



North Central Texas Council of Governments

SUMMARY

Wastewater And Treatment Education Roundtable

Wednesday, January 10, 2018
10 a.m., Metroplex Conference Room
NCTCOG Offices, CPII
616 Six Flags Drive, Arlington, TX 76011

1. **Welcome and Introductions.**

NCTCOG staff welcomed all members and guests to the Wastewater And Treatment Education Roundtable (WATER) meeting. Everyone introduced themselves.

2. **2017 Holiday Grease Roundup Initial Results.** NCTCOG provides the initial results of the 2017 Holiday Grease Roundup.

NCTCOG staff provided the initial results of the 2017 Holiday Grease Roundup. The current total amount collected is 1310.75 gallons. This number is smaller than compared to previous years, due to the discontinuation of the Dallas County Schools Alternative Fuel Bus program. NCTCOG staff asked the roundtable of any challenges or successes during the Roundup. Frisco, Plano, Cedar Hill, and McKinney informed NCTCOG they accept FOGs year round.

3. **Regional Training Topics.** NCTCOG staff and Roundtable members discuss and narrow down topics for upcoming regional trainings.

NCTCOG staff discussed topics for upcoming regional trainings, including Industrial Inspections, Grease Trap Training, and Pretreatment Training. Members of the Roundtable expressed interest in Grease Trap Training. A survey will be sent to cost-sharing Roundtable members to finalize a topic. NCTCOG will also be seeking volunteers for a subcommittee to help coordinate and find an instructor.

4. **Social Media Campaign Update.** NCTCOG staff will share social media analytics from our WATER *Cease the Grease* Campaign. Also, the group will discuss updates to the Defend Your Drains and Cease the Grease website.

NCTCOG staff shared social media analytics from the *Cease the Grease* Campaign. From November 2017 to February 2018, a total of \$1650 will be spent on social media advertising. NCTCOG staff described a spike in social media reach, post engagement, daily views, and total likes correlated to a larger amount of spending.

NCTCOG staff discussed the potential webpage redesign for the merge of Cease the Grease and Defend Your Drains. The current sites can be found here: [Cease the Grease](#), [Defend Your Drains](#). A mockup of the potential website, currently with minimal content, can be found here: [Defend Your Drains](#). The largest changes will include a new design that is easier to read, with landing pages for each campaign. The website will also include "Grease Myths," such as cutting grease with hot water, washing grease with dish soap, etc. People searching for the Cease the Grease website will be directed straight to the Cease the Grease campaign page on the new Defend Your Drains site.

NCTCOG staff requested feedback from the Roundtable regarding the potential website redesign. Members expressed interest for a resources page, including apartment complex door hangers and post cards. Members also expressed interest in keeping the branding, content, and logos the same, but improving the functionality of the website. NCTCOG suggested adding a topic page for OSSF educational materials.

NCTCOG staff requested feedback for ad content and important points for the upcoming Med Take-Back Campaign. Members suggested publicizing the upcoming DEA-sponsored drug take back day, April 28, 2018. Collection sites will be announced by the DEA on April 1, 2018.

NCTCOG staff requested feedback regarding 30-second explainer videos for outreach. Members expressed interest in creating a video that captures all facets of the WATER campaigns, and, during specific campaign times, slicing out important messages to easily share on social media.

5. **General Updates.** NCTCOG provides general updates on relevant programs and events, including the cooperative purchase and membership updates.

NCTCOG staff informed the group that the Cooperative Purchase order forms are due to Kathleen Myers by January 17, 2018.

NCTCOG staff requested members fill out a membership information sheet so that rosters and contact information can be fully updated.

NCTCOG staff informed the group the TMDL FY2018 First Quarter Newsletter is now available, located [here](#). The next TMDL Wastewater Subcommittee meeting is scheduled for Thursday, May 3, 2018, at 9:30 AM in the Tejas Conference Room, NCTCOG Offices.

6. **Member Highlight Presentation: North Texas Municipal Water District DYD Program.** Denise Hickey will discuss North Texas Municipal Water District's current Defend Your Drains (DYD) Program.

