

# WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE (WATER)

TUESDAY, DECEMBER 8, 2020



# Agenda

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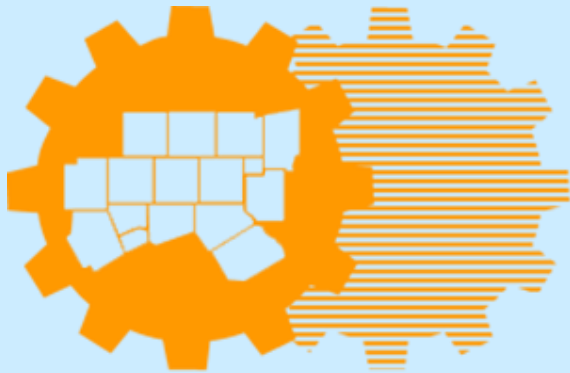
1. Welcome and Introductions
2. Meeting Summary
3. Holiday Grease Roundup Discussion
4. Promotional Activities Update
5. FY2021 Work Program Discussion
6. Wastewater Operations and COVID-19
7. Member Highlight Presentation
8. General Updates
9. Roundtable
10. Schedule for the Next WATER Meeting
11. Adjournment



**Wastewater  
And  
Treatment  
Education  
Roundtable**

# 1. Welcome and Introductions

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**North Central Texas  
Council of Governments**



## 2. Meeting Summary

# 3. Holiday Grease Roundup

- Dates: Monday, November 23, 2020 through January 4, 2021
- Promotional materials have been distributed – if you need another staff member to have access to the files, please send their email to [hallen@nctcog.org](mailto:hallen@nctcog.org)
- Drop off sites (both HGR only and year-round, including curb-side pick up) are posted on [www.DefendYourDrainsNorthTexas.com](http://www.DefendYourDrainsNorthTexas.com)
- 33 participants this year, including seven first-time participants!

## 2020 Holiday Grease Roundup Participants

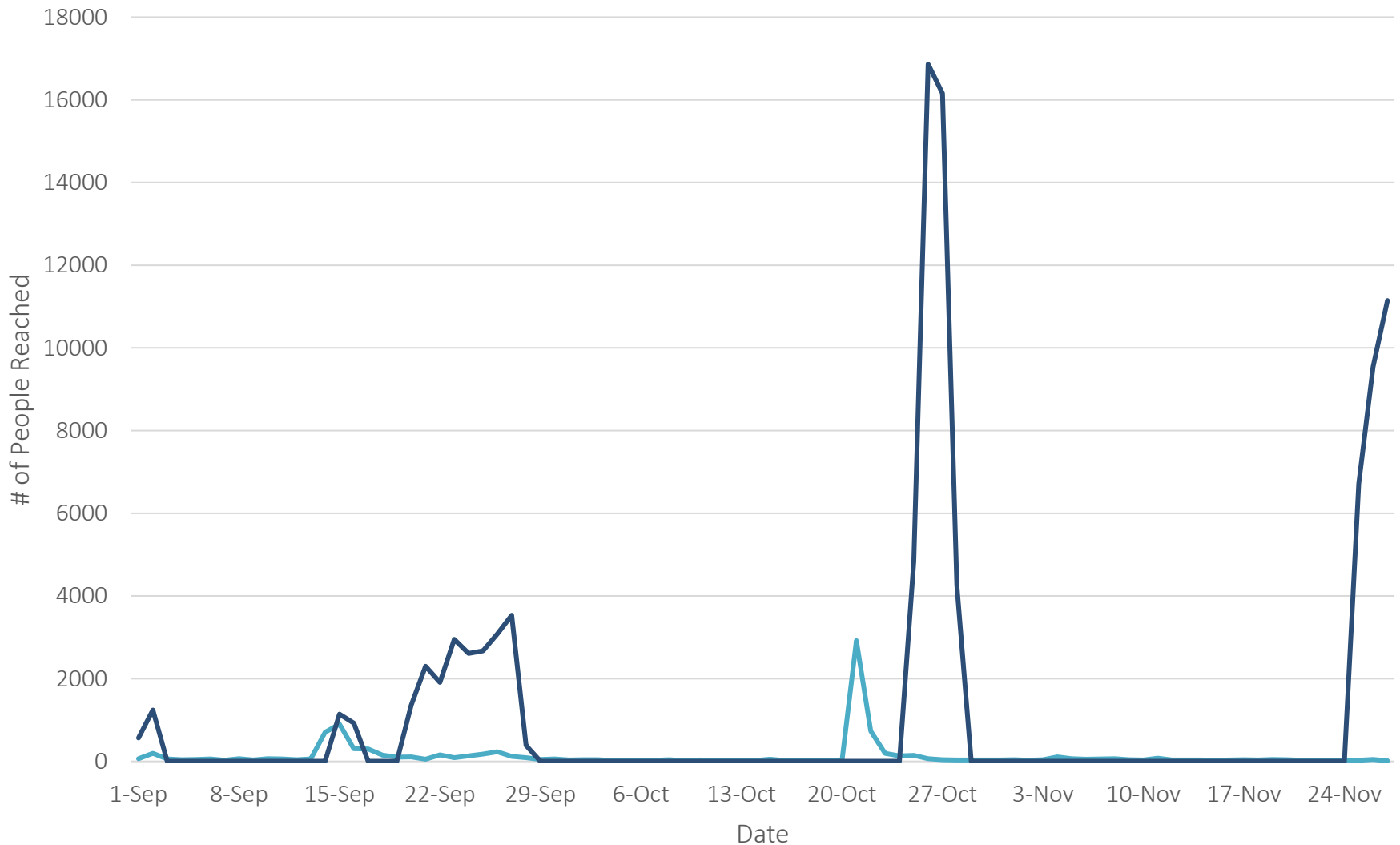
Arlington	Azle	<b>Carrollton</b>	Cedar Hill	<b>Cleburne</b>	Colleyville
<b>Coppell</b>	<b>Corinth</b>	Dallas	Denton	Duncanville	<b>Edgecliff Village</b>
Euless	Farmers Branch	Fort Worth	Garland	Grand Prairie	Irving
Lancaster	Lavon	Lewisville	Mansfield	McKinney	North Richland Hills
Princeton	<b>Red Oak</b>	Richardson	Southlake	<b>Westworth Village</b>	White Settlement
NTMWD	TRA	<i>Tarrant County</i>			

