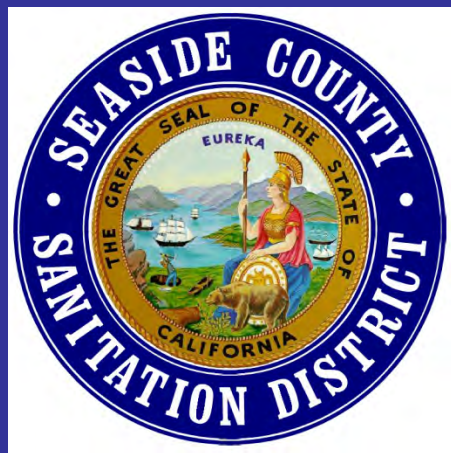


Southern Monterey Bay Dischargers Group
Grease Outreach Partnership

PROGRAM SUMMARY REPORT



Prepared For:
Seaside County Sanitation District
Board of Directors
September 13, 2011

Presented by:
Karen Harris, Community Relations Specialist
Monterey Regional Water Pollution Control Agency



CA Waste Discharge Requirements (WDRs) – General Permit

- **State Water Board Order 2006-0003, 5/2/06, CA Water Code Section 13263, requires:**
 - **Sanitary Sewer Management Plan (SSMP):**
 - FOG Control Program (Section D 13 (vii)):
 - An implementation plan and schedule for a public education outreach program that promotes proper disposal of FOG.
 - Preventative measures monitoring and measuring for program effectiveness

Wet Wells clogged with FOG
Lover's Point, Pacific Grove CA
(photo by MRWPCA 3/30/99)



Southern Monterey Bay Dischargers Group

- Began 03/04 After WDR Issuance
- Pooled Funds - \$15,000 Total
- Cost Based on Population Served
- Partners (10):

- Salinas
- SCSD
- Monterey
- MCWD
- City of Pacific Grove
- CAWD
- CCSD
- Cal-Am
- PBCSD
- County of Monterey

Southern Monterey Bay Dischargers Group Mass Media Campaign FY 10/11

- **Integrated Components**
- **Targets Residential Dischargers**
- **Varied Demographics**
- **Focus on Holidays**
- **Annual Evaluation**



Southern Monterey Bay Dischargers Group
Mass Media Campaign FY 10/11
Grease - Put a Lid on It!

- TV Commercials
- Print & Online Ads
- ClogBusters.org
- Search Marketing
- Social Media
- MRWPCA Support

