

WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE (WATER)

WEDNESDAY, JANUARY 10, 2018



**Wastewater
And
Treatment
Education
Roundtable**

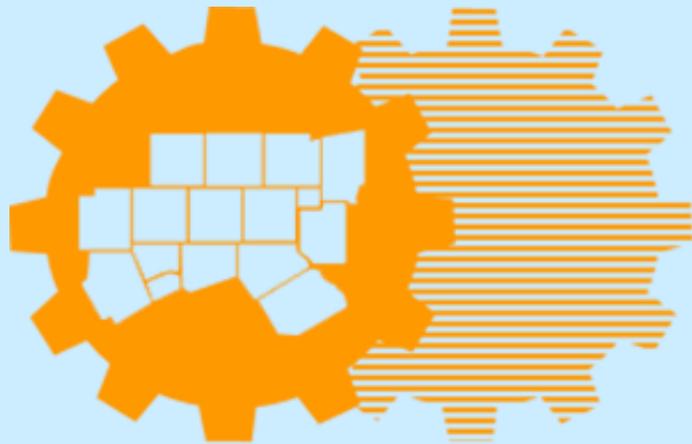
Agenda

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



**Wastewater
And
Treatment
Education
Roundtable**

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



Participant	Amount (gallons)
Cedar Hill	275
Denton	?
Duncanville	?
Garland	339
Lewisville	130
Mansfield	301.75
McKinney	?
North Richland Hills	305
NTMWD	37
Red Oak	?
Richardson	100
Total	1487.75

Organization	Gallons Collected			
	2014	2015	2016	2017
Addison	20	40	30	---
Arlington	100	70	250	---
Bedford	---	30	---	---
Carrollton	---	---	60	---
Cedar Hill	---	---	---	275
Coppell	95	250	250	---
Dallas Water Utilities	241	1020	2009	---
Denton	---	---	---	?
Duncanville	---	150	200	?
Fort Worth	315	1033	1180	---
Garland	13	29	78	339
Lewisville & UTRWD	---	---	47	130
Mansfield	200	84	238	301.75
McKinney	---	67	581	?
North Richland Hills	---	---	388	305
NTMWD	---	---	---	37
Red Oak	---	---	100	?
Richardson	---	---	40	100
Total	984	2773	5373	1487.75

Entity	Gallons Collected			
	2014	2015	2016	2017
Addison	20	40	30	---
Arlington	100	70	250	---
Bedford	---	30	---	---
Carrollton	---	---	60	---
Cedar Hill	---	---	---	275
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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*