# 3. Holiday Grease Roundup

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- Preliminary Feedback on this year's event:
  - Did you like the way the marketing materials were distributed?
  - Would you change anything in the marketing materials?
  - Is there a specific item you wish was included in the marketing materials?
  - Did you find it easier to let NCTCOG create the individual flyers to ensure consistency across all participants?
  - How has collection differed in previous years due to COVID-19? (ex. difference in amount collected, way you are collecting, etc.)
  - For those that utilized American BioSource, did you find it easier to contact American BioSource directly as compared to previous years?
- NCTCOG will also be distributing a survey in January 2021 to receive additional feedback to continue to improve this event.

# 4. Promotional Activities Update



June 1, 2020 to November 30, 2020



— Organic — Paid

# 4. Promotional Activities Update

**Defend Your Drains North Texas**  
 Published by Hootsuite [?] · November 18 · 🌐

It's always a good idea to keep in mind what you're thankful for. We like to give thanks that we don't have clogged pipes! When you pour extra cooking grease down the drain, you are more likely to have a clog later. To learn what you should do with your grease, visit [DefendYourDrainsNorthTexas.com](http://DefendYourDrainsNorthTexas.com)!

#DefendYourDrains #CeasetheGrease #GiveThanks



Facebook	Impressions	Engagements
	1,779	39
Twitter	Impressions	Engagements
	1,143	14
Instagram	Impressions	Engagements
	28	4

**Defend Your Drains North Texas**  
 Published by Hootsuite [?] · November 6 · 🌐

What's the best way to deal with a clogged sink? Prevent it in the first place! NEVER pour cooking oil down the drain. Let it cool, collect it in a rigid container with a threaded lid, and drop it off at a participating grease collection location. Check out [www.DefendYourDrainsNorthTexas.com](http://www.DefendYourDrainsNorthTexas.com) to find out where you can drop off your excess cooking oil for recycling!

#DefendYourDrains #CeaseTheGrease #HolidayGreaseRoundup



Facebook	Impressions	Engagements
	2,780	65
Twitter	Impressions	Engagements
	402	12
Instagram	Impressions	Engagements
	27	2

**Defend Your Drains North Texas**  
 Published by Hootsuite [?] · September 9 · 🌐

Do NOT rinse out paint cans for recycling. Let the experts handle it. Take paint cans to a household hazardous waste collection center. Find these centers at [DefendYourDrainsNorthTexas.com](http://DefendYourDrainsNorthTexas.com)!

