

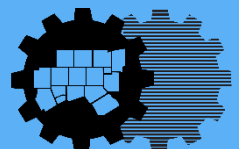
FY2020 Work Program Summary



Wastewater And Treatment Education Roundtable

October 1, 2019 through September 30, 2020

**Wastewater And Treatment Education
Roundtable**



**North Central Texas
Council of Governments**



Overview

The Wastewater And Treatment Education Roundtable (WATER) is a partnership between 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 2020, WATER had sixteen cost-sharing participants, hosted the annual Holiday Grease Roundup, facilitated the Industrial Inspections Training, hosted four roundtable meetings, and continued the Defend Your Drains North Texas (DYD) sponsored social media posts.

Thank you to the following entities for contributing financially to the FY2020 WATER Work Program:

- City of Arlington
- City of Colleyville
- City of Cedar Hill
- City of Duncanville
- City of Haltom City
- City of Irving
- City of Keller
- City of Lewisville
- City of Mansfield
- City of McKinney
- City of North Richland Hills
- City of Plano
- City of Richardson
- North Texas Municipal Water District
- Trinity River Authority
- Upper Trinity Regional Water District

Meetings

During FY 2020, WATER held four meetings with three member highlight presentations.

Date	Dec 4, 2019	Mar 4, 2020	Jun 10, 2020	Sept 9, 2020
Number of Attendees	23	-*	18	21

*The March 4, 2020 sign in sheet was misplaced following the meeting.



Thank you to the City of Richardson, City of Cedar Hill, and American BioSource for sharing information on best practices, outreach methods, and results from their 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 a total of \$2,896.78 on sponsored social media posts between October 2019 and September 2020, in 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 began spending very heavily on social media efforts in the beginning of the fiscal year but reduced the monthly expenditures from December 2019 through March 2020 due to lack of available funding. As additional cost-shares were received, NCTCOG increased spending on social media outreach for the remainder of the fiscal year.

NCTCOG focused spending efforts primarily on Facebook, as a cost-benefits analysis indicated that of all the social media platforms, Facebook is the most cost-effective option. Both the Defend Your Drains North Texas Facebook and Twitter accounts gained over 25 followers and continued to increase the average number of engagements and impressions per month. Additionally, approximately 30% of the total number of impressions on Facebook were considered “organic” impressions, meaning the impressions were not on sponsored posts.

Month	October	November	April	May	June	July	August	September
Amount Spent	\$800.66	\$896.12	\$200	\$200	\$200	\$200	\$200	\$200

*No funds were spent in December, January, February, or March due to the lack of available funding.

Defend Your Drains North Texas – Social Media Analytics	
Facebook	
October 1, 2019 – September 30, 2020	
Followers	273
Number of engagements	8,549
Number of impressions	228,898
October 1, 2017 – September 30, 2019	
Followers	229
Number of engagements	10,412
Number of impressions	930,640

Defend Your Drains North Texas – Social Media Analytics	
Twitter	
October 1, 2019 – September 30, 2020	
Followers	113
Number of engagements	467
Number of impressions	83,529
October 1, 2017 – September 30, 2019	
Followers	88
Number of engagements	1,272
Number of impressions	79,516

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

The most popular post on the Defend Your Drains North Texas Facebook in FY2020 was originally posted organically on March 30, 2020. When the post continued to gain traction with Facebook users, NCTCOG “boosted” the post with \$200.00 on April 14, 2020. This dramatically increased the number of impressions and engagements, leading to 150 comments and a very robust discussion, plus over 1,600 shares and almost 61,000 people reached.

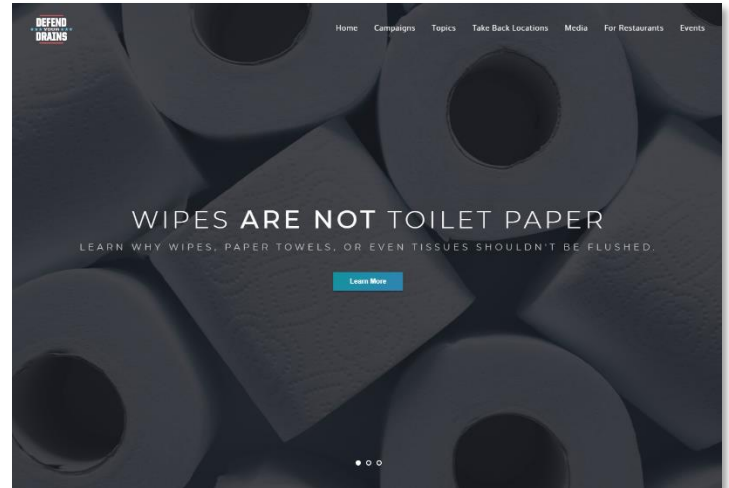
NCTCOG adopted this practice for other posts as well, as it has proved to be an effective strategy to see which organic post performs the best during a specific time period and then boost that post, as compared to blindly sponsoring a post that may not resonate with users. Additional high performing posts averaged approximately 23,000 impressions and 750 engagements per post.

