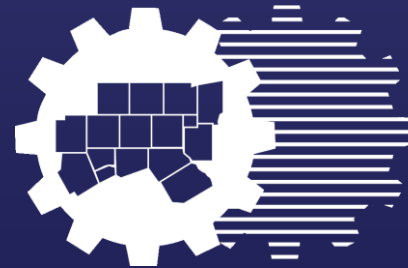


Wastewater And Treatment Education Roundtable [WATER]

Thursday, July 24, 2025



A North Central Texas Council of Governments Program

Agenda

1. Welcome and Introductions
2. Meeting Summary
3. “How To: Holiday Grease Roundup”
4. FY2026 Work Program Discussion
5. Defend Your Drains North Texas Promotional Activities Discussion
6. Membership Directory and Mentorship Program Update
7. General Updates
8. Roundtable
9. Schedule for Next WATER Meeting
10. Adjournment



Wastewater
And
Treatment
Education
Roundtable



Welcome & Introductions



Meeting Summary

The [April 17, 2025 meeting summary](#) is available online for review.



How To: Holiday Grease Roundup

City of Coppell, Keller, Lewisville, and Southlake

Holiday Grease Roundup Past Participants

Program
Background

Advertisement
of Event

Best Practices
& Lessons
Learned

Other &
Audience
Questions

Holiday Grease Roundup Updates

- New 2025 HGR dates: November 1, 2025 – January 31, 2026
- Marketing Materials will be finalized soon; official announcement for partners soon
 - New materials developed: updated flyers, revised directional signage, different HGR logo formats, and more
- Call for Grease/Cooking Oil Vendors to be released soon!



FY2026 Work Program Discussion

- Seeking feedback and approval on the [Draft FY2026 Work Program](#)
- Cost-share amounts to remain the same and no major changes to supported activities
- Invoices to be distributed electronically in October 2025

2025 Work Program Participant Breakdown

Returning Participants	22
New Participants	16
Total Participants	38
Amount Received	\$98,980

2025 Cost-Shares Breakdown

1 Million+	\$9,000
750,000-999,999	\$8,400
500,000-749,999	\$7,200
350,000-499,999	\$6,000
200,000-349,999	\$4,980
100,000-199,999	\$3,900
50,000-99,999	\$2,580
25,000-49,999	\$1,680
10,000-24,999	\$1,200
Less than 10,000	\$250
Special District (1 Million+)	\$9,000
Special District (500,000-999,999)	\$7,800
Special District (100,000-499,999)	\$4,800
Special District (Less than 100,000)	\$2,580

