

Flushable or Not? Dispersing the Non-Dispersible Problem

June 19, 2013 | 1:00pm to 3:00pm

Brought to you by



And organized by WEF's Collection Systems Committee

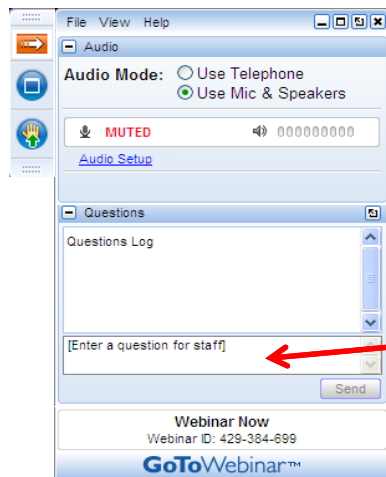


<http://www.wefnet.org/webcast/flushableornot/>

- Copy of presentations
- Continuing education credit information
 - **Two (2) Professional Development Hours (PDHs) credits available for this webinar*
- Guide to use GoToWebinar



How to Participate Today



- **Audio Modes**
 - Listen using Mic & Speakers
 - Or, select “Use Telephone” and dial the conference (please remember long distance phone charges apply).
- **Submit your questions using the Questions pane.**
- **A recording will be available for replay shortly after this webcast.**

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Agenda and Speakers

- | | |
|--------|--|
| 1:00pm | Housekeeping & Introductions (Christine Radke , <i>WEF</i>) |
| 1:05pm | Challenging Product Claims of Flushability & Quantifying the Costs of Clogs (Frank Dick , <i>City of Vancouver, WA</i>) |
| 1:30pm | What2Flush and Discussion with Wastewater & Non-Woven Industries Panel (Nick Arhontes , <i>Orange County Sanitation District, CA</i>) |
| 1:55pm | Flushability Standards for Consumer Products: Legislative Efforts (Aubrey Strause , <i>Verdant Water, Maine Wastewater Control Association</i>) |
| 2:20pm | National Efforts to Disperse the Non-Dispersible Problem (Hiram Tanner , <i>DCWater</i>) |
| 2:40pm | A word from our sponsors and Q&A
- Bob Domkowski , <i>Xylem (Flygt)</i>
- Alec Mackie , <i>JWC Environmental</i> |
| 3:00pm | Adjourn |

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Key Players & Acronyms to Note

- **APWA:** American Public Works Association
- **CSC:** WEF's Collection Systems Committee
- **HOD:** WEF's House of Delegates
- **INDA:** Association of the Nonwoven Fabrics Industry. (Includes Kimberly-Clark, Procter & Gamble, and many others)
- **MWWCA:** Maine WasteWater Control Association
- **NACWA:** National Association of Clean Water Agencies
- **NEWEA:** New England Water Environment Association
- **OCSD:** Orange County (CA) Sanitation District
- **PARSA:** Plainfield Area Regional Sewerage Authority (NJ)
- **PWD:** Portland (ME) Water District
- **SCAP:** Southern California Alliance of POTWs
- **WEF:** Water Environment Federation
- **WERF:** Water Environment Research Foundation



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Flushable or Not?

“Dispersing the Non-Dispersible Problem”

