

FY2022 Work Program Summary



Wastewater And Treatment Education Roundtable

October 1, 2021 through September 30, 2022

**Wastewater And Treatment Education
Roundtable**



Overview

The Wastewater And Treatment Education Roundtable (WATER) is a partnership between North Central Texas Council of Governments (NCTCOG), municipalities, and water utilities in the North Texas region that aims to educate the public about issues associated with the improper disposal of fats, oils, and grease (FOG), such as property damage, health hazards, and environmental problems. Several years ago, the group decided to expand its mission to include issues related to disposables such as flushable wipes, paper towels, and pharmaceuticals.

WATER's mission is to help reduce potential damage to the region's household plumbing systems and wastewater treatment systems as well as to decrease hazards to water quality through educational efforts related to the proper disposal of items such as wipes; paper towels; feminine hygiene and personal care products; medicines; household hazardous waste; and fats, oils, and grease (FOG).

In Fiscal Year 2022, WATER had nineteen cost-sharing participants, hosted the annual Holiday Grease Roundup, facilitated a free Grease Interceptor Training and Roundtable, hosted four roundtable meetings, and continued the Defend Your Drains North Texas (DYD) sponsored social media posts and creation of associated educational explainer videos.

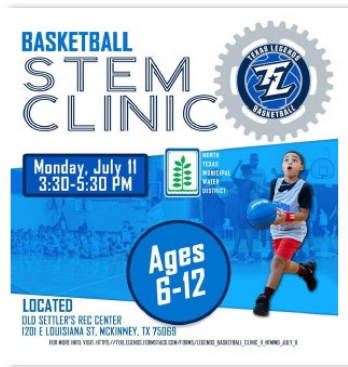
Thank you to the following entities for contributing financially to the FY2022 WATER Work Program:

- City of Arlington
- City of Cedar Hill
- City of Colleyville
- City of Denton
- City of Duncanville
- City of Grand Prairie
- City of Haltom City
- City of Irving
- City of Lewisville
- City of Mansfield
- City of McKinney
- City of North Richland Hills
- City of Plano
- City of Richardson
- City of Waxahachie
- City of Wylie
- Highland Village
- North Texas Municipal Water District
- Trinity River Authority

Meetings

During FY 2022, WATER held four meetings, with one member highlight presentation.

Date	Oct 7, 2021	Jan 13, 2022	Apr 28, 2022	Jul 21, 2022
Number of Attendees	12	23	16	23



Thank you to the North Texas Municipal Water District (NTMWD) for presenting at the July 21, 2022 WATER meeting. Helen Dulac shared information on how basketball clinics hosted by NTMWD and the Texas legends educated children on the water cycle and conservation efforts! Meeting summaries and presentations are available for review on the [WATER committee webpage](#).

Social Media and Defend Your Drains North Texas Website Analytics

NCTCOG spent funds on sponsored social media posts and Google Advertising which increased social media reach, post engagement, daily views, and total likes. Additionally, the increase in social media engagements and impressions led to an increase in traffic to the [Defend Your Drains North Texas website](#).



NCTCOG continued focusing spending efforts on Facebook, as an internal cost-benefit analysis indicated that Facebook continues to be the most cost-effective option for promotional purposes. While engagements on social media posts on the Defend Your Drains North Texas Facebook, Instagram and Twitter accounts decreased significantly as compared to the number of engagements received in FY2021, all the three accounts displayed an increase in follower count. Facebook showed a 39% follower increase, Instagram had a 19% increase and Twitter showed a 6% increase from the previous fiscal year. Twitter's impressions jumped from 212 in FY2021 to 9,100 in FY2022.

In addition to tracking Facebook and Twitter analytics, NCTCOG also began tracking analytics associated with the Defend Your Drains North Texas Instagram account. As of October 1, 2022, the Defend Your Drains North Texas Instagram account had 153 followers and made 69 posts.



Defend Your Drains North Texas – Social Media Analytics	
Facebook	
October 1, 2021 – September 30, 2022	
Followers	412
Number of engagements	402
Number of impressions	4,200
October 1, 2017 – September 30, 2021	
Followers	295
Number of engagements	19,580
Number of impressions	1,265,215

Defend Your Drains North Texas – Social Media Analytics	
Twitter	
October 1, 2021 – September 30, 2022	
Followers	145
Number of engagements	117
Number of impressions	9,100
October 1, 2017 – September 30, 2021	
Followers	249
Number of engagements	2,473
Number of impressions	207,884

Defend Your Drains North Texas – Social Media Analytics	
Instagram	
October 1, 2021 – September 30, 2022	
Followers	153
Number of engagements	131
Number of impressions	1,500
October 1, 2017 – September 30, 2021	
Followers	128
Number of engagements	369
Number of impressions	3,200

Social Media Analytics Definitions:

- Number of engagements: number of times a user interacts with the content (liking, sharing, commenting, etc.)
- Number of impressions: number of times users see the content

NCTCOG continued the practice “boosting” popular organic posts each month. This is an effective way of ensuring that a sponsored post resonates with the intended audience and consistently leads to a dramatic increase of impressions, engagements, and link clicks.