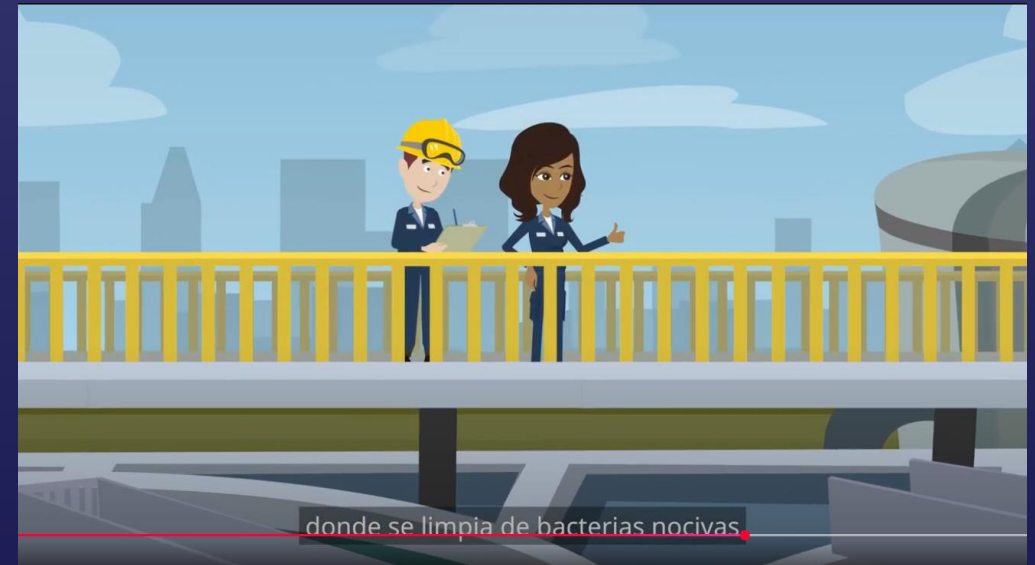
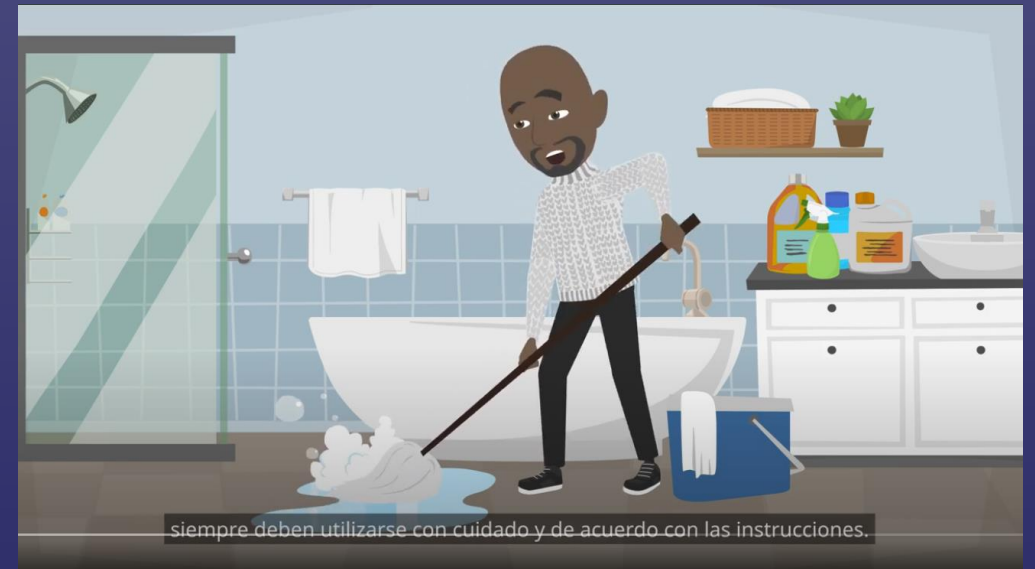
Defend Your Drains North Texas Promotional Activities

- No change to social media traffic:
 - 126 post engagements and 3,482 post impressions across all platforms (Apr-Jun 2025)
- NCTCOG has restarted Google Advertising on April 1st
 - Currently only Google Search ads
 - Intention to revisit social media ads/boosted posts in Fall 2025