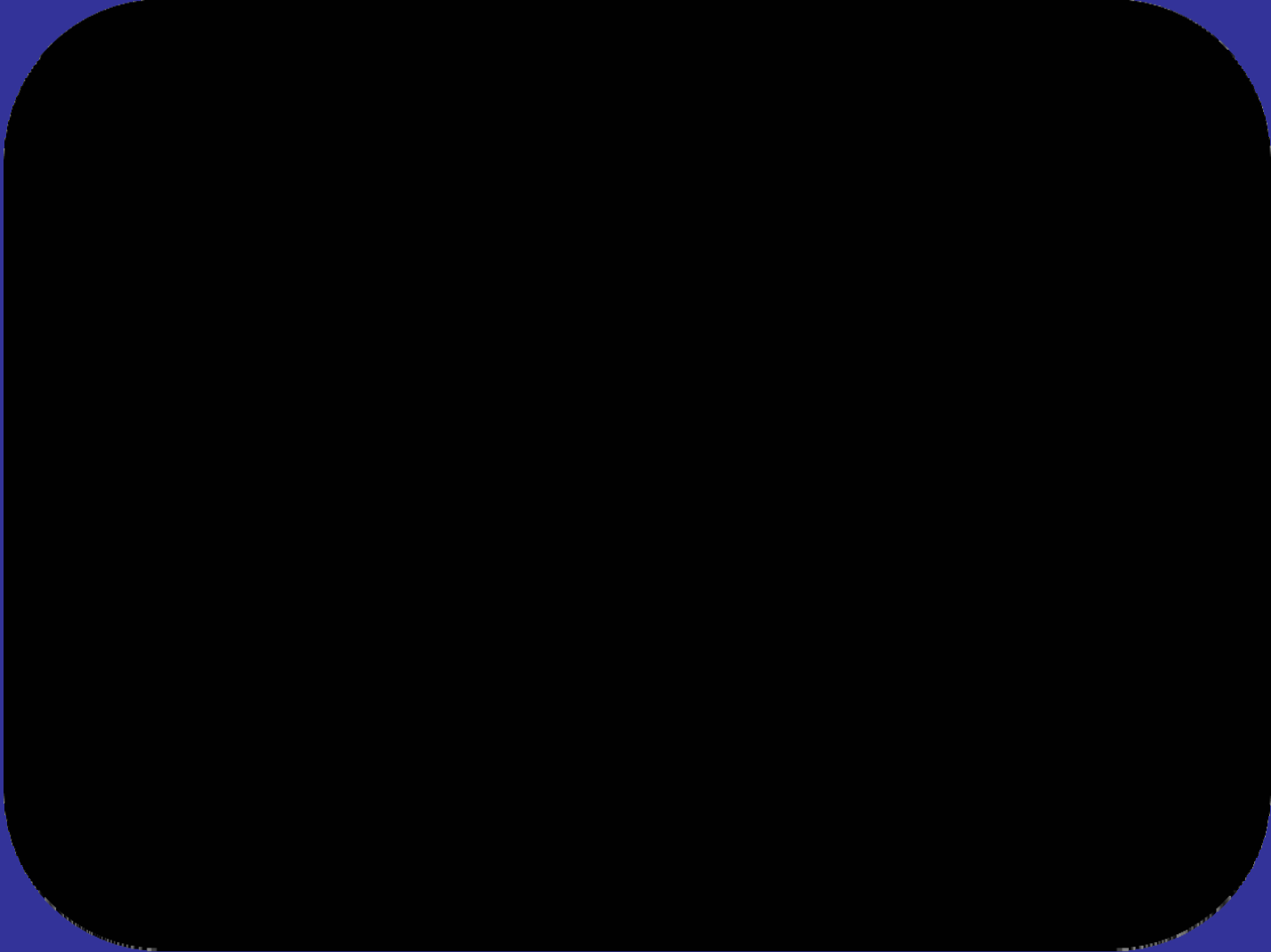


WDR Grease Outreach TV Commercials

- 43% of Media Consumption
- 43% of Media Purchases Nation Wide
- Greater Visibility & Reach
- Co-Ad Online
- KSBW
 - Highest Rating
 - Covers Group Demographics, High Latino Viewership, Geographics



