

Water Resources Council

February 1, 2018

1. Welcome and Introductions.

Action Items

2. Meeting Summary.

- I. The September 7, 2017 meeting summary will be presented for approval.

Discussion Items

3. FY2018 Regional Workshops

- I. Potential Webinar/Workshop Topics
 - I. Water Conservation
 - II. Wastewater Infrastructure Updates
 - III. Water Supply
- II. Any other ideas?

Discussion Items

4. 2018 WQMP Review.

- I. Any feedback regarding the WQMP 2018 Goals?
 - I. <http://www.nctcog.org/envir/SEEclean/wq/index.asp>
 - II. <http://nctcoggis.maps.arcgis.com/apps/MapJournal/index.html?appid=248cdc06d4cd4590a0a8b150b70d8ce0>
- II. Thoughts on a story map versus pdf document?

Discussion Items

5. 2018 Efforts on Regional Water Campaign

- I. Create a comprehensive campaign that will provide a consistent message to citizens regarding water resources

Discussion Items

5. 2018 efforts on Regional Water Campaign

- I. The Air North Texas Campaign Website Analytics (www.airnorthtexas.org)
- II. NCTCOG E&D Social Media Analytics

Air North Texas Web Analytics

March 2017- October 2017

Air North Texas Quantification

March 2017 – October 2017

Air North Texas Web Analytics

Visits	34,815
Pageviews	41,282
Avg. Time	:37 _{sec.}
New Visits	86%

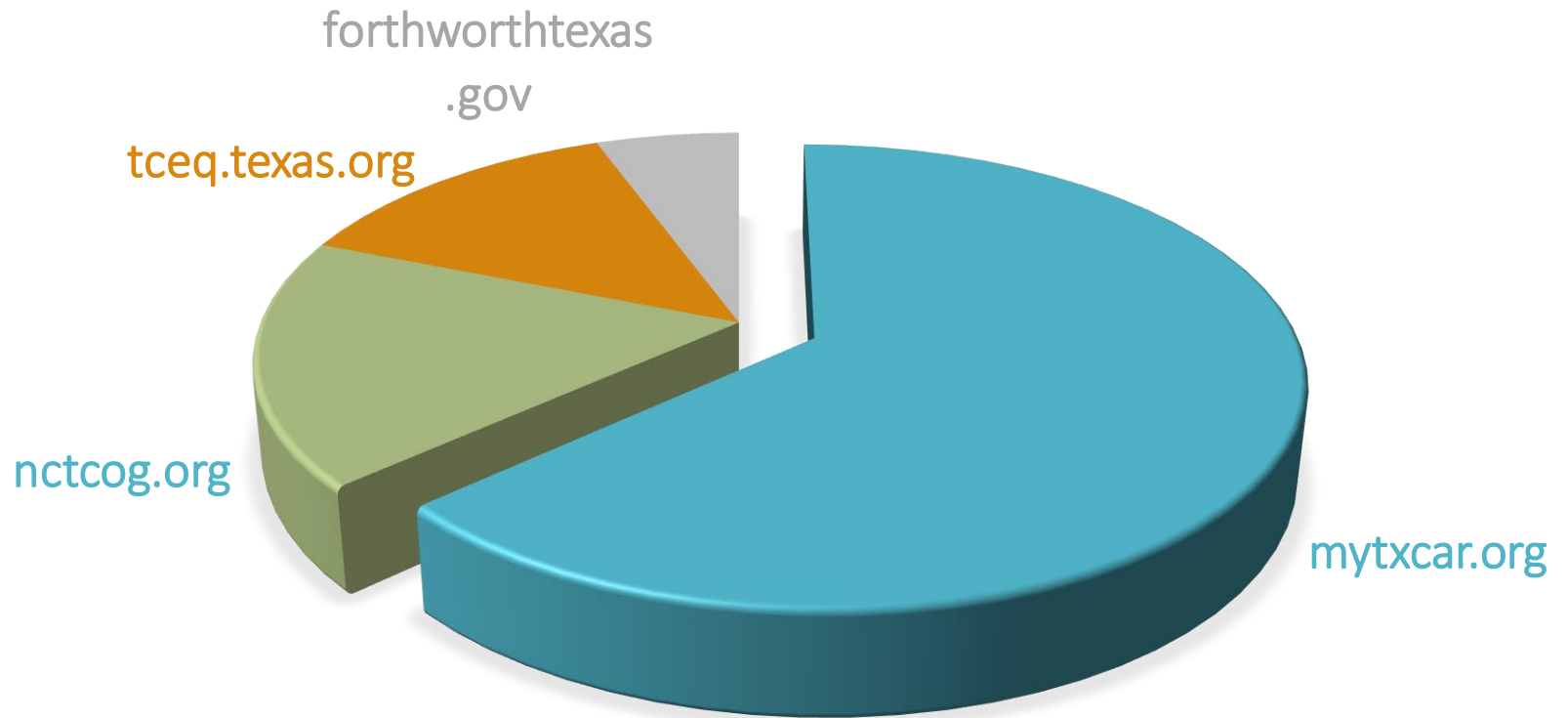
Air North Texas Quantification

March 2017 – October 2017



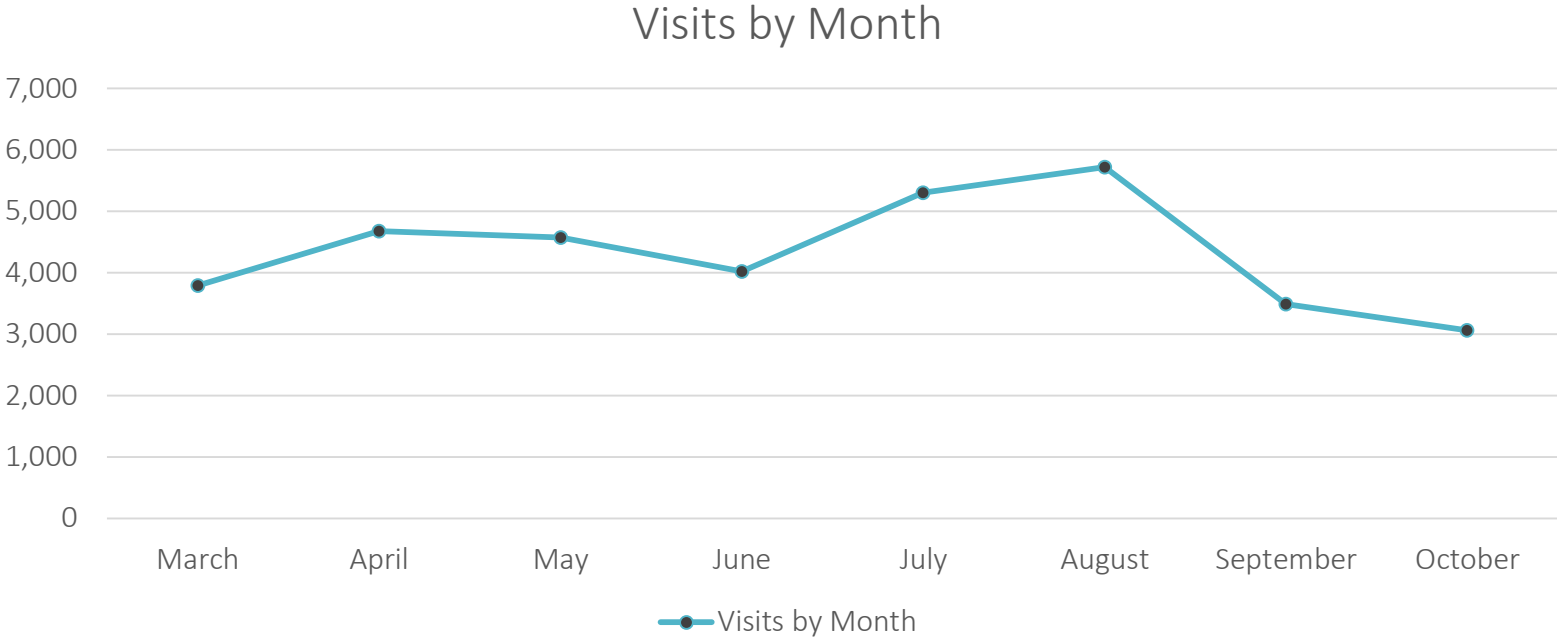
Air North Texas Quantification March 2017 – October 2017

TOP REFERRED SITES



Air North Texas Quantification

March 2017 – October 2017



Air North Texas Quantification

April 2017

4,679

Visits

5,527

Pageviews

:36_{sec.}