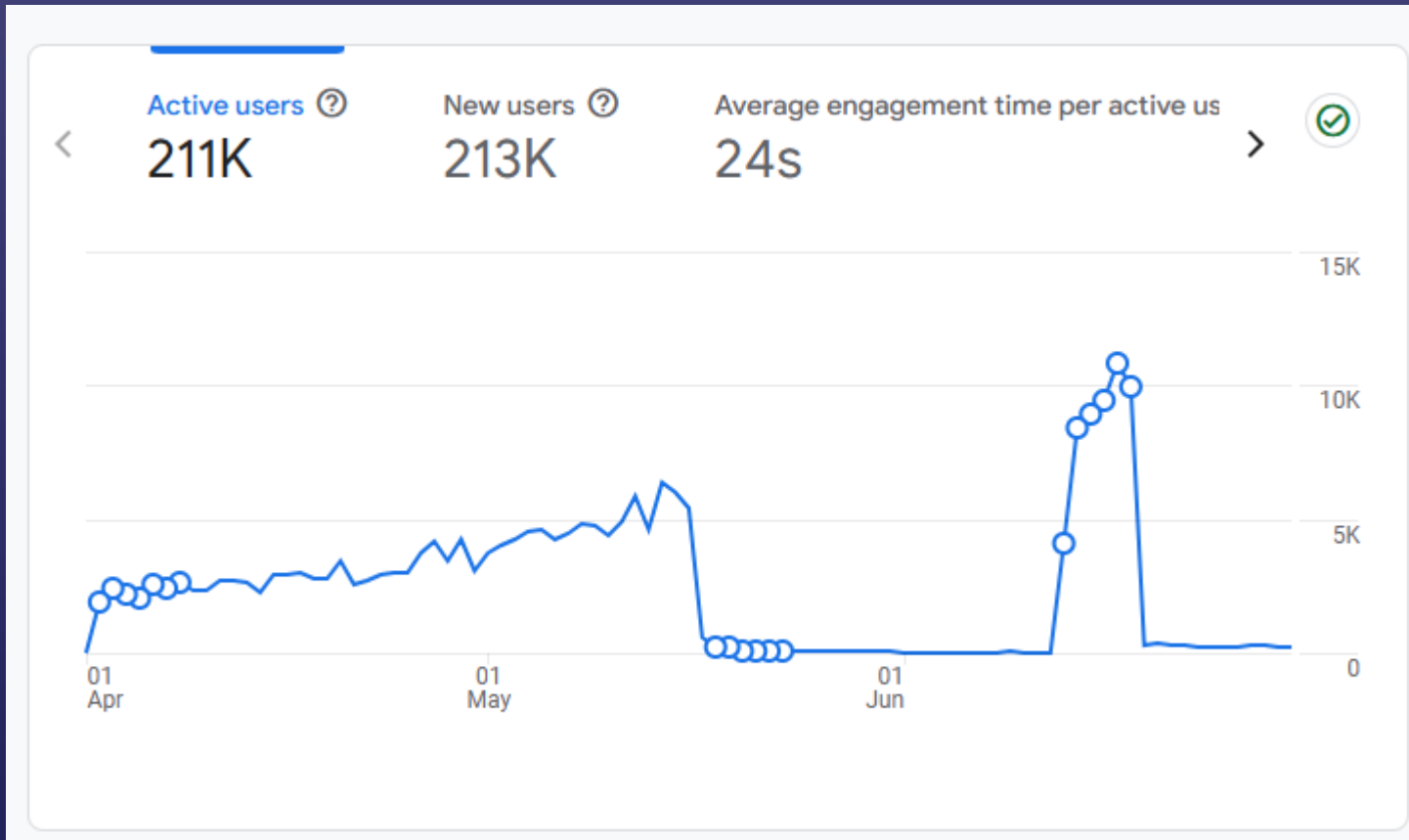


Defend Your Drains North Texas Promotional Activities

- Spanish Translated Educational Explainer Videos now live!
 - Desecha Siempre tus Artículos de Cuidado Personal (Always Trash Your Personal Care Items)
 - Ciclo de Vida del Agua Potable (Simple Life Cycle of Drinking Water)
 - Eliminación Correcta de los Productos de Limpieza en el Hogar (Proper Disposal of Home Cleaning Products)



Defend Your Drains North Texas Website Traffic



April 1 – June 30, 2025 Website Traffic:

- Large increase with paid advertising
- Same period in 2024 only 3.1k users
- Average engagement time increased since last discussion; more website updates still in progress

Membership Directory & Mentorship Program

- Don't forget to respond to the [Membership Directory / Mentorship Program Survey](#)

