

WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE (WATER)

WEDNESDAY, SEPTEMBER 9, 2020



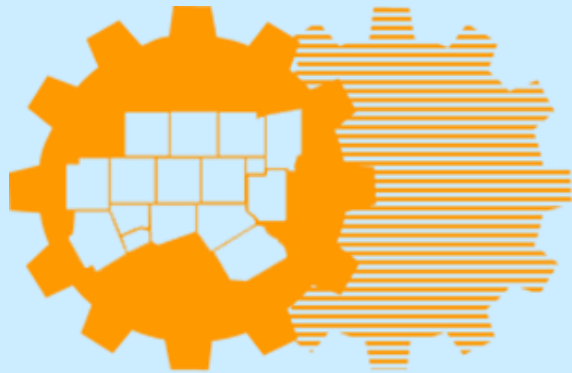
Agenda

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



**Wastewater
And
Treatment
Education
Roundtable**

1. Welcome and Introductions



**North Central Texas
Council of Governments**



2. Meeting Summary

3. FY2021 Work Program Priority Task Discussion

- NCTCOG began accepting FY2021 Work Program Commitments on August 5, 2020, and invoices will be sent in October 2020.
- Commitment forms are available online at www.nctcog.org/envir/public-works/water-cost-share. If you require a physical commitment form, please contact Hannah Allen at hallen@nctcog.org.
- Some member benefits include:
 - Priority and discounted registration on trainings
 - Access to deliverables created for members (flyers, door hangers, brochures, etc.)
 - Access to PSAs/educational videos created
 - Logo on the Defend Your Drains North Texas website
- Total Work Program Budget: approximately \$57,200
- Total Commitments Received: \$13,550

3. FY2021 Work Program Priority Task Discussion

- Priority Tasks for FY2021:
 - NCTCOG will not be returning to working in the office full time until at least January 2021, meaning that all staff travel and in-person meetings are suspended until further notice.
 - NCTCOG recognizes that many of WATER's participants may be facing budget constraints that will impact the amount of cost-shares received due to COVID-19. Due to this, NCTCOG would like feedback from participants on the highest priority tasks for FY2021.
 - We will work down the list of priorities as effectively and efficiently as possible, but unless the Work Program is fully funded, it is unlikely that all tasks can be completed.
 - What are the top priorities for FY2021?
 - Online trainings or webinars for free or reduced cost
 - More social media posts, including paid posts
 - More educational explainer videos
 - Additional support for cost-sharing members (ex. meetings or webinars specifically tailored to needs)
 - Holiday Grease Roundup support

4. Holiday Grease Roundup

- Dates: Monday, November 23, 2020 through January 4, 2021
- NCTCOG will create flyers for participants and additional promotional materials will be sent out in early October
 - Requesting that all participants inform NCTCOG of their participation to ensure information on website is correct
- American BioSource will be providing free containers and free collection of FOG again this year
 - Participants wishing to utilize American BioSource should contact Tanya Van Zandt at tanya@americanbiosource.com or Amy Van Zandt at amy@americanbiosource.com no later than November 1, 2020 to ensure the container delivery will occur prior to the start of the Holiday Grease Roundup.
- Drop off sites (both HGR only and year-round, including curbside pick up) will be posted on www.DefendYourDrainsNorthTexas.com
- 2019 HGR reported collection amount: approx. 3,500 gallons

5. Promotional Activities Update

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



5. Promotional Activities Update

Organic Posts

Defend Your Drains North Texas
Published by Hootsuite [?] · June 17 · 🌐

Keep the water in your pipes moving and grooving! The only things that should go down your toilet need to follow the 3 P's! That means Pee, Poo and (toilet) Paper because it starts to break down instantly once in water! Learn more at www.DefendYourDrainsNorthTexas.com #DefendYourDrains #3P's #70s



