

SPU Drainage & Wastewater Residential Customer Education

FOG Pilot Results & Recommendations

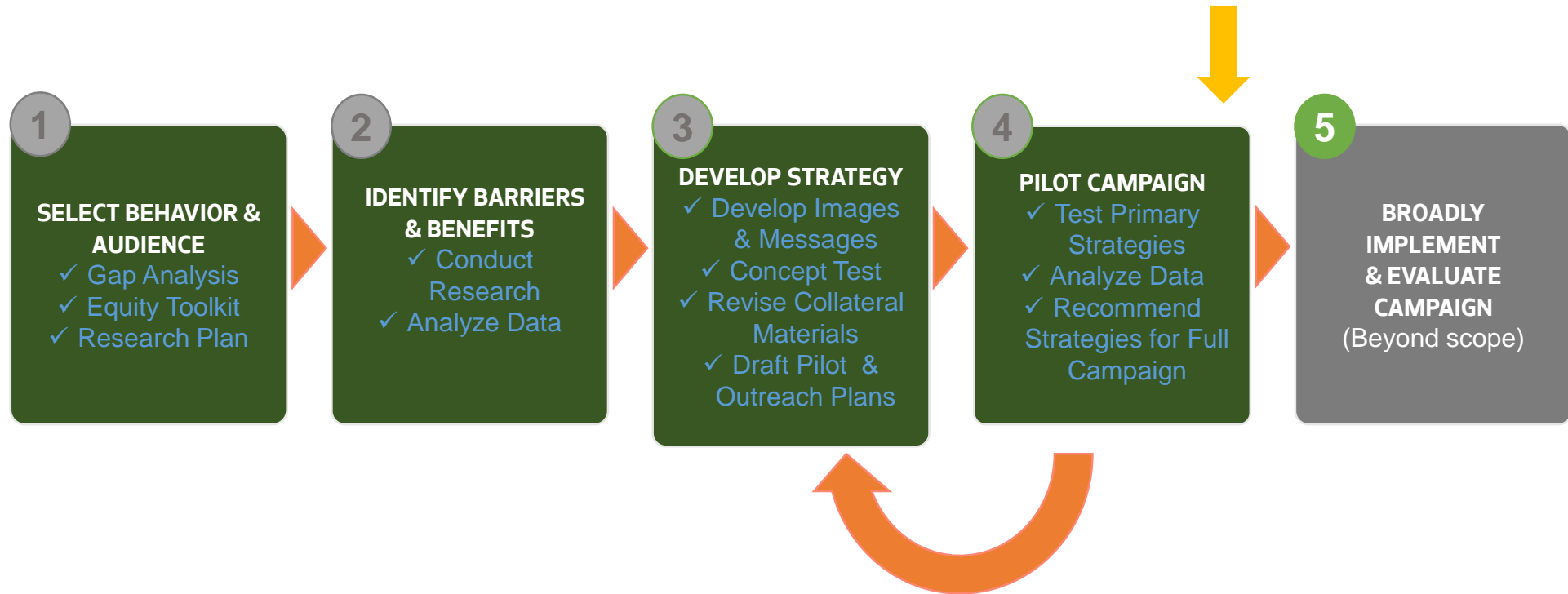
Covering Today

- FOG pilot goals & implementation
- What we learned
- Recommendations

"The handout really encouraged me to do it the right way. Without that I didn't know the difference."

"Great Information!"

