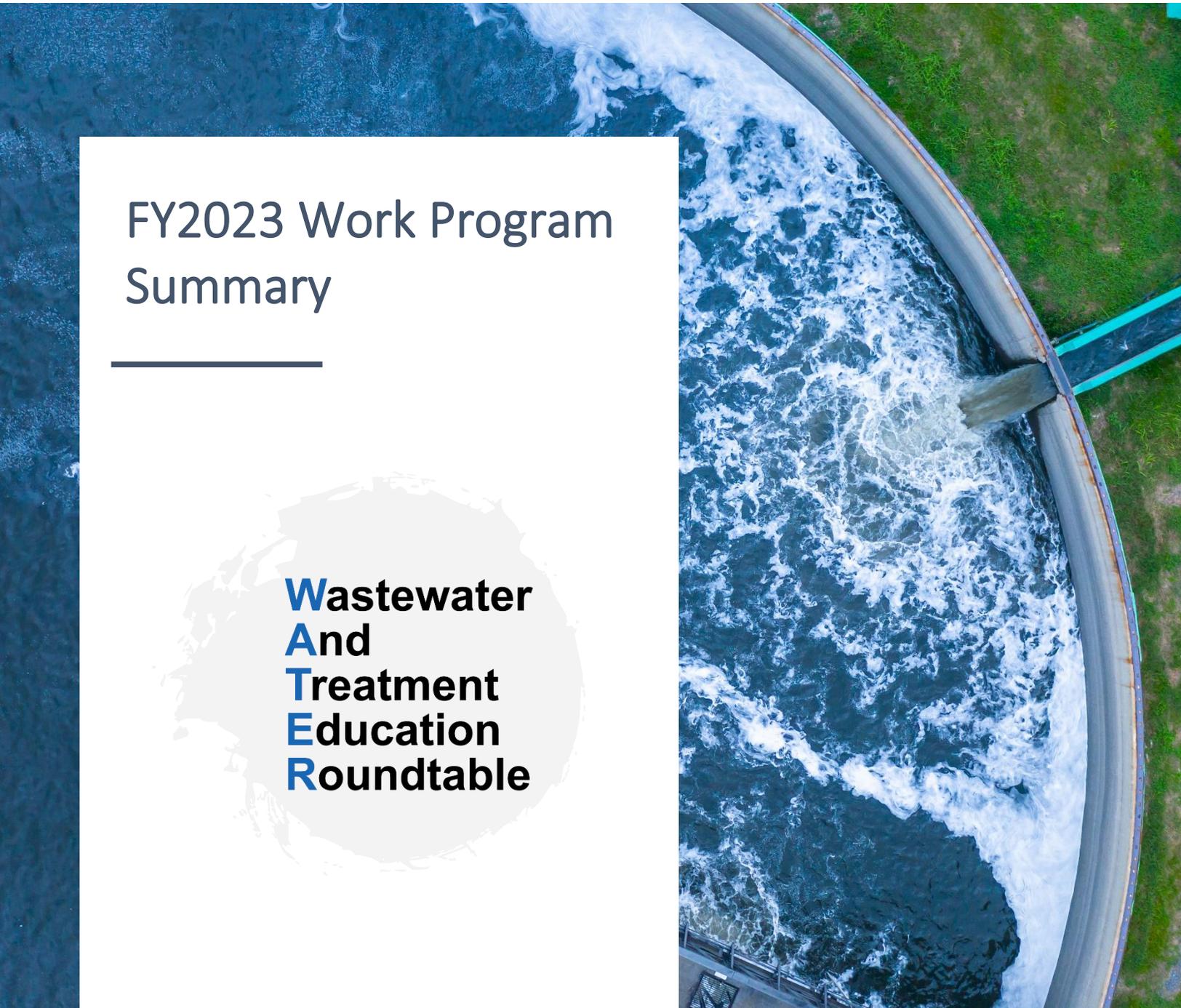


FY2023 Work Program Summary



Wastewater And Treatment Education Roundtable

October 1, 2022 through September 30, 2023

**Wastewater And Treatment Education
Roundtable**



Overview

The Wastewater And Treatment Education Roundtable (WATER) is a partnership between North Central Texas Council of Governments (NCTCOG), municipalities, and water utilities in the North Texas region that aims to educate the public about issues associated with the improper disposal of fats, oils, and grease (FOG), such as property damage, health hazards, and environmental problems. In 2015, the group decided to expand its mission to include issues related to disposables such as flushable wipes, paper towels, and pharmaceuticals.