Challenging product claims of flushability and quantifying the costs of clogs

Frank Dick, P.E.
City of Vancouver,
Department of Public Works



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Overview

- Nationwide Problem
- Culprits
- Challenging Claims
- Quantify Costs



Nationwide Problem



Courtesy Orange County (CA) Sanitary Sewer District

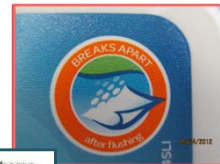


Nationwide Problem

Clogs pipes **and** pumps
Maintenance Costs
Disposal Costs
Engineering Costs

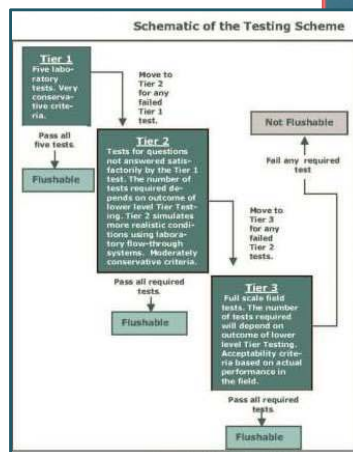


Nationwide Problem



Proliferation of convenience products

Confusion of flushable vs. non-dispersible



Culprits

Products marketed as FLUSHABLE



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Culprits

Products marketed as DISPOSABLE

(even when they have DO NOT FLUSH labeling)



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Culprits

Anything that can be drained or flushed





Global Spunlaced Technology Markets and Trends 2011-2016

Purchase!

Rapid global growth of spunlaced/hydroentanglement technology and end-uses

Outlook for Worldwide Spunlaced Nonwoven Production



Year	Production (Relative Units)
2001	1.0
2006	1.5
2011	2.2
2016	3.0

Cost

INDA Members: \$1,995
Non-Members: \$2,795

Follow us on:





Field Study #1 – Bench Top (OCSD)



Toilet Paper after 5 minutes

Wipes after 24 hours



Toilet Paper after 40 seconds

"Flushable" Wipes after 16 hours



Field Study #2 – Forensics (Maine)

Maine WWCA / Portland (ME)
WEF Collections System Committee
INDA / Kimberly Clark / Proctor & Gamble

*STANDARD OPERATING PROCEDURE FOR EVALUATING MATERIALS IN
PUMP CLOGS AND SEWER OBSTRUCTIONS*

- Maine Wastewater Control Association



Field Study #2 – Forensics (Maine)

SOP – Evaluating Materials in
Pump Clogs & Sewer Obstructions

- 42% Paper Products*
- 24% Baby Wipes*
- 17% Feminine Hygiene Products*
- 8% “Flushable” Wipes*
- 10% Other*



Courtesy PWD, MW/W, WEF



Field Study #2 – Forensics (Maine)

90% +/- of the products removed from the sewer during the test are non-flushable

The “Flushable Products” do not have a lot of structural strength and tear easily

Paper, specifically paper towels from public restroom dispensers, is a major issue

Baby Wipes are indestructible squares of plastic

Courtesy PWD, MWW, WEF CSC

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Field Study # 3 – Toilet Flushable Test (PARSA)



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Field Study # 3 – Toilet Flushable Test (PARSA)



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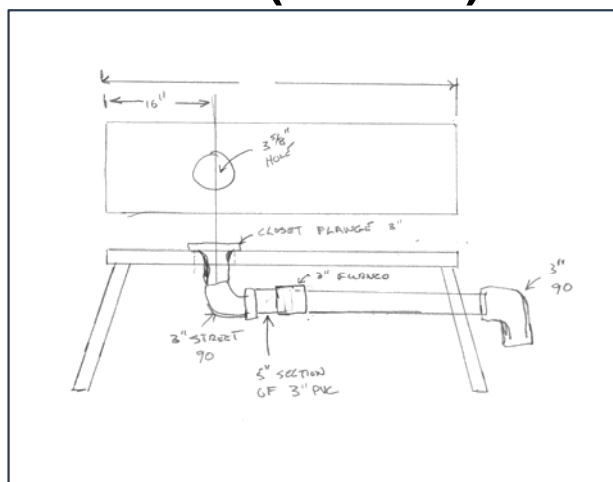


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Field Study # 3 – Toilet Flushable Test (PARSA)



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Bothell's (WA) version of PARSA Potty



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Field Study #4 – Dyed Wipes Sewer Test (Vancouver, WA)

Three Drop Sites

1. Manhole 800 feet from MP plant
2. Manhole 1000 feet from WS plant
3. Manhole 5000 feet from WS plant



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Field Study #4 – Dyed Wipes Sewer Test (Vancouver, WA)

