



# 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



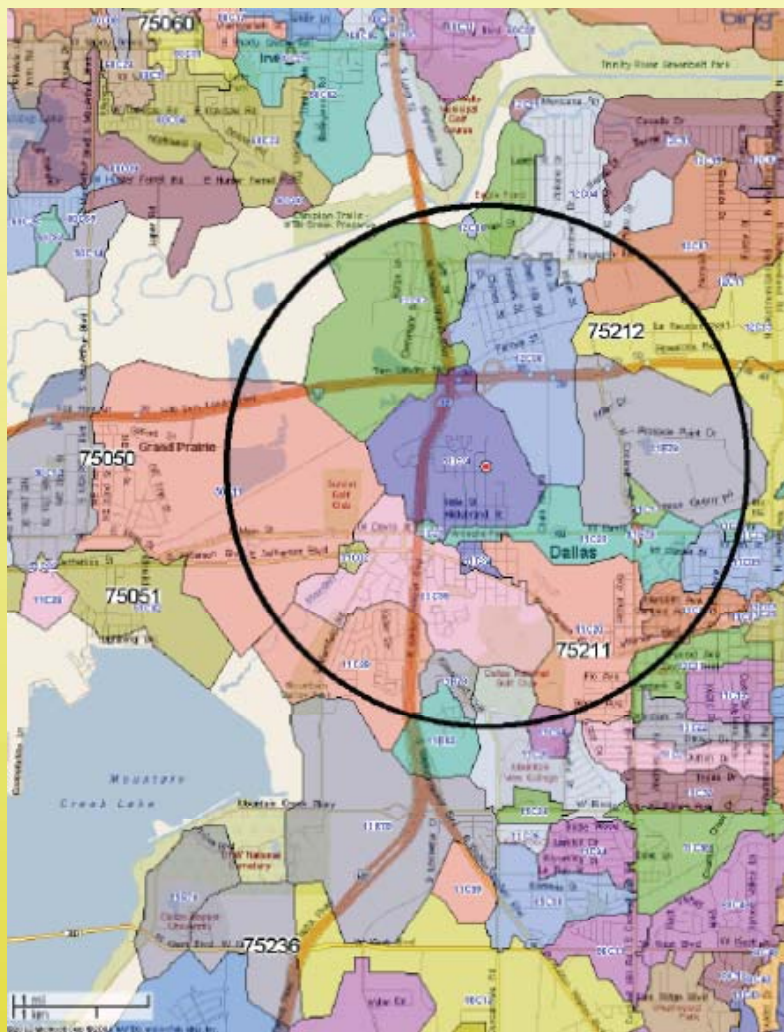
# Key Program Initiatives

- Create a unifying graphic device for all communications
- Rapid (SWAT) Response Program
- Support education and outreach programs
- Develop effective FOG recycling program
- Increase City, community, public/private partnerships
- Utilize technology/social media





