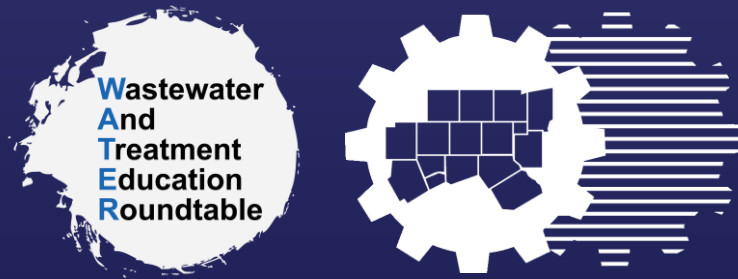


Wastewater And Treatment Education Roundtable [WATER]

Thursday, April 17, 2025



A North Central Texas Council of Governments Program

Agenda

1. Welcome and Introductions
2. Meeting Summary
3. 2024 Holiday Grease Roundup Results and Next Steps
4. Defend Your Drains North Texas Promotional Activities Discussion
5. FY2025 Work Program Update and FY2026 Work Program Discussion
6. Membership Directory and Mentorship Program Update
7. General Updates
8. Roundtable
9. Schedule for the Next WATER Meeting
10. Adjournment/Lunch



**Wastewater
And
Treatment
Education
Roundtable**



Welcome & Introductions



Meeting Summary

The January 23, 2025 meeting summary is available online for review.

