

# FY2025 Work Program Summary

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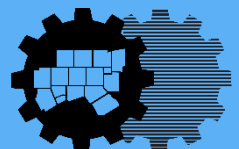


## Wastewater And Treatment Education Roundtable

October 1, 2024 through September 30, 2025

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Wastewater And Treatment Education  
Roundtable



North Central Texas  
Council of Governments



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# 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. In 2015, the group decided to expand its mission to include issues related to disposables such as flushable wipes, paper towels, and pharmaceuticals.

In Fiscal Year 2025, WATER had thirty-nine cost-sharing participants, hosted the annual Holiday Grease Roundup and four roundtable meetings, and continued efforts on Defend Your Drains North Texas.

***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***

Thank you to the following entities for contributing financially to the FY2025 WATER Work Program:

- |                  |                        |                    |
|------------------|------------------------|--------------------|
| • Arlington      | • Grand Prairie        | • Prosper          |
| • Azle           | • Grandview            | • Red Oak          |
| • Bedford        | • Haltom City          | • Rhome            |
| • Burleson       | • Highland Village     | • Richardson       |
| • Cedar Hill     | • Irving               | • Royse City       |
| • Celina         | • Keller               | • Terrell          |
| • Colleyville    | • Lewisville           | • University Park  |
| • Coppel         | • Little Elm           | • Venus            |
| • Crandall       | • Mansfield            | • Waxahachie       |
| • Denton         | • McKinney             | • White Settlement |
| • Duncanville    | • North Richland Hills | • Wylie            |
| • Farmers Branch | • Plano                | • NTMWD            |
| • Forest Hill    | • Princeton            | • TRA              |

## Meetings

During FY 2025, WATER held four meetings, featuring a topic presentation from the City of Plano and a panel with past Holiday Grease Roundup partners. The October 2024 and February 2025 meetings were held off-site and provided lunch. This new off-site lunch format allows participants to network in a more informal setting.

Date	Oct 17, 2024	Jan 23, 2025	Apr 17, 2025	Jul 24, 2025
Number of Attendees	15	27	15	27



Question	Result Value	Points Key
1. Does this facility have a history of pouring on a consistent frequency that is defined and designed within our city ordinance (this month, under their warranty)? (True/False)	True (+10), No (-10)	
2. What type of material in the grease trap? (Steel/Plastic/Concrete)	Steel (-10), Plastic (-10), Concrete (-10)	
3. What is the grease trap material? (Plastic/Concrete)	Plastic (+10), Outdoor (+10)	
4. What size is the grease trap? (500 gallons/ 500 < x < 1000 gallons/ x > 1000 gallons)	500 gallons (+10), 500 < x < 1000 gallons (+10), x > 1000 gallons (+10)	
5. What type of food service does this facility conduct? (Food establishment Type I or food establishment Type II or food establishment Type III or food establishment Type IV or food establishment Type V or food establishment Type VI or food establishment Type VII or food establishment Type VIII or food establishment Type IX or food establishment Type X or food establishment Type XI or food establishment Type XII or food establishment Type XIII or food establishment Type XIV or food establishment Type XV or food establishment Type XVI or food establishment Type XVII or food establishment Type XVIII or food establishment Type XIX or food establishment Type XX or food establishment Type XXI or food establishment Type XXII or food establishment Type XXIII or food establishment Type XXIV or food establishment Type XXV or food establishment Type XXVI or food establishment Type XXVII or food establishment Type XXVIII or food establishment Type XXIX or food establishment Type XXX)	Food Establishment Type I (+10), Food Establishment Type II (+10), Food Establishment Type III (+10), Food Establishment Type IV (+10), Food Establishment Type V (+10), Food Establishment Type VI (+10), Food Establishment Type VII (+10), Food Establishment Type VIII (+10), Food Establishment Type IX (+10), Food Establishment Type X (+10), Food Establishment Type XI (+10), Food Establishment Type XII (+10), Food Establishment Type XIII (+10), Food Establishment Type XIV (+10), Food Establishment Type XV (+10), Food Establishment Type XVI (+10), Food Establishment Type XVII (+10), Food Establishment Type XVIII (+10), Food Establishment Type XIX (+10), Food Establishment Type XX (+10), Food Establishment Type XXI (+10), Food Establishment Type XXII (+10), Food Establishment Type XXIII (+10), Food Establishment Type XXIV (+10), Food Establishment Type XXV (+10), Food Establishment Type XXVI (+10), Food Establishment Type XXVII (+10), Food Establishment Type XXVIII (+10), Food Establishment Type XXIX (+10), Food Establishment Type XXX (+10)	
6. In the last two calendar years, has this facility received a notice of violation for failing to comply with our city's Liquid Waste Management Ordinance? (True/False)	True (-10), No (+10)	
Total Value		