#DefendYourDrains



Facebook	Impressions	Engagements
	846	35
Twitter	Impressions	Engagements
	124	2
Instagram	Impressions	Engagements
	36	2

# 4. Promotional Activities Update

## Paid Ads on Facebook



**DEFEND YOUR DRAINS** Defend Your Drains North Texas  
Published by Hootsuite [?] · September 7 · 🌐

As many of us have accumulated a lot more plants in these past few months, you may be running out of room in your home!  
This is a reminder that your next spot should NOT be in your toilet (no matter how whimsical it may seem). Other things that should not go down your toilet? Wet wipes, feminine hygiene products or floss should NEVER be flushed!  
Learn more at [DefendYourDrainsNorthTexas.com!](http://DefendYourDrainsNorthTexas.com!)  
#DefendYourDrains

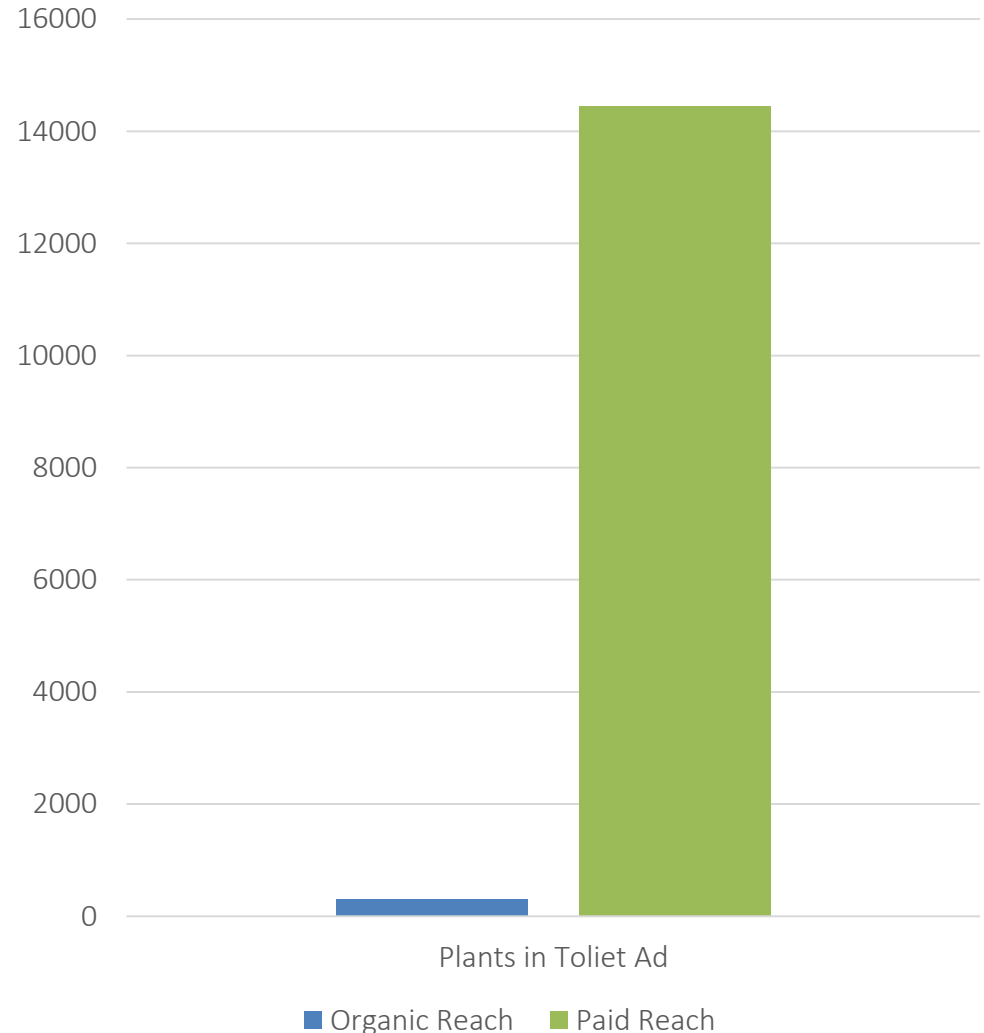
**PLANTS**  
**SHOULDN'T GO IN YOUR TOILET.**

**NEITHER SHOULD WET WIPES,  
FEMININE HYGEINE  
PRODUCTS,  
OR FLOSS.**



**DEFEND YOUR DRAINS**




Amount Spent: \$200  
Goal: Link Clicks (121)





