



North Central Texas Council of Governments

SUMMARY

Wastewater And Treatment Education Roundtable

Wednesday, July 26, 2017

10 a.m., Metroplex Conference Room

NCTCOG Offices, CPII

616 Six Flags Drive, Arlington, TX 76011

1. **Welcome and Introductions.**
2. **FY2018 Work Program Discussion.** NCTCOG provides an update regarding the Draft FY2018 WATER Work Program including the preliminary budget, priorities, and some suggested revisions.

NCTCOG provided an update regarding the Draft FY2018 Work Program. NCTCOG has suggested increasing the budget for sponsored social media posts from \$2,000 to \$10,000. NCTCOG asked WATER members to please review the FY2018 Commitment Form and Draft Work Program and provide any comments. NCTCOG discussed the survey results of the FY2018 Work Program Priority rankings.

3. **Regional Training Development.** NCTCOG provides an update on the field technician training coordination.

NCTCOG provided an update regarding the Field Technician Training. Promotional activities are slated to start the week of July 31, 2017. Ms. Marlene Moore, Advanced Systems, Inc. performing the training, which will take place on October 10-11, 2017 from 9:00 AM – 5:00 PM on both days, in the Irving Training Room at 333 Valley View Lane, Irving. NCTCOG clarified that WATER members will receive a 20% discount.

4. **Wipes Block Everything Campaign.** NCTCOG and Dallas Water Utilities provide updates on the Wipes Block Everything Campaign and the group will discuss the promotional campaign that will continue over the next few months.

NCTCOG provided an update of the “Wipes” promotional Facebook campaign. NCTCOG spent \$200 on advertising in June, and will spend \$800 in July. Going forward, \$500 will be spent each month through October. At the next WATER meeting, members will be consulted as to how much to allocate per month through December. The campaign will continue through August, and will change to “Drug Take-Back” in September. June statistics included 40,546 “Reach,” 74,724 “Impressions,” 1.84 “Frequency,” and 39 “Clicks.”

5. **Roundtable.** The group shares what is happening in their communities.

NCTCOG requested volunteers for the Member Highlight for the October 31, 2017 meeting. Martha Cavazos-Fipps, City of McKinney, volunteered to discuss their FOG study. NCTCOG also informed WATER of the upcoming Public Education Task Force Cooperative Purchase, and received feedback regarding types of items member organizations would be interested in purchasing. NCTCOG will be sending an order form in October for the purchase.

Dallas Water Utilities discussed their grease and oil campaign.

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Trinity River Authority will be working with UTA communications students to develop advertising for FOGs and other issues. They also will be completing the wipes study and data analysis soon.

Frisco is promoting the Defend Your Drains outreach and awareness campaign in schools during the upcoming semester.

North Texas Municipal Water District has been working with solid waste and wastewater departments to push the Defend Your Drain message. They recently have captured many images and videos from a water treatment plant of issues with wipes and other non-flushables in the plant. NTMWD also expressed interest in creating a “hold message” for water utility customer service lines, describing FOGs, Defend Your Drain, and Cease the Grease that customers will hear when placed on hold. They also expressed interest in door hangers as a promotional activity.

Irving Environmental Compliance teamed up with the Irving Water Conservation department to help boost the Defend Your Drain campaign.

Denton has been increasing their inspection programs to help with FOG collection. Currently 720 active facilities are using grit trappers and/or water separators.

Arlington has collaborated with the River Legacy Living Science Center to help educate children about Defend Your Drain and FOGs. Arlington will also be working with UTA communications students to develop advertising for the city.

Plano expressed an interest in continuing Drug Take-Back efforts after attending the Regional Med Take-Back Workshop hosted by NCTCOG on June 7, 2017. Plano has reached out to pharmacies to gauge interest in hosting a kiosk.

McKinney discussed their outreach effort, including “Patty Potty” videos, Green Seminars, and attending events. Since 2014, McKinney has seen a 49% increase in FOGs collected at curbside pickups, ranging from 43 – 50 gallons of FOGs each month.

Allen has just begun their grease trap inspection process, and has completed the first site visit for approximately 75 locations.

6. **Next Meeting Date.** Tuesday, October 31, 2017, at 10 a.m. in the Regional Forum Room.

7. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Cassidy Campbell at (817) 608-2368 or CCampbell@nctcog.org. Thank you!

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Crysta Guzman at (817) 695-9231 or cguzman@nctcog.org at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.



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10 a.m., Wednesday, July 26, 2017
Metroplex Conference Room

Member Sign-in Sheet

NAME	SIGNATURE	ORGANIZATION
Sean Aucoin	<i>[Signature]</i>	City of Frisco
Stuart Bakken		City of Garland
Oleksandra Bikman		City of Keller
Michele Birmingham		City of Fort Worth
Jesse Borries		Trinity River Authority
Stephen Conner		City of Garland
Gail Donaldson		City of Allen
Helen Dulac		City of Dallas
Yvonne Dupré		City of Dallas
Brad Dyess		Trinity River Authority
Kenneth Garvin		City of North Richland Hills
Joe Gildersleeve	<i>[Signature]</i>	City of Arlington
John Glover	<i>[Signature]</i>	City of Denton
Heather Goins		City of Denton
Katelyn Hearon		City of Lewisville
Denise Hickey	<i>[Signature]</i>	North Texas Municipal Water District
Tisha Lane		City of Richardson Health Department
Jerry Laverty		City of Bedford
Michelle Mann	<i>[Signature]</i>	City of Richardson
Katie Masucci	<i>[Signature]</i>	City of Plano
Remy McCool	<i>[Signature]</i>	Trinity River Authority
Alejandro Mejia		City of Garland
Karen Menard		Upper Trinity Regional Water District
Jennifer Moore		Trinity River Authority
David Moulton		City of Mansfield
Tuan Ngo		City of North Richland Hills
Brooke Noack		North Texas Municipal Water District
Mark Overcash	<i>[Signature]</i>	City of Hurst
Abby Owens		City of Plano
Eric Pierce	<i>[Signature]</i>	City of Dallas
See Reverse		

Paul Rosalez		City of Bedford
Jessica Smith		City of Duncanville
Janice Tower		City of Richardson
Elizabeth Turner		North Texas Municipal Water District
Stephanie Zavala		City of Mansfield

