

WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE (WATER)

WEDNESDAY, DECEMBER 4, 2019



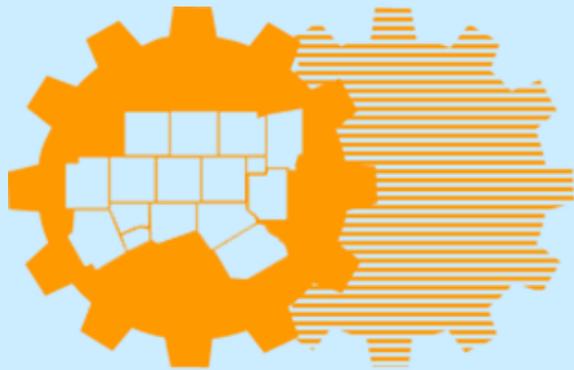
Agenda

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



**Wastewater
And
Treatment
Education
Roundtable**

1. Welcome and Introductions



**North Central Texas
Council of Governments**



2. Meeting Summary

3. Regional Training Update

- **Industrial Inspections Training**
 - Instructor: David James, Wastewater Training and Consulting
 - November 14, 2019, Tejas Conference Room, NCTCOG Offices
 - 40 attendees
 - Topics covered:
 - Purpose and types of inspections
 - How to prepare for an inspection
 - How to conduct an inspection
 - Examples of potential problems observed during inspections and possible responses
 - How to evaluate slug discharge potential
 - Recommended inspection follow-up activities

3. Regional Training Update – Trainee Evaluations

1. Did this workshop meet your expectations?

- Out of 38 responses (39 attendees), 34 answered “yes.”
- “Good content and great, experienced presenter.”
- The other 4 responded “no” or “partially:”
- “I did like getting a full overview of the inspection process; however, there were some areas I wish were more technical or in depth.”

2. How could this workshop be improved?

- Engage local pretreatment programs to determine some local best- and worst-case scenarios.
- Include a roundtable session and a mock inspection.

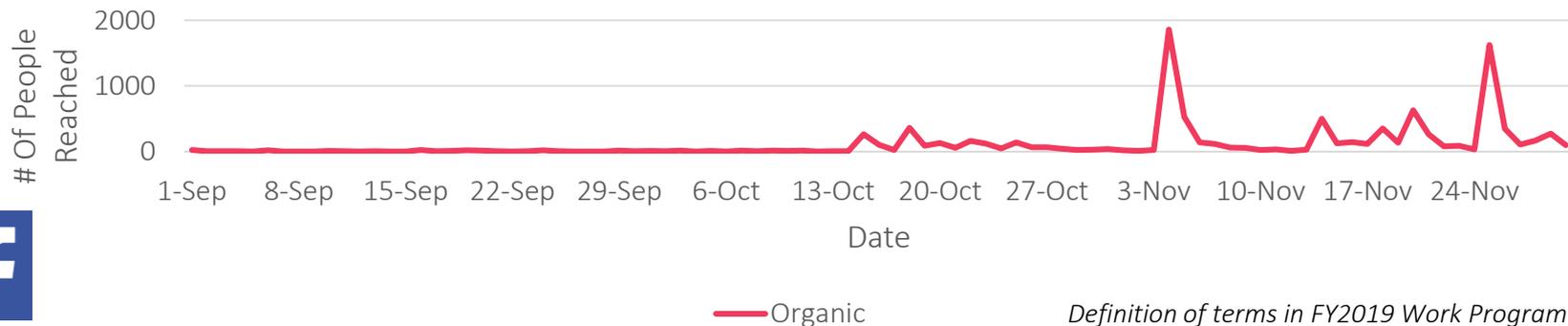
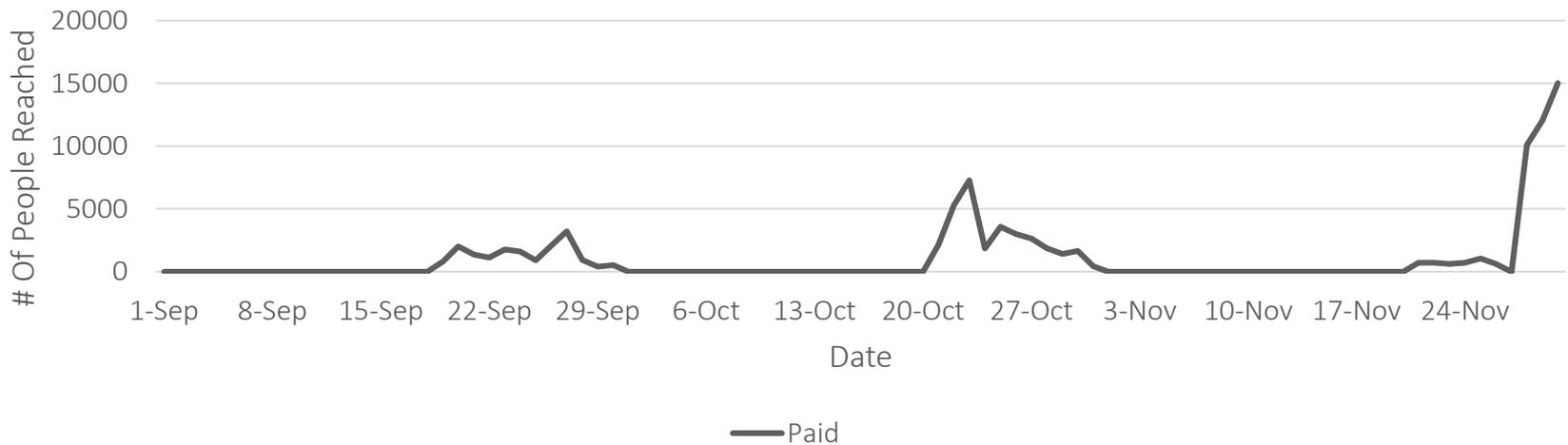
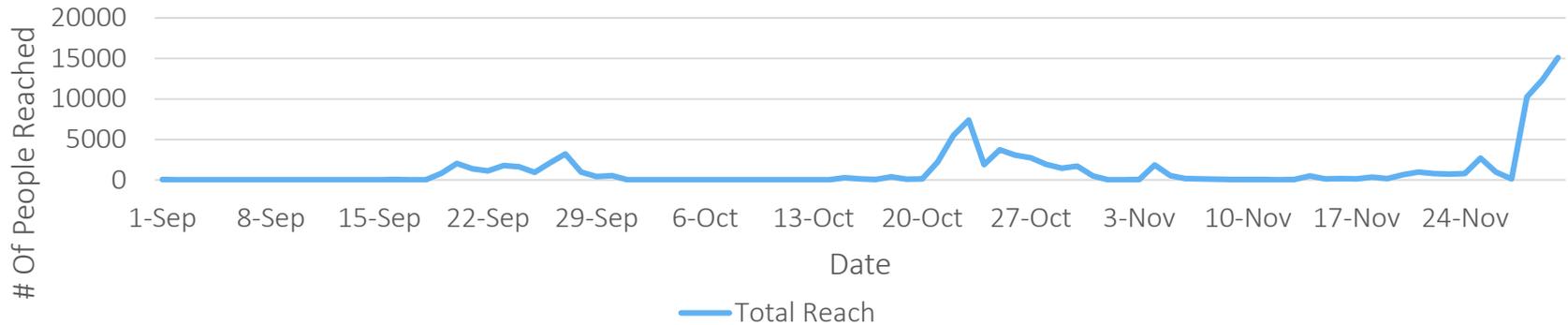
3. Suggestions for future workshops:

- Outreach and education programs for grease abatement programs
- Grease Trap Inspections, Back-flow Inspections

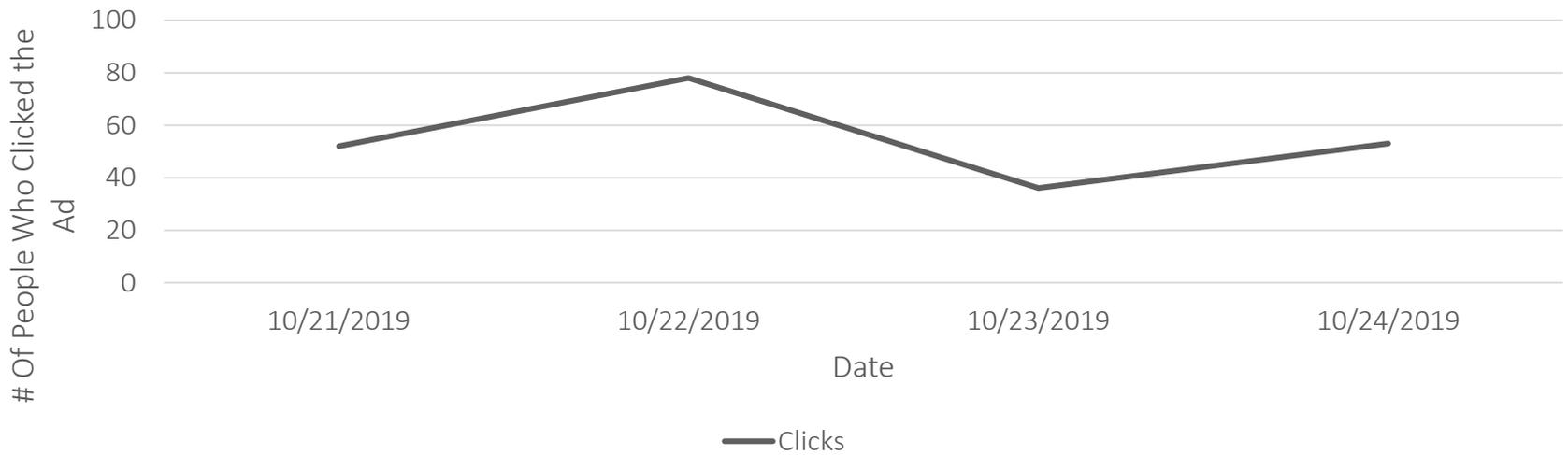
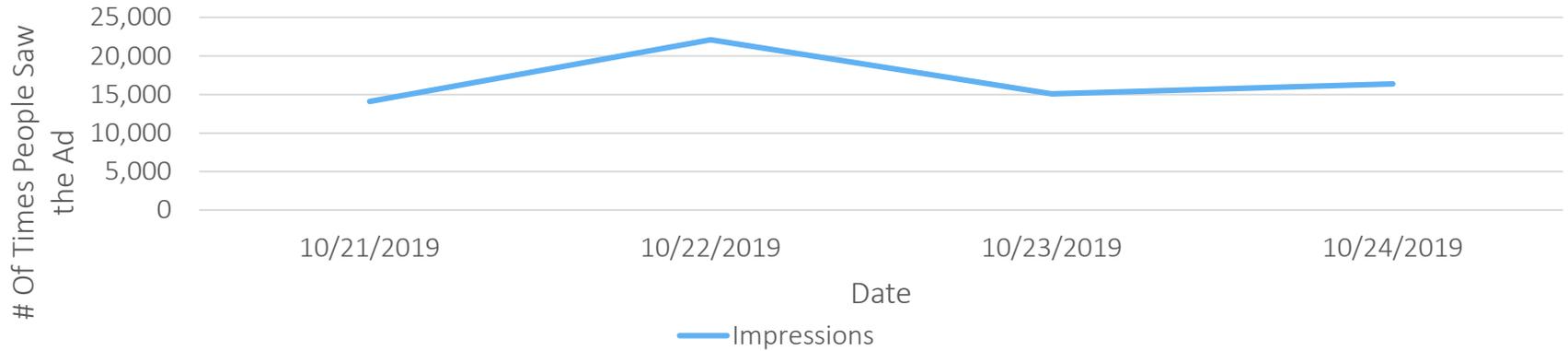
3. Regional Training Update

- **Grease Interceptor Whisperer Training – April 2020**
 - Ken Loucks, Interceptor Whisperer Consulting Service, LLC
 - 9:00 AM to 4:00 PM with one hour for lunch
 - Class size limited to 35 attendees
 - Approximately \$170/attendee (excluding WATER Cost-Sharing Member Discount)
 - Potential Weeks for Training: March 9, March 16, April 20, or April 27
- *Are there any major conferences/trainings that should be avoided when scheduling this training?*
- *What entities are willing to volunteer to host site visits across the region on the day following the training?*