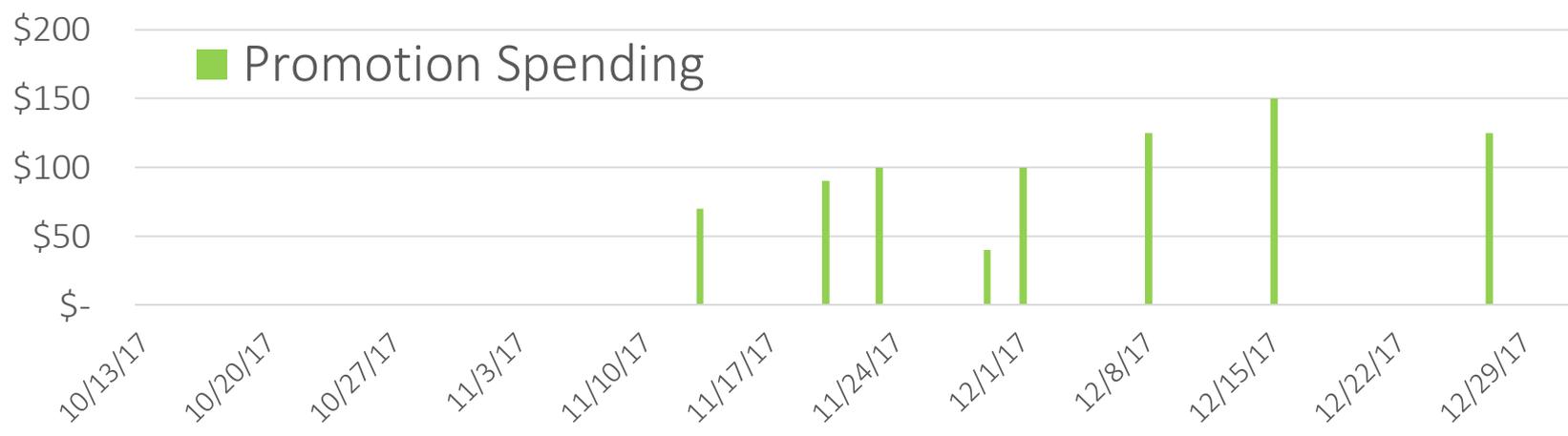
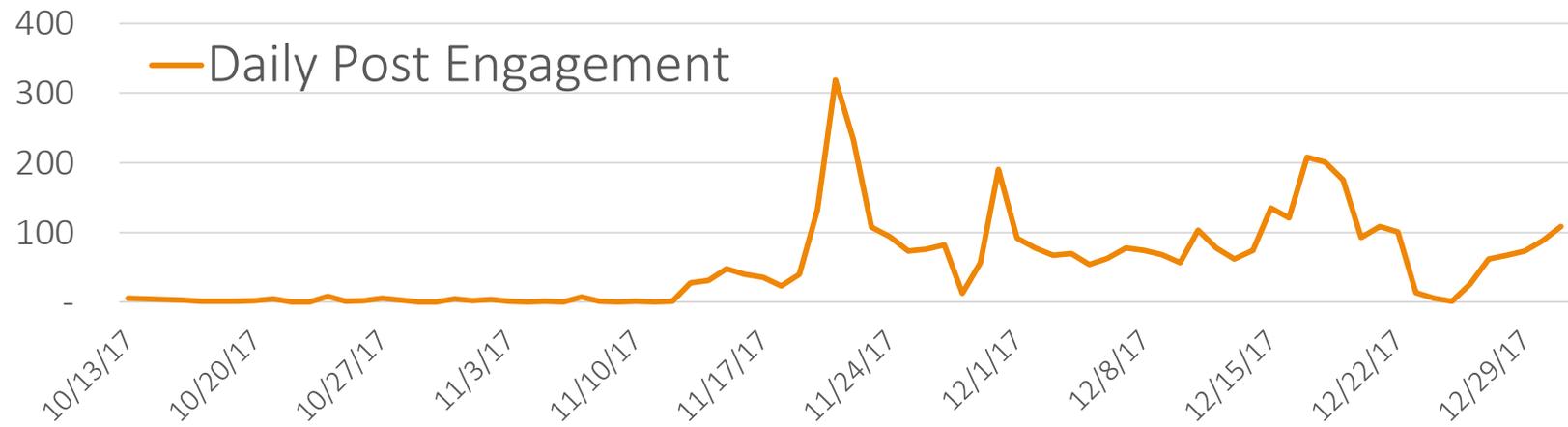
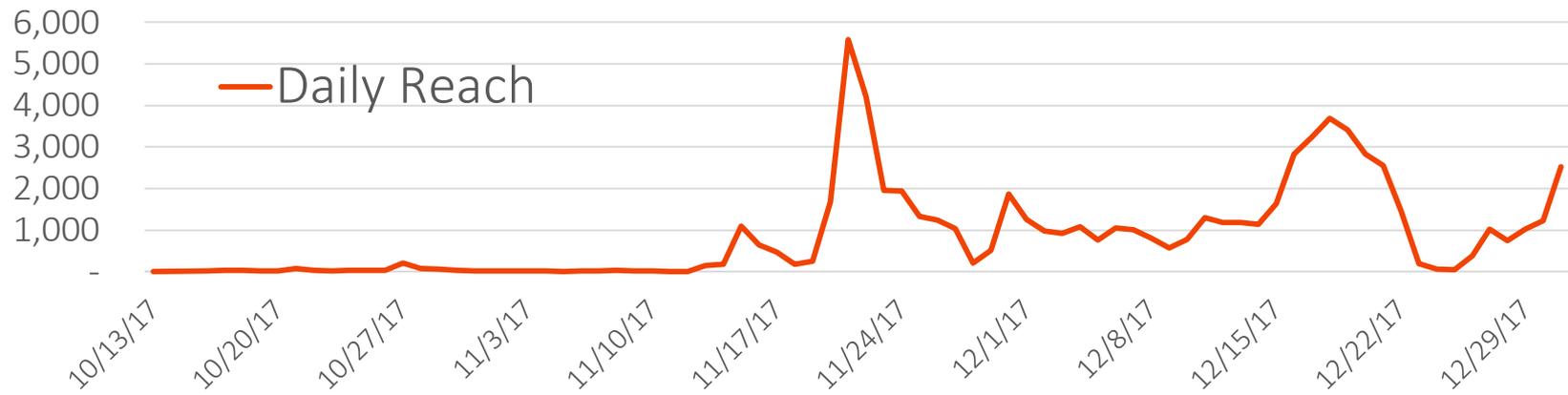
4. Social Media Campaign Update