WATER’s mission is to help reduce potential damage to the region’s household plumbing systems and wastewater treatment systems as well as to decrease hazards to water quality through educational efforts related to the proper disposal of items such as wipes; paper towels; feminine hygiene and personal care products; medicines; household hazardous waste; and fats, oils, and grease (FOG).

In Fiscal Year 2023, WATER had nineteen cost-sharing participants, hosted the annual Holiday Grease Roundup, facilitated a Grease and Cooking Oil Collection Best Management Practices webinar, hosted four roundtable meetings, and continued the Defend Your Drains North Texas (DYD) advertising and continued converting existing educational explainer videos into Spanish.

Thank you to the following entities for contributing financially to the FY2023 WATER Work Program:

- City of Arlington
- City of Bedford
- City of Cedar Hill
- City of Colleyville
- City of Denton
- City of Duncanville
- City of Grand Prairie
- City of Haltom City
- City of Highland Village
- City of Irving
- City of Lewisville
- City of Mansfield
- City of McKinney
- City of North Richland Hills
- City of Plano
- City of Richardson
- City of Waxahachie
- North Texas Municipal Water District
- Trinity River Authority

Meetings

During FY 2023, WATER held four meetings, with two topic presentations and one panel discussion.

| Date | Oct 10, 2022 | Feb 2, 2023 | Apr 25, 2023 | Jul 20, 2023 |
|---------------------|--------------|-------------|--------------|--------------|
| Number of Attendees | 13 | 24 | 11 | 14 |



Thank you to the City of Cedar Hill, and Risa Weinberger, Risa Weinberger & Associates, Inc. for providing presentations on Cedar Hill’s new household hazardous waste management program and the Resource Conservation Council’s Organic Waste Gap Analysis Study. Thank you to the Cities of Cedar Hill, Irving, Mansfield, and Southlake, along with American BioSource for participating in a panel discussion covering Grease & Cooking Oil Collection Best Management Practices in preparations for the upcoming Holiday Grease Roundup. Meeting summaries and presentations are available for review on the [WATER committee webpage](#).

Social Media and Defend Your Drains North Texas Website Analytics

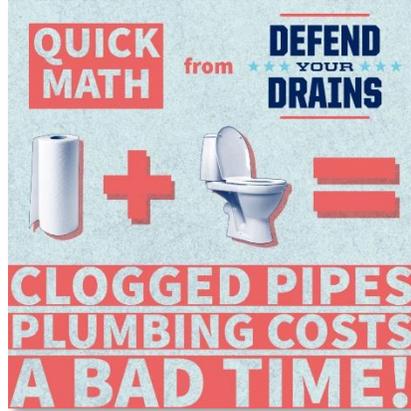
NCTCOG spent funds on Google Advertising which increased the reach of the Defend Your Drains North Texas message. This reach led to an increase in traffic to the [Defend Your Drains North Texas website](#).

NCTCOG focused spending efforts on Google Advertising, as an internal compliance issue led to the inability to continue to fund Facebook or other social media advertising. The impact of Google Advertising led to a significant increase of traffic into the Defend Your Drains North Texas webpage.



While engagements on social media posts on the Defend Your Drains North Texas Facebook, Instagram and Twitter accounts decreased significantly due to the lack of sponsored or boosted posts on those platforms, overall Facebook showed a 3% follower increase, Instagram had a 13% increase and Twitter showed an 8% increase from the previous fiscal year.

In addition to tracking Facebook and Twitter analytics, in FY2022, NCTCOG also began tracking analytics associated with the Defend Your Drains North Texas Instagram account. As of September 30, 2023, the Defend Your Drains North Texas Instagram account had 172 followers and made 132 posts.



| Defend Your Drains North Texas – Social Media Analytics | |
|---|-----------|
| Facebook | |
| October 1, 2022 – September 30, 2023 | |
| Followers | 424 |
| Number of engagements | 216 |
| Number of impressions | 11,000 |
| October 1, 2017 – September 30, 2022 | |
| Followers | 412 |
| Number of engagements | 19,982 |
| Number of impressions | 1,269,415 |

| Defend Your Drains North Texas – Social Media Analytics | |
|---|---------|
| Twitter | |
| October 1, 2022 – September 30, 2023 | |
| Followers | 156 |
| Number of engagements | 188 |
| Number of impressions | 6,100 |
| October 1, 2017 – September 30, 2021 | |
| Followers | 145 |
| Number of engagements | 2,590 |
| Number of impressions | 216,984 |

| Defend Your Drains North Texas – Social Media Analytics | |
|---|-------|
| Instagram | |
| October 1, 2022 – September 30, 2023 | |
| Followers | 172 |
| Number of engagements | 393 |
| Number of impressions | 3,000 |
| October 1, 2017 – September 30, 2021 | |
| Followers | 153 |
| Number of engagements | 500 |
| Number of impressions | 4,700 |

