

WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE (WATER)

WEDNESDAY, JUNE 10, 2020



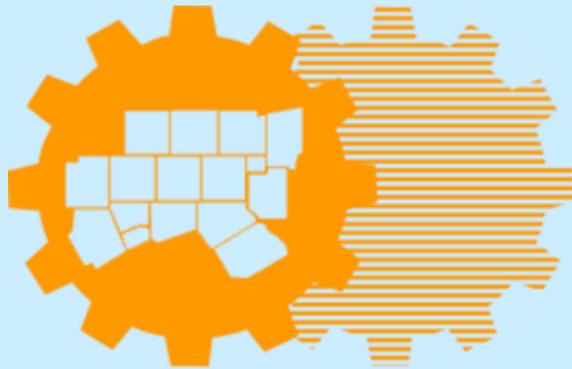
Agenda

1. Welcome and Introductions
2. Meeting Summary
3. FY2021 Work Program Discussion
4. Program Outcomes/Successes
5. Promotional Activities Update
6. Wastewater Operations and COVID-19
7. General Updates
8. Roundtable
9. Schedule for the Next WATER Meeting
10. Adjournment



**Wastewater
And
Treatment
Education
Roundtable**

1. Welcome and Introductions



**North Central Texas
Council of Governments**



2. Meeting Summary

3. FY2021 Work Program Discussion

- Members should have received the FY2021 WATER Cost Share Budget email on February 11, and the draft FY2021 Work Program in the meeting reminder on May 27.
- Major changes include:
 - Removal of Task 4. Food Handler/Manager Certification Program
 - Adjustment of budget to reflect creation of explainer videos in house, as compared to outside contractor
 - Expansion of Task 2.4 Application for Grants and Awards

2020 Population (NCTCOG Estimates)	Cost
1 million+	\$7,500
750,000–999,999	\$7,000
500,000–749,999	\$6,000
350,000–499,999	\$5,000
200,000–349,999	\$4,150
100,000–199,999	\$3,250
50,000–99,999	\$2,150
25,000–49,999	\$1,400
10,000–24,999	\$1,000
Less than 10,000	\$500
Special district partners serving 1 million+	\$7,500
Special district partners serving 500,000–999,999	\$6,500
Special district partners serving 100,000–499,999	\$4,000
Special district partners serving less than 100,000	\$2,150

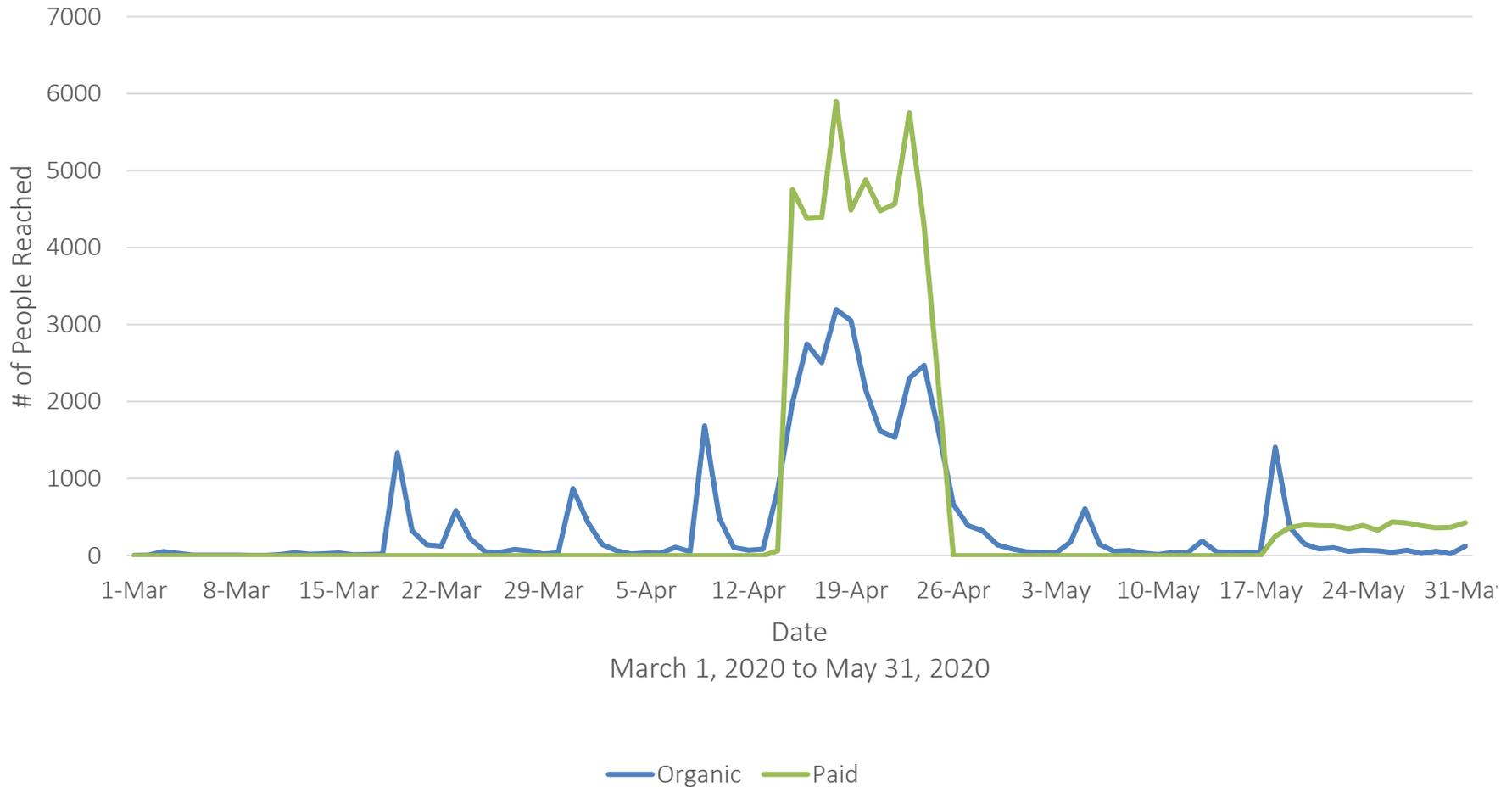
Note: Special district partners should use wastewater ratepayer population. A special district partner with regional systems is considered one entity.

