

Entry: 523

## Toho Water Holiday Pipemares

Started at: 10/21/2021 01:10 PM - Finalized at: 10/22/2021 03:05 PM

<b>Page: NEAA Nomination Form</b>
APPLICATION DEADLINE: <b>Friday, October 22, 2021, 11:59 pm PST</b>
<b>All fields indicated by a red asterisk (*) must be completed</b>
<b>Category</b> Public Information & Education: E-Media
NOMINATING AGENCY'S INFORMATION
<b>Name &amp; Title of Individual Submitting this Application</b> Jamie Floer, Communications Manager
<b>Submitting Agency's Name</b> Toho Water Authority
<b>State (2letters)</b> FL
<b>Service Area Population of Submitting Agency</b> 115,000
<b>Social Media (Indicate all that applies)</b> Facebook, Instagram, Twitter
<b>Facebook</b> <a href="https://www.facebook.com/Tohowater/">https://www.facebook.com/Tohowater/</a> ( <a href="https://www.facebook.com/Tohowater/">https://www.facebook.com/Tohowater/</a> )
<b>Instagram</b> <a href="https://www.instagram.com/tohowater">https://www.instagram.com/tohowater</a> ( <a href="https://www.instagram.com/tohowater">https://www.instagram.com/tohowater</a> )
<b>Twitter</b> <a href="https://twitter.com/tohowater">https://twitter.com/tohowater</a> ( <a href="https://twitter.com/tohowater">https://twitter.com/tohowater</a> )
<b>Agency Logo - Hi-Res Picture (jpg; or .png)</b> Download File ( <a href="https://vo-general.s3.amazonaws.com/1791819d-f6fc-46c3-b1b7-a1d38a2bd4d4/8184556b-b6d3-4bb3-92a3-9604a4d7eb7c?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&amp;Expires=1723306017&amp;response-content-disposition=inline%3B%20filename%3D%22TOHO_Logo%20%28002%29.jpg%22&amp;response-content-type=image%2Fjpeg&amp;Signature=Cc%2BFX8BswfLqCROzm7I5z3eHZG4%3D">https://vo-general.s3.amazonaws.com/1791819d-f6fc-46c3-b1b7-a1d38a2bd4d4/8184556b-b6d3-4bb3-92a3-9604a4d7eb7c?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&amp;Expires=1723306017&amp;response-content-disposition=inline%3B%20filename%3D%22TOHO_Logo%20%28002%29.jpg%22&amp;response-content-type=image%2Fjpeg&amp;Signature=Cc%2BFX8BswfLqCROzm7I5z3eHZG4%3D</a> )
PROJECT / INDIVIDUAL NOMINEE'S INFORMATION
<b>Name of Nominated Project / Program or Nominee (as it will appear on the NEAA award)</b> Toho Water Holiday Pipemares
<b>Has this project / program ever been submitted for NEAA recognition in the past?</b> No
<b>SUPPORTING DOCUMENTATION</b>

**Narrative Description: Project / Program or Individual (attach pdf, limited to 4 pages, double-spaced, 12pt)**

Download File (<https://vo-general.s3.amazonaws.com/1791819d-f6fc-46c3-b1b7-a1d38a2bd4d4/7ce987cd-78c1-4ca0-9f02-0189dcdeada1?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1723306017&response-content-disposition=inline%3B%20filename%3D%22NACWANEAA2021%20Toho%20Water%20Pipemares%20Entry.pdf%22&response-content-type=application%2Fpdf&Signature=xFLyC2LTcGG0XfLvGok%2BF14tWaM%3D>)

**Supplemental Information Included - i.e. images, video, add'l document (Optional)**

Yes

**Supporting Material (PDF, limited to 4 pages)**

Download File (<https://vo-general.s3.amazonaws.com/1791819d-f6fc-46c3-b1b7-a1d38a2bd4d4/c235cc7a-8a1e-42d2-b1cd-47fa58d0418b?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1723306017&response-content-disposition=inline%3B%20filename%3D%22Toho%20Water%20Holiday%20Pipemares%20SupportMaterial4pagesmax.pdf%22&response-content-type=application%2Fpdf&Signature=rrbfvNjenYn3OTdt5yPueJh3yfk%3D>)

**Supporting Material - Video (provide link)**

<https://www.tohowater.com/canthe grease> (<https://www.tohowater.com/canthe grease>)

**MEMBER SPOTLIGHT**

Please attach a third-person article (350-400 words MS doc) - something that a layperson would understand, describing your project / program to be posted on the front page of NACWA's website as part of our "Member Spotlight" section.