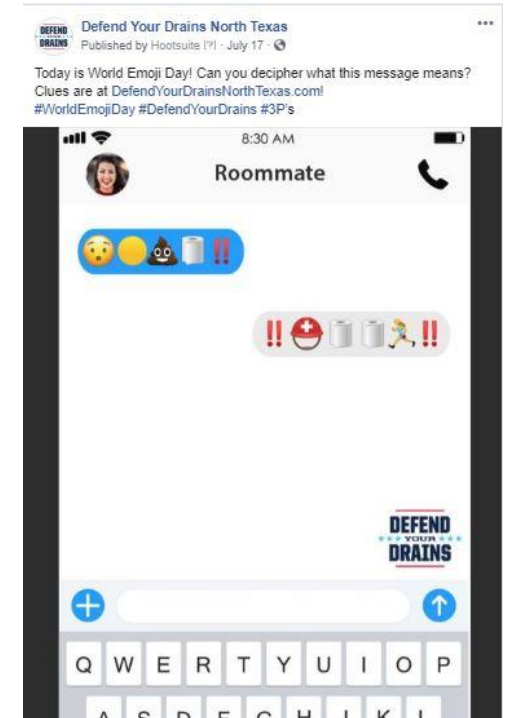
Facebook	Impressions	Engagements
	539	17
Twitter	Impressions	Engagements
	410	12
Instagram	Impressions	Engagements
	29	2

Defend Your Drains North Texas
Published by Hootsuite [?] · June 29 · 🌐

If you are finding yourself plunging your toilet often, you should think about what you are flushing down the toilet in the first place! Go to www.DefendYourDrainsNorthTexas.com to see what we recommend you should never flush down your drain. #DefendYourDrains



Facebook	Impressions	Engagements
	23	1
Twitter	Impressions	Engagements
	402	12
Instagram	Impressions	Engagements
	21	1



Facebook	Impressions	Engagements
	19	0
Twitter	Impressions	Engagements
	6,107	40
Instagram	Impressions	Engagements
	35	2

