall—Conference Room

1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

**In Attendance:** Luz Locke (City of Pasadena), Charlene Bohanon (GBF), Sarah Cunningham (GBF), Ranya Botros (City of Houston), Fabian Wolff (Enhanced Biofuels), Paul Lopez (City of Nassau Bay), Celina Gauthier-Lowry (Texas A&M AgriLife), Charriss York (Texas A&M AgriLife + Workgroup Chair), Lisa Marshall (GBEP), Bill Goloby (City of Houston)

**I. 2:00pm-2:05pm: Welcome**

- a. Workgroup Outreach Updates/Successes
  - i. Outreach Updates: City of Nassau Bay holds Friday Coffee in which citizens and local businesses can come discuss measures to “Cease the Grease,” etc. Nassau Bay believes that these events help educate citizens about FOG-related issues, and played a part in reduced SSO’s during recent flood events. Several weekends ago, the City of Nassau Bay recorded 4.5 inches of rain fall in the area, and had 0 sanitary sewer overflows! The City of Nassau Bay also started hanging Cease the Grease flyers at the building permit office in an attempt to advertise campaign messaging while the audience is held captive in line. The City of Pasadena conducts about 70 grease trap inspections every two weeks, and reaches

out to businesses with overflows and educates them about grease. The City of Pasadena is mostly Hispanic, low-income, less educated, and requires a different approach. The City of Pasadena recommends that we use simple language and educate about where wastewater goes, what we *can* put down the pipes, and discuss feminine products with high school health classes. People need the basics before they can understand why putting FOG down the pipes is bad. GBF reached about 200 people at the Earth Day Houston Booth with campaign messaging, as well.

## **II. 2:05pm-2:50pm: Cease the Grease**

### **a. 2:05pm School Curriculum Reveal**

#### **i. Newly developed school/Scout activity called *Water Warriors*.**

1. On April 3rd, GBF went out to North Houston to present to a group of Brownies, who were doing a series on the Importance of Water. GBF discussed how everything on Earth needs clean water to live, and keeping water clean is a big job – we need the help of “water warriors.” Taught about how people affect clean water through pollution. Pollution makes dirty water, which makes animals and people sick. Water warriors fight for clean water through their actions – one of which is defeating the Grease Monster.
2. Then we played Freeze Tag with one person as the GM and one person as a WW.
3. Then girls signed pledges, and received a Water Warrior certificate.

#### **ii. Review materials and discuss**

1. Prezi, pledges, and certificate. These materials are available to CtG partners in toolkit – and partners are welcome to edit them to fit their needs with proper logos.
2. Workgroup feedback on developed materials: Partners suggested emphasizing these activities to Junior Achievement – the City of Pasadena specifically would request materials in Spanish for the Pasadena Junior Achievement event, which touches about 4,000 kids. Partners also recommended advertising these activities to schools in the last weeks of the year, as they are looking for opportunities to not teach/have a break! Teachers are open to outside lessons that connect with real-world problems and stake TEKS curriculum. Partners suggested utilizing local UHCL Comic-Con student organization to develop comic graphics and such for education purposes. The City of Pasadena suggested developing an additional activity where kids throw certain materials down a toilet lid and then discuss what can, and cannot go “down the pipes.” Fun activity like corn hole, but educational.

### **b. 2:25pm Review Website**

#### **i. (Pending) Campaign toolkit located on website**

1. [www.ceasethegrease.net/toolkit](http://www.ceasethegrease.net/toolkit)

2. GBF is moving the campaign toolkit and all of the campaign materials onto the website for better visibility and easier access for partners and potential partners. GBF wishes to model the online toolkit after the Back the Bay campaign's formatting. Not only is GBF making this major change to the website, but GBF has also requested multiple smaller changes regarding simplifying the navigation toolbar on the website.
- ii. GBF requested changes
  1. GBF requested a simpler, more spaced-out navigation toolbar for the website, as well as audience-specific partner and materials pages. The workgroup compared the current Cease the Grease website with Back the Bay's website, and requested changes to make CtG's formatting more like BtB formatting. GBF also requested partner input about changing the term "apartment dwellers" to "apartment residents." The workgroup approved the terminology change.
- iii. Partner input/discussion
  1. Partners requested that teachers become a target audience for the campaign, and that the website prompts visitors of the toolkit to become a partner to the campaign for benefits of personalized outreach materials and direct impact on direction and success of the regional campaign.
- c. 2:40pm Oil Recycling Pilot Program Update
  - i. GBF's progress and next steps
    1. GBF has reached out to Target Productions to get more information about recycling receptacles. GBF is currently working on developing the design and color scheme for receptacles, so partners don't have to worry about "sore thumb." GBF wants to ask for Blue, Green, and "wood" colors, to emphasize "environmentally friendly" action of recycling used cooking oil. GBF is also designing the signage for the cage, and will be modeled after Dallas' signage. This signage will be made in both English and Spanish – one per door on the receptacle. GBF is anticipating the arrival of cage materials in person to decide color scheme.
    2. A FOG-renderer business owner for Enhanced Biofuels attended the workgroup meeting, and expressed the challenges involved in oil recycling. He suggested that GBF partner with a company that can recycle all aspects of the FOG – container and all. He also expressed that oil haulers depend upon large quantities of oil, and will not spend effort to collect small amounts of oil for the pilot program. Due to this, workgroup members suggested having the recycling cages manned by parks or city personnel, and having CtG partners collect oil at a central location to be picked up by an oil hauler once a month. This way there is considerable volume for the oil hauler, and the cages are more closely managed by campaign partners. The owner of Enhanced Biofuels reported preliminary findings based on a personal experiment in an

apartment complex in Houston: after implementation of his pilot oil recycling program, the costs of plumbing at the apartment complex **decreased by 50%!** *This* is why GBF is trying to initiate more oil recycling in our region – it saves money **and** is beneficial to the environment.

ii. Updated implementation timeline

1. Due to set backs by hiring an oil hauler, finding locations to distribute pilot recycling cages, and ordering the cages themselves, our initial timeline has been pushed back. GBF hopes to order and receive the first receptacles by late-June, and install the cages by mid-July.

**III. 2:50pm-3:25pm: Action Items**

a. 2:50pm FY 2017 Workgroup Meeting Schedule – Update Public Participation Plan

1. An updated PPP will be included in Monthly Newsletter for review

ii. Approve suggested meeting dates

1. Workgroup approved the following meeting dates: 8/2/16, 12/1/16, 1/31/17, 5/2/17, 8/1/17. These dates avoid major holiday months and busy seasons, but allow for planning campaigns for the major holidays. The workgroup also approved continued meeting time of 2:00pm – 3:30pm at Nassau Bay City Hall. Confirmation for partner approval will be asked for in the next Monthly Newsletter.

iii. Approve suggested workgroup meeting goals

1. See attached PPP.

b. 3:00pm Review Performance Indicators

i. Share line cleaning data and grease trap inspection data

1. See attached table.

ii. Discuss changing or continuing performance indicators for next fiscal year

1. Line cleaning data and grease trap inspection data were performance indicators agreed upon last year. As such, GBF included these performance indicators in grant proposals – if partners are unable to supply these indicator data results, then GBF is not able to meet our predetermined responsibilities. We received no feedback from partners when we requested this data. Are our municipality partners capable of obtaining and providing this information to GBF? Workgroup says yes – please confirm in response to these meeting minutes.

c. 3:15pm Collect Checks for H-GAC CtG Game

i. 5 partner cost-share of \$35.00 per partner for one game

1. City of Nassau Bay, City of Pasadena, Texas A&M AgriLife, City of Friendswood, and GBF have agreed to cost-share one game, which will be ordered soon.

d. 3:20pm Distribute New Campaign Giveaways

i. 20 funnels and 20 scrapers per partner

1. If partners are interested in additional giveaways, request them from GBF and we will send an invoice - \$0.72/scrapper and \$0.79/funnel.

**IV. 3:25pm-3:30pm: Adjourn**



**Thursday, August 4<sup>th</sup>, 2016 10:00am-11:30am**

Nassau Bay City Hall—Conference Room  
1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

**In Attendance:** Nate Johnson (GBF), Kaitlin Grable (GBF), Claire Everett (GBF), Paul Lopez (City of Nassau Bay), Susie Blake (City of League City), Bill Goloby (City of Houston) Lisa Marshall (GBEP), Kelsea Janak (GBEP), Cathy Gray (City of Friendswood), Angelica Luna (KPRC)

**I. 10:00am-10:15am: Welcome and Introduction**

**a.** Introduction of Nate Johnson and Kaitlin Grable

GBF has had some recent staff changes. Nate Johnson started in June as the new Water Programs Manager. Kaitlin Grable started in July as the new Water Quality Outreach Coordinator.