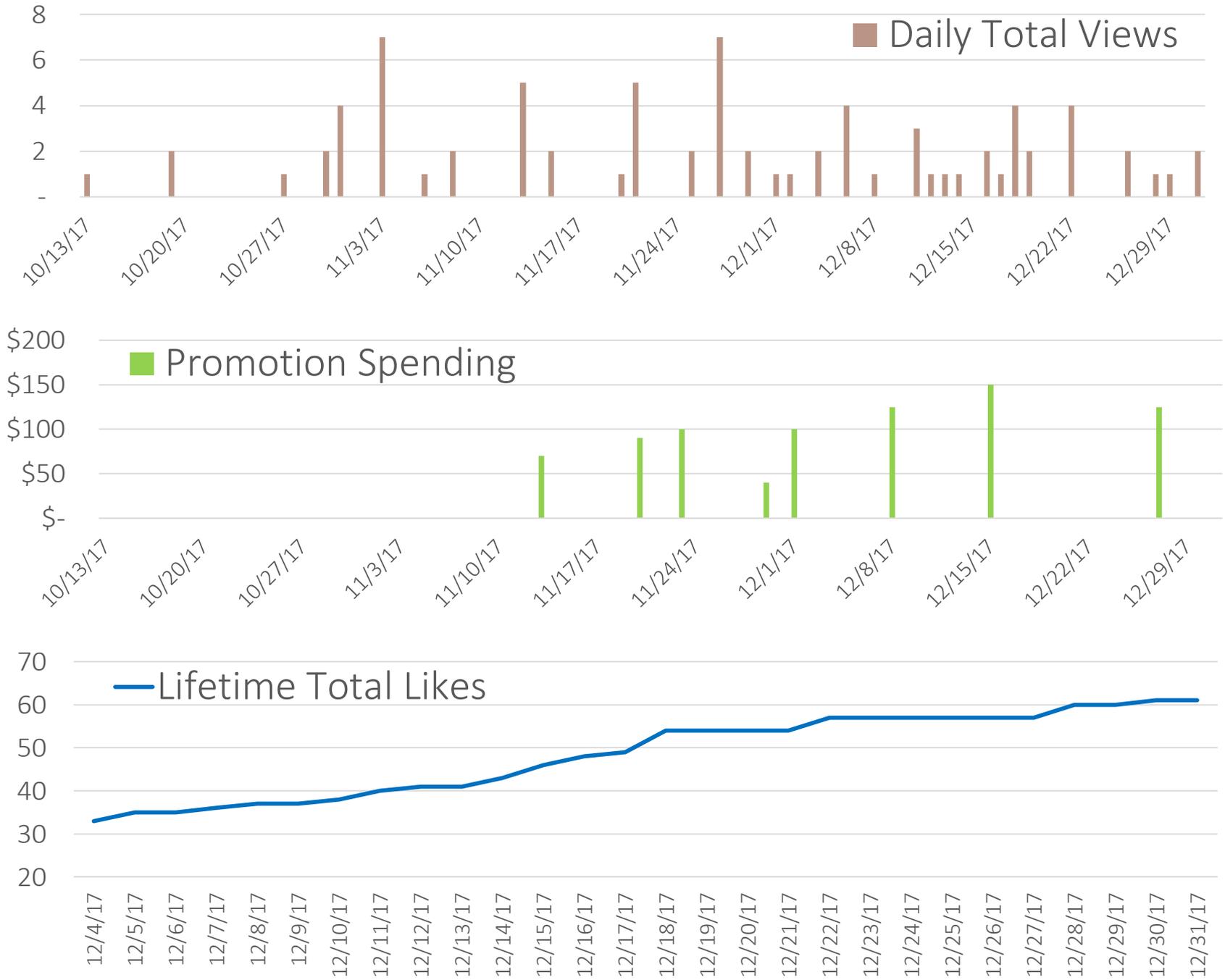
Month	Budget
November 2017	\$300
December 2017	\$500
January 2018	\$600
February 2018	\$250



