

North Texas Grease Abatement Council

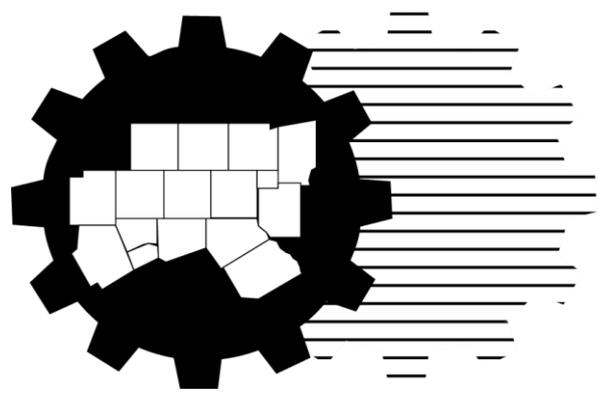
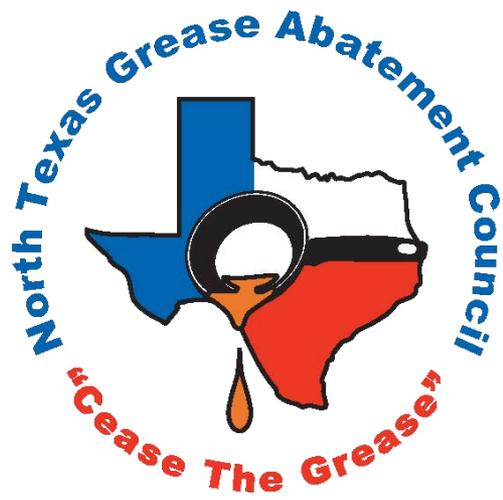
August 21, 2014



Agenda

1. Welcome and Introductions
2. Flushable Wipes
3. Potential Work Program and Estimated Budget
4. Cost Share
5. Regional FOG Collection Day/Week
6. Roundtable
7. Schedule for Next Meeting
8. Adjournment

Welcome and Introductions



Flushable Wipes

Recent news

The National Association of Clean Water Agencies (NACWA) campaign “Toilets Are Not Trash Cans!” will be featured on *The Dr. Oz Show* next month.

NACWA will let members know when the air date for the segment is announced.

TRA’s campaign: Seeking feedback

- Design concepts
- Potential campaign webpage

Potential Work Program and Estimated Budget

Task 1. General Outreach Support
 Task 1.1. General Program Awareness
 Task 1.2. Regional FOG Collection Event

Task 2. Commercial/Industry Outreach Support
 Task 2.1 Grease Interceptors Brochure Update
 Task 2.2 Special Event Support/Participation

Task 3. Maintaining the NTGAC Website

Estimated FY2015 Grease Abatement Council Budget			
	Deliverables and Marketing Costs	Staff Costs	Total
Tasks 1-3 with low-cost collection day campaign	\$4,265*	\$9,500	\$13,765
Tasks 1-3 with medium-cost collection day campaign	\$11,765	\$11,500	\$23,265
Task 1-3 with high-cost collection day campaign	\$26,565	\$11,700	\$38,265
*Assumes that NCTCOG will not be paying for printed deliverables for the low-cost collection day campaign.			

Cost Share

Details to come.

If you're interested in participating, make sure you have my contact information or are on the roster.

Nalani Jay

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Regional FOG Collection Day/Week

Staff's Assumptions for Event:

Expect at least 55 gallons (1 barrel at each location), timing: after Thanksgiving, and at least 3 locations in Collin, Tarrant, Denton, and Dallas counties (12 total).

Q: Have a kickoff day but a collection week (or five days)?

Information from Potential Vendors:

- OK with fats, oils, and grease (not just oil).
- Can do multiple days, multiple pickups—but do want point of contact for locations and specific descriptions of where to put it.
- Free service. (Alliance even pays.)
- Various containers, but they all said they had them and don't charge for them.

Regional FOG Collection Day/Week: Vendor Choice

Alliance Processors

Ft. Worth plant but serves wider region.
90%-98% biodiesel currently. Also cattle feed, cosmetic factories, etc.
Pays percentage (30%-60%) of market rate.

American BioSource

Serves lots of businesses and municipalities in DFW.
Biodiesel, sometimes feed.
Specified has secure/sealed barrels.

Dallas County Schools

Kids – marketability. Also would help market (spokespeople, printed material).
Biofuel. Possibly more limited in pickup range.

Darling/DarPro

For last two years, 100% biofuel.
Rendered here.

Regional FOG Collection Day/Week

Budget Estimate for Event

	Low	Medium	High
Marketing Activities	NTGAC website; city websites, water bill inserts, newsletters, social media, and TV; and press release	All of low plus store partnerships and minimal Facebook ads, radio, and cable TV	Low and medium plus additional Facebook ads, web ads, radio ads, cable TV, broadcast TV, DART train, and billboards
Marketing Costs	Minimal	\$7,500	\$22,300
Collection	Vendors indicated no cost – one indicated would pay for FOG.		
Location	No cost		
Staff Support	\$3,500	\$5,500	\$5,700
Total	\$3,500	\$13,000	\$28,000

Roundtable Discussion, Other Business

Roundtable: What's happening in your community?

Schedule for the next meeting: October?

Adjournment

Contact

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