**Member Spotlight Document (MS Word)**

Download File (<https://vo-general.s3.amazonaws.com/1791819d-f6fc-46c3-b1b7-a1d38a2bd4d4/bd32ae07-6184-41d5-84f1-586d4f9817b4?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1723306017&response-content-disposition=inline%3B%20filename%3D%22Toho%20Water%20Pipemares%20Member%20Spotlight.docx%22&response-content-type=application%2Fvnd.openxmlformats-officedocument.wordprocessingml.document&Signature=TCUwETa%2B1OtqB7SJGZDzwWHJWPU%3D>)

**Member Spotlight Hi-Res Picture (jpg; or .png)**

Download File (<https://vo-general.s3.amazonaws.com/1791819d-f6fc-46c3-b1b7-a1d38a2bd4d4/f1b340c2-348d-4653-b8d2-04be2ec3bf09?AWSAccessKeyId=AKIAJ4PRWO26HAX3IOCA&Expires=1723306017&response-content-disposition=inline%3B%20filename%3D%22Toho%20Water%20Holiday%20Pipemares%20Artwork.JPG%22&response-content-type=image%2Fjpeg&Signature=7dMjp12eRAP7diCFVf2jXIk3C%2Bc%3D>)

**Member Spotlight Hi-Res Picture (.jpg; or .png)**

No File Uploaded

**PROJECT POSTER or PROJECT WEBSITE**

Please include a hi-res PDF or website link of your Project to be displayed on NACWA's NEAA website (example of last year's [honorees \(https://www.nacwa.org/about-us/awards/national-environmental-achievement-award-program/neaa-2021-honorees\)](https://www.nacwa.org/about-us/awards/national-environmental-achievement-award-program/neaa-2021-honorees).)

**Project Poster / Website (indicate at least one)**

Project Website

**Project Website**

<https://www.tohowater.com/canthe grease> (<https://www.tohowater.com/canthe grease>)

**APPLICATION AUTHORIZATION**

Please contact [btrombino@nacwa.org](mailto:btrombino@nacwa.org) (<mailto:membership@nacwa.org>; [btrombino@nacwa.org](mailto:btrombino@nacwa.org); [subject=Who%20is%20Our%20NACWA%20Primary%20Contact%20for%20the%20NEAA%20application%3E](mailto:btrombino@nacwa.org?subject=Who%20is%20Our%20NACWA%20Primary%20Contact%20for%20the%20NEAA%20application%3E)) if you do not know the name of your NACWA Representative (SUBJECT: Who is Our NACWA Primary Contact for the NEAA application?)

**Signature of Individual Submitting Application (pdf/jpg)****Name of Submitting Agency's NACWA Representative**

Todd Swingle, P.E.

**Title of Submitting Agency's NACWA Representative**

Executive Director

**Email of Submitting Agency's NACWA Representative**

tswingle@tohowater.com

**Signature of Submitting Agency's NACWA Representative (pdf/jpg)****Does this Project/Program involve another NACWA Agency?**

No

**Please review your application prior to finalizing it. All fields with a red asterisk (\*) must be completed. If you have any questions in regard to submitting your application, please contact Bredy Trombino (<mailto:btrombino@nacwa.org?subject=Application%20Questions%20-%20PreCompletion>) at 202.533.1820.**