The most popular post on the Defend Your Drains North Texas Facebook in FY2022 was originally posted organically on March 9, 2022. This post had two shares, over 222 engagements, and reached 15,958 people. The most popular post on the Defend Your Drains North Texas Twitter in

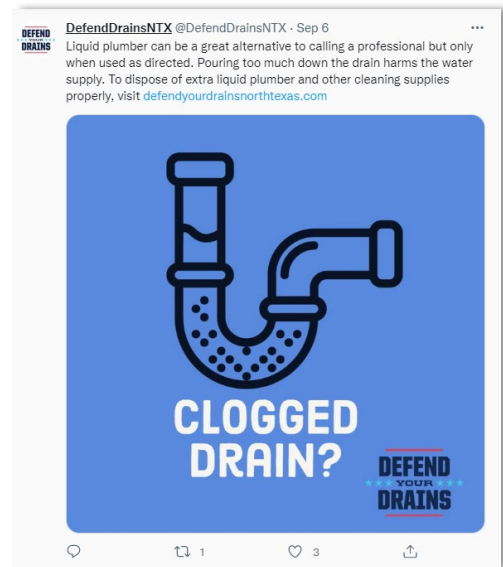


FY2022 had eight likes, 1,177 impressions, and three retweets. The most popular post on the Defend Your Drains North Texas Instagram in FY2022 had four likes, 76 impressions, and six engagements

In 2022, NCTCOG's social media spending strategy focused on reaching many people through engagements and impressions rather than link clicks. The intention behind this strategy was to spread the Defend Your Drains North Texas message to a wider audience that may not seek out additional information on the website or other available resources, while continuing to grow the number of followers on the social media platforms.

The Defend Your Drains North Texas website continued to experience a high level of success in the number of users (with over 11,000) and sessions at over 13,000. However, the bounce rate, or percentage of users that only view one page before exiting the website, increased by approximately 5%.

Defend Your Drains North Texas - Website Analytics	
October 1, 2021 – September 30, 2022	
Sessions	13,363
Users	11,710
Page Views	19,502
Pages/Session	1.46
Average Session Duration	00.00.48
Bounce Rate	79.65%
% New Sessions	93%
October 1, 2017 – September 30, 2021	
Sessions	48,554
Users	42,941
Page Views	72,688
Pages/Session	1.50
Average Session Duration	00.00.54
Bounce Rate	76.43%
% New Sessions	93%

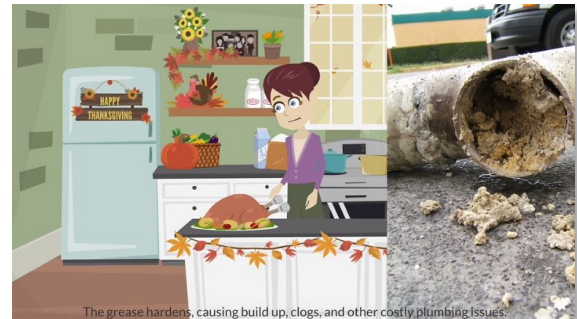


Website Analytics Definitions:

- Sessions: number of times a single user visits the website
- Users: number of unique visitors
- Page views: number of views each individual page received
- Pages/Session: number of pages viewed by a single user
- Average Session Duration: average amount of time spent on the website by a single user
- Bounce rate: percentage of visitors that leave the website after only viewing one page
- % New sessions: percentage of new users visiting the website

Education and Outreach

In FY2022, in addition to social media outreach, NCTCOG focused efforts on creating more educational explainer videos. NCTCOG created videos for *Never Flush Paper Towels or Tissues and Only the 3 P's*, bringing the total number of Defend Your Drains North Texas videos created since FY2019 to ten. As of September 30, 2022, these videos have a combined total of over 13,000 views. These videos are available on the [NCTCOG E&D YouTube page](#).



