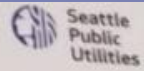


FOG Audience Research and Outreach Update



Hello!
Take our survey, please.

Seattle Public Utilities is conducting a survey to understand kitchen practices in the home. With your feedback, we hope to improve the programs and resources available for residents like you.

We speak:

Español
普通話
粵語
Tiếng Việt



Seattle
Public
Utilities

Rachel Garrett
Program Manager
April 18, 2018

FOG Education Campaign Goals

- ❑ Protect public health and the environment
- ❑ Create an ethic of care around the City's wastewater system
- ❑ Ensure that all of Seattle's diverse residents have access to available resources
- ❑ Bring wastewater issues to life for customers, inspiring them to make better choices
- ❑ Help customers see the role they play in helping SPU provide affordable, high-quality drainage and wastewater services
- ❑ Help SPU prioritize limited resources and create a roadmap for effective wastewater outreach

FOG Research Approach



Community-Based Social Marketing

Education
alone:
Reach 1 of 8
customers*



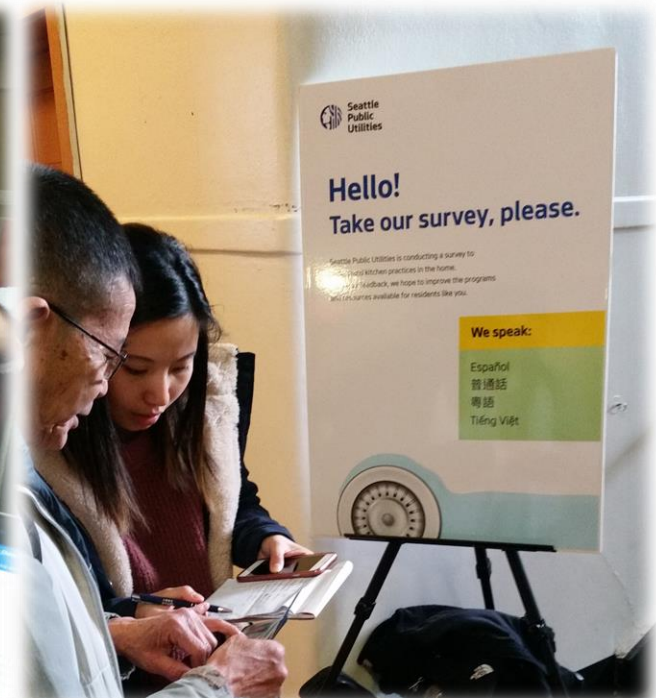
Add Social
Marketing:
Reach 3 of 4
customers*

*Numbers are approximations



Equity Considerations

- Intercept-style interviews
- In-person interviews
- Community Partnerships Program



Protecting Pipes: Fats, Oils and Grease

- ✓ Gap analysis
- ✓ Research plan
- ✓ Research

Up next:

- Recommendations
- Concept testing
- Pilot outreach



Research Take-Aways

- Low awareness
- Grease misperceptions
- Keep messages clear and simple
- Use instructions, examples, and videos
- Demographic insights...



Common FOG Myths and Misperceptions

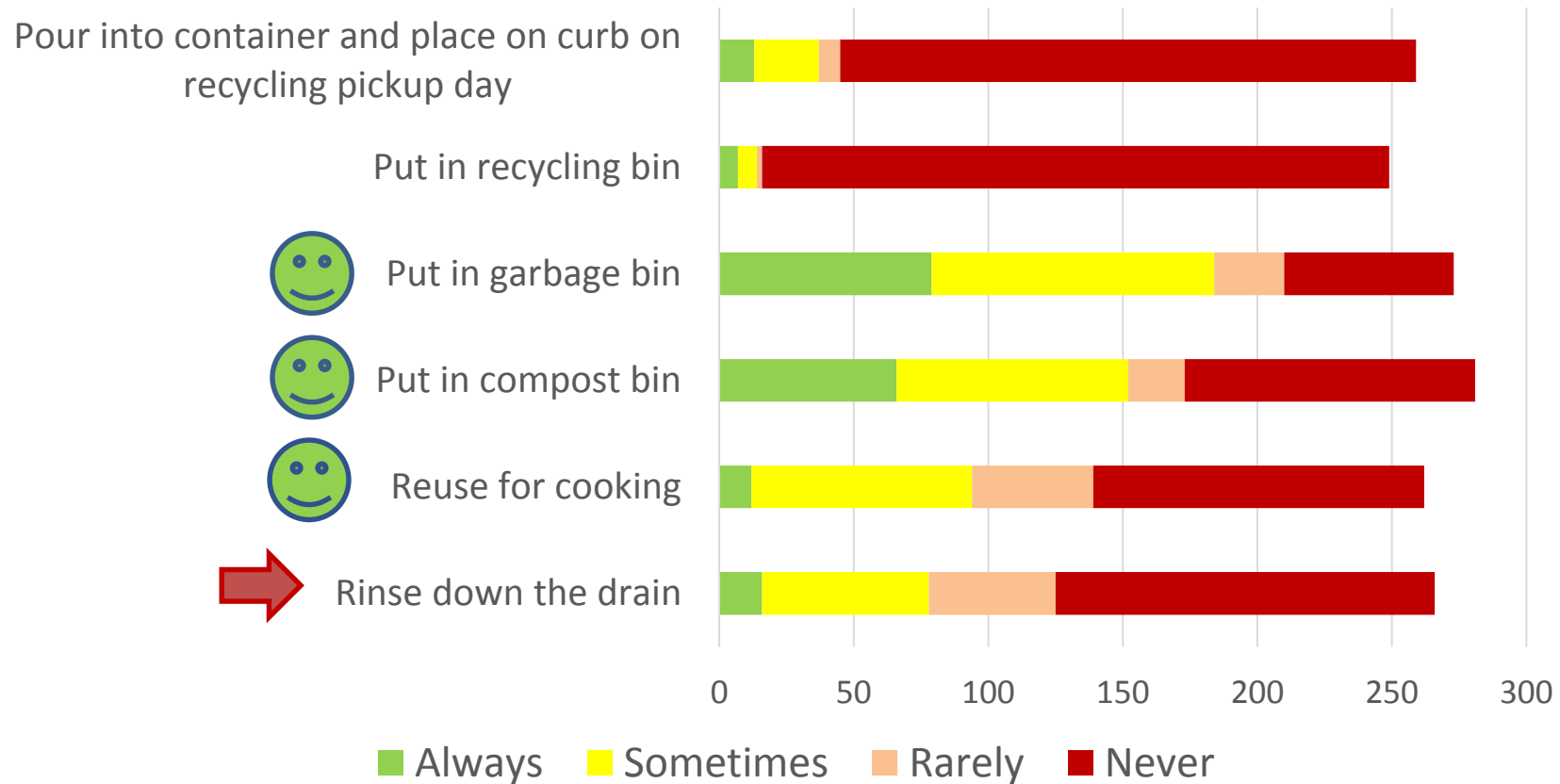
All Participants

- ◆ Issues that affect household pipes do not impact City pipes
- ◆ In a liquid state, oil and grease will flow in the sewer to the wastewater treatment plant (and that this is desirable)
- ◆ Using **hot** water and/or soap ensures that oil and grease stays in a liquid state and can get to the main sewer line
- ◆ Only **cold** grease gets stuck in the pipes
- ◆ The presence of a garbage disposals means that you are *supposed* to put food waste, including cooking oil and grease, down the drain
- ◆ FOG in the wastewater means tap water is unsafe to drink
- ◆ Vegetarian and vegan cooking does not generate any FOG

