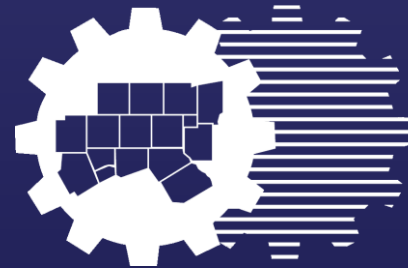


Wastewater And Treatment Education Roundtable [WATER]

Tuesday, April 25, 2023



A North Central Texas Council of Governments Program

Agenda

1. Welcome and Introductions
2. Meeting Summary
3. Vice-Chair Discussion and Election
4. FY2024 Work Program Discussion and Cost-Shares Allocation
5. Promotional Activities Update
6. Regional Training Update
7. Final Annual Holiday Grease Roundup Results
8. General Updates
9. Roundtable
10. Schedule for Next Meeting
11. Adjournment



Wastewater
And
Treatment
Education
Roundtable



Welcome & Introductions



Meeting Summary

The February 2, 2023 meeting summary is available online for review.



Vice-Chair Discussion and Election

FY24 Work Program Discussion

- Please respond to the Cost-Sharing Survey!
- Priorities for FY2024 Work Program?
- Cost-Shares Allocation for FY2024
- Anticipated budget for FY2024: \$57,200

2022 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.

Promotional Activities Update


- Google Ads: No further issues
- FY23 to date (Apr. 17): \$2,195.62
- FY23 Projected: ~\$7,500
- Performance to date:
 - 36,710 impressions
 - 2,355 clicks
 - 6.4% clickthrough rate
 - \$0.92 average cost per click



Google Ads

Promotional Activities Update


4/25/2023

**Defend Your Drains North Texas**
January 2 · 🌐

The 2022 Holiday Grease Roundup is still going on! Pour your excess cooking oil into a container and bring it to one of our drop-off locations for recycling!

Visit [DefendYourDrainsNorthTexas.com](https://www.defendyourdrainsnorthtexas.com) for more information!


[#DefendYourDrains](#) [#HolidayGreaseRoundup](#) [#CeaseTheGrease](#)



Facebook

2984 Users Reached


4 Shares

**Defend Your Drains North Texas**
February 10 · 🌐

When watching the [#BigGame](#) this weekend, avoid a plumbing penalty by remembering to only put the 3 P's (Pee, Poop, and toilet Paper) in your toilet. Score extra points by keeping fats, oils, and grease out of your sinks as well.

Visit www.defendyourdrainsnorthtexas.com to learn more.

[#DefendYourDrains](#)