4. Promotional Activities Update

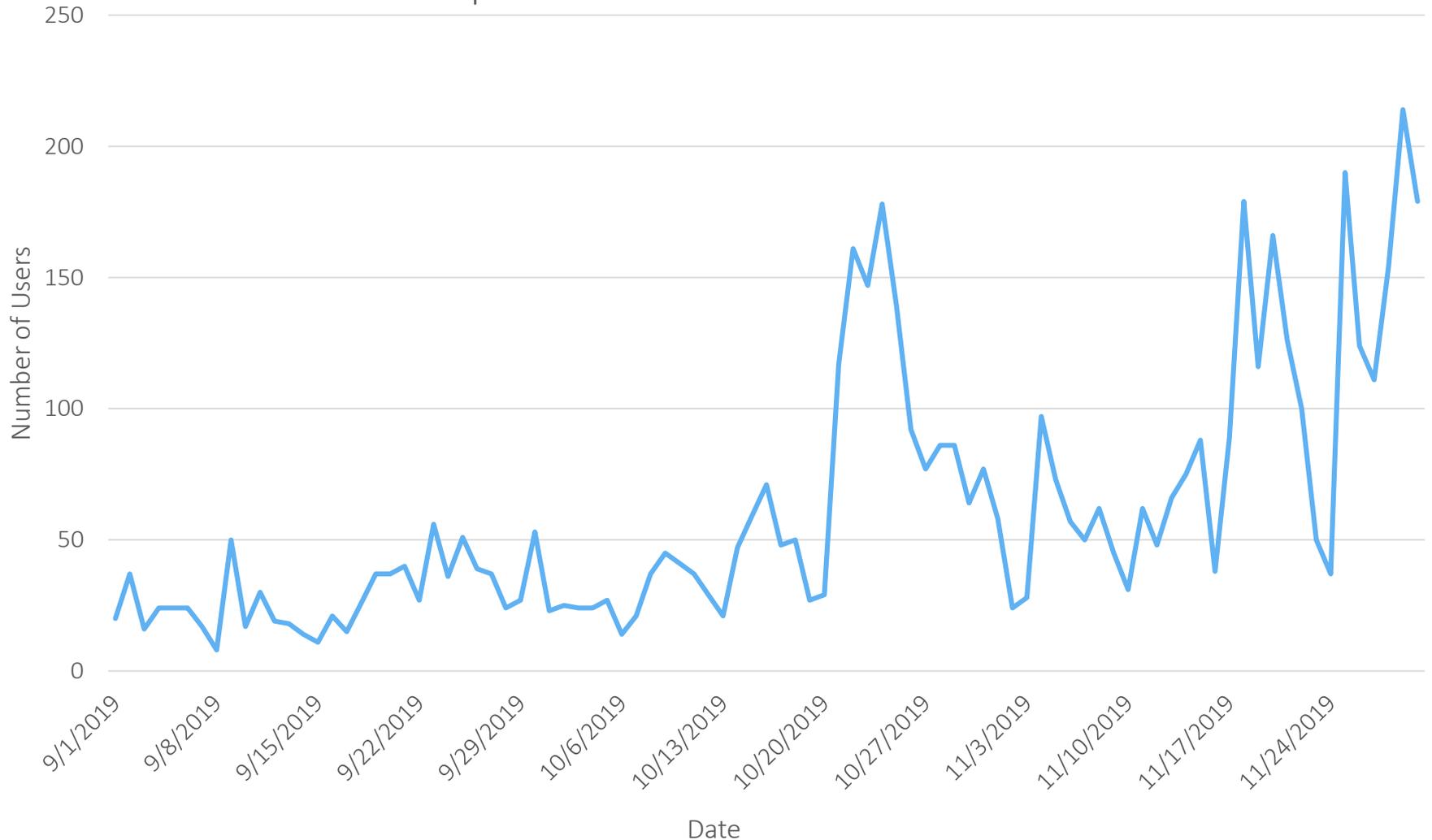


4. Promotional Activities Update



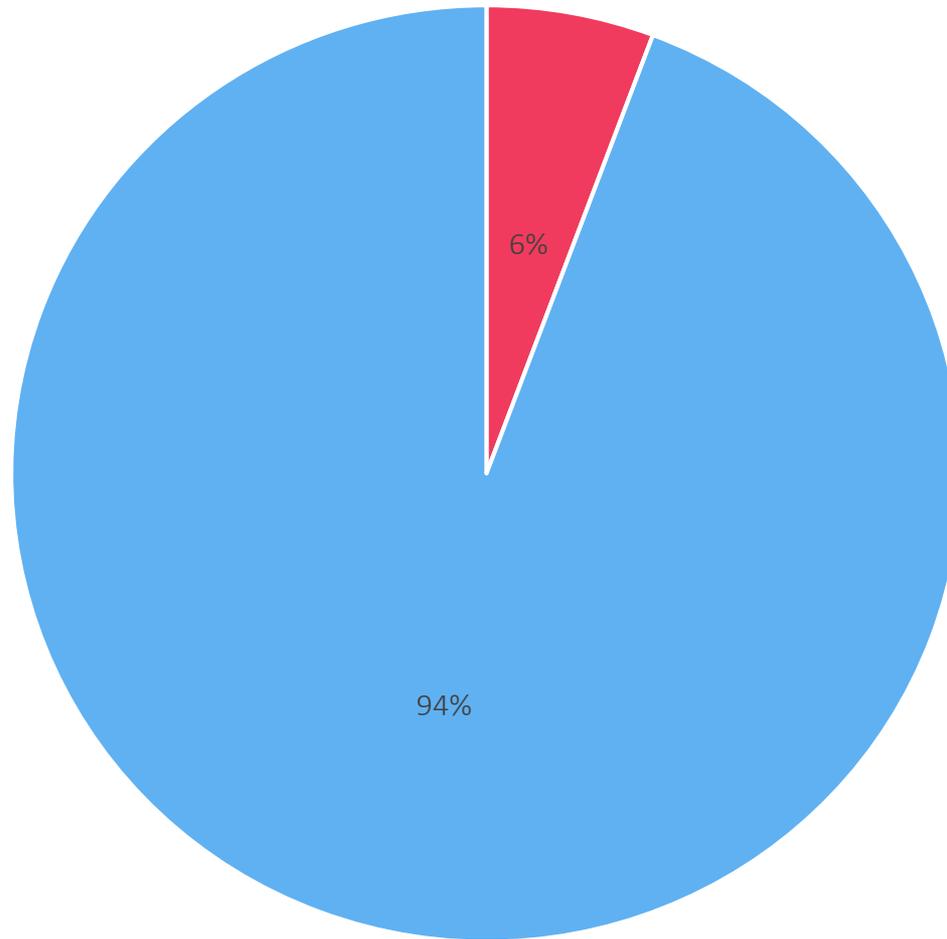
4. Promotional Activities Update

Defend Your Drains North Texas Website Users From
September 2019 to November 2019



4. Promotional Activities Update

Defend Your Drains North Texas Website Visitor Statistics from
September 1, 2019 to November 30, 2019



- Returning Visitors (310 Users)
- New Visitors (5,122 Users)

4. Promotional Activities Update

Organic Posts



Facebook	Reach	Engagements
	441	31
Twitter	Impressions	Engagements
	799	10
Instagram	Reach	Engagements
	9	1



Facebook	Reach	Engagements
	27	1
Twitter	Impressions	Engagements
	614	31
Instagram	Reach	Engagements
	23	7



Facebook	Reach	Engagements
	2,843	176
Twitter	Impressions	Engagements
	1,709	34
Instagram	Reach	Engagements
	16	2

4. Promotional Activities Update

Boosted Facebook Posts



Facebook	Reach	Engagements
	4,795	61
Twitter	Impressions	Engagements
	1,013	16
Instagram	Reach	Engagements
	21	2

November 20, 2019 to November 30, 2019



Facebook	Reach	Engagements
	1,928	113
Twitter	Impressions	Engagements
	870	19
Instagram	Reach	Engagements
	25	3

November 25, 2019 to November 26, 2019 12

4. Promotional Activities Update

Facebook Ads

DEFEND YOUR DRAINS Sponsored

Go to www.DefendYourDrainsNorthTexas.com to learn why you should never put certain items down the drain!
#DefendYourDrains

WWW.DEFENDYOURDRAINSNORTHTEXAS.COM
Defend Your Drains
Many products don't belong in your drains (meaning your...)

18 likes, 7 Shares

DEFEND YOUR DRAINS Sponsored

It's time for the 2019 Holiday Grease Round Up! You can drop off your cooking oil at several pop up locations from now until January 6, 2020, all for FREE! To find a location near you, visit DefendYourDrainsNorthTexas.com!

DEFENDYOURDRAINSNORTHTEXAS.COM
Recycle Your Cooking Oil
Used cooking oil from Thanksgiving and Christmas meals...