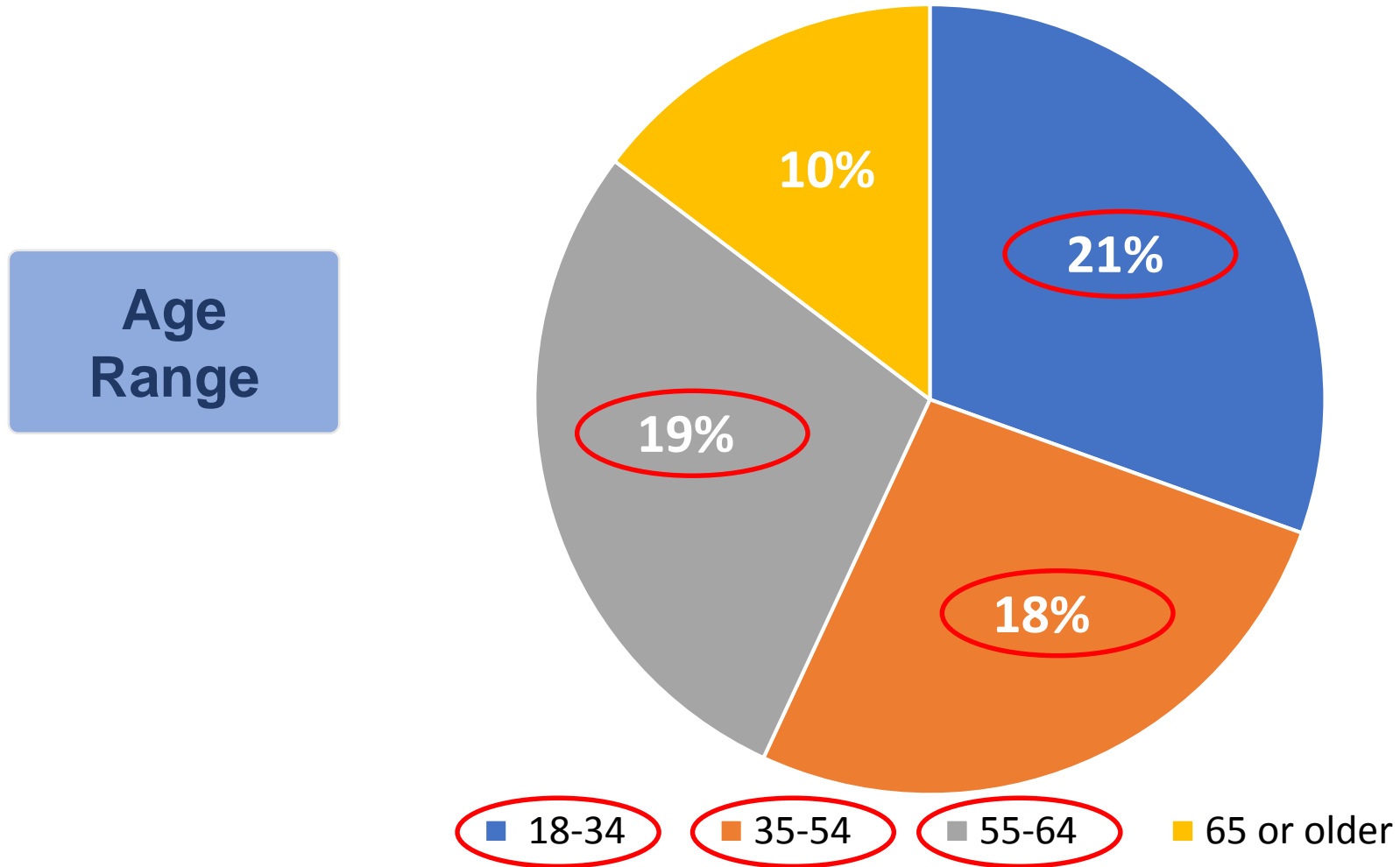
Current Resident FOG Behaviors

All Participants

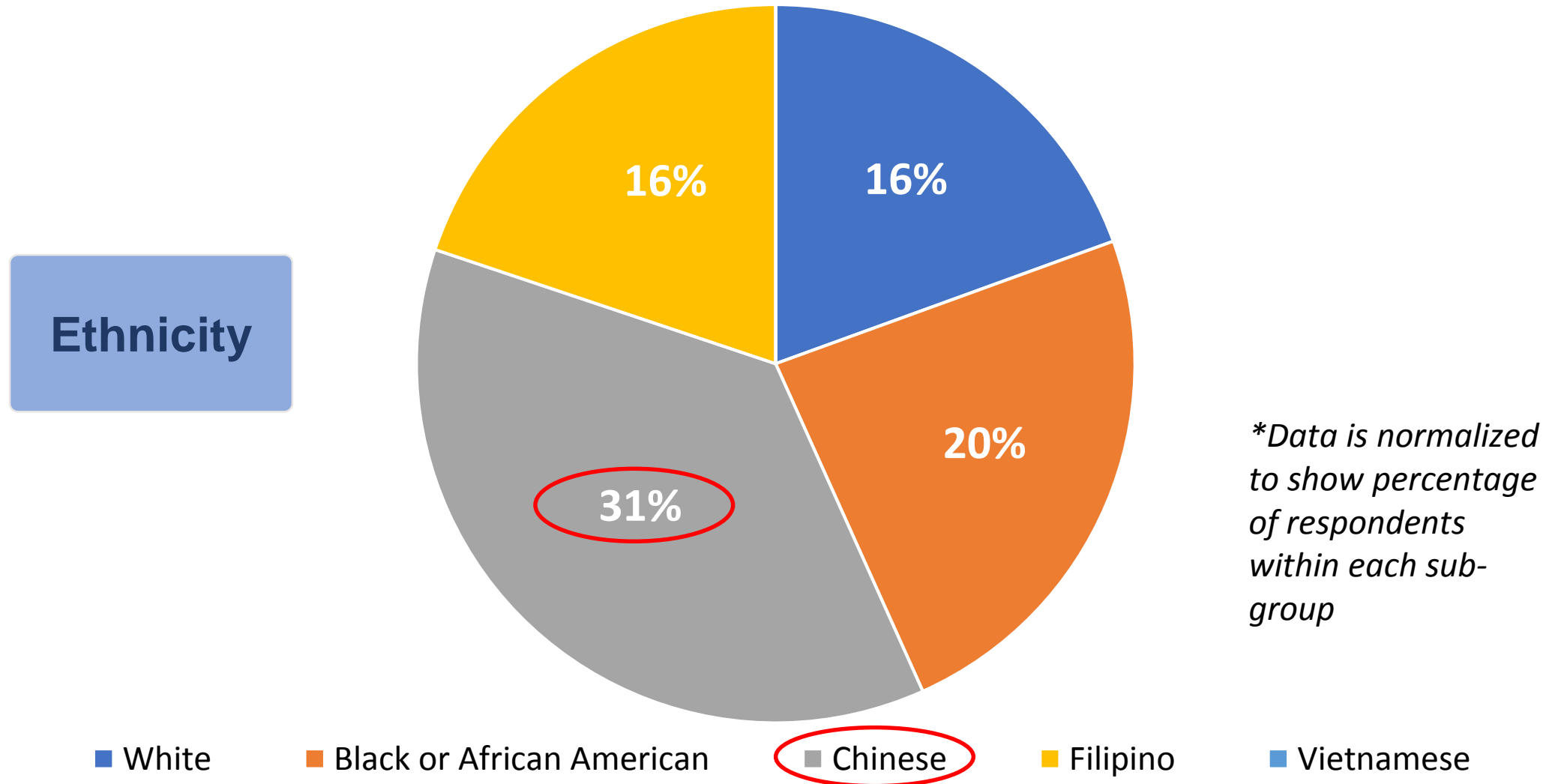
Behavior Frequency



*Do you typically remove used cooking oil and grease before washing pots and pans? "Sometimes/No"**