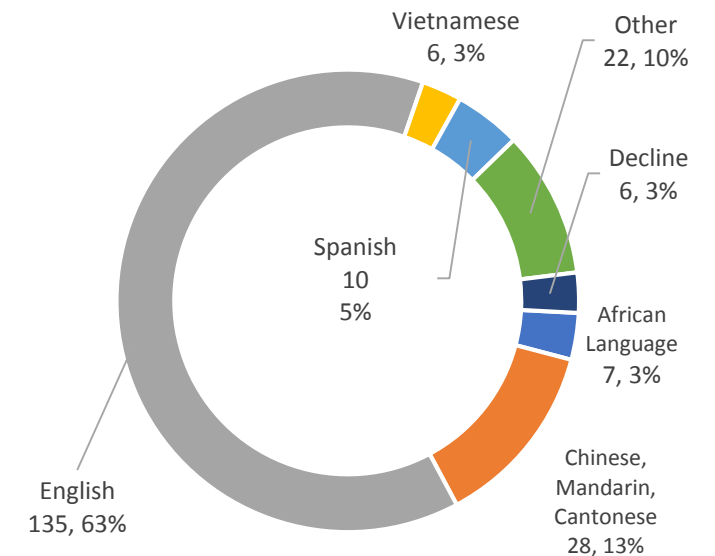
FOG Campaign Development



Pilot Goals & Implementation

Audiences	Focus Area	Primary Strategy	Targeted Languages	Final #s
General Population <i>Includes acculturated multicultural populations</i>	“Hot spot” areas of Seattle	Mailed informational postcard*	English	201
Multicultural Multilingual	Citywide	Informational postcard handed out at an event	Spanish & Chinese	42

**FOG Pilot Responses:
Language Spoken at Home**



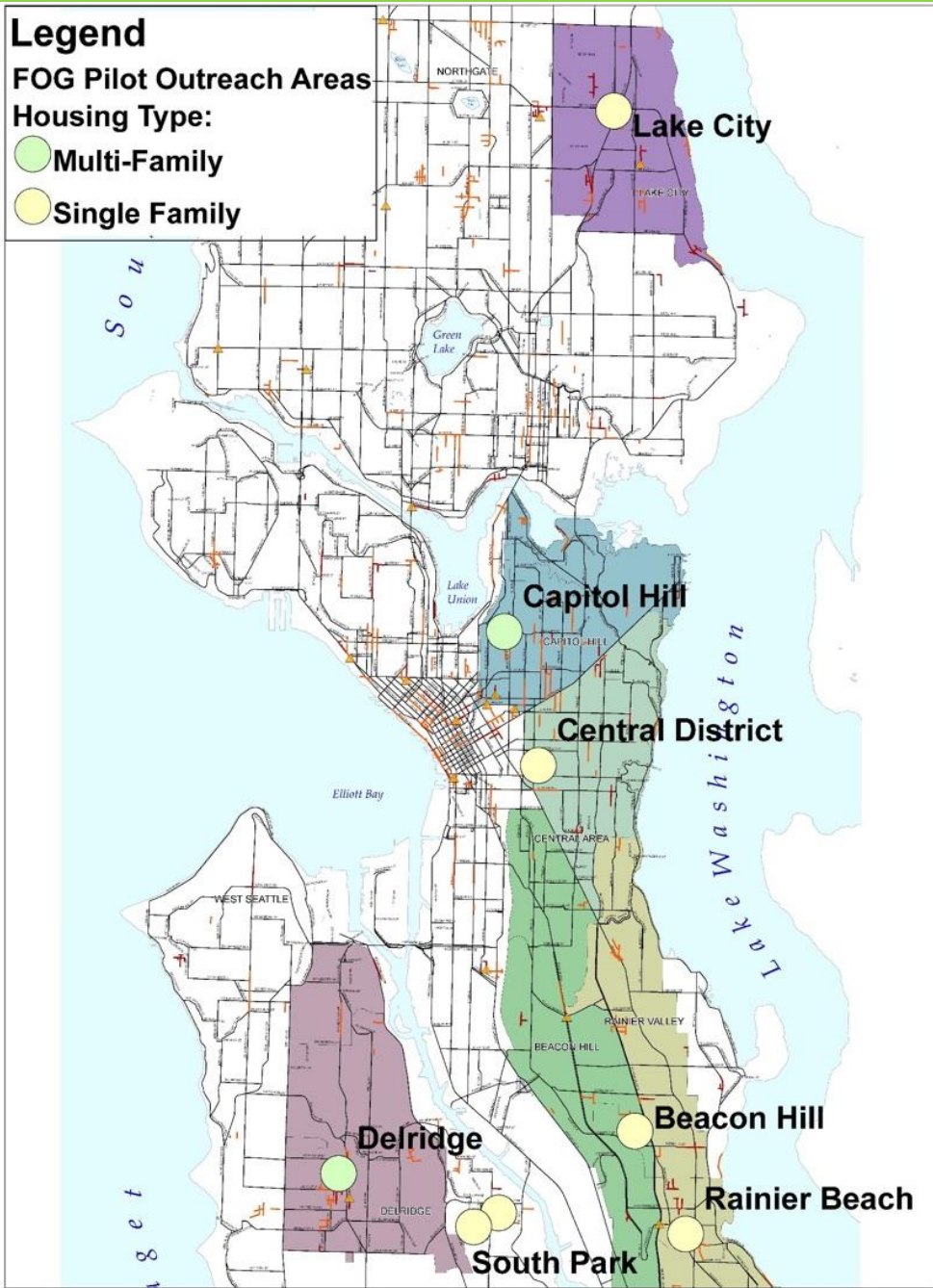
Legend

FOG Pilot Outreach Areas

Housing Type:

