WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE
(WATER)

TUESDAY, FEBRUARY 12, 2019

A program of the North Central Texas Council of Governments
Agenda

1. Welcome and Introductions
2. Meeting Summary
3. 2018 Holiday Grease Roundup Initial Results
4. Regional Training Discussion
5. Promotional Activities Update and Prioritization
6. FY2019 Work Program Discussion
7. FY2020 Work Program Notice
8. Member Highlight Presentation
9. General Updates
10. Roundtable
11. Next Meeting Date
12. Adjournment
1. Welcome and Introductions

North Central Texas Council of Governments

2. Meeting Summary
## 3. 2018 Holiday Grease Roundup

### Date range:
November 26, 2018 – January 7, 2019

### Total Collected: (in gallons)
3,580.05

<table>
<thead>
<tr>
<th>Participant</th>
<th>Amount (gallons)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington</td>
<td>196.00</td>
</tr>
<tr>
<td>Cedar Hill</td>
<td>97.22</td>
</tr>
<tr>
<td>Colleyville</td>
<td>150.00</td>
</tr>
<tr>
<td>Dallas</td>
<td>1,336.00</td>
</tr>
<tr>
<td>Denton</td>
<td>320.83</td>
</tr>
<tr>
<td>Duncanville</td>
<td>157.00</td>
</tr>
<tr>
<td>Garland</td>
<td>244.00</td>
</tr>
<tr>
<td>Lewisville</td>
<td>105.00</td>
</tr>
<tr>
<td>Mansfield</td>
<td>301.00</td>
</tr>
<tr>
<td>McKinney</td>
<td>147.00</td>
</tr>
<tr>
<td>North Richland Hills</td>
<td>288.00</td>
</tr>
<tr>
<td>NTMWD</td>
<td>113.00</td>
</tr>
<tr>
<td>Richardson</td>
<td>125.00</td>
</tr>
<tr>
<td>Watauga</td>
<td>?</td>
</tr>
<tr>
<td>Participant</td>
<td>Gallons Collected</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td></td>
<td>2016</td>
</tr>
<tr>
<td>Arlington</td>
<td>250</td>
</tr>
<tr>
<td>Cedar Hill</td>
<td>-</td>
</tr>
<tr>
<td>Colleyville</td>
<td>-</td>
</tr>
<tr>
<td>Dallas Water Utilities</td>
<td>2,009</td>
</tr>
<tr>
<td>Denton</td>
<td>-</td>
</tr>
<tr>
<td>Duncanville</td>
<td>200</td>
</tr>
<tr>
<td>Garland</td>
<td>78</td>
</tr>
<tr>
<td>Grand Prairie</td>
<td>225</td>
</tr>
<tr>
<td>Lewisville</td>
<td>47</td>
</tr>
<tr>
<td>Mansfield</td>
<td>238</td>
</tr>
<tr>
<td>McKinney</td>
<td>242</td>
</tr>
<tr>
<td>North Richland Hills</td>
<td>388</td>
</tr>
<tr>
<td>NTMWD</td>
<td>-</td>
</tr>
<tr>
<td>Richardson</td>
<td>40</td>
</tr>
<tr>
<td>Watauga</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,034</strong>*</td>
</tr>
</tbody>
</table>

*included gallons collected by entities not listed
4. Regional Training Discussion

• **Grease Interceptor Inspector Training:**
  
  • Neal Klimek, Knowgrease Services
    
    • Classroom plus site visit:
      
      • 3-year cost: approx. $18,000
      • 5-year cost: approx. $30,300
    
    • Classroom only:
      
      • Instructor would teach two back-to-back classroom sessions, participating entities would perform site visits
      
      • 3-year cost: approx. $25,500
      • 5-year cost: approx. $43,000

• Cost of trainings would be covered by registration fees and from the WATER Work Program budget
5. Promotional Activities Update
5. Promotional Activities Update

**Wipes Block Everything**

Wipes are designed to be strong and not break down once wet. Because of this, they don’t degrade in the pipes like toilet paper does. These wipes can cause major blockages in your own pipes at home, or further down the line at a wastewater treatment plant. This includes baby wipes, bathroom wipes, facial or cosmetic wipes, personal hygiene wipes, disinfecting wipes, floor cleaning or dusting wipes, and toilet bowl scrub pads.