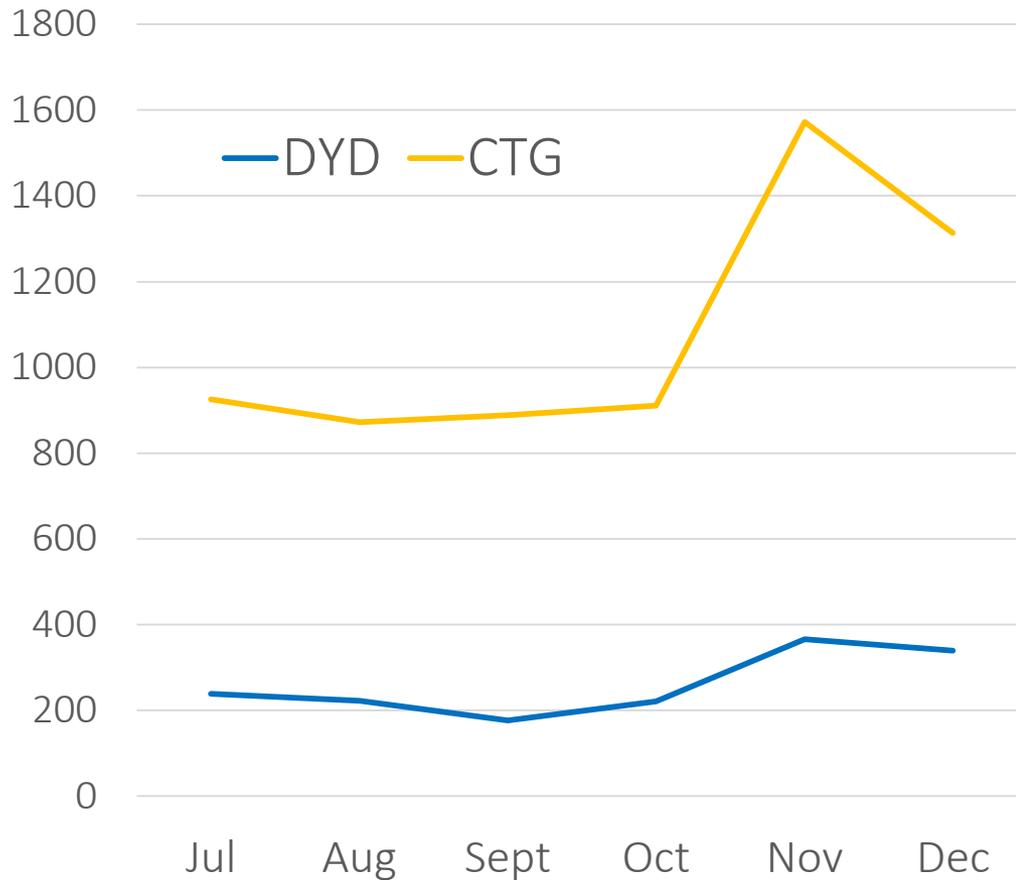
DYD Facebook Analytics



DYD Facebook Analytics



Website Page Views



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

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>

Ask the Experts: FAQ

General Information

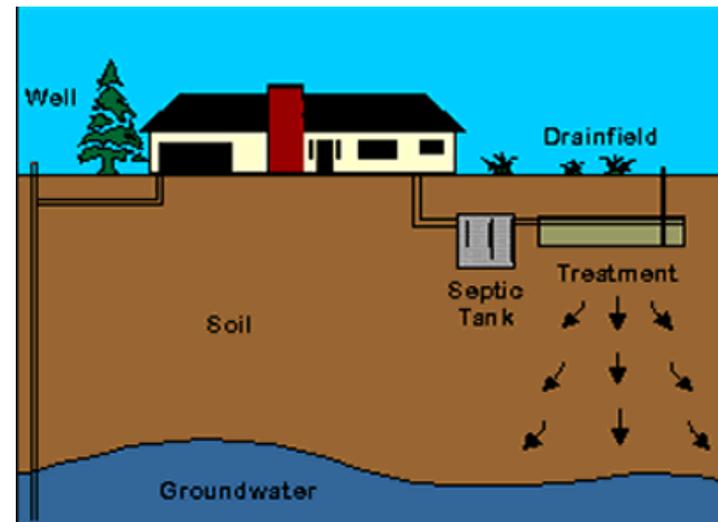
Diagram Gallery

Do's and Don'ts

Regulations

Resources

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](#)



Septic Systems

[Septic Systems Home](#)

[Learn About Septic Systems](#)

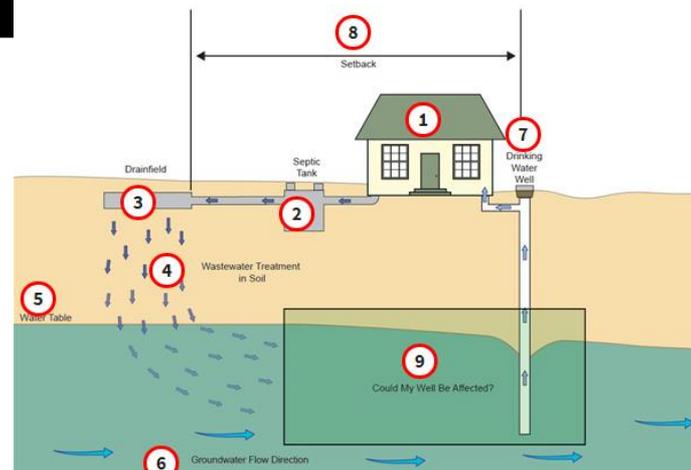
[SepticSmart Homeowners](#)

[Technical Resources about Septic Systems](#)

[Decentralized System Partners](#)

[Programs Related to Septic Systems](#)

Septic Systems and Drinking Water



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



DISPOSE RESPONSIBLY

Even wipes
labeled
"Flushable"
can still
clog pipes!

DEFEND
★ ★ ★ YOUR ★ ★ ★
DRAINS

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

**WIPES BLOCK
EVERYTHING**

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



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



NTMWD Provides Water, Wastewater, and Solid Waste Services

2017 NTMWD Wastewater System

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

Table 3-9: Regional Wastewater System Members

Member Cities		
Allen	McKinney	Prosper
