

**Galveston Bay Public Awareness Campaign for Fats, Oil, and Grease
TCEQ Contract No. 582-14-43075**

FINAL REPORT

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Executive Summary

The mission of the Cease the Grease (CtG) Campaign was to educate the communities surrounding Galveston Bay on the issues improper disposal of fats, oils, and grease (FOG) can cause and the threats it poses to local water quality.

The program accomplished this goal through outreach and education efforts to encourage positive behavior change. During the program's implementation since 2014, Galveston Bay Foundation (GBF) reached over 18,300 people through in-person outreach at various events (such as local health and safety fairs, holiday festivals, Earth Day celebrations, workshops, education events, etc.) throughout the Houston-Galveston region. At these events, GBF engaged in quality conversations with the public and was able to provide them with the tools (funnels and grease scrapers) to aid them in reinforcing positive habits and changing negative habits of FOG disposal. GBF also employed mass and social media in order to distribute the campaign message to a wider audience. Through 13 mass media campaigns with partners such as KPRC Local News, Houston Press, Houston Public Media, Houston Chronicle, Pandora, and CW39, the CtG campaign was able to make over 17.3 million impressions throughout the Houston-Galveston region. These campaigns advertised CtG through digital banner ads, newspaper spots, YouTube pre-rolls, online sponsored content articles, radio ads, and television commercials. GBF saw large spikes in web traffic associated with all campaigns indicating success.

GBF was able to cover more ground and expand our reach thanks to the help of the CtG workgroup which over the course of the program grew to 37 organizations. Over 70% of workgroup members and regional partners directly contributed to campaign activities, such as assembling educational packets, distributing promotional giveaways, connecting GBF to audiences for giving presentations, implementing the campaign in their business or municipality, and providing technical assistance for mass-marketing outreach campaigns.

Over the course of the CtG program's implementation, it was evident that sanitary sewer overflows (SSOs) attributed to FOG blockages were on the decrease, though it is impossible to know whether this is coincidence or a result of the CtG campaign's awareness and education efforts. However, we do know that the campaign has been very effective in encouraging local behavior change.

Introduction

Approximately 50% of Galveston Bay oyster waters are impaired for bacteria, based on the Texas Commission on Environmental Quality's (TCEQ) Six Total Maximum Daily Loads (TMDL) for Bacteria in Waters of the Upper Gulf Coast. The primary sources addressed in the Implementation Plan include insufficient treatment by wastewater treatment facilities (WWTFs) and septic systems, SSOs, 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, FOG poured down drains cause more than 50% of the SSOs in the Houston-Galveston region. The improper disposal of FOG, therefore, can lead to fecal bacteria entering the waters of 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 CtG Campaign was a regional campaign coordinated by GBF with the purpose of reducing SSOs through public education, awareness, behavior change, and capacity building. This campaign was directed towards five target audiences: homeowners, apartment dwellers, schools, municipalities, and restaurants.

GBF's CtG Campaign was originally adopted from Dallas Water Utilities (DWU), which very successfully launched their own CtG campaign in 2005 (rebranded to [Defend Your Drains](#) in 2018) in partnership with the [North Texas Grease Abatement Council](#). CtG - Dallas dramatically reduced the occurrence of monthly SSOs in the Dallas area through public outreach, education, and enforcement. DWU also uses the recycled cooking oil to create heat and electricity, which is then used to power the Southside Wastewater Treatment Plant. DWU provided the campaign materials and concepts for GBF to adopt the campaign in the Galveston Bay region.

Throughout the CtG campaign, GBF coordinated a regional effort amongst key partners who represent 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 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 TCEQ and the Galveston Bay Estuary Program (GBEP) 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 was well received and has left a positive mark in the Houston/Galveston community during the years of its implementation.

Through the program's implementation, GBF continuously searched for ways to improve 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 FOG pollution, it was difficult to attribute the cause of SSOs to FOG unless explicitly identified at the point of the overflow. This resulted 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 other 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 was 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 was not much GBF or its partners could 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 faced 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 program.

Marketing and Outreach Impressions

One of the measures used to monitor the implementation of the program was the tracking of "impressions" through social and mass media marketing. Since public education and behavior change was an aim of the campaign, measuring impressions is a way to quantify its reach.

Along with this, GBF represented the campaign at a large number of outreach events through boothing, exhibits, and presentations. Over the course of the program, we tracked the number of people we reached with CtG messaging at every event. GBF developed a number of outreach tracking sheets and provided them to workgroup members and partners to fill out on a quarterly basis. GBF used a simplified tracking sheet attached to monthly newsletters that were distributed to workgroup members for them to track their campaign outreach efforts. We also invited phone calls to verbally record this information if preferred by the partner, and many times partners would relay their outreach efforts through conversation at the workgroup meetings.

Change in Knowledge Levels

Measuring the change in knowledge levels of the public was a challenge for the CtG campaign. 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 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 CtG campaign. Out of the 118 responses received, approximately 58% typically dispose of FOG by collecting it in a container and throwing it out, and about 19% pour it straight into the trash. Only 12% of respondents reported that they pour FOG down the sink. 59% of respondents were unaware that cooking oil could be recycled, and 98% considered the CtG campaign to be effective. Surprisingly, 68% indicated that they had changed their behaviors based on the campaign. The respondents varied widely by age

group, approximately 63% were Caucasian, 56% were female, 73% owned their own home, and 81% lived in a single-family home. It's worth noting that not all 118 respondents answered each and every question.

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 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 could not get a significant response from CtG workgroup members or partners as to how best to collect this data.

Table 1. Overview of SSO data.

Year	SSOs Caused by FOG	Total # of SSOs	% of SSOs Caused by FOG
2014	493	1,265	39%
2015	565	2,572	22%
2016	517	2,080	25%
2017	989	3,359	29%
Total	2,564	9,276	27.6%

GBF was, however able to compile SSO information with assistance from Houston-Galveston Area Council (H-GAC), the City of Houston, and TCEQ. These data represented the number of SSOs for all the domestic WWTFs and large municipal utility districts (MUD) 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. Tables 10-12 show the breakdown of SSOs per year and provide 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 10 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 was a decrease in the percentage of SSO incidents caused by FOG compared to the 2001 – 2011 dataset. More data would be necessary to see if this decrease is a trend or simply annual variability.

Task II – Partnership Coordination

Deliverables

Table 2. Deliverables for Task II.

Deliverable(s)	Due Date
Workgroup Meetings (2.2.1)	Minimum three (3) per fiscal year
Workgroup Meeting Minutes & Details (2.2.2)	Within 15 days of each meeting
Partnership Coordination Report (2.3)	60 and 30 days prior to end of each fiscal year

Cease the Grease Workgroup

At the program’s beginning, a campaign workgroup was established to guide CtG activities. The workgroup consisted of representatives from GBEP, Texas Coastal Watershed Program, Texas Sea Grant, H-GAC, KPRC Local News, 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. Charriss remained involved in the workgroup, and Paul Lopez from the City of Nassau Bay took over as the Chair through the program’s end. The workgroup was formed to develop and execute the campaign (Figure 1). By the completion of the campaign, the workgroup had grown to 37 local and reliable GBF partners and multiple GBF staff members. GBF continually recruited new members throughout the program’s implementation in order to keep the ideas fresh and to expand campaign reach into new municipalities and demographics. This was done through a Campaign Partner Toolkit created by GBF that introduced the campaign mission, explained the benefits of being a partner to the campaign effort, and provided sample distribution materials and giveaways. Participation in the workgroup was open to any interested parties. Table 3 includes a list of the participating individuals during this grant cycle. The meeting schedule is included in Table 4.

Figure 1. CtG campaign workgroup at 2/2/16 meeting



The workgroup members contributed to the project in different ways. KPRC 2 Local News, Houston Press, Houston Public Media, Houston Chronicle, and CW39 provide experienced marketing and messaging perspectives to CtG efforts and acted 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 served as invaluable resources to the CtG campaign. These municipalities partnered 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 allowed GBF to continually hone the CtG outreach strategy and reach our target audiences. Municipalities were one of the campaign's target audiences, as the campaign could not be successful without their partnership in outreach and distribution. These workgroup members provided invaluable input about how GBF could 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 the City of Houston, H-GAC, and TCEQ assisted GBF in acquiring performance indicators for our CtG campaign, such as line cleaning data, grease trap inspections, and SSOs caused by FOG. Our partner, Dependable Cooking Oil Services, assisted 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 was the fact that GBF has a group of committed stakeholders from the multiple local municipalities and watershed programs that were 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.

Table 3. Regional organizations associated with the CtG campaign.

Organization	Name
Bayou Preservation Association	Susan Hill
Cedar Bayou Watershed Partnership	Justin Bower
Citizens Environmental Coalition of Houston	Rachel Powers
City of Baytown	Cristela Villegas
	Sylvia Williams
City of Friendswood	Catharine Gray
	Alex Mendoza
City of Houston	Ogadinma Onyebuchi
	Dean Setiono
City of Houston - Corral the Grease	Alondra Hernandez
	Aaron Chan
City of La Porte	Bob Eng
	Pam Kroupa
	Jaree Hefner
City of League City	Susie Blake
	Jeanne Griffin

City of Missouri City	Valerie Marvin
City of Nassau Bay	Paul Lopez
City of Pasadena	Rick Masters
City of Pearland	Rajendra Shrestha
City of Pearland Utility Inspector	Lettie Garcia
City of Seabrook	Kevin Padgett
City of Stafford	Cristin Emshoff
Clear Lake City Water Authority	Sarah Danford
CW39	Brianna Drisdale
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 Chronicle	Patricia Dorn
Houston-Galveston Area Council	Kathy Janhsen
	Becki Begley
Houston Press	Allisen Picos
Houston Public Media	Necole Goodman
Houston Wilderness	Deborah January-Bevers
Independent Consultant	Kristi Alexander
Keep Dickinson Beautiful	Julie Masters
Keep Pearland Beautiful	Fay Watson
KPRC 2 Click 2 Houston	John Rizzuti
Public	Diane Humes
	Rebecca Olson
Shead Conservation Solutions	Linda Shead
San Jacinto River Authority	Michelle Simpson
Texas Commission on Environmental Quality	Linda Broach
Texas Coastal Watershed Program	Charriss York
	Celina Lowry
URS Corporation	Daniel Christodoss
WCID #12	Ed Link
	Derill Mallett

Table 4. Workgroup meeting schedule

Workgroup Meeting	Workgroup Member Attendance	Meeting Minutes Sent
September 10, 2014	19 attendees	October 8, 2014

December 10, 2014	8 attendees	December 15, 2014
March 11, 2015	11 attendees	March 26, 2015
June 23, 2015	7 attendees	July 9, 2015
October 27, 2015	10 attendees	October 30, 2015
February 2, 2016	12 attendees	February 8, 2016
May 3, 2016	10 attendees	May 17, 2016
August 4, 2016	10 attendees	August 5, 2016
November 1, 2016	6 attendees	November 2, 2016
February 7, 2017	7 attendees	February 8, 2017
May 16, 2017	7 attendees	May 22, 2017
August 1, 2017	8 attendees	August 4, 2017
November 7, 2017	6 attendees	November 9, 2017
February 6, 2018	8 attendees	February 9, 2018
May 8, 2018	6 attendees	May 16, 2018
August 7, 2018	6 attendees	August 15, 2018

Task III – Marketing Outreach Plan

Deliverables

Table 5. Deliverables for Task III.

Deliverable(s)	Due Date
Draft Copies of Marketing Outreach Materials, Presentations, & Strategy Toolkit (3.1.1)	Quarterly with QPRs
Final Copies of Marketing Outreach Materials, Presentations, & Strategy Toolkit (3.1.2)	Quarterly with QPRs
Regional Organizations Tied into Campaign (3.1.4)	Quarterly with QPRs
Project Webpage Updated (3.2.1)	Quarterly with QPRs
Mass Media Communications (3.2.2)	Minimum of two (2) per fiscal year
Public Education & Outreach Events (3.2.3)	Minimum of (8) per fiscal year

Digital and Social Outreach Materials

Marketing and outreach materials were adopted from CtG Dallas and were customized to fit the Houston-Galveston region through 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. A huge component to the mass-media outreach strategy of this campaign was to utilize digital and social media in a targeted, specific manner. Much effort and workgroup involvement were given towards these materials, as they are the materials which will 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. Graphics were developed with stakeholder input as educational series about the problems caused by FOG 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, Houston Chronicle, CW39, 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. CW39 aired 15-second video commercials as well as “snipes” and “squeezebacks” where the ad plays at the same time as the credits roll in a minimized portion of the screen. Similarly, radio ads were implemented 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 the fall of 2017. GBF worked with Houston Press and Houston Public Media to increase our online and radio advertising throughout 2017 and 2018. 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 the program's run, GBF's CtG messaging garnered over 17.3 million impressions via mass and social media, and the campaign website received over 18,000 pageviews from 11,000 unique users.

