

WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE (WATER)

TUESDAY, FEBRUARY 12, 2019



**Wastewater
And
Treatment
Education
Roundtable**

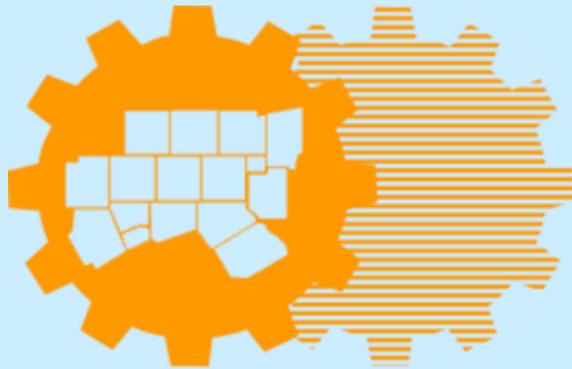
Agenda

1. Welcome and Introductions
2. Meeting Summary
3. 2018 Holiday Grease Roundup Initial Results
4. Regional Training Discussion
5. Promotional Activities Update and Prioritization
6. FY2019 Work Program Discussion
7. FY2020 Work Program Notice
8. Member Highlight Presentation
9. General Updates
10. Roundtable
11. Next Meeting Date
12. Adjournment



**Wastewater
And
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Education
Roundtable**

1. Welcome and Introductions



**North Central Texas
Council of Governments**



2. Meeting Summary

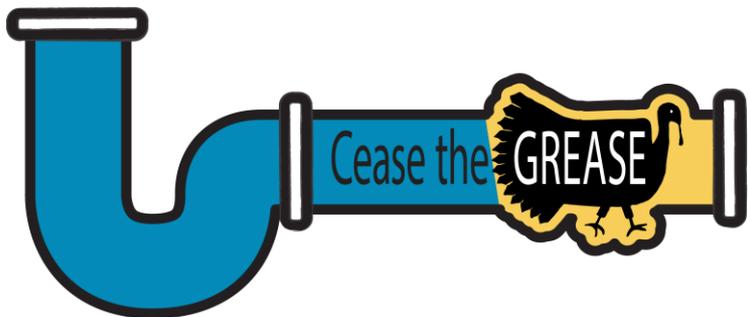
3. 2018 Holiday Grease Roundup

Date range:

November 26, 2018 –
January 7, 2019

Total Collected: (in gallons)

3,580.05



Participant	Amount (gallons)
Arlington	196.00
Cedar Hill	97.22
Colleyville	150.00
Dallas	1,336.00
Denton	320.83
Duncanville	157.00
Garland	244.00
Lewisville	105.00
Mansfield	301.00
McKinney	147.00
North Richland Hills	288.00
NTMWD	113.00
Richardson	125.00
Watauga	?

Participant	Gallons Collected		
	2016	2017	2018
Arlington	250	-	196
Cedar Hill	-	275	97
Colleyville	-	-	150
Dallas Water Utilities	2,009	2,084	1,336
Denton	-	-	321
Duncanville	200	-	157
Garland	78	339	244
Grand Prairie	225	210	-
Lewisville	47	130	105
Mansfield	238	302	301
McKinney	242	218	147
North Richland Hills	388	305	288
NTMWD	-	37	113
Richardson	40	100	125
Watauga	-	-	?
Total	5,034*	4,000	3,581

**included gallons collected
by entities not listed*

4. Regional Training Discussion

- **Grease Interceptor Inspector Training:**
- Neal Klimek, Knowgrease Services
 - Classroom plus site visit:
 - 3-year cost: approx. \$18,000
 - 5-year cost: approx. \$30,300
 - Classroom only:
 - Instructor would teach two back-to-back classroom sessions, participating entities would perform site visits
 - 3-year cost: approx. \$25,500
 - 5-year cost: approx. \$43,000
- Cost of trainings would be covered by registration fees and from the WATER Work Program budget

5. Promotional Activities Update

WIPES
BLOCK

Ignore the Hype
Don't Flush the Wipe!

