



Galveston Bay Bacteria Reduction Plan

Policy and Outreach/Cease the Grease Workgroup Meeting Agenda

Tuesday, November 1st, 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)

I. 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.

II. 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.

III. 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.

IV. 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.

V. 3:25pm-3:30pm: Adjourn

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

Outreach Events – November-December 2016

Event	Date	Notes
Celebration Seabrook	Nov 6, 2016	Confirmed; will have an outreach booth

Outreach Events – 2017

Event	Date	Notes
State of the Bay Symposium	Jan 2017	Potential
Texas Recreation & Parks Society Conference	Jan 12, 2017	Confirmed; presenting over GBF's water programs
Presentation to Friendswood HS Recycling Club	Spring 2017	Potential; will present about GBF and water programs
GBF Rain Barrel Workshops	Feb 4 2017 Mar 4, 2017 Apr 1, 2017 Jun 3, 2017 Jul 8, 2017 Aug 12, 2017 Sep 9, 2017	Tentative dates for 7 workshops in total
Houston Yacht Club meeting	Feb 9, 2017	Confirmed; presenting over GBF's rain barrel program and plugging CtG
Earth Day (Houston or Texas)	April 2017	Potential
Bay Day	May 13, 2017	Confirmed
World Oceans Day Festival	June 2017	Potential
La Porte Health and Safety Fair	September 2017	Potential