**b.** Workgroup Outreach Updates/Successes?

Since the last workgroup meeting, CtG has been represented at many great outreach events! GBF has handed out scrapers and funnels at all rain barrel workshops since the last meeting (Houston Zoo Beach Bash in May, Bolivar and Seabrook in June, Pasadena in July). GBF had a table at a World Oceans Day event hosted by Artist Boat in June and represented CtG by handing out scrapers and funnels. The event generated great interest in the program from children and adults. GBF also represented the CtG campaign at the city of La Porte's summer camp, a booth at the Houston Zoo's Cool Nights event, and the Houston Zoo Beach Bash in July.

**II. 10:15am-11:20am: Cease the Grease**

**a.** 10:15am Campaign Outreach Strategy

**i.** Introduce and discuss new campaign logo

GBF introduced their new logo suite to the workgroup for feedback. The logos will be officially released to the public and implemented in September 2016. With the implementation of these new logos, GBF is working to standardize our suite of logos to create a unified brand that reaches throughout all the programs. All new logos have a similar appearance to make them more recognizable and professional. The CtG logo has been simplified and made easier to read. Reception was positive, but it was suggested that drain in the logo should be modified to more accurately resemble a drain. GBF will consider the recommendations and see what can be done for the logo.

**ii.** Discuss new outreach and marketing strategies for the coming fall and winter

GBF introduced the idea of redesigning the Grease Monster to a more sleek, professional design that, though remaining consistent to the original design, is more youth friendly in order to address households and schools.

GBF will present the design to the workgroup before finalization.

**iii. Review and update video spots and mass media communications with KPRC**

GBF plans on campaigning around Thanksgiving and Christmas, and if the budget allows, Halloween as well. Instead of strictly video campaigns, GBF will be moving towards mostly sponsored content on KPRC's Click2Houston website. This will help CtG to target larger audiences, distribute a more robust message, link to different content, and advertise for other GBF programs. The sponsored content could also potentially increase the reach of CtG to more diverse stakeholders. Content would be developed by Claire and Kaitlin from GBF.

**b. 10:45am Oil Recycling Program Updates**

**i. Discuss oil recycling receptacles ordered**

GBF has placed an order for one large (22" deep x 48" tall x 25.5" wide) oil recycling receptacle from Target Productions. GBF decided on a brown "plastic wood," tan lattice, blue corrugated roof, and blue hi-density polyethylene shelf.

**ii. GBF's progress and next steps**

GBF needs to receive the receptacle, but doesn't yet have a set partner or location yet because of funding issues with initial partners and question of abundance for oil hauling.

**iii. Oil hauler and partner participation**

GBF needs to find either a) a public location that can install and maintain the station, b) a private partner who can guarantee a certain level of use, or c) a private partner and an oil hauler who can agree to haul without a full shipment.

**iv. Updated implementation timeline**

**c. 11:05am Restaurant Outreach**

**i. Brainstorm restaurant outreach opportunities**

Partners suggested looking up restaurant who have permitting and reaching out to those who are already employing good practices in their kitchens. It was also suggested to get in contact with a restaurant association in the Houston area.

**ii. Discuss effective restaurant marketing strategies**

Water Brigades is launching soon, GBF may be able to partner up the CtG timeline in order to introduce both programs to the restaurants. GBF has developed an idea of giving restaurants certifications to hang in their businesses to help their public reception with the community and help spread CtG's message with minimal effort on GBF's side.

**iii. Discuss partner roles in restaurant outreach**

If anyone has ideas for restaurants to partner with and/or has contacts in the industry, please email these to Nate and Kaitlin by August 15<sup>th</sup>, 2016.

**III. 11:20am-11:25am: Action Item**

**a. 11:25am Marketing Outreach Plan**

**i. Partner input**

GBF will be at the South West International Boat Show in September and

will bring CtG materials to give to participants. The City of Friendswood has reached out to GBF in regards to speaking at a meeting of the Recycling Club at Friendswood High School. GBF will continue to represent CtG at Rain Barrel Workshops and other such events. If anyone has ideas for potential outreach events, please email these to Kaitlin and Nate by August 15<sup>th</sup>, 2016.

**ii. Solidify outreach events for 2017**

Please see attached list of outreach events over the next quarter. If any of the workgroup members have additional opportunities in mind for CtG outreach, please email these to Kaitlin and Nate by August 15<sup>th</sup>, 2016

**IV. 11:25am-11:30am: Adjourn**

- a. Next meeting on Tuesday, November 1<sup>st</sup>, 2016 at 2:00pm-3:30pm at Nassau Bay City Hall**
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**Tuesday, November 1<sup>st</sup>, 2016 2:00pm-3:30pm**

Nassau Bay City Hall—Conference Room

1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

**In Attendance:** Nate Johnson (GBF), Kaitlin Grable (GBF), Paul Lopez (City of Nassau Bay), Bill Goloby (City of Houston), Lisa Marshall (GBEP), Cathy Gray (City of Friendswood)

**V. 2:00pm-2:10pm: Welcome**

- a. Workgroup Outreach Updates/Successes?**

Since the last workgroup meeting, CtG has been represented at many great outreach events! GBF has handed out scrapers and funnels at the Friendswood, Webster, and Scout Troop 464 rain barrel workshops. The CtG campaign was represented at various outreach events, such as the La Porte Health and Safety Fair, and Gatorfest. GBF presented at the Galveston Surfrider Chapter Meeting, Southwest International Boat Show, and a lunch and learn with the Greater Houston Association of American Zookeepers, where we discussed the CtG campaign.

**VI. 2:10pm-3:00pm: Cease the Grease**

- a. 2:10pm Website Features**

GBF has made some improvements and changes on our website, nothing too major but still worth mentioning to the workgroup.

- i. Introduce and discuss pledge**

GBF decided to make a Cease the Grease pledge, similar to the one on the GBWB website. It's a great way for people to take action and get involved with the campaign and the website. The pledge has its own tab where the

visitor can “check” off the habits they pledge to employ in their household. For example, they pledge to:

- never dump any FOG down the drain
- place oil and grease in sealable collection containers
- recycle used cooking oil at their nearest recycling station
- put the FOG that they do not recycle in the trash
- scrape oil, grease, and sauces from cookware and plates into the trash before rinsing and washing
- properly dispose of food scraps by throwing them in the trash and not down the drain
- encourage family, friends, and neighbors to Cease the Grease

The pledge can be viewed online at <http://ceasethegrease.net/take-the-pledge>

Bill Goloby from City of Houston suggested campaign giveaways for people who live in the area taking the pledge. This would involve GBF sending them a funnel or scraper in the mail.

**ii. Discuss updates to oil recycling station map**

Two locations were added to the website’s map when we discovered that the Galveston Island Eco Center and the Texas City Biosphere both accept used cooking oil in their recycling program. GBF is trying to make sure that the map is as accurate and up to date as possible before Thanksgiving.

**b. 2:20pm Oil Recycling Program Updates**

**i. Discuss oil recycling receptacles ordered**

The contact GBF had for ordering the recycling receptacle fell through and we’ve reached the point where it’s best to look elsewhere. GBF was not charged for the order since it was never confirmed, so we are free to pursue other avenues for the receptacle.

**ii. GBF’s progress and next steps**

GBF has started looking towards other ways to get a receptacle built. Possibilities include getting a scout troop in need of a badge project to build a receptacle. The build itself shouldn’t be too complicated, so it would be possible for a scout to take this project on. If not, GBF can find a local woodworking hobbyist to do the project. So far GBF has been in conversation with scout troops we have partnered with on other GBF projects and they have expressed great interest in taking on the oil recycling station build.

One of the workgroup partners asked if the City of Dallas has ever had an issue with their stations being moved or taken, GBF will get in contact with the City for an answer. GBF will plan for receptacles to be secured when they are installed.

**iii. Oil hauler and partner participation**

GBF still needs a partner location to keep the receptacle. Nate and Kaitlin will be contacting cities in the coming weeks to see if anyone can do so. For some cities it was an issue of the budget in 2016, but we’ll be looking to 2017 and partnership possibilities then. Once GBF has a partner city

and a place to put the receptacle then a partnership with an oil hauler can be solidified.

**iv. Updated implementation timeline**

Due to the obstacles we've encountered in establishing the recycling stations, we have made updates to the implementation timeline. Our deadline for setting up the two stations is now 30 June 2017, and we will have an additional two set up by 30 June 2018.

**c. 2:45pm Outreach Campaigns**

**i. Review fall social media campaign**

GBF wrapped up the fall social media campaign in October. GBF made 7 posts on our Facebook, and they made over 13,000 impressions. The posts received a total of 131 likes, 43 shares, and 59 link clicks to the Cease the Grease website. On Twitter the posts made over 3,000 impressions, were retweeted 11 times, favorited 15 times, and generated 6 link clicks. Facebook remains GBF's best avenue in terms of social media outreach.

Thank you to all who liked and shared the posts!

**ii. Discuss Thanksgiving and Christmas mass media campaigns**

GBF is in the process of creating the graphics for the Thanksgiving and Christmas social media campaigns.

GBF will be working with Angelica Luna in the coming weeks to finalize the KPRC content for the campaign.