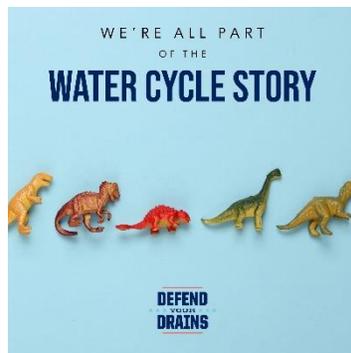
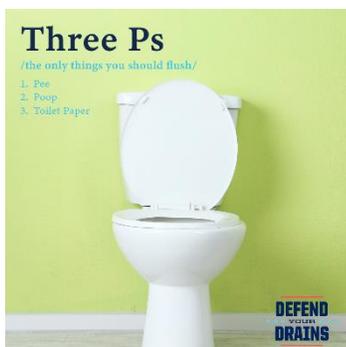
Social Media Analytics Definitions:

- Number of engagements: number of times a user interacts with the content (liking, sharing, commenting, etc.).
- Number of impressions: number of times users see the content.

The most popular post on the Defend Your Drains North Texas Facebook in FY2023 was originally posted on November 18, 2022. This post had eight shares and three reactions. The most popular post on the Defend Your Drains North Texas Twitter in FY2022 had two likes, 208 impressions, and two retweets. The most popular post on the Defend Your Drains North Texas Instagram in FY2022 had three likes, sixty-five impressions, and four engagements.



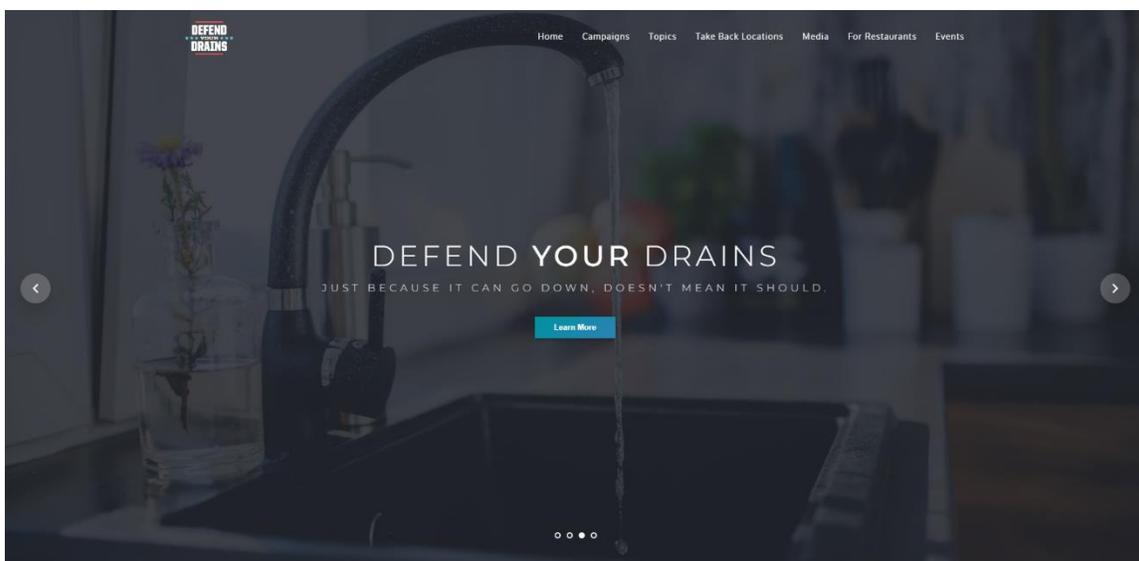
The Defend Your Drains North Texas website continued to experience a prominent level of success in the number of users and sessions, both significantly higher than in previous years. The bounce rate, or percentage of users that only view one page before exiting the website, also decreased increased by approximately 5%. We expect this increase to be due to our change in advertising format and optimizing our search engine terms. However, due to changes within Google Analytics in July 2023, some of the previous analytics, including page views, pages per session, and bounce rate are no longer easily accessible in the analytics viewer. These analytics below represent only October 1, 2022, through July 4, 2023, when the change occurred. NCTCOG is continuing to evaluate the best metrics to track for the Defend Your Drains North Texas website.