EVERYTHING

Follow the 3 P's
Pee, Poo and (toilet) Paper

What is a "Fatberg?"
"Fatbergs" are a combination of wet wipes, grease and dirt in pipes. They are one of the leading causes of clogs in community and city pipelines. This leads to very expensive repairs for both you and the city.

The "Break Down" of the Wipe
Wet wipes are made up of plastic fibers that do not break apart once flushed.

It's A TOILET

NOT A Trash Can

DEFEND YOUR DRAINS

City Logo Here

For more information visit,
www.DefendYourDrainsNorthTexas.com

Front

WIPES

BLOCK

EVERYTHING

Wipes are designed to be strong and not break down once wet. Because of this, they don't degrade in the pipes like toilet paper does. These wipes can cause major blockages in your own pipes at home, or further down the line at a wastewater treatment plant. This includes baby wipes, bathroom wipes, facial or cosmetic wipes, personal hygiene wipes, disinfecting wipes, floor cleaning or dusting wipes, and toilet bowl scrub pads.

Even products labeled "flushable" can clog sewer lines.

For more information visit,
www.DefendYourDrainsNorthTexas.com

Back

**Ignore the Hype
Don't Flush the Wipe!**

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DEFEND YOUR DRAINS

City Logo Here

www.DefendYourDrainsNorthTexas.com

5. Promotional Activities Update



Website analytics from Defend Your Drains North Texas

Dark blue line is November – current, dotted line is 3 months prior (July – October)

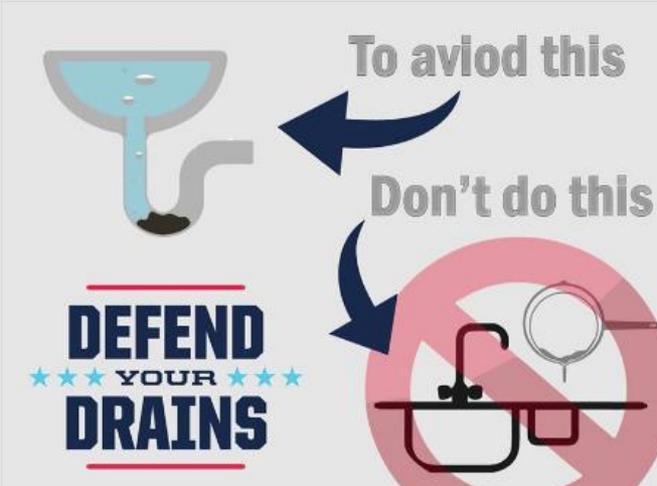
5. Promotional Activities Update

Facebook



DEFEND YOUR DRAINS Defend Your Drains North Texas
Published by Renée Pearl (?) · November 19, 2018 · 🌐

Always remember to wipe your leftover grease and oil out of its pan with a paper towel before washing!
Go to www.DefendYourDrainsNorthTexas.com for more information on how to protect your pipes.
#CeaseTheGrease #DefendYourDrains