In 2020, the Defend Your Drains North Texas website, which now incorporates the Cease the Grease North Texas website, saw a significant increase in total number of sessions, users, and page views, actually exceeding the total number of each category for FY2018 and FY2019 combined! Additionally, due to impacts of COVID-19 and the toilet paper shortage that



occurred in March and April 2020, many WATER members experienced an increase in the amount of wipes and other non-flushable items at wastewater treatment plants. To help combat this issue, NCTCOG incorporated new messaging on the Defend Your Drains North Texas website and social media channels relating to why wipes and other items should not be flushed.

Defend Your Drains North Texas - Website Analytics	
October 1, 2019 – September 30, 2020	
Sessions	17,671
Users	15,568
Page Views	25,960
Pages/Session	1.47
Average Session Duration	00.00.55
Bounce Rate	77.15%
% New Sessions	92.80%
October 1, 2017 – September 30, 2019	
Sessions	16,941
Users	14,767
Page Views	25,876
Pages/Session	1.46
Average Session Duration	00.00.55
Bounce Rate	77.86%
% New Sessions	92.65%

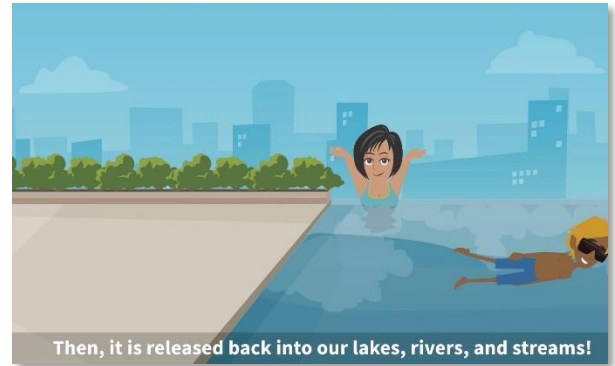


Website Analytics Definitions:

- 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 FY2020, NCTCOG focused efforts on creating more educational explainer videos. NCTCOG created videos for *Fats, Oils, and Grease in the Kitchen*, *Proper Disposal of Household Hazardous Waste*, *Proper Medicine Disposal*, and *Simple Lifecycle of Drinking Water*. These videos are available on the [NCTCOG E&D YouTube page](#).

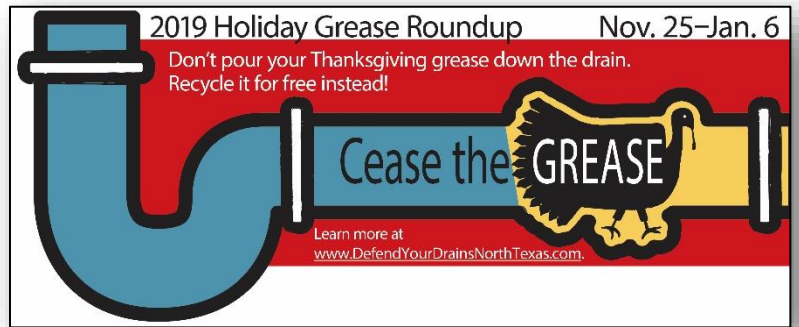


In FY2020, NCTCOG attended three public outreach events with over 1,000 attendees to promote the Defend Your Drains message, including the Dallas County Community College District's Sustainability Summit and the Peterbilt Open House. Due to limitations associated with COVID-19, NCTCOG did not attend the normal slate of events surrounding Earth Day but continued to share messages relating to WATER's mission on the Defend Your Drains North Texas social media pages.