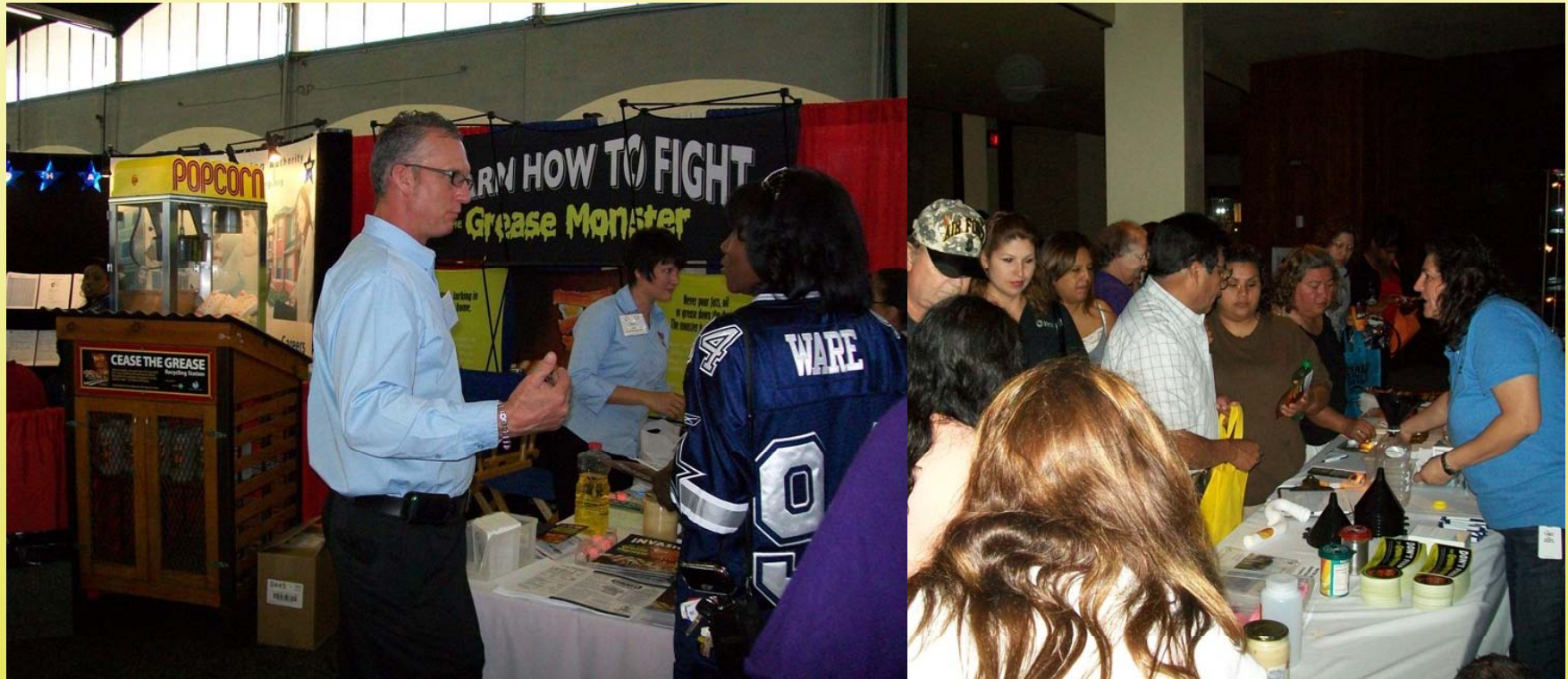
# Outreach & Education - SWAT



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



# SAFE Symposium





# Outreach & Education – General and Professional Organizations



- Professional presentations include EPA, North Texas WEAT, TWUA, PWA, CMOM and the Building Professionals Institute
- Participate in over 200 outreach events per year.



# Outreach & Education - Schools



- 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



# GREINER MIDDLE SCHOOL



# CEDAR VALLEY COLLEGE





# Outreach & Education - Media

## Grease Monster and Earl the Plumber





**“When you pour grease  
down the drain,  
it puts money  
in my pocket.”**

– Earl the Plumber  
[ceasethegrease.org/earl](http://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](http://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](http://www.ceasethegrease.org/earl)



11-12-04

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**“You're still pouring grease  
down the drain?”**

Great, I got the bass boat, now I need  
a new truck.” – Earl the Plumber  
[ceasethegrease.org/earl](http://ceasethegrease.org/earl)

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.

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 and other green materials. Visit [ceasethegrease.org/earl](http://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](http://www.ceasethegrease.org/earl)



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# Cable TV

Flight Dates:	6/4/12 – 6/30/12 (4 weeks)
Dallas South Zone:	463 Commercials, \$2,331.20 gross
Dallas East Zone:	223 Commercials, \$2,141.60 gross
Dallas North Zone:	154 Commercials, \$1,743.20 gross
DFW Central Zone:	175 Commercials, \$1,784.00 gross

Total Commercials: 1,015      Total Investment: \$8000  
Average Spot Cost: \$7.88