Avg. Time

85%

New Visits

Air North Texas Quantification

May 2017

4,567

Visits

5,367

Pageviews

:41sec.

Avg. Time

87%

New Visits

Air North Texas Quantification

June 2017

4,020

Visits

4,696

Pageviews

:35sec.

Avg. Time

85%

New Visits

Air North Texas Quantification

September 2017

3,490

Visits

4,196

Pageviews

:42_{sec.}

Avg. Time

85%

New Visits

Discussion Items

5. E&D Website Analytics

- Defend Your Drains
 - Total Page Views: 1,561 (July 2017 – December 2017)
 - Total Users: 915 (July 2017 – December 2017)
- Cease the Grease
 - Total Page Views: 4,921 (July 2017 – December 2017)
 - Total Users: 3279 (July 2017 – December 2017)

Discussion Items

5. E&D Social Media Analytics

- Time to Recycle Facebook (May 2017-December 2017):
 - Total Number of views: 245
 - Total Likes as of December 2017: 71
- Defend Your Drains Facebook (October 2017 – December 2017)*:
 - Total Number of Views: 78
 - Total Likes as of December 2017: 61

Defend Your Drains FB began promotion spending in November 2017, this has increased Daily Reach and Post engagements

Discussion Items

6. NCTCOG Staff Updates

- Region C Population Projection Memo Update
 - The Region C Water Planning Group meeting on December 18, 2017 and approved the revision of population and demand projections prior to submittal to TWDB
- 2011 Executive Board Item
 - Potentially incorporate into the 2018 WQMP

Other Business and Roundtable Discussion

7. Roundtable.

- I. Members share what's happening in their communities.

8. Schedule for Next Meeting.

- I. Thursday, April 19, 2018 in the Regional Forum Room at 10:30 a.m.

9. Adjournment.