● Multi-Family

● Single Family



FOG Pilot

Seven Neighborhoods:

- Single family = Door-to-door outreach
- Multifamily = Door-to-door and events
- Pilot groups & Control in each

Multicultural and Multilingual:

- In-language events in Spanish & Chinese
- Beyond “hot spot” locations
- Pilot & Control for each language

Interview #1 = *Receipt of information*

Interview #2 = *Time to practice behavior*



City of Seattle

Pilot Group #1 - Information Only

Cooking Oil and Grease Clog Pipes

No one wants their sewage back.

Seattle Public Utilities
www.seattle.gov/cookingoil

Where does it go?

STEP 1 Cool oil/grease

STEP 2 Remove oil/grease from pots and pans:

Small amount oil & grease	Large amount oil	Large amount oil & grease
Wipe with paper towels or newspaper	Pour cooled oil into container, close lid	Scrape into container, close lid
FOOD & COMPOST	Place NEXT to RECYCLE cart	GARBAGE

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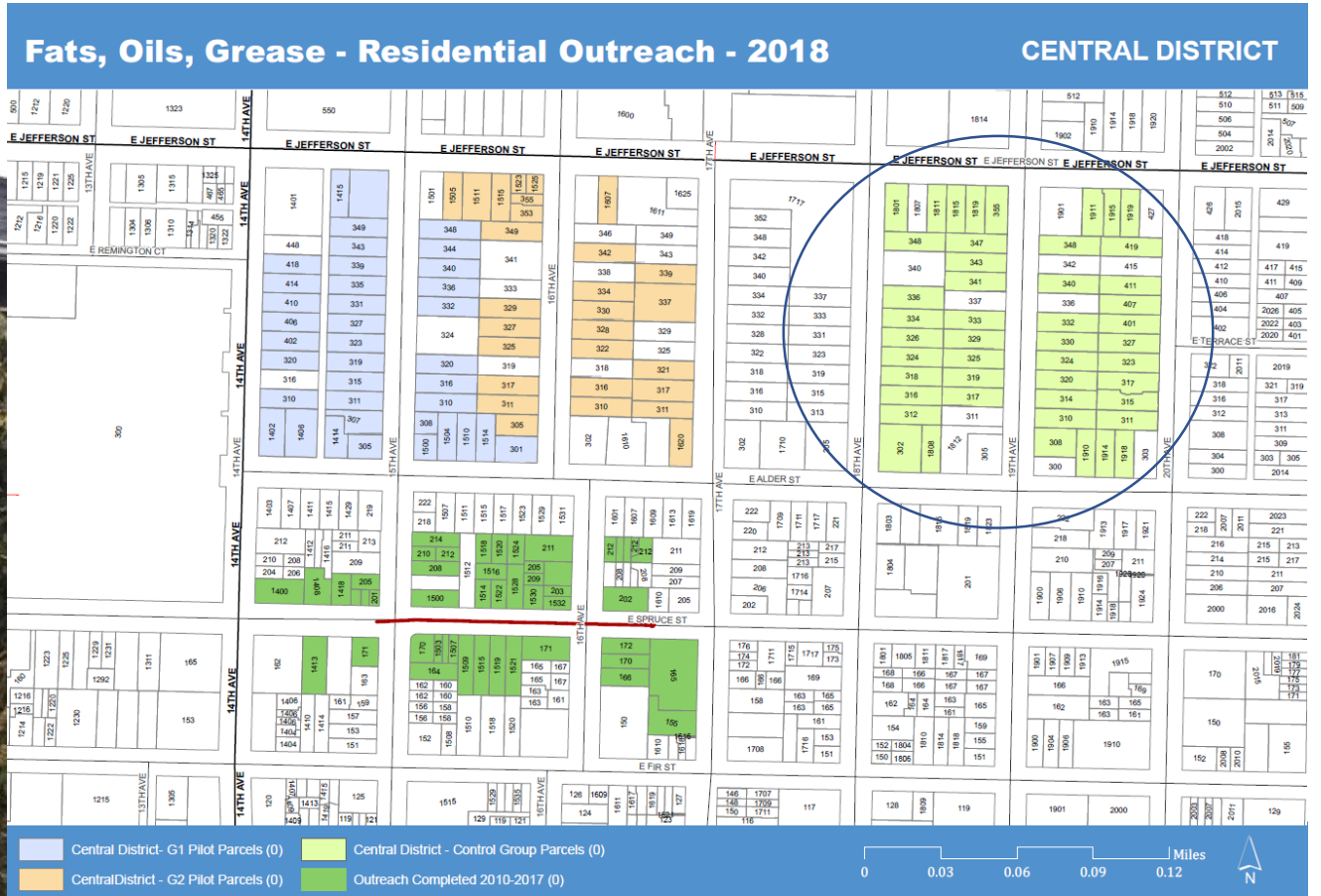
Seattle Public Utilities

