Wastewater and Treatment Education Roundtable (WATER)

Wednesday, January 10, 2018
Agenda

1. Welcome and Introductions
2. Holiday Grease Roundup Update
3. Regional Training Topics
4. Social Media Campaign Update
5. General Updates
6. Presentation
7. Roundtable
8. Next Meeting Date
9. Adjournment
1. Welcome and Introductions

North Central Texas Council of Governments

Wastewater And Treatment Education Roundtable
# 2. Holiday Grease Roundup 2017

*Date range:* November 27, 2017 – January 8, 2018

<table>
<thead>
<tr>
<th>Participant</th>
<th>Amount (gallons)</th>
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<td>Garland</td>
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<td>Red Oak</td>
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<td>Richardson</td>
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<td>Richardson</td>
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<tr>
<td>Total</td>
<td>984</td>
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3. Regional Training Topics

- Industrial Inspections
- Grease Trap Training
- Pretreatment Training
- **Additional Suggestions?**

We will send out a survey to voting members so we can prioritize the topics and start looking for dates/instructors/etc.

- Seeking volunteers for a subcommittee to help us coordinate the training and find an instructor
- *This can be done electronically if you all want to wait until after the topic is selected*
4. Social Media Campaign Update

<table>
<thead>
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<th>Month</th>
<th>Budget</th>
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<tr>
<td>November 2017</td>
<td>$300</td>
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<td>December 2017</td>
<td>$500</td>
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<td>January 2018</td>
<td>$600</td>
</tr>
<tr>
<td>February 2018</td>
<td>$250</td>
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Website Page Views

Month | Page Views
--- | ---
July | 238 | 688
August | 222 | 650
September | 176 | 712
October | 220 | 690
November | 366 | 1206
December | 339 | 975
Total | 1561 | 4921

Graph showing page views over months for DYD and CTG.
Potential Website Redesign

Current Websites
http://www.defendyourdrainsnorthtexas.com/
http://www.ceasethegreasentx.com/

Potential Website
http://defendyourdrainsnorthtexas.com/index-new.html
http://defendyourdrainsnorthtexas.com/wipes.html

Potential Changes
- Same content, new design
- Easier to read
- Landing pages for campaigns
- “Grease Myths” (e.g. cutting grease with hot water, washing grease with dish soap, etc.)
4. Social Media Campaign Update

- Quarter II outreach will focus on Med Take-Back... Any suggestions for ad content, or points we should be focusing on?

- Is there any interest in creating the short 30-second explainer videos, or does the group want to continue focusing all efforts/funds on Facebook outreach?

  https://30secondexplainervideos.com/home

- Thoughts on including OSSF materials on the Defend Your Drains website?
Example: Flower Mound OSSF Educational Material

Do's and Don'ts

Do's and Don'ts.... A major component of being a septic owner is being smart. A properly installed and functioning septic system works to protect the public health, the environment, and recreational and ground waters. In addition, being informed about your septic system and practicing a few simple "Do's & Don'ts" can help and even help protect the property value. In Flower Mound, ongoing maintenance is required for all secondary treatment systems (see "The Types").

A. All Systems... Check!
-DO
* Have your system inspected on a regular frequency, secondary treatment systems require a minimum of 3 inspections per year and an ongoing maintenance contract.
* Have the system pumped/cleaned on a regular frequency, typically every 3-5 years
* Maintain detailed records of all repairs, maintenance, and service. This can be passed on to the next owner or occupant.

B. Sink Safe
-DON'T
* Pour grease or oil down the sink, drain, or toilet
* Rinse coffee grounds into the sink
* Discard household chemicals down the sink drain or in the toilet
-DO
* Eliminate or minimize the use of garbage disposals
* Properly dispose of coffee grounds and food items
* Put grease in a sealable container and allow to harden. Dispose of the grease container in the trash

Information found at: https://www.flower-mound.com/1251/On-Site-Sewage-Facility-OSSF

Conventional Septic System
Example: EPA OSSF Educational Material

Septic Systems (Onsite/Decentralized Systems)

Do Your Part, Be Septic Smart!