GBF is also in final stages of developing the script for a Pandora ad campaign, which will launch in early December. For the Pandora ad, GBF is recording a 15 second audio advertisement that will be aired to Pandora listeners in the 77057, 77058, 77520, 77546, 77547, 77565, 77581, 77584, 77586, and 77598 zip codes. Since GBF is developing the script and recording independently, we are free to distribute the ad to any partners wanting to air it. Cathy Gray from City of Friendswood expressed interest in airing it on TV and radio. Please contact Kaitlin if you are interested in running the advertisement as well.

**VII. 3:00pm-3:20pm: Performance Indicators**

**a. Discuss grease trap inspections, line cleaning, other SSO data from partners**

At the beginning of this current funding cycle for Cease the Grease, workgroup members agreed upon using the following three measures from partner cities as performance indicators for the project:

- Number of sanitary sewer overflows (SSOs) in each partner city
- Number of grease trap inspections and number of grease trap violations in each partner city
- Number of line cleaning events and linear feet of line cleaned in each partner city

These data were discussed again with the workgroup, and all members present agreed that we should continue recording and reporting this information rather than modify the parameters or remove certain indicators. Therefore, partner cities will continue to collect this data and report this information to GBF when requested, so that GBF and Nassau Bay can follow through with this aspect of the contract.

The workgroup also agreed that it may be easier for GBF to collect SSO data directly from partner cities, rather than from TCEQ as it has in the past. This data is typically only collected once per year, but GBF will attempt to collect 2016 SSO data in the future from partner cities and supplement with data from TCEQ if necessary.

**VIII. 3:20pm-3:25pm: Action Item**

**a. 3:20pm Marketing Outreach Plan**

- i. Partner input**
- ii. Solidify outreach events for 2017**

The anticipated outreach event list for GBF has been attached the end of this document. As outreach opportunities arise, partners are encouraged to contact Nate or Kaitlin.

City of Nassau Bay is purchasing a 120 gallon oil storage tank (costing approximately \$200) in anticipation of Thanksgiving. GBF will contact oil haulers and evaluate the options to recycle the oil they will accumulate over the next month.

**IX. 3:25pm-3:30pm: Adjourn**

- a. Next meeting on Tuesday, January 31<sup>st</sup>, 2017 at 2:00pm-3:30pm at Nassau Bay City Hall**

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**Tuesday, February 7<sup>th</sup>, 2016 2:00pm-3:30pm**

Nassau Bay City Hall—Conference Room

1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

**In Attendance:** Nate Johnson (GBF), Kaitlin Grable (GBF), Paul Lopez (City of Nassau Bay), Bill Goloby (City of Houston), Danna Elizarraras (City of Houston), Lisa Marshall (GBEP), Cathy Gray (City of Friendswood)

**I. 2:00pm-2:10pm: Welcome**

**a. Workgroup Outreach Updates/Successes**

Since the last workgroup meeting, GBF has represented the CtG campaign at various outreach events, such Celebration Seabrook, La Porte Christmas on Main, and the Texas Recreation and Parks Society Conference. Danna Elizarraras shared that the City of Houston's Corral the Grease program has been successful in focusing its outreach to children.

**II. 2:10pm-3:15pm: Cease the Grease**

**a. 2:10pm Oil Recycling Program Updates**



- i. Discuss new partner, Dependable Cooking Oil Services  
We were referred to Mike McClere by Fabian Wolff, and he is very excited to partner with us on the Cease the Grease Cooking Oil Recycling Program! He is a commercial hauler who has been wanting to get into residential recycling, so he's very interested in helping us set up stations. He is agreeing to haul at no charge for the foreseeable future.
  - ii. Discuss Nassau Bay Oil Recycling Station  
After the last workgroup meeting, Paul Lopez approached us with the idea of establishing a season oil recycling station in Nassau Bay. We set it up around Thanksgiving and have been operating it since then in partnership with Nassau Bay and Dependable Cooking Oil Services. Recently there has been an increase in the amount of people expressing interest in the station and scheduling drop offs for their oil. Success!
  - iii. Discuss opportunities for partner participation  
Now that we have an awesome oil hauler on board, willing to haul at no charge, all we need is a place for the station! I have been in contact with several cities but no solid plans have been made. We have everything we need for these stations except places to put them. Preferably this location would be in a public area (maybe outside city hall, a fire station, public works, etc.) where we could have eyes on it pretty regularly. It would require minimal supervision and upkeep. If you are interested in partnering with us on this, please contact Kaitlin at [kgrable@galvbay.org](mailto:kgrable@galvbay.org)
- b. 2:30pm Website Updates
  - i. Updated recycling station map  
We added two locations to the map: 1) the Fort Bend County Recycling Center and 2) the Nassau Bay Oil Recycling Station. The map is completely up to date.
  - ii. Discuss Cease the Grease video game development  
We are partnering with a class at Texas A&M University to develop a game for the Cease the Grease website. We will provide the artwork and they will do the coding and programming to create the game as part of their capstone project. We hope that it will be a good way to draw people to the website and keep them engaged on it. It will be a simple game where you play as a water drop that has to run through the pipes and dodge grease blockages. The game will link the player to various CtG resources, for example: when the player loses a round they will be prompted to take the Cease the Grease pledge before they play another round.
- c. 2:40pm Apartment Campaign
  - i. Targeting campaign messaging to apartments  
After witnessing some big grease blockages in Nassau Bay's sewers and lift stations, we decided to start reaching out to apartment complexes with CtG campaign messaging. We will start off with complexes in Nassau Bay. After reaching out to these complexes, we will start moving beyond just Nassau Bay.
  - ii. Discuss media toolkit and outreach opportunities  
Kaitlin is putting together a media toolkit to distribute to local apartment complexes. It will include flyers, social media graphics, informational

packets, and giveaways (scrapers and funnels) for the complex management to distribute. We also hope to reach these populations through outreach events such as resident appreciation nights, etc. Paul will provide GBF with contacts for the apartment complexes in Nassau Bay. If anyone has suggestions for more complexes to reach out to, send them to Kaitlin at [kgrable@galvbay.org](mailto:kgrable@galvbay.org)

**d. 2:55pm Outreach Campaigns**

**i. Review holiday social media campaigns**

We wrapped up our holiday social media campaign. We made 10 posts on our Facebook, and they made nearly 20,000 impressions. The posts received a total of 153 likes, 50 shares, and 42 link clicks to the Cease the Grease website. On Twitter the posts made over 6,000 impressions, were retweeted 19 times, favorited 22 times, and generated 7 link clicks. Thanks to all who liked and shared the posts!

**ii. Review holiday mass media campaigns**

Through the Pandora ad campaign we made over 446,000 impressions and are still waiting on the results from the KPRC campaign. We are overall very pleased with the results from the Pandora campaign and we will consider partnering with them for mass media campaigns in the future.

**iii. Review outreach tracking for 2016**

We made a total of 17 posts on our Facebook, and they made over 33,000 impressions. The posts received a total of 286 likes, 93 shares, and 101 link clicks to the Cease the Grease website. On Twitter we made 19 posts which made over 11,000 impressions, were retweeted 31 times, favorited 40 times, and generated 13 link clicks.

Through the Pandora ad campaign we made over 446,000 impressions. Through KPRC we made over 130,000 impressions.

And through outreach opportunities such as boothing at events, presentations, etc. we reached nearly 6,000 people.

Total impressions for all Cease the Grease outreach is nearly 613,000.

**III. 3:15pm-3:25pm: Action Item**

**a. 3:20pm Marketing Outreach Plan**

**i. Partner input**

**ii. Opportunities for outreach events and campaigns for 2017**

Paul Lopez suggested an opportunity to represent the campaign at Nassau Bay's Party on the Square events in 2017. The first one will be in April and there will be three more throughout the year. Cathy Gray suggested outreach with Friendswood High School's Recycling Club. We would like to do more outreach with students and children. Lisa Marshall suggested getting in contact with PTAs about presenting an educational yet fun program. If anyone has outreach opportunities, please feel free to send them to Kaitlin at [kgrable@galvbay.org](mailto:kgrable@galvbay.org)

**IV. 3:25pm-3:30pm: Adjourn**

- a. Next meeting on Tuesday, May 2<sup>nd</sup>, 2017 at 2:00pm-3:30pm at Nassau Bay City Hall
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## **Policy and Outreach/Cease the Grease Workgroup Meeting Agenda**

**Tuesday, May 16th, 2016 2:00pm-3:30pm**

Nassau Bay City Hall—Conference Room

1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

**In Attendance:** Nate Johnson (GBF), Kaitlin Grable (GBF), Paul Lopez (City of Nassau Bay), Bill Goloby (City of Houston), Danna Elizarraras (City of Houston), Lisa Marshall (GBEP), Fabian Wolff (Enhanced Biofuels)

**I. 2:00pm-2:10pm: Welcome a.** Workgroup Outreach Updates/Successes Since the last workgroup meeting, GBF has represented the CtG campaign at various outreach events, such as Earth Day events around Houston and various rain barrel workshops. Bill Goloby shared that the City of Houston's Water Week at the Water Works Education was a great success! GBF had a booth there and we reached approximately 300 people.