WDR Grease Outreach
TV Commercials

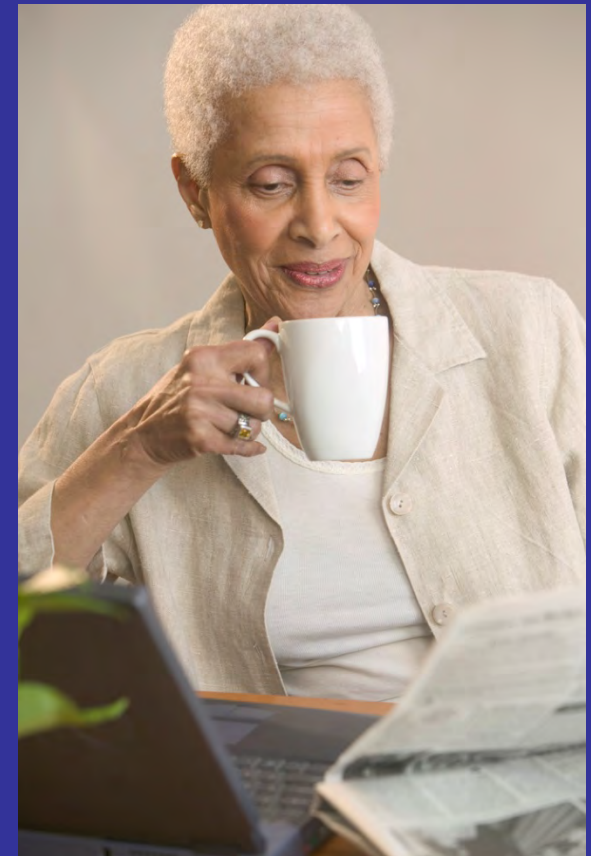


KSBW 11/7/10 – Jan 2011

WDR Grease Outreach

Traditional Print Ads

- Monterey County Herald
- Salinas Valley Weekly
- La Ganga (Weekly)
- Carmel Pine Cone



Print Ads

New Year's resolution...


Protect your environment

Keep cooking fats, oil and grease out of the drain



Put a lid on it.

Place grease and oil in a resealable container and dispose in the trash.

ClogBusters.org 
645-4604 or 422-1001

Don't let the clog spoil the New Year

Funded by Southern Monterey Bay Dischargers Group

be a turkey

Keep cooking oils, fats and grease out of the drain to prevent sewer backups at your home.

If frying your turkey, residents must dispose turkey fryer oil at your local household hazardous waste collection facility.

For locations and more info:

ClogBusters.org 
645-4604/422-1001

THE CLOG SPOIL YOUR HOLIDAY

Carmel Pine Cone
Monterey Bay Dischargers Group

177/11

WDR Grease Outreach Online Advertising

- **More People Getting News Online**
- **Tracking:**
 - Traffic Reports
 - Click Throughs
- **WDR Campaign FY 10/11**
 - **TV** KSBW, 4 months, 25,000 impressions/mo
 - **Newspapers**
 - **Monterey County Herald**
(4 months, 2 with Yahoo! zip code targeting at 50,000 impressions/mo)



WDR Grease Outreach

Online Ads

Herald, Nov. 2010

are installing solar power to offset PG&E's big rate increases, more so than getting an innovative product.

Karen Harris, community relations specialist for the Monterey Regional Water Pollution Control Agency, was busy telling visitors to her booth that "we're the sewer agency," and not the water or garbage company.

She was urging people

Advertisement

For locations and more info:
ClogBusters.org
645-4604/422-1001

CLICK HERE

Funded by
 Southern Monterey Bay
 Dischargers Group



**DON'T LET THE CLOG
 SPOIL YOUR HOLIDAY**

not to put grease down the drain, which leads to "arterial sclerosis of the sewer." She was asking people to put Baby Wipes and other such items in the garbage, not into the sewer.

Tuesday's event was the third green trade show in Monterey County in a week. The Green Building Expo was Nov. 10 at the conference center, and the Sustainable Ag Expo was held Monday and Tuesday at Embassy Suites Hotel Monterey Bay in Seaside.

Hansen said the chamber will consider changing the date of next year's event to avoid conflict. This year's event had 60 exhibitors, about a quarter less than last year, when the Salinas Valley and Monterey chambers had a combined event.

This year the Salinas chamber did not participate; it has its own expo in the spring.

Lane Wallace can be reached at 646-4478 or mhbusiness@montereyherald.com.