Pilot Group #2 - Information + Commitment & Incentive

- I promise to remove cooking oil and grease from pots and pans before washing them.
- I will wipe small amounts of oil or grease with paper towels and place in my food and compost container/cart.
- I will pour large amounts of cooled cooking oil into a one-gallon container, close the lid, and place NEXT to my recycling cart on collection day.
- I will scrape large amounts of cooled grease into a container and place in the garbage cart.



Control



In-Language: Chinese & Spanish

El aceite de cocina y la grasa obstruyen las tuberías
Nadie quiere que se derramen las aguas residuales.

¿Dónde van?
PASO 1 Enfríe el aceite y la grasa **PASO 2** Remueva el aceite y la grasa de las ollas y sartenes:

Where does it go? STEP 1: Cool oil/grease STEP 2: Remove oil/grease from pots and pans

Pequeña cantidad aceite y grasa Small amount oil & grease	Gran cantidad aceite Large amount oil	Gran cantidad aceite y grasa Large amount oil & grease
Limpie con toallas de papel o periódico Wipe with paper towels or newspaper	Eche el aceite enfriado en el recipiente, cierre la tapa Pour cooled oil into container, close lid	Ráspela en el recipiente, cierre la tapa Scrape into container, close lid
ALIMENTOS Y MATERIALES COMPOSTABLES FOOD & COMPOST	Colóquelo JUNTO al contenedor de RECICLAJE Place NEXT to RECYCLE cart	BASURA GARBAGE

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食用油和油膏會堵塞管道
污水倒灌 沒人喜歡。

應該如何處理?
步驟一 把油和油脂放涼冷卻 **步驟二** 從鍋碗瓢盆中移除油和油脂:

Where does it go? STEP 1: Cool oil/grease STEP 2: Remove oil/grease from pots and pans

少量 油和油膏 Small amount oil & grease	大量 油 Large amount oil	大量 油和油膏 Large amount oil & grease
用廚房紙或報紙擦拭 Wipe with paper towels or newspaper	將冷卻後的油倒入容器中，蓋上蓋子 Pour cooled oil into container, close lid	刮進容器，蓋上蓋子 Scrape into container, close lid
食物 & 堆肥 FOOD & COMPOST	放置於回收箱的旁邊 Place NEXT to RECYCLE cart	垃圾 GARBAGE

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Multilingual and Multifamily Outreach



食用油和油膏會堵塞管道
污水倒灌 沒人喜歡。

Cooking Oil and Grease Clog Pipes
No one wants their sewage back.

新項目!
參與我們的簡介活動，
了解如何更有效地幫助您的社區。
今天就作出保護房屋排水管道的承諾，
即可免費獲得堆肥桶和水槽濾網。

New program!
Join us for a short presentation about how you
can help make a difference in your community.
Make a commitment today and receive a
free compost bin and sink strainer.

Seattle
Public
Utilities

What We Learned

El aceite de cocina y la grasa obstruyen las tuberías

Nadie quiere que se derramen las aguas residuales.

Cooking Oil and Grease Clog Pipes
No one wants their sewage back.

¡Hoy!

¡Hoy!

¡Hoy!

¡Nuevo programa!

¿Quiere ayudar hacer una diferencia en su comunidad? Venga y comparta con nosotros una breve presentación sobre cómo hacerlo.