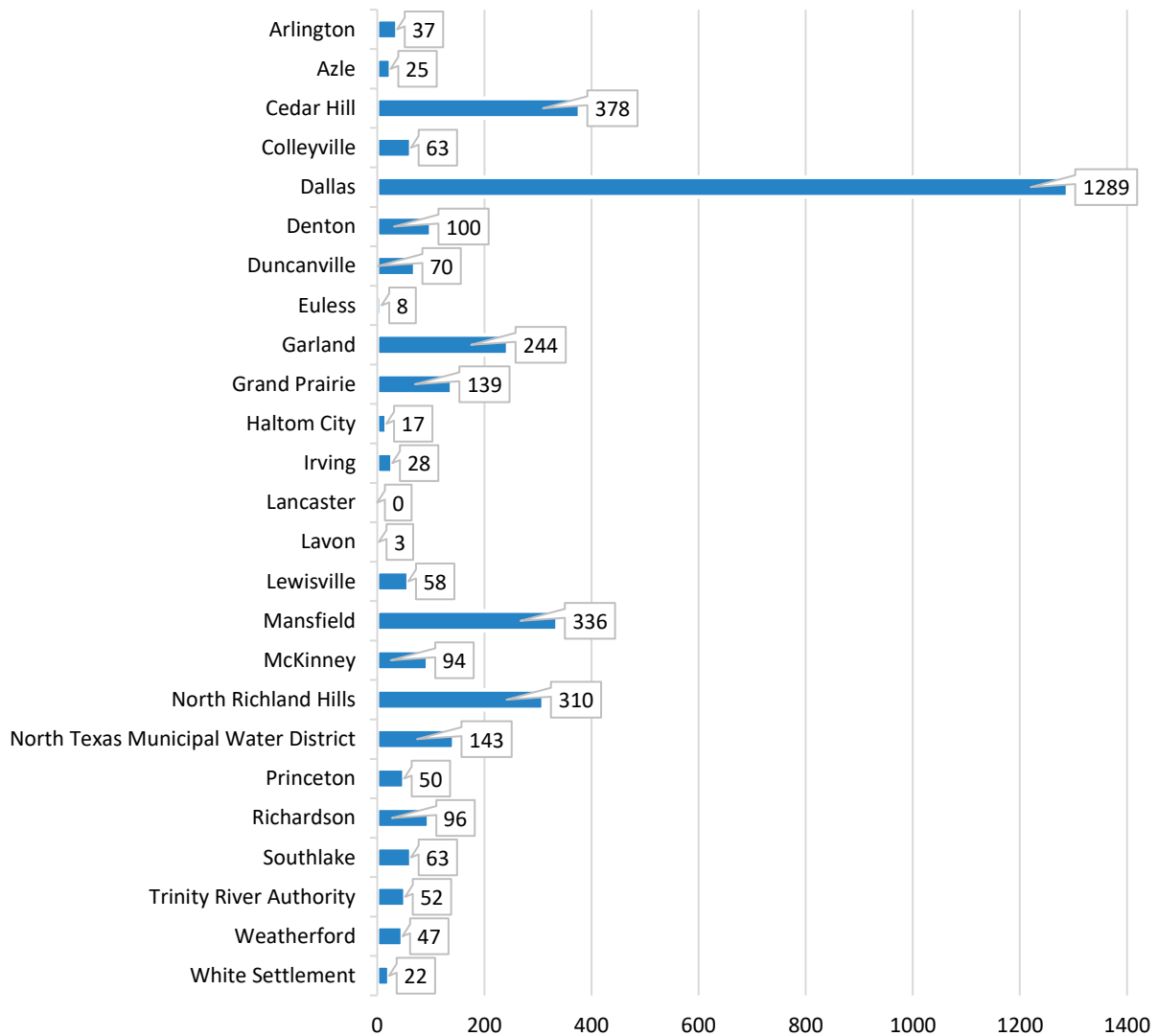


6th Annual Holiday Grease Roundup

During the 6th Annual Holiday Grease Roundup, 27 entities participated and collected over 3,500 gallons of grease! While the amount of grease did not increase between the 2018 and 2019 Roundups, the number of participants grew from twelve to 27. Since the inception of the Holiday Grease Roundup, participants have collected over 19,000 gallons of grease. Additionally, American BioSource provided free containers and grease collection for the second year.



2019 Holiday Grease Roundup - Gallons Collected



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
Total:	16,372

Pretreatment Industrial Inspections Training

The Grease Interceptor Inspector Training was held on November 14, 2019 in Arlington, Texas. This training had 39 attendees and covered the following topics:

- Purposes and types of inspections,
- How to prepare for an inspection,
- How to conduct an inspection,
- Examples of potential problems observed during inspections and possible responses,
- How to evaluate slug discharge potential, and
- Recommended inspection follow-up activities.

Looking Forward to FY2021

In FY2021, NCTCOG will continue to facilitate meetings, sponsored social media posts, and the 7th Annual Holiday Grease Roundup. NCTCOG will also develop additional explainer videos covering topics such as proper garbage disposal care based on the topics selected by WATER. Due to the ongoing public health crisis, NCTCOG will also be seeking ways to best meet the needs of WATER members, including the potential of hosting online trainings or workshops.

More information on the FY2021 Work Program can be found [online](#). If you are interested in participating in FY2021, 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 II, at hallen@nctcog.org or (817) 695-9215.