GBF developed and ran multiple social media campaigns throughout the program in the form of Facebook posts and tweets focused on communicating myths and tips about FOG to the public, where to recycle used cooking oil, best management practices, and invitations to visit the campaign website at 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 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. In 2016, as a part of the GBF-wide rebranding effort, the program logo and grease monster were updated to be more cohesive with GBF's updated brand look. 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 on Facebook and Twitter

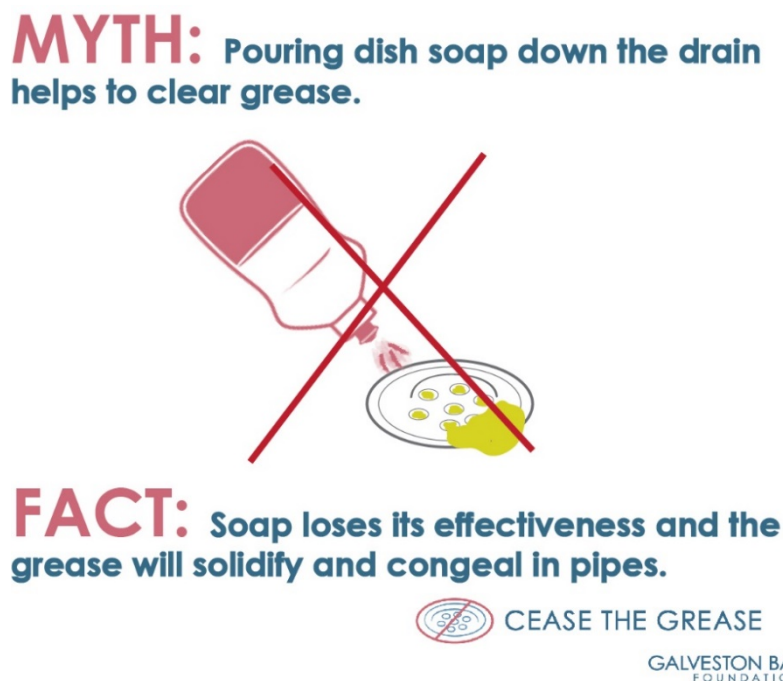
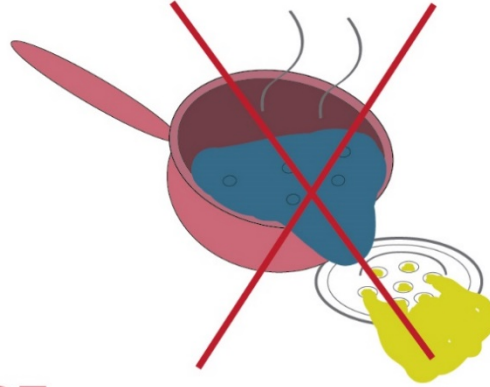


Figure 3. Social media graphic used on Facebook and Twitter

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 created, maintained, and regularly 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, 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 the end of the program period, the CtG website has had 13,001 sessions (active engagement) from 11,481 unique users, with a total of 18,726 pageviews. Website activity spikes during planned mass media communications. In the summer months alone, GBF tracked an average of a 538% increase in the number of page views of 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. The website acts as a useful resource for the audience, as well as for GBF. Currently, CtG partners and workgroup members have access to graphics and campaign resources via the website. It serves 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 assets.

Print Media, Education Booths, and Presentations

Print media and educational activities developed for outreach events played a huge role in CtG's success with face-to-face outreach. GBF and workgroup members worked very closely together to be intentional and thoughtful about CtG print media for distribution. GBF 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. 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 CtG logo and were given to partners for outreach use. After giving all of these materials away, GBF reassessed the usefulness of the giveaways and decided to purchase only funnels and scrapers for future campaign promotion. 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 the implementation period of this program 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 were created in a different color scheme of what we now have: blue and green. 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 7 (page 27) shows the outreach activities schedule.

Figure 4. Grease funnel and scraper used for campaign giveaways



Workgroup members and campaign partners frequently helped 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 and events. These materials included banners, print handouts, Grease Monster Jar activities (Figure 5), props (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, H-GAC) 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 had many quality interactions with the community through giving live presentations because these events facilitate better discussions and the opportunity to disseminate more detailed information than can be done with a passive booth audience.

A row of five decorated glass jars on a white surface. From left to right: 1. A jar with a black mustache and blue swirls. 2. A jar with a pink hat and a blue straw. 3. A jar with a black mustache and a white straw. 4. A jar with a white face and a blue straw. 5. A jar with a red mouth and a blue straw. Each jar has a small white object attached to its straw.



Associated Regional Organizations

CtG was a regional campaign which engaged many local towns and municipalities. Amassing support from regional organizations allowed CtG messaging to be more easily disseminated throughout our targeted community and empowered the campaign to sway policy and behaviors within local municipalities, organizations, and businesses. Associated regional organizations also acted as excellent resources to the campaign, as they provided holistic feedback and advice to the campaign as well as expert information from diverse perspectives and worldviews. Throughout this grant cycle, GBF accumulated 37 regional organizations to the CtG cause. Table 3 (pages 9-10) displays these associated regional organizations tied to the campaign, as well as a contact/representative from each organization.

Media Outlets and Distribution Schedule

The most efficient form of campaign message distribution 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, Houston Chronicle, CW39, 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. 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. Table 6, on the next page, details the media outlets, distribution schedule, and number of impressions received from each.

Figure 8. Screenshot of a CtG ad on Houston Public Media's homepage.

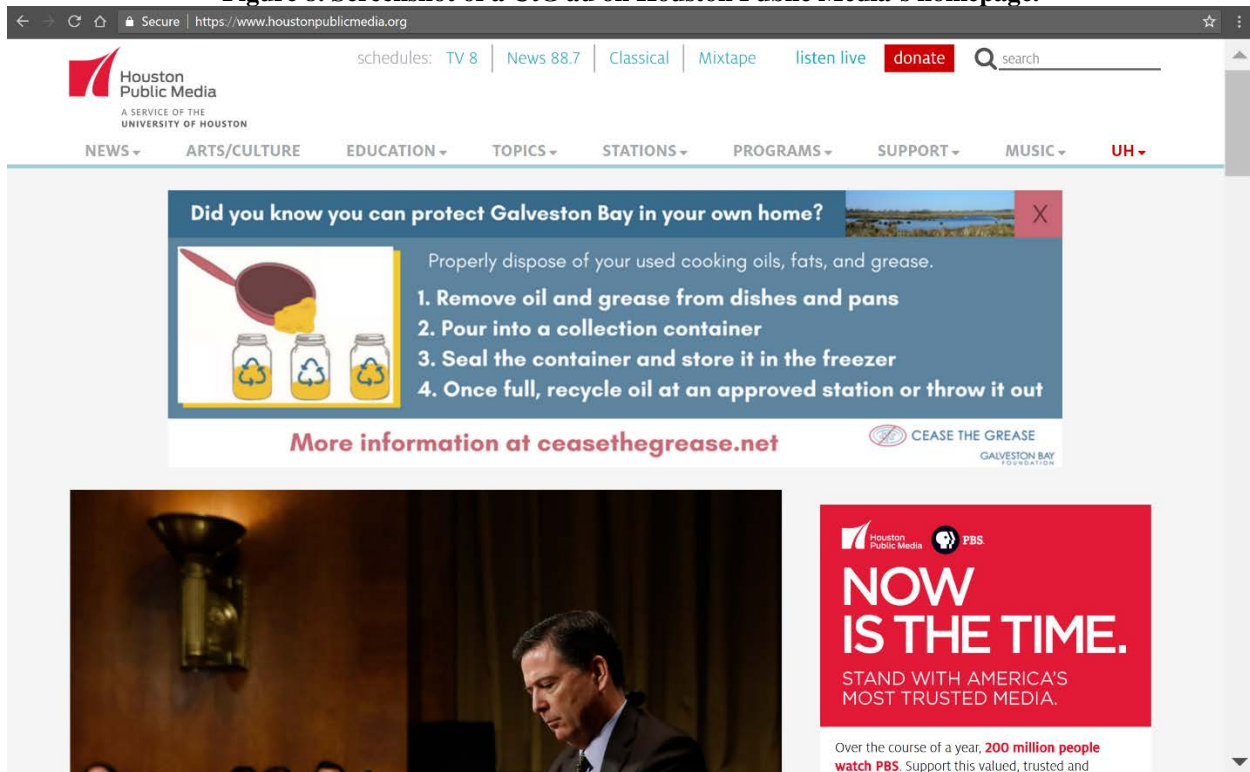


Table 6. Media outlets and distribution schedule.

Date	Text	Platform	Impressions
6/2015	June 2015 Facebook Posts		6,892
6/2015-07/2015	KPRC - YouTube and Pre-Roll		51,308
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. www.ceasethegrease.net	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
11/24/15	Here's another way you can give thanks to Galveston Bay this holiday season: #ceasethegrease and recycle your used cooking oil! Check out our map at www.ceasethegrease.net to find your nearest oil recycling station. (If recycling is not an option, seal the oil in a container and trash it instead!)	Facebook	904
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 www.ceasethegrease.net	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 www.ceasethegrease.net to learn more.	Facebook	1,247
12/2015-1/2016	KPRC - YouTube and Pre-Roll		727,698
1/13/16	Grease caused ~54% of Sanitary Sewer Overflow in oyster waters area GBF's Charlene Bohanon talks #CeasetheGrease pic.twitter.com/1xUOtozAbQ	Twitter	520
7/2016	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 ceasethegrease.net 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 ceasethegrease.net 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 ceasethegrease.net 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 http://ceasethegrease.net . #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 ceasethegrease.net 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 http://ceasethegrease.net to learn why! pic.twitter.com/8LlnPMxRa	Twitter	658
10/10/16	Did you know you can recycle your bacon grease? Find the recycling center closest to you at http://goo.gl/3ru8zy #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 http://www.ceasethegrease.net/take-the-pledge/ to pledge to Cease the Grease in your home today! #CeasetheGrease #LoveOurBay	Facebook	1,320

10/18/16	Visit http://ceasethegrease.net to learn what you can do to defeat the Grease Monster in your home! #LoveOurBay #CeasetheGrease pic.twitter.com/KxcHZqs4H2	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 http://ceasethegrease.net to learn what you can do to defeat the Grease Monster in your home! #LoveOurBay #CeasetheGrease pic.twitter.com/8BY7o2MCjx	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 http://ceasethegrease.net/take-the-pledge 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 http://surveymonkey.com/r/ceasethegrease ...	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! http://ceasethegrease.net/cooking-oil-recycling/ ...	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! pic.twitter.com/Ad8KnzR9zm	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 http://ceasethegrease.net pic.twitter.com/ZFDPyKlnP	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 http://ceasethegrease.net/cooking-oil-recycling ... to find stations near you!	Twitter	446
12/15/16	Make sure you don't feed the Grease Monster! Visit http://www.ceasethegrease.net gf 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 www.ceasethegrease.net 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 ceasethegrease.net	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 goo.gl/rhOSus	Twitter	145
1/5/17	Cease the grease! Recycle it. Our column in this month's @CoastalAngler: https://t.co/T9hJJKVjYu	Twitter	459
1/5/17	Cease the Grease! Recycle it. Our column in this month's Coastal Angler Magazine Texas. http://coastalanglermag.com/galveston-bay-foundation-recycle-grease/	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 http://ceasethegrease.net/recycling	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 http://ceasethegrease.net	Twitter	568
5/24/17	Help drippy navigate grease clogs & defeat the grease monster in our Cease the Grease game at http://www.ceasethegrease.net ! 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 www.ceasethegrease.net 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! http://ceasethegrease.net	Twitter	1,906
11/2016-1/2017	KPRC - Sponsored Content		119,422
11/2016-1/2017	KPRC - Digital Video and Live Stream		235,000

12/2016-12/2016	Pandora - Audio and Digital Ads		446,612
5/2017-9/2017	Houston Public Media - Digital and Radio Ads		530,419
6/2017-12/2017	Houston Press - Digital Ads		2,086,573
8/2017-9/2017	Pandora - Audio and Digital Ads		631,578
11/2017-12/2017	Houston Chronicle - Digital and Print Ads		3,600,781
3/22/18	Happy #WorldWaterDay! Did you know that only 3% of the Earth's water is freshwater? And only 1% of that freshwater is accessible for human use. Water is a precious resource and we all need to do our part to conserve and protect it. Here are 5 things you can do every day to be a good steward of your local water resources. #LoveOurBay	Facebook	1,320
3/2018-7/2018	Houston Press - Digital and Email Ads		1,810,175
5/2018-8/2018	CW39 - Television and Digital Ads		7,122,534
7/26/18	We're so excited about our partnership with Clear Lake City Water Authority to set up our newest cooking oil recycling station! For more information about this station, visit ceasethegrease.net/recycling	Facebook	665
8/2018	Pandora - Audio and Digital Ads		159,450
Total			17,379,591

Outreach Activities Schedule

Once the 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 the program, the CtG message was represented by GBF and partners at 86 events, effectively reaching more than 18,300 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. These events also gave us the opportunity to provide the public with the tools (funnels and scrapers) to change their behaviors for the better. We highly valued the opportunity to get out to events in our community and speak face to face with people on the issue of FOG and water quality.

Please see Table 7 below for a list of these outreach events.

Table 7. Schedule of outreach activities, including presentations and booth events.

