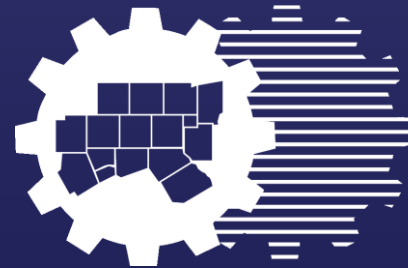


Wastewater And Treatment Education Roundtable [WATER]

Thursday, October 16, 2025



A North Central Texas Council of Governments Program

Agenda

1. Welcome and Introductions
2. Meeting Summary
3. Educational Item Show and Tell
4. FY2026 Work Program Update
5. Holiday Grease Roundup Update
6. Defend Your Drains North Texas Promotional Activities Discussion
7. General Updates
8. Roundtable
9. Schedule for Next WATER Meeting
10. Adjournment



**Wastewater
And
Treatment
Education
Roundtable**



Welcome & Introductions



Meeting Summary

The [July 24, 2025 meeting summary](#) is available online for review.



Educational Item Show and Tell

Share your booth games, best giveaways, and more!

FY2026 Work Program Discussion

- FY2026 Work Program posted online for review, no change to cost-sharing amounts
- Invoices to be distributed electronically in October 2025
- Budget Goal: \$75,000

2025 Work Program Participant Breakdown

Returning Participants	24
New Participants	16
Total Participants	40
Amount Received	\$100,660

2025 Cost-Shares Breakdown

1 Million+	\$9,000
750,000-999,999	\$8,400
500,000-749,999	\$7,200
350,000-499,999	\$6,000
200,000-349,999	\$4,980
100,000-199,999	\$3,900
50,000-99,999	\$2,580
25,000-49,999	\$1,680
10,000-24,999	\$1,200
Less than 10,000	\$250
Special District (1 Million+)	\$9,000
Special District (500,000-999,999)	\$7,800
Special District (100,000-499,999)	\$4,800
Special District (Less than 100,000)	\$2,580

FY2025 Work Program Accomplishments

- Work Program Summary under final development
- Major highlights:
 - Highest number of program participants and funding
 - Record participation and amount of grease collected in the Annual Holiday Grease Roundup
 - Completion of Spanish translated educational explainer videos
 - Over 33,000 total views of the 16 educational explainer videos



FY2026 Work Program Discussion – Deferred Funds

- Currently approximately \$45,000 in “deferred funding” (funding not spent in previous fiscal years)
 - Majority of funds deferred in FY2017
- Requesting committee feedback on how these deferred funds should be spent
 - Advertising – Billboards, Radio, Social Media/Google Advertising
 - Paid Training Opportunities
 - Partnership Opportunities
 - More educational explainer videos or other PSAs
 - Other suggestions?

Holiday Grease Roundup Updates

- New 2025 HGR dates: November 1, 2025 – January 31, 2026
- Marketing Materials posted online for use
 - New Canva based flyers available
- Update on Grease Collection Vendor Partnerships / RFP Process