66 likes, 8 Comments, 79 Shares

Link Clicks	Impressions	Average CPC
120	25,079	\$4.53

September 19, 2019 to September 30, 2019

Link Clicks	Impressions	Average CPC
473	44,802	\$1.21

November 28, 2019 to December 1, 2019



4. Promotional Activities Update

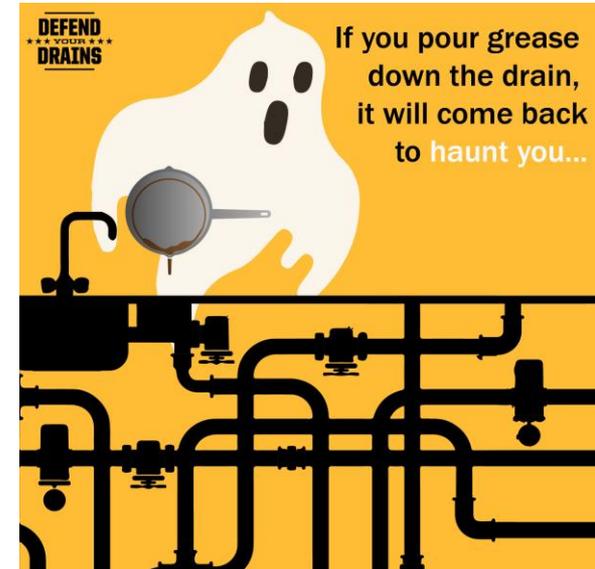
Google Ads



	Link Clicks	Impressions	Average CPC
Facebook	343	15,508	\$0.58
Google	103	25,611	\$2.41

Facebook: October 21, 2019 to October 31, 2019

Google: October 21, 2019 to October 25, 2019



	Link Clicks	Impressions	Average CPC
Facebook	156	18,110	\$1.14
Google	116	41,997	\$1.76

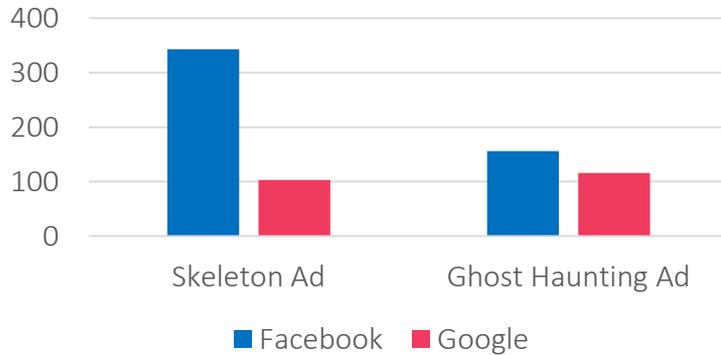
Facebook: October 21, 2019 to October 31, 2019

Google: October 21, 2019 to October 25, 2019

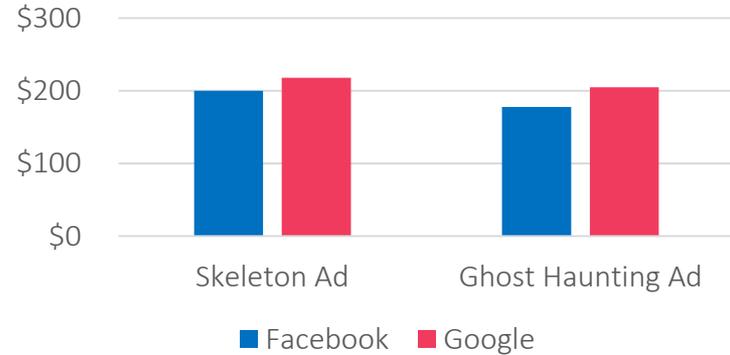
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Google Versus Facebook

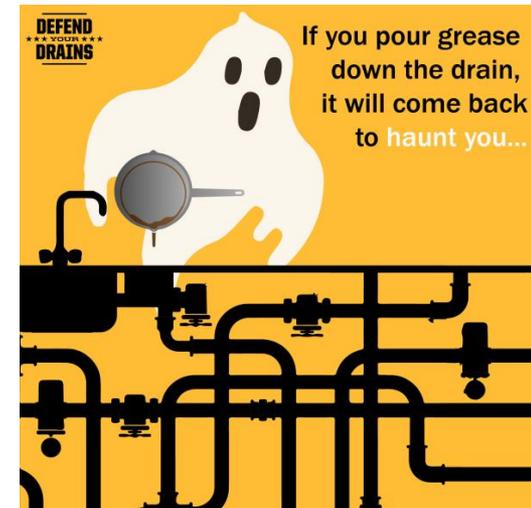
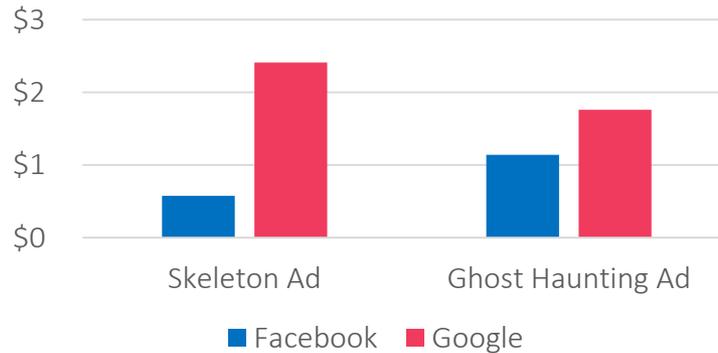
Link Clicks



Cost

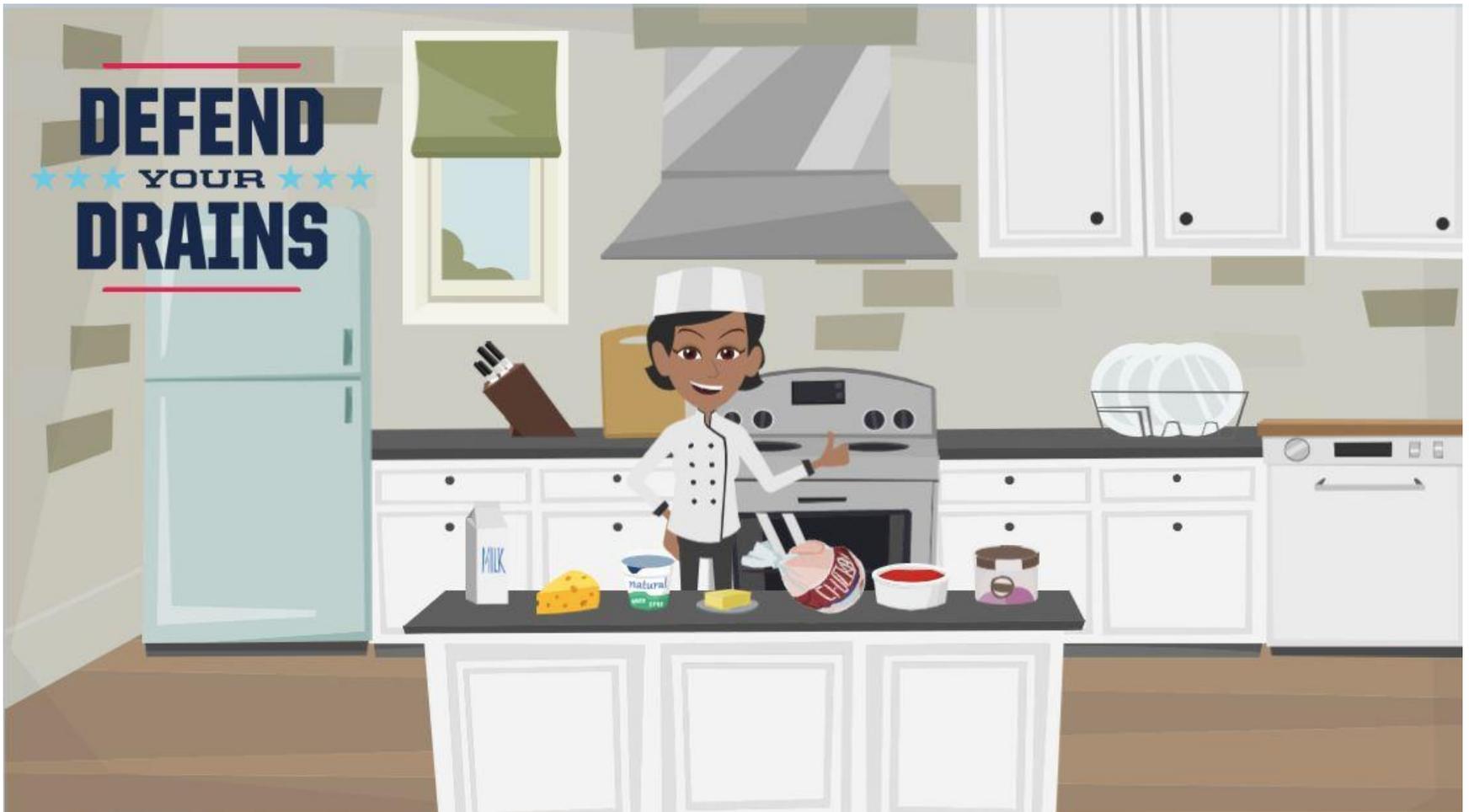


Average Cost Per Click (CPC)



