

WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE (WATER)

WEDNESDAY, APRIL 11, 2018



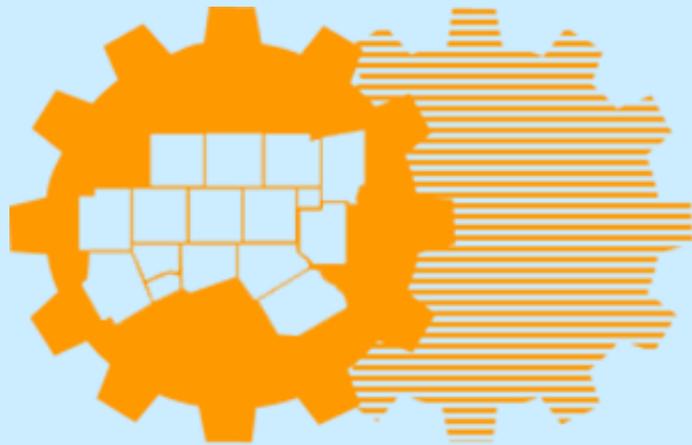
**Wastewater
And
Treatment
Education
Roundtable**

Agenda

1. Welcome and Introductions
2. Regional Training Discussion
3. Social Media Campaign Update
4. General Updates
5. Member Highlight Presentation
6. Roundtable
7. Next Meeting Date
8. Adjournment



1. Welcome and Introductions



**North Central Texas
Council of Governments**

**Wastewater
And
Treatment
Education
Roundtable**

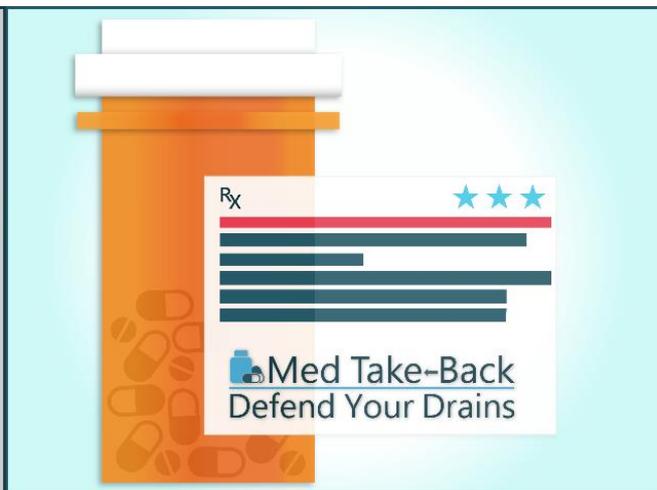
2. Regional Training – Grease Trap Training

- Seeking volunteers for a subcommittee to help coordinate the training and find an instructor
- NCTCOG is seeking input regarding:
 - Date Range,
 - Instructor,
 - Structure,
 - Cost of registration,
 - Location, and
 - Expected class size for the training