*5 minutes -
These wipes
went through a
pump*



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Field Study #4 – Dyed Wipes Sewer Test (Vancouver, WA)



14 minutes in sewer
Red – Flushable wipes
Orange – Baby wipes



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Field Study #4 – Dyed Wipes Sewer Test (Vancouver, WA)



45 minutes in sewer
Red – Flushable wipes
Orange – Baby wipes



Vancouver Experience

\$ 78,000 annually maintenance
\$ 30,000 annually electricity
\$ 900,000 new pumps and equipment
(From 2008 – 2013)
429 tons rags / debris



Vancouver Experience

“Neighborhood areas”

Eight stations retrofitted

\$160,000 new pumps

Deferred \$50,000 annual maintenance



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Vancouver Experience


Pumps replaced before end of useful life

All newer stations – 1990s



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NON-DISPERSIBLES INCIDENT REPORT

Describing this incident please provide estimates of:

Staff Labor Hours Used including Travel Time: _____

Contractor Hours Used if Any: _____

Equipment Used: _____

Estimated Total Labor Cost (\$): _____

Estimated Total Equipment Cost (\$): _____

Estimated Cost of Damage if Equipment or Components Needed Replacement: _____

Total Estimated Cost of this Incident (\$): _____

Did the incident cause a sewage spill? _____ Yes _____ No


If yes, provide estimated volume of spill as also provided to CWQS in CA: _____ Gallons

Additional comments or information you have that you feel is important to provide that was not provided in the fields above?


Contact Name and Phone Number or Email Address for SCAP follow up? _____

www.scap1.org


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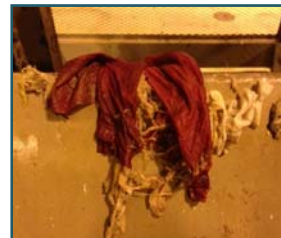
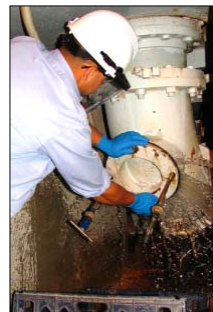


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What Can YOU Do?

Network, Collect and Document Data

- Preventative and corrective maintenance tasks in sewers/pump stations/treatment plants
- Labor hours/costs
- Equipment repair/replacement costs
- Fuel Costs
- Debris Hauling fees
- Blockages, SSO events and fines
- Document your "deragging" costs and share with others
- Testing new "Incident Report" from SCAP



“Flushable or Not? Dispersing the Non-Dispersible Problem” Webinar

1. What2Flush

2. Discussion with Wastewater & Non-Woven Industries Panel



Nick J. Arhontes, P.E.
Director Facilities Support Services Dept.
Orange County Sanitation District, California
www.ocsewers.com
www.What2Flush.com



What 2 Flush

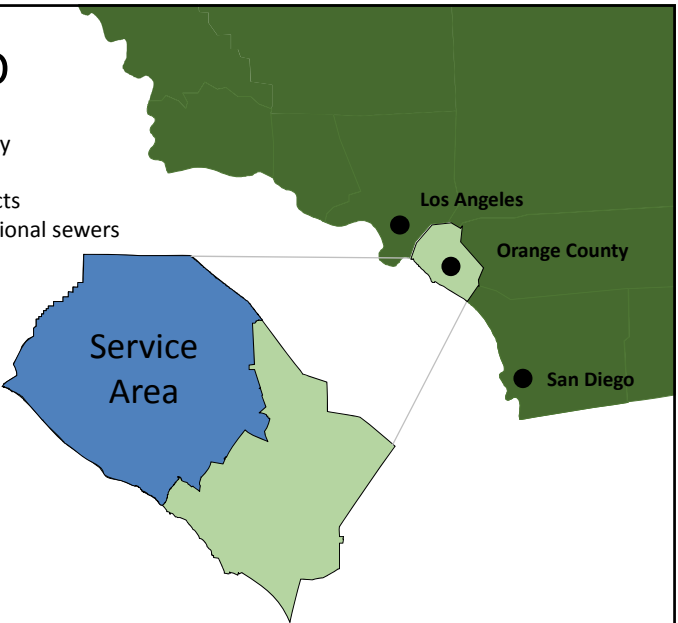


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www.What2Flush.com



About OCSD

- 479 square miles
- 200 million gallons per day
- 2.5 million population
- 21 cities, 3 special districts
- 580 miles of local and regional sewers
- 15 pump stations
- 2 treatment plants



