

**ELEMENT 11 – REVISION RECORD**

The City of Hollister SSMP Element 11 – Communication Program has undergone the following revisions:

Revision No.	Revision Date	Description of Revisions	Revision Completed By	Revision Approved By
0	2007	The City created a document entitled the Sewer System Management Plan (SSMP) Development Guide to address the requirements of the 2006 Sanitary Sewer System (SSS) Orders issued by the State Water Resources Control Board (SWRCB).	City of Hollister Staff	Unknown
1	February 2017	The SSMP was revised in accordance with the findings and recommendations of the November 2, 2015 SSMP Audit. This revision also served as the five (5) year update.	City of Hollister Utilities Staff and Wallace Group	City Council



## ELEMENT 11 - COMMUNICATION PROGRAM

Communicating the objectives of the SSMP and the importance of sanitary sewer system management practices to the public is essential. An informed public can assist and support the City by reducing customer caused blockages, which will potentially decrease SSOs.

### 11.1 Regulatory Requirements

WDR Order No. 2006-0003-DWQ Section D.13(xi) states:

The Enrollee shall communicate on a regular basis with the public on the development, implementation, and performance of its SSMP. The communication system shall provide the public the opportunity to provide input to the Enrollee as the program is developed and implemented.

The Enrollee shall also create a plan of communication with systems that are tributary and/or satellite to the Enrollee’s sanitary sewer system.

### 11.2 Communication Program [WDR D.13(xi)]

The purpose of the City sanitary sewer system communication program is to educate stakeholders, which include residential, commercial, industrial, and satellite users of the collection system, about the SSMP. Appendix 11A contains examples of past and planned outreach materials. Public awareness of different components of the SSMP is accomplished through different mediums and they may reach different audiences. The following are activities that the City practices to increase awareness and education about the importance of having a properly constructed, maintained, and operated collection system.

**Table 11-1: City Communication Program Overview**

Activity	Frequency	Stakeholders	Year Implemented		
			2017	2018	2019
City Website: www.hollister.ca.gov	Year-round	All	X		
City Council Meetings	First and third Monday of each month	All	X		
Social Media – Facebook	Year-round	All	X		
FOG Control Program Outreach	Annually	FSEs/Residents	X		
City Offices	Year-round	All	X		
Satellite/Tributary	Annually	City Utility/SB County Labor Camp	X		

### 11.2.1 City Website

Information is posted on the City of Hollister website, [www.hollister.ca.gov](http://www.hollister.ca.gov) and includes links, City meeting minutes and agendas, flyers, education material, public service announcements, and the past and current City CIP. A link to the first SSMP is located here:

<http://hollister.ca.gov/government/city-departments/engineering/>. The Updated SSMP will be posted and maintained on the City website when completed.

### 11.2.2 City Council Meetings

City Council Meetings are held on the first and third Monday of each month in the City Council Room. Utility sewer operation, SSO Reports, SSMP updates, significant revisions, and audits are presented quarterly at the Council meetings to receive input.

### 11.2.3 Social Media

The City uses Facebook to post information about their City Council meetings and highlight items on the Council agenda. This page is located at City Clerk, City of Hollister. Additional local information is available on another Facebook public page located at City of Hollister, City Hall.

### **FOG Control Program**

The City is in the process of developing a FOG Control Program that will include FOG Education and Outreach to the general public. The City FOG Control Program will be organized to provide regular communications with FSE owners and management regarding FOG Program requirements. Residential outreach will be included in flyers/handouts educating the general public on FOG control measures and programmatic requirements available on the City website.

### 11.2.4 City Office

The City Office has copies of educational material, public service announcements, and staff that provide assistance and education to the public. Office hours are Monday- Friday from 8:30am to 5pm.

### **11.3 Satellite Communication Program [WDR D.13(xi)]**

The City of Hollister has one satellite agency, the San Benito County Labor Camp off of Southside Road. The Labor Camp houses migrants who work in area farms and cannot afford other housing.

An annual meeting will be held in October with SB County Labor Camp to discuss City programs such as FOG and issues relating to the operation and maintenance of the collection system.

### **City of Hollister Outreach**

Outreach materials created and issued by the City beginning in the winter of 2017 will be placed in Appendix 11B for documentation.