### **II. 2:10pm-3:15pm: Cease the Grease**

#### **a. 2:10pm Oil Recycling Program Updates**

**i.** Updates on Nassau Bay Recycling Station Nassau Bay station has been going well!

We've had at least 6 gallons of used cooking oil dropped off this year. Drop off requests saw a large increase this spring. We hope to get lots of requests this summer!

**ii.** Discuss possible partnership with Keep Friendswood Beautiful Kaitlin went and met with KFB in late March to speak with them about the possibility of partnering on a recycling station. They had expressed interest and said that they could probably have the Friendswood High School's Recycling Club build it, and then they would help us find a home for it as well as help to maintain it. The idea of the recycling station was very well received by the group, and they already had a spot picked out for where they would house it (near a police station). They are still in discussion regarding the partnership, but they hope to have an answer for us at their next meeting (May 23).

**iii.** Discuss possible partnership with UHCL Kaitlin has been in discussion with a professor at UHCL on creating a partnership there. We got in contact with her because she is the Green Hawks (their version of a sustainability club) faculty advisor. She has a youth group that she may lead or somehow is involved with in Katy who she wants to build the station. We may just have someone else build it though. We presented her with several possible locations to house the recycling station, she has taken them to the university and is trying to get approval for one.

**iv.** Identify other possible partnerships in the community We are still looking for more possible partners in our community. We've started reaching out to local grocery stores (Kroger, HEB) to see if they'd be interested in partnering and establishing a station. We would really love to partner with HEB because they support green initiatives through a variety of community partnerships. They've partnered with orgs like Keep Texas Beautiful, Earth Share, Audubon, and some smaller programs like the Cibolo Nature Center. We hope to add GBF to that list! We're also trying to find some smaller, local grocers. In Galveston they have Seasons Gourmet Food & Grocer, and we would love to

partner with a very similar company in this area. If anyone has any ideas or contacts for grocery stores, local or not, please feel free to pass them along to Kaitlin.

#### **b. 2:35pm Website Updates**

**i. Discuss ideas for blog posts** We've been trying to post "blog posts" on the website regularly. They have topics like "How cooking oil is turned into biodiesel" and "Can cooking oil go in compost piles?" We wanted to toss this out there to get some possible topic ideas from the workgroup. If your city has a pipe blockage, or a sewer overflow or just some kind of "case study" we could post, pass the info along to Kaitlin. Paul Lopez suggested a post on a walkthrough of what happens after a blockage/SSO occurs. We will also be incorporating the GBAN app release into a post about reporting SSOs in the community.

**ii. Updates on video game development** Our game is done! Thanks to our amazing team of Aggie video game developers, we have a cool new game for our website! If any of y'all have played flappy bird, it's the same concept. You play as a water droplet named Drippy who has to jump a dodge grease blockages in a pipe to make his way to the Bay! It is now up on the website, so you can play it!

#### **c. 2:50pm Surveying Behaviors**

**i. Discuss opportunities for professional survey** We've been tossing around the idea of paying for a professional survey that will gather information on our constituents' behaviors regarding FOG disposal and make recommendations for how we can improve the campaign. Kaitlin has looked into several companies that conduct professional surveys, most of the websites who conduct these surveys can guarantee 250 responses for a range of prices from \$350 to \$700. The workgroup liked the idea of conducting a survey of this sort, but recommended getting a professional to look over the questions for wording issues, etc. We have several contacts in mind.

**ii. Discuss distributing surveys through workgroup partners** An alternative that we may want to consider is just emailing our connections and our workgroup members a brief CtG survey form (that would have 5-10 questions) and which includes questions like "what would make it easier for you to recycle grease," "what do you wish you knew about grease recycling", or anything else like that that lets them give us feedback to improve the program. This would be available in both paper and online form for your use according to the kind of outreach event at which you would gather information. If you have feedback on this idea, feel free to contact Kaitlin.

### **III. 3:15pm-3:25pm: Action Items**

#### **a. 3:20pm Marketing Outreach Plan**

**i. Updates on apartment outreach campaign** Kaitlin has distributed campaign media toolkits and giveaways to 4 apartment complexes in Nassau Bay. We provided them with flyers, funnels, and scrapers as well as a Dropbox link to some digital graphics they could include on their newsletters, social media, or any kind of communication they have with their residents. We'll be checking in with them in the next week or two to gauge the level of their participation before deciding whether to proceed with reaching out to more complexes. Paul recommended reaching out to Colony Oaks if we haven't already done so, since they recently completed a plumbing renovation that cost them \$160,000 because of the extent of grease blockages in their system.

**ii. Partner input and opportunities for outreach events** We are about to begin two mass media campaigns. One with Houston Public Media and one with Houston Press. Both

will run Memorial Day to September. Paul came up with the idea of having a Cease the Grease workshop for the residents of Nassau Bay. Bill shared that they would have a presence at the Houston Apartment Association expo at NRG later the same week of the meeting. If anyone has any outreach opportunities, please feel free to send them to Kaitlin at [kgrable@galvbay.org](mailto:kgrable@galvbay.org)

#### **IV. 3:25pm-3:30pm: Adjourn**

- a. Next meeting on Tuesday, August 1<sup>st</sup>, 2017 at 2:00pm-3:30pm at Nassau Bay City Hall
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### **Policy and Outreach/Cease the Grease Workgroup Meeting Agenda**

**Tuesday, August 1<sup>st</sup>, 2017 2:00pm-3:30pm**

Nassau Bay City Hall—Conference Room

1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

In attendance: Kaitlin Grable (GBF), Nate Johnson (GBF), Lisa Marshall (GBEP), Samantha Dunn (GBEP), Kristi Fluker (City of League City), Kevin Padgett (City of Seabrook), Paul Lopez (City of Nassau Bay), Bill Goloby (City of Houston)

#### **I. 2:00pm-2:10pm: Welcome**

- a. Workgroup Outreach Updates/Successes

We've had several outreach events since the last workgroup meeting, including 3 rain barrel workshops and World Oceans Day which combined allowed us to directly reach nearly 250 people. Kristi Fluker reported on some outreach efforts in League City where they have been providing bags with informational flyers (CtG included) to local apartment complexes for new residents. GBF will provide them with funnels and scrapers to be included in future bags.

#### **II. 2:10pm-3:00pm: Cease the Grease**

- a. 2:10pm Oil Recycling Program Updates

- i. New station in Seabrook

We introduced the newest member of our workgroup, Kevin Padgett from the City of Seabrook. Together with the City of Seabrook and Dependable Cooking Oil Services, GBF is working to get a recycling station established at their new public works office once they get moved in some time in the coming month.

- ii. Updates on other possible partnerships in the community

GBF is still in contact with Keep Friendswood Beautiful. They say they don't have a location for the station, and are still deliberating on the possibility of partnering with CtG. They meet every other month, so it may take a while before they decide. In the meantime, GBF has been in contact with other potential partnering organizations (local grocers, AgriLife extension, South Shore Harbor, Armand Bayou Nature Center) and will continue to try finding more recycling locations.

- b. 2:30pm Campaign Video

- i. Creating a short, informational video on PowToons

PowToons is an online video maker that we recently used to make a

GBAN promotional video. We are now using it to make a promotional CtG video. It will be less than a minute long and will highlight the basics of the campaign without getting too detailed so as not to lose the attention of the public.

**ii. Distribution and use for workgroup members**

Once complete, GBF will provide this video to the workgroup for use/distribution as needed. It will also be posted on ceasethegrease.net, and GBF's YouTube and social media.

**c. 2:45pm Updates on Mass Media Campaigns**

**i. Houston Press & Houston Public Media**

ceasethegrease.net has had 1,640 sessions from 1,405 users and 2,477 page views during these mass media campaigns. The web portion has been a success so far! Houston Press has provided over 800 clicks to the website with their ads. We're currently running some Facebook content as well that has received quite the response. So far the FB content has made over 43,000 impressions alone. Houston Press gives more impressions, while Houston Public Media is exposed to less people per dollar, but their audience is more active and engaged. These campaigns wrap up around the end of September.

**III. 3:00pm-3:25pm: Action Items**

**a. 3:00pm Marketing Outreach Plan**

**i. Fall and holiday season social and mass media campaigns**

**ii. Partner input and opportunities for outreach events**

Nassau Bay is holding their Food Trucks on the Square event on Saturday, August 5th. GBF will have a booth and represent the campaign there.

If you have any additional outreach opportunities or would like funnels/scrapers/CtG fliers for your outreach, please contact Kaitlin at [kgrable@galvbay.org](mailto:kgrable@galvbay.org)

**b. 3:15pm Final Report for CMP**

Please provide us with any of your data (SSO or outreach) by 8/15

If you are interested in reading the final report, please let Kaitlin know and she will send along a draft for you to look over.