Los Angeles

Orange County

San Diego

Service Area

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Orange County Sanitation District

“To protect public health and the environment by providing effective wastewater collection, treatment, and recycling.”

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Outreach Goal

To educate the public about what they can do to help maintain the future reliability of our infrastructure, minimize blockages and sewer spills, and to ensure the highest quality water is used for reclamation or released into the ocean.

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Choosing The Right Campaign

- Reinforces our outreach goal about educating the public
- Simple and easy for all to remember
- Fun for all ages
- Resonates with the community
- Emphasizes a positive message
- Attractive and makes people want to know more

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Existing Campaigns/Programs

All were great but they all had one thing in common...

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The drain is not a dump.



Put fats, oils and grease where they belong.

Fats, oils and grease can clog pipes and create sewage spills. Remember to put them in the proper container.



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NO DRUGS DOWN THE DRAIN



UNUSED MEDICATIONS SHOULD BE

1

Taken to a household hazardous waste collection center or event (no controlled substances allowed) or

2

Put in a sturdy, securely sealed container, then in a trash can where children and animals can't reach them.

Unused prescription and over-the-counter medications that are put in drains or flushed down the toilet pollute the environment, so please take as prescribed and dispose of unused portions properly.

www.nodrugsdownthedrain.org

In case of overdose or accidental poisoning, call the poison center at 1-800-222-1222 24 hours/day



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Flushing Out A New Campaign

- Incorporate all of the other campaigns under one umbrella
- Keep the message simple
- Branding should be whimsical and fun
- Target audiences of all ages
- Collateral materials should be different from others and compliment the branding of the program

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Campaign Messages

Positive

- ✓ Tell them what they should do
- ✓ Simple and Direct
- ✓ The three P's: Pee, Poop and toilet Paper
- ✓ No room for error or confusion
- ✓ Easy to remember and explain to others

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We Got It Right!

Thus What 2 Flush was born!



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Let's Get The Word Out

- Created What2Flush.com – a website that educates people what they should be putting down the drain
- Designed a dual purpose flyer
- Staffed booths at community events
- Utilized existing relationships, outlets, etc. to get the word out (bill stuffers, cable networks, etc.)
- Used giveaways as incentives (via social media)

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Giveaways



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How did the community react?



- They love it!
- Definitely resonates with the community of all ages
- People take photos wearing W2F gear

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Future Plans

- Trademarked the logo and campaign
- OCSD is currently working with other agencies in California and nationally to influence policy to label products properly
- Be a part of the conversation and help increase awareness across the nation

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Benefits

- Less debris in the sewer system
- Improved private and public sewer system performance
- Lower operating & maintenance (O&M) costs

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Panel Discussion: Can the Wastewater & Non-Woven Industries Innovate Our Way Out of the Flushables but Non-Dispersible Problems?

(California WEA Annual Conference, April 18, 2013, Palm Springs, CA)



Nick J. Arhontes, P.E.
Director Facilities Support Services Dept.
Orange County Sanitation District, California
www.ocsewers.com
www.What2Flush.com



What's the Problem?