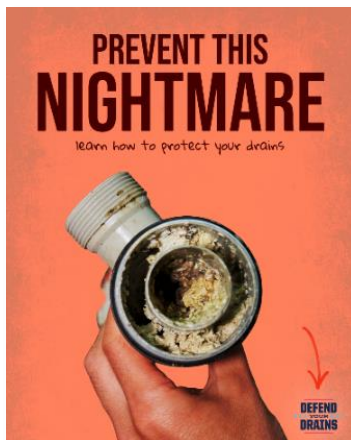


Thank you to the City of Plano for providing a presentation on Plano's Grease Trap Risk Assessment and Inspection Program. Meeting summaries and presentations are available for review on the [WATER committee webpage](#).

## Social Media and Defend Your Drains North Texas Website Analytics

NCTCOG spent funds on Google Advertising which increased the reach of the Defend Your Drains North Texas message. This reach led to an increase in traffic to the [Defend Your Drains North Texas website](#).

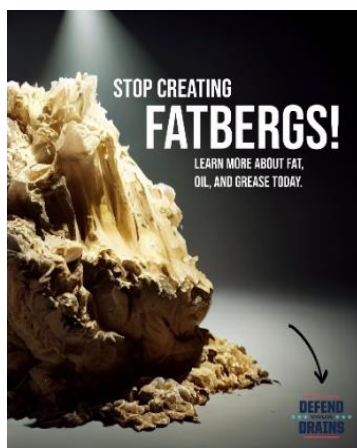
While engagements on social media posts on the Defend Your Drains North Texas Facebook, Instagram and Twitter accounts decreased significantly due to the lack of sponsored or boosted posts on those platforms, however Facebook showed a 25% increase from the previous fiscal year.



In addition to tracking Facebook and Twitter analytics, in FY2022, NCTCOG also began tracking analytics associated with the Defend Your Drains North Texas Instagram account. As of September 30, 2025, the Defend Your Drains North Texas Instagram account had 182 followers and 755 total posts.

Defend Your Drains North Texas – Social Media Analytics	
Facebook	
October 1, 2024 – September 30, 2025	
Followers	580
Number of engagements	434
Number of impressions	8,256
October 1, 2017 – September 30, 2024	
Followers	462
Number of engagements	20,544
Number of impressions	1,289,239

Defend Your Drains North Texas – Social Media Analytics	
Twitter	
October 1, 2024 – September 30, 2025	
Followers	170
Number of engagements	122
Number of impressions	3,879
October 1, 2017 – September 30, 2024	
Followers	170
Number of engagements	3,030
Number of impressions	229,486



Defend Your Drains North Texas – Social Media Analytics	
Instagram	
October 1, 2024 – September 30, 2025	
Followers	182
Number of engagements	426
Number of impressions	2,226
October 1, 2017 – September 30, 2024	
Followers	182
Number of engagements	1,352
Number of impressions	8,352