To avoid this
Don't do this

DEFEND YOUR DRAINS

Defend Your Drains North Texas
Community Send Message

201 People Reached 23 Engagements Boost Post

👤 André Garcés, Allison Patricia and 3 others 3 Shares

👍 Like 💬 Comment ➦ Share ⌵

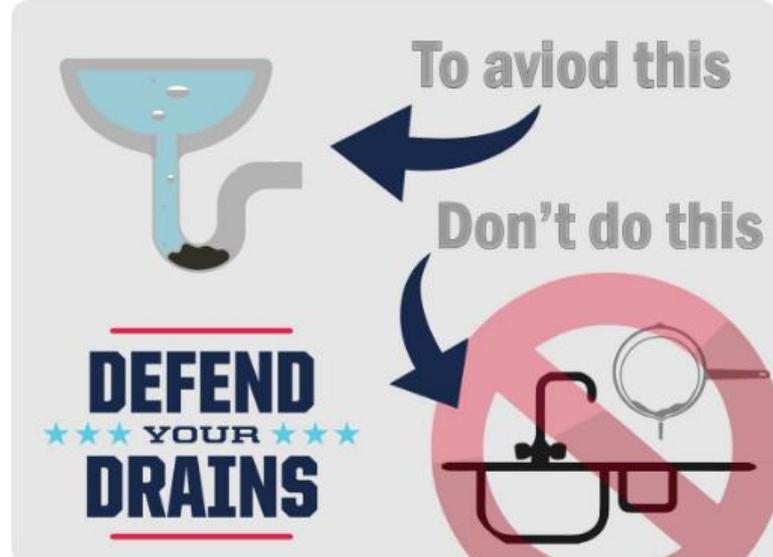
DEFEND YOUR DRAINS Write a comment... 📷 📸 📺 🗣️

Twitter



DEFEND YOUR DRAINS **DefendDrainsNTX** @DefendDrainsNTX · 19 Nov 2018

Always remember to wipe your leftover grease and oil out of its pan with a paper towel before washing!
Go to DefendYourDrainsNorthTexas.com for more information on how to protect your pipes.
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To avoid this
Don't do this

DEFEND YOUR DRAINS

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5. Promotional Activities Update

Facebook

DEFEND YOUR DRAINS Defend Your Drains North Texas
Published by Hootsuite [?] · January 18 at 10:10 AM · 🌐

Make sure you are defending your drains properly this year! Learn more @ [http://www.DefendYourDrainsNorthTexas.com!](http://www.DefendYourDrainsNorthTexas.com)
#DefendYourDrains



640 People Reached 26 Engagements [Boost Post](#)

Kevin Gilbert 4 Shares

Like Comment Share

Write a comment...

DEFEND YOUR DRAINS Defend Your Drains North Texas
Published by Hootsuite [?] · January 18 at 10:10 AM · 🌐

Are you careful enough to make sure no cooking oil or grease is going down your drain? Click the link to find out why it's important
[http://www.DefendYourDrainsNorthTexas.com.](http://www.DefendYourDrainsNorthTexas.com)
#DefendYourDrains



23 People Reached 3 Engagements [Boost Post](#)

Twitter

DEFEND YOUR DRAINS DefendDrainsNTX @DefendDrainsNTX · Jan 18

Make sure you are defending your drains properly this year! Learn more @ [DefendYourDrainsNorthTexas.com!](http://www.DefendYourDrainsNorthTexas.com)
#DefendYourDrains



1 3

DEFEND YOUR DRAINS DefendDrainsNTX @DefendDrainsNTX · Jan 16

Are you careful enough to make sure no cooking oil or grease is going down your drain? Click the link to find out why it's important
[DefendYourDrainsNorthTexas.com.](http://www.DefendYourDrainsNorthTexas.com)
#DefendYourDrains



3 4

5. Promotional Activities Update



DefendDrainsNTX @DefendDrainsNTX · Jan 21

We know it's tempting to follow the trend and flush those "flushable wipes" down the drain... But don't! Wet wipes are made to withstand water for a long time, which won't allow them to degrade in your pipes! Learn more @ [ow.ly/1Rd250kcmGX!](https://ow.ly/1Rd250kcmGX) #DefendYourDrains #WipesClogPipes