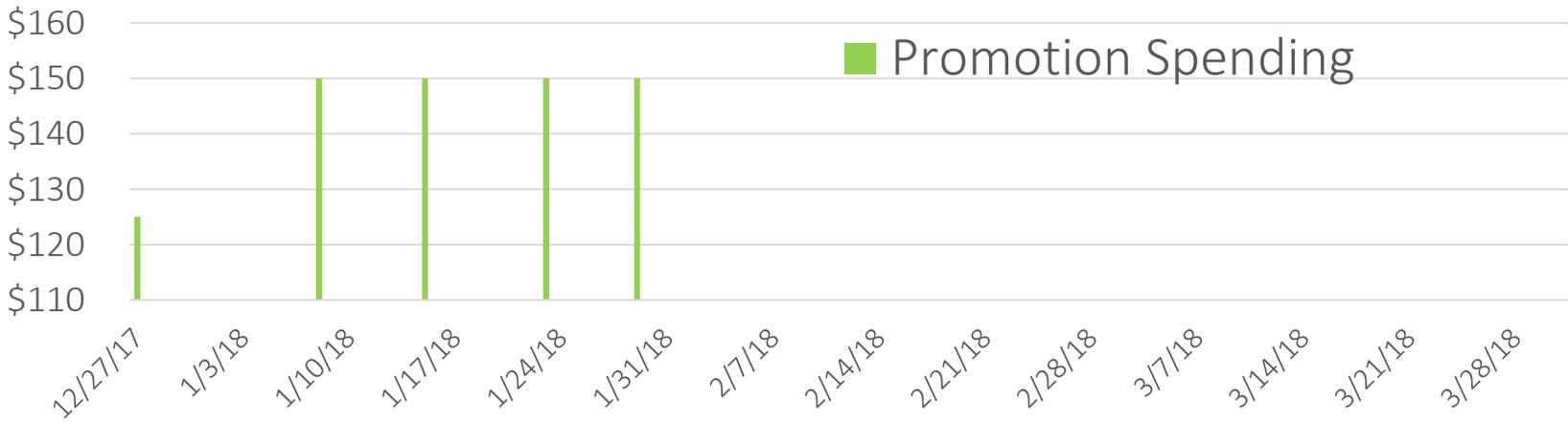
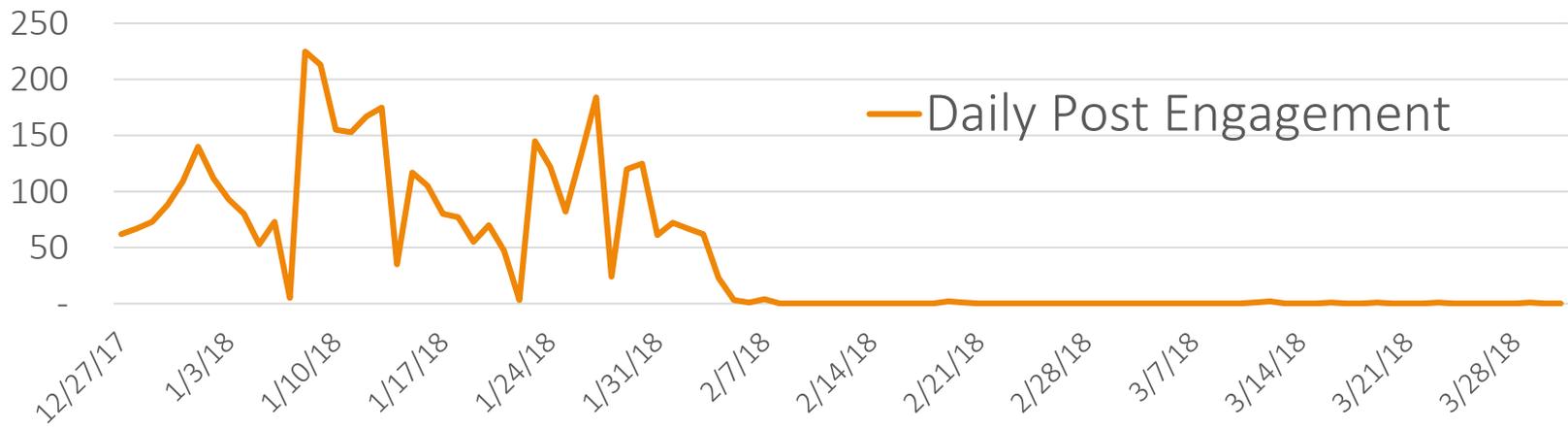
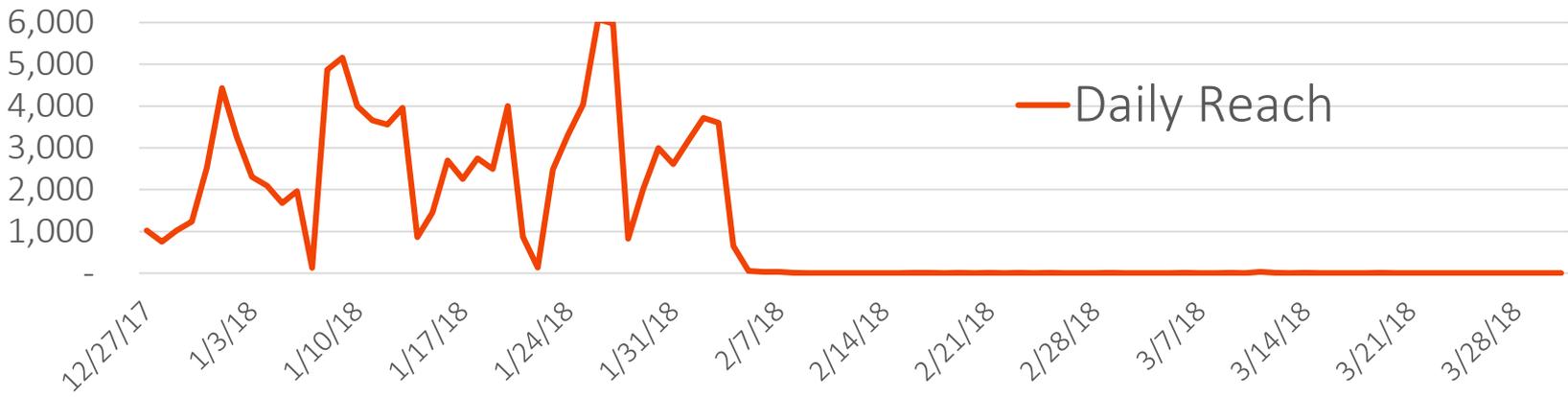
3. Social Media Campaign Update