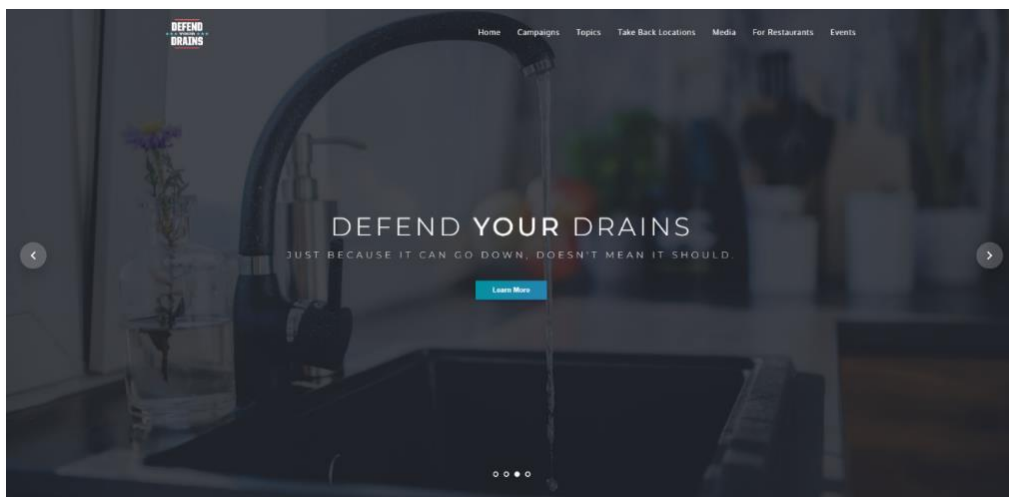
#### *Social Media Analytics Definitions:*

- 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 FY2025 was originally posted on March 10, 2025. This post had six reactions. The most popular post on the Defend Your Drains North Texas Twitter in FY2025 had four likes, 410 impressions, and two retweets. The most popular post on the Defend Your Drains North Texas Instagram in FY2025 had five likes.



The Defend Your Drains North Texas website continued to experience a prominent level of success in the number of users and sessions, both significantly higher than in previous years. However, due to changes within Google Analytics in July 2023, some of the previous analytics, including page views, pages per session, and bounce rate are no longer easily accessible in the analytics viewer. The analytics below represent only October 1, 2024, through September 30, 2025. NCTCOG is continuing to evaluate the best metrics to track for the Defend Your Drains North Texas website.



<b>Defend Your Drains North Texas - Website Analytics</b>	
<b>October 1, 2024 – September 30, 2025</b>	
Sessions	279,761
Users	221,897
Page Views*	460,317
Pages/Session*	2.07
Average Session Duration	00.24.00
Bounce Rate*	64.81%
Engaged Sessions	98,443
% New Sessions	79%
<b>October 1, 2017 – September 30, 2025</b>	
Sessions	303,544
Users	243,028
Page Views	495,136
Pages/Session	2.04
Average Session Duration	00.25.00
Bounce Rate	63.99%
Engaged Sessions	109,314
% New Sessions	80%

*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.
- Engaged Sessions: a session that lasts longer than 10 seconds, has key events, or has at least 2 page views or screen views.
- % New sessions: percentage of new users visiting the website.

## Education and Outreach

In FY2025, videos for the FOGs, Wipes, Household Hazardous Waste, and Medication combined surpassed 33,000 views, with the most popular video being Proper Disposal of Household Hazardous Waste. These videos are available on the [NCTCOG E&D YouTube page](#). Additionally, Spanish translations were made available for the educational explainer videos: Desecha Siempre tus Artículos de Cuidado Personal (Always Trash Your Personal Care Items), Ciclo de Vida del Agua Potable (Simple Life Cycle of Drinking Water), and Eliminación Correcta de los Productos de Limpieza en el Hogar (Proper Disposal of Home Cleaning Products).



Video Name	Number of Views
Wipes Clog Pipes	3,886
Fats, Oils, and Grease	6,541
Drug Take Back	416
Proper Disposal of Household Hazardous Waste	17,361
The Simple Life Cycle of Drinking Water	550
Why Your Sink Disposal Isn't a Garbage Can	1,301
Personal Care Item Explainer	127
Importance of Properly Maintained Water and Wastewater Infrastructure	390
Only Flush the 3 P's	69
No Muss, No Fuss, Be Wise When You Flush	133
Annual Holiday Grease Roundup	1, 279
Disposal of Home Cleaning Products	1,121
FOGS: Los Aceites y Las Grasas	100
Las Toallitas Lo Obstruyen Todo	24
Los Residuos Peligrosos del Hogar	406
La Eliminacion Correcta de Medicamentos	62
Anual Recolección de Grasa de Festividades	11
Por Qué Tu Triturador Del Fregadero No Es Un Bote De Basura	237
Desecha Siempre tus Artículos de Cuidado Personal	20
Ciclo de Vida del Agua Potable	17
Eliminación Correcta de los Productos de Limpieza en el Hogar	12
Total Views:	34, 063