Event Date	Event Attended	Audience	Event Description
4/21/2015	Double Bayou Watershed Partnership Meeting	25	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG

4/22/2015	H-GAC Clean Water Initiative seminar	35	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
4/25/2015	Pasadena Rain Barrel Workshop	65	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
5/2/2015	River Rally	30	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
6/15/2015	AquaKids presentation	22	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
10/2015	League City apartment Halloween campaign	115	Distributed campaign materials to local apartment complexes
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
11/2015	La Porte Health and Safety Fair	300	Booth distribution of FOG disposal and recycling tips with household outreach items
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	47	Presentation including ways to reduce bacteria

	Workshop		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	GHAACK 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
10/11/2018	Johnson Space Center Health and Safety Fair	100	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
10/28/2018	Pearland Rain Barrel Workshop	30	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
2/28/2018	Post-Harvey Community Open House	40	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
3/10/2018	La Porte Rain Barrel Workshop	56	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
3/24/2018	REI Member's Day	20	Booth included ways to reduce bacteria in

			Galveston Bay via reduction of FOG
4/7/2018	Dickinson Rain Barrel Workshop	47	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
4/7/2018	GBF 30th Anniversary Party	40	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
4/10/2018	Houston Press Menu of Menus	450	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
4/16/2018	UH Sustainability Fest	40	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
4/19/2018	UTMB Earth Day	125	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
4/21/2018	Bay Day	250	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
4/22/2018	Earth Day Houston	400	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
4/28/2018	Nassau Bay Street Eatz	150	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
5/1/2018	City of Friendswood New Employee Orientation	25	Partner represented the campaign through messaging and campaign giveaways
5/11/2018	Houston WaterWorks Festival	100	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
5/12/2018	Pearland Rain Barrel Workshop	65	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
5/21/2018	Oysters, Boaters, and Water at Tommy's Restaurant	35	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
5/24/2018	City of Friendswood New Employee Orientation	25	Partner represented the campaign through messaging and campaign giveaways
6/3/2018	Saint Arnold Rain Barrel Workshop	77	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
6/8/2018	Artist Boat World Oceans Day	50	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
6/9/2018	Houston Zoo World Oceans Day	250	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
6/27/2018	Oysters, Boaters, and Water: Membership Meeting	64	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
7/14/2018	Baytown Rain Barrel Workshop	52	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
7/22/2018	Galveston's Own Farmers Market	55	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
8/7/2018	City of Friendswood New Resident Packets	1,000	Partner distributed funnels, scrapers, and informational handouts in new resident welcome packets on an ongoing basis

			throughout 2018
8/11/2018	Galveston Rain Barrel Workshop	47	Presentation including ways to reduce bacteria in Galveston Bay via reduction of FOG
8/15/2018	Galveston Bay Report Card Press Conference	15	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
8/22/2018	H-GAC Coastal Communities Outreach Open House	15	Booth included ways to reduce bacteria in Galveston Bay via reduction of FOG
TOTAL:	86 events	18,385	

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 was completed as a printable paper copy and is included in Appendix III. 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 IV - Cooking Oil Recycling Program

Deliverables

Table 8. Deliverables for Task IV.

Deliverable(s)	Due Date
Draft and final Definition of Responsibilities outline for cooking oil recycling partners (4.1.1)	30 and 60 days after start of the third and fourth fiscal year
Complete installation of recycling receptacles (4.1.2)	Two by January 31, 2017; Additional two by January 31, 2018
Oil recycling map on campaign website (4.2.1)	Within 15 days of installation
Copies of oil recycling outreach promotion materials (4.2.2)	Quarterly with QPRs

For this grant, GBF launched the pilot cooking oil recycling program. While there are a handful of recycling centers around the Houston-Galveston area which accept cooking oil, many of these are either concentrated in certain areas (City of Houston, Pearland, Galveston) leaving the growing Clear Lake-Friendswood-League City region without, 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 CtG 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, 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, Seabrook signed up in the summer of 2017, and Clear Lake City Water Authority and Dickinson in the summer of 2018. All partners were reimbursed for the purchase of or received their recycling stations for free. Various marketing and outreach materials were provided by GBF to the partners for them to distribute. Dependable Cooking Oil Services maintains and hauls oil all stations. 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.

On the next page, in Table 9, are details on the cities and organizations contacted regarding setting up an oil recycling station.

Table 9. Cities and organizations contacted for oil recycling program.

City/Organization	Status	Reason
Galveston County	Delayed	Were on board to establish a station but shifted focus on Harvey recovery and are not back in their offices. We've been checking in with them every few months to see where they are in the recovery process and if they're ready to set up a station. As of last contact they said they won't be able to set a station up "until the end of the year" (2018)
City of League City	Unresponsive	Unresponsive in communications. They say they don't have the funding to do it, I have made it clear that we will cover the costs. Finding a location is still an issue.
City of Friendswood and Keep Friendswood Beautiful	Unresponsive	Unresponsive in communications. They're still focused on Harvey recovery. Finding a location is still an issue.
City Alvin	Unresponsive	Unresponsive to communications.
City of Baytown	Unresponsive	Unresponsive to communications.
City of La Marque	No	Couldn't get approval.
Armand Bayou Nature Center	No	Said no because they believed the wildlife would get into it, also felt that with a station in Nassau Bay their area was covered.
City of Morgan's Point	No	Said no because they "didn't think it was a good fit" for them.
City of Webster	No	Said no because they already have a cooking oil recycling program, which we could find no evidence of on their webpages.
City of Pasadena	No	Last communication we had they said vandalism is an issue for them and it would be a no, attempted to contact them to see if anything had changed. Unresponsive in communications.
Chambers County	No	Too far for the oil hauler.
UHCL Green Hawks Sustainability Club	No	Was interested for a while, but could not get approval from the university.

Conclusions and Lessons Learned

The CtG campaign was a very rewarding program that allowed GBF to create positive change in our community. We very much enjoyed working on this campaign and developing its different aspects over the past few years.

The workgroup provided excellent input, insight, and support throughout the implementation of the CtG campaign. Regional partnerships grew throughout the years as more WWTFs, municipalities, and organizations learned about the campaign message and the workgroup's active measures to create change through influencing policy and behaviors regarding FOG. GBF provided many members of the workgroup with outreach materials and promotional giveaways for distribution at their respective outreach opportunities. This allowed the campaign to be in many places and in front of more and more people than if GBF were working on the program alone. GBF is very thankful for this collaboration.

The oil recycling stations in Nassau Bay, Seabrook, Dickinson, and at Clear Lake City Water Authority are successes and are being well received and utilized by the public. Residents of the communities surrounding Nassau Bay, Seabrook, Dickinson and the Clear Lake area are appreciative of the CtG campaign's efforts 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. Dependable Cooking Oil Service has agreed to haul the oil from our stations and provide oil receptacles free of charge indefinitely. We are confident that the stations we set up in partnership with these cities will be functional in the long term.

To summarize our major findings, over 70% 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 18,300 people at 86 live events. GBF was able to make over 17.3 million impressions with the CtG campaign message through just six media outlets and two social media platforms. 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. Although it is difficult to draw conclusions from just the data, SSO data indicated a percentage decrease in SSOs caused by FOG between 2014 and 2015.

After a few GBF staff members went through Community Based Social Marketing (CBSM) training however, we realized that the way in which we were trying to encourage behavior change was not as effective as it could have been. CBSM's principles intend for sustainable behaviors to be implemented at the community level, and make the point that the best way to get someone to change their behavior is by giving them the tools to make that desired change. Through in-person interactions at events throughout the program's timeline we were able to reach over an astounding amount of people. These were people we were able to provide with the behavior change tools (funnels and scrapers) and effectively message through authentic conversation. We focused much of our efforts on this outreach, but if we could do it all over again, we would shift even more focus to this community level education and outreach to incorporate workshops and more in-depth efforts into the work we do. 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. Although it is difficult to draw conclusions from just the data, SSO data indicated a percentage decrease in SSOs caused by FOG between 2014 and 2015, but it's impossible to know whether this is a coincidence or can be attributed to the CtG campaign specifically. It was hard to gather data which points to the success of the campaign, it would have been nice to evaluate other ways we could have measured it. These are the two main aspects of the campaign we would change to improve the project if we were given the chance to do it all over again, and going forward with future behavior change through education and outreach campaigns we would be sure to address these issues and adapt to have a truly efficient and effective program.

Overall, GBF and the workgroup are pleased with the implementation of the campaign and the progress it has made thus far. The information collected during this program will assist us as we continue to strive for increased community outreach, impressions made, and observed behavior change that will positively impact our environment and waterways. GBF recognizes that the CtG campaign is a complex balance of educating the public, coordinating with municipalities, and driving cultural and behavioral change.

We have very much enjoyed working on this program and representing it to our community. We are thankful to have had the opportunity to create such positive and impactful change on our region. Thank you to TCEQ and GBEP for your support of this important environmental, economic, and public health issue.

Appendix I: *Workgroup Meeting Minutes*

Wednesday, September 10, 2014 2:00 PM
Nassau Bay City Hall – Council Chambers
1800 Space Park Drive, Nassau Bay, TX 77058

Participants: Pam Krupa (City of La Porte), Neally Rhea (GBF), Charlene Bohanon (GBF), Paul Lopez (City of Nassau Bay), Kathy Janhsen (H-GAC), Cristela Villegas (City of Baytown), Rajendra Shrestha (City of Pearland), Jaree Hefner (City of La Porte), Sylvia Williams (City of Baytown), Susie Blake (City of League City), Jeanne Griffin (City of League City), Charriss York (TX AgriLife), Lisa Marshall (GBEP), Cynthia Clevenger (GBEP), John Rizzuti (KPRC), Kristi Alexander (Consultant), Bill Goloby (City of Houston), Cathy Gray (City of Friendswood), Michelle Simpson (SJRA)

I. Welcome

- 19 total participants

II. Oyster Waters Bacteria Implementation Plan

- Plan focuses on water quality and meeting TMDL Oyster Water Standards
- Addresses boater waste, stormwater runoff, SSO's and septic systems
- Charriss York, Texas Coastal Watershed Program - New Workgroup Chair (YAY Charriss!)
 - i. Workgroup Chair maintains representation from stakeholders.
 - ii. Charlene/Neally will continue to be CtG point of contact.
cbohanon@galvbay.org/nrhea@galvbay.org

III. Cease the Grease

- Choose campaign because of success of Dallas program and workgroup interest.
- Dallas began about 7 years ago with 120 SSO's annually; currently they have about 1 per year.
- Dallas takes a 3-pronged approach to grease: education, line cleaning, and enforcement.
- GBF has grant from GBEP + additional year (\$50k + \$46k) which is broken down into different areas to manage CtG program.
- Grant proposal soon for pilot grease recycling stations to CMP and GBEP for FY16.
- To start, may contract with grease hauler to initially begin grease recycling.
 - Bill can provide contact information for grease recycling stations.
- Web domain update: www.ceasethegrease.net (YAY!)
 - Need to optimize search engine to be at top of the search list.
- Looking at working with either KPRC or Target productions on media development, depending on availability of raw material and cost effectiveness.
 - Bill can provide contact information for Movie Theater ads. GBF will keep workgroup members updated on the decision making process.
- Three target audiences- (1) homeowners, (2) apartment dwellers, (3) restaurants/staff.

- Tailor the campaign materials distributed to each audience.
- \$12k to develop materials (restricted budget). Want to reuse as much material as we can.
- Message/Call-to-Action: Two options for messaging: (1) Don't pour grease down the drain, use the trash. (2) Don't pour down the drain, recycle if possible.
 - ASK: Workgroup members provide recycling station information to Charlene/Neally?
 - Bill can provide Houston information for recycling areas in Houston. H-GAC Regional Recycling Guide.
- GBF look for solid waste recycling funding from H-GAC grant.
- Begin campaign with city partnerships. Items will be developed in English and in Spanish. Are regulations specific to cities or regions?
- Website from template: IN PROGRESS
- Modify existing T.V spot (7 or 15 seconds): Choose most cost effective
- Modify existing radio spot (15 or 30 seconds): Choose most cost effective
- Live read scripts from DJs (trim down radio spot): Free with KPFT 90.1 "Eco-Ology"
- Web ads (ready for various platforms):
 - Social media strategy will be provided in the future (also as part of the strategy tool kit). Partners will have access to all materials and a free to run with it!
 - www.canva.com – for social media templates/graphics/program distribution. www.pictochart.com – Great for creating infographics, use education rate for \$39 dollars a year as an NPO, or use free portion.
- Print materials: Will be developing a strategy tool kit for potential partners.
- Campaign giveaways: SKIPPED
- Decide on ONE creative concept: Dallas uses both, because we have a low budget we need to pick one. www.ceasethegrease.org (online, FB).
- Ask students to develop animation (art institute, high-school, college). School vs. School contest or regional college battle.
- Grease Monster: What is price for animation?
 - KPRC can off-set some items for media development. Majority vote was for Grease Monster.
- Potentially begin with Grease Monster concept and incorporate Earl later down the road.
- Utilize YouTube and social media to spread the message. Content (articles, key words, documents, etc.) online helps to increase the google search hits.
- Earl the Plumber: Residual costs to use Earl? Pay royalties if we were to use him?
- Campaign performance measures: Workgroup will review and get back to Charlene with comments/questions/concerns. What is feasible to track by the

workgroup members? No budget for a phone survey – what is an alternative to a phone survey?