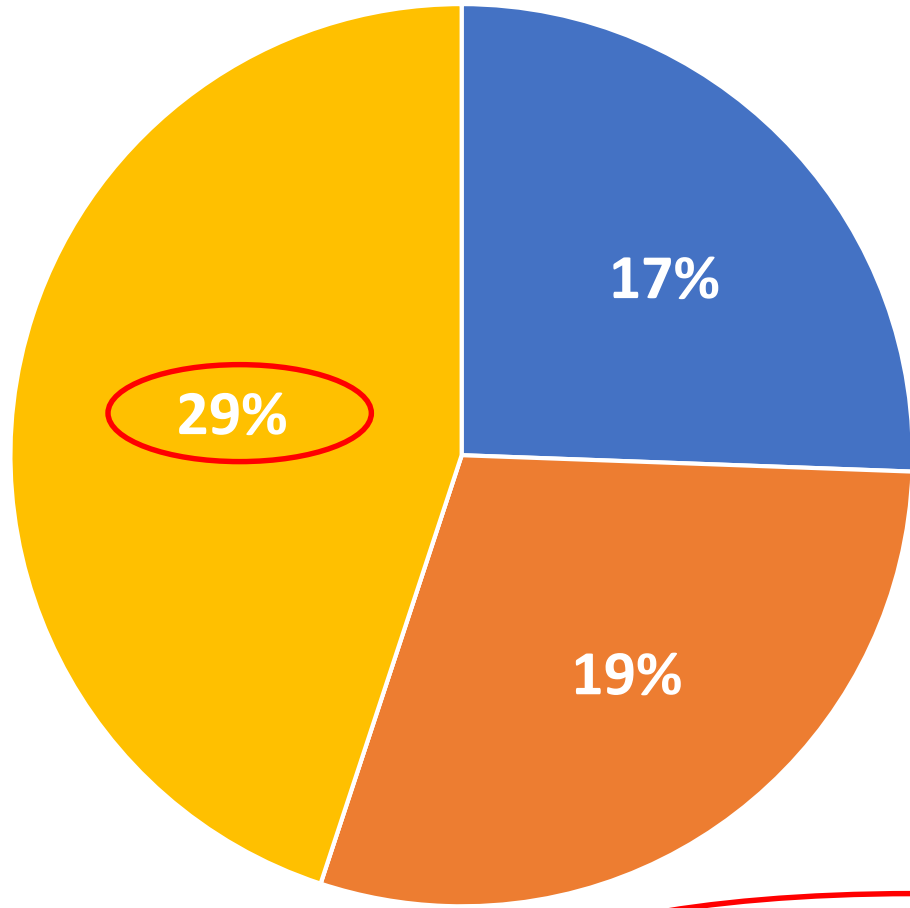


*Do you typically remove used cooking oil and grease before washing pots and pans? "Sometimes/No"**



*Do you typically remove used cooking oil and grease before washing pots and pans? "Sometimes/No"**