Even products labeled “flushable” can clog sewer lines.

For more information visit, [www.DefendYourDrainsNorthTexas.com](http://www.DefendYourDrainsNorthTexas.com)

**What is a “Fatberg?”**

“Fatbergs,” are a combination of wet wipes, grease and dirt in pipes. They are one of the leading causes of clogs in community and city pipelines. This leads to very expensive repairs for both you and the city.

**The “Break Down” of the Wipe**

Wet wipes are made up of plastic fibers that do not break apart once flushed.
5. Promotional Activities Update

Website analytics from Defend Your Drains North Texas

Dark blue line is November – current, dotted line is 3 months prior (July – October)
5. Promotional Activities Update

**Facebook**

Always remember to wipe your leftover grease and oil out of its pan with a paper towel before washing!
Go to www.DefendYourDrainsNorthTexas.com for more information on how to protect your pipes.
#CeaseTheGrease #DefendYourDrains

**Twitter**

Always remember to wipe your leftover grease and oil out of its pan with a paper towel before washing!
Go to DefendYourDrainsNorthTexas.com for more information on how to protect your pipes.
#CeaseTheGrease #DefendYourDrains
5. Promotional Activities Update

Facebook

Defend Drains North Texas

[Image: Facebook post with engagement metrics]

Twitter

@DefendDrainsNTX - Jan 18
Make sure you are defending your drains properly this year! Learn more: DefendYourDrainsNorthTexas.com
#DefendYourDrains

@DefendDrainsNTX - Jan 16
Are you careful enough to make sure no cooking oil or grease is going down your drain? Click the link to find out why it's important: DefendYourDrainsNorthTexas.com
#DefendYourDrains
5. Promotional Activities Update

DefendDrainsNTX @DefendDrainsNTX · Jan 21
We know it’s tempting to follow the trend and flush those “flushable wipes” down the drain... But don’t! Wet wipes are made to withstand water for a long time, which won’t allow them to degrade in your pipes! Learn more @ ow.ly/1Rd250kcmGX! #DefendYourDrains #WipesClogPipes

DefendDrainsNTX @DefendDrainsNTX · Jan 28
Ever wonder what all the fuss is about with those “flushable wipes?” Wet wipes of any kind are never supposed to go down the drain. Wet wipes will clog your pipes and end up costing you money! Learn what you can do at DefendYourDrainsNorthTexas.com! #DefendYourDrains #WipesClogPipes

Ignore the Hype

Don’t Flush the Wipe!
5. Promotional Activities Update

Overall Growth Between Social Media Platforms

<table>
<thead>
<tr>
<th></th>
<th>November</th>
<th>December</th>
<th>January</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Posts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Twitter Followers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Facebook Page Likes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Overall Impressions for Facebook and Twitter

- **November**: Lower impressions for both Facebook and Twitter.
- **December**: Significant increase for Twitter, more moderate increase for Facebook.
- **January**: Steady decrease with lower impressions compared to December.
NCTCOG’s Regional Recycling Survey and Educational Campaign – Recycling Partnership

TACKLING CONTAMINATION: Knowledge

WHAT COMMUNICATIONS SHOULD WE USE TO EDUCATE?
What works? What to expect?

CHICAGO
Where do you look for information?

Residents Rely on Information They Have Been Mailed About Recycling

Q: Where do you generally find information about recycling?
DENVER
Tags ranked highest in recall among group B who received tags
(A did not receive tags even though 4% reported recall)
Social media could have been more successful but would have to have been immensely successful to out score print.
5. Promotional Activities Update

- **Billboards:**
  - $2,050 (average per month and production) for standard, $2,250 each for digital (flat fee per month)
  - Standard billboards require more lead time (production of vinyl, set up, etc.)

- **Radio ads:**
  - Between $8 - $20 cost per “play”
    - Dependent upon station, time of day played, etc.