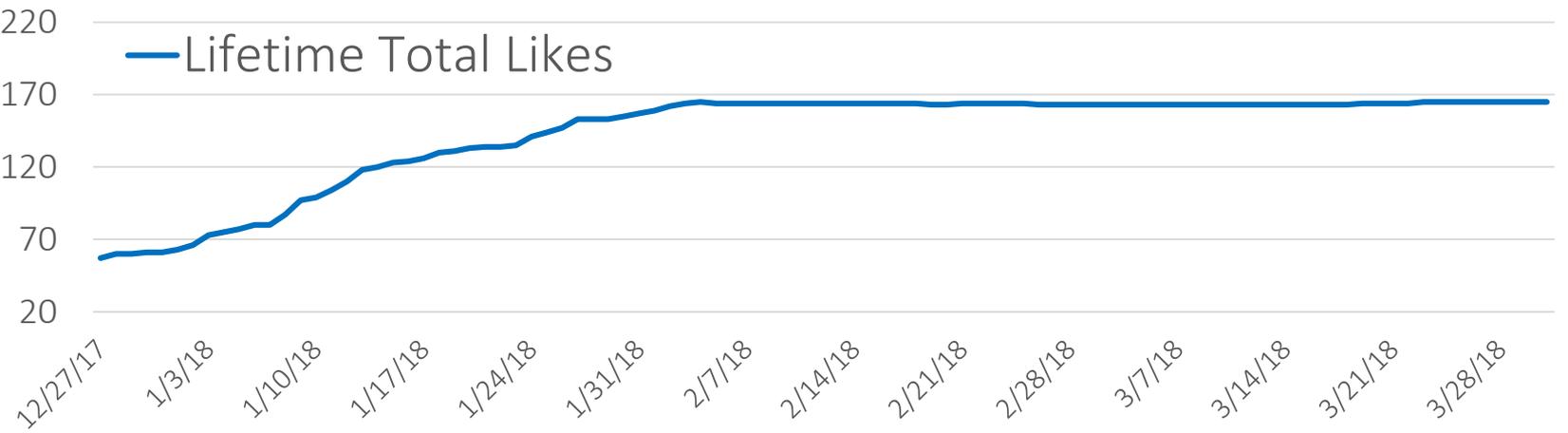
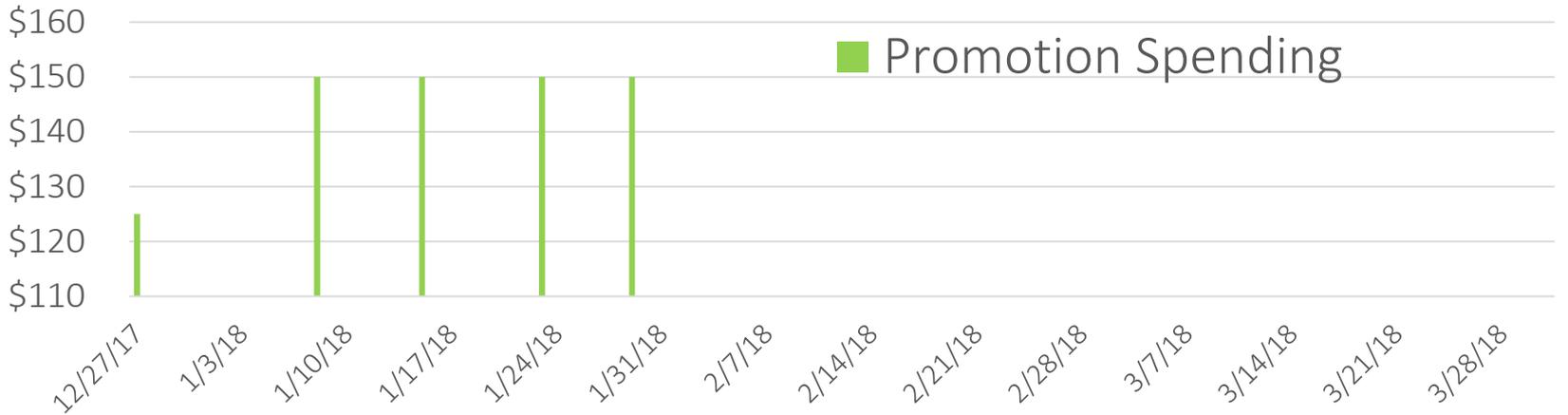
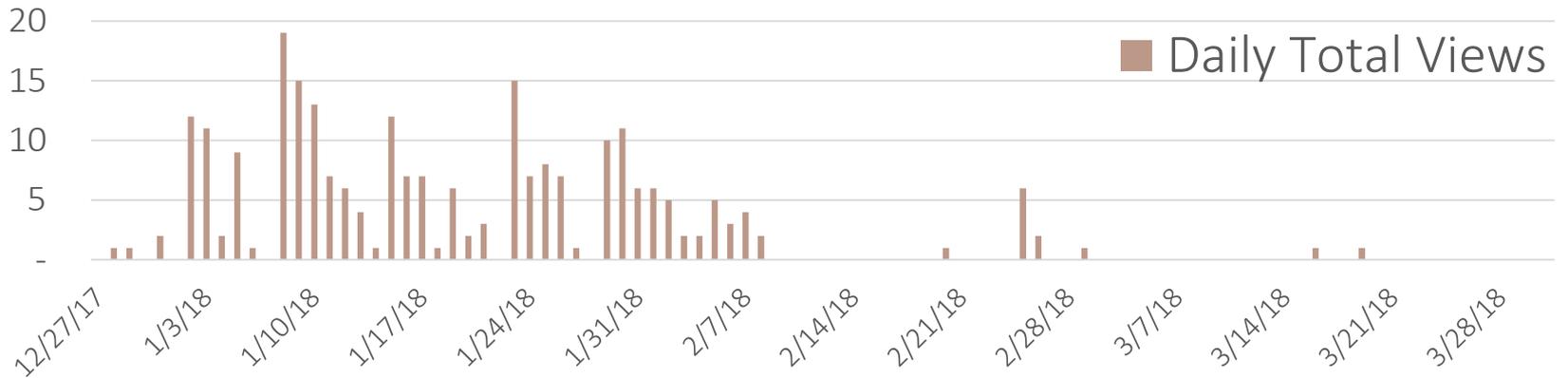
Month	Budget
April 2018	\$ 0
May 2018	TBD
June 2018	TBD
July 2018	TBD