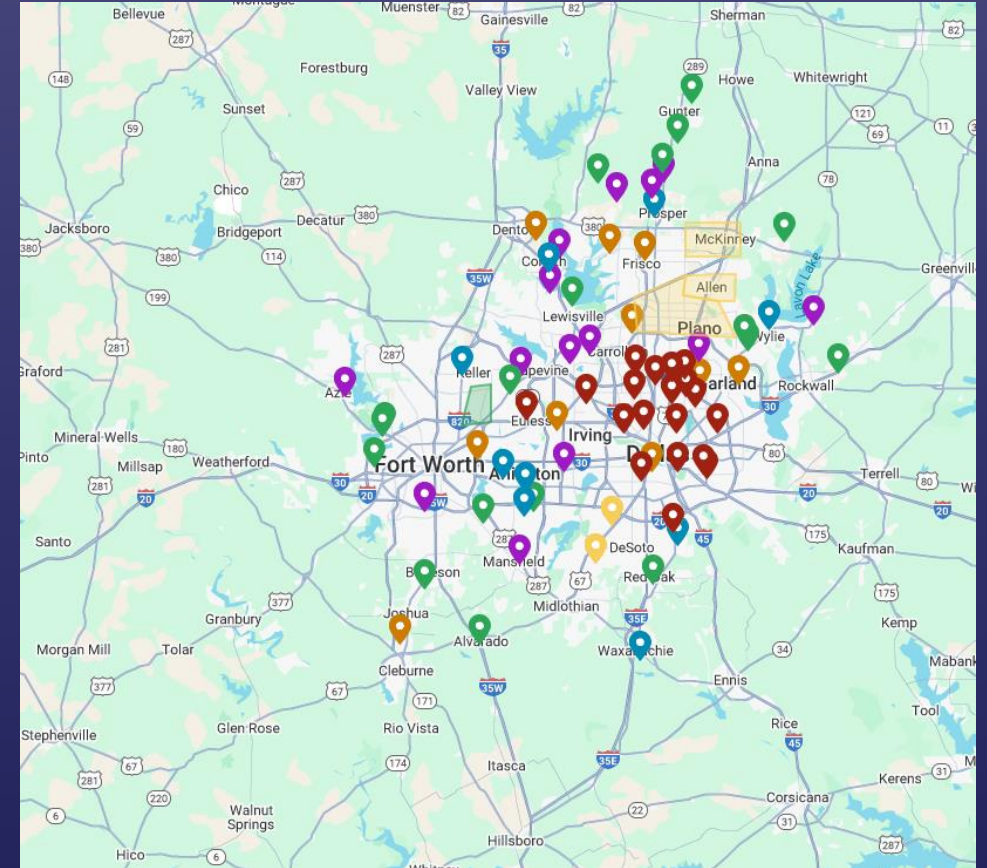
Holiday Grease Roundup Updates

- 9,080 gallons of grease collected from 52 participants/61 drop off locations
- 2025 HGR dates: November 17, 2025 – January 8, 2026
- Post-Event Survey Marketing Needs:
 - Instructions/signage for grease collection containers
 - More football/gameday themes in posts
 - Updated outdoor directional signage
 - More content on postcard/half page flyer, additional flyers
 - More HGR logos
 - Branded merch (t-shirts, hoodies, etc.)
 - Is there a need for paid advertising, via billboards or other forms for the HGR?



Holiday Grease Roundup Updates

- Other Post-Event Survey Needs:
 - Better communication from grease collection vendor
 - Potentially seeking additional, vetted vendors for grease collection
 - More locations for grease collection – looking to underserved areas
 - Earlier access to marketing materials, website posting, etc.
 - In depth guide for first time participants
 - Peer-to-peer information sharing: what has and hasn't worked for promoting the event?
 - Standard survey for participants dropping off grease/cooking oil