## **APPENDIX 11A**

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City of Hollister Current and Future Outreach

*Wipes Flyer*

*FOG Flyer*

*2016 Facebook Page Snapshot*

*2011 FOG Flyer*

# Facebook – City of Hollister Sites

## 1. City Clerk, City of Hollister

The screenshot shows the Facebook profile for the City Clerk, City of Hollister, CA. The profile picture is a portrait of a man with glasses and a ponytail. The cover photo is a photograph of the City Hall building, a two-story stone structure with a central entrance and columns. The text on the cover photo reads "CITY HALL" and "375". The profile name is "City Clerk, City of Hollister, CA" with the handle "@COHCityClerk". The bio identifies it as a "Government Organization - Hollister, California" that "Opens in 5 minutes". A recent post from 23 hours ago mentions a city council meeting and lists three items of interest: a proclamation for Hollister Airmen's Association Month, medical marijuana recommendations, and a subdivision agreement. The page has 208 likes and a search bar for posts on the page.

## 2. City of Hollister, City Hall

The screenshot shows the Facebook page for the City of Hollister City Hall. The page header includes the Facebook logo and a "Sign Up" button for exploring local businesses. The page name is "City of Hollister City Hall" with a 5.0 star rating and 1 public rating. The address is 375 5th St, Hollister, California 95023, with a phone number (831) 636-4300. The page features a "REVIEWS" section with a testimonial from Phillip L. Carman. A recent post by Kristina Chavez Wyatt mentions a city council hearing on the budget and medical marijuana regulations. The page also includes a "PHOTOS" section with images of city hall activities and a "NEAR CITY OF HOLLISTER CITY HALL" map showing the location relative to Hollister and Superior Court, County of San Benito.



Monday, June 13, 2011

### Fats, Oils and Grease (FOG) Program

Residents:

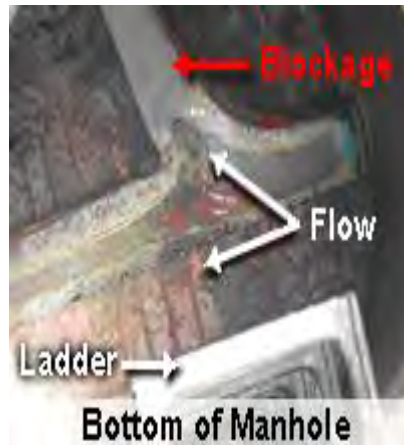
Did you know that nearly 50 percent of all sewage overflows nationwide are caused by homeowners who improperly dispose of everyday fats, oils and grease (FOG)? These overflows are not just public health issues, but can result in serious damage to our environment, especially pollution of our streams, rivers and Bay.

As the lead agency that responds to sewage overflows, the City of Hollister Utilities has taken on the challenge of educating residents on how they can and should dispose of these fats, oils and grease which are found in foods and food ingredients we use in our homes everyday: meat, cooking oil, butter, shortening, margarine, baked goods, sauces and dairy products.

What happens when you fry bacon, broil hamburgers or bake meat? When you're finished, what remains in your cooking pan? The answer is FOG – a real enemy of our sewer system – a substance that, when poured down your drain or into your garbage disposal, will build up over time, constrict the flow of wastewater and eventually cause sewers to back up into homes, overflow sewage into streams, rivers and the Bay.



Both liquid oils and solid fats should be placed in absorbent containers prior to trashing.



Blockage from grease build Up

The City of Hollister Utilities quickly responds to and resolves these backups and overflows. However, prevention is the best and wisest solution to this growing problem.



Sewer Manhole Overflow



Sewer Maintenance



First and foremost, we must reduce the amount of F.O.G. (FATS,OILS AND GREASE) that enters the City of Hollister sanitary sewage system. To do this, we are asking Homeowners to follow these simple steps when they are recycling or disposing of fats, oils and grease:

- First, minimize the use of excess cooking oils and grease when cooking or frying.
- The best way to handle used cooking grease is to pour it from the pan while it is still somewhat warm into a container that you can freeze, preferably one you'd have to throw away because it's not accepted by your local recycling program. (Frozen juice cartons work well because they won't melt when they come in contact with hot grease.) Use a rubber spatula to scrape as much of the grease out of the pan as possible, and then it should only take one disposable paper towel to wipe the pan clean.
- Store the container in the freezer, which will keep the grease solid, and pull it out whenever you have fats, oils and grease to dispose of. When it gets full, dump the whole container in the trash.

In conclusion we as a community have the tools and ability to reduce the unnecessary impact and potential problems created within our infrastructures.

On behalf of the City of Hollister we thank you for taking the time to participate in preserving and protecting our system and environment.