Facebook

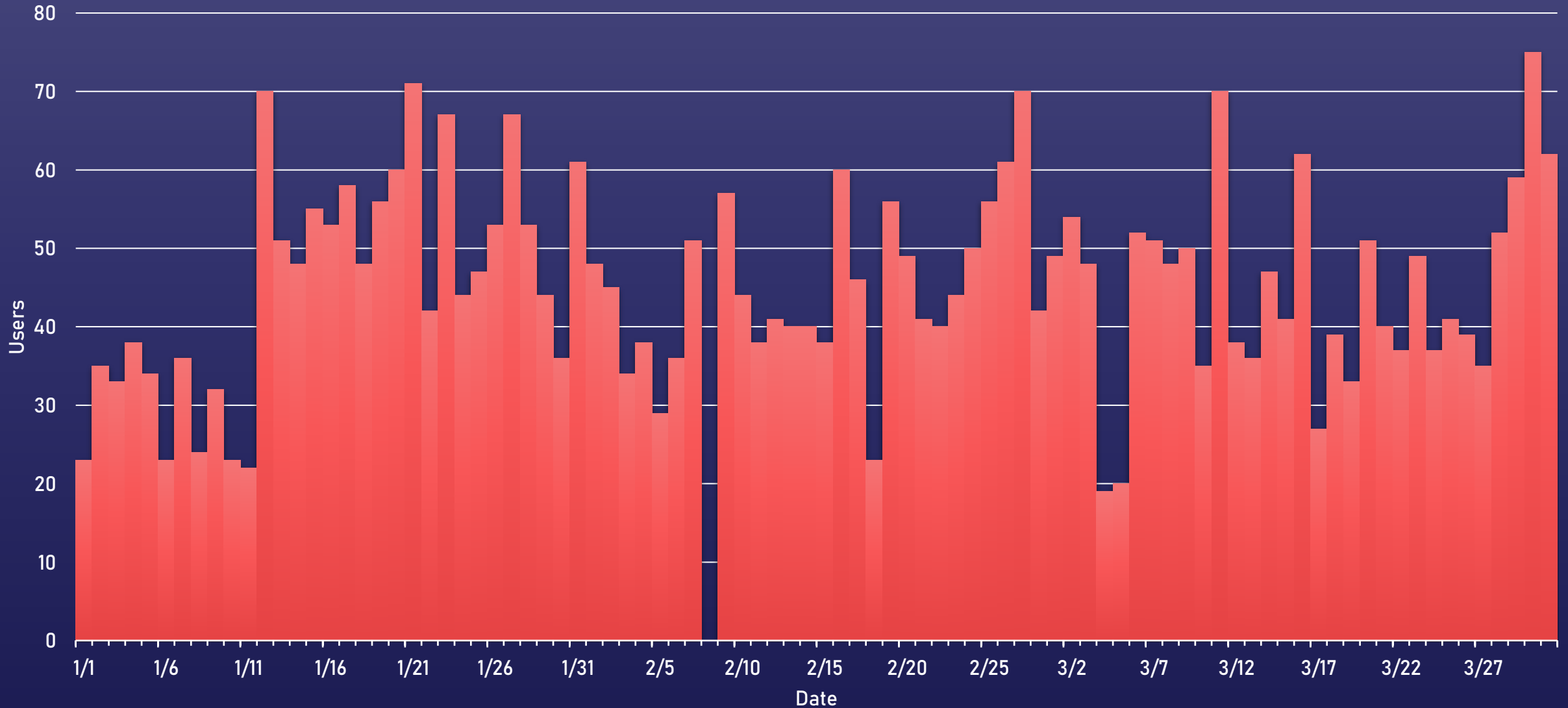
592 Users Reached

3 Shares

Promotional Activities Update

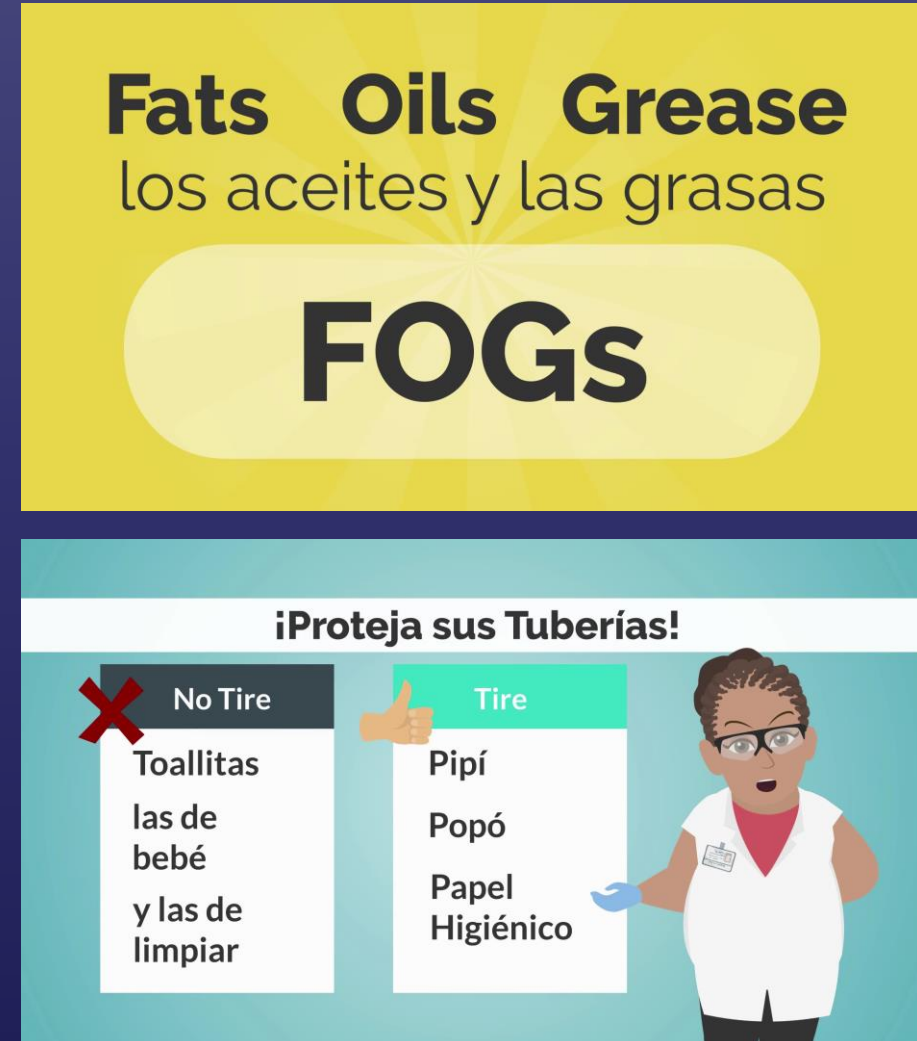
Defend Your Drains Website Analytics: January 1st — March 31st, 2023