- System Reliability
- Costs to Prevent Sewer Spills
- Flushable vs. Non-dispersible Confusion
- Product labeling



Nonwoven Industry Guidelines

- 2003 WERF DOCUMENT #02CTS7P - “*Protocols to Assess the Breakdown of Flushable Consumer Products*” for Proctor and Gamble - did not fully address potential problems between the toilet and treatment plant
- Contains **voluntary** guidelines for testing for “flushability”
- INDA’s current 2nd ed. guidelines based on this desire—
“*become unrecognizable in a reasonable amount of time*”
- In 2010 INDA asked WEF CSC for Peer Review of proposed 3rd ed. **When can we start?**

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moist flushable wipes

Enhanced Cleansing & Freshness
Better than dry toilet paper alone

Ultra Soft
Gentle on Skin
Safe for Sewer & Septic

600 Pre-moistened Wipes

perfect for the entire family!

10 x 50 ct Solo Packs
6.8 in x 6.9 in
(17.3 cm x 15.0 cm)

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Kirkland Flushable vs. Dispersible?

OCSD Lab 2012



Toilet Paper after 5 min.

Wipes after 24 hours



Proposed Legislation



- 2010 – AB 2256 California Proposed labeling and third-party verification of dispersibility, and fines

Inactive NOV 2010

- 2011 – LD 781 Maine Proposed establishing standards for products advertised as flushable

Under review FEB 2013





Global Spunlaced Technology Markets and Trends 2011-2016

Purchase!

Rapid global growth of spunlaced/hydroentanglement technology and end-uses

Outlook for Worldwide Spunlaced Nonwoven Production



Year	Production Level
2001	Low
2006	Medium-Low
2011	Medium
2016	High



Cost

INDA Members: \$1,995
Non-Members: \$2,795

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OCSD's Deragging Study




2010-11


- 971 preventative or corrective deragging tasks on 10 pump stations
- **Total labor cost \$320,000**

08/13/2012


- New Plant 2 Headworks
- 40 large trash bags of debris removed from 3 plugged washer compactors took 6-8 hours and 10 staff to correct
- Engineering the problem away – pushes it down the line
 - Debris doesn't disappear
 - \$\$\$




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HydraSpun® – Flushable vs. Dispersible?

OCSD Lab JAN 2013



HydraSpun® nonwoven substrate after 1 hour – some dispersion – some good news?



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How CWEA Members Can Help



NETWORK with other MAs and also Collect and Document all Costs

- Preventative and corrective maintenance tasks in sewers/pump stations/treatment plants
- Labor hours/costs
- Equipment repair/replacement costs
- Fuel costs
- Debris hauling fees
- Blockages, SSO events, and fines
- Document your “deragging” costs and share info with CWEA

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OCSD's Message - What2Flush



OCSD's Public Outreach

- It's simple – the toilet is only meant to flush the **three P's** –
 - **Pee**
 - **Poop**
 - **Toilet Paper**

www.What2Flush.com



www.What2Flush.com

Questions?

Nick J. Arhontes, P. E.
Director of Facilities Support Services Dept.
714.593.7210
narhontes@ocsd.com



POLL QUESTION

How many people are participating in the webcast today at your computer?



Flushable or not? Dispersing the Non-Dispersibles Problem

Flushability Standards for Consumer Products: Legislative Efforts



For the
Water Environment Federation
June 19, 2013

Aubrey Strause, P.E.
Owner, Verdant Water, PLLC
2013 Vice President, Maine WasteWater Control Association



Overview

- Review Attempts at State legislation, to date
 - California
 - New Jersey
 - Maine
- Review Federal Legislative or Regulatory Efforts
 - Prohibition of interference
 - HR 3202: “Water Protection and Reinvestment Act”
 - Federal Trade Commission
- Review Approaches Considered in Current State Efforts
- Summarize General Challenges with Legislation

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California: AB 2256

- Introduced by Assemblymember Jared Huffman
- “In Brief”: would prohibit consumer products from being labeled “flushable” if they did not meet criteria
- INDA took “immediate action”, wrote “hundreds of emails”, and testified against bill.
- Enforcement: Part of California’s “Health & Safety Code”

Link	http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=200920100AB2256
Dates	Introduced February 18, 2010; amended April 12 and June 1, 2010 Committee voted to “PASS” June 29, 2010 Bill died without action November 30, 2010
“Flushable” Criteria Referenced	“disperses at the same rate as double-ply toilet paper when flushed down a low-consumption toilet system of 1.6 gallons or less, and can easily clear, in one flush, a four-inch drain line”
Causes for Failure	INDA committed to working with State in lieu of legislation.