## City of Hollister Fats Oils and Grease Control

### Fats, Oils and Grease Control – We Need Your Help!

Cooking **fats, oils** and **grease (FOG)** washed down the kitchen sink can lead to sewage back-ups at home, your business, or in the City of Hollister's sewer pipes. Liquefied grease and fat will solidify and clog pipes much like a clog in a human artery. Sewage overflows can pose health and environmental hazards, polluting our local creeks. The truth is no one wants untreated sewage backing up into their home, into buildings, on the street, or spilled into local creeks and rivers!



Common sources of **FOG** are:

- Meat Fats Such as Bacon
- Lard
- Shortening, Butter, Margarine, and Dairy Products
- Fatty/greasy food scraps
- Cream-based Sauces
- Cooking/Fry Oil
- Salad Dressing

To reduce **FOG** from your home and small business:

- Wipe off plates with a sponge into the trash before washing.
- Wipe down greasy pots and pans with a paper towel or newspaper and place in the trash before washing.
- Pour small amounts of liquid cooking and/or fry oil in a container and place in the trash.

What are restaurants doing?

- Restaurants are managed by the **City of Hollister's FOG Control Program**. Hydro mechanical grease control devices, such as a grease trap or interceptor, are installed as part of a restaurant's kitchen wastewater plumbing system to reduce the amount of **FOG** they discharge to the City sewer system.



We need everyone's help...

## Toilets Are **Not** Trashcans!



Many household cleaning products are labeled and marketed as disposable; many baby hygiene products are labeled both disposable and flushable. And while these products may be marketed as a convenience item in this way, the truth is that these household wipes and cleaning towelettes have the ability to clog and stop up not only the sewer line on your property, but also can cause blockage and service problems in the public sewer system and pump stations. Unlike toilet paper, these products don't break down once they are flushed. They can cause blockages in your private service lateral, especially older pipelines that may have grease, roots, or other obstructions already existing.



A repair of the private service lateral can leave the homeowner with a nasty repair bill. On a larger scale when these products make their way into the public sewer system they collect together and cause clogs in the sewer main lines and get tangled in pump stations requiring repair or replacement of equipment.

The following items should **never** be flushed into the sewer system:

- Disinfecting wipes, Baby wipes.
- Q-tips.
- Toilet cleaning pads.
- Mop or "Swiffer" type refills.
- Paper towels.
- Moist towelettes.
- Any consumer item that is not toilet paper.

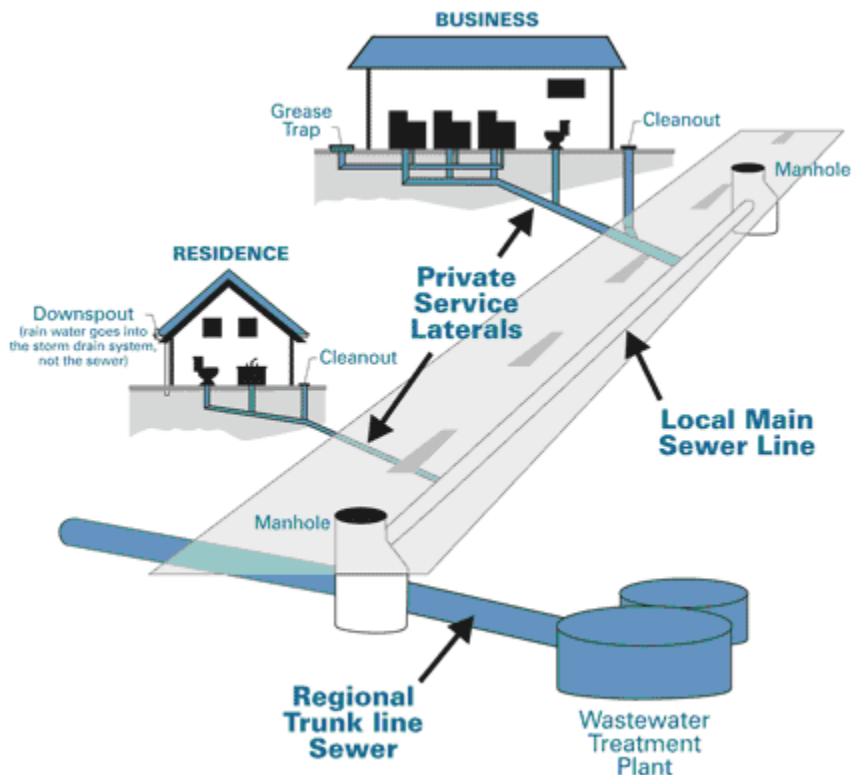


Diagram of a sanitary sewer system



City of Hollister  
Community Services  
Department  
(831) 636-4370

**APPENDIX 11B**

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City of Hollister Outreach 2017 - 2018