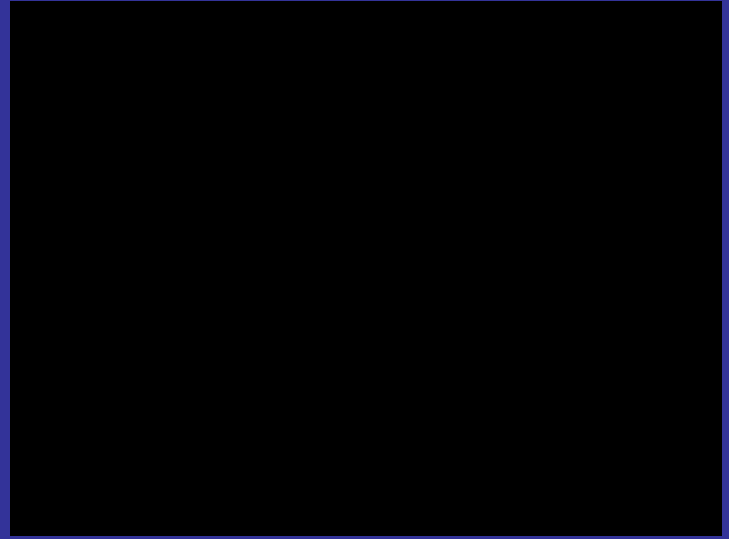
NEW YEAR'S RESOLUTION
 Protect your environment. Keep cooking fats, oil and grease out of the drain. Put a lid on it. Place grease and oil in a resealable container and dispose in the trash.



ClogBusters.org
645-4604
422-1001

DON'T LET THE CLOG SPOIL THE NEW YEAR
 Funded by Southern Monterey Bay Dischargers Group

KSBW
Jan. 2011



KSBW Online Ad, June 2011

ClogBusters.Org Website

ClogBusters.org

Southern Monterey Bay
Dischargers Group

August 15, 2011

En Español


Report a Spill

Additional Resources

About Clog Busters

Contact Us

 Find us on
Facebook

 Visit the Stop
the Clog Blog

ClogBusters.org

GOT CLOGS?

Do you have frequent sewer line backups?
Do you call a plumber more than twice a month?
Do roots grow in your sewer line?

If so, you could be a victim of
THE CLOG.



STOP THE CLOG

• Do you have frequent sewer line backups?



Tip: Be Grease

Aware ... Families these days are eating healthier diets with less fried foods and fatty meats. Yet many people don't realize we must remain diligent in preventing fats, oils and grease discharges down our drains. [Find out how](#) (PDF)

**HOW DO SEWER CLOGS
CAUSE SPILLS & BEACH
CLOSURES?**

WDR Grease Outreach Search Marketing

- Target People with Clogged Pipes
- Traffic Reports
- Inexpensive
- Popular Sites Selected



– eLocal Plumbers.com

- #1 ranked site on Google for a search for 'plumbers'
- 1 year, Incl Clog Blog

– TheCityOf.com (Monterey, Plumbers)

- 6 mo.
- +6 mo. free



Search Marketing

 **CityOf.com**
New Level. MSB3.

Plumbers
in TheCityOfMonterey.com

Premier Plumbing Contractors in Monterey, California

Emergency 24 Hours 7 Days A Week



ROOFTER KING

- Drain Cleaning, Inside Video, Hydrojetting
- Faucets, Disposal, Sinks, Water Heaters
- Sewer, Water, Gas Lines, Copper, Repairs

Rooter King
PO Box 174
Seaside, CA 93953
Monterey: 831-394-3315
Salinas: 831-757-4060

We Charge By The Job Not The Hour!



WILSON'S PLUMBING & HEATING

- Sewer & Drain Cleaning
- 24 Hour 7 Day Emergency Service
- Lic # 312801

Wilson's Plumbing & Heating
307 Grand Ave
Pacific Grove, CA 93950
Monterey / Pacific Grove / Pebbles Beach
831-375-4591
Fax: 831-375-3429
www.wilsonplumbing.com

Don't Pay Too Much! Get A 2nd Opinion



HICK'S PLUMBING

- Service Calls
- Emergency Work
- Remodel - New Building
- Lic # 798097

Hick's Plumbing
Del Rey Oaks, CA 93940
831-899-4881

Need a Plumber?