DYD Facebook Analytics



DYD Facebook Analytics



3. Social Media Campaign Update

- Quarter III outreach will be a transition between Med Take Back and Wipes Block Everything... Any suggestions for ad content, or points we should be focusing on?
- 30-second explainer video.



New Website Design

<http://defendyourdrainsnorthtexas.com/index-new.html>



[Home](#) [Campaigns](#) [Topics](#) [Take Back Locations](#) [Media](#) [For Restaurants](#) [Events](#)

Trash It Don't Flush It.

YOUR TOILET ISN'T A TRASH CAN, DON'T TREAT IT LIKE ONE.

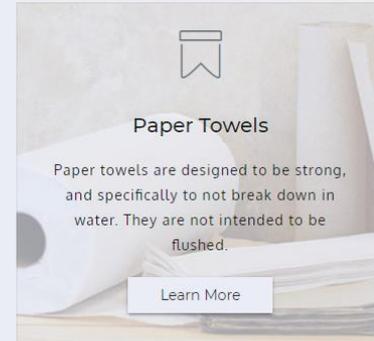
Wipes, cleaning cloths, paper towels, feminine hygiene products, and personal care items—these common household items don't break down in the sewer pipes of your home or on the way to the wastewater treatment plant. So what happens when you flush them down the toilet or drain? Since they don't break down, they can tangle and clump together. This can clog pipes and cause sewage to back up into your home or neighborhood. Even items labeled "flushable" can clog sewer pipes. Defend your drains by disposing of these products in the trash (where they belong) before they cause unpleasant and expensive problems.



Wipes

Wipes and cleaning cloths are designed to be stronger than facial tissue or toilet tissue, so they don't break down in water.

[Learn More](#)



Paper Towels

Paper towels are designed to be strong, and specifically to not break down in water. They are not intended to be flushed.

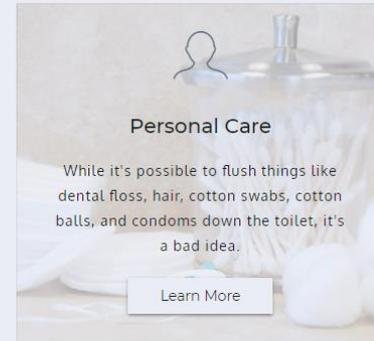
[Learn More](#)



Feminine Hygiene

Feminine hygiene products such as sanitary napkins and tampons are designed to absorb liquids instead of breaking down.

[Learn More](#)



Personal Care

While it's possible to flush things like dental floss, hair, cotton swabs, cotton balls, and condoms down the toilet, it's a bad idea.

