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

- 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%

Pie chart showing distribution of New Visitor and 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?

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<th>BRAINSTORMING WORDS/PHRASES</th>
<th>ORGANIZATION-TYPE WORDS</th>
<th>OTHER WORDS</th>
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<td>Clean</td>
<td>Advisory Group</td>
<td>Operation</td>
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<td>Clear</td>
<td>Alliance</td>
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<td>Free-flowing</td>
<td>Association</td>
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<td>Water</td>
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<td>Wastewater</td>
<td>Council</td>
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<td>Sewer System</td>
<td>Forum</td>
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<td>Pipes</td>
<td>Friends (of)</td>
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<td>...Against Clogged Pipes</td>
<td>Organization</td>
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<td>Partners (for)</td>
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<td>Protectors (of)</td>
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<td>Roundtable</td>
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<td></td>
<td>Society</td>
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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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