**Primary
Language
Spoken at
Home**

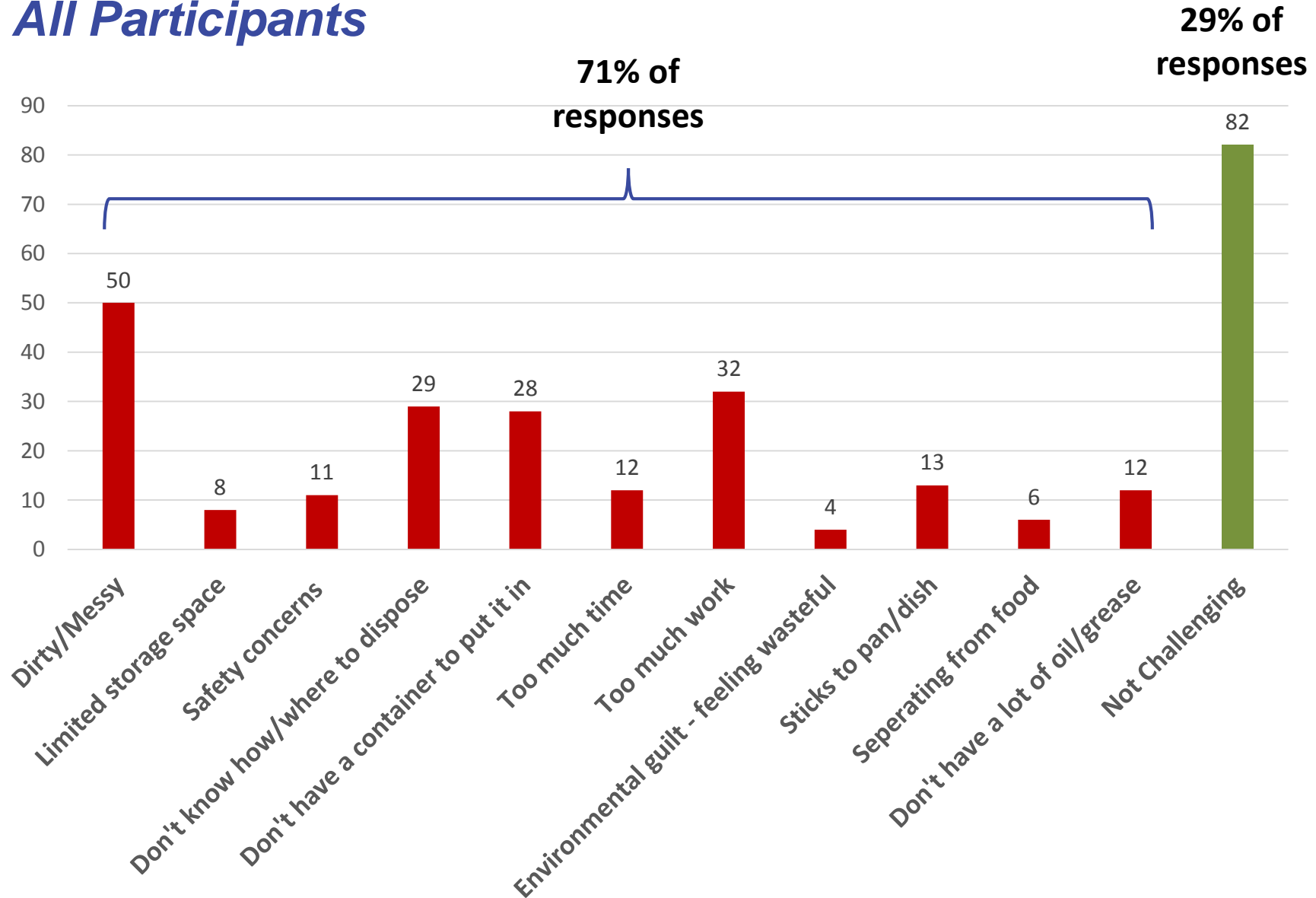


**Data is normalized to show percentage of respondents within each sub-group*

- English
- Spanish
- Vietnamese
- Chinese, Mandarin, Cantonese

Barriers to Desired FOG Disposal

All Participants

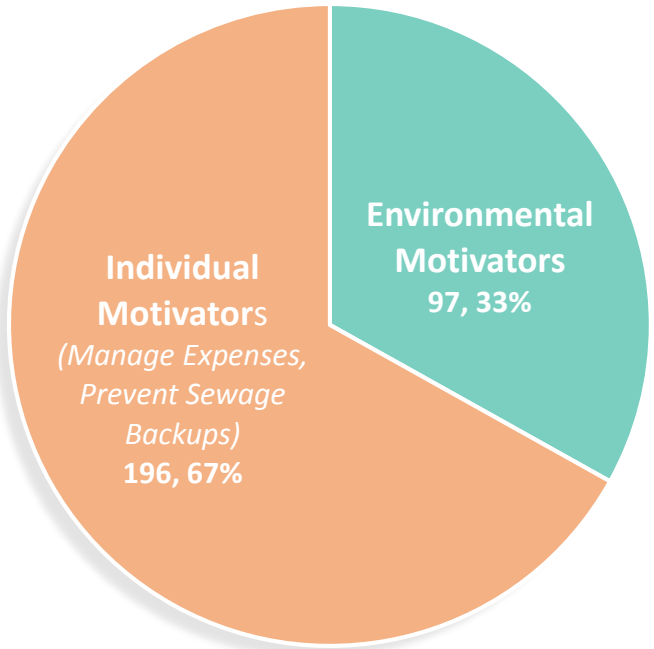
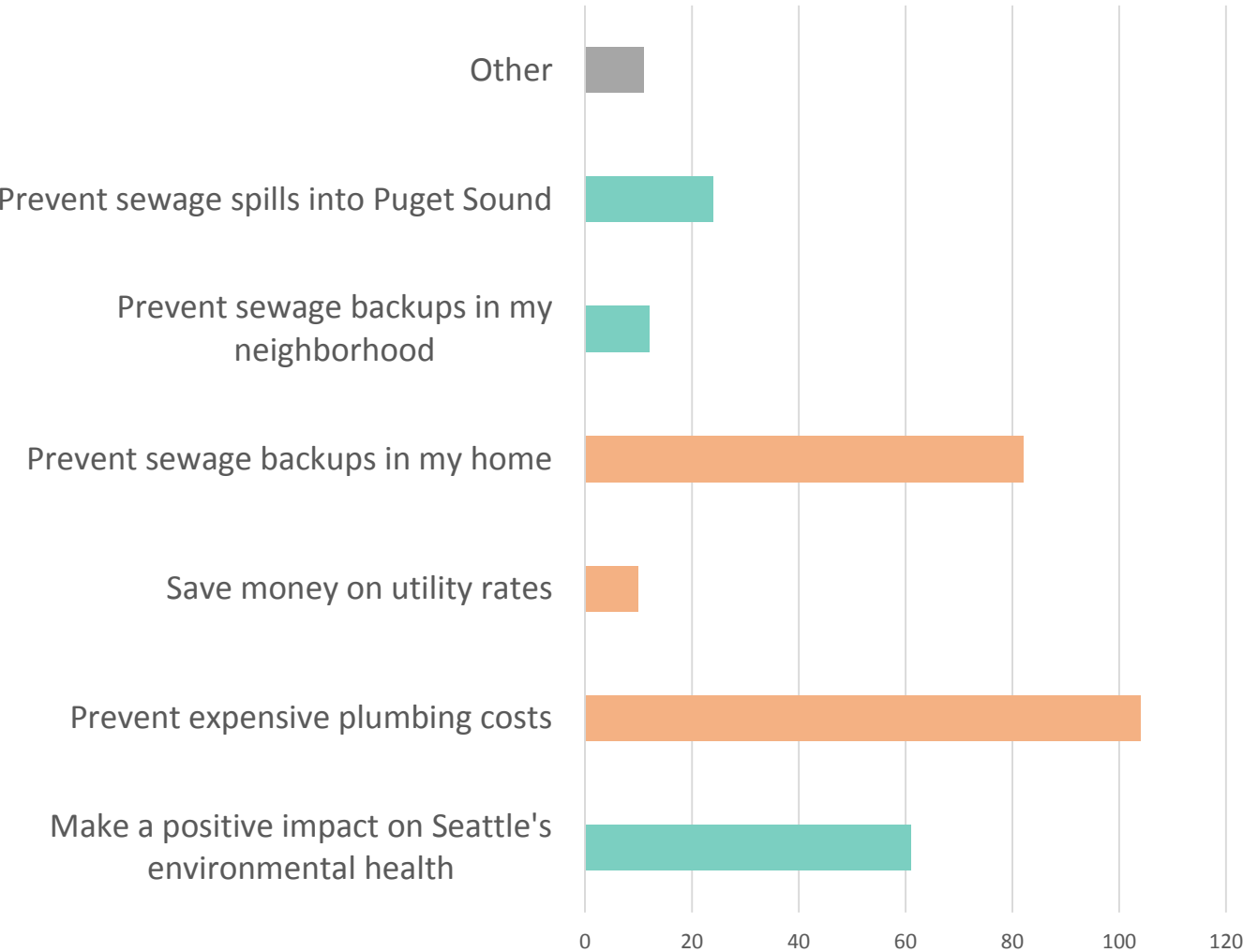