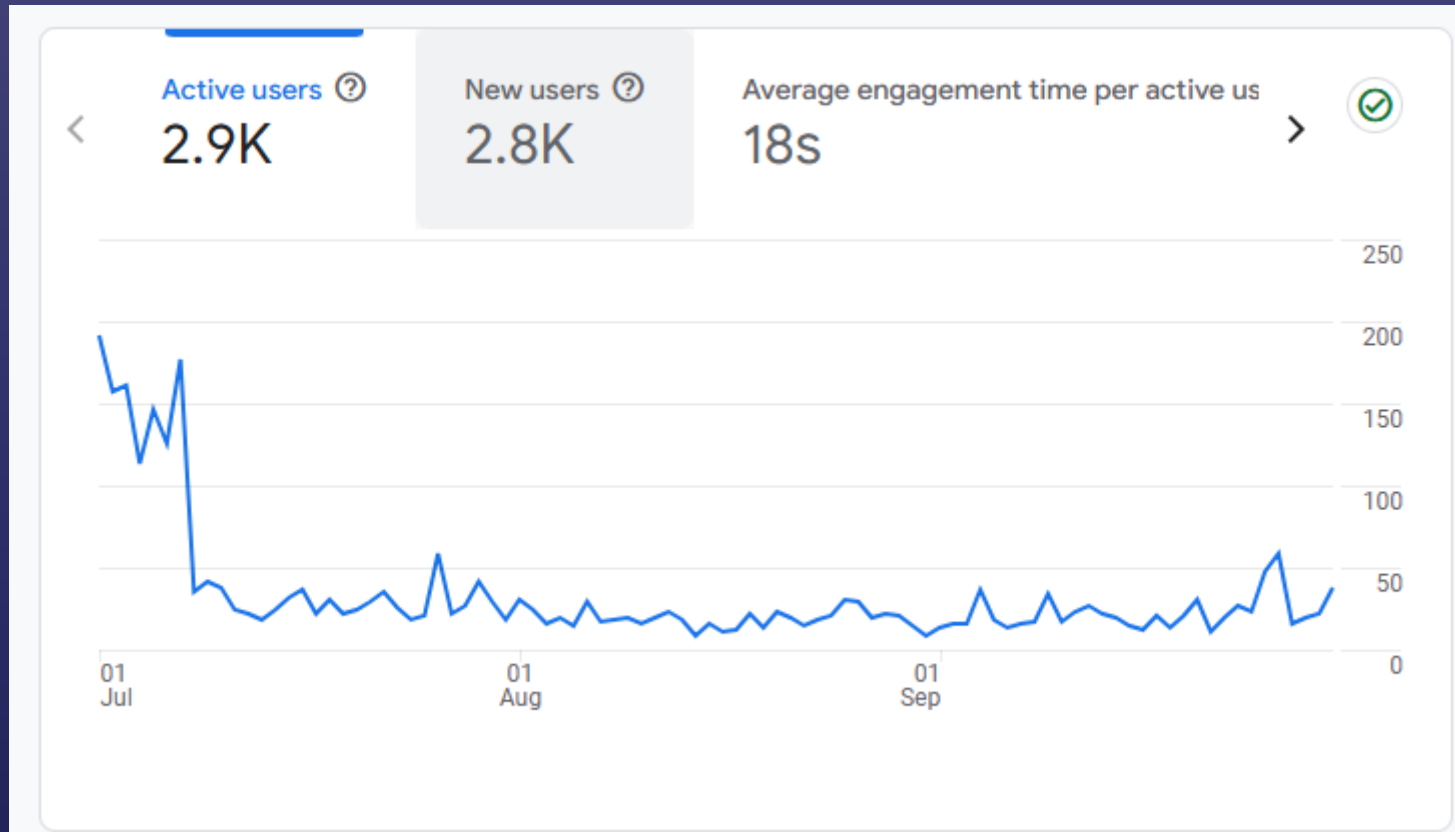


Defend Your Drains North Texas Promotional Activities

- No change to social media traffic:
 - 125 post engagements and 3,527 post impressions across all platforms (Jul-Sept 2025)
- Will be running Google Display ads during the Holiday Grease Roundup, utilizing images created as part of HGR Social Media Toolkit



Defend Your Drains North Texas Website Traffic



July 1– September 30, 2025 Website Traffic:

- Steep drop off in July
- Overall, more users than the same period in 2024
- Average engagement time decreased since last discussion

General Updates

- Houston-Galveston Area Council + Other Partners release Texas Water Careers website with the mission to:
 - Inspire, train, and mentor the next generation of water and wastewater professionals,
 - Change the narrative around utility careers,
 - Highlight the value of water and wastewater roles, and
 - Create real pathways for success in the industry.



Roundtable

What's happening in your community?



Next Meeting

January 15, 2026
10:00 AM – 12:00 PM
Location TBD

Adjournment

Next Meeting: January 15, 2026

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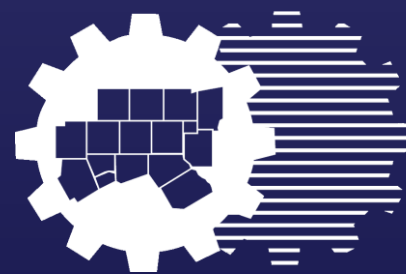
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Networking Lunch