| Defend Your Drains North Texas - Website Analytics | |
|---|----------|
| October 1, 2022 – September 30, 2023 | |
| Sessions | 16,570 |
| Users | 18,464 |
| Page Views* | 23,910 |
| Pages/Session* | 1.44 |
| Average Session Duration | 00.00.32 |
| Bounce Rate* | 74.15% |
| % New Sessions | 93% |
| October 1, 2017 – September 30, 2022 | |
| Sessions | 61,917 |
| Users | 54,651 |
| Page Views | 92,190 |
| Pages/Session | 1.48 |
| Average Session Duration | 00.00.51 |
| Bounce Rate | 78.04% |
| % New Sessions | 93% |

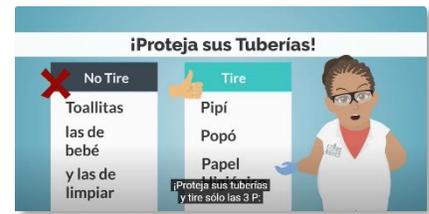
Website Analytics Definitions:

- Sessions: number of times a single user visits the website.
- Users: number of unique visitors.
- Page views: number of views each individual page received.
- Pages/Session: number of pages viewed by a single user.
- Average Session Duration: average amount of time spent on the website by a single user.
- Bounce rate: percentage of visitors that leave the website after only viewing one page.
- % New sessions: percentage of new users visiting the website.



Education and Outreach

In FY2023, in addition to social media outreach, NCTCOG focused efforts on converting existing educational explainer videos from English into Spanish. NCTCOG created Spanish translated videos for the FOGs, Wipes, Household Hazardous Waste, and Medication videos, titled “FOGS: Los Aceites y Las Grasas,” “Las Toallitas Lo Obstruyen Todo,” “Los Residuos Peligrosos del Hogar,” and “La Eliminación Correcta de Medicamentos.” With the addition of these videos, this brings the total number of Defend Your Drains North Texas videos created since FY2019 to fourteen. As of September 30, 2023, these videos have a combined total of almost 20,000 views, with the most popular videos being Proper Disposal of Household Hazardous Waste and Fats, Oils, and Grease. These videos are available on the [NCTCOG E&D YouTube page](#).



| Video Name | Number of Views |
|--|-----------------|
| Wipes Clog Pipes | 3,259 |
| Fats, Oils, and Grease | 3,704 |
| Drug Take Back | 315 |
| Proper Disposal of Household Hazardous Waste | 9,950 |
| The Simple Life Cycle of Drinking Water | 315 |
| Why Your Sink Disposal Isn't a Garbage Can | 652 |
| Always Trash Your Personal Care Items | 99 |
| Only the 3 P's | 40 |
| Annual Holiday Grease Roundup | 384 |
| Disposal of Home Cleaning Products | 477 |
| FOGS: Los Aceites y Las Grasas | 28 |
| Las Toallitas Lo Obstruyen Todo | 16 |
| Los Residuos Peligrosos del Hogar | 9 |
| La Eliminación Correcta de Medicamentos | 18 |
| Total Views: | 19,266 |

NCTCOG participated in the ongoing efforts of the Water Environment Association of Texas's (WEAT) statewide campaign related to Fats, Oils, and Grease (FOG) and non-flushable items, utilizing their posts and other marketing materials on the Defend Your Drains North Texas social media and more.

Join us for the

2022 Holiday Grease Roundup

Recolección de Grasa de Festividades 2022

Nov. 14-Jan. 9 / nov. 14-ene. 9



9th Annual Holiday Grease Roundup

During the 9th Annual Holiday Grease Roundup, forty-five entities participated and collected 9,492 gallons of grease! We had four more entities participate and collected 1,047 more gallons than the previous year's roundup. NCTCOG also spent time updating marketing materials to include translations into Vietnamese and creating a graphic element cheat sheet, so that participants may create their own marketing materials with the same branding elements. Since the inception of the Holiday Grease Roundup, participants have collected over 44,504 gallons of grease. Results from the 9th Holiday Grease Roundup and past years are shown in the table below.