4. Promotional Activities Update

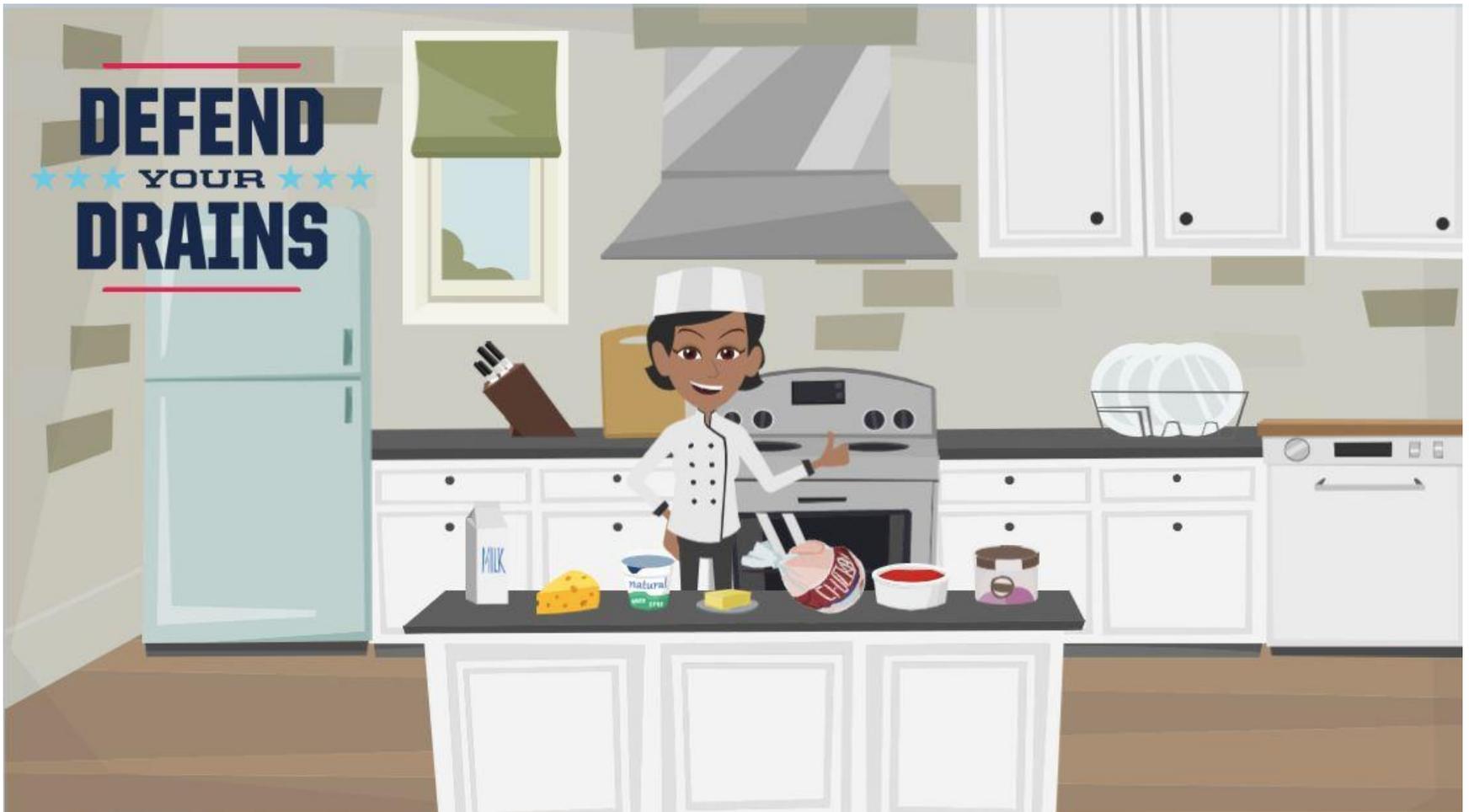
- Uncommon Fats, Oils, and Grease Educational Explainer Video Draft:





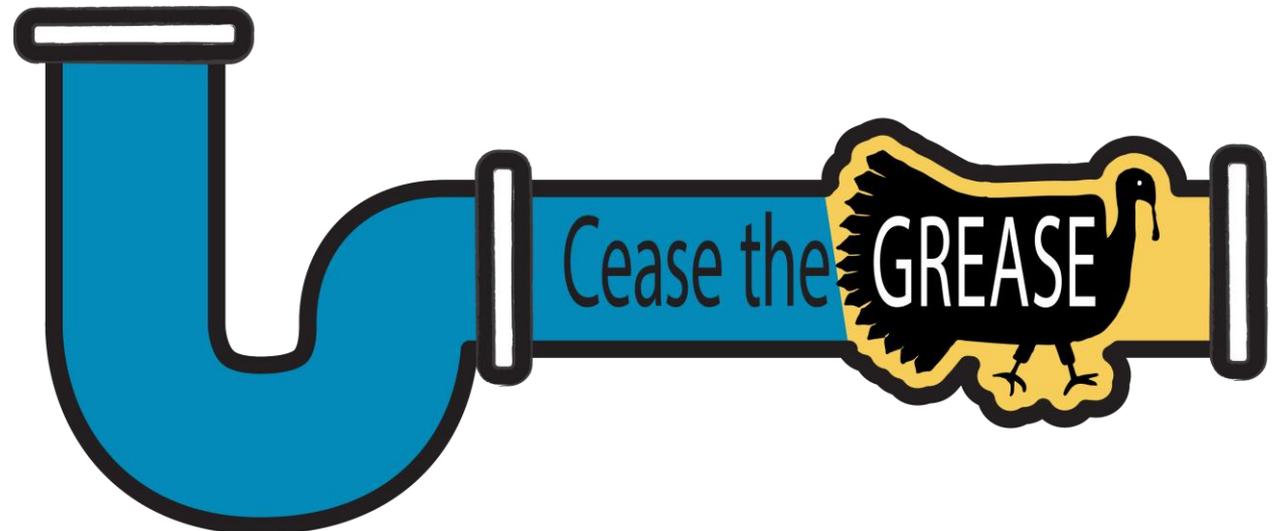
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5. 2019 Holiday Grease Roundup

