

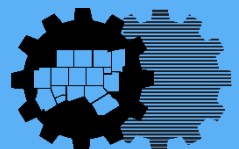
FY2024 Work Program Summary



Wastewater And Treatment Education Roundtable

October 1, 2023 through September 30, 2024

Wastewater And Treatment Education
Roundtable



North Central Texas
Council of Governments

Overview

The Wastewater And Treatment Education Roundtable (WATER) is a partnership between North Central Texas Council of Governments (NCTCOG), municipalities, and water utilities in the North Texas region that aims to educate the public about issues associated with the improper disposal of fats, oils, and grease (FOG), such as property damage, health hazards, and environmental problems. In 2015, the group decided to expand its mission to include issues related to disposables such as flushable wipes, paper towels, and pharmaceuticals.

WATER's mission is to help reduce potential damage to the region's household plumbing systems and wastewater treatment systems as well as to decrease hazards to water quality through educational efforts related to the proper disposal of items such as wipes; paper towels; feminine hygiene and personal care products; medicines; household hazardous waste; and fats, oils, and grease (FOG).

In Fiscal Year 2024, WATER had twenty-one cost-sharing participants, hosted the annual Holiday Grease Roundup, hosted four roundtable meetings, and continued the Defend Your Drains North Texas (DYD) advertising and continued converting existing educational explainer videos into Spanish.

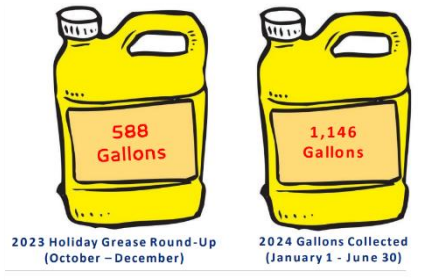
Thank you to the following entities for contributing financially to the FY2024 WATER Work Program:

- City of Arlington
- City of Cedar Hill
- City of Colleyville
- City of Denton
- City of Duncanville
- City of Farmers Branch
- City of Grand Prairie
- City of Haltom City
- City of Highland Village
- 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 Waxahachie
- City of Wylie
- Mustang Special Utility District
- North Texas Municipal Water District
- Trinity River Authority

Meetings

During FY 2024, WATER held four meetings, with a topic presentation from the city of Plano.

Date	Oct 19, 2023	Jan 18, 2024	Apr 23, 2024	Jul 18, 2024
Number of Attendees	21	14	25	27



Thank you to the City of Plano for providing a presentation on Plano’s Clean Water Initiatives and Awareness Programs which included “Keeping Our Water Clean in Plano”. Meeting summaries and presentations are available for review on the [WATER committee webpage](#).

Social Media and Defend Your Drains North Texas Website Analytics

NCTCOG spent funds on Google Advertising which increased the reach of the Defend Your Drains North Texas message. This reach led to an increase in traffic to the [Defend Your Drains North Texas website](#).

While engagements on social media posts on the Defend Your Drains North Texas Facebook, Instagram and Twitter accounts decreased significantly due to the lack of sponsored or boosted posts on those platforms, overall Facebook showed a 3% follower increase, Instagram had a 13% increase and Twitter showed an 8% increase from the previous fiscal year.



In addition to tracking Facebook and Twitter analytics, in FY2022, NCTCOG also began tracking analytics associated with the Defend Your Drains North Texas Instagram account. As of September 30, 2023, the Defend Your Drains North Texas Instagram account had 172 followers and made 132 posts.



Defend Your Drains North Texas – Social Media Analytics	
Facebook	
October 1, 2023 – September 30, 2024	
Followers	462
Number of engagements	281
Number of impressions	9,824
October 1, 2017 – September 30, 2023	
Followers	462
Number of engagements	20,263
Number of impressions	1,279,239

Defend Your Drains North Texas – Social Media Analytics	
Twitter	
October 1, 2023 – September 30, 2024	
Followers	170
Number of engagements	220
Number of impressions	6,251
October 1, 2017 – September 30, 2023	
Followers	170
Number of engagements	2,810
Number of impressions	223,235

Defend Your Drains North Texas – Social Media Analytics	
Instagram	
October 1, 2023 – September 30, 2024	
Followers	182
Number of engagements	426
Number of impressions	1,826
October 1, 2017 – September 30, 2023	
Followers	182
Number of engagements	926
Number of impressions	6,526

Social Media Analytics Definitions:

- Number of engagements: number of times a user interacts with the content (liking, sharing, commenting, etc.).
- Number of impressions: number of times users see the content.

