

FY2021 Work Program Summary



Wastewater And Treatment Education Roundtable

October 1, 2020 through September 30, 2021

**Wastewater And Treatment Education
Roundtable**



Overview

The Wastewater And Treatment Education Roundtable (WATER) is a partnership between 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. Several years ago, 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 2021, WATER had seventeen cost-sharing participants, hosted the annual Holiday Grease Roundup, facilitated a free Grease Interceptor Training and Roundtable, hosted three roundtable meetings, and continued the Defend Your Drains North Texas (DYD) sponsored social media posts and creation of associated educational explainer videos.

Thank you to the following entities for contributing financially to the FY2021 WATER Work Program:

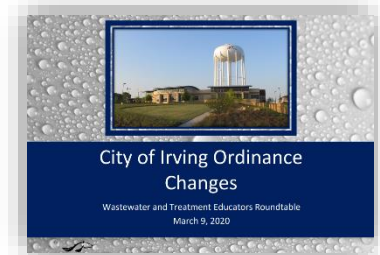
- City of Arlington
- City of Cedar Hill
- City of Colleyville
- City of Denton
- City of Duncanville
- City of Grand Prairie
- City of Haltom City
- City of Irving
- City of Lewisville
- City of Mansfield
- City of McKinney
- City of North Richland Hills
- City of Plano
- City of Richardson
- City of Wylie
- North Texas Municipal Water District
- Trinity River Authority

Meetings

During FY 2021, WATER held three meetings, with one member highlight presentation.

Date	Dec 8, 2020	Mar 10, 2021	Jul 13, 2021
Number of Attendees	26	28	28

Thank you to the City of Irving for presenting at the March 10, 2021 WATER meeting. Elijah Dorminy shared information on Irving’s recent ordinance changes related to their Fats, Oils, and Grease program, as well as best management practices, outreach methods, and results from their efforts! Meeting summaries and presentations are available for review on the [WATER committee webpage](#).



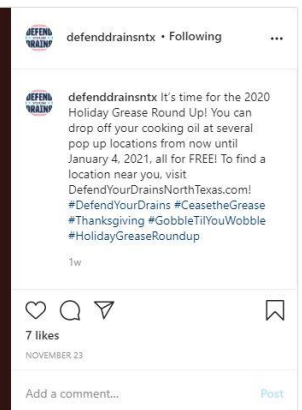
Social Media and Defend Your Drains North Texas Website Analytics

NCTCOG spent a total of \$1,150 on sponsored social media posts between October 2020 and September 2021, which increased social media reach, post engagement, daily views, and total likes. Additionally, the increase in social media engagements and impressions led to an increase in traffic to the [Defend Your Drains North Texas website](#).



NCTCOG continued focusing spending efforts on Facebook, as an internal cost-benefit analysis indicated that Facebook continues to be the most cost-effective option for promotional purposes. While engagements and impressions on social media posts on the Defend Your Drains North Texas Facebook and Twitter accounts decreased significantly as compared to the number of engagements and impressions received in FY2020, both accounts gained approximately a 20% increase in followers, 53 followers on Facebook and 25 on Twitter.

In addition to tracking Facebook and Twitter analytics, NCTCOG also began tracking analytics associated with the Defend Your Drains North Texas Instagram account. As of October 1, 2021, the Defend Your Drains North Texas Instagram account had 128 followers and 291 posts. In FY2021, NCTCOG posted 93 times and received 510 likes and 2,165 impressions.



Defend Your Drains North Texas – Social Media Analytics	
Facebook	
October 1, 2020 – September 30, 2021	
Followers	326
Number of engagements	619
Number of impressions	105,677
October 1, 2017 – September 30, 2020	
Followers	273
Number of engagements	18,961
Number of impressions	1,159,538

Defend Your Drains North Texas – Social Media Analytics	
Twitter	
October 1, 2020 – September 30, 2021	
Followers	136
Number of engagements	734
Number of impressions	44,839
October 1, 2017 – September 30, 2020	
Followers	113
Number of engagements	1,739
Number of impressions	163,045