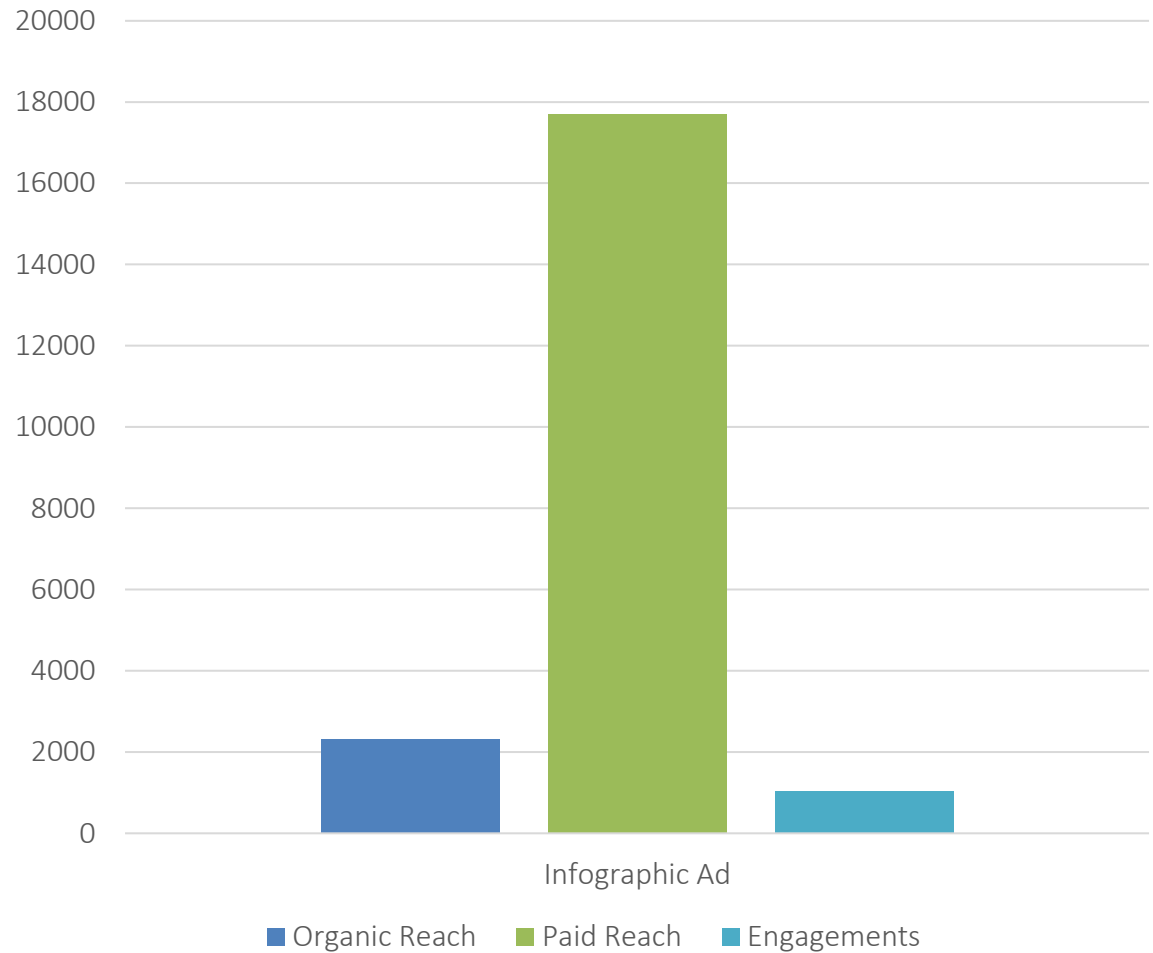
5. Promotional Activities Update

Paid Ads on Facebook



Amount Spent: \$200.00

Ad Reach on Facebook From June