5 5



DefendDrainsNTX @DefendDrainsNTX · Jan 28

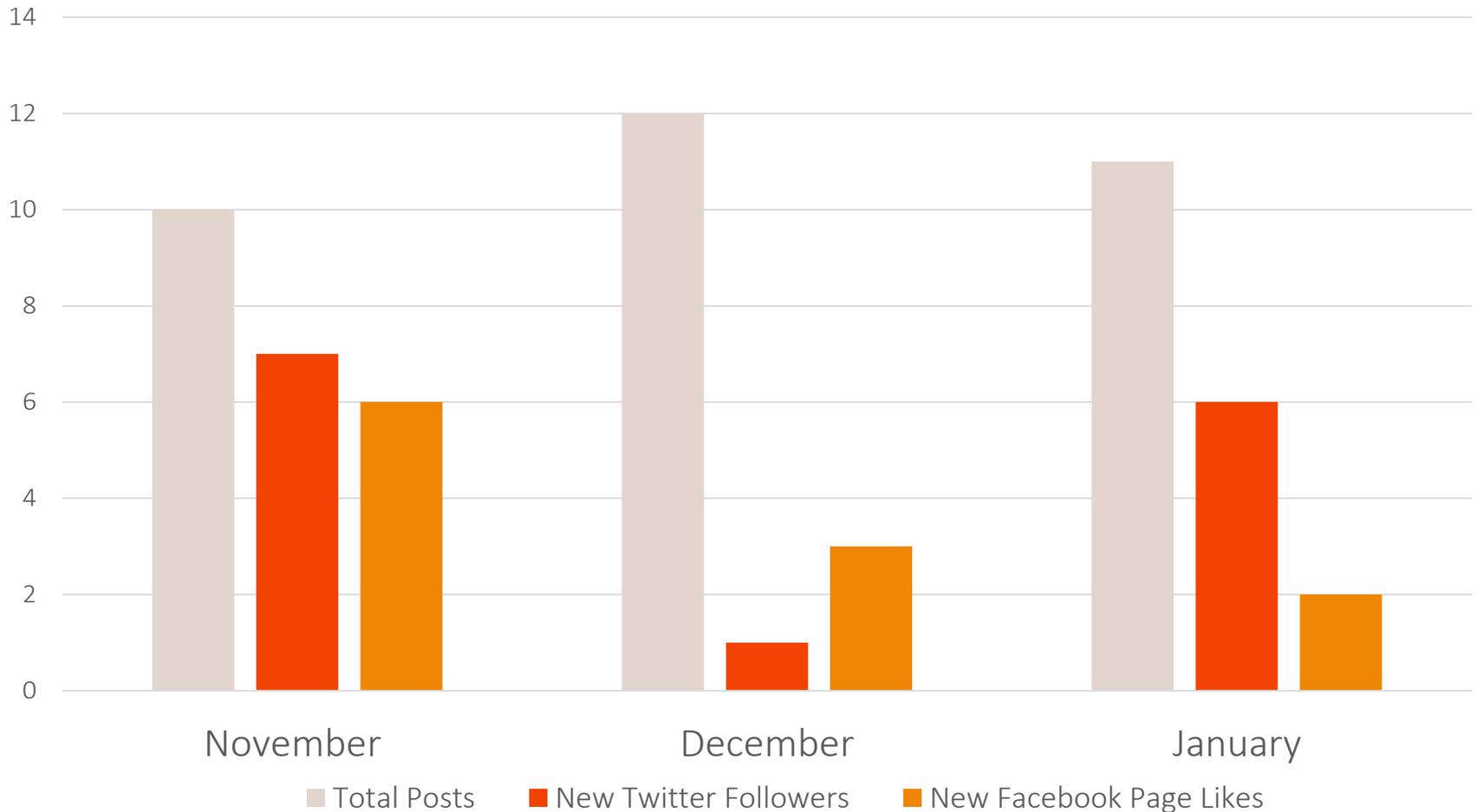
Ever wonder what all the fuss is about with those "flushable wipes?" Wet wipes of any kind are never supposed to go down the drain. Wet wipes will clog your pipes and end up costing you money! Learn what you can do at [DefendYourDrainsNorthTexas.com!](https://DefendYourDrainsNorthTexas.com) #DefendYourDrains #WipesClogPipes