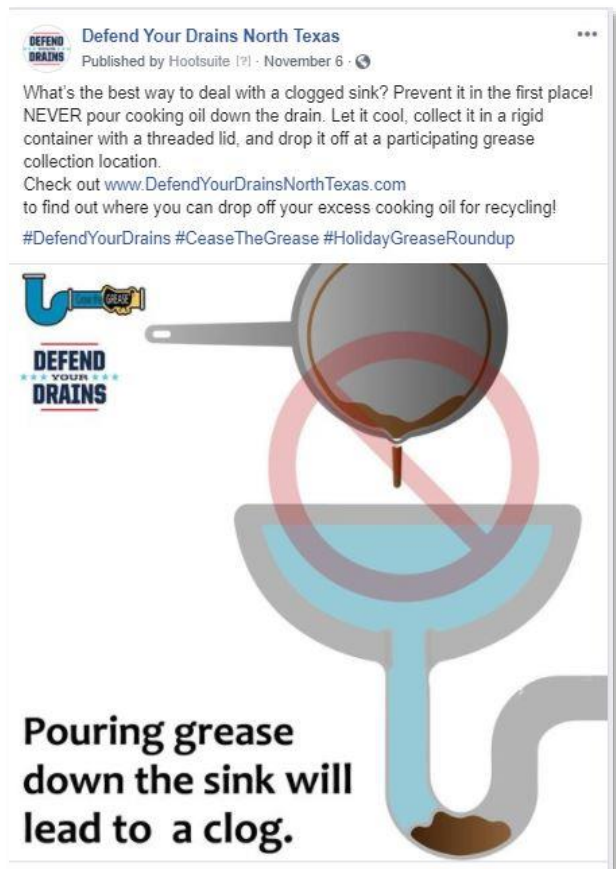
Social Media Analytics Definitions:

- 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

NCTCOG continued the practice “boosting” popular organic posts each month. This is an effective way of ensuring that a sponsored post resonates with the intended audience and consistently leads to a dramatic increase of impressions, engagements, and link clicks.

The most popular post on the Defend Your Drains North Texas Facebook in FY2021 was originally posted organically on November 6, 2020. This post had eight shares, over 65 engagements, and reached 2,796 people. The most popular post on the Defend Your Drains North Texas Twitter in FY2021 had eight likes, 753 impressions, and 3 retweets.

In 2021, NCTCOG's social media spending strategy focused on reaching a large number of people through engagements and impressions rather than link clicks. The intention behind this strategy was to spread the Defend Your Drains North Texas message to a wider audience that may not seek out additional information on the website or other available resources, while continuing to grow the number of followers on the social media platforms.



Need a reminder of what can and cannot be flushed down the toilet? Follow this infographic as a guide. Learn what else should never be flushed down the drain at DefendYourDrainsNorthTexas.com! #DefendYourDrains



The Defend Your Drains North Texas website continued to experience a high level of success in the number of users and sessions, with over 12,000 of each. Additionally, the bounce rate, or percentage of users that only view one page before exiting the website, decreased by approximately 3%. NCTCOG also incorporated new banners on the home page for upcoming events, such as the semi-annual Drug Enforcement Agency Drug Take Back Days and the Holiday Grease Roundup.

Defend Your Drains North Texas - Website Analytics	
October 1, 2020 – September 30, 2021	
Sessions	13,942
Users	12,330
Page Views	20,852
Pages/Session	1.50
Average Session Duration	00.00.49
Bounce Rate	74.54%
% New Sessions	92.70%
October 1, 2017 – September 30, 2020	
Sessions	34,612
Users	30,335
Page Views	51,836
Pages/Session	1.47
Average Session Duration	00.00.55
Bounce Rate	77.51%
% New Sessions	92.73%



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
- % new sessions: percentage of new users visiting the website

Education and Outreach

In FY2021, in addition to social media outreach, NCTCOG focused efforts on creating more educational explainer videos. NCTCOG created videos for *Why Your Sink Disposal isn't a Garbage Can*, *Always Trash Your Personal Care Items*, and *Proper Usage of Home Cleaning Products*, bringing the total number of Defend Your Drains North Texas videos created since FY2019 to eight. As of September 30, 2021, these videos have a combined total of almost 8,000 views. These videos are available on the [NCTCOG E&D YouTube page](#).



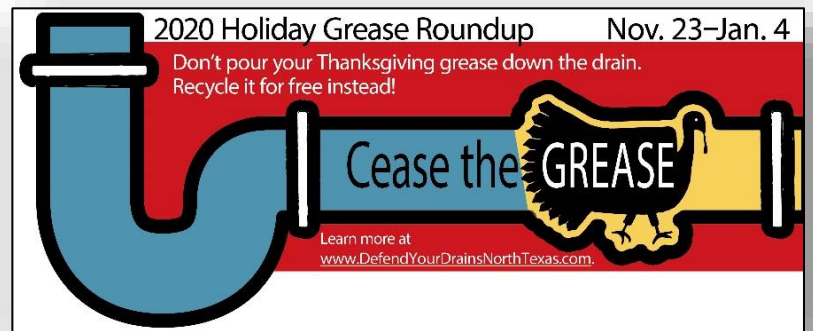
Video Name	Number of Views
Wipes Clog Pipes	2,170
Fats, Oils, and Grease	1,805
Drug Take Back	162
Proper Disposal of Household Hazardous Waste	3,581
The Simple Life Cycle of Drinking Water	107
Why Your Sink Disposal Isn't a Garbage Can	102
Always Trash Your Personal Care Items	60
Total Views:	7,987

Due to limitations associated with COVID-19, NCTCOG did not attend any in-person public outreach events to share information on Defend Your Drains North Texas, but did share resources for the virtual DFW Airport Earth Month in April 2021, which was aimed specifically for students in kindergarten through 12th grade. NCTCOG also participated in the ongoing efforts of the Water Environment Association of Texas (WEAT) to create a statewide campaign related to Fats, Oils, and Grease (FOG) and non-flushable items, including providing a presentation covering Defend Your Drains North Texas activities, challenges, and successes.