4/25/2023



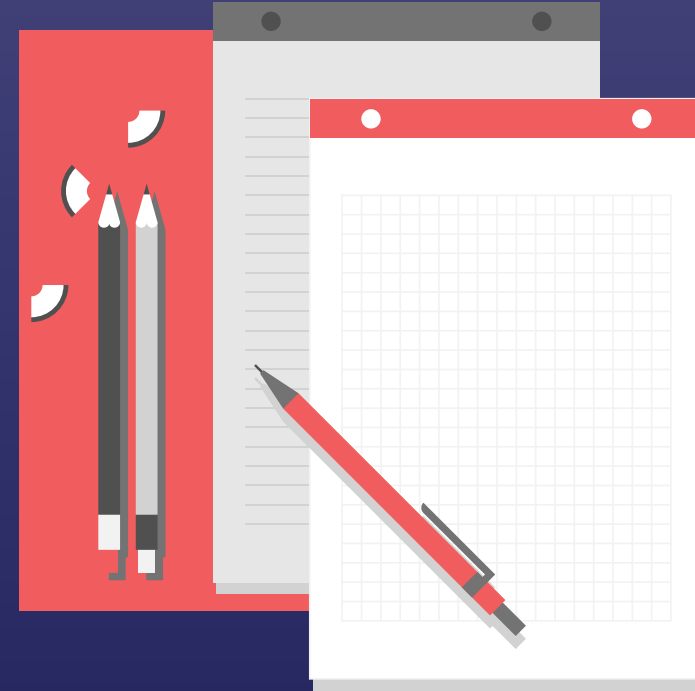
Promotional Activities Update

- Spanish videos in progress
- FOGs and Wipes videos completed
 - FOGs: Los Aceites y Las Grasas
 - Las Toallitas Lo Obstruyen Todo
- Others throughout 2023



Regional Training Discussion

- FY2023 Field Technician Training:
 - September 2023 (TENT.) at Irving Training Center
 - Presentations by:
 - Eric Straw, City of Grand Prairie
 - Eddie King, City of Irving
 - Expect training to be free and half a day
 - Priority Registration: WATER cost-sharing members
 - Open for others after



Holiday Grease Roundup Results

- 45 participants and 71 drop off sites/events
- Final Collection Amount: **9,492 gallons!**
- Save the Date!
10th Annual Holiday Grease Roundup:
November 13, 2023 through January 12, 2024
- Marketing materials to be released in August/September 2023
- 36 participants have already committed to next year's roundup!

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
Total:	44,504

General Updates

- WEAT Unflushables Statewide Campaign Materials
- EPA Green Asset Management Hybrid Workshop: May 16, 2023, 9:00 AM – 3:00 PM (NCTCOG Offices or Microsoft Teams)
- TMDL Wastewater Subcommittee: On-Site Sewage Facility (OSSF, or septic system) postcard under finalization; complementary brochure under development



Roundtable

What's happening in your community?



Next Meeting

Tuesday, July 25, 2023, at 10 AM
Location TBD

Adjournment

Next Meeting: July 25, 2023, 10 AM

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