## **NACWA-NEAA-2021 – Holiday Pipemares**

Education about pipe blockages that can cause sewer backups in communities were identified as a challenge for Toho Water Authority (Toho), a water and sewer utility for 115,000 customers in Central Florida. The biggest challenge occurs when fats, oils and grease (FOG) are poured down the kitchen drain and solidify to clog pipes. Informal research about what other utilities do to educate customers was conducted through website and social media searches. Formal research was conducted through interviews with three subject-matter experts within Toho. These professionals confirmed that, annually, there is an increase in sewer backup emergency calls during the last three months of the year associated with the holidays when more cooking occurs. The experts shared that certain areas had seen significant sewer backups in previous years because holiday special foods that produce grease, including hams, turkeys and other fried/rich food items, contribute to the timing of awareness needed during the last quarter of the calendar year. They said, with the pandemic and the substantial increase in at-home meals, they feared an uptick in incidents for the 2020 holiday season. Further, they detailed that the process to clean up the backups typically includes crews on site to clean and sanitize the area – sometimes using a vac-truck or other costly equipment. In some instances, there are backups that spill into the lower levels of a household/building, and a specialized crew must assist with the sanitation efforts. All of the cleanup options are costly, messy and inconvenient. Also, renters, who rely on landlords for pipe issues in their home or multifamily unit, have little to no interest in decreasing blockages because they have maintenance care for any mishaps at no cost to them.

All of the thorough research was used as a basis for determining that imaginative, interactive videos would be an engaging way to appeal to multicultural audiences by leveraging humor and whimsy to share the messages. Thus, the Toho's Holiday Pipemares GIF video series idea was

born and began evolving. The goal was to communicate more effectively with customers that FOG cause sewer backups, and to prevent how many backup events occur during the holiday time period within the Toho service area in Central Florida. The recommended plan was: 1) For October through December, the key months when fats, oils and grease create more backups incidents, through at least three outreach seasonal tools; 2) Decrease the amount of sewer backups over the 2020 holiday season by at least .50 percent in the Toho service territory; and 3) Keep each of the messages concise, under 30 seconds. Among the strategies included interactive outreach that elevates the message in order to gather attention. This effort needed to strategically align with the promise that “Toho cares” and also to show that the topic, while it can be serious, can also be whimsical. Among tactics recommended included the brief videos for social media channels and the website, which mirrored printed bill stuffers.

In order to create the videos, scripts were written by our staff members and voice talent (from an online talent site that allows you to select the right track) was secured for the audio track. Also, appropriate royalty-free music and set/cartoon images were acquired. The first video, for an October release, featured a female witchy sounding vocal talent set to a spooky background and gave life to the Grease Goblins as part of a Halloween community message – down to very last wolf howl. The second one, with the same animated look and feel, featured a country sounding male voice talent, a rural barnyard setting and a very nervous turkey for a Thanksgiving message that ended with his shocked turkey gobble. The final installment featured a male voice as a Santa-like narrator reciting a Dr. Seuss-type rhyming poem as part of a Florida holiday scene and a very shocked reindeer, which gave our utility a new holiday nickname: “To-ho-ho” Water. The scripts and GIFs featured three instructional steps about what to do with the FOG materials, and were completely produced by Toho Communications in partnership with skilled graphic artists at

partner government TV station, Access Osceola. All three videos included Closed Captioning for ADA compliance in the final versions. They were shared on social channels as well as at a Toho Board of Supervisors public meeting and highlighted on a dedicated webpage for the Pipemares campaign ([www.tohowater.com/canthe grease](http://www.tohowater.com/canthe grease)) that garnered a community news clipping from an online media outlet, and made it an easy-to-find home for all three videos. Having this dedicated website resource has been extremely helpful, especially because our employees do not have access to social media on their computers, but they wanted to see what all of the buzz was about with the fun videos.

The results of the measurable objectives were: 1) For October through December, create an awareness about fats, oils and grease through at least three outreach tools, which was achieved **100 percent**; 2) While assessing the amount of sewer overflows to reach our goal can be a challenge, our crews responded to an average of 3.75 incidents, which was a **.52 decrease** over the past holiday season in 2019; and 3) Keep each of the messages concise, under 30 seconds, which was **99 percent** achieved for two finished at :24 seconds running time and the final was :31. The social media metrics for the fun GIFs were strong – especially on Facebook, which reached 3,110 views over the three months. We're a utility that tracks sentiment more than clicks, and, overall, the fun videos helped propel our already favorable social media reputation, which was bonus. Feedback about the fun videos was very positive, and **a new holiday tradition is here to stay!**

Total spent was \$1,750. Considering even a small sewer cleanup can cost \$1,000 in equipment fees and other costs, the Return on Investment (ROI) was nearly than **two and a half times** the investment during just the three-month holiday period – **a great holiday gift for all!**



bringing you life's  
most precious resource



START/STOP/MOVE



PAY MY BILL



VIEW RATES



WAYS TO CONSERVE

MAIN MENU

Can The Grease

CAN THE GREASE

## Can the Grease: Protect your home, business and the environment

When fats, oils and grease are dumped down the drain, they form large, thick grease balls that clog pipes. Clogged pipes can result in sewer backups and spills creating environmental problems and even flood homes and businesses.

