



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

Informational Webinar

August 5th, 2021

Microsoft Teams

WELCOME & HOUSEKEEPING

- Please keep your line on mute until the end of the presentation.
- We will have an open Q&A session at the end of the presentation. Please type your question in the chat box or type in your request to speak.
- The webinar slides and recording will be posted on NCTCOG's website under green header called "Training Materials and Resources" at the link below. Follow-up emails to come.
- <https://www.nctcog.org/envir/watershed-management/stormwater/public-education-task-force>



Overview of the NTCCC

Website Resources

Reporting Data

User Portal

Joining the Mayor's Challenge

FAQ's

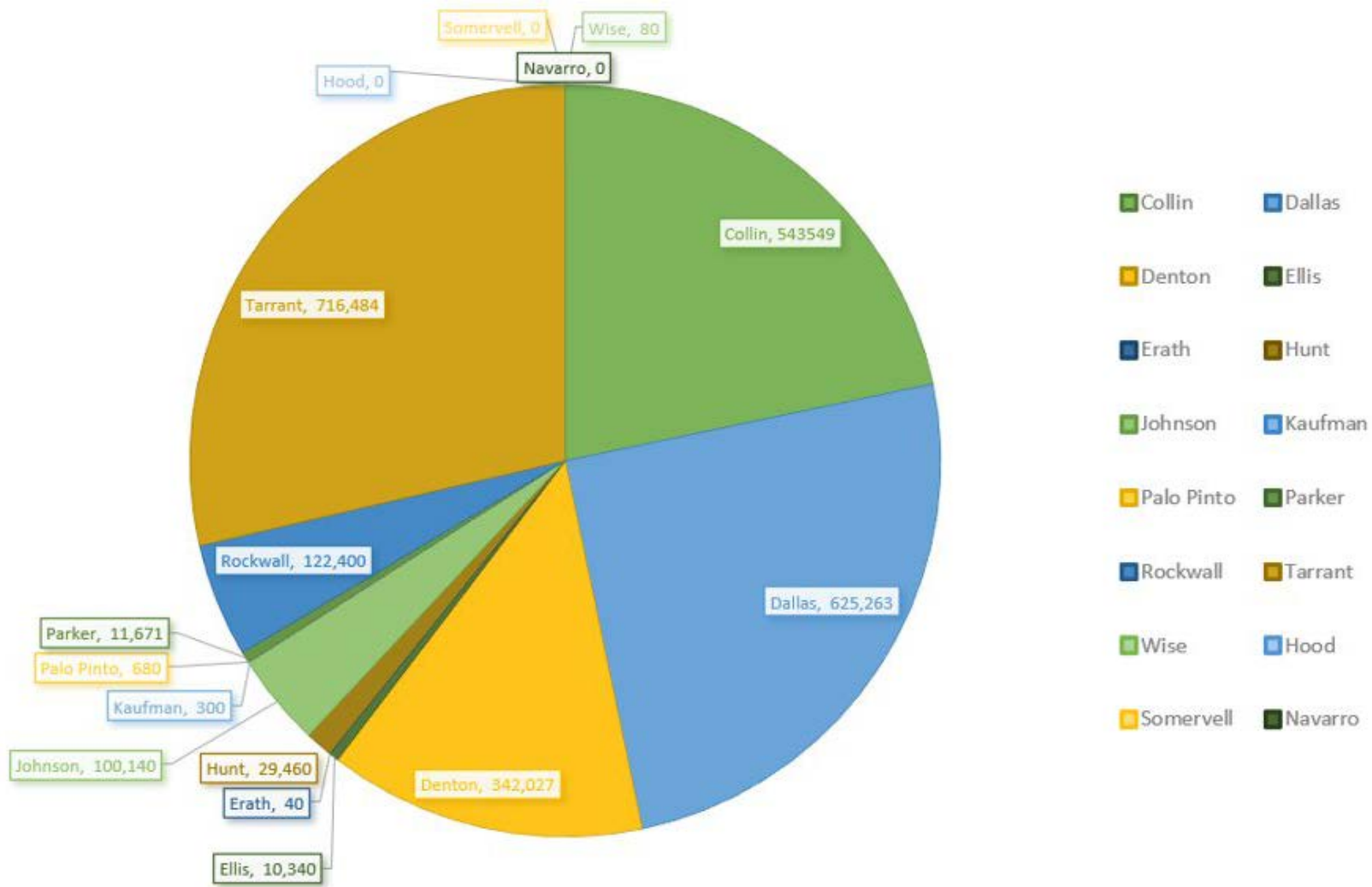
Q&A Session

AGENDA



OVERVIEW OF THE NTCCC – ESTABLISHING A DATA BASELINE

- NCTCOG analyzed data gathered from large cleanup events in the 16-county region from 94 different organizations across 69 different cities
- The data was reported to Keep Texas Beautiful who provided it to NCTCOG
 - Due to the voluntary nature of the data reporting to KTB, the accuracy of the data is unable to be verified
- The data timeline spanned from 2015 to 2020
- Creates a historical baseline of litter collected in the 16 county NCTCOG region



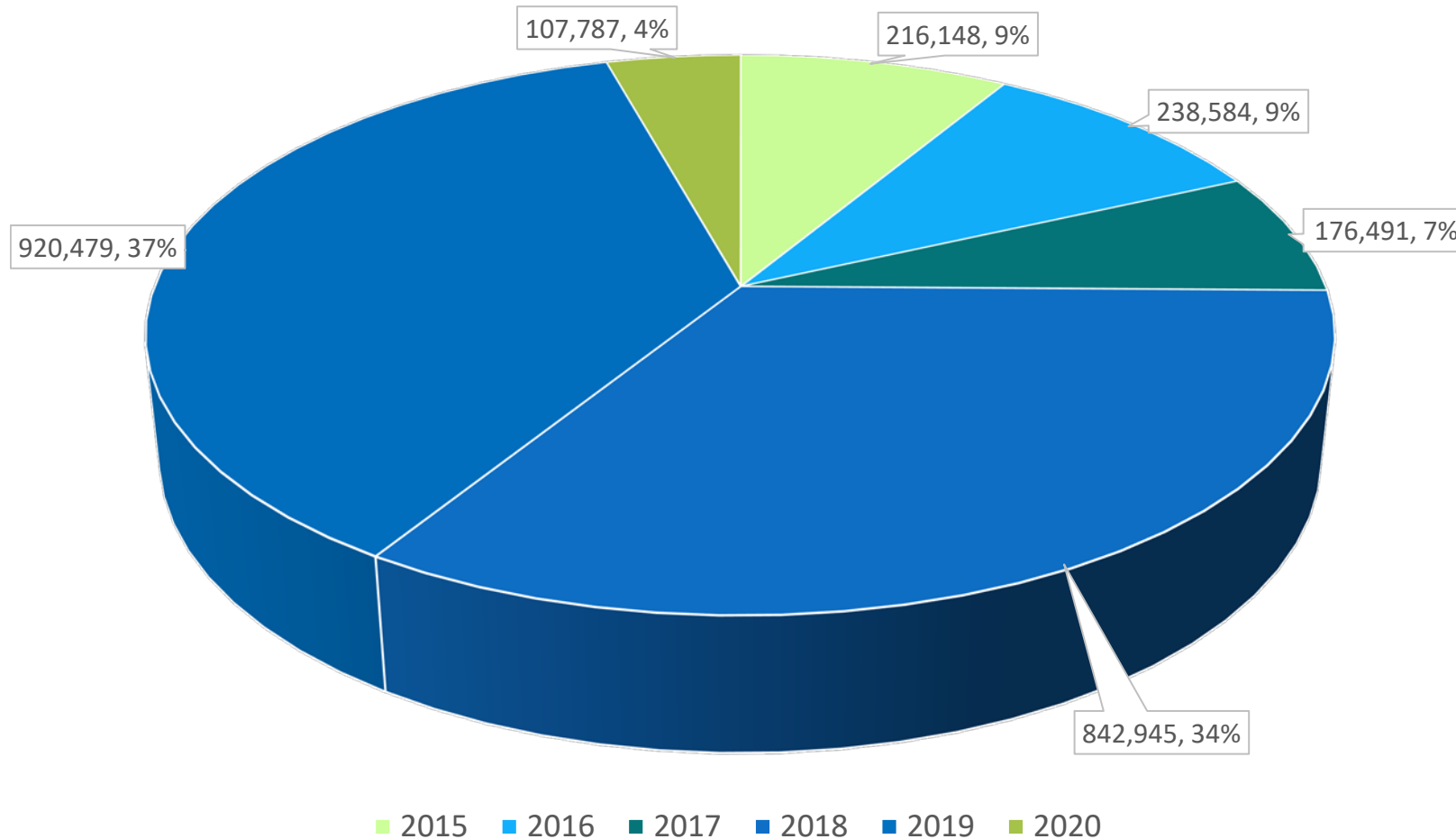
LITTER COLLECTION
IN POUNDS
THROUGHOUT THE
NCTCOG REGION -
2015 TO 2020

2,502,434 lbs.