WATER Membership Directory and
Mentorship Program

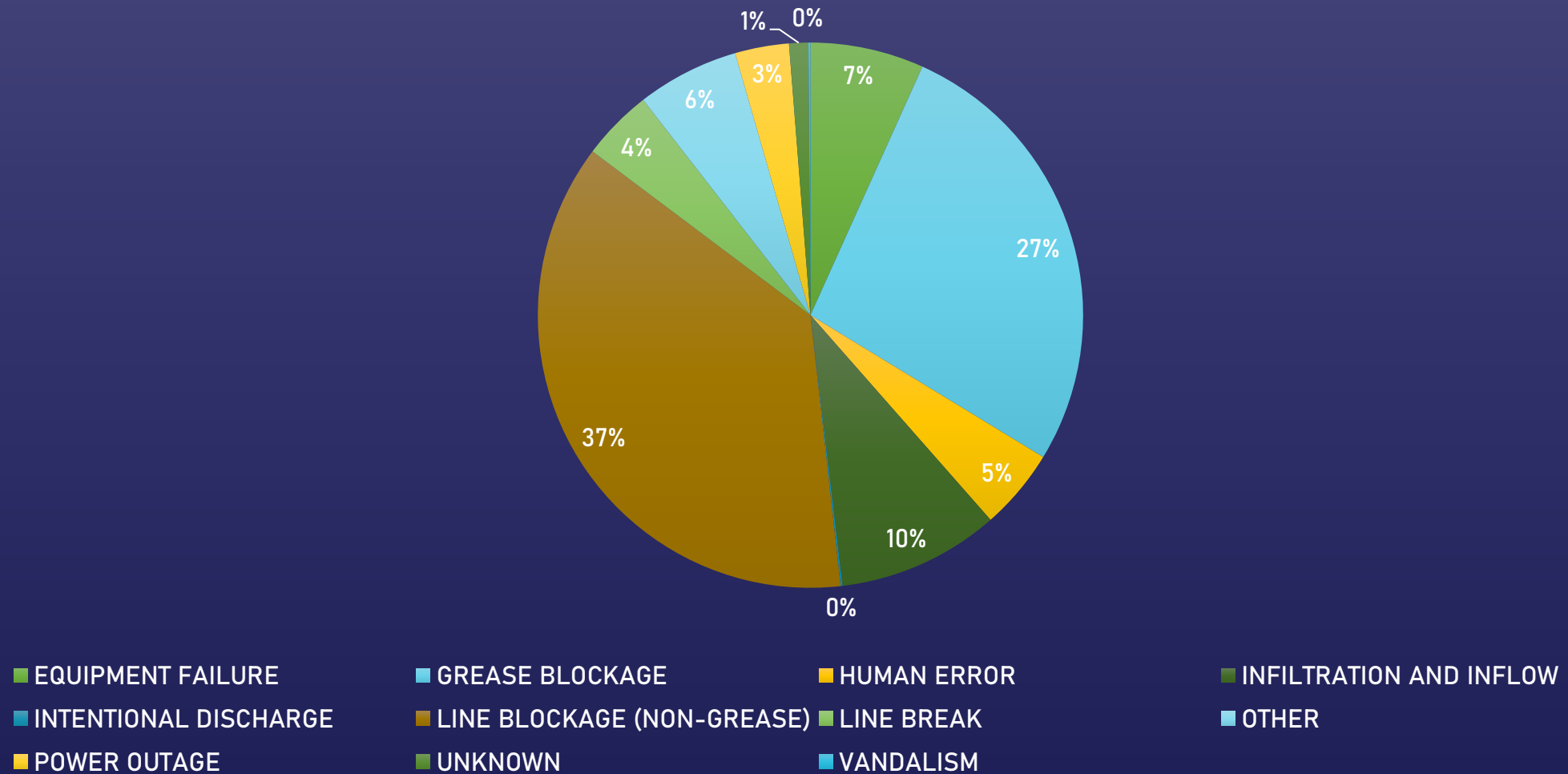


General Updates

- Wastewater Infrastructure Pollution Prevention and Environmental Safety Act (WIPPES Act) has passed the US House of Representatives and has been received by the US Senate (6/24/2025)
- 2025 Water Quality Management Plan – overall percentage reduction in Sanitary Sewer Overflows caused by FOG between 2023 and 2024!