- www.surveymonkey.com, blackboard connect system

IV. Summary

- Action items Due by Friday Sept. 19th!
 - i. Email your high-resolution logo file for website - partner section
 - ii. Identify and email Neally/Charlene current grease recycling locations
 - Next meetings
 - i. December 10th, March 11th, and June 10th from 2:00-3:30pm
-

Wednesday, December 10, 2014 2:00-3:30 PM

Nassau Bay City Hall – Council Chambers
1800 Space Park Drive, Nassau Bay, TX 77058

Participants: Charriss York (TX AgriLife), Bill Goloby (City of Houston), John Rizzuti (KPRC), Paul Lopez (City of Nassau Bay), Lisa Marshall (GBEP), Amanda Brown (BPA), Cathy Gray (City of Friendswood), Neally Rhea (GBF)

I. Welcome

- 8 total participants

II. Oyster Waters Bacteria Implementation Plan

- Waiting for review

III. Cease the Grease

- Recap of previous meeting decisions
- Funding update – Skipped
- KPRC contract - Skipped
- Developed media items
 1. Four video ads: generic and holiday :07s and :15s. KPRC used existing media material from Dallas to develop video ads. Using short ads to stretch budget and target media advertising. See attachment for schedule.
 2. Holiday soft launch media plan – See third page for ad schedule
- Website development - www.ceasethegrease.net. Landing page is live for now. Full website will be developed after holiday season ends.
 1. Partners will link to www.ceasethegrease.net using their own website.
Action Item: Send two website suggestions to Neally (nrhea@galvbay.org) by 12/19/14.
- Print materials
 1. GBF has files for print materials. GBF and Workgroup will decide on a small set of fliers which GBF will edit and send to partners in pdf format with necessary logos included. Edited print material will leave a designated location for partners to add their own logo.
 2. Kitchen grease funnel, grease scraper, sticker, and can lid will be included in Partner Toolkit.
- Social media

1. Dallas CtG has their own FB page. Partners will use their own Facebook pages and social media outlets to advertise campaign messaging. Partners will share posts with each other and tag partners in social media posts to increase outreach. Post will be hashtagged as #ceasethegrease. **Action Item: “Like” the GBF Facebook page and send a message on Facebook to GBF. (So GBF can tag partners on CtG posts)**
- Performance measures
 1. GBF will provide a pre-formatted document for partners to submit quarterly to track outreach of campaign. Partners will keep track of these outreach measures as needed. GBF will send a reminder quarterly to ask partners to send in their outreach tracking document.
 2. Pre-formatted document will include measures such as: location of event, type of event, impressions made, materials distributed, and demographic. Purpose is to not only track outreach and measure success, but also plan for future advertising and use resources wisely.
- Grease Cutting Ceremony
 1. Get-Together style event for on the ground launch of campaign. Partners and potential partners can socialize and spread campaign messaging. May ask for sponsorships for food from local grocers. Opportunity to give outreach materials and create new contacts over food and drink. Possibly invite media (news reporters and local TV). In development for early 2015.

IV. Summary

- Follow-Up
 1. **Submit 2 website suggestions by Friday, December 19th.**
 1. **“Like” and send Facebook message to Galveston Bay Foundation FB account.**
- Next meetings:
 - **March 11th, and June 10th from 2 – 3:30pm at Nassau Bay City Hall**

Wednesday, March 11, 2015 2:00PM-3:30PM

Nassau Bay City Hall – Council Chambers
1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

In Attendance: Charlene Bohanon (GBF), Neally Rhea (GBF), Lisa Marshall (GBEP), Charriss York (TX AgriLife), Paul Lopez (Nassau Bay), Catherine Gray (Friendswood), Pam Kroupa (La Porte), Susie Blake (League City), Gunner Herrera (Pasadena), Bill Goloby (Houston), Linda Shead (Shead Conservation)

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

- a. Introductions

II. 2:05PM-2:20PM: Oyster Waters Bacteria Implementation Plan

- a. I-Plan draft update
 - i. Relationship to the I-Plan (2min)
 1. **Cease the Grease workgroup is the Public Policy & Outreach workgroup referred to in the I-Plan.**

- ii. Public comment period (3min)
 - 1. Partners asked to provide supportive public comments at the appropriate time, Charlene will inform.
- iii. Cover page input (10min)
 - 1. Majority of votes went to the image of volunteers at an oyster restoration event.

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

- a. 2:20PM Development recap
 - i. Holiday soft launch (2min)
 - 1. Reviewed launch activities from past minutes.
 - ii. Holiday landing page (2min)
 - 1. Reviewed landing page for holiday. Web address, www.ceasethegrease.net, currently redirected to GBF webpage while it is in development.
 - 2. Full website expected to be developed within two months at the very latest – middle of May deadline.
 - iii. Print materials (2min)
 - 1. Reviewed all print materials in goodie bag and in Dropbox folder. Also reviewed partner recruitment kit.
 - 2. Request for next flier to be directed towards apartment dwellers
 - iv. Campaign tracking (2min)
 - 1. Partners provided improvements to campaign tracking document and agreed upon a quarterly update.
- b. 2:30PM Campaign implementation
 - i. Bags of giveaways for everybody! (5min)
 - 1. Each partner in attendance was given a bag of: 20 can lids, 20 oil funnels, 20 grease scrapers, 20 logo stickers, and 10 GBAN (Galveston Bay Action Network – pollution reporting system) cards
 - ii. Dropbox distribution (5min)
 - 1. Reviewed videos and flier
 - 2. Shared H-GAC children's game concept set to debut at Trash Bash
 - iii. Partner toolkit (5min)
 - 1. Partners provided updates to Campaign Summary. Once the summary is complete, GBF will provide partners with Partner Toolkits to be used for inviting new partners to join the campaign.
- c. 2:45PM Partner collaboration
 - i.
 - 1. September event – La Porte health and safety fair
 - 2. Add CtG messaging to OSSF community
 - 3. Pasadena Earth Day booth
 - 4. Partner with Corral the Grease at apartment associations' outreach events
 - 5. KPRC restaurant review segments (CtG recognition?)
 - ii. Review outreach tracking document
 - 1. Explained fields and why it is important to fill out; described ethnicity
 - iii. Give input on partner summary

1. Workgroup members suggested improvements on wording and content
 - d. 3:10 PM Social media
 - i. ASK: Would partners benefit from social media guidance, tools, and tips?
 1. Some yes, some no
 2. GBF will provide tip sheets
 3. Described benefit of using their own social media pages to spread the message
- IV. 3:20PM-3:30PM: Summary**
- a. 3:20PM Action items
 - i. WORKGROUP PHOTO!! Success!
 - ii. Access Dropbox folder and send confirmation to GBF (nrhea@galvbay.org) of correct logo and all items are accessible Will be resent with meeting minutes
 - iii. Post two social media posts about CtG this month. Extra kudos if you let GBF know so we can share the post with others!
- V. 3:30PM: Adjourn**
- a. Next meeting time: Wednesday, June 10 from 2:00pm-3:30pm at Nassau Bay City Hall
-

Tuesday, June 23, 2015 2:00PM-3:30PM

Nassau Bay City Hall – Conference Room

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

In Attendance: Charlene Bohanon (GBF), Neally Rhea (GBF), Kathy Janhsen (H-GAC), Becki Begley (H-GAC), Lisa Marshall (TCEQ), John Rizzuti (KPRC), Paul Lopez (City of Nassau Bay), Amanda Brown (BPA)

- I. 2:00PM-2:05PM: Welcome**
- a. Introductions
- II. 2:05PM-2:10PM: Oyster Waters Bacteria Implementation Plan**
- a. I-Plan draft update – Two public comment meetings took place in April. No negative comments received. Written comments were accepted from April to May. Now awaiting approval.
- III. 2:10PM-3:20PM: Cease the Grease**
- a. 2:10PM Outreach tracking recap
 - i. Prize winner – City of League City! Great job League City partners for your outreach to our local students and teachers!
 - b. 2:20PM Race to Defeat the Grease Monster game
 - i. H-GAC video – Will be available in Dropbox. The video describes aspects of the game such as talking points, development, construction, cost, tips, etc. Video can also be downloaded at <https://h-gac.sharefile.com/d-sf7125bfae5b4d8c9>.
 - ii. Game demonstration – Game details and contacts will be uploaded to Dropbox. Thanks H-GAC!

- iii. “How can GBF help campaign partners be more successful?” – Once monthly, friendly reminders of what materials everyone has available, suggestions of how to use them, results of what is being accomplished, etc. Coming soon!
- c. 2:35PM Website review
 - i. Update and suggestions – www.ceasethegrease.net is now live! A trimmed down version was launched over July 4th weekend with accompanying ad videos running to drive people to the website. GBF will continue to work with the web developer to develop more features for the website. Suggestions welcome anytime!
- d. 2:50PM Partner toolkit review
 - i. Final partner summary edits – No major edits suggested. Bags need to be assembled and then toolkit will be ready for distribution to partners.
 - ii. Grease fighter toolkit outline review – Fleshed out the steps for new organizations to become partners in the campaign by acquiring “packages” of materials. These packages help new partners to gradually adopt the campaign and decide which campaign materials will best suit their needs.

IV. 3:10PM-3:15PM: Action Item

- a. Workgroup photo! – Yet another great photo was taken ☺

V. 3:30PM: Adjourn

- a. Next meeting time: TBA – September – GBF will set the time and date soon and update you all once it is confirmed.

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)

VI. 2:00PM-2:05PM: Welcome

- a. Introductions

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

VIII. 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 4th – 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 4th web tracking)
 - Shout out! 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 1st-20th
 - Pasadena Rodeo and Cook-Off Event – September 11th-19th
 - County Fairs and Farmers Markets - Ongoing
 - Strawberry Festival
 - Friendswood Fall Hall – November 14th
 - 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.

IX. 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.

X. 3:30PM: Adjourn

- a. Next meeting time: Tuesday, January 12th, 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 simpler 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 1st-20th –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 1st. Final Grant Report and all project tasks and deliverables are due March 31st.

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

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

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

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
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Thursday, August 4th, 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 15th, 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 15th, 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 15th, 2016

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

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

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)

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 31st, 2017 at 2:00pm-3:30pm at Nassau Bay City Hall

Tuesday, February 7th, 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 as 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

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

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

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

- a. Next meeting on Tuesday, May 2nd, 2017 at 2:00pm-3:30pm at Nassau Bay City Hall

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

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

a. Next meeting on Tuesday, August 1st, 2017 at 2:00pm-3:30pm at Nassau Bay City Hall

Policy and Outreach/Cease the Grease Workgroup Meeting Agenda

Tuesday, August 1st, 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
- 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 7th, 2017 from 2:00pm-3:30pm at Nassau Bay City Hall
-

Tuesday, November 7th, 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), Paul Lopez (City of Nassau Bay), Kristi Fluker (City of League City), Brian Craig (City of Seabrook), Bill Goloby (City of Houston), Alondra Hernandez (City of Houston)

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

- a. Workgroup Outreach Updates/Successes

Kristi informed the workgroup of the City of League City's initiative to provide daycare facilities with informational brochures on proper disposal of wipes and FOG. Through this initiative they have reached 700+ people!

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

- a. 2:10pm Oil Recycling Program Updates

- i. New station in Seabrook is up and running

We're having some difficulties updating the map online (code is not saving), but we're working on it! City of Seabrook Public Works is having an open house on November 18th where they will distribute CtG campaign materials.

- ii. Updates on other possible partnerships in the community

We're still working on setting up two recycling stations, and have a few good leads. The process takes time, but we're hoping to have these locked down by Christmas!

- b. 2:25pm Marketing and Outreach Materials

- i. New funnels and scrapers

In order to spend down some expiring grant funds, we ordered more funnels and scrapers! Thousands of them. So, if anyone has a need for them and could use them at outreach events (or just want them for the office to give to any residents who may stop by, etc.) please let Kaitlin know so she can deliver them to you.

- ii. Updated campaign toolkit

We are working on updating the campaign toolkit for use by partners, or any organization who wants to promote CtG and get involved. We will make sure it has all the updated flyers, outreach materials, social media graphics, videos, audio spots, etc. Once completed, we will have the toolkit available on the campaign website. Kaitlin will let everyone know when this is functional through the monthly newsletter.

- iii. Campaign video in progress

We're working on making an informational video to be available to the workgroup through the campaign toolkit and via YouTube. It will be short

and concise. We're very excited to have this as an outreach tool, since videos are an effective way to convey your message.

