



## North Central Texas Council of Governments

# SUMMARY

### **Wastewater And Treatment Education Roundtable**

Wednesday, April 11, 2018

10 a.m., Metroplex Conference Room

NCTCOG Offices, CPII

616 Six Flags Drive, Arlington, TX 76011

#### 1. **Welcome and Introductions.**

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

#### 2. **Regional Training Update.** NCTCOG will provide updates on the development of the Grease Trap Training.

NCTCOG discussed the upcoming Grease Trap Training and asked for member input regarding dates, instructors, cost, and other items. Members requested that cost not exceed \$200 per person, and that the training take place in October. Members also requested that the training be limited to 25 people, and if there is a large enough wait list, host the training again in six months to a year. Members expressed interest in hosting the training in Arlington.

#### 3. **Social Media Campaign Update.** NCTCOG will share social media analytics from the WATER Facebook page. Also, NCTCOG will provide an update on the new Defend Your Drains website.

NCTCOG updated members on the social media activity from the WATER Facebook page. Advertising has been very successful during the Holiday Grease Round Up and Med Take-Back events. Due to staff changes, NCTCOG has not been advertising via Facebook, but will start again when a new Communications Specialist is hired.

NCTCOG requested feedback regarding the transition between Med Take-Back and Wipes Block Everything campaigns. Dependent on remaining funds, NCTCOG staff will be looking further into the 30-second explainer videos and will be requesting more feedback at the next meeting.

The new Defend Your Drains website was shown to members. The website will be mobile-friendly and will be launching in the near future.

#### 4. **General Updates.** NCTCOG provides general updates on relevant programs and events.

NCTCOG provided updates on the membership roster. NCTCOG informed the group the upcoming TMDL Wastewater Technical Subcommittee Meeting is scheduled for Thursday, May 3, 2018 at 9:30 AM in the Tejas Conference Room, NCTCOG Offices.

NCTCOG also requested input on purchasing a Defend Your Drains pop-up banner to take to events. Members requested that the artwork be shared so they could co-brand and bring to their own events, and also have the ability to make the banner in different sizes.

5. **Member Highlight Presentation: City of Arlington.** Joe Gildersleeve will discuss the City of Arlington and Trinity River Authority's partnership with the University of Texas – Arlington senior Communications students.

Traci Peterson, City of Arlington, presented on their partnership with the University of Texas-Arlington senior Communications students. In this project, the City of Arlington Water Utilities was the "client" and the focus was fats, oils, and greases, and nonflushables, coinciding with the Arlington Water Utilities department focus. The students completed a large amount of research regarding different audience segments within the city, including homeowners, youth, apartment residents, and bilingual residents. For each of these segments, the students developed creative executions, including content, graphics, and a media plan. The results of the students' efforts led to new billing inserts and advertising, some of which have already been implemented.

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

Tarrant Regional Water District is working on their stream and stream restoration trailers for outreach events.

City of Lewisville shared the fat trapper bags from NCTCOG's Cooperative Purchase were a big hit with residents at their community clean up events.

City of Southlake has been working on revamping their FOG program, including public education and grease trap inspections.

City of Mansfield introduced their new Environmental Education Specialist and Utilities Communication Specialist.

City of Arlington is hosting a public tour of the Water Treatment Plant for Drinking Water Week on May 5, 2018, and is working with the City of Dallas and other partners to create universal truck inspections for wastewater haulers.

City of McKinney shared the Mayor signed the Mayor's Monarch Pledge in February, which may lead to a neighborhood challenge to plant more butterfly friendly habitats, and has brought more people to Green Seminars and other events to discuss FOGs and other wastewater issues.

City of Dallas has been merging programs, and working to revamp campaigns for targeted education in schools and camps. They are also working on liquid waste trainings.

City of Garland shared their "Potty Promise" and the outreach methods that have been successful for them.

City of Cedar Hill informed members they will be hosting some international officials soon and are looking for "shining star" companies and locations to visit. The T.I. chip factory in Richardson was suggested.

7. **Next Meeting Date.** Wednesday, July 25, 2018 at 10 a.m. in the Metroplex Conference Room.
8. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Cassidy Campbell at (817) 608-2368 or [ccampbell@nctcog.org](mailto:ccampbell@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](mailto:cguzman@nctcog.org) at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.