5 8

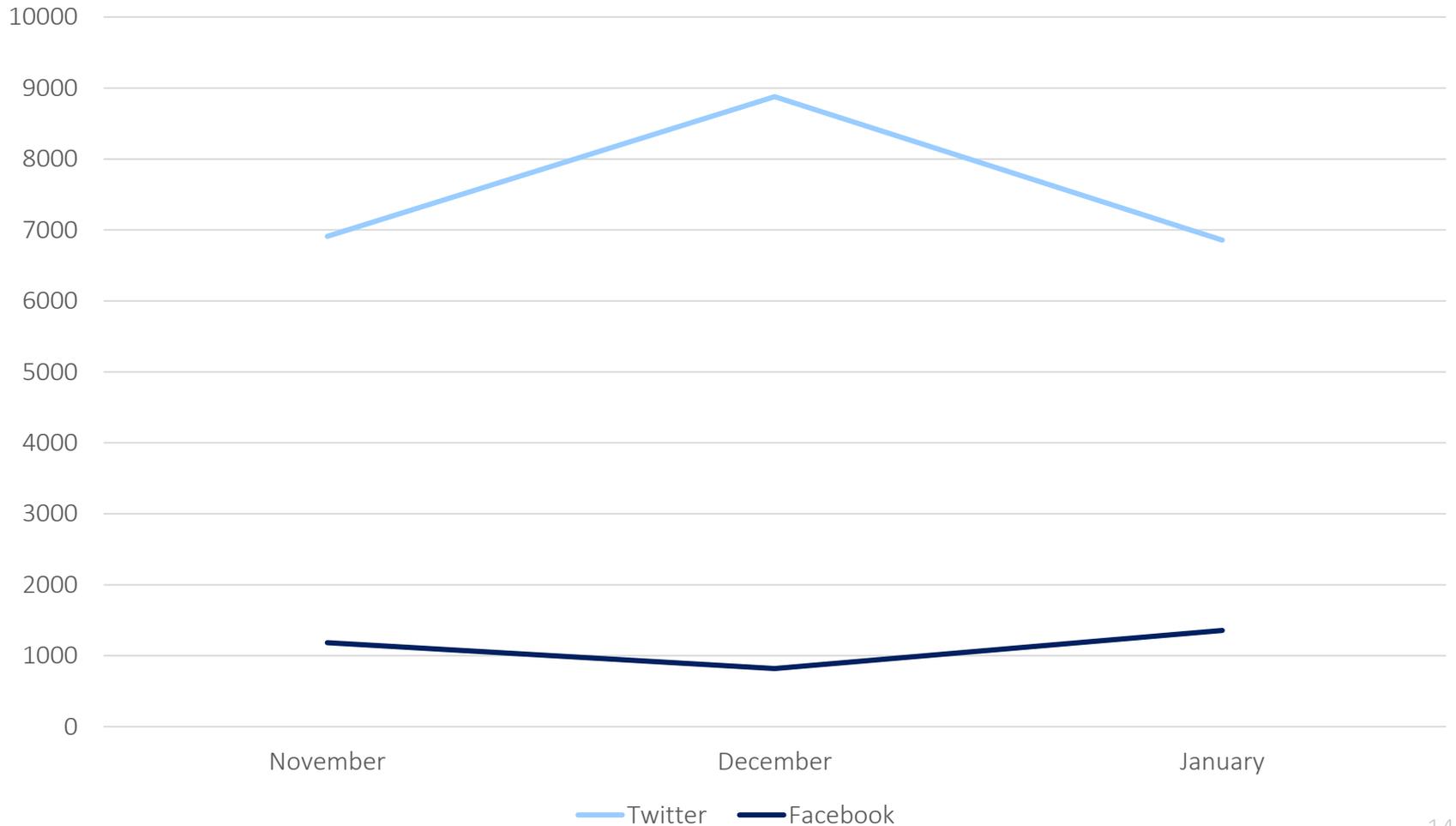
5. Promotional Activities Update

Overall Growth Between Social Media Platforms



5. Promotional Activities Update

Overall Impressions for Facebook and Twitter



NCTCOG's Regional Recycling Survey and Educational Campaign – Recycling Partnership