- c. 2:40pm Updates on Mass Media Campaigns
 - i. Houston Press

This campaign is still running through the end of the year. We are currently running banner ads on their website. We've had some above average click through rates to the website from this campaign.
 - ii. Houston Public Media

This campaign is still running as well. We are running sponsored messages on our local NPR station (the messages that say "This message is brought to you by... Galveston Bay Foundation's Cease the Grease program..."). We're seeing good follow up with website visits from this campaign. We've also had a lot of people tell us they hear the spot frequently.
 - iii. Pandora

We ran a quick campaign (from late August to late September) to spend down some of those expiring grant funds. Through this campaign we made 631,578 impressions in our area!
- d. 2:50pm Holiday Campaigns
 - i. Social media

We will be running a social media campaign around the holidays, smaller than last year's but more focused around the actual days surrounding Thanksgiving, Christmas, and New Year's. Be on the lookout for those posts on Facebook and Twitter. We always love when y'all share our posts on social media.
 - ii. Mass media

We are also evaluating options for a holiday mass media campaign. Last year we ran a campaign with Pandora, which was very successful, but we want to make sure we're diversifying. We'll continue to look into options on this and will look at budgets to decide what we can run this season.

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

- a. 3:00pm Outreach Opportunities
 - i. Partner input and opportunities for holiday outreach events

If you have any outreach opportunities for the next few months, please let Kaitlin know.

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

- a. Next meeting will be held on Tuesday, February 6th, 2018 from 2:00pm-3:30pm at Nassau Bay City Hall

Other Notes: Kaitlin mentioned Community Based Social Marketing as a tool for fostering sustainable behavior change in conversation in the meeting. Here's the [link](#) for that book if any of y'all want any additional information.

Tuesday, February 6th, 2018 2:00pm-3:30pm

In attendance: Kaitlin Grable (GBF), Sarah Gossett (GBF), Kevin Padgett (City of Seabrook), Kristi Fluker (City of League City), Lisa Marshall (GBEP), Cassidy Kempf (GBEP), Bill Goloby (City of Houston), Alondra Hernandez (City of Houston)

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

a. Workgroup Outreach Updates/Successes

Corral the Grease has secured a spot to represent their FOG campaign at the Houston Rodeo! They've also made some great connections to get a CtG ad playing at the Rockets games (once in pregame and once at halftime). The Health Department has also connected with local gas stations to get them to play the video at their pump TVs.

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

a. 2:10pm Oil Recycling Program Updates

i. Discuss progress made in the past quarter

We have been in conversation with several different cities on partnering to establish cooking oil recycling stations in their areas. We were discussing it with the City of Morgan's Point but they decided it wasn't the right fit. We are currently talking with the City of Dickinson about setting up a station there. The City of League City is deliberating and trying to find a location where they could set up a station. And we are still waiting to hear back from the City of Friendswood on whether they will proceed with setting up a station.

ii. Discuss opportunities for partner participation

As always, if you'd like to set up a recycling station, please let Kaitlin know!

b. 2:30pm Website Updates

i. Discuss partner toolkit on the website

We've started to upload campaign materials for partner use on the website's toolkit. Right now it's very basic, we have a partner toolkit guide, printable flyers in English, Spanish, and a bilingual format, campaign talking points, and a social media graphic gallery. We have lots of items on the wishlist for what we'd eventually like to include on the toolkit, including new videos and re-recorded radio spots.

ii. Discuss partner needs

If anyone has a particular need or desire when it comes to outreach materials for this program, please let us know! We are more than willing to design new materials for partner use in promoting this campaign.

c. 2:40pm Outreach Campaigns

i. Review holiday campaigns

We wrapped up our Houston Chronicle campaigns at the end of December, and were very pleased with the results. We got a lot of clickthrough and visits to the website and had quite a few people mention that they saw our ads in the community newspapers!

ii. Review outreach tracking for 2017

The outreach totals are attached at the end of this document for your reference. We reached a record amount of people with this campaign in 2017. We mention “impressions” quite a bit for this campaign because it is used as a benchmark for success. We measure how many people we’re reaching with our message because that is increasing their awareness of the problems associated with FOG and SSOs.

iii. Discuss future campaigns

We’re beginning to plan the campaigns for 2018, starting with a spring campaign that will run through June online with Houston Press. We want to make sure we diversify instead of working with the same mass media companies, so we will be looking into local magazines for new partnerships this year as well.

d. 3:00pm Implementing Community Based Social Marketing into campaign

i. About CBSM

The CBSM method is based in social psychology and draws from the idea that sustainable behavior change is most effective when it involves direct contact with people and is carried out at the community level. Many behavior change campaigns are information based campaigns (CtG included). It’s relatively easy to print and distribute materials, and one may expect that by increasing knowledge and building support for a subject, behavior change will occur; after all, media ads and distributing flyers are common methods of promoting certain behaviors. However, studies repeatedly show that information by itself has little to no effect on behavior. Advertising is normally only effective for getting consumers to choose one brand over another, not creating or changing behaviors. In some cases, information-based campaigns can even draw attention to and increase the frequency of an undesirable behavior. CBSM has been proven to be effective at fostering sustainable behavior change, so I’d like to start incorporating it more into CtG.

ii. Applying this to Cease the Grease

We would like to start evaluating ways in which we could apply CBSM to this program. This year we want to focus on attending more outreach events in order to have quality interactions where we actually provide our community with the tools needed to make the behavior change. We also will look into creating a pilot program with the City of League City since they’ve identified a few problematic neighborhoods that cause frequent FOG blockages in the city’s system. We’re excited for this potential program and partnership!

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

a. 3:20pm Marketing Outreach Plan

i. Partner input

ii. Opportunities for outreach events for 2018

As always, if you hear of any events we should be have a presence at, please let Kaitlin know!

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

- a. Next meeting on Tuesday, May 8th, 2018 at 2:00pm-3:30pm at Nassau Bay City Hall
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Tuesday, May 8th, 2018 2:00pm-3:00pm

Nassau Bay City Hall—Conference Room

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

In attendance: Kaitlin Grable (GBF), Sarah Gossett (GBF), Kristi Fluker (City of League City), Lisa Marshall (GBEP), Aaron Chan (City of Houston), Paul Lopez (City of Nassau Bay)

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

- a. Workgroup Outreach Updates/Successes

The City of Nassau Bay has seen a recent uptick in the amount of used cooking oil drop-offs to their recycling center. The City of Houston represented Corral the Grease at their Earth Day Houston booth. They are also using recent SSO data to target the zip codes that are the “greasiest” with more messaging surrounding the issues of FOG. They’ve agreed to share the SSO data and zip codes with Kaitlin for reporting. The City of League City has also identified their “greasiest” neighborhoods and will doing targeted outreach messaging in those areas.

II. 2:10pm-2:30pm: Cease the Grease

- a. 2:10pm Oil Recycling Program Updates

- i. Discuss progress made in the past quarter

We’re still trying to establish recycling stations in the area. Harvey has rearranged the priorities of many potential partners, but we’re still hopeful that as we move into the summer and our region continues to recover we can get these stations established.

- ii. Discuss ongoing opportunities

We will be reaching out once more to those with whom we have discussed partnerships in the past. If you or anyone you know may be interested in establishing a station, please reach out to Kaitlin.

- b. 2:20pm Cease the Grease Pledges

- i. Discuss new pledge campaign

We developed a pledge to be used at outreach events and rolled it out during Earth Month. It serves as a good way to “capture” action from the public. When people visit our booth and we educate them about proper FOG disposal, we will then encourage them to take the CtG pledge. The pledge form is simple. The title banner states “I pledge to Cease the Grease” and the person checks boxes for each action. The pledge actions are:

- I will properly dispose of my cooking fats, oils, and grease by throwing them in the trash and never down the drain
- I will not use my sink as a trash can. All food scraps will go in the trash.

- I will use a scraper to clean my pans into the trash before I wash them.

- I will encourage my family and friends to do the same.

In exchange for taking the pledge, we give them a magnet which they can put on their refrigerator to remind them to do the right thing whenever they're in the kitchen. The magnet is a simple design: a white circular magnet with the grease monster in the middle and the words "I pledge to Cease the Grease" around him. On the bottom is the GBF logo and the CtG campaign website URL. We will follow up with people in batches one month after taking the pledge through an email. The email will provide a reminder of their pledge actions as well as links to a few good resources and knowledge. Last month we received approximately 150 pledges from our various outreach events! We're loving this campaign so far.

c. 2:30pm Mass Media Outreach Campaigns

i. Discuss current campaigns

We're currently running a campaign with Houston Press. This is very similar to the campaign we ran with them last year, which was a huge success.

ii. Discuss upcoming campaigns

We are looking into building a campaign with CW39. This campaign would be heavily focused on television, which is an approach we haven't really taken with the campaign yet. We're excited to see how this campaign pans out. In addition to CW 39, we will run one more mass media campaign over the summer and into the fall. We have yet to decide with whom we will run the campaign.

III. 2:45pm-2:55pm: Action Item

a. 3:20pm Marketing Outreach Plan

i. Partner input

The workgroup discussed the possibility of doing a social media campaign contest. Maybe have people decorate their grease monster jars and submit their entries through social media for a chance to win some gift cards? We will look into this idea. The workgroup also discussed possibly making a looping video that demonstrates how to use the funnels and scrapers, to be played at our outreach tables.

ii. Opportunities for outreach events for upcoming quarter

Nassau Bay will be hosting another StreetEatz event sometime around the "Back to School" time frame.

IV. 2:55pm-3:00pm: Adjourn

a. Next meeting on Tuesday, August 7th, 2018 at 2:00pm-3:30pm at Nassau Bay City Hall

Since the grant closes at the end of August, this will be the last workgroup meeting! We really hope to see you all there!

Tuesday, August 7th, 2018 2:00pm-3:00pm
Nassau Bay City Hall—Conference Room
1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

In attendance: Kaitlin Grable (GBF), Paul Lopez (City of Nassau Bay), Cathy Gray (City of Friendswood), Aaron Chan (City of Houston), Alondra Hernandez (City of Houston), Eric Combs (City of League City)

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

a. Workgroup Outreach Updates/Successes

Nassau Bay Oil Recycling Station has received 5 gallons of cooking oil in the past few weeks! They handed out funnels and scrapers to approximately 50 people during their Fourth of July celebrations. League City's residential programs have been making great progress! They've distributed 600 "fat bags" to people in their community. City of Friendswood has been distributing funnels and scrapers to all new city employees and in all new resident bags, reaching over 1,000 people!

II. 2:10pm-2:30pm: Cease the Grease

a. 2:10pm Oil Recycling Program Updates

i. Clear Lake City Water Authority Recycling Station

Station is now set up, functional, and on the website! It is located at their maintenance facility off El Camino Real, near the water tower.

ii. Dickinson Recycling Station

Station is now set up, functional, and on the website as well. It is located near the Dickinson City Hall.

b. 2:20pm Mass Media Outreach Campaigns

i. Discuss campaigns current

Our campaign with Houston Press is currently wrapping up, we've seen a large increase in traffic from the banners and ads we ran with them. Nearly 1,300 unique users were directed to the CtG website from the Houston Press campaign alone! The CW39 campaign is a little harder to track the success, but we have heard lots of people say they have seen the commercials and received a few phone calls, website contact forms, etc. from people asking questions about the campaign and best practices for FOG disposal. We are very pleased with the results of both campaigns!

c. 2:30pm Discuss Campaign Successes and Effectiveness

i. SSO data

GBF was able to compile SSO information with assistance from H-GAC, the City of Houston, and TCEQ. These data represented the number of SSOs for all the domestic wastewater treatment facilities (WWTF) and large municipal utility districts (MUD) 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. Tables 10-12 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 10 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 was a decrease in the percentage of SSO incidents caused by FOG compared to the 2001 – 2011 dataset. More data would be necessary to see if this decrease is a trend or simply annual variability.

Year	SSOs Caused by FOG	Total # of SSOs	% of SSOs Caused by FOG
2014	493	1,265	39%
2015	565	2,572	22%
2016	517	2,080	25%
2017	989	3,359	29%
Total	2,564	9,276	27.6%

ii. Outreach totals and stats

For the grant final report we compiled the outreach and media impression totals to evaluate how effective we were in implementing the campaign. Not including the Houston Press, CW39, and upcoming Pandora campaigns, we have made 8,338,676 impressions through mass and social media! And through in person outreach at 82 events, we have reached 17,308 people directly!

iii. Lessons learned

Working on this program has been very rewarding, and we've enjoyed implementing the messaging into our outreach. After a few GBF staff members went through Community Based Social Marketing (CBSM) training however, we realized that the way in which we were trying to encourage behavior change was not as effective as it could have been. CBSM's principles intend for sustainable behaviors to be implemented at the community level, and also make the point that the best way to get someone to change their behavior is by giving them the tools to make that desired change. Through in person interactions at events throughout the program's timeline we were able to reach over 17,000 people. These were people we were able to provide with the behavior change tools (funnels and scrapers) and effectively message through authentic conversation. We focused much of our efforts on this outreach, but if we could do it all over again, we would shift even more focus to this community level education and outreach to incorporate workshops and more in-depth efforts into the work we do. 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. Although it is difficult to draw conclusions from just the data, SSO data indicated a percentage decrease in SSOs caused by FOG between 2014 and 2015. It was hard to gather data which points to the success of the

campaign, it would have been nice to evaluate other ways we could have measured it.

Workgroup members are pleased with the campaign's implementation in their respective communities and are thankful for the opportunity to partner on this program. Nassau Bay shared that 8 years ago they would encounter 1-2 SSOs per day, and now they see maybe 1 per year. They attribute this success to all the CtG outreach we have conducted in their community over the run of this program.