# Cable TV Commercials





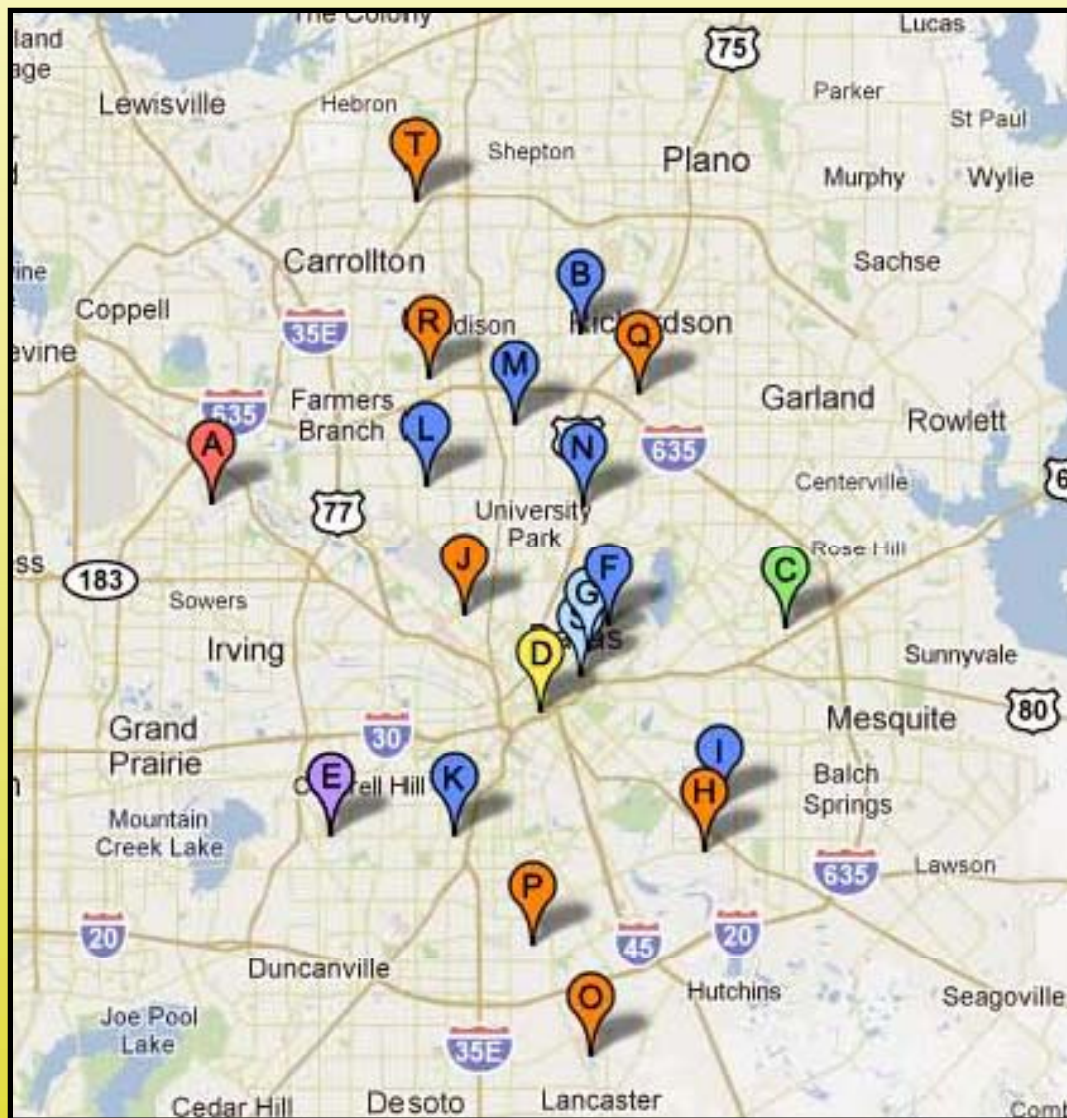
# Outreach & Education – Regional and National



- Texas Groups Participating in CtG include Arlington, Burleson, Mesquite, Denton, Fort Worth, Cedar Hill, Houston, SAWS
- 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 & Orlando FL



# Used Cooking Oil Recycling





# Program Results

FY 05-06	FY 06-07	FY 07-08	FY 08-09	FY 09-10	FY 10-11	FY 11-12
112	42	39	15	8	4	4

Grease related SSOs in Dallas.