Search the Nation's #1 Directory of Plumbers

eLocalPlumbers
www.elocalplumbers.com

Find plumbers by zip code or city.
Free plumbing tips and advice.

Get a Plumbing Quote Today!

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(1-877-923-6822)

Find Monterey Plumbers
Search Plumbers By Zip Code

Top Service Professionals - Free Estimates



Chris Wilson PLUMBING & HEATING REPAIR

- Lowest "Turn Key" Sewer & Plumbing Repair & Replace Cost
- Highest Quality Heating Products Reasonably Priced

Chris Wilson
Plumbing and Heating Services Inc.
1112 Phoenix Avenue
Seaside, CA 93955
LIC
831-393-9321
www.chriswilsonplumbing.com
Email: chris@chriswilsonplumbing.com

Featured Member
The Professional Plumbers

DON'T LET THE CLOG SPOIL YOUR DAY?

Do roots grow in your sewer line?
Do you have frequent sewer line backups?
Do you call a plumber more than twice a month?

"If so, you could be a victim of "The Clog"

Tips For Preventing Clogs:

1. Keep Cooking Fats, Oils & Grease Out Of The Drain.
2. Don't Use Toxic Copper Roots Killers Or Caustic Drain Cleaners.
3. Inspect, Maintain & Repair Your Sewer Lateral On A Regular Basis.

Go to ClogBusters.org or call **831-645-4604** for more information

Funded by the Monterey Bay Dischargers Group



Got Clogs?

CityOfMonterey.com/plumbers

Lists plumbers in the area

2,205 views in 8 months

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Got Clogs?

Search Marketing eLocalPlumbers.com



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Green Resources

Your Source for Plumbing Resources



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[Green Builder](#)

[Solar Energy Products](#)

[ClogBusters.org](#)

[Green Habitat Design](#)

[Golden Group](#)

[International](#)

[Green Jobs Ready](#)

2010 Page Views: 670

YTD Page Views (8/16/11): 265

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Supplies



Tips & Advice



Articles & Advice

Find a
Plumber:

Enter Zip Code/City, State

SEARCH

Have a Plumber
Contact You:

GET A PLUMBING QUOTE



« The Basics of Effective Electronic Communication

Why a New Water Meter Won't Save You Money »

Clog Prevention Tip: Be Grease Aware



Families these days are eating healthier diets with less fried foods and fatty meats.

Yet many people don't realize we must remain diligent in preventing fats, oils and grease discharges down our drains.

Cooking fats, oil and grease (**FOG**) are leading causes of clogged drains, back-ups, and sewage spills.

Keeping **FOG** out of your drains will keep the plumber away, save you money, prevent embarrassing backups, and inconvenient messy cleanups.

Search This Blog

GO



Follow us
on Twitter



Subscribe to
our RSS Feed

Recent Posts

- 4 Steps for Finding the Right Plumber

Blog Post for December 2010

WDR Grease Outreach Social Media

The image shows a screenshot of a Facebook page for 'Clog Busters'. The browser's address bar shows 'Clog Busters (6)'. The Facebook navigation bar includes the 'facebook' logo, a search bar, and a notification badge with the number '6'. The page header features the 'ClogBusters.org' logo and a green banner that says 'Stop the Clog'. On the left sidebar, there are navigation options: Sign, Wall, Info, Photos, Friends, and a 'Friends (21)' list including Dan Cort, Arlene M. Tavani, Wally Wastenot Svswa, and Ross Mack. The main content area displays a post from 'Clog Busters' with the text 'Thanks for Your Help' and 'Thanks for your feedback. You can Undo this action or Report it as abusive.' Below this is a post from 'eLocal blog-off' titled 'Clog Prevention Tip: Be Grease Aware' with the URL 'www.elocalplumbers.com' and the text 'Families these days are eating healthier diets with less fried foods and fatty meats. Yet many people don't realize we must remain diligent...'. A large green banner at the bottom right of the page reads 'Visit the Stop the Clog Blog'.