III. 2:55pm-3:00pm: Adjourn

Thank you all for being a part of this campaign workgroup!

As always, feel free to let me know if you want funnels and scrapers for your outreach. We still have many and will continue to promote this program, it will be tacked on to our general outreach efforts until we run out of supplies! However, we will no longer have workgroup meetings. It was so great to work with y'all. Thanks for being a part of this team! Keep in touch and please let me know if you are interested in partnering with us on any other GBF programs! 😊

Appendix II: Outreach Graphics and Materials

Figure 9. Campaign logo used from 2014-2016, based off CtG Dallas branding.



Figure 10. New campaign logo released in 2016.



Figure 11. Grease monster and sidekick designs used from 2014-2016.



Figure 12. New grease monster released in 2016.



Figure 13. CtG 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.

Happy Thanksgiving!

Figure 14. Banner graphic reflecting the campaign's revised color scheme implemented in 2016.



Figure 15. Informational graphic utilizing new monster design and color schemes.



Figure 16. Redesigned flyers with new logos, monster, and color palette (front).




Figure 17. Redesigned flyers with new logos, monster, and color palette (back in Spanish).



Figure 18. GBF water programs flyer, aimed to unite the various program goals of protecting water resources (front).




Figure 19. GBF water programs flyer, aimed to unite the various program goals of protecting water resources (back).




**GALVESTON BAY
FOUNDATION**

Rain Barrel Program
Sign up for an upcoming Rain Barrel Workshop
at galvbay.org/rainbarrel

 **CEASE THE GREASE**
Find a cooking oil recycling station near you
at ceasethegrease.net

Galveston Bay Action Network
Download the mobile app, or go to
galvbay.org/gban to report pollution


Take the pledge to conserve water for
your Bay at gbwb.org

Learn more ways to take action
at galvbaygrade.org

Figure 20. Grease monster graphic created for 2016 holiday campaign.



Figure 21. 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”

Figure 22. Selected graphics from 2017 Houston Press digital marketing campaign.



Figure 23. Summer 2017 Houston Public Media ad visual graphic and script.

The image shows a public media advertisement graphic with a script. The graphic includes a header, a list of instructions, and a footer with a website link and logo.

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

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

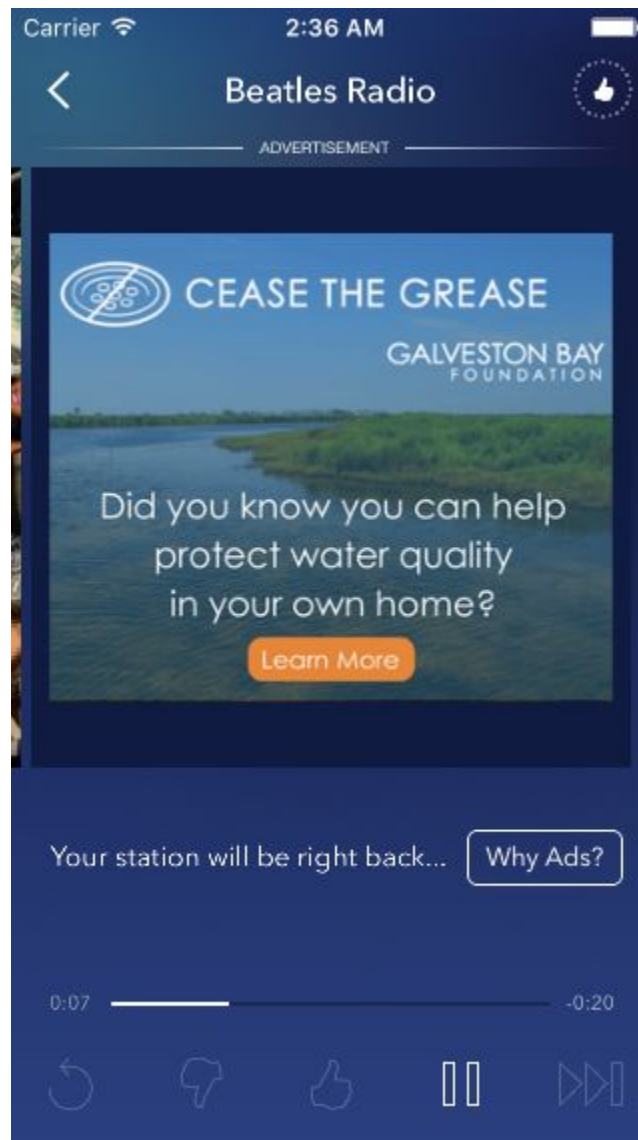
1. Remove oil and grease from dishes and pans
2. Pour into a collection container
3. Seal the container and store it in the freezer
4. Once full, recycle oil at an approved station or throw it out

More information at ceasethegrease.net

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.”

Figure 24. Screenshot of Pandora ad ran in fall of 2017.



Figures 25. Banner ad used on Houston Chronicle website during fall and winter 2017 campaign.

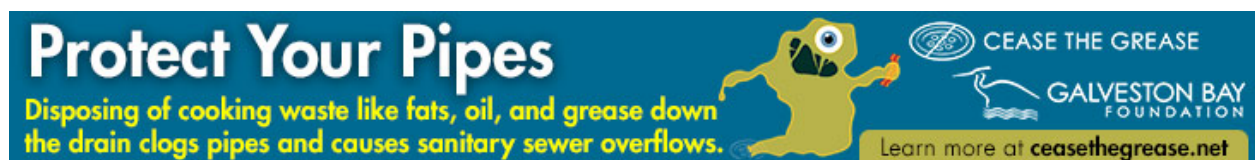


Figure 26. Banner ad used on Houston Chronicle website during fall and winter 2017 campaign.

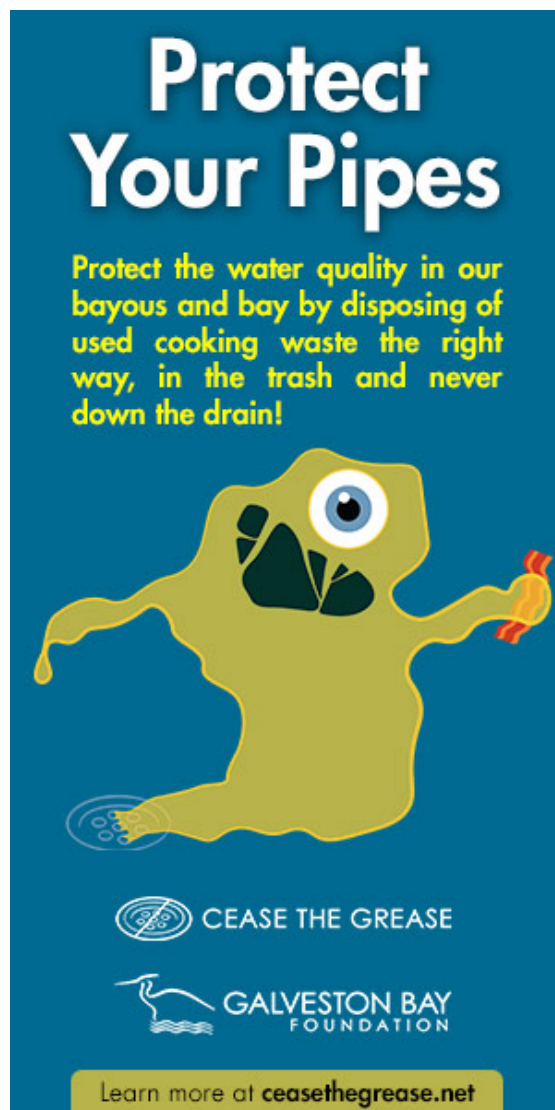


Figure 27. Ad used on Houston Press campaign during summer of 2018.



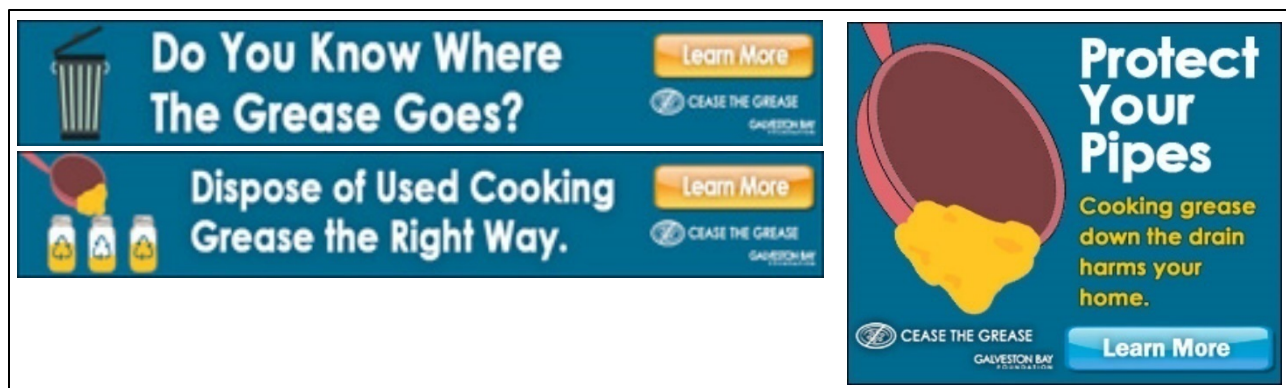
Figure 28. Ad used on Houston Press campaign during summer of 2018.



Figure 29. Ad used on Houston Press campaign during summer of 2018.



Figure 30. Selected ads used on Houston Press campaign during summer of 2018.



STAR

Compulsive behavior reported as side effect for some medications



JOE AND TERESA GRAEDON
The People's Pharmacy

Q: I have had restless legs syndrome for as long as I can remember. I was given Mirapex in 2010, and the doctor maximized the dose in 2011.

I never gambled or shopped excessively in my life before starting this medication. I have since gambled away my entire savings, lost my marriage, lied about going to work, binge shopped and hid things, which ultimately ruined the life I worked hard

to build. I hurt a lot of people with this behavior, but it was all I could think of doing.

When I learned about these side effects, I went to my doctor and asked to be taken off the medicine. Can you believe he actually told me that he didn't know about these side effects? It has taken a lot in the past four years to try to rebuild my life, forgive myself and control behaviors that I learned over those long horrible years.

My ex-husband would never accept that Mirapex could cause compulsive problems, even though he knew me before and during this horrible episode. I now take carbidopa/levodopa without any

problem.

A: Many people are shocked to learn that some medications have been linked to compulsive behavior, such as gambling, binge drinking, shopping and even hypersexuality. Such behaviors are associated with the antipsychotic drug aripiprazole (Abilify) and drugs used to treat Parkinson's disease and RLS, pramipexole, ropinirole and rotigotine.

These drugs affect the brain chemical dopamine. Researchers writing in the journal JAMA Internal Medicine (December 2014) called for boxed warnings on the prescribing information and vigilant monitoring of patients taking such medications.

Q: I have hypothy-

roidism and have been taking generic levothyroxine for a few years. My doctor and I have struggled to find the correct dosage and recently settled on 125 mcg daily.

I asked my doctor to prescribe branded Synthroid, because I read it is better. He did so, at the same dosage level as the generic.

Within one day of taking Synthroid, I feel as if I am about to explode. I am anxious, and my heart is racing. I also have diarrhea. Is there an explanation?

A: We have heard from many people that switching from branded to generic levothyroxine or vice versa can result in symptoms. Excess thyroid

hormone can cause rapid heart rate, sweating, anxiety, tremors, diarrhea and irritability. Such a switch may require a dose adjustment.

Q: I don't remember now if I read this here or elsewhere, but I recently learned that drinking cherry juice before bedtime ensures a sound night's sleep. It works for me and for the friends I have told about it.

A: Thank you for sharing your success story. It is quite possible that you read about cherry juice for insomnia in The People's Pharmacy. We have been writing about the benefits of cherry juice for years.

The most recent

research, published in the American Journal of Therapeutics (online, March 27, 2017), concluded that "Cherry juice increased sleep time and sleep efficiency." Ingredients in Montmorency tart cherry juice reduce inflammation and increase tryptophan levels in the body. That may contribute to its sleep-promoting activity.

You can learn more about cherry juice and other nondrug approaches for overcoming insomnia in our online digital "Guide to Getting a Good Night's Sleep." It is available at PeoplesPharmacy.com.

Write to Joe and Teresa Graedon via their website: PeoplesPharmacy.com.

Purple gets its day in the sun, especially in the world of fashion

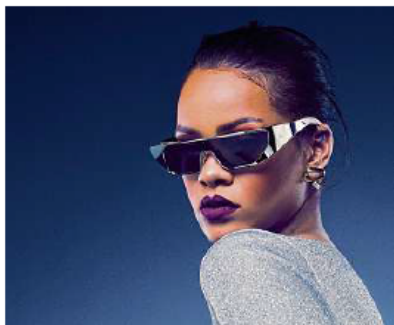
Purple from page D1

color is usually connected in some way to the previous year's color, so it's no surprise that it's selected, Pressman said.