[Learn More](#)

4. General Updates

- Outreach: Purchase a Defend Your Drains Pull-Up Banner?
- Next TMDL Wastewater Subcommittee Meeting Date:
Thursday, May 3, 2017 @
9:30 AM
Tejas Conference Room,
NCTCOG Offices



5. Presentation

Joe Gildersleeve,
City of Arlington



UT ARLINGTON/ ARLINGTON WATER 2017 COLLABORATION



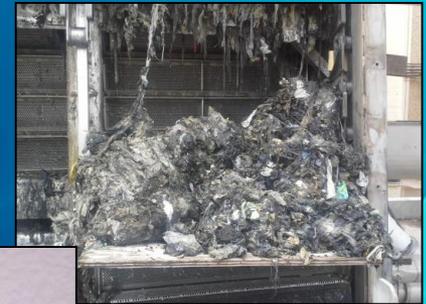
BACKGROUND

- Fall 2017 – Instructors from UT Arlington’s Advertising Campaigns class approached Arlington Water Utilities about acting as their capstone project “client.”
- After initial meeting with professor - fats, oil and grease, and non-flushables chosen as a focus.
- FOG and non-flushable messaging coincided with departmental focus on reducing SSOs.



1ST MEETING – SEPT. 13, 2017

- Arlington Water and Trinity River Authority staff presented challenges and past actions to students



UTA GOALS

- To contribute to the reduction of non-disposable items – particularly grease, cooking oil and all wipes – to reduce the cost of cleaning up Arlington’s 1,200-mile sanitary sewer system.
- Develop an integrated marketing communication campaign that will communicate to Arlington residents and businesses that they should be aware, be emotionally involved with the issue, and ultimately take action (“think,” “feel,” “do”).



2ND MEETING – STUDENT PRESENTATIONS (DEC. 11)

- Presented in City Council Briefing Room at City Hall to “clients”





Advertising Campaigns
University of Texas at Arlington
Fall 2017
Instructors: Dr. Ingram & Mr. Magnus

PRESENTATION COMPONENTS

- EXECUTIVE SUMMARY
- CAMPAIGN CHALLENGE
- SITUATION ANALYSIS
- RESEARCH SUMMARY
 - Audience segments: homeowners, apartment residents, youth, and bilingual (Spanish and Vietnamese)
- SWOT ANALYSIS
- CREATIVE PLAN
- CREATIVE EXECUTIONS
- MEDIA OVERVIEW
- MEDIA PLAN



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Research Summary

PRIMARY RESEARCH

Research Objectives

1. To help Arlington residents identify about the general effects fats, oils and grease have on city pipe blockages.
2. To educate Arlington residents about the impact their disposal habits have on the city's environment.
3. To identify the level of city pride and satisfaction with the overall City of Arlington water system.

Methodology

ADVT 4301 conducted a convenience survey of 383 respondents with 366 being the total number of usable responses.

Survey Findings

ADVT 4301 surveyed 383 Arlington residents. Of those surveyed, about 52 percent are between the ages of 18 and 24. The following are some key insights from the survey:

- 80 percent agreed to the statement, "I care about the city of Arlington."
- 23 percent use Facebook as their primary social platform.
- 21 percent would prefer to receive official information from the city on Facebook, while 25 percent on the city's official website.
- 44 percent said they think the City of Arlington handles its water system "moderately well," while 39 percent said "very well," 11 percent said "extremely well" and about 6 percent said "less than moderately well."
- 40 percent think AWU should focus on being environmentally friendly, while 35 percent prefer quality product.
- More than 90 percent of respondents agree they are willing to recycle.

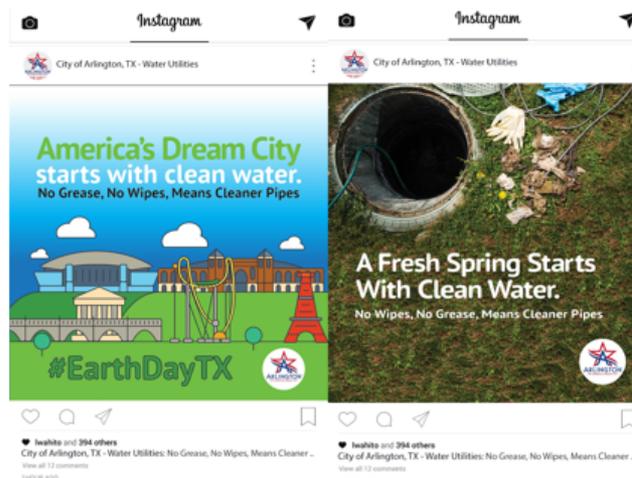
Insights and Conclusion

The agency's research team found the following responses to be key to this campaign:

- 34 percent use Facebook as their primary social platform
- 94 percent said they think the city handles its water system between "moderately well" to "extremely well."
- 80 percent agreed to the statement, "I care about the City of Arlington."