MRWPCA Support

- Turkey Fryer Oil Disposal PSA's
- Customer Newsletters
- Website
- Community Presentations
- School Outreach
 - 5th graders
 - Pre- and post-surveys
- Exhibit Surveys



MRWPCA FY 10/11 Outreach

SCSD Residents

- **Schools visited: (219 students)**
 - Marshall (3 classes)
 - Del Rey Woods (assembly)
 - Int'l School of Monterey (2 classes)
- **Tours:**
 - The Village Project's Water/Wastewater Course
- **Exhibits/Talks:**
 - Earth Day MPC
 - Earth Day NPGS
 - Monterey County Fair
 - Water Awareness Day Celebration, Del Monte Center
 - Community Day, Monterey Bay Aquarium
 - Monterey County Science Fair Special Awards
 - Sustainable Seaside talk



Surveys



1. Your age range
2. Your Zip Code
3. Home owner
4. Is grease a lead
5. Did you know M
seawater intrus
6. How strongly d
Recycled wa
 no opinio



Monterey Regional Water Pollution Control Agency

Student Survey on

Water Wastewater Water Recycling

Student Name: _____ Date: _____ Before After

School: _____ Teacher: _____

1. The water cycle has 3 main steps. What are they? (circle the 3 steps)
 Earth Gravity Condensation Evaporation Concrete Ice Pressure Ice Precipitation Sunshine
2. How much of Earth's water is fresh, liquid water (not salty and not frozen)? (circle the answer)
 a. 97% b. 75% c. 3% d. less than 1%
3. Most of Monterey County's water supply comes from: (circle the answer)
 a. Recycled water
 b. Ocean
 c. Rivers
 d. Groundwater aquifers
4. What uses the most water at typical home? (circle the answer)
 a. Taking baths and showers
 b. Flushing toilets
 c. Drinking
 d. Watering the garden and lawn
 e. Washing clothes
5. True or False? Seawater intrusion is a problem in Monterey County. _____
6. When you flush the toilet, does it flow out to Monterey Bay? Yes ___ No ___
7. When water flows down the storm drain in your neighborhood, where does it go?
 a. A sewage treatment plant
 b. The Monterey Bay
 c. To the creek and then to the Monterey Bay
 d. To farms for watering the fields
8. True or False? MRWPCA uses natural biological processes to clean wastewater. _____
9. MRWPCA makes 3 things when it cleans wastewater. They are: (circle the 3 things)
 a. Clean water
 b. Paper
 c. Fertilizer (biosolids)
 d. Electricity
 e. Cans and bottles
10. Where does the recycled water go that MRWPCA produces? _____
11. What color are pipes that carry recycled water? _____
12. Is it OK to dump motor oil down the street drain or sink? Yes ___ No ___

May 09



61 or over

(winning the drawing)

irrigation to slow

supplies.

gly agree

EVALUATION

Is It Working?

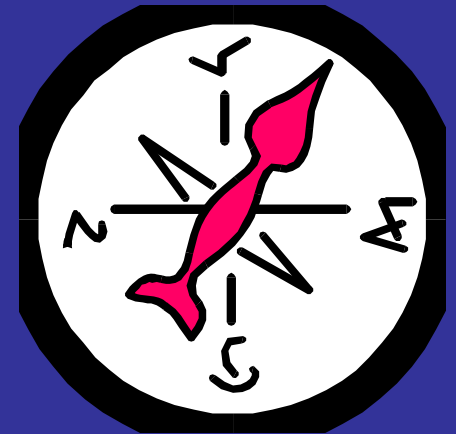
- **Exhibit Surveys (MRWPCA area)**

- Proper grease disposal awareness increased from 63% to 91% (since 2000)

- **Student Surveys FY 10/11**

(know where neighborhood stormdrains flow)

- 65% of all students reached (n=865)
- SCSD Schools (3): Pre- and Post Presentation:
 - increased from 59% to 72%



EVALUATION

Is It Working? (con.)