"Greenery was about becoming more connected to nature and pulling away from technology. Purple takes that feeling deeper. It's a more complex, thoughtful color that has a spiritual side."

Throughout history, the purple light has been connected to spirituality and high consciousness. Leonardo da Vinci, for example, believed the power of meditation increases 10-fold when done under a purple light. And the recent popularity of purple foods, like potatoes, also furthers its link to nature. There are also more purple flowers than any color, Pressman said.

When it comes to fash-



Rihanna appears in a 2017 Dior ad wearing a variety of purples.

ion, purple and its variations have been popping up on the runways, too.

Rihanna recently appeared in a Dior ad with bold violet lips and purple-tinted sunglasses. Fashion runways fea-

tured Ultra Violet in a big way in fall 2016 and continued with this year's collections by designers such as Alberta Ferretti and Marni. For spring, Kenzo offers a bright, sleeveless purple dress

with high black-and-white socks and a yellow handbag.

At Tootsies, creative director Fady Armani said the luxury retail store is expanding the look of Ultra Violet to include everything from "cherry to raspberry."

"We're seeing violet being softened with reds and pinks. You can go completely head-to-toe monochromatic like we saw this fall with red, or go all purple with red accessories or vice versa."

Also, expect Ultra Violet to take over the beauty market with matte lipsticks, shimmer shadows and even hair color, Pressman said.

"What makes this color so interesting for beauty is its versatility. It looks good on so many skin tones. I love the idea of purple hair in a rise, ombre or even muted.

Personally, I've always been a purple person with lipstick. It's a color about

mystery and drama."

joy.sewing@chron.com

Protect Your Pipes

Don't pour fats, oils, and grease down your drain.

Cooking waste like fats, oil, and grease clog municipal pipes and cause sanitary sewer overflows.

Protect the water quality in our bays and bay by disposing of used cooking waste the right way, in the trash and never down the drain!

Learn more at www.ceasethegrease.net

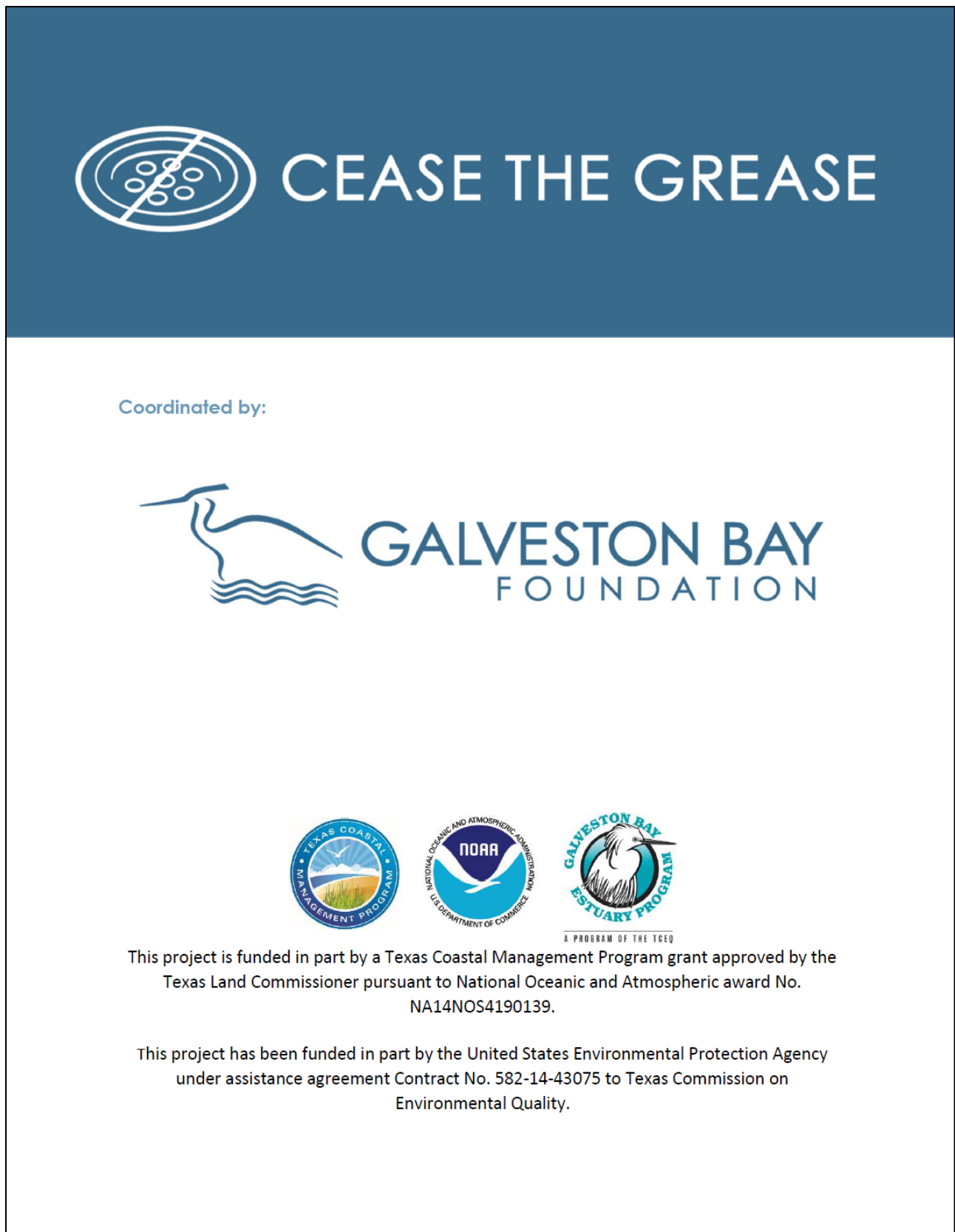


CEASE THE GREASE

GALVESTON BAY TEXAS

Appendix III: Campaign Toolkit

Figure 32. Campaign toolkit for partners.



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: homeowners, apartment communities, restaurants, students/youth, and municipalities.

Our Workgroup

The campaign workgroup was established to guide and advise on Cease the Grease activities. meets once a quarter and received monthly news updates via email. They represent a variety of cities, non-profit organizations, media conglomerates, government agencies, and other relevant watershed groups. We continually recruit new members in order to keep campaign ideas fresh, as well as to expand our mission to new communities and demographics.

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 – oil funnels and grease scrapers
- Flyers – in English, Spanish, and dual sided bilingual
- Graphics – recycling tips, myths, and a recycling map



ABOUT THE CAMPAIGN (continued)

Tracking Progress

As the campaign continues, Galveston Bay Foundation and its partners in the campaign, will be tracking the success of outreach messaging. Measuring the change in knowledge levels can be a challenge at this level. We conduct surveys to gauge the public's knowledge about proper FOG disposal. We also collaborate with the workgroup to determine a set of performance indicators, such as 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.

Using the Toolkit

All are welcome to use the resources provided in the toolkit. Download the available materials and use them on your social media pages or for distribution at your next outreach event.

There are many benefits to joining the workgroup as a partner. If are interested in becoming a partner with the campaign, please email kgrable@galvbay.org.

We do ask anyone who uses our materials to provide us with information on how they're used as well as how many people you reach. This allows us to better postulate the reach of the campaign for tracking its progress.

WAYS TO USE THIS TOOLKIT

The Partner Toolkit contains the materials detailed throughout this document for your use and distribution.

Spread the word!

Publish a newsletter article or blog

Use or adapt our templates to make a post or publish content about the campaign.

Send an informational email

Include a blurb about the campaign in email correspondence with your customers or constituents.

Post on social media

Share #CeaseTheGrease on your pages using our sample social media posts and graphics for inspiration.

Distribute flyers & promotional giveaways at your next event

Give people the tools to adopt proper behaviors of FOG disposal.

Join us in opening a cooking oil recycling station in your city.

Give your residents an opportunity to recycle their used cooking oil at a location that is close and convenient to them!

SOCIAL MEDIA

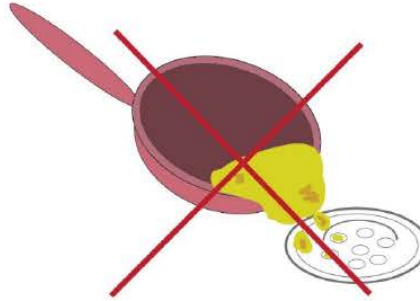
Encourage others to share and join the campaign online by selecting one of the images provided and pairing it with a pre-written message or create your own!

Outreach Tip:

Social media platforms such as Facebook and Twitter have a very high volume of content that moves quickly! Always post messages with compelling photos that will grab the attention of your followers!

Also pay attention to posting times. Research has shown the best time to post on Facebook is between 1-4PM late into the week and on weekends. The best time to tweet is between 12-3PM and around 5PM during the workweek.

MYTH: Pouring a little bit of grease down the drain won't hurt.



FACT: Little amounts of grease add up and cause a BIG problem in our pipes.

 CEASE THE GREASE

GALVESTON BAY
FOUNDATION

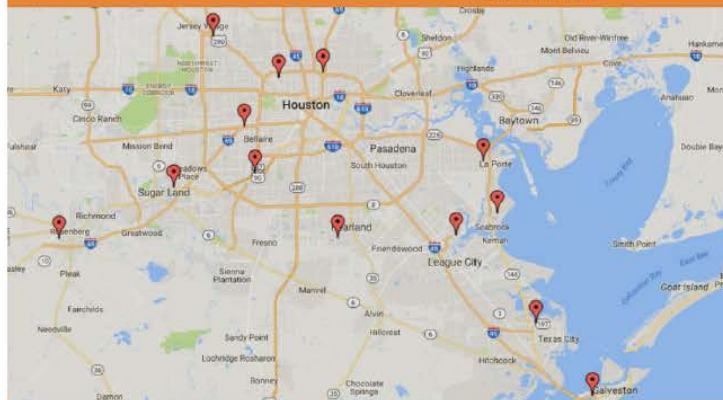


“Even a little bit of grease can cause BIG problems for our pipes and water quality. Always throw your fats, oils, and grease Visit www.ceasethegrease.net for more information. #ceasethegrease”



CEASE THE GREASE

GALVESTON BAY
FOUNDATION



Visit ceasethegrease.net
to find a cooking oil recycling station near you!



“Recycle used cooking oil to take your eco-friendliness to a whole new level. Visit www.ceasethegrease.net/recycling to find an approved station near you! #ceasethegrease”

FLYER 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.



Printable flyers are available in our Partner Toolkit on the website. They are provided in English, Spanish, as well as dual sided bilingual.

DIGITAL MEDIA

Promote the campaign by adding our campaign 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, in emails, or even as print material for smaller ad space.

PROTECT GALVESTON BAY DON'T FEED THE GREASE MONSTER!



1. Remove cooking oil and grease from dishes and pans.



2. Pour in a container and seal.



3. Store in the freezer.



4. Once full, throw grease in the trash and recycle the oil.

Protect Your Pipes

Protect the water quality in our bayous and bay by disposing of used cooking waste the right way, in the trash and never down the drain!



 CEASE THE GREASE

 GALVESTON BAY
FOUNDATION

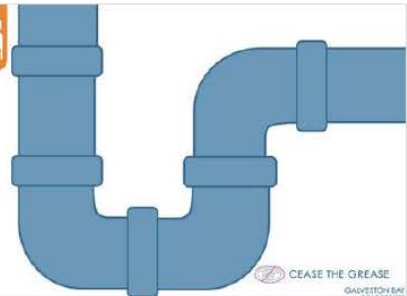
Learn more at ceasethegrease.net

PROTECT YOUR PIPES

Keep your pipes clear to prevent sewer overflows and water pollution.

Dispose of your cooking waste like fats, oils, and grease the right way, always in the trash and never down the drain!

Learn more at ceasethegrease.net



 CEASE THE GREASE
GALVESTON BAY
FOUNDATION

PROMOTIONAL GIVEAWAYS

The most effective way to influence behavior change in a population is to provide them with the tools to aid them in adopting the desired behavior.

In the case of Cease the Grease, if we want people to stop pouring FOG down the drain, we should provide people with tools that will make it easier for them to put it in the trash.

We provide these to our workgroup partners for distribution at their outreach events.

Outreach Tip:

Free giveaways are always a hit with small children and youth. In the case of these funnels and scrapers, most children don't do the cooking in the household and won't use or understand the use for these items.

Make sure you give these to the proper audience, and that messaging about why these items are important and how they're used always accompanies distribution.



This kitchen oil funnel helps people pour their FOG into their container of choice to either save for recycling or disposal in the trash.



This grease scraper helps people to clean FOG waste out of their cooking pans and into the trash, instead of wasting paper towels on the same task.

CAMPAIGN SURVEY

In order to measure the change in knowledge levels of the public, we conduct an online survey to gather information about people's behaviors relating to FOG disposal.

To aid in this attempt to collect behavioral information, partners can distribute the link to the survey in their outreach efforts.