**IV. 3:25pm-3:30pm: Adjourn**

**a. Next meeting will be held on Tuesday, November 7<sup>th</sup>, 2017 from 2:00pm-3:30pm at Nassau Bay City Hall**



## *Appendix II: Outreach Graphics and Materials*

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Figure 8. Revised grease monster design created during Cycle 20



Figure 9. Revised Cease the Grease logo created during Cycle 20



Figure 10. Cease the Grease sponsored content article and graphic for Thanksgiving 2016 with KPRC



When fats, oils, and greases (FOG) go down the drain at home, they stick to pipes and harden to create blockages. Clogged and damaged pipes can lead to sewer overflows, where raw sewage can back up into your home, lawn, neighborhood, streets, and storm drains. This mess presents hazards not only to human health, but also to the health of Galveston Bay! Not to mention you'll have to deal with the smell of raw sewage lingering around your home for the holidays, ruining your appetite for those delicious turkey leftovers. That's gross, but then you also have to worry about the cost of calling a plumber, and do you know how expensive their holiday rates can be? When you pour grease down the drain, it puts money into the plumber's pocket.

This Thanksgiving, keep that money in your wallet and save it for Christmas shopping. When you're cleaning up after your delicious holiday dinner, make sure you don't feed the Grease Monster. Here's what you can do to cease the grease and defend our drains and our Bay in your home:

- Never dump any FOG down the drain
- Place oil and grease in sealable collection containers
- Recycle your used cooking oil at the nearest recycling station (link to <http://ceasethegrease.net/cooking-oil-recycling/>)
- Put the FOG that you do not recycle in the trash
- Scrape all oil, grease, and sauces from your cookware and plates into the trash before rinsing and washing
- Properly dispose of all food scraps by throwing them in the trash and not down the drain
- Encourage your family, friends, and neighbors to Cease the Grease in their homes

For more information, visit [ceasethegrease.net](http://ceasethegrease.net).

Happy Thanksgiving!

Figure 11. Cease the Grease graphic reflecting the campaign's revised color scheme created during Cycle 20



Figure 12. Informational graphic utilizing new monster design and color schemes created during Cycle 20



**Figure 13. Redesigned postcard flyers with new logos, monster, and color palette (front)**



**Figure 14. Redesigned postcard flyers with new logos, monster, and color palette (back in Spanish)**

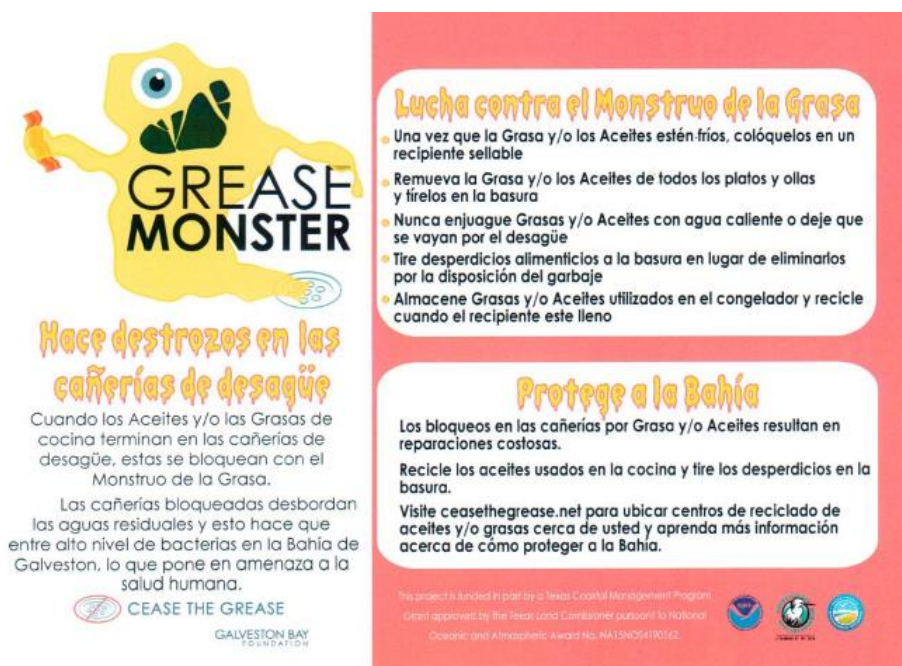


Figure 15. GBF water programs flyer, aimed to unite the various program goals of protecting water resources (front)





Figure 16. GBF water programs flyer, aimed to unite the various program goals of protecting water resources (back)



**GALVESTON BAY  
FOUNDATION**

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***Rain Barrel Program***  
Sign up for an upcoming Rain Barrel Workshop  
at [galvbay.org/rainbarrel](http://galvbay.org/rainbarrel)

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 **CEASE THE GREASE**  
Find a cooking oil recycling station near you  
at [ceasethegrease.net](http://ceasethegrease.net)

---

***Galveston Bay Action Network***  
Download the mobile app, or go to  
[galvbay.org/gban](http://galvbay.org/gban) to report pollution

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Take the pledge to conserve water for  
your Bay at [gbwb.org](http://gbwb.org)

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Learn more ways to take action  
at [galvbaygrade.org](http://galvbaygrade.org)

Figure 17. Grease monster graphic created for 2016 Holiday Campaign



Figure 18. Pandora ad (visual graphic and script) created for December 2016 campaign



Hey Pandora Listener! This holiday season, don't feed the grease monster. Throw fats, grease, and food scraps in the trash, and recycle your used cooking oil. Keep your pipes clear and the Grease Monster out

of Galveston Bay. For more information on proper grease disposal and oil recycling visit [ceasethegrease.net](http://ceasethegrease.net)

Figure 19. Selected graphics from 2017 Houston Press digital marketing campaign



Figure 2013. Summer 2017 Houston Public Media ad (visual graphic and script) created during Cycle 20

Did you know you can protect Galveston Bay in your own home?



Properly dispose of your used cooking oils, fats, and grease.

1. Remove oil and grease from dishes and pans
2. Pour into a collection container
3. Seal the container and store it in the freezer
4. Once full, recycle oil at an approved station or throw it out

More information at [ceasethegrease.net](http://ceasethegrease.net)

CEASE THE GREASE  
GALVESTON BAY  
FOUNDATION

Galveston Bay foundation... introducing "cease the grease"...an environmental campaign highlighting how the proper disposal of cooking oils, fats, and greases in the Houston area can help protect Galveston Bay estuary system. More at "[cease-the-grease-dot-net](http://cease-the-grease-dot-net)."

## *Appendix III: Campaign Toolkit*



Coordinated by:



This project is funded in part by a Texas Coastal Management Program grant approved by the Texas Land Commissioner pursuant to National Oceanic and Atmospheric award No. NA14NOS4190139.



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## ABOUT THE CAMPAIGN

### **Importance of the Campaign**

Over 50% of sanitary sewer overflows in the Houston-Galveston area are caused by blockages due to fats, oils, and grease (FOG) products. Aging infrastructure, combined with improper disposal of FOG in single and multi-family homes, can lead to costly problems for both local governments and citizens in terms of sewer lines, home plumbing repairs, and environmental remediation. Not only are these blockages costly, but they also introduce bacteria into our local environment, leading to bacteria impairments in Galveston Bay. Bacteria impairments damage our local economy, threaten public health, and cause harmful repercussions in our environment. The Cease the Grease Campaign provides easy-to-follow steps for citizens to take in order to prevent blockages in sewer pipes as well as protect the environmental quality of Galveston Bay.

### **Our Audience**

The Cease the Grease Campaign is a regional effort coordinated by Galveston Bay Foundation. Campaign messaging focuses on five major audiences: home-owners, apartment-dwellers, restaurants, students/youth, and municipalities.

### **Our Workgroup**

The campaign workgroup meets quarterly and members partner with GBF to personally attend outreach events, distribute educational materials and campaign giveaways, and provide GBF with valuable outreach information and community knowledge.

### **Available Materials**

Campaign outreach messaging is distributed in a number of ways; via traditional media, social media, tabling events, newsletter publications, magazine ads, website graphics, etc. Galveston Bay Foundation has assembled a number of graphics, handouts, and fliers that partners may use to promote the Campaign through various outlets.

- Booth handouts – can lids, oil funnels, grease scrapers, and logo stickers
- Fliers – recycling tips postcard, recycling tips tri-fold, holiday themed template
- Graphics – FaceBook and Twitter graphics for recycling tips, myths, and recycling map
- Digital media – campaign video spots: regular and Christmas-themed, radio PSA ads

### **Tracking Progress**

As the campaign continues, Galveston Bay Foundation and its partners in the campaign will be tracking the success of outreach messaging. Track impressions data, outreach events, and website hits!

## Become a Partner

Partners have the unique opportunity to directly impact campaign decisions, direction, and progression. If you want to make an impact on the campaign's future, become a partner today!

## SOCIAL MEDIA

Encourage others to share and join the campaign online by selecting one of the images provided and pairing it with a pre-written message or create your own!

**Outreach Tip:** Social media platforms like FaceBook and Twitter result in a high volume of content that moves quickly! Always post messages with compelling photos that will grab your follower's attention!