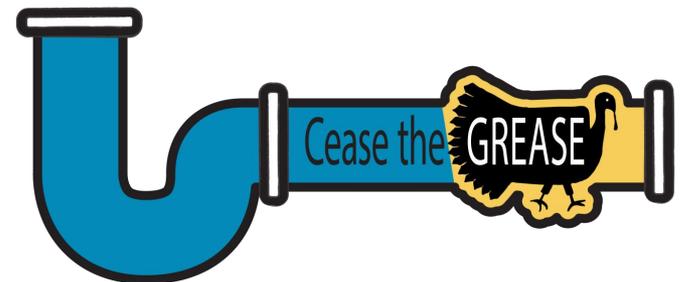
- Dates: Monday, November 25, 2019 through Monday, January 6, 2020
- Promotional materials have been sent out to all participants; all containers have been delivered by American BioSource
- Currently have 27 participants (only had 12 last year!)
 - 13 are first year participants



5. 2019 Holiday Grease Roundup

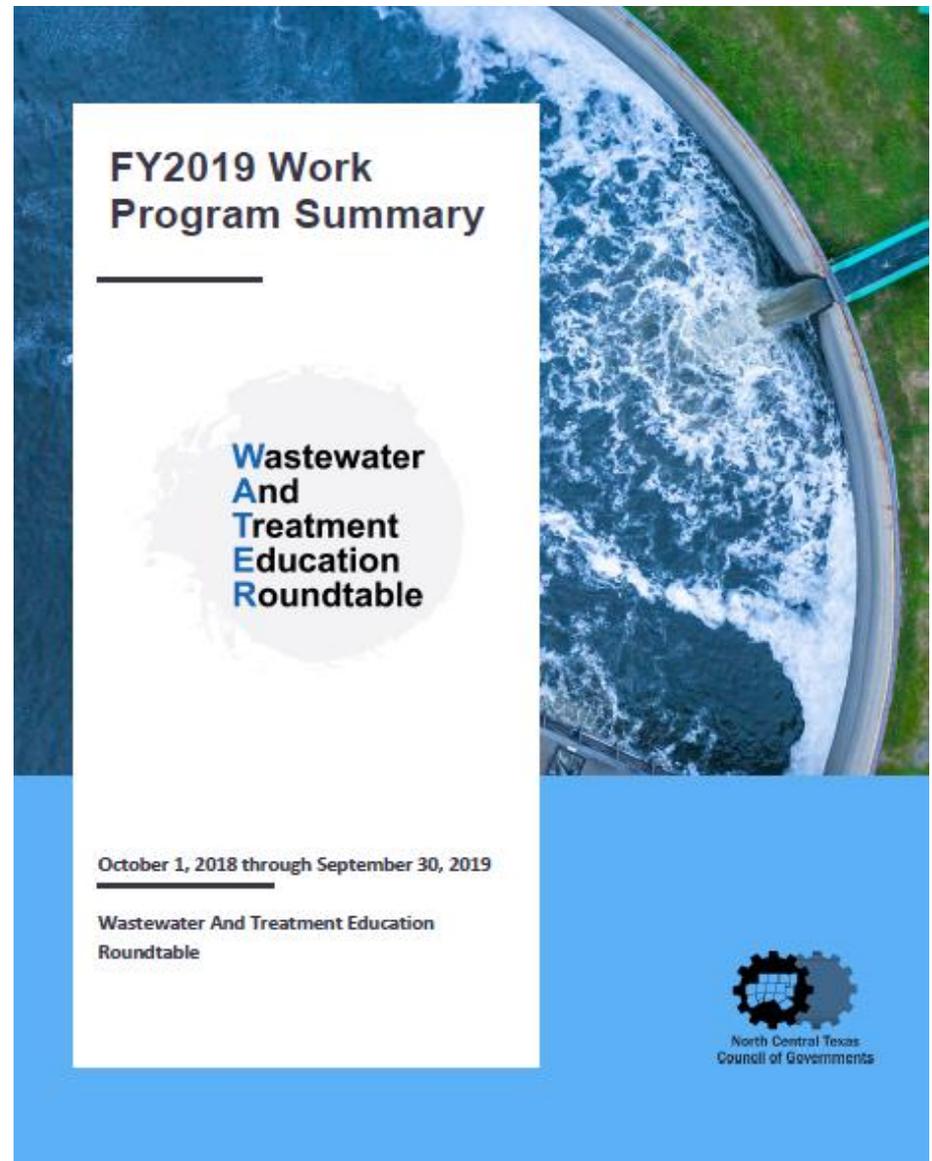
- 2019 Participants:

- Arlington
- *Azle*
- *Bedford*
- Cedar Hill
- Colleyville
- Dallas
- Denton
- Duncanville
- *Eules*
- Garland
- Grand Prairie
- *Haltom City*
- *Irving*
- *Lancaster*
- *Lavon*
- Lewisville
- Mansfield
- McKinney
- North Richland Hills
- *Princeton*
- Richardson
- *Southlake*
- *Weatherford*
- *White Settlement*
- North Texas Municipal Water District
- *Trinity River Authority*
- *Tarrant County**



6. FY2020 Work Program Discussion

- FY2019 WATER Work Program Summary now available online for review.
- Highlights from FY2019:
 - Over 800,000 social media impressions and 12,000 visitors to the Defend Your Drains North Texas website
 - Creation of new Wipes Block Everything campaign materials, including an Explainer Video
 - Collection of over 3,500 gallons of grease during the Holiday Grease Roundup



6. FY2020 Work Program Discussion

- FY20 Commitment Forms and FY20 Work Program available online at www.nctcog.org/envir/public-works/water-cost-share

We are still accepting commitments for FY20!

- Current Committed Funding Level: **\$16,050**
 - Our total received funding for FY19 was \$55,400.
 - The FY2020 Work Program Budget is \$55,280.

FY2020 Committed Participants	
City of Arlington	City of Mansfield
City of Haltom City	City of McKinney
City of Lewisville	Upper Trinity Regional Water District

6. FY2020 Work Program Discussion

- FY20 Work Program Activities:
 - Public Service Announcements/Explainer Videos
 - Social Media Sponsored/Boosted Posts
 - Outreach Materials (Bill inserts, social media toolkits, flyers, etc.)
 - Annual Holiday Grease Roundup Coordination
 - Regional Trainings

- What should NCTCOG's priorities be until our next meeting in March 2020?

7. Highlight Presentation

Mitch Davis
City of Richardson

Biggest Issues as Perceived by the Foot Soldier

City of Richardson
Health Department



Why Care?

- Would you?
 - Would you drive your car and not change the oil?
 - Would you let your child go to school without taking a bath and having breakfast?
- Why?
 - Saves everyone money in the long run.
 - Keeps business open.
 - Keeps patrons happy.
 - Protects the wildlife.

Biggest Issues

- Biggest issues faced by the city of Richardson
 - FSE's getting their grease trap cleaned on time
 - FSE's putting stuff down the drain they aren't supposed to.
 - Replacing traps that need it.
 - Convincing FSE's to clean more often when needed.
 - Sizing of new traps.
 - Getting cleaning companies to clean properly.

Cleaning on Time or at All

- #1 things heard from FSE's
 - We don't produce grease.
 - The cleaner told us we didn't need to have it clean so often.
 - Do I even need a grease trap?
- Education
 - You do produce grease, Milk, Lard....etc.. Also it's not just grease going down the drains. Food too.
 - Cleaners lie to keep business and don't do their job properly.
 - Having to educate people on why they need a grease trap and what it prevents.



Daycare

- Had not cleaned in 2.5 years.
- Dug trench in pea gravel to divert water. Claimed the Gardner did it.
- Even after cleaning lines were still clogged. Claimed they were not.
- Showed grease trap needed to be replaced. Said it worked fine and was functional.



