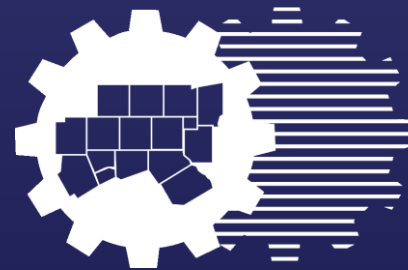


Wastewater And Treatment Education Roundtable [WATER]

Thursday, January 23, 2025



A North Central Texas Council of Governments Program

Agenda

1. Welcome and Introductions
2. Meeting Summary
3. Defend Your Drains North Texas Discussion
4. FY2025 Work Program Update
5. Holiday Grease Roundup Update
6. Membership Directory/Mentorship Program Discussion
7. Next Meeting Discussion
8. General Updates
9. Roundtable
10. Schedule for Next WATER Meeting
11. Adjournment



Wastewater And Treatment Education Roundtable



Welcome & Introductions





Meeting Summary

The [October 17, 2024 meeting summary](#) is available online for review.

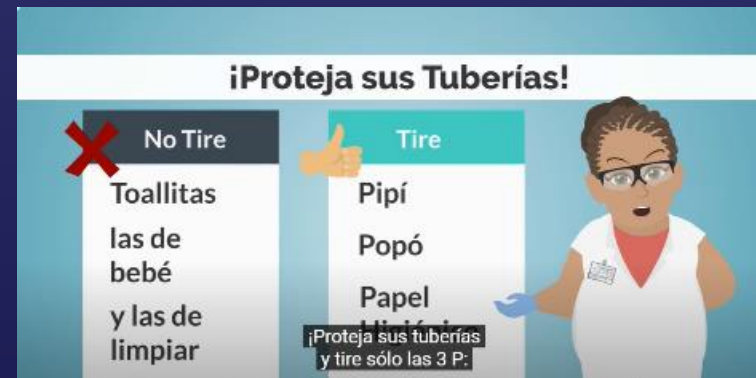
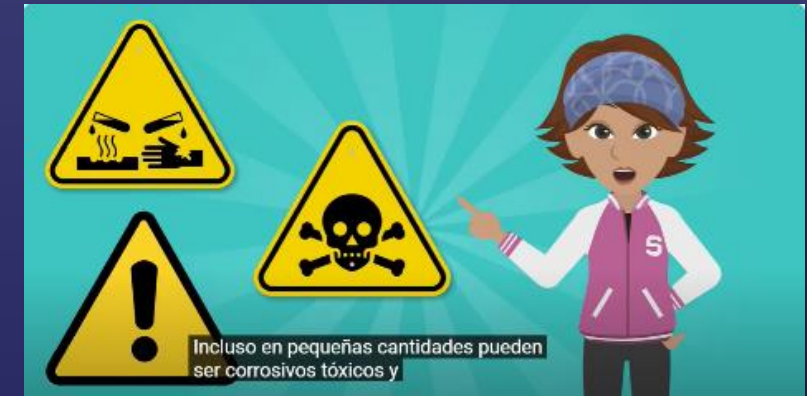
Defend Your Drains North Texas Social Media/Website Presence

- Overall social media traffic has trended down over past few years
- Website traffic has mostly remained the same
- Should there be changes to our social media calendar/overall media plan?

Social Media Calendar Topics	
January & February	Paper towels/tissues
March & April	Feminine hygiene/ personal care products
May	Fats, Oils, and Grease
June & July	Household Hazardous Waste/Cleaning Products
August & September	Wipes
October	Med Take Back
November & December	Holiday Grease Roundup

Defend Your Drains North Texas Promotional Activities Discussion

- 10 educational explainer videos in English; 6 of which translated into Spanish
- Is there a need for our general paper materials (flyers, bill inserts, door hangers, etc.) to be updated in the future?
- Is there a need (or want) for other paid advertising methods, such as billboards?



FY2025 Work Program Update

- Invoices were distributed via mail in October 2024; if you need a digital invoice, please contact me
- Original budget goal of \$75,000; \$71,260 committed through 1/13/25
- Highlights from FY2024:
 - Redevelopment of Work Program
 - Over 14,000 views on Defend Your Drains North Texas Website
 - 36 participants and over 5,800 gallons of grease collected during the 10th Holiday Grease Roundup

2025 Work Program Participant Breakdown

Returning Participants	15
New Participants	16
Total Participants	31

Thank you: Arlington, Azle, Bedford, Burleson, Cedar Hill, Celina, Colleyville, Crandall, Forest Hill, Grand Prairie, Grandview, Haltom City, Highland Village, Irving, Keller, Lewisville, Little Elm, McKinney, North Richland Hills, Princeton, Prosper, Red Oak, Rhome, Royse City, Terrell, University Park, Venus, Waxahachie, White Settlement, Wylie, and Trinity River Authority!!

Holiday Grease Roundup Updates

- Record high 52 participants and 61 drop off locations!!
 - 11 first-time participants
- Please respond to post-event survey by February 14, 2025
 - Preliminary responses include over 3,500 gallons of cooking oil collected; results from American BioSource should be released soon
- Tentative 2025 HGR dates: November 17, 2025 – January 8, 2026



2024 Holiday Grease Roundup Participants

City of Allen	City of Alvarado	City of Arlington	City of Azle	City of Bedford
City of Burleson	City of Cedar Hill	City of Celina	City of Colleyville	City of Coppell
City of Corinth	City of Dallas	City of Denton	City of Duncanville	City of Farmers Branch
City of Fate	City of Fort Worth	City of Frisco	City of Garland	City of Grand Prairie
City of Haltom City	City of Highland Village	City of Irving	City of Keller	City of Kennedale
City of Lake Worth	City of Lancaster	City of Lavon	City of Lewisville	City of Mansfield
City of McKinney	City of North Richland Hills	City of Plano	City of Princeton	City of Prosper
City of Red Oak	City of Richardson	City of Sachse	City of Southlake	City of Terrell
City of Venus	City of Waxahachie	City of White Settlement	DFW Airport	Johnson County SUD
Mustang SUD	NTMWD	Town of Copper Canyon	Town of Edgecliff Village	Town of Little Elm
Town of Shady Shores	Trinity River Authority			

Membership Directory & Mentorship Program

- Anticipating to distribute the Membership Directory and Mentorship Program Survey in Spring 2025
 - Benefit for cost-sharing members only
 - How should the mentorship program be structured?
 - What are your overall expectations?





Next Meeting/Lunch & Learn Discussion



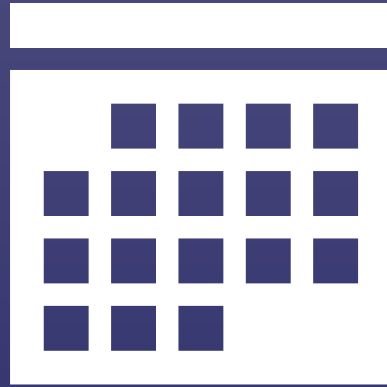
General Updates

- US FOG Alliance Conference; February 12-13 in Dallas
 - <https://usfoga.com/texas-region-conference/>
- TMDL Wastewater Subcommittee/Task Force – I-Plan Strategy Redevelopment
 - Slated to meet to discuss strategies on February 6, 2025
- CPRG Greenhouse Gas Emissions Inventory Effluent Projections



Roundtable

What's happening in your community?



Next Meeting

April 17, 2025
10:00 AM, location TBD

Adjournment/Lunch

Next Meeting: April 17, 2025

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