To view the survey, go to:

surveymonkey.com/r/ceasethegrease

*** 1. Do you own or rent your home?**

- ☐ I own my home
☐ I rent my home

*** 2. Do you live in a single-family home or a multi-family dwelling, such as an apartment complex?**

- ☐ Single-family home
☐ Multi-family dwelling

*** 3. What is the 5-digit zip code of your place of residence?**

*** 4. To whom do you pay for water usage?**

*** 5. When disposing of cooking fats, oils, or grease (FOG) in your home, which of the following methods do you use for disposal?**

*** 6. 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?**

- ☐ Yes
☐ No
☐ Not sure

*** 7. Are you aware that you can recycle used kitchen oil?**

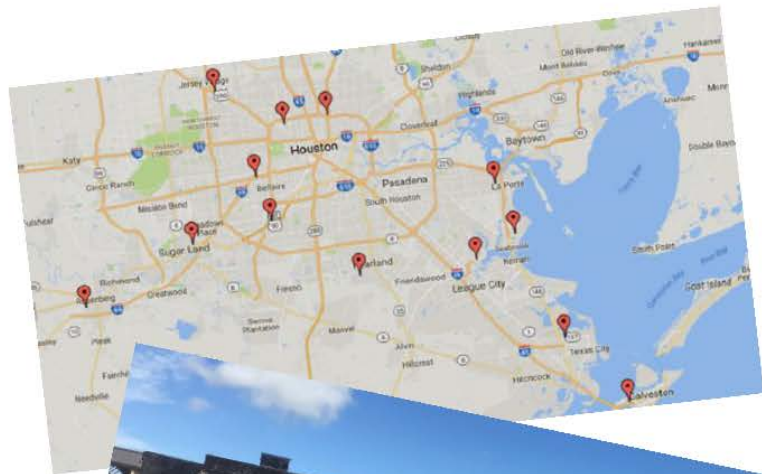
- ☐ Yes
☐ No
☐ Not interested in recycling

COOKING OIL RECYCLING

We've launched a pilot cooking oil recycling program in the Houston - Galveston region. While there are a handful of recycling centers in the area that accept used cooking oil, many are concentrated closer into central Houston, and leave the Clear Lake - Friendswood - League City area underserved. Our goal is to fill those gaps and make cooking oil recycling accessible to all in the region.

We have established cooking oil recycling stations with the City of Nassau Bay and the City of Seabrook so far, and look forward to setting up more.

Dependable Cooking Oil Services has agreed to haul the for free indefinitely, making this a program we can offer to cities at little to no cost to them.



FOR MORE INFORMATION...

Please get in touch with the Cease the Grease program manager, Kaitlin Grable at kgrable@galvbay.org.

We hope you'll consider partnering with us on this campaign!



Document last updated: December 2017

Appendix IV: Performance Metrics and Outreach Tracking

Table 10. Breakdown of SSO data, 2012-2016

From TCEQ (using the region's identified in GBF's I-Plan based on the TMDL) and H-GAC from 2012 – 2016.

Dataset	Primary Cause	N	% N	Volume	% V
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	Total	167	100%	546,167.00	100%
Dataset	Primary Cause	N	%	Volume	% V
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	Total	3,525	100%	25,755,431.00	100%
Dataset	Primary Cause	N	%	Volume	% V
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	Total	3,692	100%	26,301,598.00	100%

Table 11. Breakdown of SSO data, 2017
From H-GAC for the year of 2017.

Primary Cause	N	%	Volume	% V
Blockage Due To Roots/Rags/Debris	103	3%	786,800	4%
Blockage in Collection System Due To Fats/Grease	989	29%	551,000	3%
Blockage in Collection System-Other Cause	1495	45%	1,498,600	7%
Collection System Structural Failure	150	4%	543,500	3%
Hurricane	73	2%	11,295,500	55%
Lift Station Failure	80	2%	676,500	3%
Power Failure	14	0.4%	364,500	2%
Rain / Inflow / Infiltration	160	5%	2,213,200	7%
Unknown Cause	269	8%	1,435,700	7%
WWTP Operation or Equipment Malfunction	26	0.7%	1,354,500	7%
Total	3,359	100%	20,719,800	100%

Table 12. Breakdown of SSO data, 2016-2018
From City of Houston, July 2016 – July 2018.

Primary Cause	N	%
Grease	1,103	66%
Grease & Wipes	109	6%
Wipes	424	25%
Other	47	3%
Total	1,683	100%

Table 13. Summary of survey data.

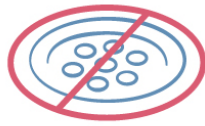
<i>Galveston Bay Foundation: Cease the Grease Campaign</i>		
Do you own or rent your home?		
<u>Answer Choices</u>	<u>Responses</u>	
I own my home	72.88%	86
I rent my home	27.12%	32
	<i>Answered</i>	118
	<i>Skipped</i>	0
Do you live in a single-family home or a multi-family dwelling, such as an apartment complex?		
<u>Answer Choices</u>	<u>Responses</u>	
Single-family home	81.36%	96
Multi-family dwelling	18.64%	22
	<i>Answered</i>	118
	<i>Skipped</i>	0
When disposing of cooking fats, oils, or grease (FOG) in your home, which of the following methods do you use for disposal?		
<u>Answer Choices</u>	<u>Responses</u>	
Pour FOG down the sink drain or garbage disposal	11.86%	14
Pour FOG into the trash	18.64%	22
Pour FOG into a container and then place in the trash	57.63%	68
Pour FOG into a container and then deliver to an oil recycling station	9.32%	11
Don't use or dispose of FOG	2.54 %	3
Other (please specify)	0.00%	0
	<i>Answered</i>	118
	<i>Skipped</i>	0
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?		
<u>Answer Choices</u>	<u>Responses</u>	
Yes	76.27%	90
No	18.64%	22
Not sure	5.08%	6
	<i>Answered</i>	118
	<i>Skipped</i>	0
Are you aware that you can recycle used kitchen oil?		
<u>Answer Choices</u>	<u>Responses</u>	
Yes	38.14%	45
No	59.32%	70
Not interested in recycling	2.54%	3
	<i>Answered</i>	118
	<i>Skipped</i>	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	50.00%	59
No	50.00%	59
	<i>Answered</i>	118
	<i>Skipped</i>	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	5.66%	3
Television ads	26.42%	14
Newspaper ads	7.55%	4
General internet search	15.09%	8
Social media (Facebook, Twitter, etc.)	35.85%	19
Water bill inserts	3.77%	2
Other mailings	1.89%	1
Something else (please specify)	24.53%	13
	<i>Answered</i>	53
	<i>Skipped</i>	65
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	39.62%	21
Somewhat effective	58.49%	31
Not effective	1.89%	1
	<i>Answered</i>	53
	<i>Skipped</i>	65
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	67.92%	36
No	32.08%	17
	<i>Answered</i>	53
	<i>Skipped</i>	65
Which of the following age groups do you fall into?		
<u>Answer Choices</u>	<u>Responses</u>	
18-20	0.00%	0
21-24	4.76%	5
25-29	12.38%	13

30-34	10.48%	11
35-59	14.29%	15
40-44	7.62%	8
45-49	6.67%	7
50-54	11.43%	12
55-59	6.67%	7
60-64	10.48%	11
65+	15.24%	16
	<i>Answered</i>	105
	<i>Skipped</i>	13
What is your race?		
<u>Answer Choices</u>	<u>Responses</u>	
White	62.50%	65
Black	87.69%	8
Hispanic	12.50 %	13
Asian	7.69%	8
Other	9.62%	10
	<i>Answered</i>	104
	<i>Skipped</i>	14
What is your gender?		
<u>Answer Choices</u>	<u>Responses</u>	
Male	43.69%	45
Female	56.31%	58
	<i>Answered</i>	103
	<i>Skipped</i>	15

Appendix V: Apartment Campaign and Oil Recycling Materials

Figure 33. Letter distributed to apartments along with campaign giveaways.



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 or by phone at (281) 332-3381 ext. 220.

Figure 34. 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 Dickinson	Julie Masters	Mayor
City of Nassau Bay	Paul Lopez	Public Works Director
City of Seabrook	Kevin Padgett	Public Works Director
Clear Lake City Water Authority	Sarah Danford	Human Resources Supervisor
Dependable Cooking Oil Service, LLC	Mike McClere	Owner
Galveston Bay Foundation	Kaitlin Grable	Water Programs Outreach Coordinator

Responsibilities:

City of Nassau Bay (CoNB), City of Seabrook (CoS), Clear Lake City Water Authority (CLCWA), and Keep Dickinson Beautiful (KDB) 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, CoS, CLCWA, and KDB 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, CoS, CLCWA, and KDB 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, CLCWA, KDB 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

Figure 1. (Left) 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.

Figure 2. (Right) 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 was later installed.



Figure 3. (Left) Oil recycling receptacle at Clear Lake City Water Authority's water tower/warehouse.

Figure 4. (Right) Oil recycling receptacle near Dickinson City Hall.



Figure 35. Copy of Oil Recycling Partner Packet for potential partners.



CEASE THE GREASE

**GALVESTON BAY
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!



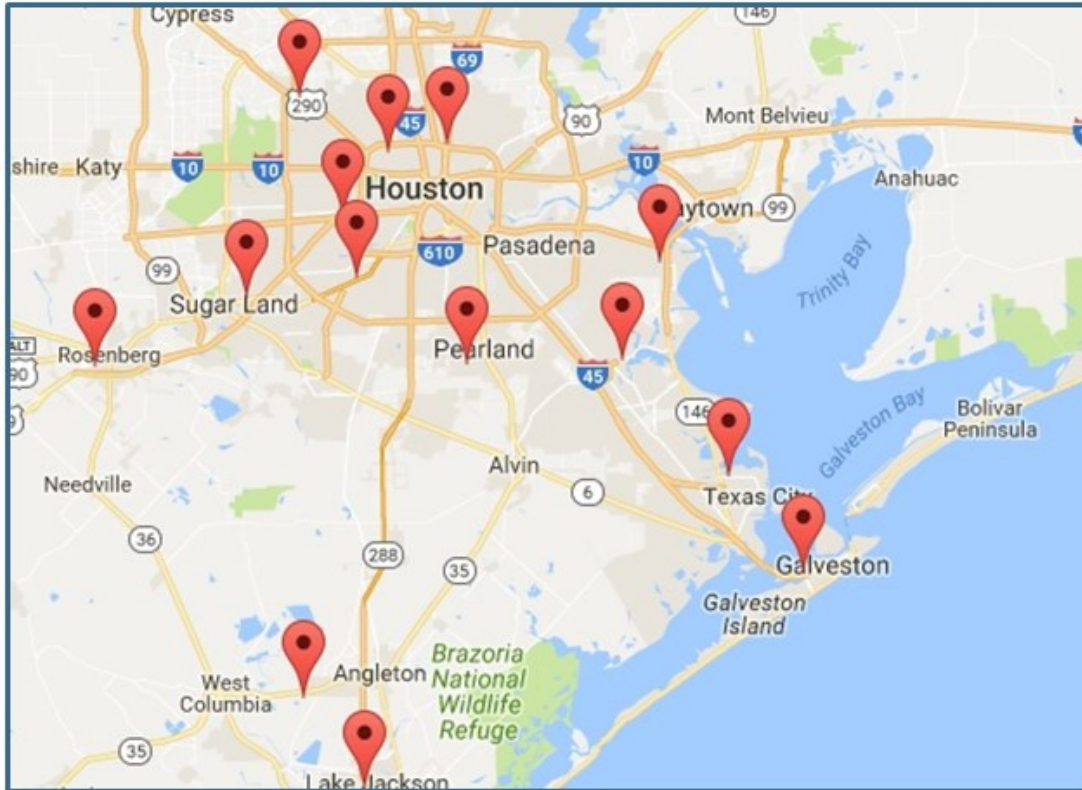
In partnering with GBF on our cooking oil recycling program, we could set up a station that would help preserve and protect our beautiful community as well as our Bay.



CEASE THE GREASE

GALVESTON BAY
FOUNDATION

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!

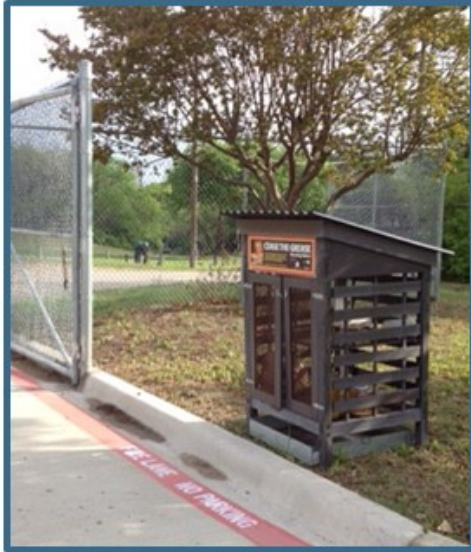
For more info contact Kaitlin Grable at kgrable@galvbay.org or 281-332-3381 ext. 220



CEASE THE GREASE

GALVESTON BAY
FOUNDATION

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 or 281-332-3381 ext. 220



CEASE THE GREASE

**GALVESTON BAY
FOUNDATION**

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 or 281-332-3381 ext. 220



CEASE THE GREASE

GALVESTON BAY
FOUNDATION

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 or 281-332-3381 ext. 220



CEASE THE GREASE

**GALVESTON BAY
FOUNDATION**

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 or 281-332-3381 ext. 220