Keeping Food and Grease Out

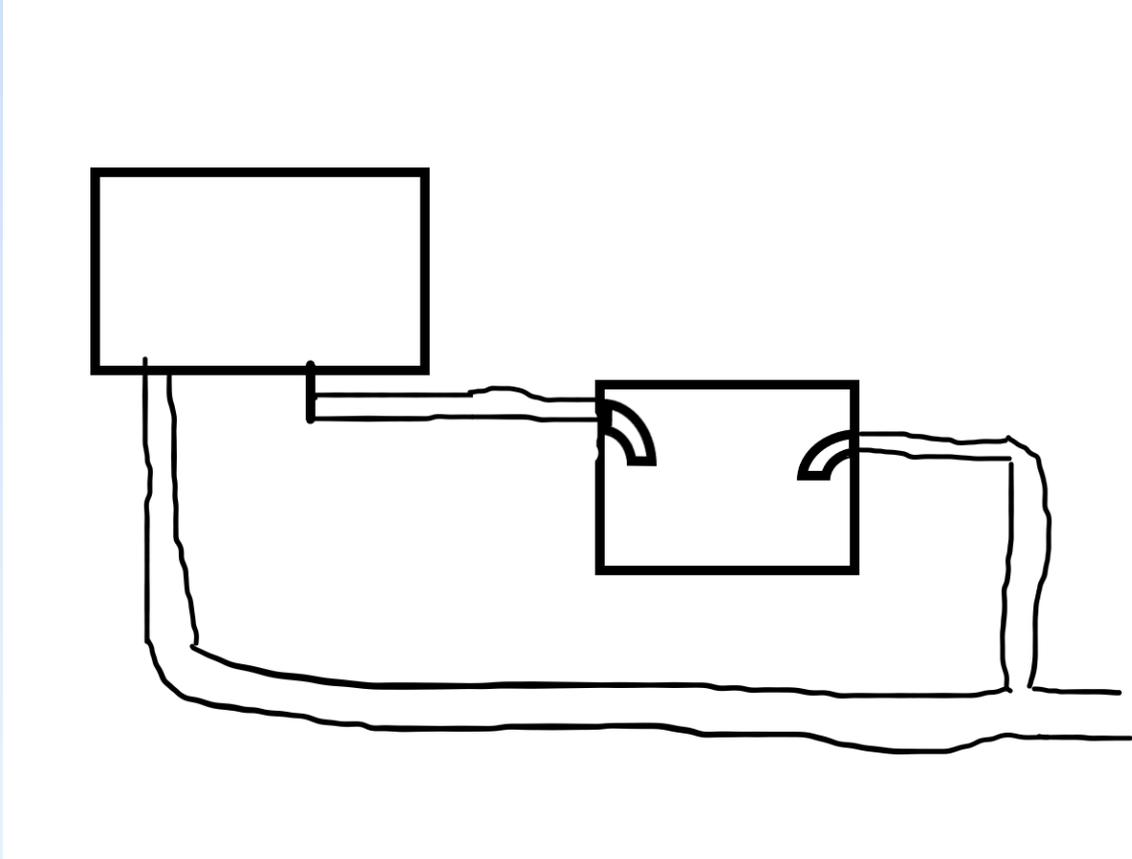
- The grease trap is not a catch all!
 - Getting them to educate their staff.
 - Getting them to put in fine mesh filters
 - Getting them to put them back after they clean.
- Solutions
 - Grease traps were made as a last stand, not a first line. Get staff to put food into the trash before the dish hits the sink.
 - Some have filters, but they have wide teeth and that doesn't catch everything.
 - Showing them the food in the trap to get them to understand.





Cleaning More Often

- It's always been 6 months, I can't afford to do that!
 - It's been fine up until now, why do I have to clean more?
 - My neighbor doesn't clean enough and that's why I have problems.
 - The cleaner says it's fine and I don't need to clean so often.
- There is more going on than you think.
 - No one was around to tell you how often to clean. Show them the levels or the sample port.
 - It probably isn't your neighbor causing the problem, your grease is going down the line and causing backups for everyone. Also it may not be anyone's grease trap. Hygiene products are a big issue. Put in trashcans and signs in your restroom.
 - The clean just wants you money and will tell you anything to keep you happy.



Sewer Problems



Replacing Traps

- But it's been fine the last 30 years!
 - It was approved when it was put in, why is it an issue now?
 - I haven't had any issues yet?
 - The cleaner says it's fine.....
- It doesn't matter!
 - Things have changed since 30 years ago.
 - Well, no one has come by to tell you there is an issue in the past. That's why I'm here.
 - The cleaner is just that, a cleaner. They are not experts. They want to come to work and go home. They won't tell you bad things because they want your business.

First Replacement needed

- Had no paperwork.
- Told me it had just been cleaned.
- Had no lid and food was exposed to fumes.
Cookie sheet was used to try to hide it.



Complaints by The Neighbors

- Grease trap was overflowing.
- Concrete was falling into trap.
- Bottom had rotted out and was eroded 6 ft.
- Sewer line was broken as well.