Example: FOG Disposal Barriers



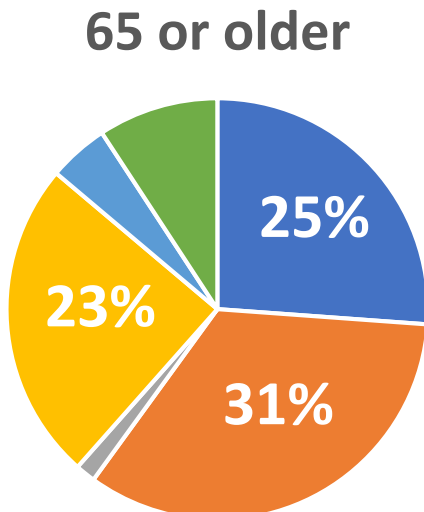
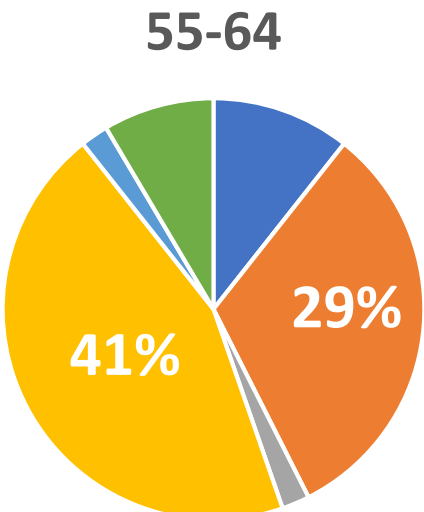
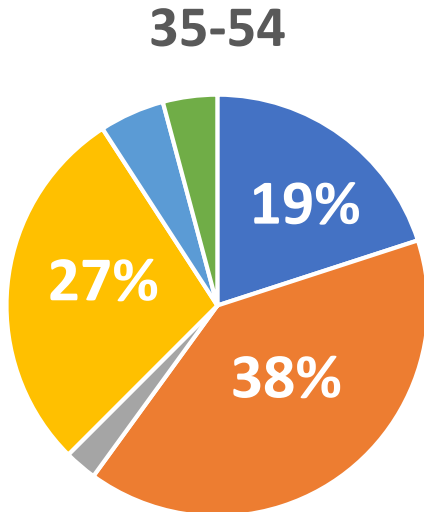
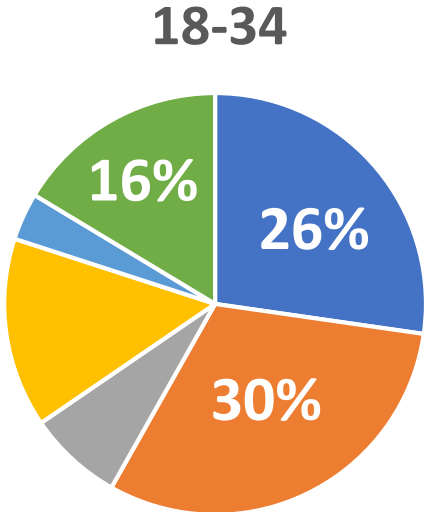
Perceived Benefits and Motivators

All Participants



Perceived Benefits and Motivators

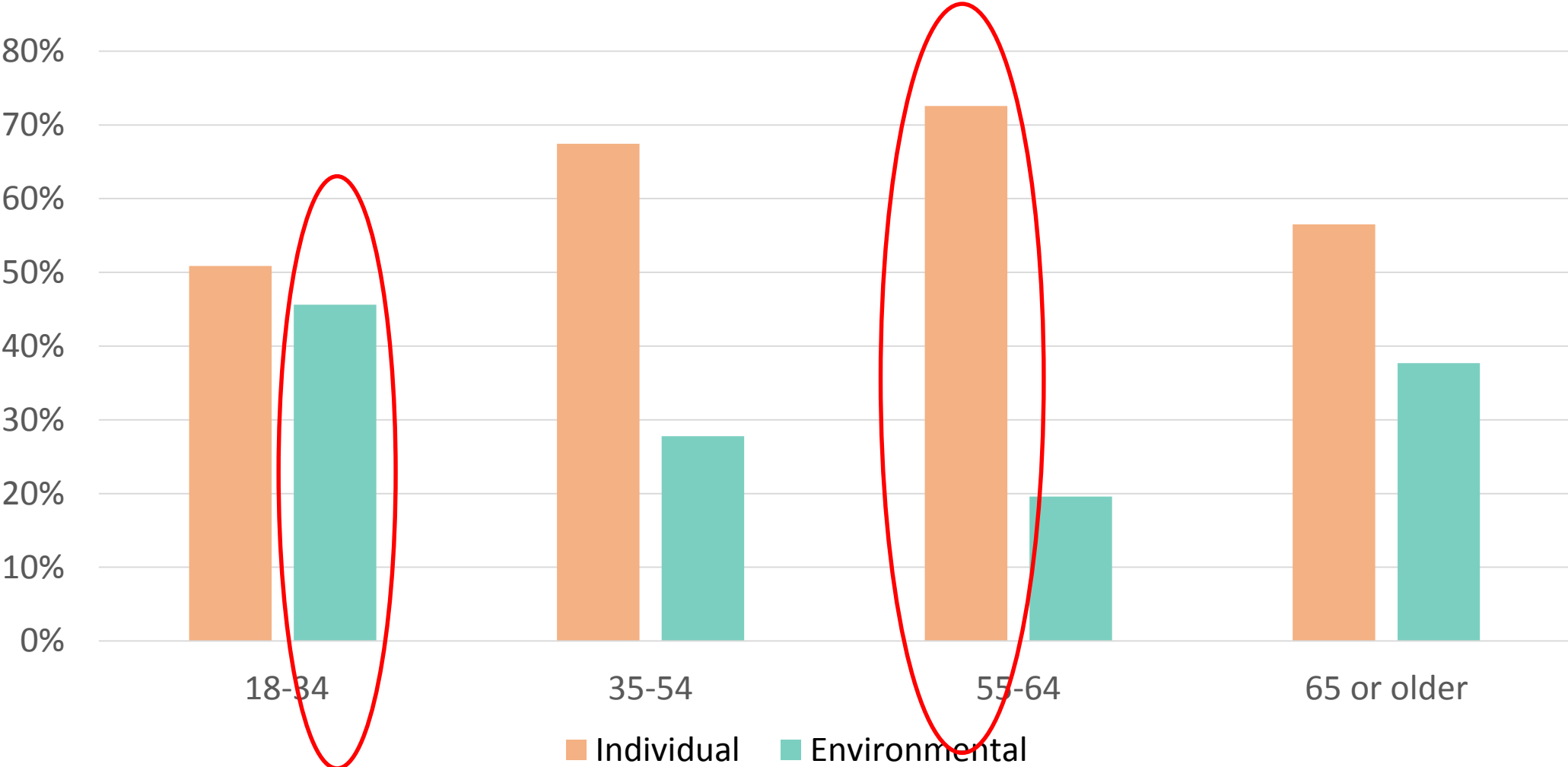
By Age Group



- Make a positive impact on Seattle's environmental health
- Prevent expensive plumbing costs
- Save money on utility rates
- Prevent sewage backups in my home
- Prevent sewage backups in my neighborhood
- Prevent sewage spills into Puget Sound