Encouraging homeowners, wastewater professionals, and state, tribal, and local officials to design and maintain effective systems to protect public health, preserve valuable water resources, and sustain economic vitality in their communities.

View new SepticSmart webcasts:
- How State and Local Governments Promote and Proclaim SepticSmart Week
- Discharge of Raw Wastewater among Unsewered Homes
- Home Financing from USDA Rural Development

Information found at: https://www.epa.gov/septic
5. General Updates

- Cooperative Purchase

Offering a cooperative purchase of promotional items with some procedural and administrative revisions to the program starting in 2018

Email with order form sent out on January 4, 2018

Order deadline: January 17, 2018

Please submit your order form to Kathleen Myers via email at kmyers@nctcog.org
5. General Updates

- Membership Updates
  * Please fill out the 2018 Member Information sheet provided

- TMDL FY2018 First Quarter Newsletter available now

- Next TMDL Wastewater Subcommittee Meeting
  Date: Thursday, May 3, 2017 @ 9:30 AM
  Tejas Conference Room, NCTCOG Offices

*Looking forward ➔ OSSF educational training for homeowners, property inspectors, & real estate professionals*
6. Presentation

Denise Hickey,
North Texas Municipal Water District
NTMWD Defend your drains activities

Wastewater and Treatment Education Roundtable (WATER) Meeting

Defend Your Drains

Even wipes labeled "Flushable" can still clog pipes!

Defend Your Drains

Wipes block everything

Put EVERY type of wipe in the trash and not in the toilet.

They don't fully break down in water and cause wastewater blockages.

January 10, 2018
Agenda

About NTMWD Wastewater System
CMOM Plan Education and Outreach Initiatives
NTMWD Outreach Merchandise
City Defend Your Drains Workgroup
DYD Related Activities Last Year
DYD In the News
NTMWD DYD Workgroup Staff
2017 NTMWD Wastewater System

- 251 miles of large-diameter pipelines
- 23 lift stations
- 14 wastewater treatment plants

Table 3-9: Regional Wastewater System Members

<table>
<thead>
<tr>
<th>Member Cities</th>
<th>McKinney</th>
<th>Prosper</th>
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<tbody>
<tr>
<td>Allen</td>
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<tr>
<td>Forney</td>
<td>Mesquite</td>
<td>Richardson</td>
</tr>
<tr>
<td>Frisco</td>
<td>Plano</td>
<td>Rockwall</td>
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<tr>
<td>Heath</td>
<td>Princeton</td>
<td>Seagoville</td>
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</table>

Table 3-10: Regional Wastewater System Customers

<table>
<thead>
<tr>
<th>Customer Cities</th>
<th>Fairview</th>
<th>Lucas</th>
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<tbody>
<tr>
<td>Anna</td>
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<td></td>
</tr>
<tr>
<td>Melissa</td>
<td>Parker</td>
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Table 3-11: Sewer System Participants

<table>
<thead>
<tr>
<th>Participant Entities</th>
<th>Lavon</th>
<th>Royse City</th>
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<tbody>
<tr>
<td>Farmersville</td>
<td></td>
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<tr>
<td>Fate</td>
<td>Murphy</td>
<td>Seis Lagos Utility District</td>
</tr>
<tr>
<td>Frisco</td>
<td>Rockwall</td>
<td>Wylie</td>
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Source: 2017 NTMWD Management Audit
Defend Your Drains Education and Outreach

NTMWD CMOM Plan – Education & Outreach

• NCTCOG Wastewater and Treatment Education Roundtable (WATER) meetings

• Defend Your Drains program participation

• Defend Your Drain messaging
  • NTMWD website
  • Outreach (DYD and Water4Otter)
  • Vehicle wraps (moving billboards)

• NTMWD web portal

• Wastewater Partnering Meetings

• Defend Your Drain Workgroup forum meetings
Initial Outreach Merchandise
- Fats, Rags, Oils, and Grease brochure
- Small grease scraper
- 3-step “FROG” lid
- Farah the Fox color-ons, crayons, and clings