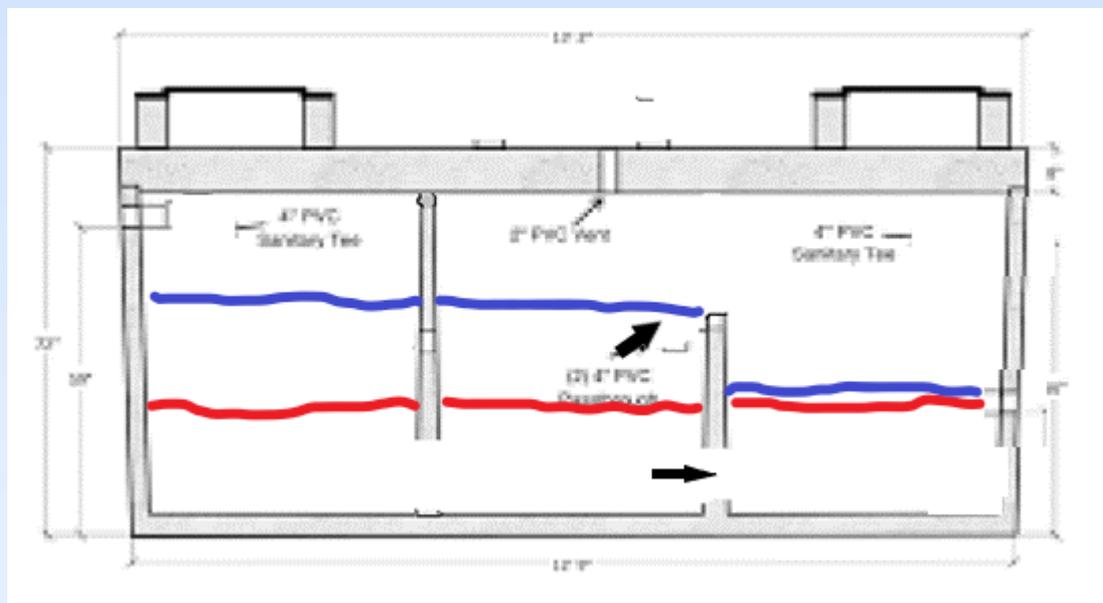










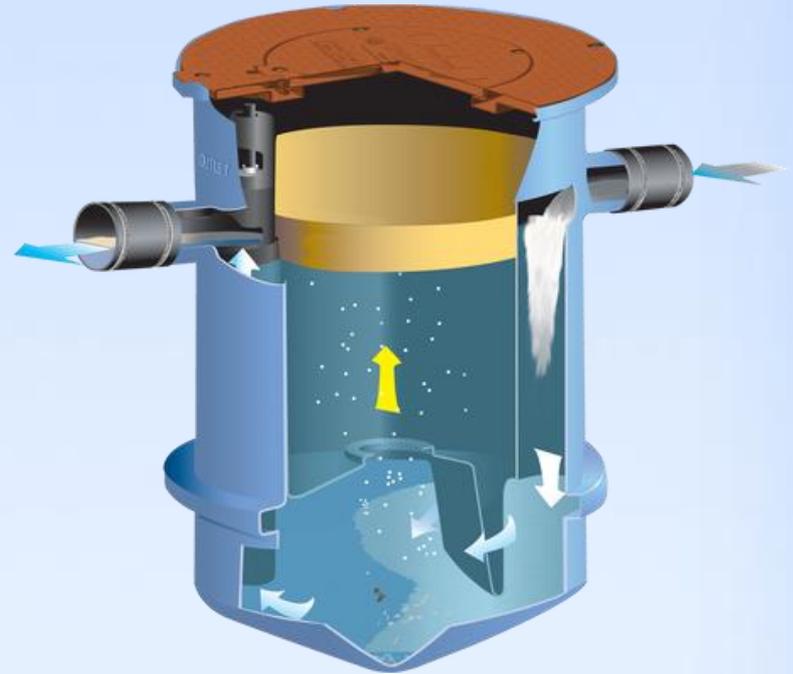
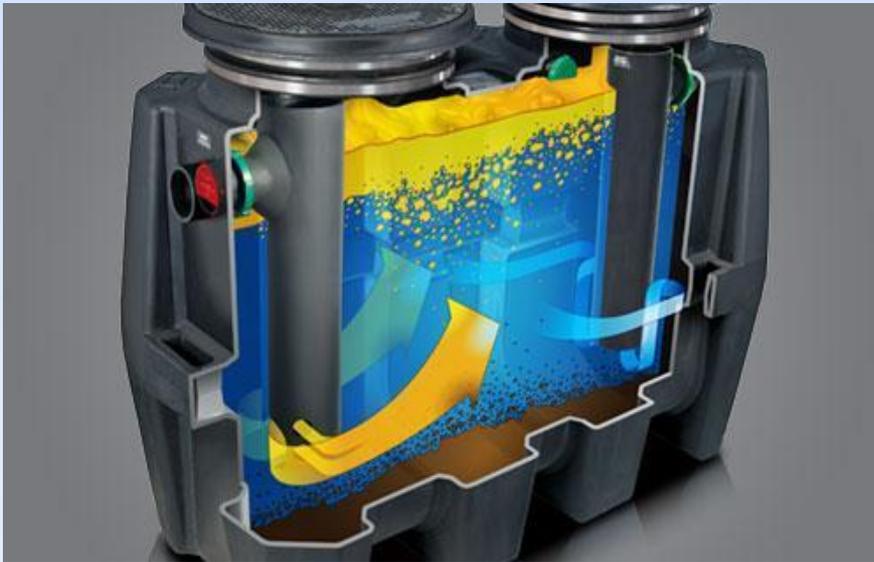


Sizing of New Traps

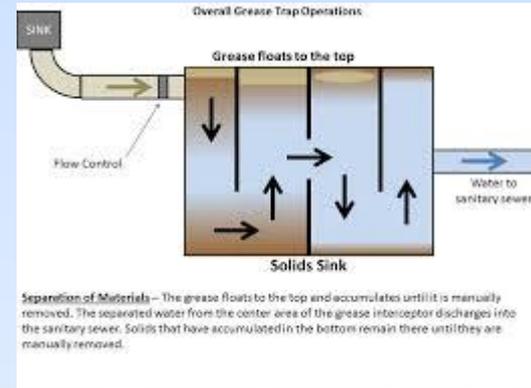
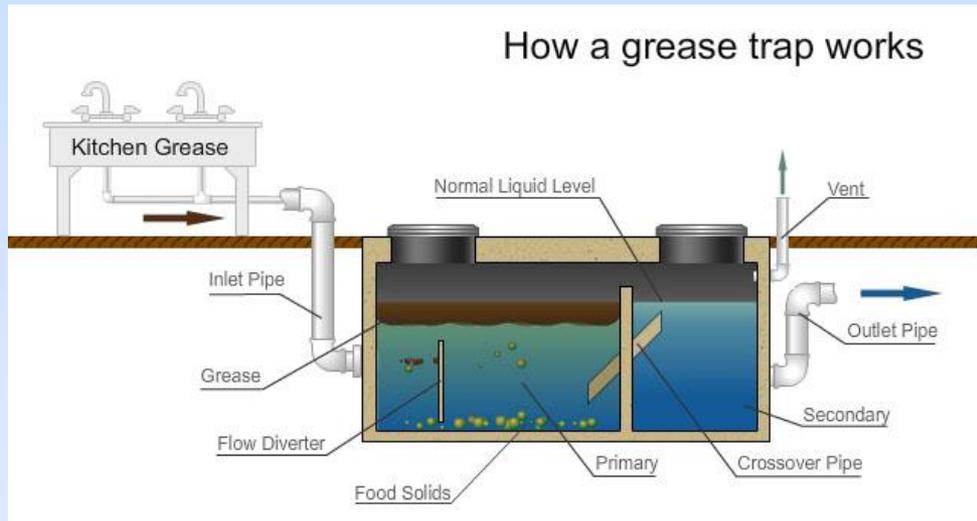
- But my engineer said it's big enough.
 - My engineer said this is more than large enough.
 - This new traps is more efficient and works better
 - It's hydromechanical so it's better.
- People want to sell to you and you want to save money, but....
 - It's hard to factor in for real life scenarios.
 - Your new trap has a smaller capacity by $\frac{3}{4}$'s or more than what is actually needed
 - That just means they put in a smaller opening than the pipe size, which will clog and cause problems.

Why I Don't like Plastic

Both Allow the flow-through of Grease and food. No baffles to slow them down.



Grease Trap/Interceptor



Cleaning Companies Actually Clean?

- My guy does a good job...
 - I've used them for years and they do a good job.
 - We've never had problems before with them.
 - My guy told me everything was fine and they are actually cleaning to often.
- Does he really???
 - Then what's the build up on the pipes and side walls if it was just cleaned.
 - It takes time for these issues to show up.
 - Did you watch them clean it and make sure they did it properly?

How Would You Approach These?





Grease Recycle

- Washing to the creek and storm drains.
- Odor and appearance.



8. General Updates

- Public Education Task Force (PETF):
 - Cooperative Purchase of Fat Trapper Bags, Curb Markers, and Adhesive Items **Deadline for Order: Friday, December 6, 2019**
 - Order Form available online
 - Cooperative Purchase Guide for other promotional items (updated November 2019) available online
 - Next PETF meeting: January 29, 2020 at 9:30 AM in the Tejas Conference Room

Roundtable & Next Meeting Date

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

10. Next meeting date: Wednesday, March 4, 2020 at 10 a.m.

Metroplex Conference Room
CenterPoint II, First Floor
616 Six Flags Drive, Arlington

11. Adjournment

Contact

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