

Wastewater And Treatment Education Roundtable (WATER)

July 26, 2017



Agenda

1. Welcome and Introductions
2. FY2018 Work Program Discussion
3. Regional Training Development – Field Technician Training
4. Defend Your Drains – Wipes Block Everything Campaign
5. Roundtable
6. Next Meeting Date
7. Adjournment

Welcome and Introductions

FY2018 Work Program

- Discuss suggested revisions.
 - Major revision: increasing sponsored social media posts from \$2,000 to \$10,000
- FY2018 Commitment Form and Draft FY2018 Work Program posted here:
<http://www.nctcog.org/envir/committees/gac/index.asp>
- Discuss survey results of task priority rankings.

FY2018 Work Program – Priorities

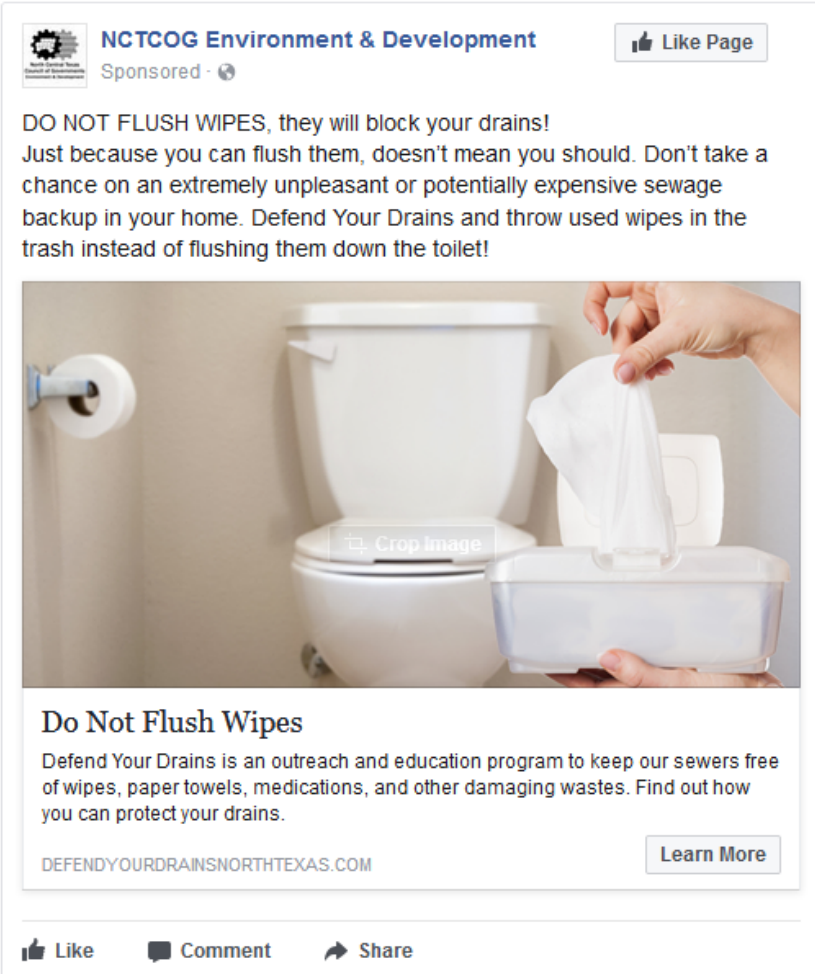
1. General Program Awareness
2. Regional Training Coordination (Field Technician Training was selected for 2017)
3. Support for Updating/Maintaining Websites
4. Holiday Grease Roundup
5. Food Handler/Manager Certification Program
6. Application for Awards

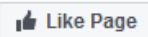
Regional Training Development – Field Technician Training

- Promotional activities will begin this week
- Instructor: Ms. Marlene Moore, Advanced Systems, Inc.
- Training Date: October 10 & 11, 2017
- Location: Irving Training Room
- Address: 333 Valley View Lane, Irving, Texas
- WATER members will receive a 20% discount


Campaign Update

- “Wipes” Promotional campaign kicked off in June (\$200 spent) and continued in July (\$800 will be spent)
- Going forward, will be allocating \$500/month toward the Facebook advertising
- “Wipes” campaign will continue in August
- September Campaign will be “Drug Take-Back”
- June statistics:
 - Reach – 40,546
 - Impressions – 74,724
 - Frequency – 1.84
 - Clicks - 39






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DO NOT FLUSH WIPES, they will block your drains!
Just because you can flush them, doesn't mean you should. Don't take a chance on an extremely unpleasant or potentially expensive sewage backup in your home. Defend Your Drains and throw used wipes in the trash instead of flushing them down the toilet!



Do Not Flush Wipes
Defend Your Drains is an outreach and education program to keep our sewers free of wipes, paper towels, medications, and other damaging wastes. Find out how you can protect your drains.

DEFENDYOURDRAINSNORTHTEXAS.COM [Learn More](#)

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Campaign Update

- Definitions:
 - Impressions – number of times a post is displayed.
 - Reach – number of people who received impressions of a post.
 - Frequency – the average number of times the post was served to each person.
 - Clicks – number of times post was clicked



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Roundtable and Next Meeting Date

Roundtable: What's happening in your community?

Next meeting date: Tuesday, October 31, 2017, at 10 a.m.
in the Regional Forum Room

Adjournment

Contact

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