"Save yourself the trouble of a clogged drain later down the road. Visit [www.ceasethegrease.net](http://www.ceasethegrease.net) to learn how to properly dispose of fats, oils, and grease in your kitchen. #ceasethegrease"



"Recycle used cooking oil to take your eco-home to a whole new level. Visit [www.ceasethegrease.net](http://www.ceasethegrease.net). #ceasethegrease"

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## PRINT MEDIA

If you're looking to reach out to a local organization or community, print material may be the best way to go. Use the images provided to fill a magazine ad or newsletter article, or even request an edit to an already existing piece of outreach material.

**Outreach Tip:** Print media is a great advertising tool to entice readers to want more information. Always provide a website address or follow-up information where readers can continue to learn more!



Add your own message to this Grease Monster template for magazine or newsletter printing. You could even use this template as a door hanger!



## DIGITAL MEDIA

Promote the campaign by adding these videos on your website, YouTube channel, or even social media posts!

Two lengths of video are available: 0:15s spots and 0:07s spots. Most video channels schedule only 0:15s videos, while 0:07s videos are better for YouTube pre-roll and social media.

**Outreach Tip:** Don't be afraid to schedule the same video to run more than once. Viewers need to engage in a message multiple times before the content hits home. Just be mindful not to re-use content too quickly.



Don't Feed the Grease Monster 0:15s  
(Video URL link on YouTube)





Don't Feed the Grease Monster 0:07s  
(Video URL link on YouTube)

## MULTI MEDIA

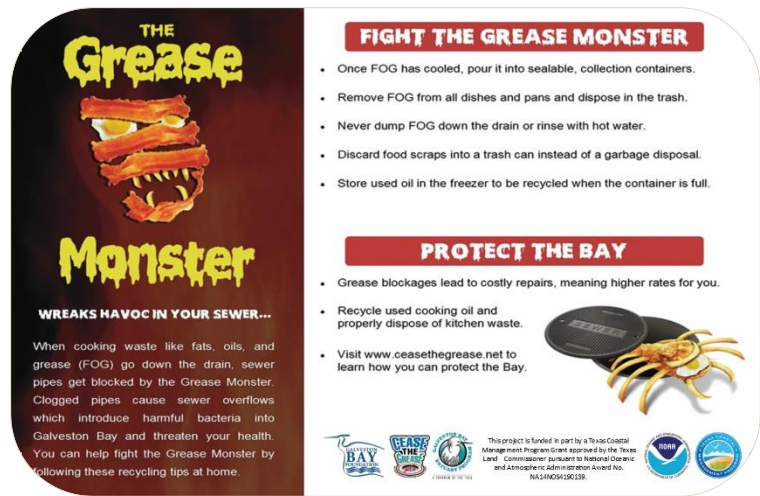
These graphics can be used as website banners, social media cover photos, or even as print material for smaller ad space.



## EVENT HANDOUTS

Use the handouts shown here to educate and engage your audience with campaign messaging.

Campaign handouts coupled with giveaway items, like the oil funnel and grease scraper shown on the next page, can be used at tabling events, presentations, or even as exchange for a survey.



### Household recycling tips handout

### Halloween tri-fold flier (outside)



Cease the Grease



## EVENT GIVEAWAYS

Campaign giveaways provide tangible ways for our audience to change their behavior when disposing of fats, oils, and grease.

**Outreach Tip:** Free giveaways are always a hit with small children and youth. Make sure that messaging about why these items are important and how they are to be used always accompanies their distribution.



Kitchen oil funnel



Grease scraper

## YOUTH GAMES

Use the two games pictured here to teach youth how fats, oils, and grease are a problem for Galveston Bay and public health.

While kids are playing games, your teammates or tabling partners can provide other outreach materials to parents and adults.

Try playing freeze-tag with the following rules:

1.  $\frac{1}{4}$  of the group are “Grease Monsters” who tag people and freeze them like FOG in a pipe. Grease Monsters wear orange vests.
2.  $\frac{1}{4}$  of the group are “Water Warriors” who unfreeze the frozen kids to help fight against the Grease Monsters. Water Warriors wear blue vests.
3. The rest of the group tries not to get tagged!
4. Play for 10 minutes, then switch assignments.

Make Grease Monster jars out of recycled materials to collect and recycle used cooking oil.



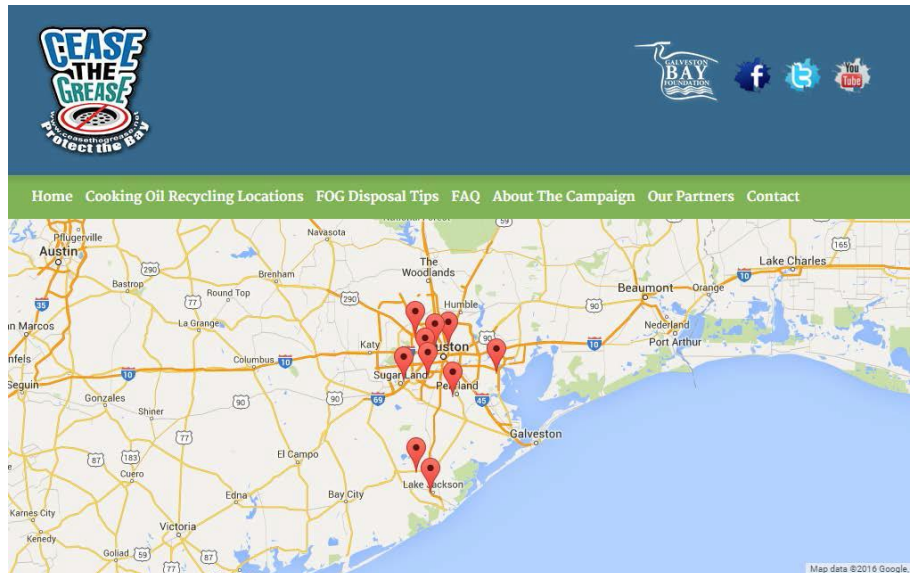
Race to defeat the Grease Monster table game  
Courtesy of Houston-Galveston Area Council



Down the Pipes game for youth and students  
*Cease the Grease Final Report | 71*

## WEBSITE

- Find out where you can recycle used cooking oil!
- Learn more about the campaign
- See who are partners are, and become one!
- Learn some helpful tips on how to properly dispose of fats, oils, and grease



### Cooking Oil Recycling Locations

Select your city below to view the cooking oil recycling location information.

#### Important Links

[About The Campaign](#)

[Cooking Oil Recycling Locations](#)





## Tall Grease Station

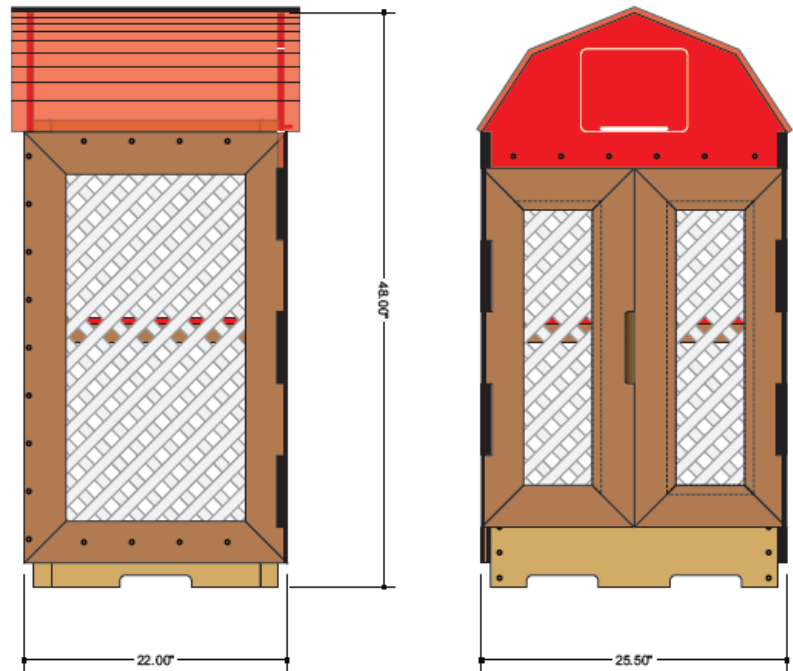
### WEBSITE

Used cooking oil can be recycled into bio-diesel fuel, which is a cleaner and more environmentally friendly alternative to regular gasoline!

By partnering with the campaign, you can have an oil recycling receptacle placed in your apartment complex or at your place of business for the community to come drop-off used cooking oil.

An oil hauler comes to take the oil away, and **you** get paid for it!

### COOKING OIL RECYCLING



## OUR PARTNERS



A PROGRAM OF THE TCEQ



JOIN TODAY!