Data was provided in June 2021 by KTB for litter collection from 2015 to 2020. The accuracy of the data was unable to be verified, as it was obtained from volunteer cleanup efforts.

Litter Collection in Pounds from 2015-2020



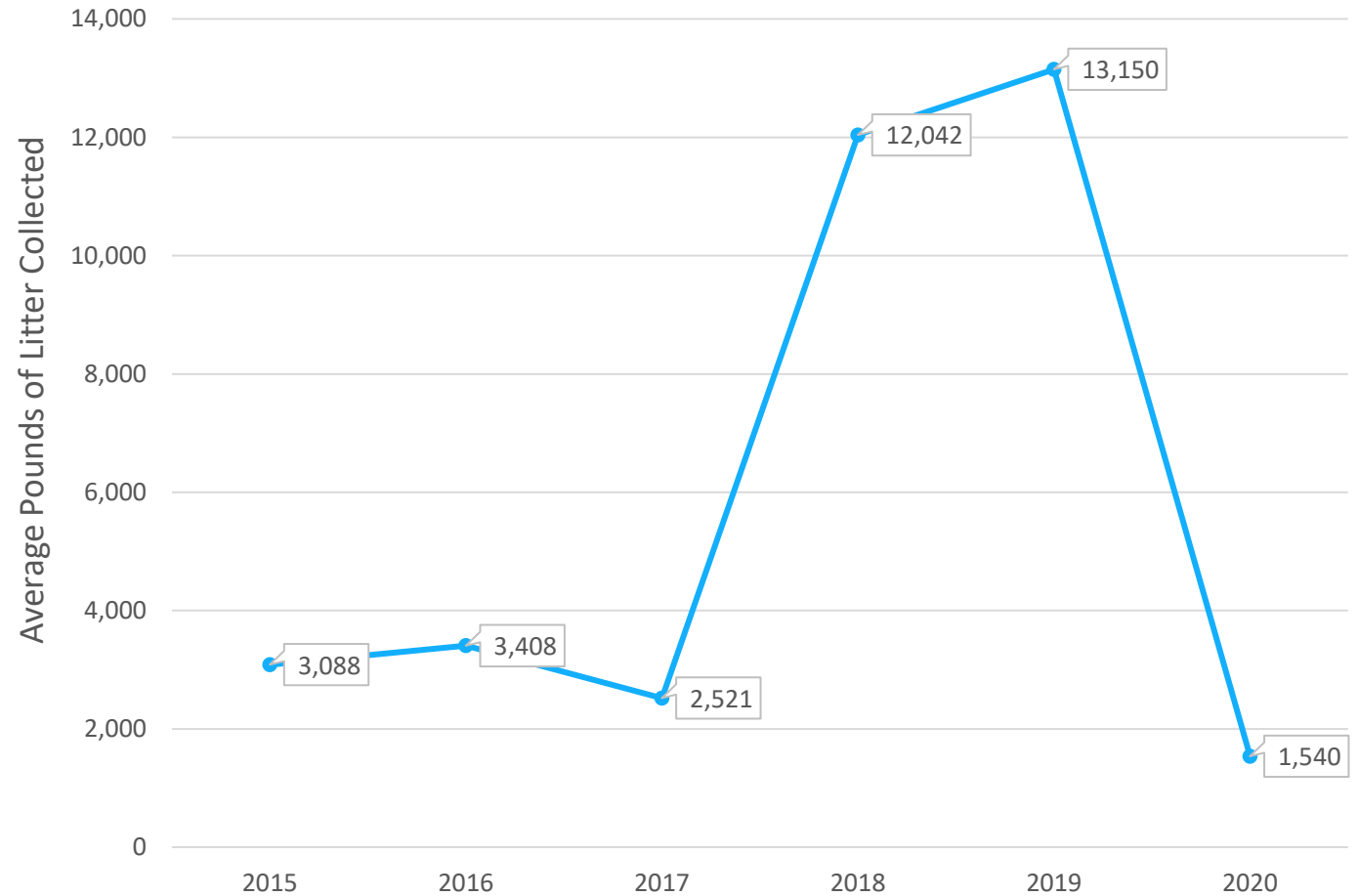
DISTRIBUTION OF LITTER COLLECTION FROM 2015 TO 2020