Perceived Benefits and Motivators

By Age Group

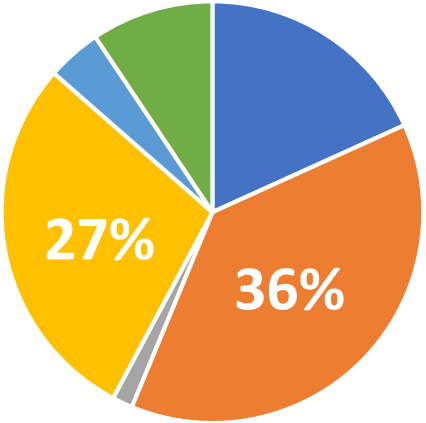


Perceived Benefits and Motivators

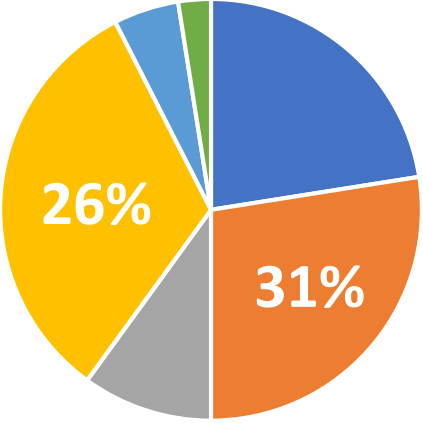
By Ethnicity

- Make a positive impact on Seattle's environmental health
- Prevent expensive plumbing costs
- Save money on utility rates
- Prevent sewage backups in my home
- Prevent sewage backups in my neighborhood
- Prevent sewage spills into Puget Sound