Creative Executions

Homeowners



Communication Work Plan Project: Instagram

Summary: Homeowners are generally aware of how to properly dispose of wet wipes, grease and other non-flushables. ADVT 4301's plan is to remind homeowners to follow through with what they already know and educate those who are not aware of proper disposal habits.

Problem the Communication Must Solve: The problem our communication efforts need to solve is convincing homeowners to take responsibility for their actions and to properly dispose of wet wipes, grease, and all other non-flushables. This will result in clean water for America's Dream City.

Primary Audience: Males and female homeowners, late middle ages (45-54), families with no children making higher income. They typically have higher median incomes, own homes with mortgages that are above average median home values, and they own an above average number of vehicles per household.

Desired Behavior of Primary Audience: To take responsibility and implement the proper disposal habits that they know about, in order to improve Arlington City's water.

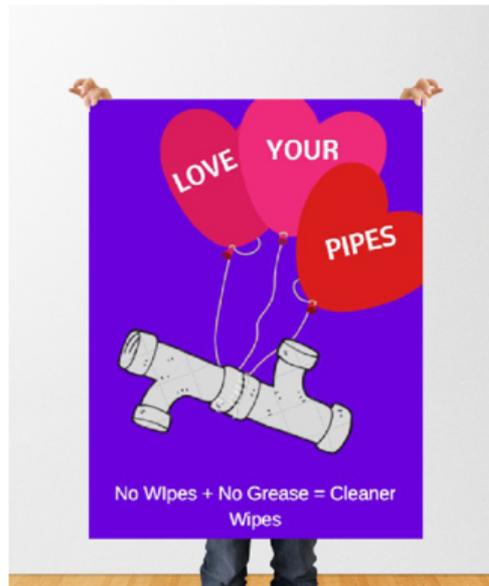
Main Message: "America's Dream City starts with clean water" and "A Fresh Spring Starts With Clean Water."

Support/Reason Why: Support is homeowners having lived in Arlington for many years typically develop interest in local sports and cook for friends and family on these occasions, including holidays. Regarding all social media efforts, research shows Americans typically spend an estimated average of 6 hours and 27 minutes online, 53 percent of their leisure time. Middle-aged males and females often use Facebook and Instagram over newer social media.

Recommended Tactics: Instagram posts will be used during Phase 1, targeting homeowners through Spring Cleaning, Rangers Opening Day, Earth Day weekend and Memorial Day weekend. Instagram will be used during Phase 2, targeting homeowners through Labor Day weekend, NFL Football season, and Halloween. Instagram will be used during Phase 3, targeting homeowners through New Year's Day.

Creative Executions

Children 4-11



Communication Work Plan

Project: Posters

Summary: Children are not educated on proper disposal of wipes, fats, oils and grease. The solution is to create flyers to inform them for visual stimulation.

Problem the Communication Must Solve: This solves the problem of cost-effective exposure to children ages 4-11. Targeted and extended exposure to children with minimal cost, providing steady visible access that can be seen and analyzed by many during times where they are more likely to be noticed and/or pointed out.

Primary Audience: Children ages 4-11

Desired Behavior of Primary Audience: That they will examine the posters, note the information contained thereon, and proceed to research the subject further, altering their habits to more productive ones with information found.

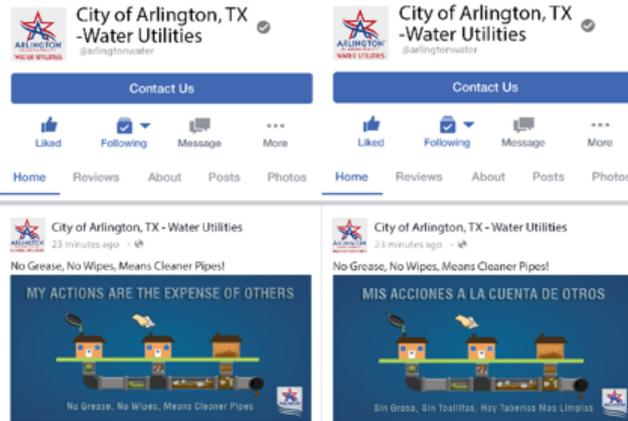
Main Message: "No Grease + No Wipes = Cleaner Pipes."

Support/Reason Why: Children ages 4-11 are stimulated by visuals, and research shows that children are willing to engage in advertising if there is a sense of purpose.

Recommended Tactics: Place three posters in each elementary school in Arlington ISD, starting the second week of January until Valentine's Day. The remaining posters will be allocated to the elementary schools in North Arlington, because research shows a higher number of blockages in that area.