La grasa para cocinar obstruye el sistema de alcantarillado

Las grasas y los aceites se endurecen en las tuberías o en los conductos del alcantarillado, provocando bloqueos y grandes atascos. Las tuberías de los hogares y las líneas de alcantarillado de la ciudad no son capaces de manejar estos materiales y pueden provocar desbordamientos del alcantarillado.

Si las alcantarillas se desbordan, las calles deben ser cerradas, deteniendo el tráfico e incrementando los gastos para usted y la ciudad.

Cesar la Grasa

No tire grasa por el desagüe. Póngala en un recipiente con tapa, como una vieja lata de café y recíclala en una de las ubicaciones de recolección.

No tire el aceite de cocina por el desagüe. Si frie la comida, deje que el aceite usado se enfríe. Después, ponga el aceite usado en un recipiente de plástico rígido con tapa de rosca (quizá el mismo recipiente en el que vino el aceite) y recíclalo en uno de los sitios de recolección detallados al reverso del volante.

#HolidayGreaseRoundup

DEFEND YOUR DRAINS

Encuentre el lugar de entrega más cercano en www.DefendYourDrainsNorthTexas.com



| 2022 Holiday Grease Roundup Results (gallons) | | | | | |
|---|--------|-------------------|----------------------|----------------------|--------|
| Entity | Amount | Entity | Amount | Entity | Amount |
| Allen | 170 | Duncanville | 253 | McKinney | 151 |
| Allen APT Complex | 0 | Edgecliff Village | 0 | Mesquite | 35 |
| Alvord | 0 | Farmers Branch | 24 | North Richland Hills | 240 |
| Arlington | 300 | Fate | 20 | Princeton | 30 |
| Bedford | 10 | Fort Worth | 2516 | Red Oak | 94 |
| Carrollton | 315 | Frisco | 443 | Richardson | 240 |
| Cedar Hill | 550 | Garland | 330 | Sachse | 0 |
| Cleburne | 0 | Grand Prairie | 109 | Shady Shores | 4 |
| Colleyville | 75 | Irving | 70 | Southlake | 99 |
| Coppell | 189 | Lancaster | 11 | Waxahachie | 101 |
| Copper Canyon | 0 | Lavon | 7 | Westworth Village | 13 |
| Corinth | 17 | Little Elm | 20 | White Settlement | 124 |
| Dallas | 1896 | Lewisville | 188 | NTMWD | 138 |
| Denton | 162 | Mansfield | 320 | TRA | 15 |
| TOTAL: | | | 9,492 gallons | | |

**The City of Haltom City and Tarrant County participated as marketing partners and did not host any collections. NCTCOG was unable to acquire collection data from the City of Cleburne.*

| Holiday Grease Roundup – Historic Data | |
|--|----------------------------|
| Year | Amount Collected (Gallons) |
| 2014 | 984 |
| 2015 | 2,773 |
| 2016 | 5,034 |
| 2017 | 4,000 |
| 2018 | 3,581 |
| 2019 | 3,502 |
| 2020 | 6,693 |
| 2021 | 8,445 |
| 2022 | 9,492 |
| Total: | 35,012 |

Grease and Cooking Oil Collection Best Management Practices Webinar

The Grease and Cooking Oil Collection Best Management Practices Webinar was held on September 27, 2023, to aid in preparations for the 10th Annual Holiday Grease Roundup. This free webinar had forty-eight participants and included presentations from Duy Vu, City of Cedar Hill, Jacie Lewis, City of Irving, Madisson Dunn, City of Southlake, and Howard Redfearn, City of Mansfield. This webinar included information on the different grease collection set ups, best practices for interacting with residents dropping off grease, lessons learned, and successes and challenges during the Holiday Grease Roundup. NCTCOG also covered information on the 10th Annual Holiday Grease Roundup, including goals, how to participate, and marketing materials. A recording of the training will be made available on [NCTCOG E&D's YouTube page](#).

Looking Forward to FY2024

In FY2024, NCTCOG will continue to facilitate meetings, utilize Google advertising, and manage the 10th Annual Holiday Grease Roundup. NCTCOG will also continue developing Spanish translated explainer videos and more as directed by cost-sharing members.

More information on the FY2024 Work Program can be found [online](#). If you are interested in participating, please email Hannah Allen at hallen@nctcog.org.

Thanks again for a momentous year! The work we do is not possible without your support. If you have any questions, comments, or concerns, please contact Hannah Allen, Environment and Development Senior Planner, at hallen@nctcog.org or (817) 695-9215.