Haga un compromiso hoy y reciba gratis un contenedor para alimentos y materiales compostables y un colador para fregadero de cocina.

New program!

Join us for a short presentation about how you can help make a difference in your community.

Make a commitment today and receive a free compost bin and sink strainer.



Key Findings

- Combine new information and in-person outreach
- Campaign **increased** customer knowledge
- Campaign **confirmed** and **added** to existing knowledge
- Customers learned they can wipe and compost small amounts of oil & grease
- Customers learned they can recycle cooking oil

Strategy Comparison - FOG Disposal with Small Amount for all Participants

What did you typically do with a **SMALL** amount of used cooking oil and grease before washing pots and pans? Choose all of the following that apply.

Disposal Method	Control Group (n=78)	Information Only		Commitment + Incentive	
		Interview 1 (n=80)	Interview 2 (n=46)	Interview 1 (n=85)	Interview 2 (n=45)
Placed in the compost	24%	20%	70%	18%	67%
Poured down the drain	41%	15%	2%	20%	7%
Other: Used a paper towel to wipe up oil/grease	13%	-0-	26%	1%	27%

Behavior Shifts - Chinese and Spanish In-Language Respondents

Chinese Language Group (Mandarin & Cantonese)

Commitment+Incentive strategy was more effective in changing disposal behaviors:



Placement of paper towels in the compost that had been used to wipe **small** amounts of cooking oil/grease increased from **11% to 86%**



Placing oil next to recycling bins for collection increased from **0% to 29%**



Oil being poured down the drain decreased from **44% to 14%** for small amounts and decreased from **11% to 0%** for large amounts

Spanish Language Group

Commitment+Incentive strategy was more effective in changing disposal behaviors:



Placement of paper towels in the compost that had been used to wipe **small** amounts of cooking oil/grease increased from **13% to 57%**



Placing oil next to recycling bins for collection increased from **0% to 57%**



Oil and being poured down the drain decreased from **25% to 0%** for small amounts and decreased from **17% to 0%** for large amounts

What we Heard re: Handout

The instructions are very easy to read.

The card helped me visualize the best way how to dispose of grease and cooking oil.



The handout really encouraged me to do it the right way.

It's a great tool.

This will help other family members.

I wasn't as clear [before] about the impact of small amounts.

What we Heard re: Changing Behaviors

Now we recycle the
oil instead of
throwing it in the
garbage.



I'm putting less
down the garbage
disposal.

What we Heard re: Incentive Tools



Sink Strainer:

Very useful for us.

We won't put things into the drain anymore.

Yes, I am more careful with oil and it has helped me to think more.



Compost Bin:

Using every day, really helps.

Reminds us to keep oil and grease away from the pipe.

What we Heard re: Challenges

**I believe these habits
[composting/recycling]
are more for white people
and I don't feel
comfortable doing it.**

**We don't have this
system in our countries
or other states.**

Recommendations



1) Distribute Disposal Guidance to Seattle Residents:

- Mail postcard to “hot spot” residents
- Update “Where Does it Go?” guide
- Develop doorhanger for SSO response
- Sponsor traditional and digital media campaigns
- Display signs and postcards in high traffic areas – community centers, libraries, grocery stores
- Offer information and resources to spill response personnel, plumbers, side sewer contractors, culinary class instructors, and real estate agents



- 2) **Update Terminology:**
From FOG → Cooking oil and grease
- 3) **Work Closely with Multifamily Property Managers**
- 4) **Combine FOG Outreach with Solid Waste Efforts**
Encourage clearer tracking of residential curbside oil pickups from hauler
- 5) **Use a Commitment & Incentive Combo**



- 6) Engage Residents *In-person* Wherever Possible
- 7) Conduct Additional In-Language Focus Groups or Interviews
- 8) Create an Infographic

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Cooking Oil and Grease Clog Pipes

No one wants their sewage back.

Oil and grease cools in pipes and builds up, causing sewage back-ups in homes and neighborhoods.



X%

of Seattle residents are pouring cooking oil and grease down the kitchen sink.

DID YOU KNOW?

Some homes and pipes are **90+** years old

95%

of Seattle residents didn't know oil can be placed at curbside for recycling pick up.



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www.seattle.gov/cookingoil

9) Post Short Video Clips Online

To dispel common myths and misperceptions

10) Showcase common household items

To wipe, scrape, separate, pour, and store oil/grease

“You have what you need”

11) Create a “Tips & Tricks” Resource



Questions?