Do you want to Cease the Grease? For more information about the campaign, and to become a partner, please contact:

Sarah Cunningham – Water Quality Outreach Coordinator

[scunningham@galvbay.org](mailto:scunningham@galvbay.org)

281-332-3381 x 220

Charlene Bohanon – Water Programs Manager

[cbohanon@galvbay.org](mailto:cbohanon@galvbay.org)

281-332-3381 x 215



## ***Appendix IV: Performance Metrics and Outreach Tracking***

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**Table 6. Breakdown of SSO data from TCEQ (using the region's identified in GBF's I-Plan based on the TMDL) and H-GAC from 2012 - 2016**

<b>Dataset</b>	<b>Primary Cause</b>	<b>N</b>	<b>% N</b>	<b>Volume</b>	<b>% V</b>
TMDL	Grease	87	52%	7,725.00	1%
TMDL	Rain/wet weather	27	16%	394,447.00	72%
TMDL	Debris or other clog	9	5%	1,755.00	0%
TMDL	Electrical failure	13	8%	34,011.00	6%
TMDL	structural failure	12	7%	53,070.00	10%
TMDL	Cave in	6	4%	825.00	0%
TMDL	Personal problem	7	4%	4,845.00	1%
TMDL	Other	6	4%	49,489.00	9%
TMDL	<b>Total</b>	<b>167</b>	<b>100%</b>	<b>546,167.00</b>	<b>100%</b>
<b>Dataset</b>	<b>Primary Cause</b>	<b>N</b>	<b>%</b>	<b>Volume</b>	<b>% V</b>
HGAC	Grease	437	12%	7,259,396.00	28%
HGAC	Rain/wet weather	2,414	68%	8,816,879.00	34%
HGAC	Debris or other clog	491	14%	7,497,835.00	29%
HGAC	Electrical failure	100	3%	1,321,965.00	5%
HGAC	structural failure	62	2%	580,474.00	2%
HGAC	Cave in	0	0%	-	0%
HGAC	Personal problem	21	1%	278,882.00	1%
HGAC	Other	0	0%	-	0%
HGAC	<b>Total</b>	<b>3,525</b>	<b>100%</b>	<b>25,755,431.00</b>	<b>100%</b>
<b>Dataset</b>	<b>Primary Cause</b>	<b>N</b>	<b>%</b>	<b>Volume</b>	<b>% V</b>
Combined	Grease	524	14%	7,267,121.00	28%
Combined	Rain/wet weather	2,441	66%	9,211,326.00	35%
Combined	Debris or other clog	500	14%	7,499,590.00	29%
Combined	Electrical failure	113	3%	1,355,976.00	5%
Combined	structural failure	74	2%	633,544.00	2%
Combined	Cave in	6	0%	825.00	0%
Combined	Personal problem	28	1%	283,727.00	1%
Combined	Other	6	0%	49,489.00	0%
Combined	<b>Total</b>	<b>3,692</b>	<b>100%</b>	<b>26,301,598.00</b>	<b>100%</b>

Table 7. Survey summary data from Cycle 20

<b><i>Galveston Bay Foundation: Cease the Grease Campaign</i></b>		
<b>Do you own or rent your home?</b>		
<u>Answer Choices</u>	<u>Responses</u>	
I own my home	71.91%	64
I rent my home	28.09%	25
	Answered	89
	Skipped	0
<b>Do you live in a single-family home or a multi-family dwelling, such as an apartment complex?</b>		
<u>Answer Choices</u>	<u>Responses</u>	
Single-family home	80.90%	72
Multi-family dwelling	19.10%	17
	Answered	89
	Skipped	0
<b>When disposing of cooking fats, oils, or grease (FOG) in your home, which of the following methods do you use for disposal?</b>		
<u>Answer Choices</u>	<u>Responses</u>	
Pour FOG down the sink drain or garbage disposal	11.24%	10
Pour FOG into the trash	16.85%	15
Pour FOG into a container and then place in the trash	59.55%	53
Pour FOG into a container and then deliver to an oil recycling station	10.11%	9
Don't use or dispose of FOG	2.25%	2
Other (please specify)	0.00%	0
	Answered	89
	Skipped	0
<b>Did you know that pouring grease or cooking oil down your kitchen sink drain can cause problems like sewer overflows, property damage, foul odors, and road closures due to clogged pipes?</b>		
<u>Answer Choices</u>	<u>Responses</u>	
Yes	76.40%	68
No	19.10%	17
Not sure	4.49%	4
	Answered	89
	Skipped	0
<b>Are you aware that you can recycle used kitchen oil?</b>		
<u>Answer Choices</u>	<u>Responses</u>	
Yes	37.08%	33
No	59.55%	53
Not interested in recycling	3.37%	3
	Answered	89
	Skipped	0

Have you seen, read, or heard the Grease Monster "Cease the Grease" ad campaign about properly disposing of fats, oils, and grease?		
<u>Answer Choices</u>	<u>Responses</u>	
Yes	50.56%	45
No	49.44%	44
	Answered	89
	Skipped	0
From the following list, please indicate where you have seen, read, or heard the Grease Monster "Cease the Grease" ad campaign.		
<u>Answer Choices</u>	<u>Responses</u>	
Magazine ads	7.50%	3
Television ads	25.00%	10
Newspaper ads	7.50%	3
General internet search	17.50%	7
Social media (Facebook, Twitter, etc.)	437.50%	15
Water bill inserts	5.00%	2
Other mailings	0.00%	0
Something else (please specify)	22.50%	9
	Answered	40
	Skipped	49
How would you rate the effectiveness of the Grease Monster "Cease the Grease" ad campaign in communicating the message of proper disposal of fats, oils, and grease?		
<u>Answer Choices</u>	<u>Responses</u>	
Very effective	40.00%	16
Somewhat effective	57.50%	23
Not effective	2.50%	1
	Answered	40
	Skipped	49
Have you changed your behavior based on the messages you have seen, read, or heard from the Grease Monster "Cease the Grease" ad campaign?		
<u>Answer Choices</u>	<u>Responses</u>	
Yes	67.50%	27
No	32.50%	13
	Answered	35
	Skipped	40
Which of the following age groups do you fall into?		
<u>Answer Choices</u>	<u>Responses</u>	
18-20	0.00%	0
21-24	2.50%	2
25-29	11.25%	9

30-34	11.25%	9
35-59	15.00%	12
40-44	8.75%	7
45-49	7.50%	6
50-54	12.50%	10
55-59	5.00%	4
60-64	8.75%	7
65+	17.50%	14
	Answered	80
	Skipped	9
<b>What is your race?</b>		
<u>Answer Choices</u>	<u>Responses</u>	
White	68.35%	54
Black	7.59%	6
Hispanic	12.66%	10
Asian	6.33%	5
Other	5.06%	4
	Answered	79
	Skipped	10
<b>What is your gender?</b>		
<u>Answer Choices</u>	<u>Responses</u>	
Male	44.87%	35
Female	55.13%	43
	Answered	78
	Skipped	11

## *Appendix V: Apartment Campaign and Oil Recycling Materials*

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Figure 21. Letter to apartment distributed during Cycle 20



# CEASE THE GREASE

GALVESTON BAY  
FOUNDATION

Howdy!

Thanks for your commitment to partnering with us here at the Galveston Bay Foundation on the Cease the Grease campaign!

When cooking waste like fats, oils, and grease (FOG) go down the drain, sewer pipes get blocked or damaged. These clogged pipes can cause sewer overflows which lead to raw sewage bubbling up into our streets, neighborhoods, and yards. This introduces harmful bacteria into the waters of Galveston Bay.

The goal of our campaign is to proactively educate the community about proper grease disposal to help protect our homes, businesses, and environment from the detrimental effects of Sanitary Sewer Overflows (SSOs).

In many municipal water systems, grease bombs and “fatbergs” tend to aggregate around apartment complex pipes. This is a problem not only for the water systems and our Bay, but also for the apartment complexes because pipes can get severely damaged, resulting in some expensive fixes. Not to mention the fact that residents don’t want raw sewage bubbling around their apartment or in the parking lot next to their cars.

We’ve put together a kit to help you reach your residents with some Cease the Grease campaign messaging. Included in this kit you’ll find:

- Campaign graphics for posting on social media or use on newsletters
- Informational flyers
- Cooking oil recycling station maps

We are also happy to provide you with some free campaign giveaways, such as grease scrapers and funnels to hand out to your residents. You can include them in new resident goodie bags, put them out for grabs in your leasing office, etc. Please feel free to let us know if you ever need more and we’ll gladly supply them.

Thank you for your commitment to keeping our community and our Bay a clean, healthy, and beautiful place! If you have any questions, comments, or concerns, please contact Kaitlin Grable at [kgrable@galvbay.org](mailto:kgrable@galvbay.org) or by phone at (281) 332-3381 ext. 220.