TACKLING CONTAMINATION: Knowledge



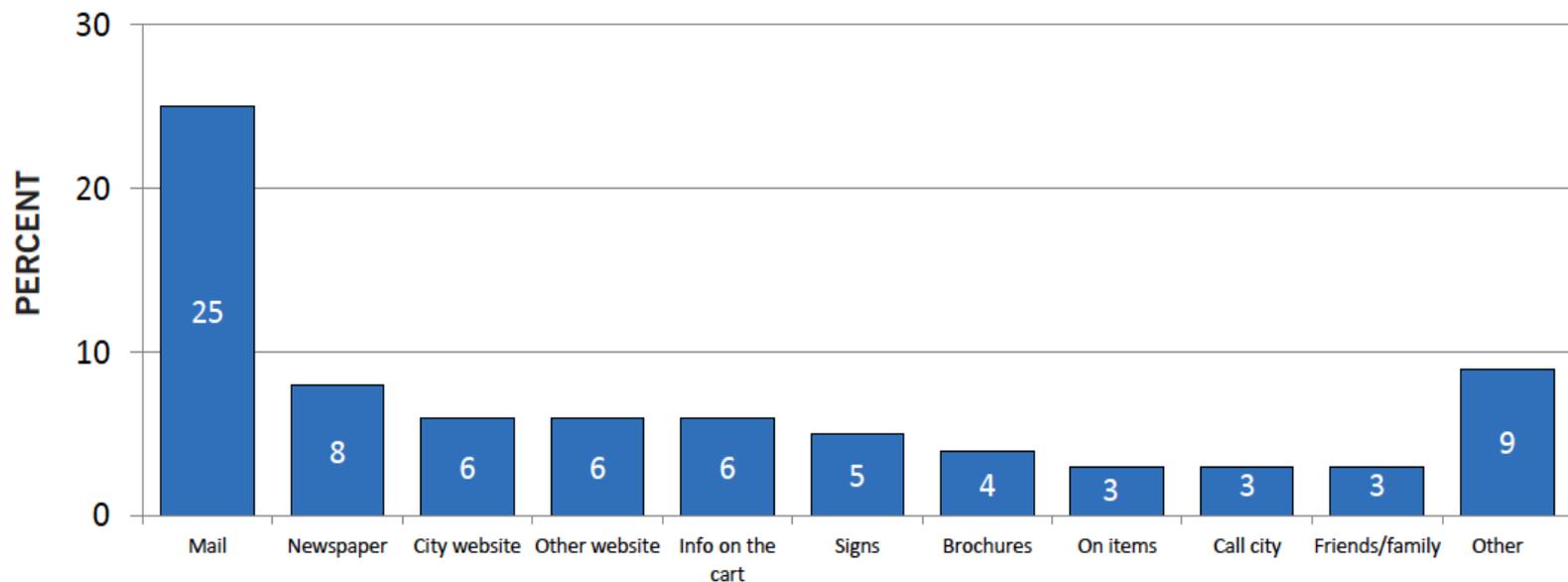
WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

What works? What to expect?

CHICAGO

Where do you look for information?

Residents Rely on Information They Have Been Mailed About Recycling



Q: Where do you generally find information about recycling?