# 4. Promotional Activities Update

## Paid Ads on Facebook

 **Defend Your Drains North Texas**  
Sponsored ·  

How big is your turkey this year? No matter how much your turkey weighs, you need to dispose of the leftover cooking grease correctly! Pouring leftover cooking grease down the drain can result in clogged pipes. Collect and drop off your used cooking oil at one of our pop up locations from now until January 4, 2021, all for FREE! To find a location near you, visit [DefendYourDrainsNorthTexas.com](https://DefendYourDrainsNorthTexas.com)!  
#DefendYourDrains #CeaseTheGrease



Don't let your **BIG** Thanksgiving turkey,  
be a **BIG** Thanksgiving problem....



 **Defend Your Drains North Texas**  
Sponsored 

**Your turkey looks great!**  
**Your grease doesn't.**

Learn how to properly dispose of your turkey grease at [DefendYourDrainsNorthTexas.com](https://DefendYourDrainsNorthTexas.com).

[Learn More](#)

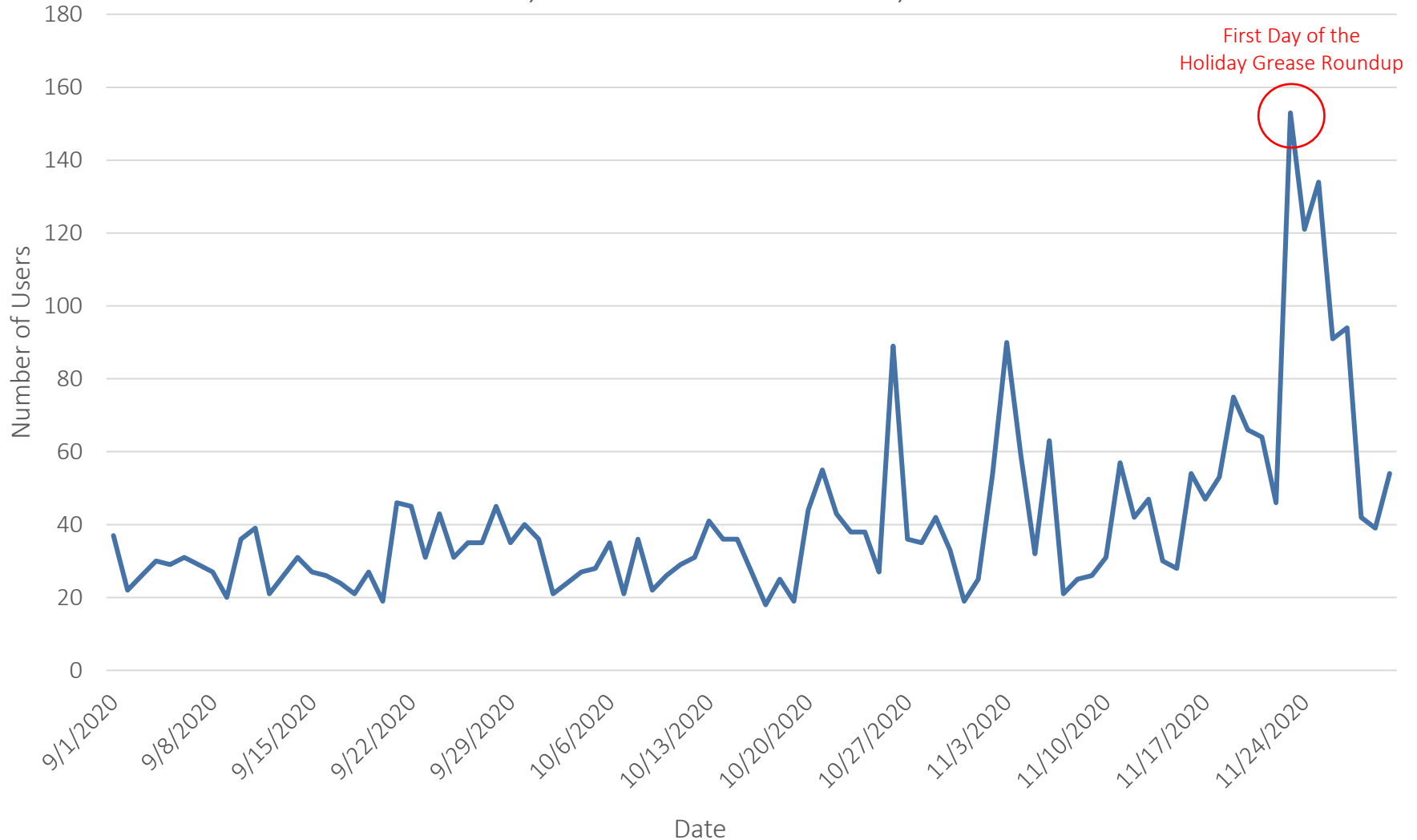
Exclusively on Facebook and Instagram Stories