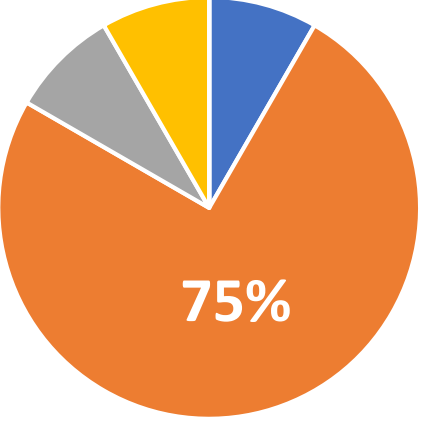
White



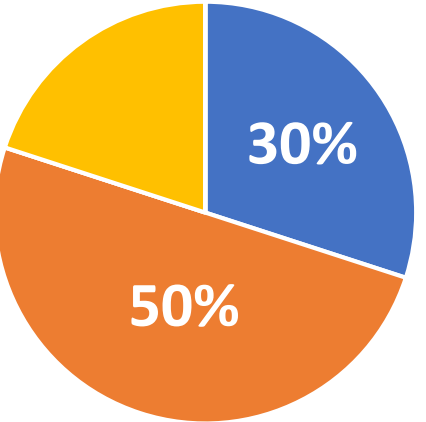
Chinese



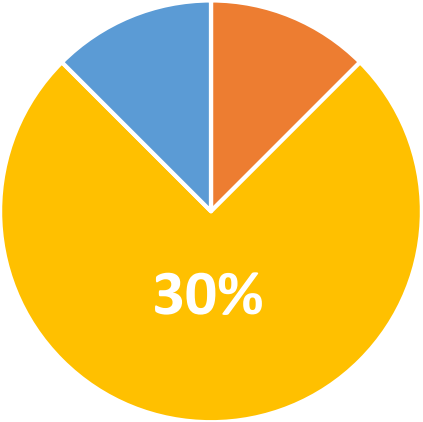
Filipino



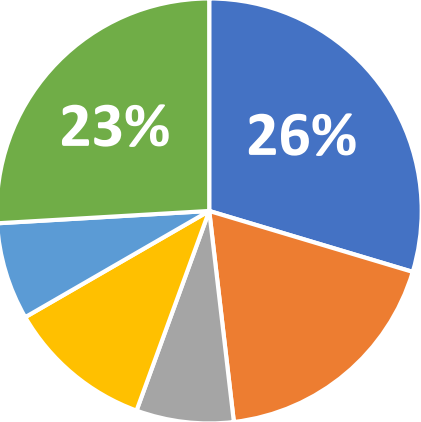
Black or African American



Vietnamese

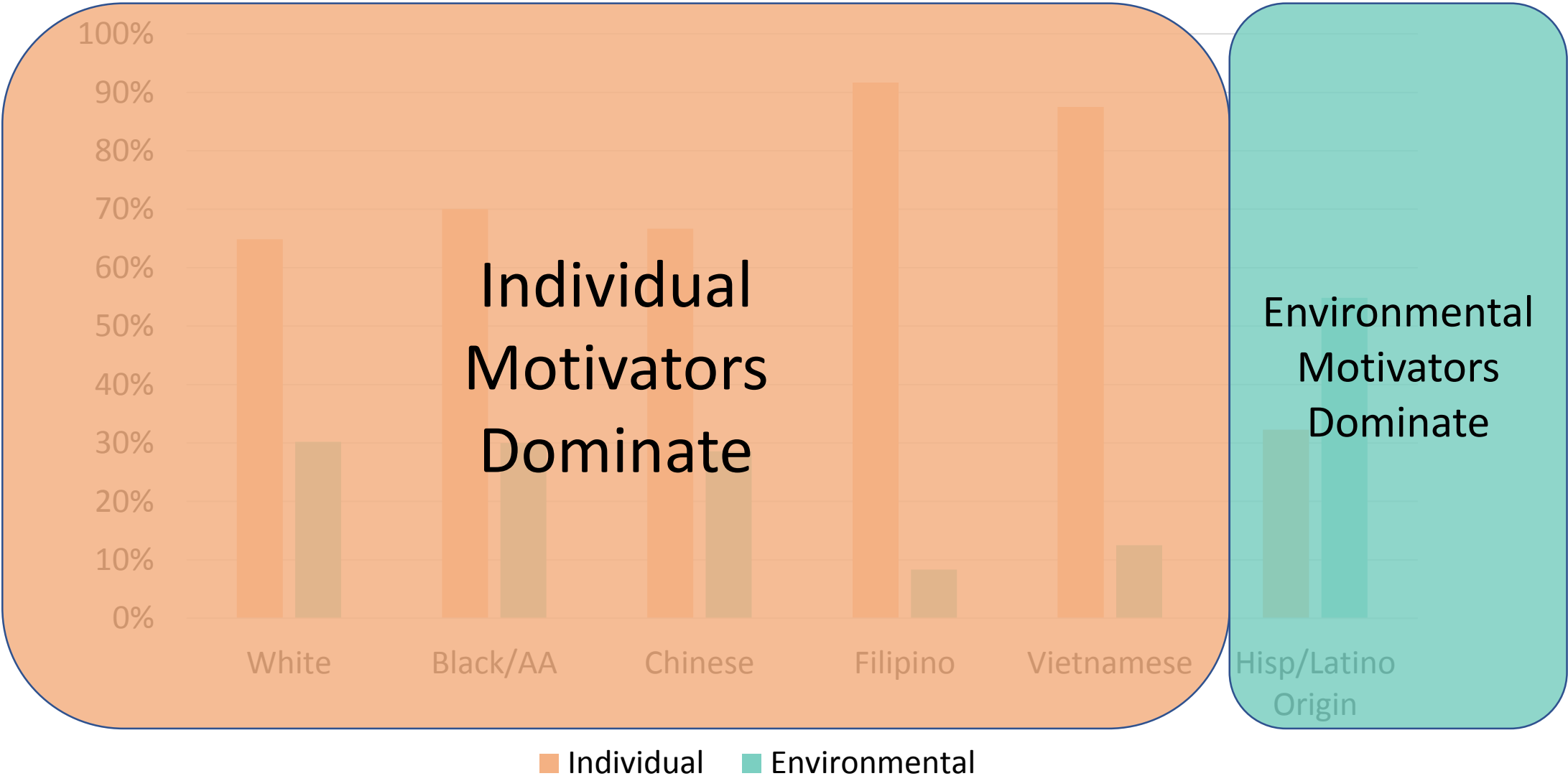


Hispanic/Latino/Spanish Origin



Perceived Benefits and Motivators

By Ethnicity



Universal Takeaways

All Participants

- 💧 Many residents are not aware of the problem
- 💧 Many residents are properly disposing of cooking oil and grease *some of the time*, but not all the time
- 💧 Barriers to FOG disposal are high and complex
- 💧 Motivators are varied depending on audience sector
- 💧 Residents want tips and tools to help them get rid of cooking oil and grease “the right way”

Essential Elements

Overcoming Barriers to Empower Behavior

- ✓ Perceived benefits *must* outweigh barriers
 - ⊘ Time
 - ⊘ Mess
 - ⊘ Storage
 - ⊘ Safety (hot oil or grease)
 - ⊘ Environmental impact
- ✓ Messages, resources, tips, and tools must help bridge gap between residents' barriers to desired FOG behaviors
- ✓ Messages must speak to residents' biggest motivators

Campaign Development

Essential Elements

Overarching message / campaign name

needs to be:

- Direct
- Clear
- Connect cause and effect
- Make residents aware they may be part of the problem

For example:

**Cooking oil and grease
clog(s) pipes.**

Are you pouring oil or grease down the drain?

Campaign Development

Essential Elements

Must address **environmental guilt** by providing hierarchy of information on all options, starting with the “*highest and best use*” of oil/grease:

REUSE	Storage tips
COMPOST	Paper towels or newspaper with cooled oil or grease; fat scraps
RECYCLE	Curbside cooking oil collection
GARBAGE	Contained, cooled oil; cooled grease

Campaign Development

Essential Elements

Images and messages need to be ***instructional*** and address ***all of the situations*** where oil/grease is generated:

- ◆ Greasy sauces
- ◆ Mixed juice at the bottom of roasting pans
- ◆ Floating fat (on water) after crock pot/Dutch oven cooking
- ◆ Oil/grease from roasting or pan sautéing veggies or meat
- ◆ Bacon fat from stove top frying or baking
- ◆ Small amounts of hot liquid oil
- ◆ Large amounts of hot liquid oil

Campaign Development

Essential Elements

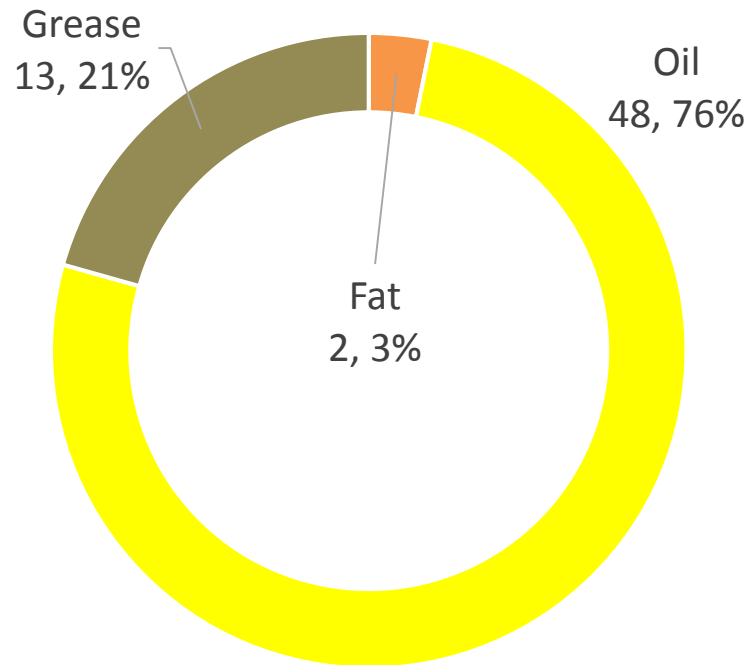
Use wide variety of photographic examples of **common household items** to wipe, scrape, separate, pour, and store oil/grease:

- ◆ pet food cans
- ◆ food cans
- ◆ soda cans and bottles
- ◆ dairy cartons (paper or plastic)
- ◆ coffee cans
- ◆ glass food jars
- ◆ spatulas, slotted spoons
- ◆ newspaper, paper towels