Forney	Mesquite	Richardson
Frisco	Plano	Rockwall
Heath	Princeton	Seagoville

Table 3-10: Regional Wastewater System Customers

Customer Cities		
Anna	Fairview	Lucas
Melissa	Parker	

Table 3-11: Sewer System Participants

Participant Entities		
Farmersville	Lavon	Royse City
Fate	Murphy	Seis Lagos Utility District
Frisco	Rockwall	Wylie



Defend Your Drains - NTMWD 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**





DYD Merchandise – NTMWD Public Awareness

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



WATER4OTTER.ORG

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**





DYD Workgroup Kick-off Meeting Focus Categories

WHAT IS SOAR?

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

- **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**



DYD Workgroup Kick-off Meeting Results

SOAR

S

1. **Open Communications and Sharing of Success Stories**
2. **Shared Resources**
3. **Consistent Messaging**

A

1. **Protect the Environment – Reduce SSOs**
2. **Stakeholder Buy-in – Demonstrate the Value**
3. **Inspire Behavior Change**

O

1. **Creating a Common Goal with Clear Unified Multimedia Messaging**
2. **Sharing Assets**
3. **More Drop Sites for Oil and Medicines Across District Area**

R

1. **Reduction in SSOs**
2. **Reduce Hot Spot Cleaning / Occurrences**
3. **Reduce O&M Costs**