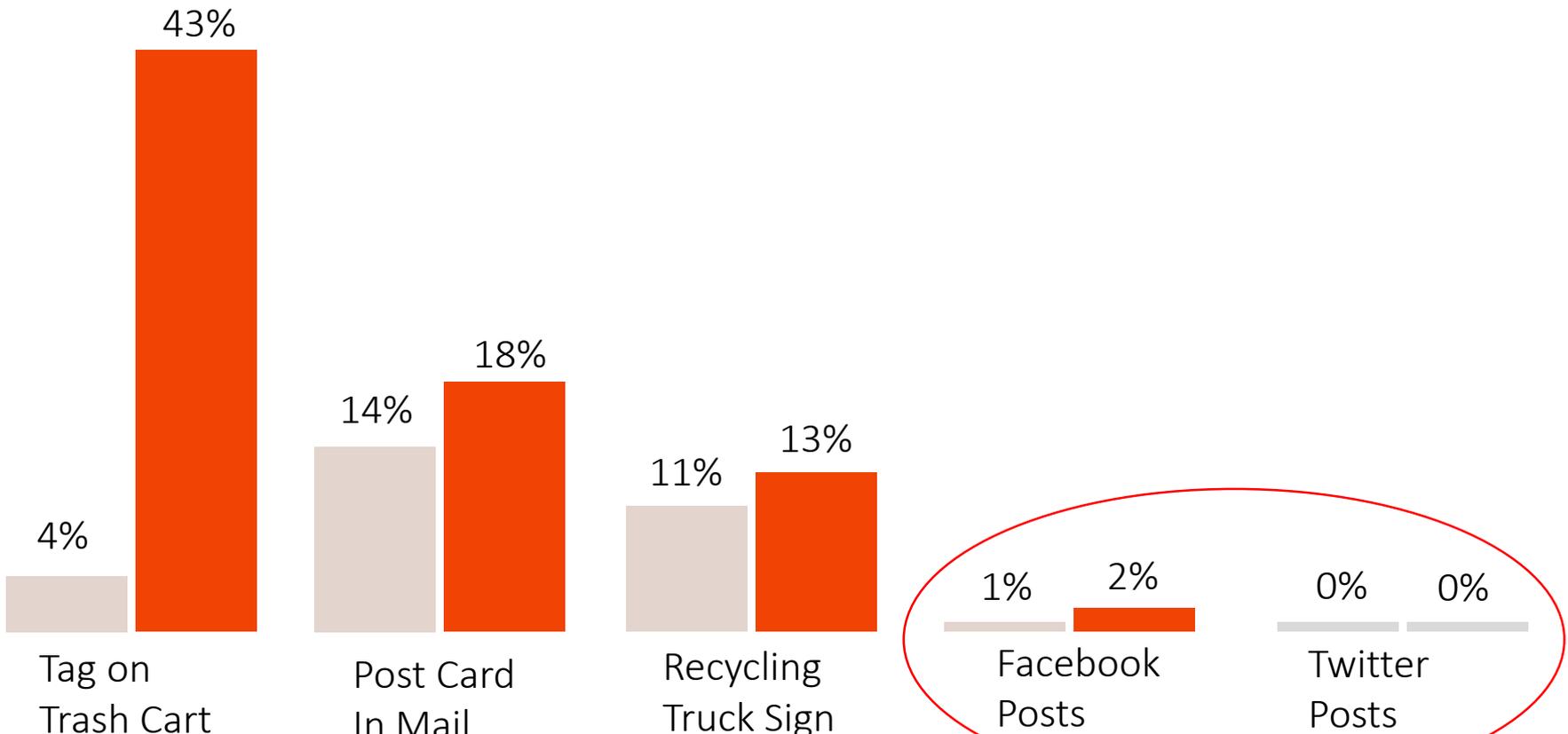


WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?

DENVER

Tags ranked highest in recall among group B who received tags
(A did not receive tags even though 4% reported recall)
Social media could have been more successful but would have to have been immensely successful to out score print.