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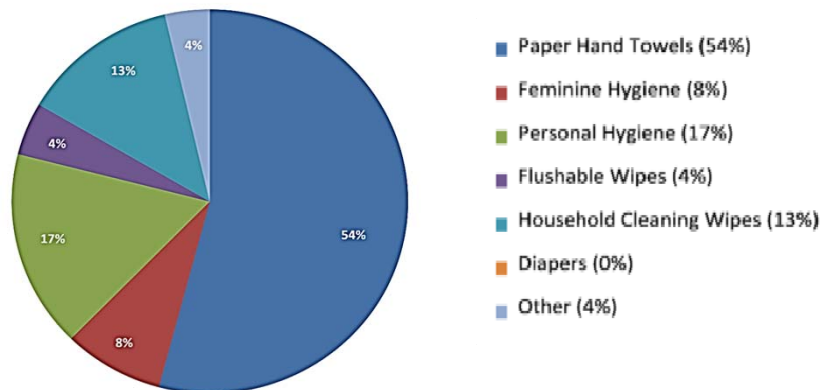
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California: AB 2256 (cont)

- Result: INDA assisted with “forensics” project at Moraga Pump Station, Contra Costa County, CA (near San Francisco)
- Methodology and results were questioned.



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New Jersey: AB 3119

- Introduced by Assemblyman David Wolfe
- “In Brief”: would require third party testing and certification prior to advertising, packaging, or labeling a product as “flushable”
- Enforcement: NJ Department of Environmental Protection

Link	http://www.njleg.state.nj.us/2010/Bills/A3500/3119_11.PDF
Dates	Introduced July 1, 2010 Referred to Environment and Solid Waste Committee Bill died without action
“Flushable” Criteria Referenced	“..product has...been tested and certified by a third party to meet the acceptance criteria....provided in the ‘Guidance Document for Assessing the Flushability of Nonwoven Consumer Products’ ” published by INDA
Cause for Failure	Legislation driven by one community- didn’t have wide support around the state. Agreed to field ‘forensic’ studies (didn’t materialize).

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Maine: LD 781

- Introduced by Representative Melissa Walsh Innes
- “In Brief”: would prohibit “the packaging or labeling of consumer products for distribution or sale in the State if the package or label states that the product is flushable or safe for sewer and septic systems...” unless criteria is met.
- Maine DEP did not support because enforcement was not clearly defined, concern over labeling timeline proposed.

Link	http://www.mainelegislature.org/legis/bills/display_ps.asp?LD=781&snum=125
Dates	Introduced January 2011. Work sessions held April 2011; carried over. Work sessions held January 2012. Failed on Committee vote January 17, 2012
“Flushable” Criteria Referenced	Meets the acceptance criteria for flushability as published in the ‘Guidance Document for Assessing the Flushability of Nonwoven Consumer Products’, published by INDA, in effect on January 1, 2011
Cause for Failure	Multiple reasons. ENR Committee required INDA to work with Maine WasteWater Control Association, report progress.

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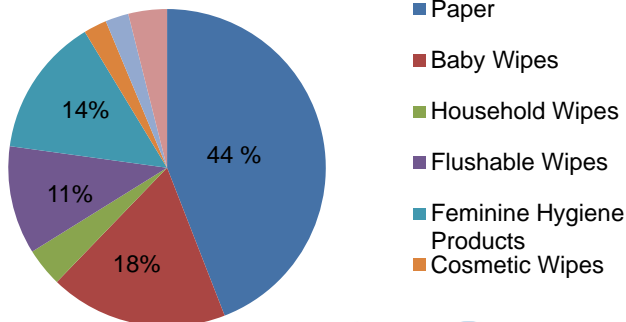


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For more quality projects

Maine: LD 781 (CONT)

- Result: INDA assisted with “forensics” project at Portland Water District Cottage Place Pump Station, Westbrook, ME
 - September 2011 and January 2012
- Demonstrated that “flushables” do not disperse as claimed.
- MWWCA developed SOP Form to document % by category in clogs; getting forms from around the country!



