

North Texas Grease Abatement Council

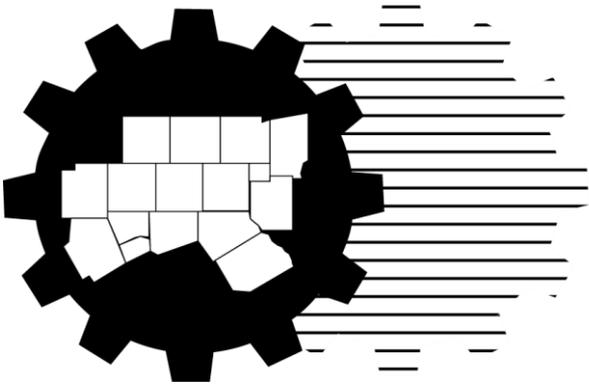
November 6, 2014



Agenda

1. Welcome and Introductions
2. 2014 Holiday Grease Roundup
3. Flushable Wipes
4. Work Program and Budget
5. Voting for a New Name
6. Roundtable
7. Schedule for Next Meeting
8. Adjournment

Welcome and Introductions



2014 Holiday Grease Roundup

Participants: Addison, Arlington, Cedar Hill, Coppell, Dallas, Fort Worth, Garland, and Mansfield

Dates/Special events: December 6-13 for collection/Special events in Arlington (Dec. 6) and Garland (Dec. 13)

Available marketing materials:

- Advertising ideas document
- Flyer template
- Half-page flyer
(English front, Spanish back)
- Press release template
- Email blast template
- Social media post template
- Utility bill insert
- Web banners and tiles



Website: Homepage hero, event webpage in English and Spanish

Biodiesel vendor: Dallas County Schools (unless the city is using its current vendor)

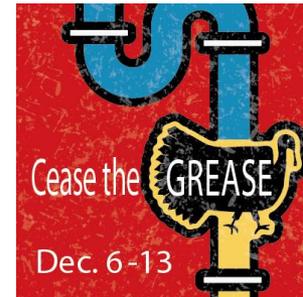
2014 Holiday Grease Roundup Dec. 6-13

Don't pour your Thanksgiving grease down the drain.
Recycle it instead!



Cease the GREASE

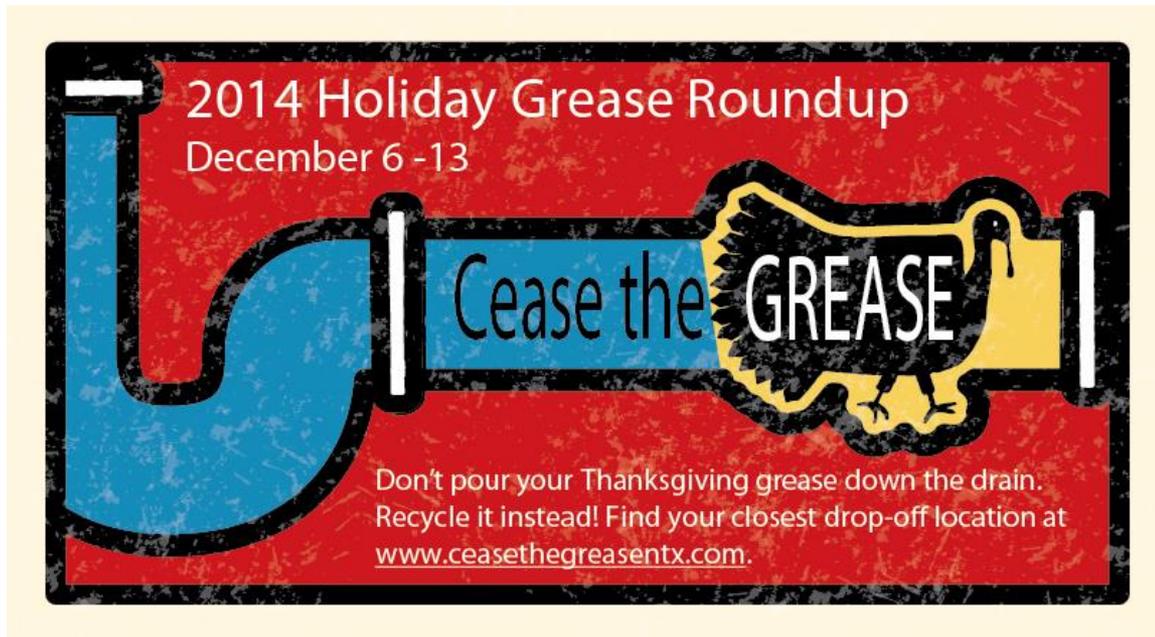
Learn more at
www.ceasethegreasentx.com.