5. Promotional Activities Update

Paid Ads on Facebook

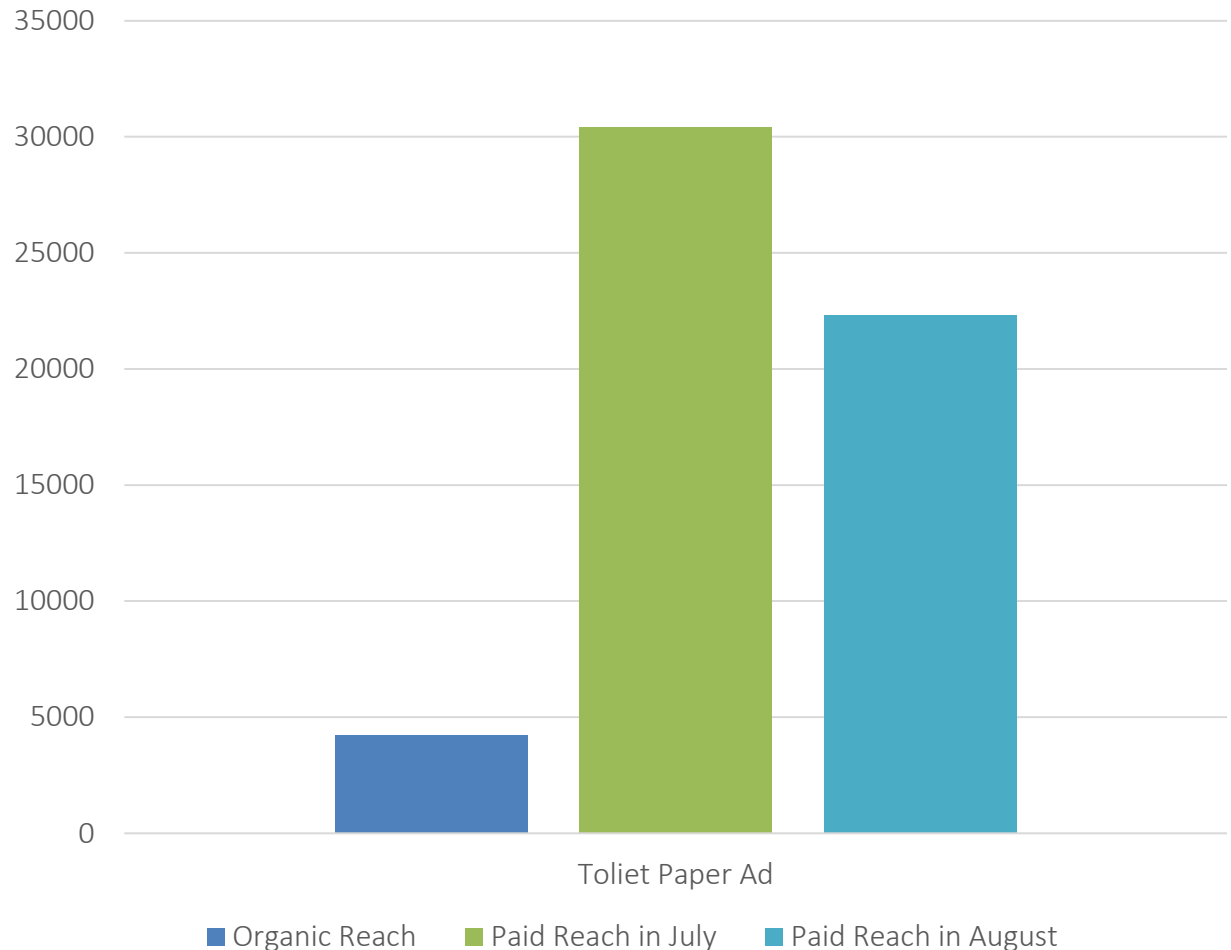
DEFEND DRAINS Defend Your Drains North Texas
Published by Hootsuite | 191 - July 23 · 🌐