Creative Executions

Spanish-speaking community



Communication Work Plan Project: Facebook

Summary: Arlington Water Utilities is looking to decrease money spent on fixing sewage overflows by decreasing the amount of non-flushables, fats, oils and greases. This post directly addresses this issue to the Hispanic residents.

Problem the Communication Must Solve: The problem the communication must solve is being able to effectively reach the spanish-speaking residents of Arlington in a cost efficient manner.

Primary Audience: Spanish-speaking residents between the ages of 25 and 40.

Desired Behavior of Primary Audience: To not only analyze their own disposal habits, but how they impact their neighbors and friends.

Main Message: “Mis acciones a la cuenta de otros” and “My actions are at the expense of others.”

Support/Reason Why: Research shows most Hispanics tend to care about the well-being of their neighborhoods. By illustrating their actions negatively impacting their neighbors, they will be motivated to change their disposal habits. Research supports that this target audience is highly active on social media and their preferred social media channel is Facebook, which is why this medium was chosen.

Recommended Tactics: A Facebook advertisement runs three times per week during March, April and May with a cap of \$50.

Creative Executions

Vietnamese households



Communication Work Plan

Project: Flyer

Summary: Sewage problems have been found in areas where the Vietnamese communities resides. The solution is to educate the audience that pouring fats, oils, grease, wipes and pharmaceuticals down the drain impacts the city of Arlington's water quality and results in expensive repairs.

Problem the Communication Must Solve: Language barrier, lack of awareness and cultural differences. Only 36 percent of the Vietnamese residents in Arlington are able to speak English fluently as well as there is their culture versus the Texan belief.

Primary Audience: Generation X females

Secondary Audience: Millennials

Desired Behavior of Primary Audience: To get them to dispose fats, oils, grease, wipes and pharmaceuticals properly. Since these are distributed around the Asian markets and restaurants, with it being in all Vietnamese, the audience is more likely to be receptive to it.

Main message: "Don't Pour Your Money Down the Drain."

Support: Based on the research, the Vietnamese community is conservative on budgetary matters so if they dispose improperly, it will result in costing them a fee on their monthly water bill.

Recommended Tactics: Asian supermarkets and restaurants will utilize these flyers within their businesses. With eye catching graphics and simple words in both Vietnamese and English, this will catch their attention. These will be printed and will be put on the windows of these businesses. For the duration of our campaign there will be a total of 569 flyers used. Phase 1 (177), Flighting (115), Phase 2 (190), Flighting (0), Phase 3 (February only 87).

Media Plan

Advertising Media Objectives

1. To allocate the \$15,000 over the course of the campaign to use toward the seven target audiences.
2. To generate more than 2 million impressions.
3. To obtain a budget breakdown for the advertising mediums mentioned in the Creative Executions section.

Advertising Media Strategies

Impressions

Overall impressions throughout the campaign can potentially reach over 2,540,385.

Budget allocation

The budget was divided between seven demographics, including homeowners (\$3,343.00), apartment residents (\$2,228.00), children 4-11 (\$2,325.00), teenagers 12-19 (\$2,386.00), the Spanish-speaking community (\$2,600.00), the Vietnamese-speaking community (\$1,634.00), and businesses (\$309.00).

Mediums

The budget was used on 12 different mediums, including Facebook, Instagram, Snapchat, newspapers, bill and mail inserts, web ads, posters, magazine ads, flyers, coloring books, stickers and prizes.

Mediums	Phase 1			Flying		Phase 2			Flying		Phase 3	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Facebook		X			X			X		X		X
Instagram		X			X			X				X
Snapchat		X			X			X				
Newspapers		X			X			X				X
Web Ad												
Inserts												
Magazine Ads		X						X				
Posters		X						X				X
Stickers		X						X				X
Flyers		X						X				
Coloring Books								X				
Prizes		X										

PREVIOUS OUTREACH MATERIALS

You Can Reduce Sewer Clogs and Overflows! Make Sure to Properly Dispose of Fats, Cooking Oils & Grease

Build up of fats, oils & grease including: sandwich spreads, salad dressing, meat fat and similar items will eventually cause sewer lines to clog. These blockages can cause the sewer to overflow into your neighborhood, streets, streams and even your home.

DO NOT!

Allow fats, cooking oils and grease to go down the sink or disposal. Allow them to cool, then pour into a container, secure with a lid and put in the trash.



DO!

*Soak up remaining oils and grease with absorbent material (paper towel) and throw in the trash.
* Use sink strainers to catch food items and empty in the trash.
* Scrape leftover food in the trash.