To help prevent the buildup of grease in sewer lines please follow this three-step method:

1. **CAN IT:** Pour all grease into an empty can.

2. **COOL IT:** Let grease cool.

3. **TRASH IT:** Then throw away the can into the trash.

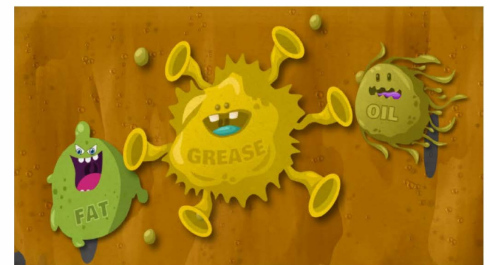
Pipemares Videos (Can The Grease)



[CLICK HERE](#) to watch the Christmas Pipemares video



[CLICK HERE](#) to watch the Thanksgiving Pipemares video



[CLICK HERE](#) to watch the Halloween Pipemares video



# Public Information Office (PIO)

## Quarterly Report: October - December 2020

Toho Water Authority  
Public Information Office  
Quarterly Update

### COMMUNITY EVENTS/ SPONSORSHIPS

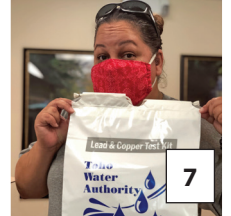
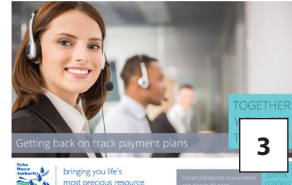
#### January - March 2021

Kissimmee/Osceola Chamber Three  
Kings Day Celebration 1/10  
Osceola Historical Society Living  
History Day at Pioneer Village 2/13  
Kissimmee Main Street 5K 2/13  
Osceola County Fair 2/12-21  
Silver Spurs Rodeo 2/19-21  
Osceola Soil & Water Conservation  
District Envirothon February TBD  
Osceola Council on Aging March  
for Meals 5k 3/13  
Community Hope Strike for Hope  
March TBD

Osceola County Historical Society  
Dine with the Departed March TBD

#### October - December 2020

Breast Cancer Awareness - Tough  
Enough to Wear Pink Day 10/9  
Osceola Historical Society Living  
History Day at Pioneer Village 10/10  
A Hero for Kids Awards Gala 10/10  
Purple Tie (and mask) Tuesday  
Help Now of Osceola, Inc. 10/20  
Imagine a Day Without Water 10/21  
Help Now - Domestic Violence  
Awareness Walk (Virtual) 10/25  
Clarita's House Ministry Gala 11/7  
World Toilet Day 11/19



- (1) Customer Service Week (2) Cyber Security Month  
(3) Customer Assistance (4) Imagine A Day Without Water  
(5) Nilsa's Retirement (6) Employee Awards (7) Lab Testing

### EVENT DETAILS ON 2ND PAGE

Q1- Photo  
Album



### Holiday special

With the holiday season, the chances of fat, oil and grease going down the kitchen drain increases. This can cause sewer overflows in people's homes and in the community. The Communications and Environmental Team worked together to bring about awareness to not pour these items down the drain and how to properly dispose of them. Working with the City's Access Osceola, three animated videos were created for each festive occasion: Halloween, Thanksgiving and Christmas. The videos were promoted on Toho's social media platforms: Facebook, Twitter and Instagram.



TOHO WATER SAYS AVOID HOLIDAY "PIPEMARES" – NO GREASE  
DOWN THE DRAIN

Dec 23, 2020 | News, Today's Broadcasts | ★★★★★



## TODAY'S BROADCAST



Join us every day of the week!

