



Legislation Details (With Text)

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Title: Sanitary Sewer Overflow Education - Flushable Slogan Contest for Customers (B)

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9/20/2018	2	City Commission	Heard	
9/13/2018	1	Utility Advisory Board		

Sanitary Sewer Overflow Education - Flushable Slogan Contest for Customers (B)

Residential grease and toiletries (e.g., flushable wipes) are the leading cause of sanitary sewer overflows in GRU’s service area. Flushables are a growing challenge to utilities worldwide and create a significant impact on operation and maintenance costs. Personal care products should not be flushed down the toilet, as they can create blockages in personal and utility pipes. Clogged pipes lead to sanitary sewer overflows, which in our city can quickly drain into the creek system.

GRU is asking our customers to partner with us to prevent these blockages and reduce sanitary sewer overflows.

GRU is running a contest on social media for our customers to select a new slogan to replace our “Think Before You Flush” campaign. Customers will be given a chance to vote on their favorite slogan out of three pre-selected campaigns: Your Toilet Is Not a Trashcan, The Unflushables and Flush Responsibly. The slogan with the most votes will be chosen as the theme for our FY19 Flushable campaign.

This item was presented to the UAB on September 13, 2018.

\$1,000 from approved Communications budget:

City Commission hear a presentation for the flushable slogan contest. We also ask for the Commission’s full support to advocate responsible flushing behavior.