Dallas Water Utilities

Cease the Grease
Background

• Implementation in 2005
• To reduce FOG entering the wastewater system
  – Enforcement
  – Education
  – Public Outreach
• Goals
  – Reduce Environmental Impact
  – Pollution Prevention
  – Cost Savings
  – Reduce Maintenance Efforts
  – Human Health
Mission

Continually educate and inform Dallas Water Utility (DWU) customers both young and old, about proper disposal of fats, oils, and grease (FOG) in order to reduce/eliminate costly grease related sanitary sewer overflows (SSOs).
Program Overview
Key Program Initiatives

• Create a unifying graphic device for all communications
• Support education and outreach programs
• Develop effective FOG recycling program
• Increase City, community, public/private partnerships
• Utilize technology/social media
• Waste to energy
10/17/2010 1198 St. Augustine Dr  Grease
11/11/2010 8715 Senate St   Grease
12/19/2010 1638 Marfa Ave   Grease
2/24/2011 1600 Ft. Worth Ave  Debris, Grease
10/9/2011 7051 C F Hawn Frwy  Grease
Outreach & Education - Apartments

- AAGD Trade Show with 1,100 Apartment Managers and Employees
- SAFE Symposium with 2,100 Dallas Apartment Managers
Apartments & Community

• Dallas Housing Authority
  – Started program at one property
  – Table at events at other properties
  – Monthly cooking oil collections at multiple sites
3 Point Shoot Out
Outreach & Education - General and Professional Organizations

- Professional presentations include EPA, North Texas WEAT, TWUA, PWA, CMOM, NACWA, TAWWA and the Building Professionals Institute
- Participate in over 200 outreach events per year.
Outreach & Education – Schools/Camps

- FY 09-10: 90 classroom presentations at 18 schools
- FY 10-11: 111 classroom presentations at 26 schools
- FY 11-12: 166 classroom presentations at 34 schools
- FY 12-13: 124 classroom presentations at 34 schools
“When you pour grease down the drain, it puts money in my pocket.”

– Earl the Plumber
ceasethegrease.org/earl

Plumbers like Earl love the holiday season. Every year people pour grease and used cooking oil down their drains clogging up their pipes and causing smelly, expensive backups in the city’s sewer system.

Don’t give your money to Earl.

Instead, pour your grease and used cooking oil into a sealable container and throw it away or recycle the oil. That’s right, we’ll take your used cooking oil and recycle it into biofuel that powers Dallas County school buses.

Visit ceasethegrease.org/earl to find your nearest recycling center.

“See how much Earl will charge to unclog your greasy drain.”

Visit www.ceasethegrease.org/earl

11.12.04 © City of Dallas Water Utilities 2011
Earl in Love
Can fried butter save the planet?

Yes it can.

Abel Gonzales – King of the Deep Fryer

Ever had fried butter? Fried cola? Fried pineapple upside down cake? Those are just a few of my award-winning fried creations.

When it's time to put the deep fryer away, what do I do with my used cooking oil and grease? I never pour it down the drain. Instead, I put it in a sealed container and bring it to a Dallas Water Utilities Cease the Grease drop-off center. They'll turn that cooking oil into clean electricity to run the wastewater treatment plant.

Enjoy the fried butter. It's good for the planet.

Find a local recycling center at ceasethegrease.org
Like Cease The Grease on Facebook

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After you fry your holiday turkey

how about saving the planet?

Abel Gonzales – King of the Deep Fryer

I made fried butter, fried cola and fried pineapple upside down cake. And this time of year, I make a pretty tasty fried turkey, too.

When I'm done frying my holiday meal, I don't pour the used cooking oil down the drain. Instead, I put it in sealed containers and bring it to a Dallas Water Utilities drop-off center. They'll turn it into clean electricity to help power the wastewater treatment plant.

Find a local recycling center at ceasethegrease.org
Like Cease The Grease on Facebook

ceasethegrease.org
City of Dallas Water Utilities

CEASE THE GREASE
<table>
<thead>
<tr>
<th>Zone</th>
<th>Commercials</th>
<th>Gross Income</th>
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<tbody>
<tr>
<td>Dallas South Zone</td>
<td>463</td>
<td>$2,331.20</td>
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<tr>
<td>Dallas East Zone</td>
<td>223</td>
<td>$2,141.60</td>
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<td>Dallas North Zone</td>
<td>154</td>
<td>$1,743.20</td>
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<tr>
<td>DFW Central Zone</td>
<td>175</td>
<td>$1,784.00</td>
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**Total Commercials:** 1,015  
**Total Investment:** $8,000  
**Average Spot Cost:** $7.88
Cable TV Commercials
Fry Good, Do Good Contest

WIN! Fryin' Lessons from a State Fair Legend

Introducing the Fry Good, Do Good Contest

Win cooking classes with Abel Gonzales, deep fryin' king of Texas!