4. Program Outcomes/Successes

- In order to better serve WATER cost-sharing members, NCTCOG is interested in discussing the best way to measure program outcomes and successes with the group.
- Examples:
 - Gallons of grease collected each year (not just during the Holiday Grease Roundup) and associated emissions reductions
 - Social media analytics
 - Trends in Sanitary Sewer Overflows (SSOs) over time
 - Amount of wipes and other non-flushables collected at WWTFs
- These metrics would be collected and included in the annual Work Program Summary and could be utilized by NCTCOG/WATER to further the program and make decisions.

5. Promotional Activities Update

Total Organic Reach for Defend Your Drains
From March 1, 2020 to May 31, 2020



5. Promotional Activities Update

Organic Posts

DEFEND YOUR DRAINS Defend Your Drains North Texas
Published by Hootsuite [?] · March 19 ·

With toilet paper in short supply right now, people are trying to find alternatives to use. Regardless of the option you choose, remember that **ONLY** toilet paper can be flushed down the drain. If you chose to use baby wipes, tissues, paper towels, "flushable" wipes, rags, or anything else, do **NOT** flush it down the drain. This can easily cause a backup in your pipes, especially with repeated use. Throw any TP alternative in the trash after using.
#DefendYourDrains #TPShortage #CoronavirusHacks #WipesClogPipes #COVID19 #Coronavirus



DEFEND YOUR DRAINS Defend Your Drains North Texas
Published by Hootsuite [?] · March 27 ·

Uh oh... did you run out of TP and are thinking about cutting paper towels in half to make do? Do what you have to do, but **DON'T** flush them down the toilet. Dispose of any used paper towels in the trash!
#DefendYourDrains #TPShortage #CoronavirusHacks #WipesClogPipes #COVID19 #Coronavirus



DEFEND YOUR DRAINS Defend Your Drains North Texas
Published by Hootsuite [?] · April 9 ·

Only the three P's: pee, poop, and toilet paper should be flushed down your toilet! Other alternative items will clog your pipes and cause sewage backups in your home.
To learn more, go to [DefendYourDrainsNorthTexas.com](https://www.DefendYourDrainsNorthTexas.com).
#DefendYourDrains #3Ps



Facebook	Impressions	Engagements
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2,382 191

Twitter	Impressions	Engagements
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2,073 90

Instagram	Impressions	Engagements
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31 6

Facebook	Impressions	Engagements
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977 61

Twitter	Impressions	Engagements
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1,984 35

Instagram	Impressions	Engagements
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26 2

Facebook	Impressions	Engagements
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854 23

Twitter	Impressions	Engagements
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222 2

Instagram	Impressions	Engagements
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27 4