THANK YOU

謝謝 | GRACIAS | XIN CẢM ƠN



Reference Slides

Strategy Comparison - FOG Disposal with Large Amount for all Participants

What did you typically do with a **LARGE** amount of used cooking oil and grease before washing pots and pans? Choose all of the following that apply.

STRATEGY GROUPS	Control Group (n=78)	Information Only		Commitment + Incentive	
		Interview 1 (n=80)	Interview 2 (n=46)	Interview 1 (n=85)	Interview 2 (n=45)
Placed in the compost	8%	21%	20%	4%	24%
Placed in the recycling	-0-	2%	12%	2%	11%
Poured down the drain	10%	15%	-0-	6%	2%
Other: Pour in a container and place next to recycling at the curb	-0-	-0-	15%	-0-	16%

FOG Disposal with Small Amount for Multifamily Participants

What did you typically do with a **SMALL** amount of used cooking oil and grease before washing pots and pans? Choose all of the following that apply.

MULTIFAMILY GROUPS	Control Group (n=78)	S. Delridge “Information Only” Interview 1 (n=6)	S. Delridge “Info+Commitment+ Incentive” Interview 1 (n=7)	Capitol Hill “Information Only” Interview 1 (n=5)	Capitol Hill “Info+Commitment+ Incentive” Interview 1 (n=3)
Placed in the garbage	41%	67%	86%	40%	33%
Placed in the compost	24%	-0-	-0-	40%	33%
Placed in recycling	1%	-0-	-0-	-0-	-0-
Poured down the drain	41%	50%	14%	40%	33%

FOG Disposal with Large Amount for Multifamily Participants

What did you typically do with a **LARGE** amount of used cooking oil and grease before washing pots and pans? Choose all of the following that apply.

MULTIFAMILY GROUPS	Control Group (n=78)	S. Delridge "Information Only" Interview 1 (n=6)	S. Delridge "Info+Commitment+ Incentive" Interview 1 (n=7)	Capitol Hill "Information Only" Interview 1 (n=5)	Capitol Hill "Info+Commitment+ Incentive" Interview 1 (n=3)
Placed in the garbage	41%	33%	57%	20%	33%
Placed in the compost	24%	-0-	-0-	-0-	-0-
Poured down the drain	41%	17%	-0-	-0-	-0-

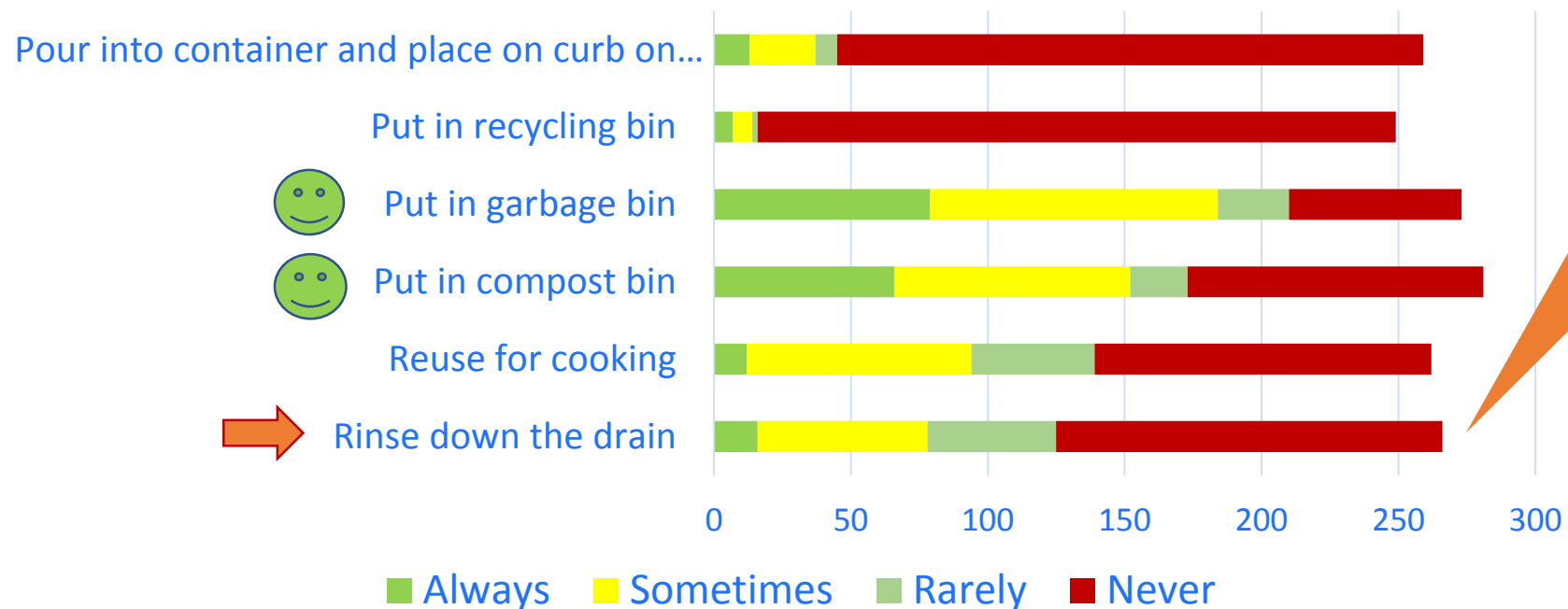
2017 Residential Kitchen Practices Survey