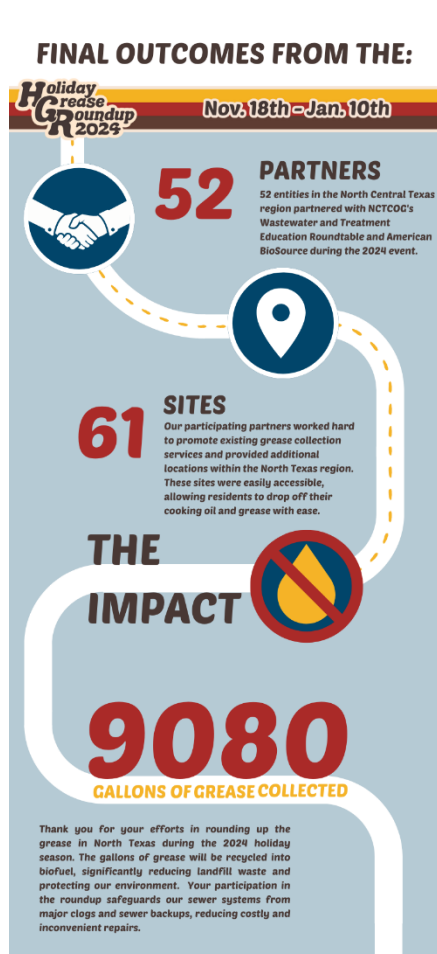
*Note: The number of views shown below represents total views since the upload date and does not reflect only FY2025 views*



## 11<sup>th</sup> Annual Holiday Grease Roundup

During the 11<sup>th</sup> Annual Holiday Grease Roundup, fifty-two entities participated and collected 9,080 gallons of grease! Since the inception of the Holiday Grease Roundup, participants have collected over 59,450 gallons of grease. Results from the 11<sup>th</sup> Holiday Grease Roundup and past years are shown in the table below.

2024 Holiday Grease Roundup Results (gallons)					
Entity	Amount	Entity	Amount	Entity	Amount
Allen	0	Grand Prairie	158	Sachse	30
Alvarado	50	Haltom City	0	Southlake	140
Arlington	360	Highland Village	46	Venus	6
Azle	40	Irving	65	Waxahachie	18
Bedford	120	Keller	20	White Settlement	0
Burleson	0	Kennedale	0	Mustang SUD	0
Cedar Hill	200	Lake Worth	0	NTMWD	182
Celina	0	Lancaster	36	Edgecliff Village	16
Colleyville	100	Lavon	7	Little Elm	125
Coppell	79	Lewisville	165	Shady Shores	0
Corinth	40	Mansfield	305	DFW Airport	0
Dallas	569	McKinney	117	TRA	0
Denton	258	North Richland Hills	260	Terrell	16
Duncanville	0	Plano	558	Farmers Branch	0
Fate	10	Princeton	0	Copper Canyon	0
Fort Worth	3864	Prosper	50	Johnson County SUD	0
Frisco	402	Red Oak	113	Total: 9,080 gallons	
Garland	364	Richardson	161		



Wastewater  
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DEFEND  
YOUR  
DRAINS

North Central Texas Council of Governments  
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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
2022	9,492
2023	5,857
2024	9,080
<b>Total:</b>	<b>59,450</b>



## Looking Forward to FY2026

In FY2026, NCTCOG will continue to facilitate meetings, utilize Google analytics, and manage the 11<sup>th</sup> Annual Holiday Grease Roundup. NCTCOG will also begin to develop Vietnamese translated explainer videos and more as directed by cost-sharing members.

More information on the FY2026 Work Program can be found [online](#). If you are interested in participating, please email Hannah Ordonez at [hordonez@nctcog.org](mailto:hordonez@nctcog.org).

Thanks again for a momentous year! The work we do is not possible without your support. If you have any questions, comments, or concerns, please contact Hannah Ordonez, Senior Environment and Development Planner, at [hordonez@nctcog.org](mailto:hordonez@nctcog.org) or (817) 695-9215.