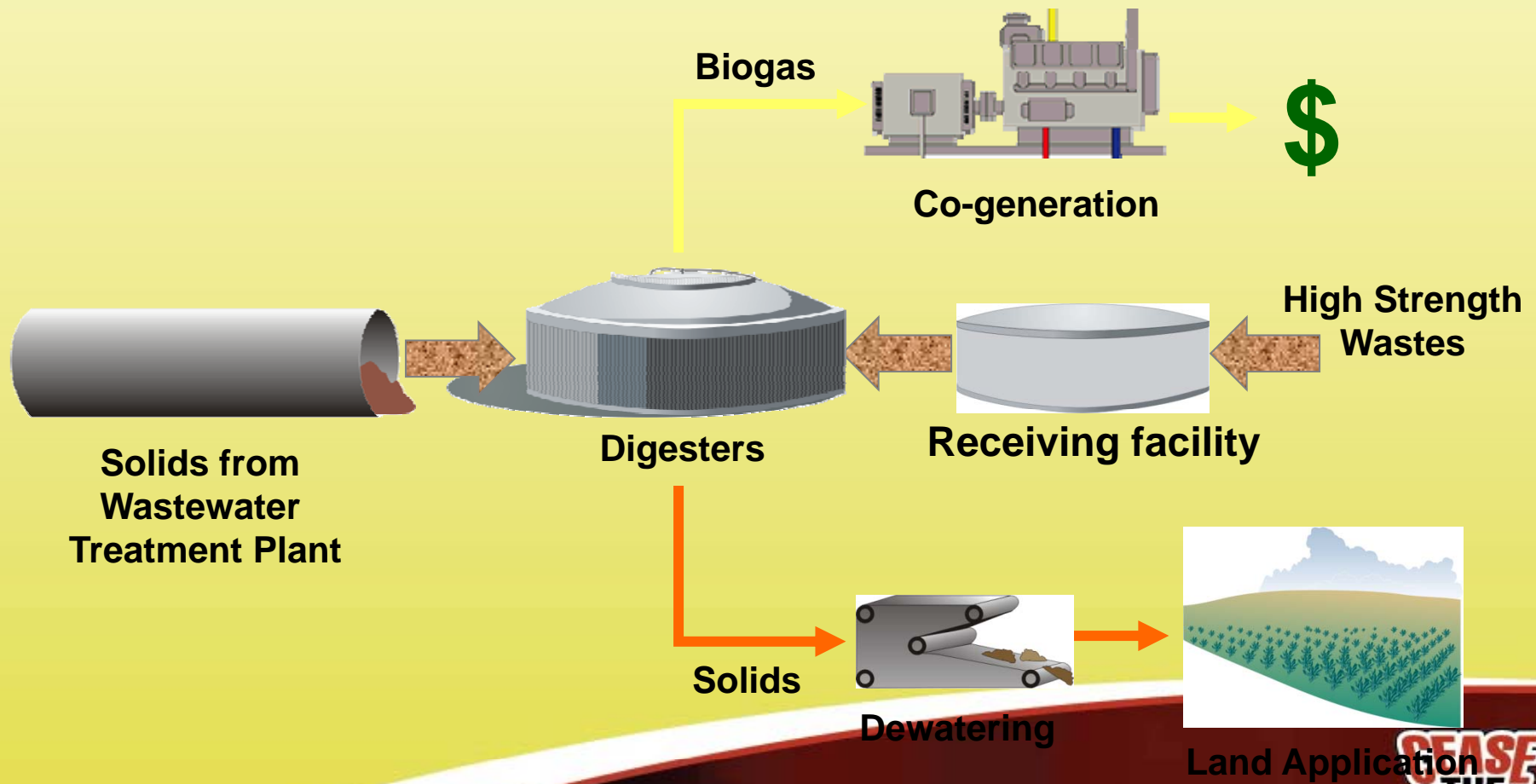
# Program Results

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
  - Mar 2013: 300 gallons



# DWU Biogas Project



# 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 60%



# DWU Biogas Project Video





# Awards

- 2012 TCEQ - Texas Environmental Excellence Award for Pollution Prevention
- 2010 NACWA National Environmental Achievement Award in Public Information & Education – Video, NTGAC
- 2010 NTCRA – Green3 Award for Involvement in the Community through Partnerships 2<sup>nd</sup> 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
- 2005 TWUA – Regional Exemplary Service Assoc Leadership Award



# EARTH DAY DALLAS 2012



# Questions

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