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Maine: LD 781 (CONT)

- Maine WasteWater Control Association and INDA working toward 2013 Pilot Education Campaign.
- Location: service area to PWD Cottage Place Pump Station
- Subject: Baby wipes
- Message 1: Wipes cause damage to environment, etc...
- Message 2: "Don't flush baby wipes"
 - MWWCA inventory showed 79 unique baby wipe products for sale in study area and major nearby stores.
 - 22% had INDA Standard DNF logo on them permanently and prominently.
- Measureable goal: reduction in volume of baby wipes entering station, as documented in pre- and post- pilot studies.
- Needs to be scalable for use around the country.
- Results reportable to Maine ENR Committee in January 2014

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Federal Regulation And Legislation

- Regulation: Prohibition of interference (40 CFR 403)
 - (a) "To prevent the introduction of pollutants into POTWs which will interfere with the operation of a POTW...."
 - (b) "To prevent the introduction of pollutants into POTWs which will pass through the treatment works or otherwise be incompatible with such works"
- Regulation: Federal Trade Commission
 - Requires substantiation of marketing claims
 - "Truth in advertising"
- Legislation: HR 3202 "Water Protection and Reinvestment Act"
 - Proposes "assessing small fees on a broad base of those....who contribute to water pollution"
 - Revenues dedicated to Clean Water SRF and similar programs.

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Approaches In Current State Efforts

- Uniform Plumbing Code, Sewer Use Ordinances
 - “It shall be unlawful to dispose of” wipes or any other product that “would or could cause damage to the drainage system or public sewer”
- Truth In Advertising
 - State level: Attorney General
 - Federal Trade Commission is looking for examples of “egregious” product claims
- Product Stewardship
- Assessing fees on products labeled as “flushable”
- Banning products labeled as “flushable”
- State-Specific Labeling

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State-Specific Labeling

- Genetically-Modified Organisms (GMO)
 - Introduced in 28 states in 2013
 - Connecticut, Maine just passed
- Low-Phosphate Detergents
 - At least 17 states have implemented
- Detergent “Pods”
 - Manufacturers voluntarily rolling out new labeling, packaging- fast response. Some of the same manufacturers of “wipes”.
 - Maine: sign at Point of Sale
- Pesticides
 - Maine: sign at Point of Sale
- Mercury-containing switches (light-up kids shoes)
 - Maine: labeling on package



Pesticide notices at point of sale
Photo credit: Aubrey Strause, Verdant Water



Detergent pod label on product packaging.
Photo credit: Pat Sullivan, Associated Press

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Concerns From Manufacturers

- Negative logo on “prime real estate” will decrease sales
 - *Response 1: DNF logo is currently voluntary, focused on sub-group. Mandatory use will level playing field.*
 - *Response 2: Truly dispersible products can carry a positive “Toilet Safe” logo, green message.*
- Packaging is costly to rework and takes time
 - *Response: Packaging changes promoted by the manufacturer happen quickly. Some product labels have changed several times since we’ve been watching- still no DNF!*

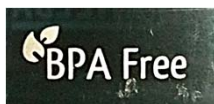


Photo credits: Aubrey Strause, Verdant Water

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Water Environment Federation
For water quality people!