Bobbi Bryan discussed the current Defend Your Drains program for North Texas Municipal Water District. NTMWD is currently looking to expand giveaway items, get a wastewater vehicle wrap, and other promotional items. NTMWD is also looking into obtaining city feedback in order to further incorporate DYD into city activities and provide assistance in the city efforts. NTMWD also shared a City of Richardson DYD joint video, located [here](#), that other entities can use to help advertise the DYD message.

7. **Roundtable.** The group shares what is happening in their communities.

NCTCOG announced the FY18-19 Solid Waste Pass-through Grants Call for Projects is now open, and will close on Monday, February 12, 2018 at 5:00 PM.

City of Richardson announced a recent opening in their water quality department.

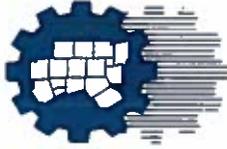
City of Arlington and Trinity River Authority provided an update regarding the senior capstone project completed by UTA Communications students, and Arlington will share the materials with the group for future promotional activities.

8. **Next Meeting Date.** Wednesday, April 11, 2018 at 10 a.m. in the Metroplex Conference Room.

9. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Kate Powers at (817) 695-9213 or KPowers@nctcog.org. Thank you!

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Crysta Guzman at (817) 695-9231 or cguzman@nctcog.org at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.



Wastewater and Treatment Education Roundtable
10:00 AM, Wednesday, January 10, 2018
Metroplex Conference Room

Member Sign-in Sheet

NAME	SIGNATURE	ORGANIZATION
Cynthia Arias		City of Carrollton
Sean Aucoin		City of Frisco
Stuart Bakken		City of Garland
Oleksandra Bikman		City of Keller
Michele Birmingham		City of Fort Worth
Jesse Borries		Trinity River Authority
Dale Burrow		Trinity River Authority
Martha Cavazos Fipps		City of McKinney
Shane Collier		City of Irving
Stephen Conner		City of Garland
Gail Donaldson		City of Allen
Elijah Dorminy		City of Irving
Helen Dulac		City of Dallas
Yvonne Dupré		City of Dallas
Brad Dyess		Trinity River Authority
Kathy Fonville		City of Mesquite
Kenneth Garvin		City of North Richland Hills
Joe Gildersleeve		City of Arlington
John Glover		City of Denton
Heather Goins		City of Denton
Kimberly Hackley		City of Dallas
Katelyn Hearon		City of Lewisville
Denise Hickey		North Texas Municipal Water District
Fouad Jaber		Texas A&M University
Ryan Janowski		Town of Prosper
Tisha Lane		City of Richardson Health Department
Jerry Laverty		City of Bedford
Kelly Longfellow		General Services Administration Region 7
Michelle Mann		City of Richardson
Katie Masucci		City of Plano

See Next Sheet

Remy McGee <i>Brown</i> <i>Reynolds</i>		Trinity River Authority
Alejandro Mejia		City of Garland
Karen Menard		Upper Trinity Regional Water District
Jennifer Moore		Trinity River Authority
Tom Moore	<i>Tom Moore</i>	City of Irving
David Moulton	<i>David Moulton</i>	City of Mansfield
Tuan Ngo	<i>Tuan Ngo</i>	City of North Richland Hills
Brooke Noack	<i>Brooke Noack</i>	North Texas Municipal Water District
Mark Overcash		City of Hurst
Abby Owens		City of Plano
James Patterson		City of Euless
Eric Pierce		City of Dallas
Elda Ramirez		City of Dallas
Lorrie Reeves		City of Carrollton
Galen Roberts		North Texas Municipal Water District
Paul Rosalez		City of Bedford
Kenneth Roseberry		City of Irving
Lydia Ruiz		City of Weatherford
Ray Silva-Reyes		City of Red Oak
Jessica Smith		City of Duncanville
Ta Soriaga		City of Carrollton
Janice Tower	<i>Danica Newman</i>	City of Richardson
Elizabeth Turner		North Texas Municipal Water District
Christi Upton		City of Southlake
Duy Vu	<i>Duy Vu</i>	City of Grand Prairie
Jack Wachtendorf		City of Arlington
James Whitt		City of Euless
Billy Williams		City of Coppell
Stephanie Zavala		City of Mansfield