Figure 22. Draft of responsibilities for oil recycling stations



## Galveston Bay Public Awareness Campaign for Fats, Oils, and Grease

### Cooking Oil Recycling Pilot Partners:

Organization	Contact	Position
City of Nassau Bay	Paul Lopez	Public Works Director
City of Seabrook	Kevin Padgett	Public Works Director
Dependable Cooking Oil Service, LLC	Mike McClere	Owner
Galveston Bay Foundation	Kaitlin Grable	Water Programs Outreach Coordinator

### Responsibilities:

City of Nassau Bay (CoNB) and City of Seabrook (CoS) will provide a secure area in which the station will be located, maintain the station, as well as coordinate drop offs for the citizens. CoNB and CoS may also provide:

- Cleanup of bin areas at no charge, to ensure the cleanliness of the disposal location that can meet all health requirements
- Labeling stickers, if desired, showing the commitment to recycling and green energy
- Publicity and advertising to the public

Dependable Cooking Oil Service, LLC (DCOS) will haul the used cooking oil, free of charge, from the stations to a local grease recycling facility. Pickups will be scheduled regularly based on volume between the DCOS and CoNB and CoS respectively. Special pickups can be made for high volume events. DCOS may also provide:

- Cleanup of bin areas at no charge, to ensure the cleanliness of the disposal location that can meet all health requirements
- Labeling stickers, if desired, showing the commitment to recycling and green energy
- Regularly scheduled pickups based on volume and/or special pickups for high volume events
- Oil pickup manifest documenting oil collections from the location

Galveston Bay Foundation (GBF) will provide a recycling location map on the campaign website and will publicize the recycling station through marketing and outreach to raise awareness in the cities surrounding the stations. GBF will also track program success, provide results in draft and final report, coordinate regular communication between the CoNB, CoS, and DCOS as needed, and oversee reimbursements for the recycling containers. GBF may also provide:

- Labeling stickers, if desired, showing the commitment to recycling and green energy
- Publicity and advertising to the public

### Task 4: Cooking Oil Recycling Program 4.1.3. Provide photos of installed recycling receptacles

Note: Oil recycling tank at City of Nassau Bay's Public Works office. It is kept in the warehouse and residents drop off their oil during business hours so the CoNB staff can ensure no motor oil is being dumped.



Oil recycling receptacle at City of Seabrook's Public Works office. It is kept in the back area of the complex. CoS purchased an additional receptacle for motor oil recycling. Signage is currently being designed to differentiate the two.





CEASE THE GREASE

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FOUNDATION

## Cooking Oil Recycling Program

When cooking waste like fats, oils, and grease go down the drain, sewer pipes get blocked or damaged. These clogged pipes cause sewer overflows which introduce harmful bacteria into our streets, yards, and Galveston Bay. Our goal is to proactively educate the community about proper grease disposal and to provide stations where people can bring their used cooking oil to be recycled!



**In partnering with GBF on our cooking oil recycling program, we could set up a station that would help preserve and protect our beautiful community as well as our Bay.**

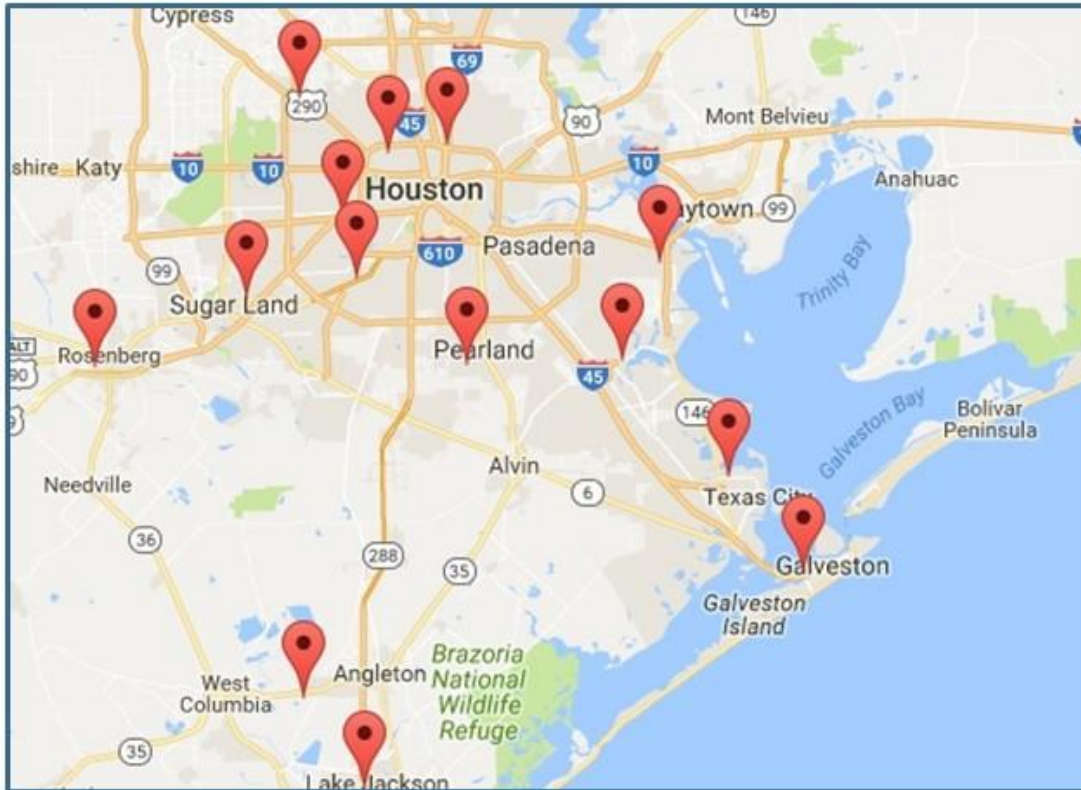




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## Cooking Oil Recycling Locations



There are many locations where you can recycle used cooking oil around the city of Houston, but currently in the area around Clear Lake/Friendswood/League City we don't have as many options.

Our area is growing in population, and the availability of oil recycling stations will help us to keep our cities, neighborhoods, and waterways clean and free of pollution!

For more info contact Kaitlin Grable at [kgrable@galvbay.org](mailto:kgrable@galvbay.org) or 281-332-3381 ext. 220



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## Building a Recycling Station



**GBF can provide funding to build or purchase a recycling station for use in the cooking oil recycling program.**

Design is customizable but should include:

- Doors which can latch or be secured closed
- Space for informational signage
- Sturdy siding to keep the critters out
- Shelving to create more space for people to place oil containers

For more info contact Kaitlin Grable at [kgrable@galvbay.org](mailto:kgrable@galvbay.org) or 281-332-3381 ext. 220



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## Where to Put the Station

There are many great places in our community to keep the station! Cease the Grease – Dallas has stations located in community college parking lots, near the entrance to grocery stores, and outside of municipal buildings such as fire stations and recreation centers.

There are many possible locations that could work, but there are some criteria that will help narrow your list down to the best location:

- ☐ Public location that can, at the least, be accessed during business hours
- ☐ Station is easy for people to find and convenient for them to access (i.e. people don't have to park far away and then walk a distance to the station to drop off their oil)
- ☐ Location has eyes on it regularly so people can see if something is amiss and report it to GBF
- ☐ An area where the station would be in video surveillance would be a big plus, but is not required

For more info contact Kaitlin Grable at [kgrable@galvbay.org](mailto:kgrable@galvbay.org) or 281-332-3381 ext. 220





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## What Happens to the Oil?

We've partnered with Dependable Cooking Oil Service. They will haul the oil for us at no charge indefinitely. The used cooking oil DCOS hauls is then recycled into bio-diesel fuel!

In the recycling process the oil goes through the process of anaerobic digestion, which breaks down organic material without the use of oxygen, then converts the cooking oil and other waste to an alternative fuel that can be used to generate electricity, heat water, or power cars.

A significant benefit is that biofuels derived from recycled cooking oil typically burn clean, have a low carbon content and do not produce carbon monoxide. This helps communities to reduce their carbon footprints.



For more info contact Kaitlin Grable at [kgrable@galvbay.org](mailto:kgrable@galvbay.org) or 281-332-3381 ext. 220



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## Responsibilities of Involved Parties

Our partnering party will provide a secure area in which the station will be located and maintain the station. They may also provide:

- Cleanup of bin areas to ensure the cleanliness of the disposal location that can meet all health requirements
- Labeling stickers showing their commitment to recycling
- Publicity and advertising to the public

Dependable Cooking Oil Service, LLC (DCOS) will haul the used cooking oil, free of charge, from the station to a local oil recycling facility. Pickups will be scheduled regularly based on volume between the partnering party, and special pickups can be made for high volume events. DCOS may also provide:

- Cleanup of bin areas at no charge, to ensure the cleanliness of the disposal location that can meet all health requirements
- Labeling stickers
- Oil pickup manifest documenting oil collections from the location

Galveston Bay Foundation (GBF) will provide a recycling location map on the campaign website and will publicize the recycling station through marketing and outreach to raise awareness in the surrounding communities. GBF will also track program success. provide results in draft and final report, coordinate regular communication between the partnering party and DCOS as needed. GBF may also provide:

- Labeling stickers
- Publicity and advertising to the public

For more info contact Kaitlin Grable at [kgrable@galvbay.org](mailto:kgrable@galvbay.org) or 281-332-3381 ext. 220