TODAY'S  
BROADCAST

Positively Osceola



## KUA SCAM ALERT



[Toho Water Authority](#) is reminding the community to limit the amount of fats, oils, and grease that make it down the drain and into the sewer collection system, and they did it with a bit of a giggle for the holidays.

They created a three-part video series titled "Holiday Pipemares with a simple message, **Can it. Cool it. Throw it away!**

The series provides a humorous tone to a possible serious problem. Grease that is poured down the drain accumulates in private plumbing and within sewer lines and may eventually form a complete blockage. When this occurs, wastewater can overflow from manholes onto streets and yards. When the flow of wastewater is interrupted due to a blockage, sewage can back up into homes, causing messy water damage and expensive cleanup.

Visit [www.tohowater.com/canthe grease](http://www.tohowater.com/canthe grease) to learn more about how to avoid clogged pipes and view the Holiday Pipemares video collection.

1	TOHO PIPEMARES CAMPAIGN					
2						
3	DATE	VIDEO DESCRIPTION	REACH	VIEWS	VIDEO LENGTH	AVERAGE COMPLETION
4	FACEBOOK					
5	Nov 24, 18:00	Toho Pipemares - Thanksgiving	4,235	3,691	24s	11s
6		Don't let your kitchen drain gobble down fat, oil, and grease this #Thanksgiving. To avoid major pipe problems, put them in a can and let them cool. Once cool, place them in the trash. #HolidayPipemares				48.25%
7						
8	Dec 22, 18:25	Toho Pipemares - Christmas	3,482	2,638	31s	6s
9		Tis the season for lots of cooking. Don't put fats, oils, and grease down the drain when nobody's looking. To avoid major pipe problems, put them in a can and let them cool. Once cool, place them in the trash. #HolidayPipemares #MerryChristmas				21.53%
10						
11	Oct 29, 22:32	Toho Pipemares - Halloween	1,615	947	24s	8s
12		Want to know something #Spooky - When hot fats, oils and grease cool, they form solid masses, which can cause major pipe problems. Make sure to put them in a can and let them cool. Once cool, place them in the trash. #Halloween #GreaseGoblins #HolidayPipemares				36.89%

## **Member Spotlight – Toho Water Holiday Pipemares**

What do creepy goblins, a crazed turkey and a shocked reindeer have in common? These new stars of the Holiday Pipemares short videos produced by Toho Water, or “To-ho-ho,” showcased the dangers of fats, oils and grease (FOG) sewer blockages. As part of a whimsical three-part educational GIFs series, each about 30 seconds or less, the seasonal campaign saved 2.5 times the return on investment by eliminating .52 percent fewer sewer overflows and the accompanying cleanup options that are always costly, messy and inconvenient. The series also created holiday traditions that are here to stay for the Central Florida utility that serves 115,000 households.

From October through December, the key months when FOG creates more backup incidents due to special foods related to the holidays, Toho debuted the memorable series online and promoted each through social media channels using #HolidayPipemares.

The first installment features a female witchy sounding vocal talent set to a spooky background music and gives life to the Grease Goblins as part of a Halloween community message – down to very last wolf howl.

The second, with the same animated look and feel, features a country sounding male voice talent and music, a rural barnyard setting and a very nervous turkey for a Thanksgiving message that ends with a shocked gobble.

The final story features a male voice as a Santa-like narrator reciting a Dr. Seuss-type rhyming poem as part of a Florida holiday scene and a very concerned (and ugly holiday sweater clad) reindeer, which gave the utility a new holiday nickname: “To-ho-ho” Water.

The scripts and GIFs featured three instructional steps about what to do with the FOG materials, and were completely produced by Toho and its city partners from in-house government multimedia department, Access Osceola.

Total spent was \$1,750, so, considering even a small sewer cleanup can cost at least \$1,000 in equipment fees and other costs, the Return on Investment (ROI) was nearly than two and a half times the investment during just the three-month holiday period – a great holiday gift for all!

Check out the dedicated webpage for the Holiday Pipemares campaign, if you dare, or if you just want to get in that holiday spirit while also remembering helpful FOG tips:

[www.tohowater.com/canthe grease](http://www.tohowater.com/canthe grease).