Amount Spent: \$150

Goal: Reach (89,280)

# 5. Promotional Activities Update

Defend Your Drains North Texas Website Users  
June 1, 2020 to November 30, 2020



# 4. Promotional Activities Update

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## Why Your Sink Disposal Isn't a Garbage Can Draft Video Script:

How often do you use your sink's garbage disposal?

While it may look like food has disappeared down your sink's disposal drain, it isn't totally gone and over time, these small bits of food can build up in your pipes and cause clogs which are inconvenient and expensive to repair.

As a good rule, all food waste should be composted or put in the trash, but there are certain items you should never wash down your sink due to the damage they could cause to your pipes. These items include coffee grounds, pasta or rice, eggshells, potato or citrus peels, and cooking oil or grease.

Coffee grounds can create a thick clump and will not allow your sink to drain. Pasta, rice, oatmeal, and potato peels can grow in size when wet, and expand in your plumbing. You should also never pour grease, cooking oils or fats down your drain, as it can act like glue to grab food particles and create a congealed mass that blocks your pipes or city sewer mains. Washing any of these items down the sink can lead to costly repairs.

You might have heard that grinding orange or lemon peels in the disposal is a cure to a stinky sink. This is a bad idea! These chopped up peels can build up in your pipes, causing damage to your plumbing and subsequently, your wallet. Instead, grind one cup of ice with some baking soda, salt or dish soap in the garbage disposal. If you need to freshen up the sink, try using lemon juice, rather than lemon peels. For more information, visit [DefendYourDrainNorthTexas.com](http://DefendYourDrainNorthTexas.com).

# 4. Promotional Activities Update

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## Educational Explainer Video Update

The Why Your Sink Disposal Isn't a Garbage Can draft video will be shared in the meeting follow up email for additional comments. The finalized video will be shared with members via email and posted on the NCTCOG YouTube page once complete: [www.youtube.com/nctcoged](http://www.youtube.com/nctcoged)

Potential topics for the next educational explainer video are:

- Defend Your Drains general message
- Trash your personal care items (floss, cotton swabs, etc.)
- Proper usage/disposal of cleaning products
- Proper disposal of paper towels/facial tissue
- Fatbergs