Concerns From Legislators

- Legislative efforts are anti-job
 - *Response: We're not asking that the products not be made or used, just that they are tested, labeled, and marketed accurately and consistently.*
- Technology (pump replacements, screening systems, etc.) are the solution
 - *Response: Unplanned repairs, replacements take funding away from planned infrastructure maintenance, which is already unfunded.*
- This doesn't affect my constituency, which isn't sewered.
 - *Response: This also affects people with septic systems, (tank pump-out cost, emergency plumbing response), small businesses (septage haulers), insurance companies (claims).*

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Concerns From Legislators (cont)

- You can't change consumer behavior
 - *Response: True, but you can change some behavior with clear information. We see frustration when we talk to people at community events.*
- We can't be first
 - *Response: Most states have parallel example. This is also a problem with national support, energy.*
- We can't put warning labels on everything.
 - *Response: Warning labels exist on many products for this exact reason.*

Contains: Almonds, Peanuts. Produced on equipment that processes peanuts, soy, wheat and tree nuts. **All natural product** may contain pit pieces, nutshells and other organic matter.

KEEP OUT OF REACH OF CHILDREN
WARNING: Read Back Panel Carefully

Photo credits:
Aubrey Strause,
Verdant Water

CAUTION: EYE IRRITANT/FLAMMABLE
CONTENTS UNDER PRESSURE
READ INSTRUCTIONS ON BACK PANEL BEFORE USE

DANGER-POISON
MAY CAUSE BURNS.
Read all instructions and warnings before use.
KEEP OUT OF REACH OF CHILDREN.

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Summary Of Challenges

- There is no federal definition of “flushable” or testing process approved by the water quality industry.
- There is no federal mandate to use a standard “Do Not Flush” logo for products likely to be flushed.
- State-specific legislation has failed for a number of reasons, including manufacturer advocacy and enforcement challenges.
- No national Strategic Plan for how to proactively address this issue.

Next steps?

**Water Quality associations define
“flushable” and testing process.**

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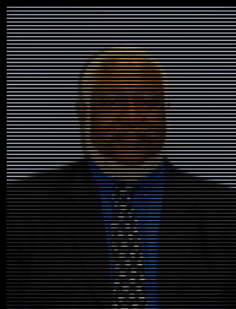


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National Efforts to Disperse the Non-Dispersible Problem



HIRAM TANNER, JR., DCWATER
CHAIR, HOD NON-DISPERSIBLE
WORKGROUP
MEMBER, CSC FLUSHABLES TASK
GROUP



WEF Groups

- Collection Systems Committee's (CSC) Flushables Task Group
- House of Delegates' (HOD) Non-Dispersibles Workgroup
- Manufacturers & Representatives Committee (MARC)
- Other WEF Committees – Plant O&M, Utility Management



Activities to date

- Partner and collaborate with NACWA and APWA
- Worked with INDA
- Participated in Maine study
- Letters to Senators, COSTCO



www.nacwa.org/flushables

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Activities to date (cont)

- Public education flyers/brochures/video
- Help gather data for MWWCA's Pump Clog SOP
- Presentations at WEFMAX meetings



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Where Are We Now? (cont)

- This webinar
- Possible research projects with WERF
- Continue APWA/NACWA/ WEF partnership
- WEFTEC2013 Technical Session



www.nacwa.org/flushables



Please join us at WEFTEC in Chicago!

Technical Session #610
 Flushables & Non-Dispersibles
 October 9th, 1:30 – 5:00 pm



www.weftec.org



For More Information

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- WEF HOD Nondispersibles Work Group
 - Hiram Tanner: Hiram.TannerJr@dcwater.com
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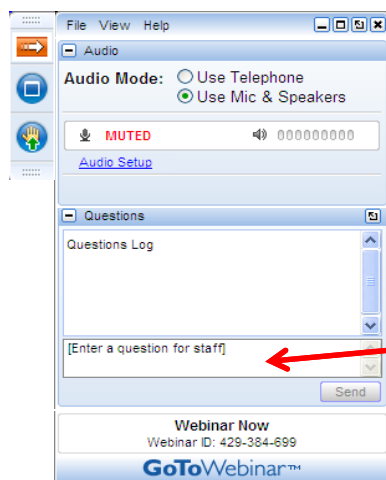


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Q&A



<http://www.wefnet.org/wefcast/flushableornot/>

Submit your questions using the Questions pane

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