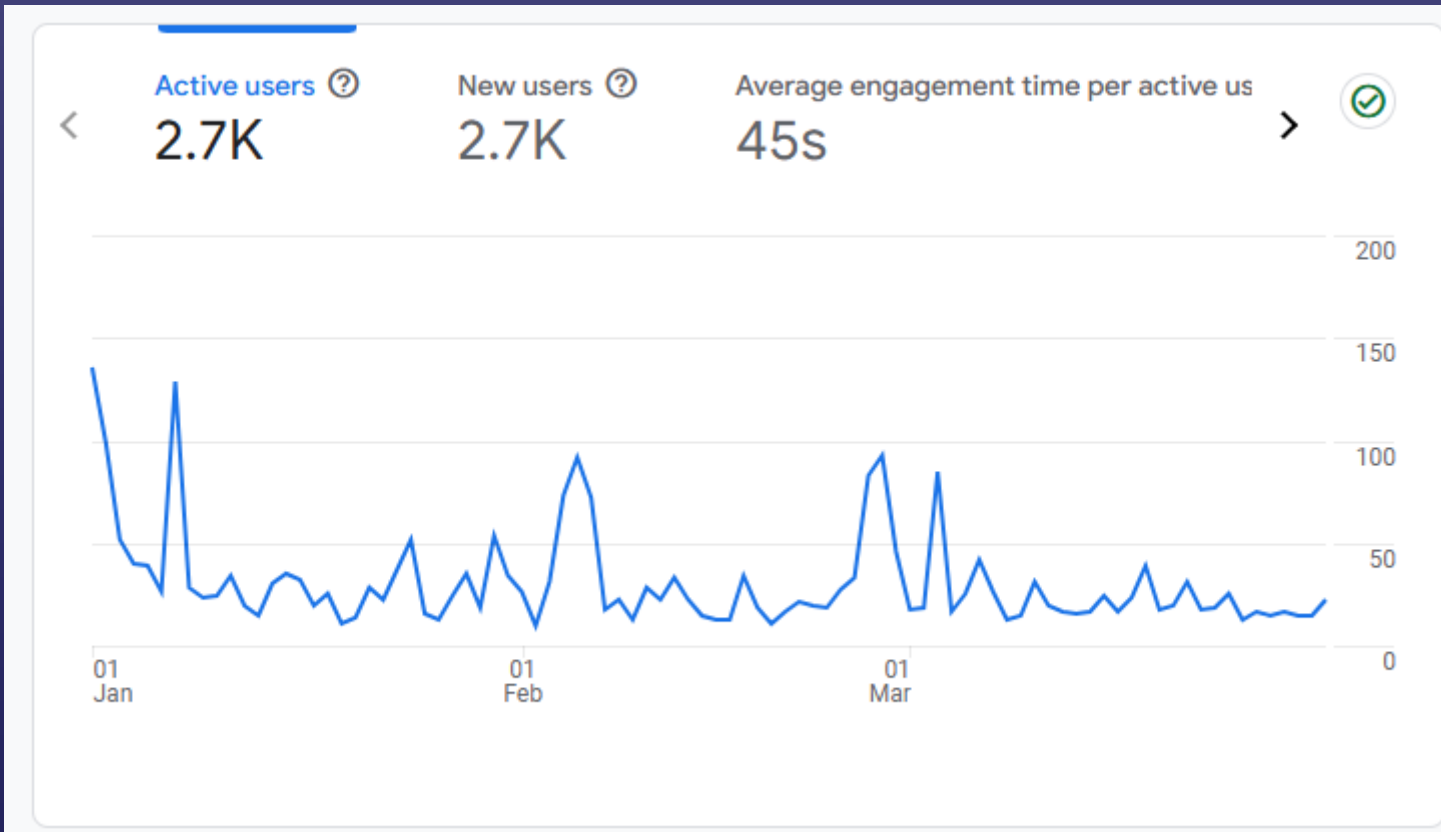


Defend Your Drains North Texas Promotional Activities

- No change to social media traffic:
 - 257 post engagements and 3,654 post impressions across all platforms (Jan-Mar 2025)
- NCTCOG has restarted Google Advertising on April 1st
 - Currently only Google Search ads
 - Intention to start Google Display ads in Fall 2025 to coincide with the HGR
- Spanish video translations still under finalization



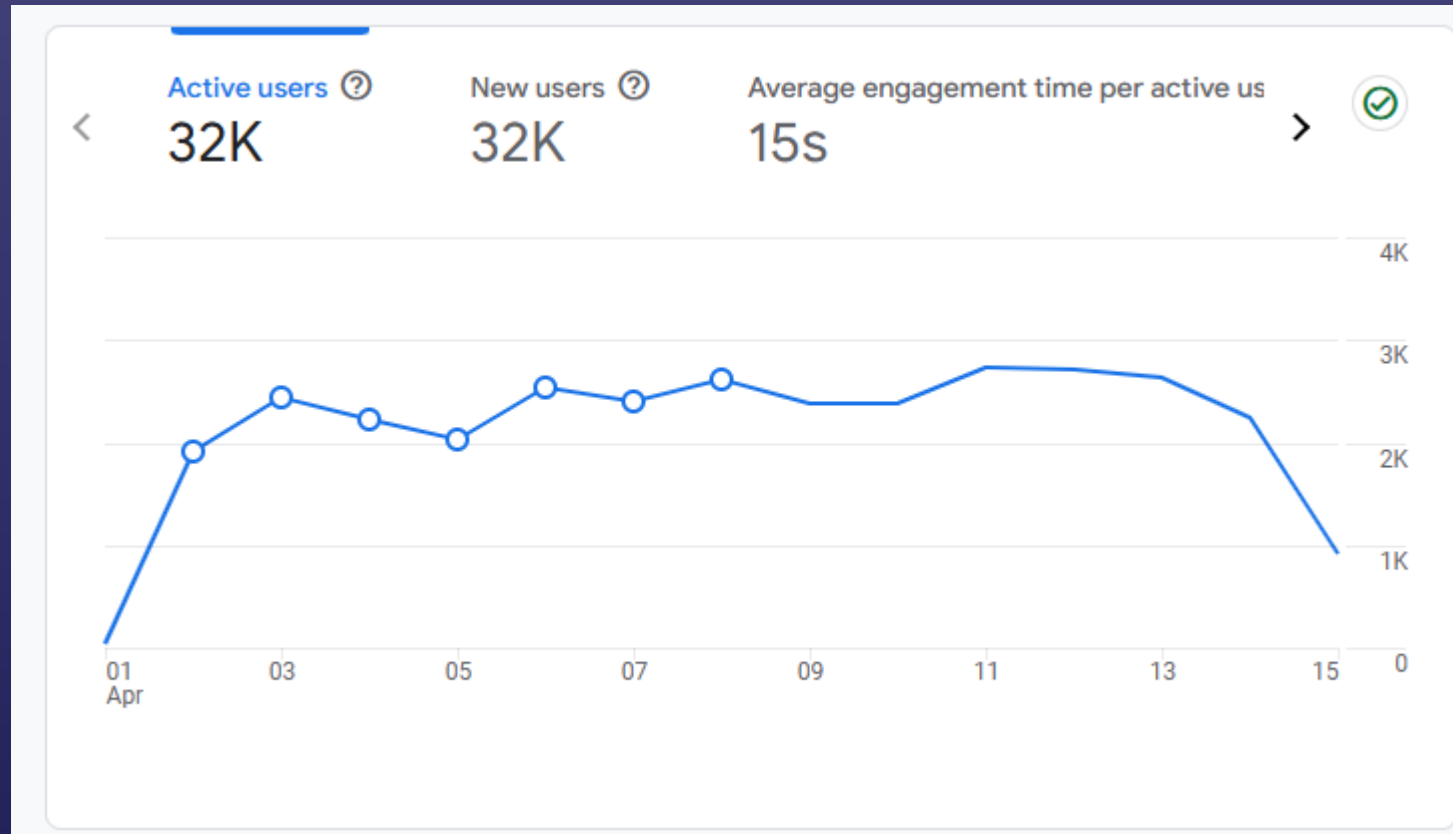
Defend Your Drains North Texas Website Traffic