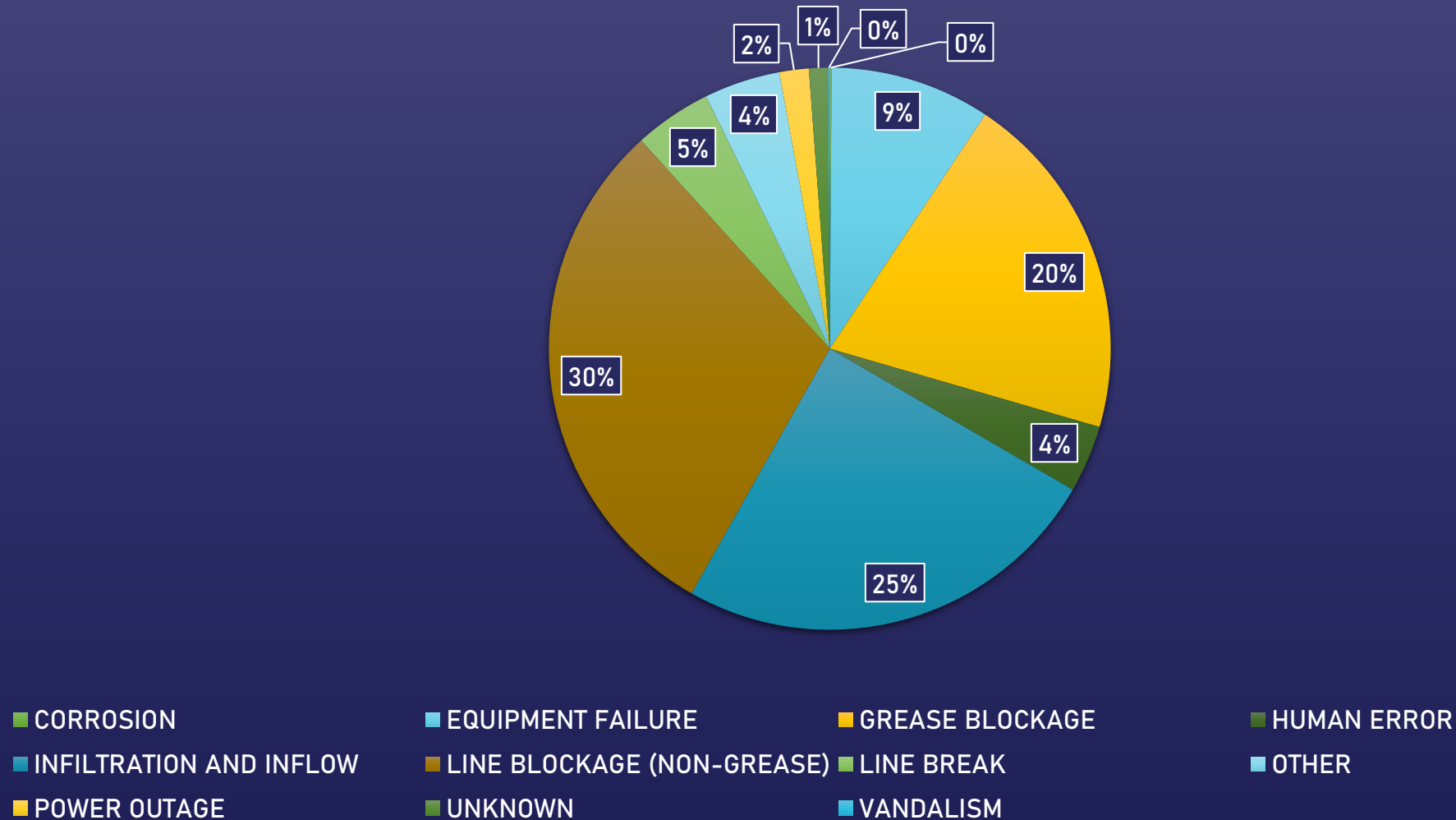
General Updates

Figure 9b. 2023 NCTCOG Sanitary Sewer Overflow Causes



General Updates

Figure 9a. 2024 NCTCOG Sanitary Sewer Overflow Causes





Roundtable

What's happening in your community?



Next Meeting

October 16, 2025

10:00 AM – 1:00 PM

Lunch/Off-Site Meeting

Adjournment

Next Meeting: October 16, 2025

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