GROUP A
GROUP B



5. Promotional Activities Update

- **Billboards:**
 - *\$2,050* (average per month and production) for standard, *\$2,250* each for digital (flat fee per month)
 - Standard billboards require more lead time (production of vinyl, set up, etc.)
- **Radio ads:**
 - Between *\$8 - \$20* cost per “play”
 - Dependent upon station, time of day played, etc.
- **Explainer videos:**
 - 30 second videos: *\$500-\$1,000*
 - 60 second videos: *\$750-\$2,000*
 - 90 second videos: *\$1,000-\$3,000*
 - Additional fees for translation (into Spanish and Vietnamese)
 - Topic Selection

5. Promotional Activities Update

- **Social Media Calendar:**

- **Wipes Campaign:**

- Start in May 2019 after the April 27th DEA Drug Take Back Day
- Will include paid advertising:
 - Facebook, Billboards, Radio, etc.

DWU Social Media Calendar	
Quarter 1 (Oct – Dec)	Fats, Oils, and Grease
Quarter 2 (Jan – Mar)	Medicine Take Back
Quarter 3 (Apr – Jun)	Transition between Med Take Back and Wipes Block Everything
Quarter 4 (Jul – Sept)	Wipes Block Everything

Wipes Campaign Social Media Schedule

May (Month 1)	Ignore the Hype, Don't Flush the Wipe
June (Month 2)	Three P's
July (Month 3)	Wipes Block Everything

6. FY2019 Work Program Discussion

- FY19 Current Committed Funding Level: **\$47,500**
 - **Budget goal: \$55,280**

FY2019 Committed Participants	
City of Allen	City of Mansfield
City of Arlington	City of North Richland Hills
City of Colleyville	City of Plano
City of Duncanville	City of Richardson
City of Garland	City of Rowlett
City of Irving	North Texas Municipal Water District
City of Keller	Upper Trinity Regional Water District
City of Lewisville	

7. FY2020 Work Program Notice

- New electronic cost-sharing commitment process:
- www.nctcog.org/envir/public-works/water-cost-share

WATER Cost Share

Wastewater And Treatment Education Roundtable (WATER) Program Participation

FY2019 Cost Shares

We are now accepting Cost Share Commitment Response Forms electronically.

To access your cost share contract, please select your entity from the list below and click "Get.". You will be automatically directed to the appropriate contract for your entity. Please complete and submit your Commitment Response Form (CRF) using the online form.

You will not be asked remit payment at this time. An invoice will be mailed upon receipt of your CRF. If you do not intend to participate this year, please still submit the form indicating so.

Select your entity...

**Entities that have already responded will not appear in the drop-down list to prevent duplicate entries.*

Support documentation can be found at the following links:

FY2019 Documents

- FY2019 WATER Work Program

NCTCOG Contacts:

Hannah Allen
817-695-9215
hallen@nctcog.org

Cassidy Campbell
817-608-2368
ccampbell@nctcog.org

Thank you for your support of the Wastewater and Treatment Education Roundtable. If you have any questions regarding the program or the activities for the coming year, please contact Environment and Development at 817-695-9210 or EandD@nctcog.org. If you are unable to access the appropriate document for your entity or have problems downloading the support documentation, please contact Environment and Development at 817-695-9210 or EandD@nctcog.org.



8. Highlight Presentation

Lorrie Reeves
City of Garland

9. General Updates

- Water for North Texas
 - Next meeting – **Wednesday, May 22, 2019 at 1:30 PM** in the William J. Pitstick Executive Board Room at NCTCOG Offices

- **North Central Texas Watershed Stakeholder Meeting:**
 - Tuesday, March 5, 2019 at 9:30 AM in the William J. Pitstick Executive Board Room at NCTCOG Offices

9. General Updates

- DEA Drug Take Back Day – **Saturday, April 27, 2019**
- Trash Free Texas
- Cooperative Purchase
 - Please contact Crysta Guzman, cguzman@nctcog.org, for more information if you are interested in participating in the FY2019 Stormwater Cooperative Purchase.

Roundtable & Next Meeting Date

10. Roundtable: What's happening in your community?

11. Next meeting date: Wednesday, June 5, 2019 at 10 a.m.

Metroplex Conference Room

12. Adjournment

Contact

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Cassidy Campbell

Senior Environment & Development Planner

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(817) 608-2368



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