The most popular post on the Defend Your Drains North Texas Facebook in FY2024 was originally posted on September 18, 2023. This post had five reactions. The most popular post on the Defend Your Drains North Texas Twitter in FY2024 had three likes, 150 impressions, and two retweets. The most popular post on the Defend Your Drains North Texas Instagram in FY2024 had eight likes, and twenty-two impressions.



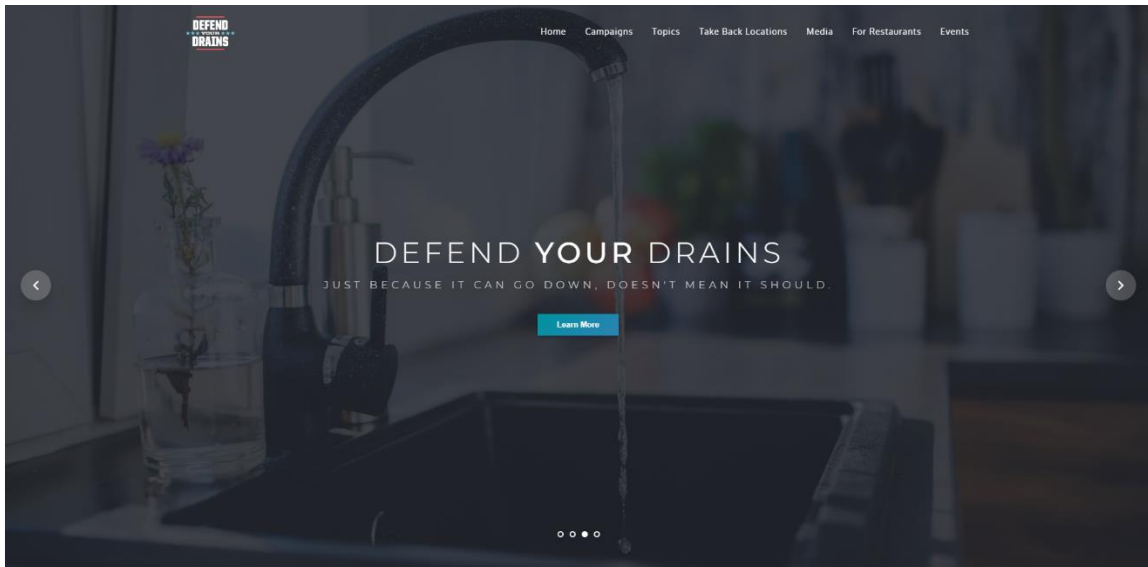
The Defend Your Drains North Texas website continued to experience a prominent level of success in the number of users and sessions, both significantly higher than in previous years. The bounce rate, or percentage of users that only view one page before exiting the website, also decreased by approximately 10%. However, due to changes within Google Analytics in July 2023, some of the previous analytics, including page views, pages per session, and bounce rate are no longer easily accessible in the analytics viewer. These analytics below represent only October 1, 2023, through September 30, 2024. NCTCOG is continuing to evaluate the best metrics to track for the Defend Your Drains North Texas website.



Defend Your Drains North Texas - Website Analytics	
October 1, 2023 – September 30, 2023	
Sessions	14,476
Users	12,205
Page Views*	21,376
Pages/Session*	1.5
Average Session Duration	01.38.00
Bounce Rate*	55.29%
Engaged Sessions	6,398
% New Sessions	93%
October 1, 2017 – September 30, 2023	
Sessions	76,447
Users	66,856
Page Views	113,566
Pages/Session	1.49
Average Session Duration	01.14.30
Bounce Rate	66.67%
Engaged Sessions	6,398
% New Sessions	93%

