WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE (WATER)

WEDNESDAY, JUNE 10, 2020

A program of the North Central Texas Council of Governments
Agenda

1. Welcome and Introductions
2. Meeting Summary
3. FY2021 Work Program Discussion
4. Program Outcomes/Successes
5. Promotional Activities Update
6. Wastewater Operations and COVID-19
7. General Updates
8. Roundtable
9. Schedule for the Next WATER Meeting
10. Adjournment
1. Welcome and Introductions

North Central Texas Council of Governments

2. Meeting Summary

Wastewater And Treatment Education Roundtable
3. FY2021 Work Program Discussion

- Members should have received the FY2021 WATER Cost Share Budget email on February 11, and the draft FY2021 Work Program in the meeting reminder on May 27.

- Major changes include:
  - Removal of Task 4. Food Handler/Manager Certification Program
  - Adjustment of budget to reflect creation of explainer videos in house, as compared to outside contractor
  - Expansion of Task 2.4 Application for Grants and Awards

<table>
<thead>
<tr>
<th>2020 Population (NCTCOG Estimates)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 million+</td>
<td>$7,500</td>
</tr>
<tr>
<td>750,000–999,999</td>
<td>$7,000</td>
</tr>
<tr>
<td>500,000–749,999</td>
<td>$6,000</td>
</tr>
<tr>
<td>350,000–499,999</td>
<td>$5,000</td>
</tr>
<tr>
<td>200,000–349,999</td>
<td>$4,150</td>
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<tr>
<td>100,000–199,999</td>
<td>$3,250</td>
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<td>50,000–99,999</td>
<td>$2,150</td>
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<tr>
<td>25,000–49,999</td>
<td>$1,400</td>
</tr>
<tr>
<td>10,000–24,999</td>
<td>$1,000</td>
</tr>
<tr>
<td>Less than 10,000</td>
<td>$500</td>
</tr>
<tr>
<td>Special district partners serving 1 million+</td>
<td>$7,500</td>
</tr>
<tr>
<td>Special district partners serving 500,000–999,999</td>
<td>$6,500</td>
</tr>
<tr>
<td>Special district partners serving 100,000–499,999</td>
<td>$4,000</td>
</tr>
<tr>
<td>Special district partners serving less than 100,000</td>
<td>$2,150</td>
</tr>
</tbody>
</table>

Note: Special district partners should use wastewater ratepayer population. A special district partner with regional systems is considered one entity.
4. Program Outcomes/Successes

• In order to better serve WATER cost-sharing members, NCTCOG is interested in discussing the best way to measure program outcomes and successes with the group.

• Examples:
  • Gallons of grease collected each year (not just during the Holiday Grease Roundup) and associated emissions reductions
  • Social media analytics
  • Trends in Sanitary Sewer Overflows (SSOs) over time
  • Amount of wipes and other non-flushables collected at WWTFs

• These metrics would be collected and included in the annual Work Program Summary and could be utilized by NCTCOG/WATER to further the program and make decisions.
5. Promotional Activities Update

Total Organic Reach for Defend Your Drains
From March 1, 2020 to May 31, 2020

Date
March 1, 2020 to May 31, 2020

# of People Reached

Organic
Paid

Definition of terms in FY2019 Work Program Summary
5. Promotional Activities Update

### Organic Posts

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>2,382</td>
<td>191</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>2,073</td>
<td>90</td>
</tr>
<tr>
<td><strong>Instagram</strong></td>
<td>31</td>
<td>6</td>
</tr>
</tbody>
</table>

With toilet paper in short supply right now, people are trying to find alternatives to use. Regardless of the option you choose, remember that ONLY toilet paper can be flushed down the drain. If you choose to use baby wipes, tissues, paper towels, "flushable" wipes, rags, or anything else, DO NOT flush it down the drain. This can easily cause a backup in your pipes, especially with repeated use. Throw any TP alternative in the trash after using.

#DefendYourDrains #TPShortage #CoronavirusHacks #WipesClogPipes #COVID19 #Coronavirus

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5. Promotional Activities Update

Paid Ads on Facebook

Ads on Facebook From March to May 2020

Amount Spent: $200.00
5. Promotional Activities Update

Paid Ads on Facebook

Ads on Facebook From March to May 2020

Amount Spent: $137.47
5. Promotional Activities Update

Defend Your Drains North Texas Website Users From March 1, 2020 to May 31, 2020
5. Promotional Activities Update

Educational Explainer Video Update

Both the Proper Medication Disposal and Household Hazardous Waste Disposal videos have been posted on the NCTCOG E&D YouTube page: [www.youtube.com/nctcoged](http://www.youtube.com/nctcoged)

Next video topic options:

- Defend Your Drains general message
- How it all works – simple life cycle of water from the tap to WWTP
- Why you shouldn’t use your garbage disposal as a garbage can
- Trash your personal care items (floss, cotton swabs, etc.)
- Proper usage/disposal of cleaning products
- Proper disposal of paper towels/facial tissue
6. Wastewater Operations and COVID-19

- Are there any current operational and management challenges?
- Any lessons learned or unexpected efficiencies?
- What are the biggest problems on wastewater operations related to COVID-19?
  - Wipes and other non-flushables have been the emphasis of NCTCOG’s social media efforts.
- Any other comments?
7. General Updates

- **COVID-19 Impacts on NCTCOG/WATER Program Tasks:**
  - The Grease Interceptor Inspector Workshop was put on hold until additional cost-share commitments were received, and then further put on hold because of COVID-19. NCTCOG will be reinitiating the work towards offering this course, but it will not take place until after NCTCOG is able to host external meetings and training.
  - Is there a training NCTCOG could seek in the near future that could be held virtually?

- **Upcoming Public Education Task Force Meeting:**
  - July 15, 2020 at 9:30 AM, Location TBD
8. **Roundtable:** What’s happening in your community?

9. **Next meeting date:** Wednesday, September 9, 2020 at 10:00 AM  
   Location to be determined  
   A call-in option will be provided

10. **Adjournment**

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