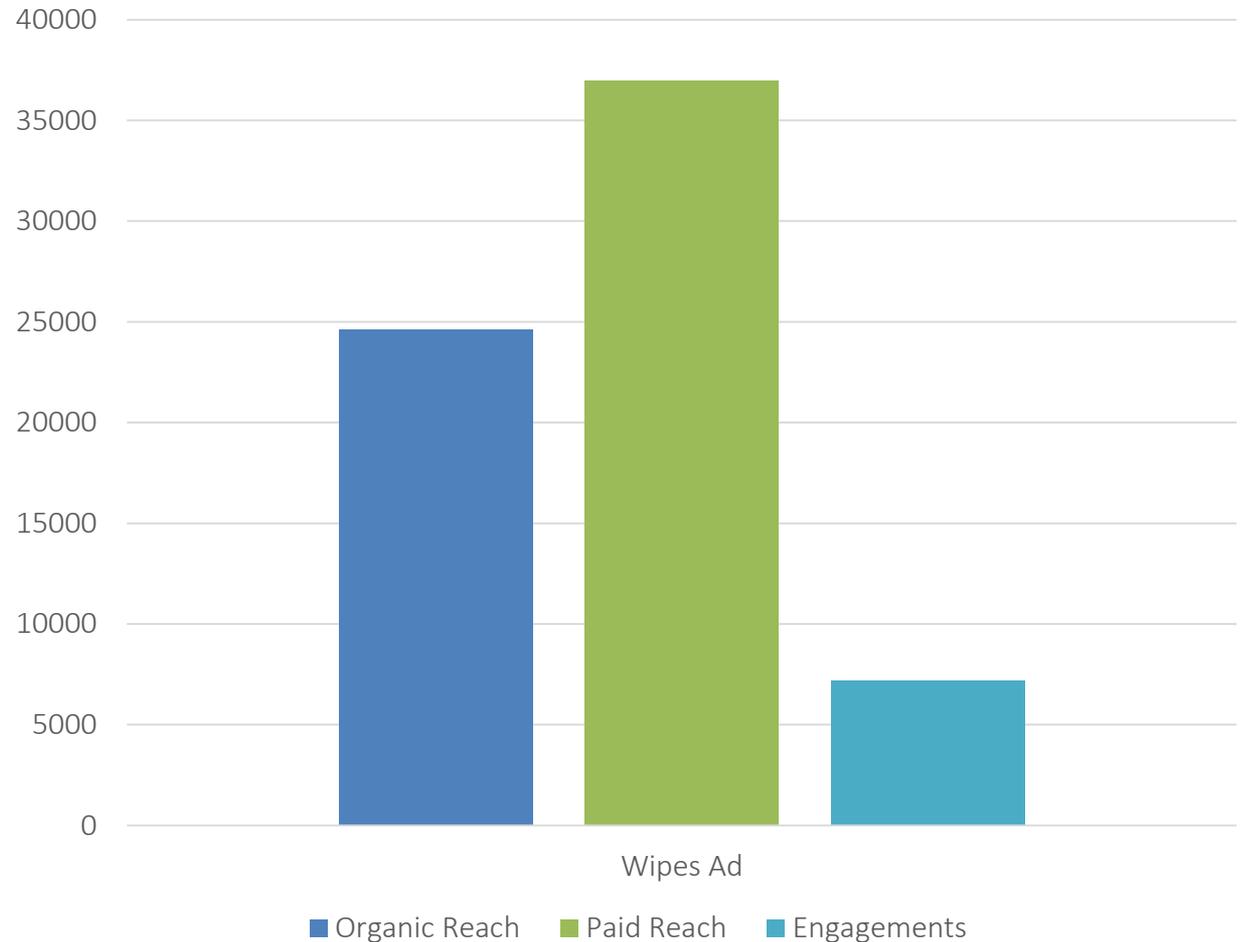
5. Promotional Activities Update

Paid Ads on Facebook



Amount Spent: \$200.00

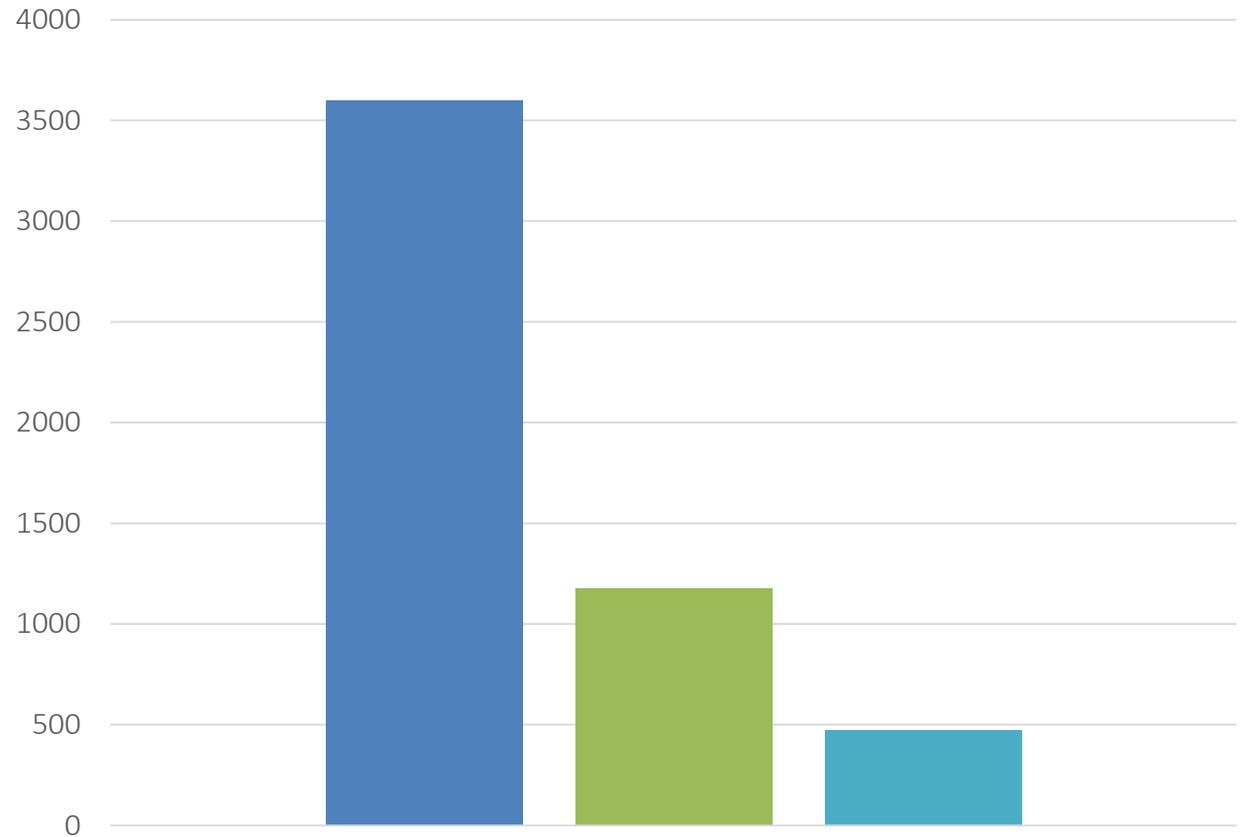
Ads on Facebook From March to May 2020



5. Promotional Activities Update

Paid Ads on Facebook

Ads on Facebook From March to May 2020



DEFEND DRAINS Defend Your Drains North Texas
Published by Hootsuite [?] · May 17 at 11:30 AM · 🌐

When you flush items that shouldn't be flushed, it causes large clogs at your local wastewater treatment plant! Learn more at DefendYourDrainsNorthTexas.com! #DefendYourDrains