Video Name	Number of Views
Wipes Clog Pipes	2,775
Fats, Oils, and Grease	2,916
Drug Take Back	260
Proper Disposal of Household Hazardous Waste	6,460
The Simple Life Cycle of Drinking Water	224
Why Your Sink Disposal Isn't a Garbage Can	432
Always Trash Your Personal Care Items	87
Only the 3 P's	23
Annual Holiday Grease Roundup	59
Disposal of Home Cleaning Products	199
Total Views:	13,435

Due to limitations associated with COVID-19, NCTCOG did not attend any in-person public outreach events to share information on Defend Your Drains North Texas. NCTCOG participated in the ongoing efforts of the Water Environment Association of Texas (WEAT) to create a statewide campaign related to Fats, Oils, and Grease (FOG) and non-flushable items, including providing a presentation covering Defend Your Drains North Texas activities, challenges, and successes, and presented at the Annual Public Works Roundup hosted by the NCTCOG Public Works Council.

8th Annual Holiday Grease Roundup

During the 8th Annual Holiday Grease Roundup, 41 entities participated and collected 8,445 gallons of grease! We had 8 more entities participate and collected 1,752 more gallons than the previous year's roundup. This is almost equal to the total amount of grease that was collected in the 2014, 2015, and 2016 Holiday Grease Roundup combined. Since the inception of the Holiday Grease Roundup, participants have collected over 35,012 gallons of grease. Results from the 8th Holiday Grease Roundup and past years are shown in the table below.



Additionally, in the first week of the 2021 Holiday Grease Roundup, the Defend Your Drains North Texas website had over 600 visitors. The City of Irving sponsored radio ads on three stations (the Wolf, 99.5 FM, Hot 93.3, 93.3 FM, and the Ticket 96.7 FM) on behalf of the Holiday Grease Roundup.



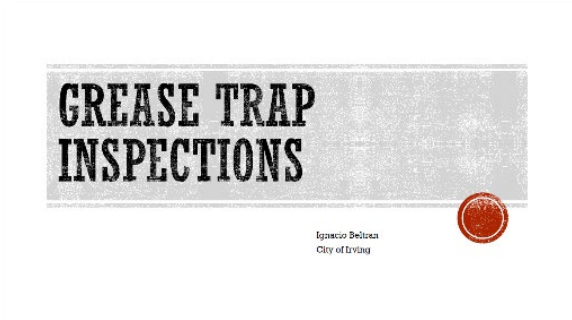
2021 Holiday Grease Roundup Results (gallons)					
Entity	Amount	Entity	Amount	Entity	Amount
Allen	187	Farmers Branch	86	Princeton	14
Arlington	170	Fort Worth	967	Red Oak	108
Azle	3	Frisco	419	Richardson	135
Bedford	154	Garland	465	Sachse	10
Carrollton	483	Grand Prairie	365	Shady Shores	6
Cedar Hill	650	Irving	115	Southlake	106
Cleburne	TBD	Lancaster	10	Waxahachie	114
Colleyville	279	Lavon	3	Weatherford	17
Corinth	61	Lewisville	153	Westworth Village	9
Dallas	1,407	Mansfield	343	White Settlement	42
Denton	986	Maypearl	12	NTMWD	68
Duncanville	86	McKinney	151	TRA	63
Edgecliff Village	48	North Richland Hills	250	TOTAL:	8,445

**The Cities of Haltom City and Mesquite and Tarrant County participated as marketing partners and did not host any collections. NCTCOG was unable to acquire collection data from the City of Cleburne.*

Holiday Grease Roundup – Historic Data	
Year	Amount Collected (Gallons)
2014	984
2015	2,773
2016	5,034
2017	4,000
2018	3,581
2019	3,502
2020	6,693
2021	8,445
Total:	35,012

Grease Interceptor Training and Roundtable

The Grease Interceptor Training and Roundtable was held on July 12, 2022, via Microsoft Teams. This free training had 71 participants and included presentations from Lauren Betz, City of Cedar Hill and Ignacio Beltran, City of Irving. The training covered grease interceptor inspections, as well as city-specific best management practices for permitting on liquid waste hauler vehicles. A recording of the training is available on [NCTCOG E&D's YouTube page](#).



Looking Forward to FY2023

In FY2023, NCTCOG will continue to facilitate meetings, sponsor social media posts, and the 9th Annual Holiday Grease Roundup. NCTCOG will also develop additional explainer videos covering topics selected by WATER and update marketing materials for the Holiday Grease Roundup, including expanding translations of marketing materials, additional types of videos, and more.

More information on the FY2023 Work Program can be found [online](#). If you are interested in participating, please visit the [Wastewater And Treatment Education Roundtable Cost-Shares webpage](#).

Thanks again for a great year! The work we do is not possible without your support. If you have any questions, comments, or concerns, please contact Hannah Allen, Environment and Development Planner III, at hallen@nctcog.org or (817) 695-9215.