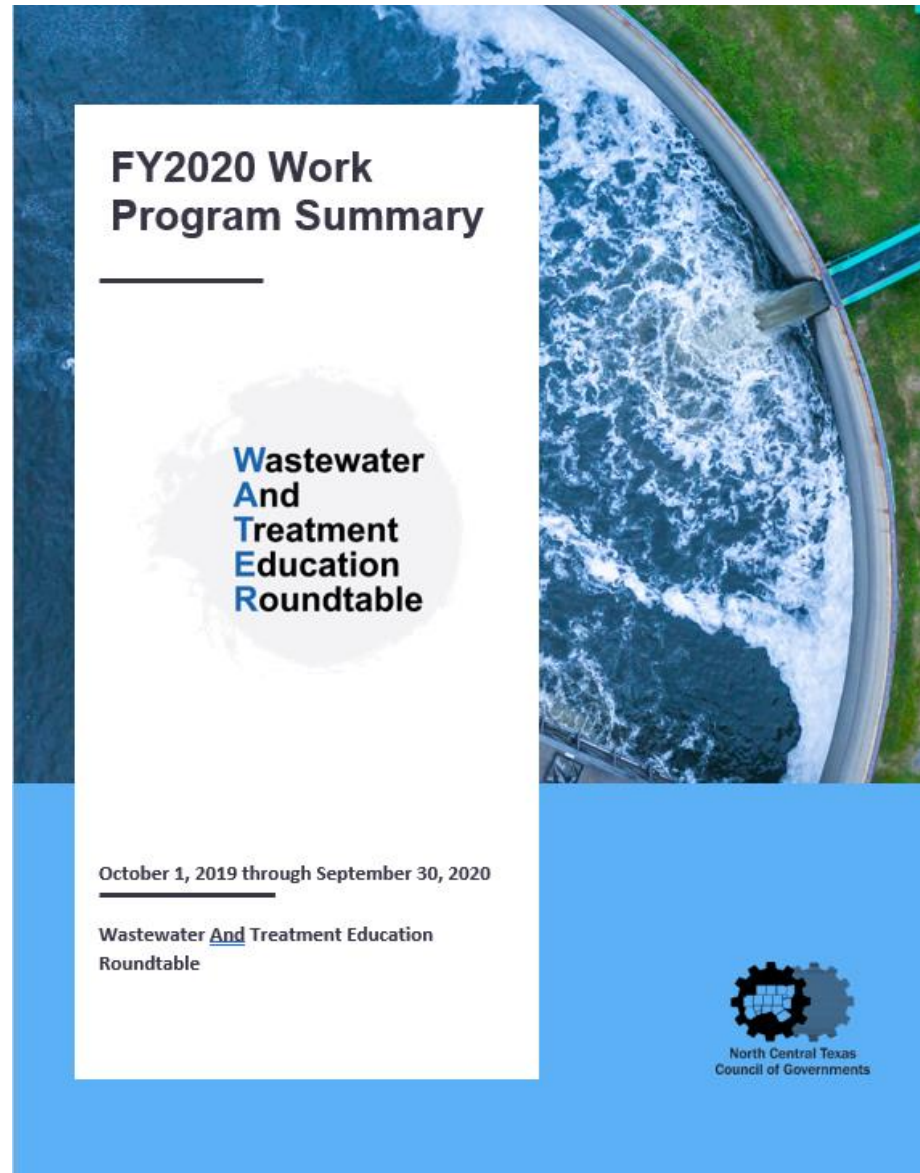
# 5. FY2021 Work Program Discussion

- NCTCOG began accepting FY2021 Work Program Commitments on August 5, 2020, and invoices were sent in October 2020.
- Commitment forms are available online at [www.nctcog.org/envir/public-works/water-cost-share](http://www.nctcog.org/envir/public-works/water-cost-share). If you require a physical commitment form, please contact Hannah Allen at [hallen@nctcog.org](mailto:hallen@nctcog.org).
- Total Work Program Budget: approximately \$57,200
- Total Commitments Received: \$51,950 (91% funded)

FY2021 WATER Commitments Received		
City of Arlington	City of Cedar Hill	City of Colleyville
City of Denton	City of Haltom City	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 Wylie	North Texas Municipal Water District	Trinity River Authority

# 5. FY2021 Work Program Discussion

- FY2020 WATER Work Program Summary now available online for review.
- Highlights from FY2020:
  - Over 310,000 social media impressions, almost 70,000 organic impressions on Facebook
  - Matched the number of sessions, users, and page views on the Defend Your Drains North Texas website from FY2018 and FY2019 combined
  - Creation of 4 new educational explainer videos
  - Collection of over 3,500 gallons of grease during the Holiday Grease Roundup



# 5. FY2021 Work Program Discussion

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- NCTCOG Update: NCTCOG's E&D Department will not be hosting in-person meetings until at least March 2021.
- We are continuing with the priorities provided at the September 9, 2020 meeting:
  - Continuing social media efforts,
  - Creating additional explainer videos,
  - Supporting the Holiday Grease Roundup.
- Are there any virtual trainings that WATER would be interested in pursuing while we continue to work remotely?

## 6. Wastewater Operations and COVID-19

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- Are there any current operational and management challenges?
- Any lessons learned or unexpected efficiencies?
- What are the biggest problems for wastewater operations related to COVID-19?
  - Wipes and other non-flushables have been the emphasis of NCTCOG's social media efforts from March – June. NCTCOG can continue that message after the conclusion of the Holiday Grease Roundup, if warranted.
- Any other comments?



# 7. Member Highlight Presentation

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Elijah Dorminy, City of Irving

# 8. General Updates

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- Upcoming Public Education Task Force Meeting:
  - January 20, 2021 at 9:30 AM, Virtual Meeting via Microsoft Teams
- Upcoming TMDL Wastewater Technical Subcommittee Meeting:
  - January 28, 2021 at 9:30 AM, Virtual Meeting via WebEx

# Roundtable & Next Meeting Date

9. Roundtable: What's happening in your community?

10. Next meeting date: Wednesday, March 10, 2020 at 10:00 AM  
**Virtual Meeting**, Link to join will be shared  
in meeting save-the-date

11. Adjournment

## Contact

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**Wastewater  
And  
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