Current Outreach Merchandise
- Updated 3-step lid
- Flex cutting board
- Tablecloth/table runner
- Outreach staff logo shirts

Future Outreach Merchandise
- Expand giveaway items – DYD logo
- WW vehicle wrap
- Tabletop banners (FOG and Wipes)
- New resident brochure
- Vehicle magnet
- Door hangar

Farah the Fox teaches kids importance of not pouring cooking oil and grease down the sink or flushing wipes down the toilet.
Creating a Defend Your Drains City Workgroup

Defend Your Drain Workgroup “Kick-off”

- WW Partnering Meeting presentations by DWU and NCTCOG about DYD followed by the Kick-off Meeting with City Staff
- To obtain City feedback on incorporating DYD into their activities
- To identify if/how NTMWD could assist in City efforts
## WHAT IS SOAR?

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<th>STRENGTHS</th>
<th>OPPORTUNITIES</th>
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<tr>
<td>*(What are our</td>
<td>*(What can we improve</td>
</tr>
<tr>
<td>greatest assets?)</td>
<td>or innovate?)</td>
</tr>
<tr>
<td>ASPIRATIONS</td>
<td>RESULTS</td>
</tr>
<tr>
<td>*(What is our</td>
<td>*(How do we know it</td>
</tr>
<tr>
<td>preferred future?)</td>
<td>when we see it?)</td>
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</table>

- Look for what works
- Shift the focus to the positive
- What you seek, you find more of
- A focus on strengths leads to optimal individual and organizational performance
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<tr>
<td>2. Shared Resources</td>
<td>2. Stakeholder Buy-in – Demonstrate the Value</td>
<td>2. Reduce Hot Spot Cleaning / Occurrences</td>
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<td>2. Sharing Assets</td>
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<td>3. More Drop Sites for Oil and Medicines Across District Area</td>
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Important take-aways from DYD workgroup discussions:

• Each city has different wants/needs in a program
• Cities would like to share pieces working for them
• Most cities want to avoid recreating the wheel (short on time)
• Consistent messaging across cities a must for behavior change
• City officials’ “buy-in” easier when using co-branding
• Cities want flexibility on program pieces (not restrictions)
• DYD social media calendar promotes consistent messaging at the same time
• City of Richardson DYD joint video
• Holiday grease roundup (Nov. 27 – Jan. 8)
  • NTMWD Environmental Services Bldg.
  • NTMWD and City collection efforts promoted through:
    • e-newsletter channels
    • social media
    • press release – focusing on FOG
• Reposting and retweeting of NCTCOG Defend Your Drains Facebook and Twitter social media posts
  @DefendDrainsNTX
  DefendDrainsNTX

https://twitter.com/DefendDrainsNTX
https://www.facebook.com/DefendDrainsNTX/?hc_location=ufi

https://www.youtube.com/watch?v=pyWR348L7k0
Defend your drains - In the News

Christmas Eve 2017
North Texas e-News
DYD Article

Featuring:
Fats, Oils and Grease

Highlighting simple actions:
• avoid using a disposal
• put all food scraps in trash
• wipe plates before washing
• collect cooking grease/oils
• proper disposal or recycling of cooking oil
### NTMWD Public Education Contacts

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Water Resource Program and Public Education Manager  
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PO Box 2408  
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Wylie, TX 75098  
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### NTMWD Public Relations Contacts

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**Joy Layer**  
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### NTMWD Staff Contacts - DYD Workgroup

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**Scott Hoelzle**  
Wastewater Conveyance System Manager  
shoelzle@ntmwd.com
Roundtable & Next Meeting Date

7. **Roundtable:** What’s happening in your community?

8. **Next meeting date:** Wednesday, April 11, 2018 at 10 a.m.
   Metroplex Conference Room

9. **Adjournment**

**Contact**
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Environment and Development Planner
kpowers@nctcog.org
(817) 695 - 9213