Defend Your Drains Workgroup Discussions

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

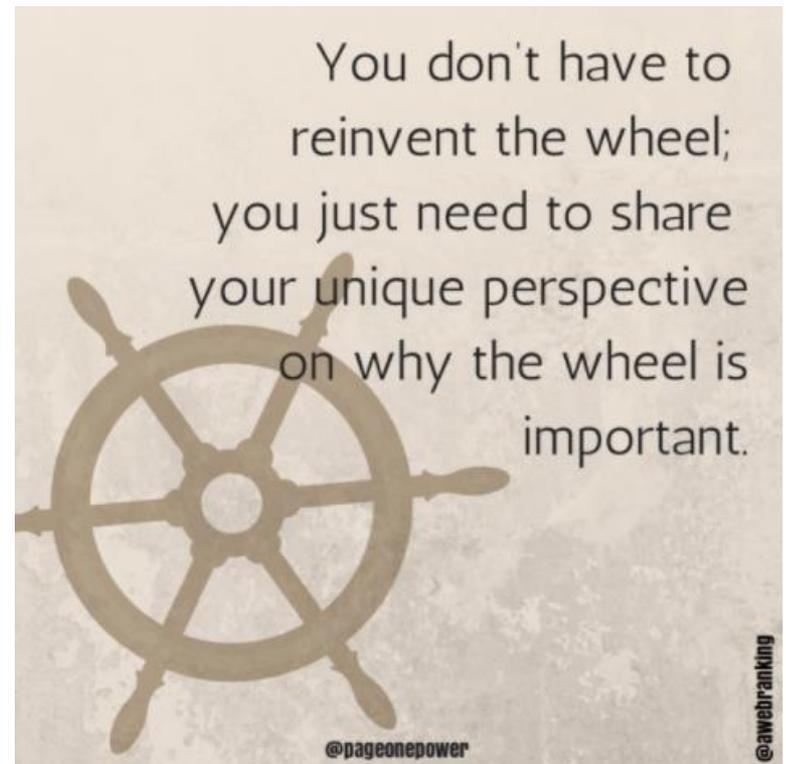


Image source: advancedwebranking.com

Image credit: [@pageonepower](https://twitter.com/pageonepower)



2017 - NTMWD Defend Your Drains

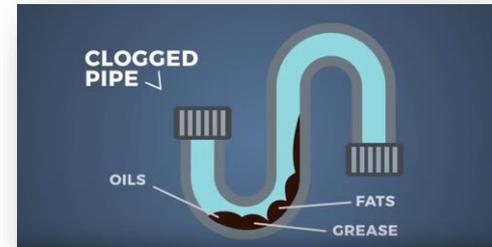
- **City of Richardson DYD joint video**
- **Holiday grease roundup (Nov. 27 – Jan. 8)**
 - **NTMWD Environmental Services Bldg.**
 - **NTMWD and City collection efforts promoted through:**
 - **e-newsletter channels**
 - **social media**
 - **press release – focusing on FOG**
- **Reposting and retweeting 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>

Cease the Grease Roundup (All Cities)

November 27, 2017 @ 8:00 am - January 8, 2018 @ 5:00 pm

2017 Holiday Grease Roundup
Recopilación de Grasa de Festividades 2017

Don't pour your Thanksgiving grease down the drain. Recycle it for free instead!
No vierta la grasa de Acción de Gracias en el drenaje ni en el alcantarillado. ¡Recicla tu grasa gratis!

Cease the GREASE

Nov. 27 - Jan. 8 / nov. 27 - ene. 8

Don't pour your Thanksgiving grease down the drain! Grease clogs your pipes and can even cause sewer backups. Protect your home, city, and environment by recycling it during this regional collection event!

¡No tire la grasa del Día de Acción de Gracias por el desagüe! La grasa de cocina obstruye sus tuberías e incluso causa desbordamientos de alcantarillado. ¡Proteja su hogar, ciudad, y medio ambiente al reciclar la grasa durante este evento de recolección regional!