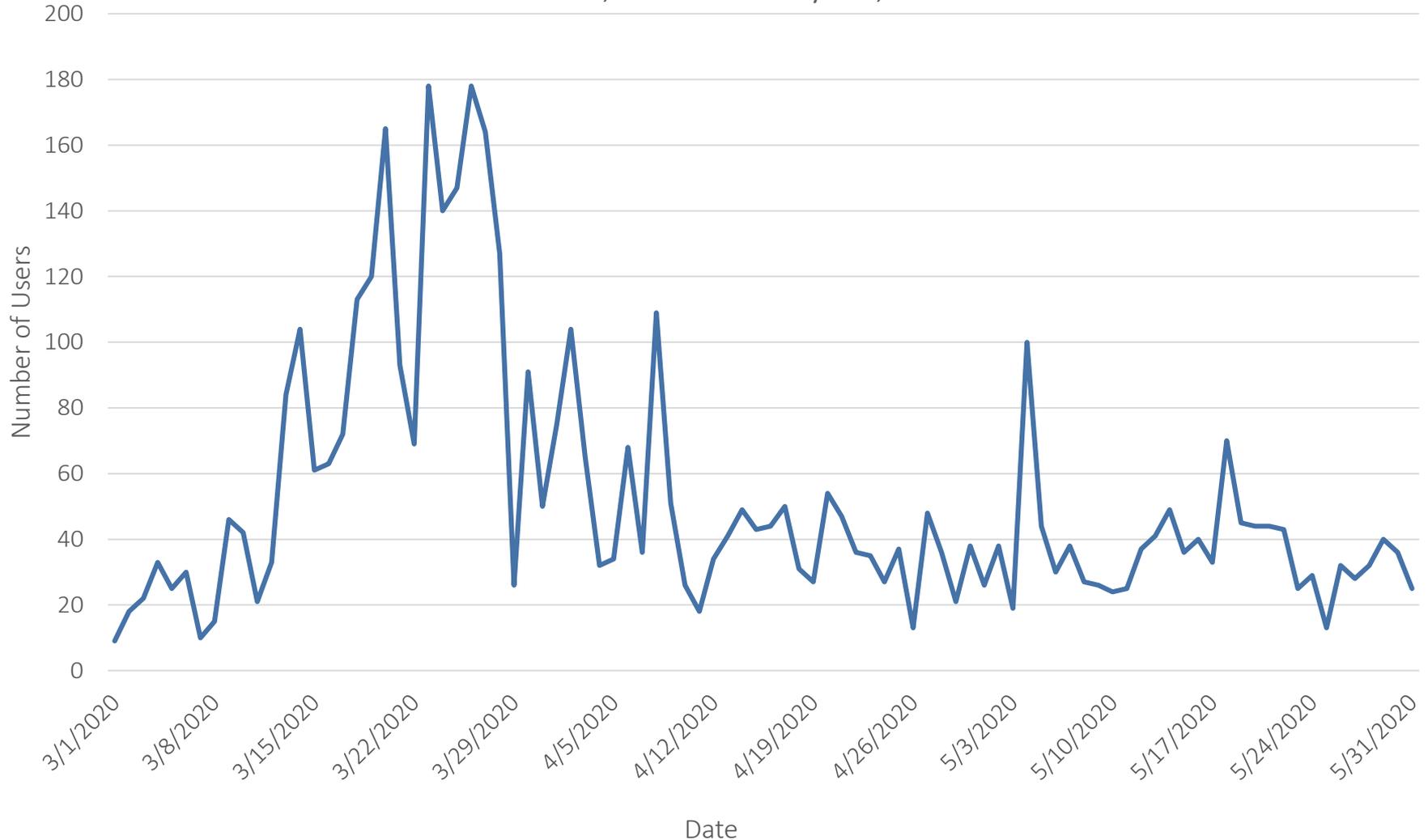


Amount Spent: \$137.47

■ Organic Reach ■ Paid Reach ■ Engagements

5. Promotional Activities Update

Defend Your Drains North Texas Website Users From
March 1, 2020 to May 31, 2020



5. Promotional Activities Update

Educational Explainer Video Update

Both the Proper Medication Disposal and Household Hazardous Waste Disposal videos have been posted on the NCTCOG E&D YouTube page: www.youtube.com/nctcoged

Next video topic options:

- Defend Your Drains general message
- How it all works – simple life cycle of water from the tap to WWTP
- Why you shouldn't use your garbage disposal as a garbage can
- Trash your personal care items (floss, cotton swabs, etc.)
- Proper usage/disposal of cleaning products
- Proper disposal of paper towels/facial tissue

6. Wastewater Operations and COVID-19

- Are there any current operational and management challenges?
- Any lessons learned or unexpected efficiencies?
- What are the biggest problems on wastewater operations related to COVID-19?
 - Wipes and other non-flushables have been the emphasis of NCTCOG's social media efforts.
- Any other comments?

7. General Updates

- **COVID-19 Impacts on NCTCOG/WATER Program Tasks:**
 - The Grease Interceptor Inspector Workshop was put on hold until additional cost-share commitments were received, and then further put on hold because of COVID-19. NCTCOG will be reinitiating the work towards offering this course, but it will not take place until after NCTCOG is able to host external meetings and training.
 - Is there a training NCTCOG could seek in the near future that could be held virtually?
- **Upcoming Public Education Task Force Meeting:**
 - July 15, 2020 at 9:30 AM, Location TBD

Roundtable & Next Meeting Date

8. Roundtable: What's happening in your community?

9. Next meeting date: Wednesday, September 9, 2020 at 10:00 AM

Location to be determined

A call-in option will be provided

10. Adjournment

Contact

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