Highlights



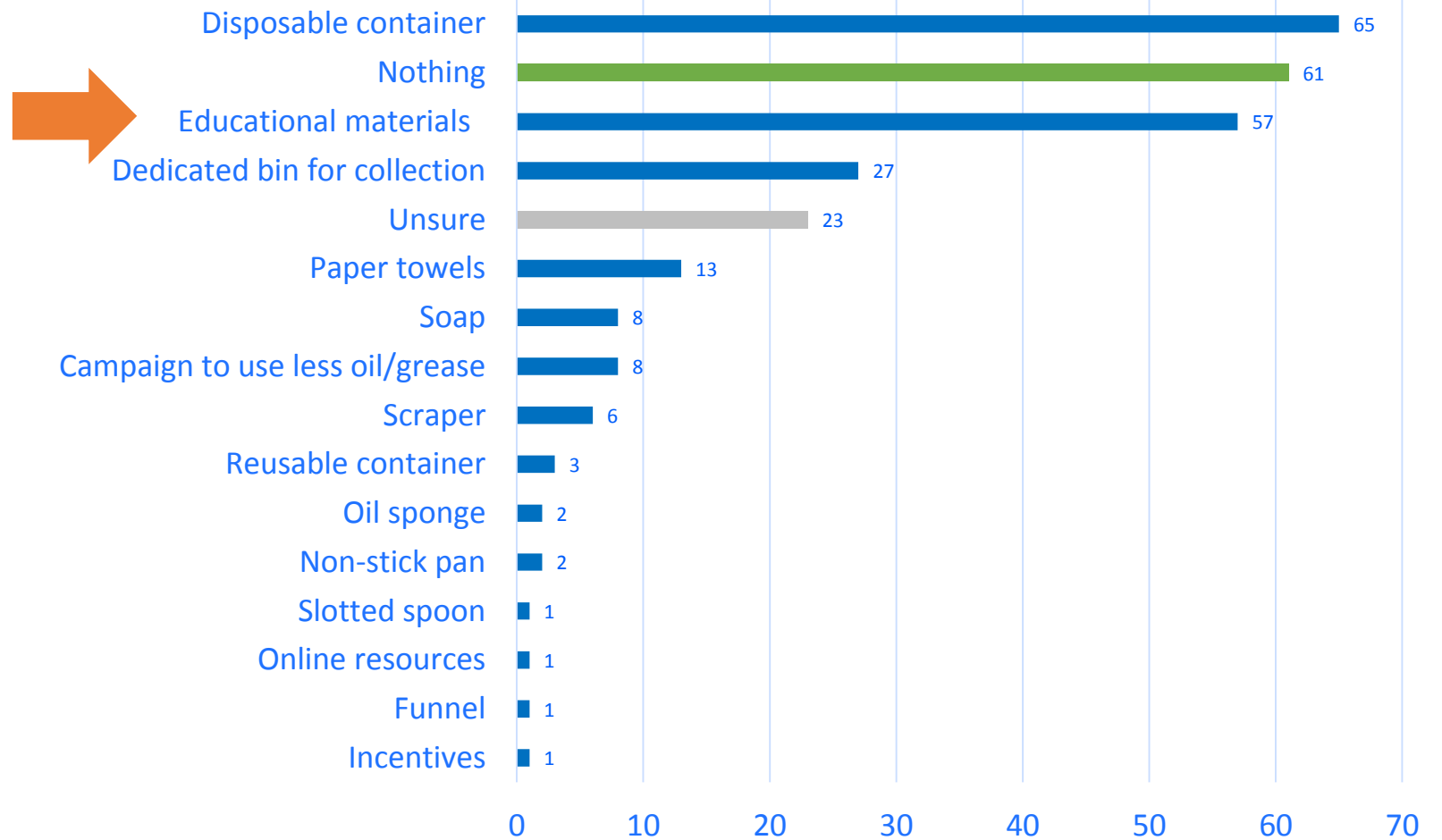
2017 Research: Behavior Frequency - *All participants*