Residents: Dispose of used cooking oil and Household Hazardous Waste for free at the Environmental Collection Center at 6400 Bridge St, Fort Worth, TX or bring them to a monthly HHW collection event in Arlington.

For additional information
Please contact:
City of Arlington
Water Resource Services
817-459-5902



Reduce Sewer Clogs and Overflows

Properly dispose of Fats, Cooking Oils, Grease

Build-up of fats, oils and grease, including cooking oils, sandwich spreads, salad dressing, meat fat and similar products, will eventually cause sewer lines to clog. These blockages can cause the sewer to overflow into your neighborhood, streets, streams, and even your home. Follow these steps to prevent blockages:

DO NOT allow fats, cooking oils and grease to go down the sink or disposal. Allow them to cool, then pour into a container, secure with lid and place in the trash.

DO soak up remaining oils and grease with an absorbent material such as paper towels and throw into your trash before washing dishes.



DO use sink strainers to catch food items and empty the strainer in the trash.

DO scrape leftover food into the trash.

For additional information,
please contact the City of
Arlington, Water Resource
Services, 817-459-5902.



Residents: dispose of used cooking oil and Household Hazardous Waste for free at the Environmental Collection Center at 6400 Bridge St, Fort Worth, TX or bring them to a monthly HHW collection event in Arlington. Visit www.arlington-tx.gov/recycle for more information.

Defend your Drains

Many items can cause backups and clogs, and can be harmful to the environment and water supply. These items should not be rinsed down the kitchen sink or bathtub, nor should they be flushed down the toilet. Use proper disposal methods to avoid harming your home's plumbing system, the region's water treatment systems, your water quality, and the environment.

Do not flush:

- Wipes of any type
- Paper towels
- Pharmaceuticals
- Diapers
- Flushable cleaning cloths
- Toilet bowl scrub pads
- Swiffer products
- Napkins
- Feminine products, condoms, or any non-organic material
- Wash cloths, towels, rags, underwear
- Bandages, cotton swabs, or dental floss



The toilet is not a trash can, and many items don't break down and clog pipes, tangle pumps, and cause messy sewer backups into streets, businesses, and homes.

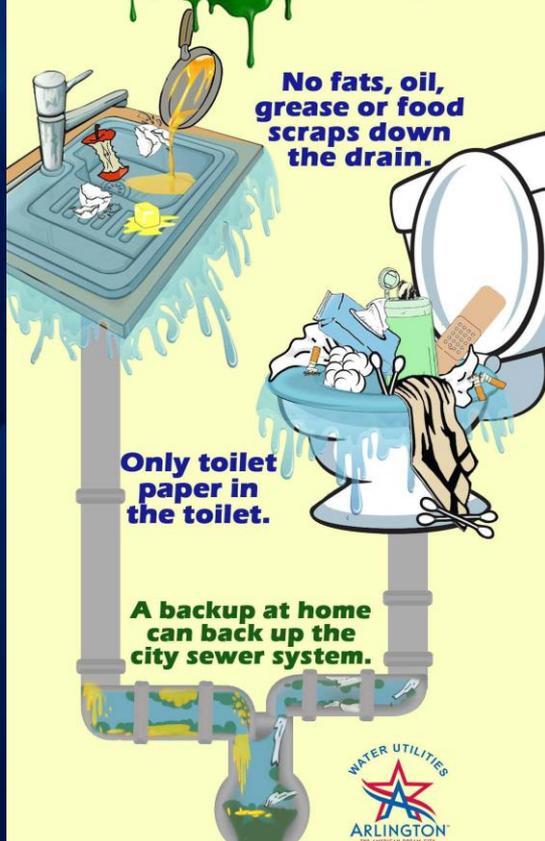


Protect the quality of our water – throw these items in the trash or drop at designated collection sites:

- Fats, Oils, and Grease
- Cleaning products
- Paint, insecticides, fertilizer
- Pharmaceuticals

For more information, please visit
www.arlingtontx.gov/water
and www.defendyourdrainsnorthtexas.com

You can stop sewer clogs.



www.defendyourdrains.com

www.savearlingtonwater.com

NEW DESIGN

- Stemmed from UTA class ideas
- More pictures
- Less words
- Insert size
- Website addresses for more information
- English-only version used in March 2018 billing inserts

Usted puede prevenir obstrucciones en las alcantarillas.



www.defendyourdrains.com

www.savearlingtonwater.com





QUESTIONS?

Roundtable & Next Meeting Date

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

8. **Next meeting date:** Wednesday, July 25, 2018 at 10 a.m.
Metroplex Conference Room

9. **Adjournment**

Contact

Cassidy Campbell

Senior Environment and Development Planner

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(817) 608 - 2368



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