NTMWD Facility for Recycling
Instalaciones de la Ciudad para reciclaje

Environmental Services Building
201 E. Brown Street
(North Side Of Building - Look for
Collection Center)

Collection Hours / Horario de Recolección
Monday - Friday 8:30 AM - 3:30 PM
Saturday 8:00 AM - 2:00 PM

This collection is for cooking oil and grease only. Motor oil and other automotive fluids are not accepted.
See the other side for instructions on how to transport your cooking oil and grease.
Este sólo es para aceite de cocina y grasa de cocina. No se aceptan aceites de motor u otros fluidos automotrices.
Consulte el otro lado de este volante para obtener instrucciones sobre cómo transportar su aceite de cocina y grasa.



www.ceasethegreasebntx.com
#HolidayGreaseRoundup

What Happens to the Grease?
¿Qué ocurre con la grasa?

We will use the collected cooking oil and grease to create biodiesel or turn it into biogas for energy production.
Usaremos el aceite de cocina recogido y la grasa para crear biodiesel o convertirla en biogás para la producción de energía.





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

The screenshot shows a news article from North Texas e-News. The article title is "Defend Your Drains: Do not pour grease, fats, and cooking oils down your drain" by North Texas Municipal Water District, dated Dec 24, 2017. The article discusses the importance of proper disposal of kitchen waste to prevent sewer pipe blockages and overflows. It includes a "DEFEND YOUR DRAINS" graphic and a photo of fried food in a pan. The article also mentions a recycling center for grease and oil set up by NTMWD.

North Texas e-News

Search Article
keyword(s)
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DEFEND YOUR DRAINS

Local News
Defend Your Drains: Do not pour grease, fats, and cooking oils down your drain
By North Texas Municipal Water District
Dec 24, 2017

Properly disposing kitchen waste helps reduce sewer pipe blockages and overflows

Wylie, Texas -- As people prepare meals and snacks for holiday gatherings, some pour fats, cooking oils, and grease down the drain of their kitchen sink. These fats, cooking oils, greases, and food wastes can result in clogged sewer pipes in your home or apartment and in city sewer pipes.

Clogged pipes can result in a sanitary sewer overflow (SSO) when raw sewage backs up inside your home or apartment, causing potentially costly plumbing repairs. An SSO in public sewer lines can also spill raw sewage and introduce harmful bacteria into our water resources, parks, playgrounds, and streets requiring expensive repairs and environmental remediation.

"A common mistake people make while cleaning dishes is washing leftover fat, cooking oil, grease and leftover food scraps down the drain and simply turning on the garbage disposal," said Denise Hickey, NTMWD Water Resource Program and Public Education Manager. "We should scrape leftover food scraps into the garbage and use a paper towel to wipe off the grease and oils, before putting the dishes in the sink. Collect the cooking oil and grease, like bacon fat, in a sealable container such as a coffee can or large glass jar," Hickey added.

Sealed containers of used cooking oil, grease and fat can be placed in your freezer until full then thrown away or brought to a recycling center where it can be turned into biofuel.

As part of the Defend Your Drains program, NTMWD has set-up a recycling center on the north side of the district's Environmental Services building located at 201 East Brown Street, Wylie, Texas. Sealed containers will be accepted anytime through Jan. 8, 2018.

You can find other holiday grease and oil recycling centers by visiting [www.DefendYourDrainsNorthTexas.com](#).

About NTMWD

The North Texas Municipal Water District is a regional wholesale provider of water, wastewater and solid waste disposal services for approximately 1.6 million residents in the north Texas counties of Collin, Dallas, Denton, Fannin, Grayson, Hopkins, Hunt, Kaufman, Rains, and Rockwall -- a service territory covering 2,200 square miles. For more information, visit [NTMWD.com](#).

NTMWD Public Education Contacts

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NTMWD Public Relations Contacts

Janet Rummel	Public Relations and Communications Officer	jrummel@ntmwd.com
Amber Freeland	Public Relations Coordinator	afreeland@ntmwd.com
Joy Layer	Public Relations Assistant	jlayer@ntmwd.com

NTMWD Staff Contacts - DYD Workgroup

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Mike Helms	Training and Development Supervisor	mhelms@ntmwd.com
Brooke Noack	Environmental Program Manager	bnoack@ntmwd.com
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

Kate Powers

Environment and Development Planner

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(817) 695 - 9213



**Wastewater
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