Behavior Frequency

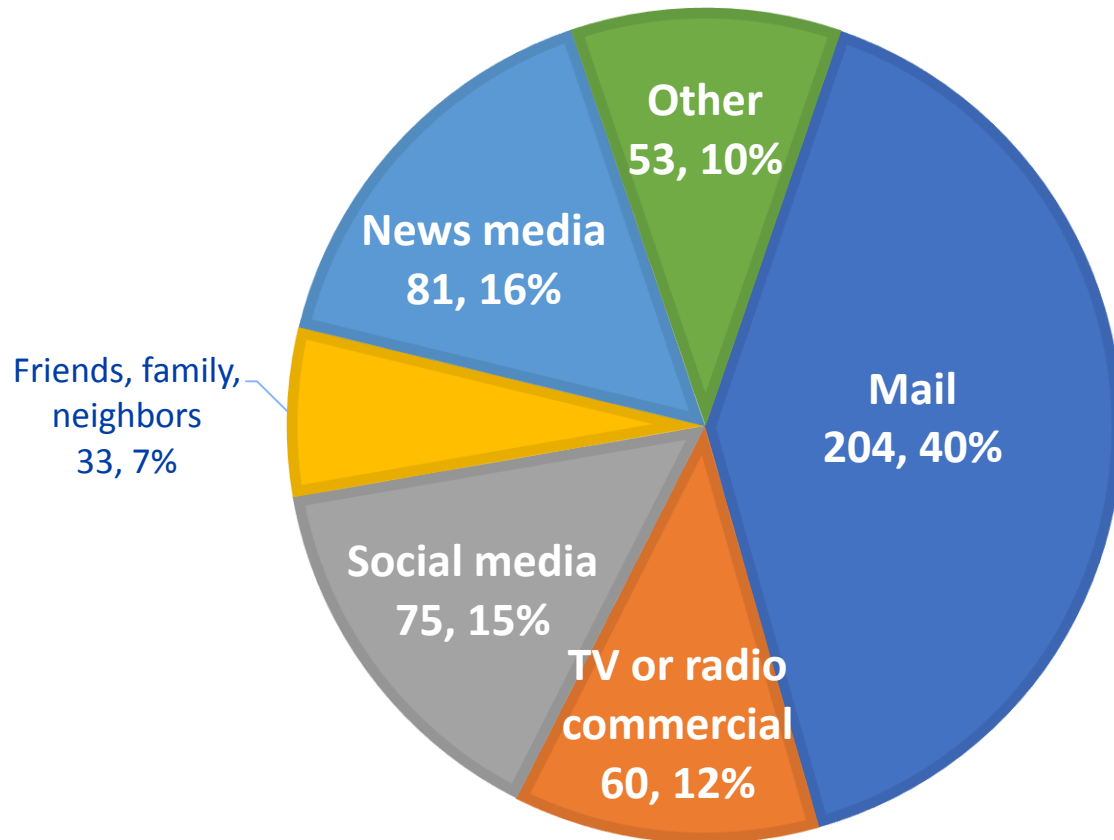


23.8%

2017 Research: FOG Tools and Resources Residents Want - *All Participants*



2017 Research: Preferred Communication Method for New Information from SPU - All Participants



	Online/Postcard	Online/Nextdoor	Intercept	Total
Mail	85	85	34	204
TV or radio commercial	17	13	30	60
Social media	17	36	22	75
Friends/family/neighbors	10	7	16	33
News media	24	29	28	81
Other	13	15	25	53

2017 Research: Participant Use of "FOG" Words