- **Online & Web Reports**

- Highest Entrance Sources from:

- eLocalPlumbers and direct
- MRWPCA and Google search

- **Fewer Beach Closures**

- Reduced from 10 in 2002 to 0 since 2004

- **Facebook**

- Please Friend The Clog



ADDITIONAL OPTIONS

- **Mailers**

- Letters
- Brochures
- Flyers
- adWorks

- **Ads**

- Print/Online
- Shopping carts
- Buses

The mailer is a vertical rectangular card. At the top left, there is a postage-paid stamp: "Std. Prst. US Postage PAID Permit #36 Monterey, CA". Below this, the address is printed: "SEASIDE COUNTY SANITATION DISTRICT", "440 Hancock Avenue", "P.O. Box 810", "Seaside, CA 93955", "831 899-6825", "Fax 831 899-6311". To the left of the address is the SCSD logo, a circular seal with "SEASIDE COUNTY SANITATION DISTRICT" around the perimeter. Below the address is a coupon for a "FREE GREASE SCRAPER" (RASCADOR DE GRASA GRATIS). The coupon text is in both English and Spanish. To the right of the coupon is a recycling symbol and the text "Printed on recycled paper". On the right side of the mailer is a large illustration of a cartoon duck wearing a blue wizard's hat and a blue cape over brown overalls. The duck is holding a circular sign with a red border and a diagonal slash over the word "GREASE". Above the duck, the text reads "HELP! WE NEED YOU". Below the duck, the text reads "¡AUXILIO! ¡Le Necesitamos!".


SCSD – bilingual mailer with coupon for grease scraper (2002)

ADDITIONAL OPTIONS

Give Aways

- Magnets
- Can Lids
- Door Hangers
- Grease Scrapers
- Grease Cans
- & More:
 - Goodie Bags, Pencils, Can Cozies, Stickers, Water Bottles




 Thank You!
 Seaside County Sanitation District
 Del Rey Oaks • Sand City

Castroville Community Services District



¡Aviso Acerca Taponamientos De Drenajes En La Vecindad!

Ha habido drenajes bloqueadas en su vecindario.

Drenajes se tapan por varias razones. Por favor tome un momento para aprender como prevenir taponamientos del drenaje que se pueden desbordar en las calles y hasta en las viviendas, causando daños a la propiedad y al medio ambiente.

Ayude a parar taponamientos:



- ◆ **Mantenga grasas y aceites fuera del drenaje.** El triturador de basura no remueve grasas ni aceites.
- ◆ **Ráspe** grasas de las ollas, sartenes y platos a la basura antes de lavarlos.
- ◆ **¡Pongale una tapadera!** Después de que se enfríe, vacíe los aceites* y las grasas en una lata. Cuando el recipiente esté lleno tápelolo y envuélvalo en una bolsa de plástico y tirelo a la basura.
- ◆ **Use coladores para el fregadero** para recoger los desperdicios de comida.
- ◆ **No tire** pañales, productos higienicos femeninos ni toallas de papel en el drenaje. Muchos productos que se anuncian como "desechables por drenaje" actualmente no pertenecen en el drenaje.
- ◆ **Llame un plomero** o use una "culebra" para remover las raíces de la tubería - no use productos toxicos compuestos de cobre.

* Residentes pueden des hacerse de volúmenes grandes de aceite en el centro de desperdicios caseros peligrosos, gratis.

CUPÓN

Redima este cupón para recibir un raspador de grasa GRATIS. Pare por la oficina del Distrito 11499 Geil St., L-V, 8 AM – 5 PM. O llame á (831) 633-2560

Dirección: _____



Questions and Comments?

“Changing Wastewater To Safe Water”

Karen Harris
Community Relations Specialist
(831) 645-4604
karenh@mrwpca.com