



Galveston Bay Bacteria Reduction Plan

Policy and Outreach/Cease the Grease Workgroup Meeting Agenda

Tuesday, May 3rd, 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
 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

- a. Next meeting on August 2nd, 2016 at 2:00pm-3:30pm at Nassau Bay City Hall