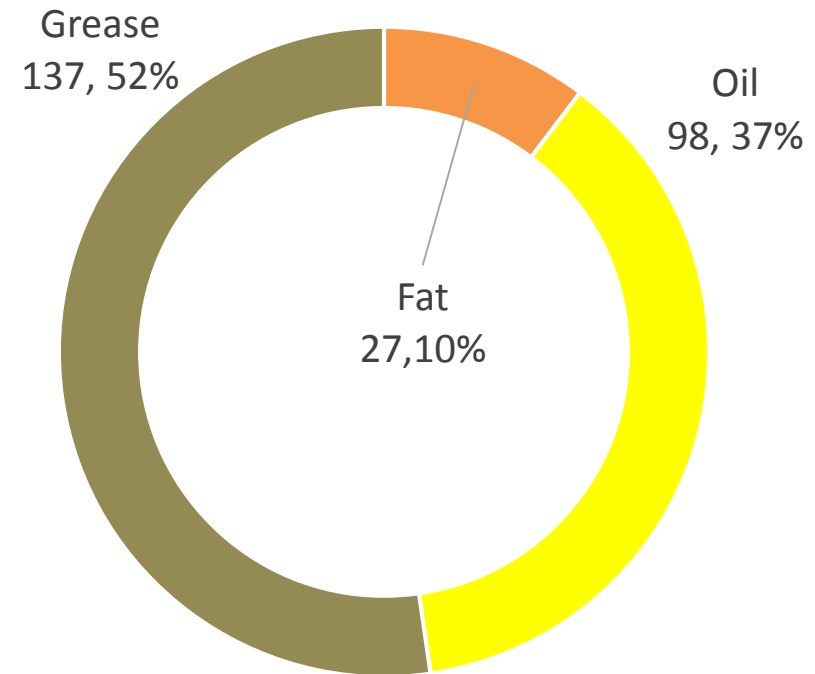
Essential Elements

Use Customers Words

Intercept Participants
Use of FOG Words

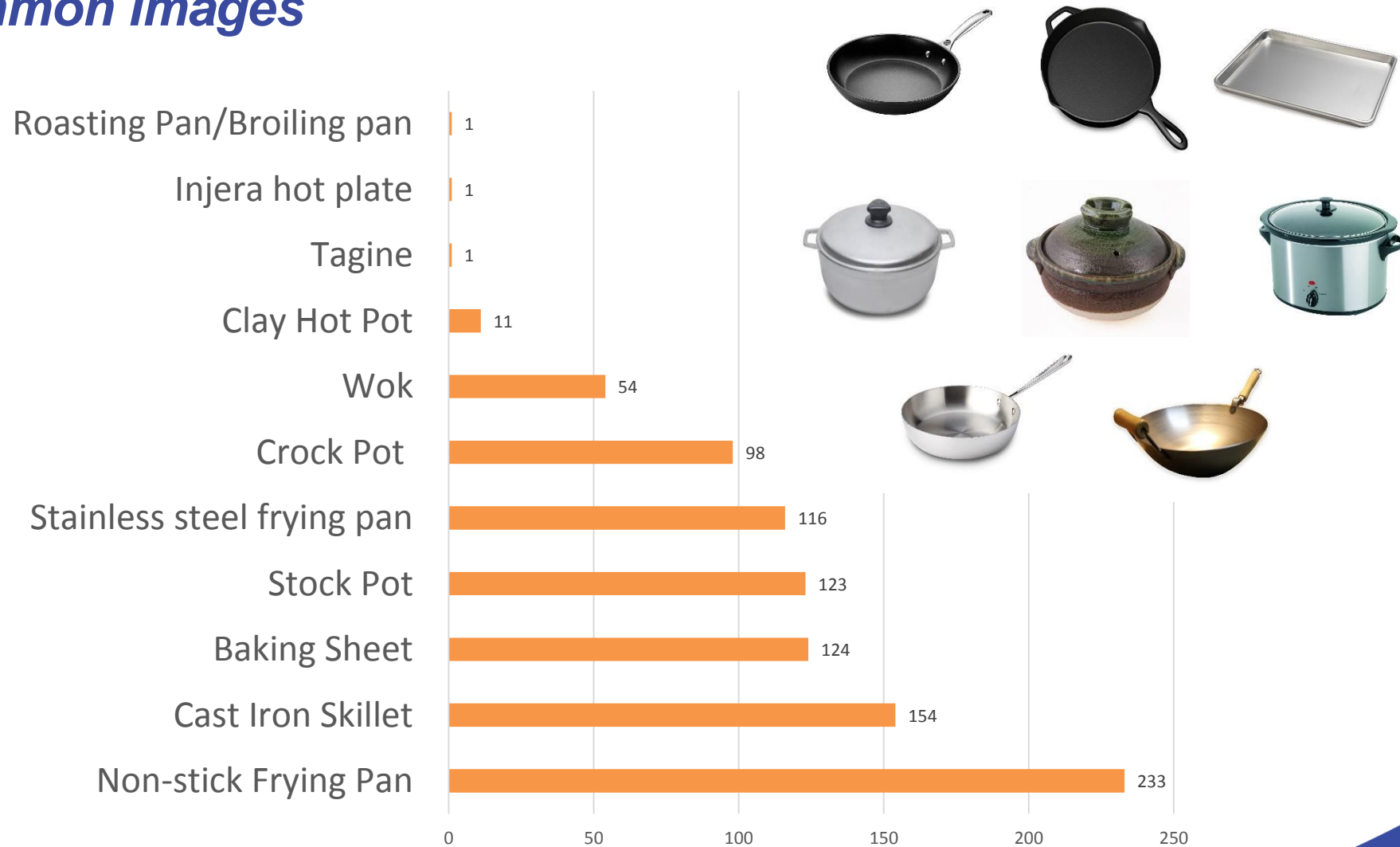


Online Participants
Use of FOG Words



Essential Elements

Use Common Images



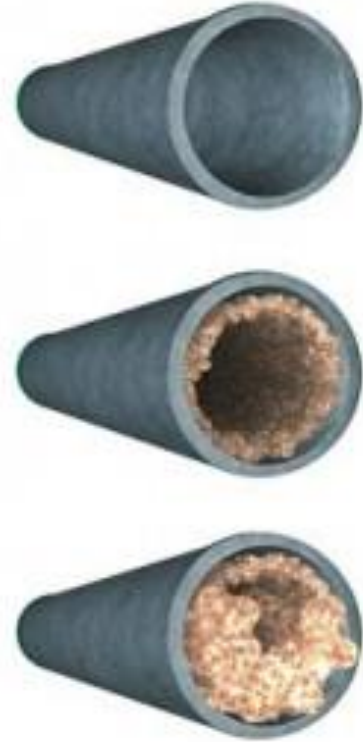
Essential Elements

What to Avoid

- ∅ Acronyms and technical language
 - ∅ Cartoons (adult audience)
 - ∅ Too many dots to connect to understand “why”
 - ∅ Assumption that information alone* leads to action
- *without info about risks and benefits*

Overarching Guidelines for Creative Themes

- ✓ Be straightforward, direct, to the point.
- ✓ Focus on what people should be doing; not on what **not** to do. Images should support the IMPACT of doing the wrong thing, **not** the act of doing the wrong thing.
- ✓ Identify what's going to make it worthwhile to do the right thing.
- ✓ Display clear connection between campaign theme and the actions we want customers to take.

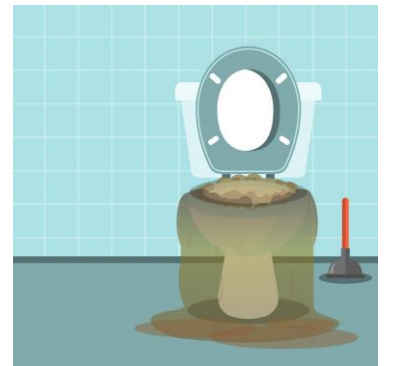


Overview of Theme Boards

- Draft concepts, design work not complete
- Selected theme guides creative and messaging as we move forward with campaign development

Look for these elements:

- ◆ **Theme 1:** Photographs, direct messaging, culturally relevant and sensitive
- ◆ **Theme 2:** Illustrative, metaphorical, analogical, cross-cultural
- ◆ **Theme 3:** Cause-and-effect, addresses top motivator (prevent sewer backups), illustrative



Overarching Message:
Used Cooking Oil and Grease Clog(s) Pipes

Activity: Provide Feedback on “Mood Boards”

- Which images or words do you think are most likely to motivate behavior change?
- Which images or words do you think are least likely to motivate behavior change?
- Are there any words or images think could be combined/used together as part of a theme?
- Are there any words or images you think are offensive or should definitely not be used?

Discussion and Questions