January 1 – March 31, 2025 Website Traffic:

- Most are direct links to site, followed by organic search
- Steep drop-off of visitors after Holiday Grease Roundup
 - October – December traffic: over 5,500 visitors

Defend Your Drains North Texas Website Traffic



April 1 - 15, 2025 Website Traffic:

- Large increase with paid advertising
- 32,000 visitors in 2 weeks as compared to 2,600 visitors in 3 months
- Average engagement time significantly dropped – plans to make website changes to help increase

FY2025 Work Program Update

- Still accepting commitments for FY2025
- \$84,400 committed through 4/15/25

2025 Work Program Participant Breakdown

Returning Participants	19
New Participants	16
Total Participants	35

Thank you: Arlington, Azle, Bedford, Burleson, Cedar Hill, Celina, Colleyville, **Coppell**, Crandall, Forest Hill, Grand Prairie, Grandview, Haltom City, Highland Village, Irving, Keller, Lewisville, Little Elm, **Mansfield**, McKinney, North Richland Hills, **Plano**, Princeton, Prosper, Red Oak, Rhome, **Richardson**, Royse City, Terrell, University Park, Venus, Waxahachie, White Settlement, Wylie, and Trinity River Authority!!

FY2026 Work Program Discussion

- Cost-share amounts to remain the same
- Is there support to continue offering lunch with cost-sharing funds for the off-site, extended meetings?
- Should there be any changes to the tasks or priorities for FY2025?
- Draft Work Program to be brought for approval at July meeting

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

Membership Directory & Mentorship Program

- Minimal responses to the [Membership Directory / Mentorship Program Survey](#)
- Revisiting expectations:
 - What should be included?
 - How do you want the directory to be shared?
 - What assistance from NCTCOG would you like for the mentorship program (outside of pairing mentors/mentees)?

WATER Membership Directory and
Mentorship Program



General Updates

- February 2025 US FOG Alliance Conference in Dallas Recap
- Bryan Adams concert in Perth, Australia cancelled due to Fatberg in February
- *Wastewater Infrastructure Pollution Prevention and Environmental Safety (WIPPES) Act* reintroduced into U.S. House of Representatives for consideration (H.R. 2269, in House Energy & Commerce Committee)
- Free FOG Abatement Technical One-Day Training: June 10, 2025 in Texarkana



Roundtable

What's happening in your community?



Next Meeting

July 24, 2025
10:00 AM, NCTCOG Offices

Adjournment

Next Meeting: July 24, 2025

Hannah Allen Ordonez

E&D Senior Planner

hordonez@nctcog.org

(817) 695-9215

Cassidy Campbell

E&D Program Manager

ccampbell@nctcog.org

(817) 608-2368