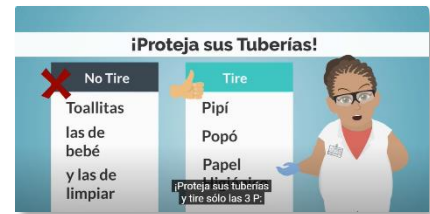
Website Analytics Definitions:

- Sessions: number of times a single user visits the website.
- Users: number of unique visitors.
- Page views: number of views each individual page received.
- Pages/Session: number of pages viewed by a single user.
- Average Session Duration: average amount of time spent on the website by a single user.
- Bounce rate: percentage of visitors that leave the website after only viewing one page.
- Engaged Sessions: a session that lasts longer than 10 seconds, has key events, or has at least 2 page views or screen views.
- % New sessions: percentage of new users visiting the website.



Education and Outreach

In FY2024, videos for the FOGs, Wipes, Household Hazardous Waste, and Medication combined surpassed 25,000 views, with the most popular video being Proper Disposal of Household Hazardous Waste and Fats, Oils, and Grease. These videos are available on the [NCTCOG E&D YouTube page](#).



Video Name	Number of Views
Wipes Clog Pipes	3,637
Fats, Oils, and Grease	4,858
Drug Take Back	355
Proper Disposal of Household Hazardous Waste	13,796
The Simple Life Cycle of Drinking Water	486
Why Your Sink Disposal Isn't a Garbage Can	899
Always Trash Your Personal Care Items	113
Only the 3 P's	57
Annual Holiday Grease Roundup	523
Disposal of Home Cleaning Products	805
FOGS: Los Aceites y Las Grasas	59
Las Toallitas Lo Obstruyen Todo	20
Los Residuos Peligrosos del Hogar	60
La Eliminacion Correcta de Medicamentos	31
Total Views:	25,699

It's time for the 10th annual
Holiday Grease Roundup
 Nov. 13 — Jan. 12

10 years	16 counties	8 million people	countless drains
44,504	GALLONS	collected	(so far)
Make	this	year	count!

Find a collection site and learn more at
www.defendyourdrainsnorthtexas.com

10th Annual Holiday Grease Roundup

During the 10th Annual Holiday Grease Roundup, thirty-six entities participated and collected 5,857 gallons of grease! Since the inception of the Holiday Grease Roundup, participants have collected over 50,361 gallons of grease. Results from the 10th Holiday Grease Roundup and past years are shown in the table below.

2023 Holiday Grease Roundup Results (gallons)					
Entity	Amount	Entity	Amount	Entity	Amount
Addison	0	Fate	13	Southlake	164
Arlington	250	Fort Worth	339	Waxahachie	13
Allen	147	Frisco	470	Westworth Village	10
Azle	50	Garland	597	White Settlement	173
Bedford	290	Grand Prairie	24	Dallas	805
Carrollton	350	Irving	78	Edgecliff Village	43
Cedar Hill	175	Lancaster	30	NTW	131
Colleyville	100	Lavon	30	Tarrant County	0
Coppell	246	Lewisville	164	Copper Canyon	0
Cornith	21	Mansfield	314	Little Elm	20
Denton	228	McKinney	128	Shady Shores	17
Duncanville	188	Richardson	200	TRA	49
TOTAL:			5,857 gallons		

Holiday Grease Roundup – Historic Data	
Year	Amount Collected (Gallons)
2014	984
2015	2,773
2016	5,034
2017	4,000
2018	3,581
2019	3,502
2020	6,693
2021	8,445
2022	9,492
2023	5,857
Total:	40,869

Looking Forward to FY2025

In FY2025, NCTCOG will continue to facilitate meetings, utilize Google analytics, and manage the 11th Annual Holiday Grease Roundup. NCTCOG will also continue developing Spanish translated explainer videos and more as directed by cost-sharing members.

More information on the FY2025 Work Program can be found [online](#). If you are interested in participating, please email Hannah Ordonez at hordonez@nctcog.org.

Thanks again for a momentous year! The work we do is not possible without your support. If you have any questions, comments, or concerns, please contact Hannah Ordonez, Senior Environment and Development Planner, at hordonez@nctcog.org or (817) 695-9215.