



## Galveston Bay Bacteria Reduction Plan

### Policy and Outreach/Cease the Grease Workgroup Meeting Agenda 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