1. Step right up and pledge to dispose of grease and used cooking oil properly.
2. Sign up to win now at CeaseTheGrease.org
3. Learn how to fry up some state fair deliciousness with Abel himself.

It's gonna be one for the cookbooks! Learn more | Enter to win by Oct. 31 | Get cookin'!

CeaseTheGrease.org

Cease the Grease Pledge

(YOUR NAME)

I hereby pledge to cease the grease and not pour grease and used cooking oil down my sink drain to protect my pipes from clogs, protect my neighbors' plumbing, and to help to stop overflows in the City of Dallas sewer system.

I hereby pledge to...
1) Pour my grease and used cooking oil into separate, sealed containers
2) Recycle my cooking oil at a cease the grease drop-off location
3) Or throw the containers in the trash

My signature validates my pledge.

(YOUR SIGNATURE) (DATE)

(EMAIL)
Fry Good, Do Good Contest
Texas Groups Participating in CtG include Arlington, Burleson, Mesquite, Denton, Fort Worth, Cedar Hill, Houston, SAWS, Plano, Garland, West University Place, Galveston Bay Foundation, League City, Laredo, Marshall, Bedford. Hutchins, Temple, Plano.

Other Groups Participating include Tulsa, OK; Midwest City, OK; Fort Wayne, IN; Pocatello, ID; Clark County, GA; Casper, WY; New Castle County, DE; Bismarck, ND; Nixa, MO; Washington DC, Jacksonville, St. Petersburg, Orlando FL; NC State U; Oakland, CA; Cheyenne, WY.
North Texas Holiday Grease Roundup: Nov. 30-Dec. 11

Don’t pour your Thanksgiving grease down the drain. Recycle it for free instead!

Don’t pour your Thanksgiving grease down the drain—round it up and recycle it for free instead!

Thanksgiving, with its fried turkeys, buttery foods, and gravy, can be hard on the diet—and on pipes and sewer systems. When fats, oils, and grease are washed down the drain, they stick to the inside of pipes, hardening and building up until they cause clogs and sewer backups. This can cause sewage to overflow into homes, streets, and local waterways. Whether the repairs are in your home or in the street, it can be costly and inconvenient. If the sewer overflows, city crews have to shut down streets, tying up traffic and increasing expenses for both residents and municipalities.
Used Cooking Oil Recycling

[Map of Dallas area with markers indicating recycling locations]

[Image of a recycling station with signs and containers]

[Logos and text for "CEASE THE GREASE"]
Program Results

Used cooking oil collected and converted into biofuel for school buses.

- FY 10-11 – 4,700 gallons
- DWU Biogas Project
  - Dec 2012: 900 gallons
  - Feb 2013: 900 gallons
  - 2013 calendar year: 4283
  - 10/2013-12/2013: 1417
  - 11/25-12/31: 810
DWU Biogas Project

High Strength Wastes

Solids from Wastewater Treatment Plant

Digester

Biogas

Co-generation

Solids

Dewatering

Land Application

High Strength Wastes

$
Biogas Benefit

- As a fuel to generate electricity, DWU’s Biogas has the potential to reduce the City of Dallas’ total grid derived electricity consumption by almost 4%
- Reduce DWU electrical consumption by 7%
- Reduce SSWWTP electrical consumption by 42%
DWU Biogas Project Video
Program Results

<table>
<thead>
<tr>
<th>FY 05-06</th>
<th>FY 06-07</th>
<th>FY 07-08</th>
<th>FY 08-09</th>
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<th>FY 10-11</th>
<th>FY 11-12</th>
<th>FY 12-13</th>
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<tr>
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Grease related SSOs in Dallas.
Awards

- 2014 TAWWA Water Mark Award for School Curriculum and Honorable Mention for Online Communications
- 2013 gR³een Excellence in Material Recovery by the North Texas Corporate Recycling Association
- 2012 TCEQ - Texas Environmental Excellence Award for Pollution Prevention
- 2010 NACWA National Environmental Achievement Award in Public Information & Education – Video, NTGAC
- 2010 NTCRA – gR³een Award for Involvement in the Community through Partnerships 2nd Place with DCS
- 2009 TWUA – Public Education N. Texas Regional Award
- 2008 TWUA – Public Education State Award
- 2008 City of Dallas – Mayor’s Environmental Excellence Award
- 2007 NACWA – Public Information & Education Award
Questions

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