- **Explainer videos:**
  - 30 second videos: $500-$1,000
  - 60 second videos: $750-$2,000
  - 90 second videos: $1,000-$3,000
  - Additional fees for translation (into Spanish and Vietnamese)
  - Topic Selection
5. Promotional Activities Update

• Social Media Calendar:

• **Wipes Campaign:**
  • Start in May 2019 after the April 27th DEA Drug Take Back Day
  • Will include paid advertising:
    • Facebook, Billboards, Radio, etc.

<table>
<thead>
<tr>
<th>DWU Social Media Calendar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter 1 (Oct – Dec)</td>
</tr>
<tr>
<td>Quarter 2 (Jan – Mar)</td>
</tr>
<tr>
<td>Quarter 3 (Apr – Jun)</td>
</tr>
<tr>
<td>Quarter 4 (Jul – Sept)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wipes Campaign Social Media Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>May (Month 1)</td>
</tr>
<tr>
<td>June (Month 2)</td>
</tr>
<tr>
<td>July (Month 3)</td>
</tr>
</tbody>
</table>
6. FY2019 Work Program Discussion

- FY19 Current Committed Funding Level: **$47,500**
- **Budget goal: $55,280**

<table>
<thead>
<tr>
<th>FY2019 Committed Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Allen</td>
</tr>
<tr>
<td>City of Arlington</td>
</tr>
<tr>
<td>City of Colleyville</td>
</tr>
<tr>
<td>City of Duncanville</td>
</tr>
<tr>
<td>City of Garland</td>
</tr>
<tr>
<td>City of Irving</td>
</tr>
<tr>
<td>City of Keller</td>
</tr>
<tr>
<td>City of Lewisville</td>
</tr>
</tbody>
</table>
7. FY2020 Work Program Notice

- New electronic cost-sharing commitment process:
  - [www.nctcog.org/envir/public-works/water-cost-share](http://www.nctcog.org/envir/public-works/water-cost-share)

---

**WATER Cost Share**

Wastewater And Treatment Education Roundtable (WATER) Program Participation

FY2019 Cost Shares

We are now accepting Cost Share Commitment Response Forms electronically.

To access your cost share contract, please select your entity from the list below and click "Get." You will be automatically directed to the appropriate contract for your entity. Please complete and submit your Commitment Response Form (CRF) using the online form.

You will not be asked to remit payment at this time. An invoice will be mailed upon receipt of your CRF. If you do not intend to participate this year, please still submit the form indicating so.

Select your entity ▼ Get

*Entities that have already responded will not appear in the drop-down list to prevent duplicate entries.*

Support documentation can be found at the following links:

**FY2019 Documents**
- FY2019 WATER Work Program

NCTCOG Contacts:
Hannah Allen
817-695-9215
hallen@nctcog.org

Cassidy Campbell
817-608-2388
ccampbell@nctcog.org

Thank you for your support of the Wastewater and Treatment Education Roundtable. If you have any questions regarding the program or the activities for the coming year, please contact Environment and Development at 817-395-9210 or EamD@nctcog.org. If you are unable to access the appropriate document for your entity or have problems downloading the support documentation, please contact Environment and Development at 817-395-9210 or EamD@nctcog.org.
8. Highlight Presentation

Lorrie Reeves
City of Garland
9. General Updates

• Water for North Texas
  • Next meeting – **Wednesday, May 22, 2019 at 1:30 PM** in the William J. Pitstick Executive Board Room at NCTCOG Offices

• North Central Texas Watershed Stakeholder Meeting:
  • **Tuesday, March 5, 2019 at 9:30 AM** in the William J. Pitstick Executive Board Room at NCTCOG Offices
9. General Updates

• DEA Drug Take Back Day – **Saturday, April 27, 2019**

• Trash Free Texas

• Cooperative Purchase
  • Please contact Crysta Guzman, [cguzman@nctcog.org](mailto:cguzman@nctcog.org), for more information if you are interested in participating in the FY2019 Stormwater Cooperative Purchase.
10. **Roundtable:** What’s happening in your community?

11. **Next meeting date:**

   Wednesday, June 5, 2019 at 10 a.m.
   Metroplex Conference Room

12. **Adjournment**

**Contact**

Hannah Allen
Environment & Development Planner
hallen@nctcog.org
(817) 695-9215

Cassidy Campbell
Senior Environment & Development Planner
ccampbell@nctcog.org
(817) 608-2368