7th Annual Holiday Grease Roundup

During the 7th Annual Holiday Grease Roundup, 33 entities participated and collected almost 6,700 gallons of grease! This is almost equal to the total amount of grease that was collected in the 2018 and 2019 Holiday Grease Roundup combined. The number of participants also grew from 27 to 33. Since the inception of the Holiday Grease Roundup, participants have collected over 26,500 gallons of grease. Results from the 7th Holiday Grease Roundup and past years are shown in the table below.



Additionally, in the first week of the 2020 Holiday Grease Roundup, the Defend Your Drains North Texas social media posts reached almost 43,000 people and the website had over 700 visitors. The City of Southlake was featured in a [Dallas Morning News article](#), and the City of Irving sponsored radio ads on three stations (the Wolf, 99.5 FM, Hot 93.3, 93.3 FM, and the Ticket 96.7 FM) on behalf of the Holiday Grease Roundup.

Twenty of the 33 participants collected 1,513 gallons of grease utilized American BioSource, who provided free containers and grease collection for the third year. These participants collected approximately 17% of the total amount collected during the roundup. This grease was recycled into biodiesel, or biofuel, equivalent to an estimated reduction of 23.2 pounds of NO_x emissions and 28,163 pounds of CO₂ emissions. If all 6,693 gallons of FOG collected during the 2020 Holiday Grease Roundup were recycled into biodiesel or biofuel, NO_x emissions would be reduced by an estimated 102.68 pounds and CO₂ emissions would be reduced by an estimated 124,583 pounds.

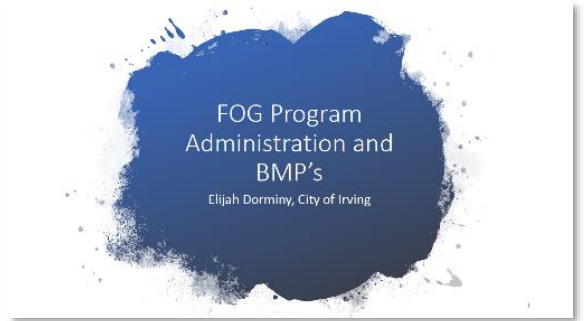
2020 Holiday Grease Collection Amounts by Entity			
Entity	Gallons Collected	Entity	Gallons Collected
Arlington	190	Irving	85
Azle	0*	Lancaster	7
Carrollton	551	Lavon	25
Cedar Hill	475	Lewisville	75
Cleburne	0*	Mansfield	437
Colleyville	179	McKinney	164
Coppell	175	North Richland Hills	309
Corinth	54	Princeton	20
Dallas	1409	Red Oak	55
Denton	177	Richardson	190
Duncanville	150	Southlake	146
Edgecliff Village	40	Westworth Village	7
Euless	47	White Settlement	75
Farmers Branch	0*	North Texas Municipal Water District	56
Fort Worth	863	Trinity River Authority	180
Garland	241	Tarrant County	0*
Grand Prairie	310	TOTAL AMOUNT COLLECTED:	6,692

* Unfortunately, the collection barrels for the Cities of Azle and Farmers Branch were contaminated, so the grease was unable to be collected or utilized. Tarrant County did not host a drop off location but participated in the Holiday Grease Roundup to distribute materials and advertise the event. NCTCOG was unable to acquire collection data from the City of Cleburne.

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
Total:	26,567

Grease Interceptor Training and Roundtable

The Grease Interceptor Training and Roundtable was held on August 5, 2021, via Microsoft Teams. This free training had 83 participants and included presentations from Elijah Dorminy and Ignacio Beltran, City of Irving, and Madisson Dunn, City of Southlake. The training covered grease interceptor inspections, replacements, and repairs, as well as city-specific best management practices. This was the first free educational event WATER has hosted and it was made possible by the volunteer presenters. A recording of the training is available on [NCTCOG E&D's YouTube page](#).



Looking Forward to FY2022

In FY2022, NCTCOG will continue to facilitate meetings, sponsor social media posts, and the 8th Annual Holiday Grease Roundup. NCTCOG will also develop additional explainer videos covering topics selected by WATER and update marketing materials for the Holiday Grease Roundup. Due to the ongoing public health crisis, NCTCOG will also be seeking ways to best meet the needs of WATER members, including potentially hosting online trainings or workshops.

More information on the FY2022 Work Program can be found [online](#). If you are interested in participating, please visit the [Wastewater And Treatment Education Roundtable Cost-Shares webpage](#).

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