Toilet paper is the only item you can buy that is 100% safe to flush down the drain and not run into clogs (with proper use). Don't believe us? Visit DefendYourDrainsNorthTexas.com to learn why!
#DefendYourDrains



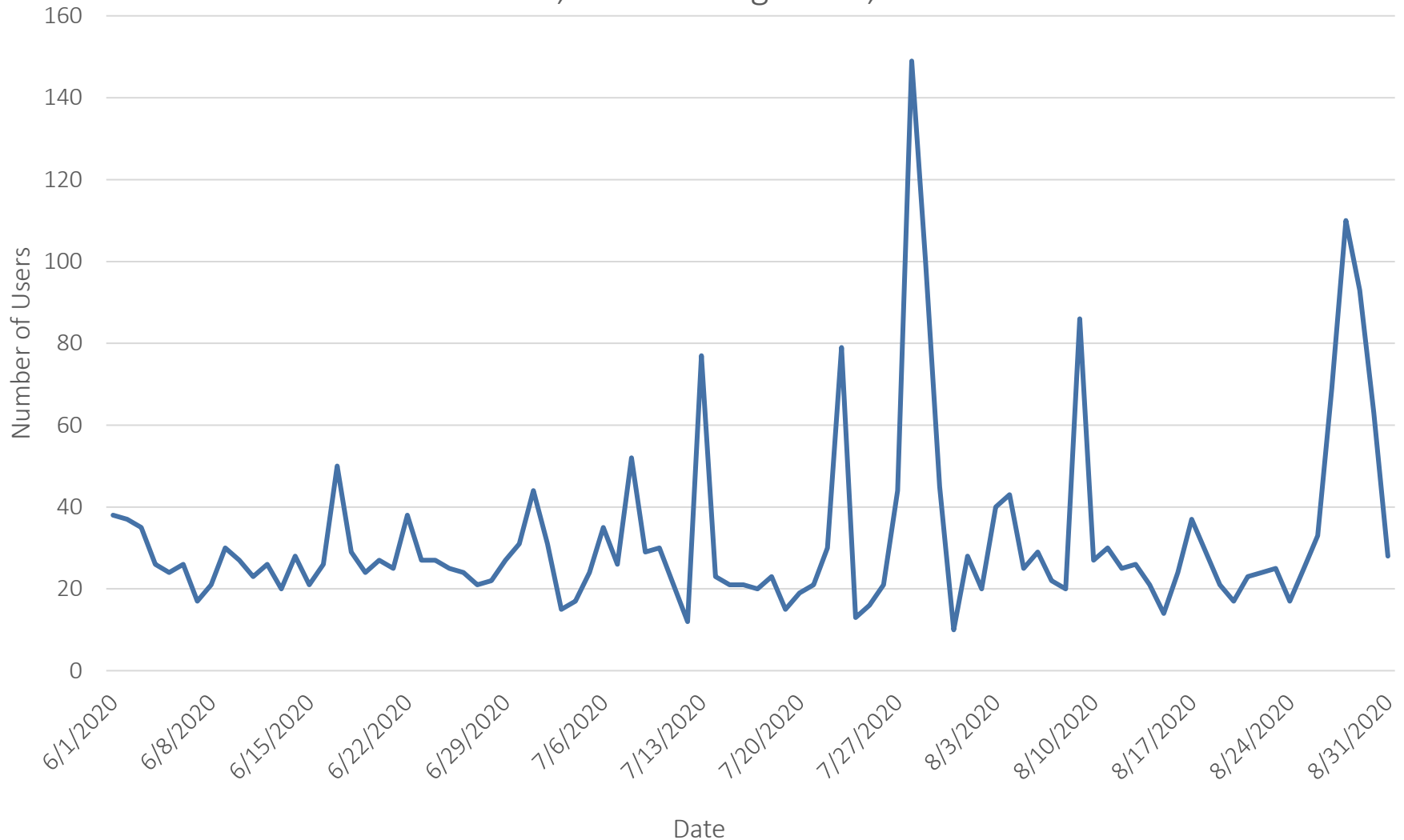
Amount Spent: \$400

Ad Reach on Facebook From July to August 2020



5. Promotional Activities Update

Defend Your Drains North Texas Website Users
June 1, 2020 to August 31, 2020



5. Promotional Activities Update

Educational Explainer Video Update

Simple Life Cycle of Drinking Water Draft Video Script:

Do you know where the water from your tap comes from?

In North Texas, our drinking water is sourced from our local surface waters. This means the water is pulled from lakes, rivers, and streams. Our local water facilities treat this water by removing bacteria and pathogens in order to make our water safe to drink before pumping it into our homes!

Where does it go after it goes down the drain?

Once down the drain, water flows to a wastewater treatment plant. Here, it will be cleaned of harmful bacteria and treated. Then, it is released back into our lakes, rivers, and streams!

Have more questions on how water flows through our community? Visit DefendYourDrainsNorthTexas.com to learn more.

5. Promotional Activities Update

Educational Explainer Video Update

The Simple Life Cycle of Drinking Water 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

If another video is a high priority task for FY2021, potential topics are:

- Defend Your Drains general message
- 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 from March – June, but we have begun to incorporate more information on HHW as residents continue to clean out garages/houses.
- Any other comments?

7. General Updates

- Upcoming Public Education Task Force Meeting:
 - October 21, 2020 at 9:30 AM, Virtual Meeting via Microsoft Teams
- Upcoming TMDL Wastewater Technical Subcommittee Meeting:
 - November 18, 2020 at 9:30 AM, Virtual Meeting via WebEx
- DEA Drug Take Back Day:
 - Tentatively scheduled for October 24, 2020
 - NCTCOG will begin sharing messages relating to the proper disposal of medications on social media in mid-September
- Metal Strands Causing WWTP Issues:
<https://kingcountywtd.com/2020/08/18/mbr-metal-fibers/>

Roundtable & Next Meeting Date

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

9. Next meeting date: Tuesday, December 8, 2020 at 10:00 AM
Virtual Meeting, Link to join will be shared
in meeting save-the-date

10. Adjournment

Contact

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