Cease the GREASE

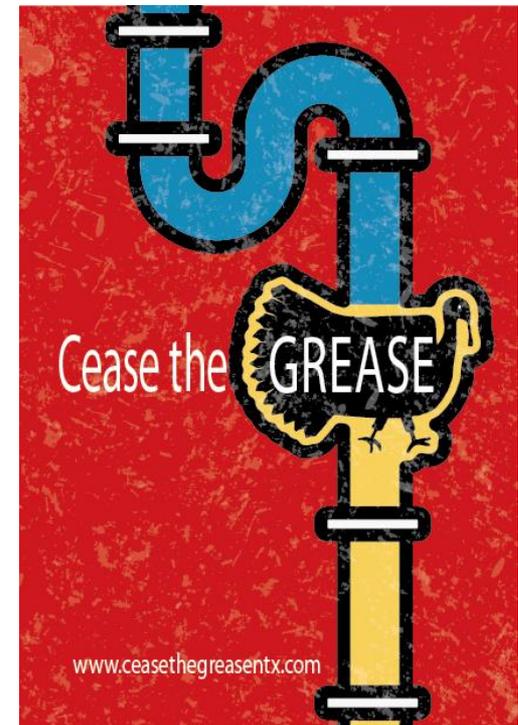
Dec. 6-13

2014 Holiday Grease Roundup
December 6 -13



Cease the GREASE

Don't pour your Thanksgiving grease down the drain.
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www.ceasethegreasentx.com.



Cease the GREASE

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Dallas County Schools Alternative Fuel Program



Transports approximately 71,000 students each day in 11 independent school districts in the Dallas-Fort Worth area

Addressing air quality issues through the use of low-emission biodiesel for school buses

Using waste vegetable oil (WVO) instead of petrodiesel reduces the production of greenhouse gases, particulate matter, and other pollutants

Collects and recycles WVO and manufactures it into biodiesel

1,302 buses (68.5% of its fleet) run on biodiesel

Dallas County Schools Alternative Fuel Program

Discussion and Q&A

Susan Falvo, Assistant Superintendent, Operations and Project Management
Paul Jacobs, Senior Fleet Manager
Ricky Fulps, Biofuel Project Manager
Ramon Stripling, Biofuel Technician

Flushable Wipes/Wastewater Etiquette Campaign

Brief update from Jennifer Moore, Trinity River Authority

Work Program and Estimated Budget - Draft

- Task 1. General Outreach Support Related to Proper FOG Disposal
 - Task 1.1. General Program Awareness
 - Task 1.2. Holiday Grease Roundup
- Task 2. Commercial/Industry Outreach Support Related to Proper FOG Disposal - Grease Interceptors Brochure Update
- Task 3. Support for Creating a New Logo and Mission Statement
- Task 4. Support for Updating and Maintaining the Website
- Task 5. General Outreach Support Related to Disposables Initiatives

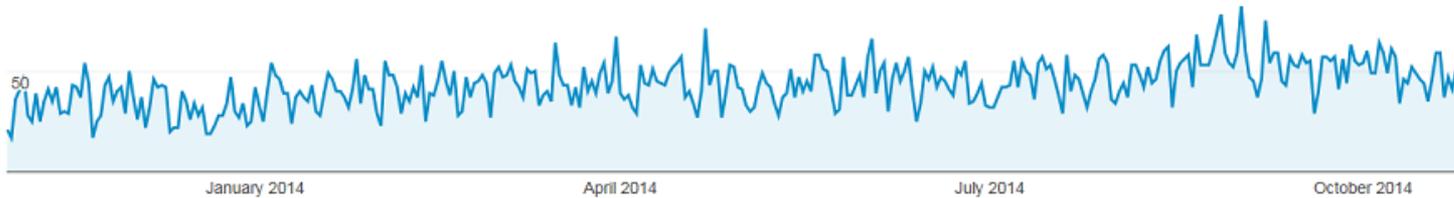
Website Metrics

Sessions vs. Select a metric

Hourly Day Week Month

Sessions

100



Sessions

15,890



Users

14,455



Pageviews

19,724



Pages / Session

1.24



Avg. Session Duration

00:00:34



Bounce Rate

87.30%

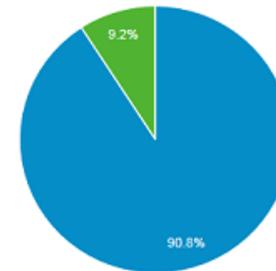


% New Sessions

90.79%



New Visitor Returning Visitor



Voting for a New Name: Suggestions

1. League of Wastewater Protection
2. Clean Sewers Association
3. North Texas Clean Water Council
4. North Texas Alliance for Clean Water

Examples of other organizations: Water Environment Federation, Maine Water Environment Association (previously Maine Wastewater Control Association), National Association of Clean Water Agencies

Voting for a New Name: Suggestions?

BRAINSTORMING WORDS/PHRASES

Clean
Clear
Free-flowing

Water
Wastewater
Sewer System
Pipes

...Against Clogged Pipes

ORGANIZATION-TYPE WORDS

Advisory Group
Alliance
Association
Committee
Council
Forum
Friends (of)
Organization
Partners (for)
Protectors (of)
Roundtable
Society

OTHER WORDS

Operation
Project
Action

A word cloud featuring various terms related to wastewater management. The words are arranged in a roughly triangular shape, with 'Wastewater' at the top left and 'Clean' at the bottom right. The colors used are shades of green and brown. The words include:

- Wastewater
- Water
- Committee
- Clean
- Operation
- of
- Roundtable
- System
- Federation
- Alliance
- Pipes
- Action
- Sewer
- Society
- Organization
- Sewers
- Clog-free
- Association
- Council
- Forum
- Free-flowing
- Project
- Friends
- Protection.

Roundtable and Next Meeting Date

Roundtable: What's happening in your community?

Schedule for the next meeting: Tuesday, January 20, 2015

Adjournment

Contact

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