Data was provided in June 2021 by KTB for litter collection from 2015 to 2020. The accuracy of the data was unable to be verified, as it was obtained from volunteer cleanup efforts.

AVERAGE LITTER COLLECTION IN POUNDS

- Data was provided in June 2021 by KTB for litter collection from 2015 to 2020. The accuracy of the data was unable to be verified, as it was obtained from volunteer cleanup efforts.

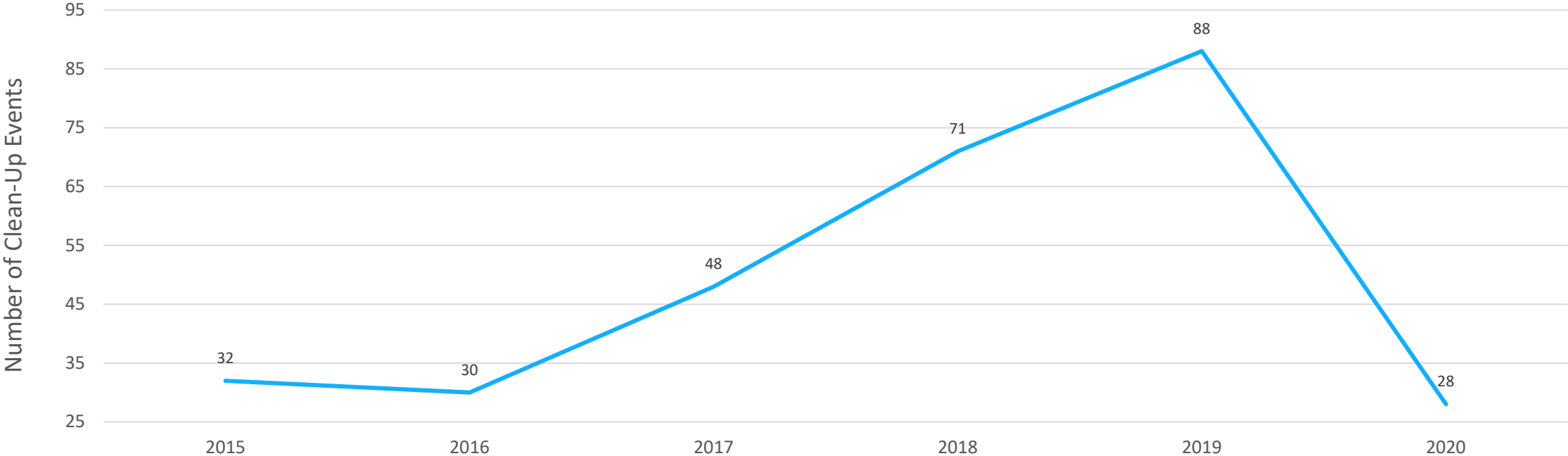
Mean NCTCOG Region Litter Collection from 2015 to 2020



Count of Cities	26	23	33	45	49	28
Count of Collection Events	30	27	46	70	82	28

PARTICIPATING ORGANIZATIONS

Impact of Covid-19 on Large Clean-Up Events



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Count of Collection Events	30	27	46	70	82	28



Data was provided in June 2021 by KTB for litter collection from 2015 to 2020. The accuracy of the data was unable to be verified, as it was obtained from volunteer cleanup efforts.

OVERVIEW OF THE NTCCC - HISTORY

HISTORY:

- Conceptualized by the Stormwater Public Education Task Force (PETF) in 2019, the North Texas Cleanup Challenge (NTCCC) was part of their FY20 Work Program which focused on preventing litter and floatables.
- The vision for the NTCCC, or simply “the challenge”, was to create a friendly regional competition amongst communities and residents to see who could cleanup the most litter during a set timeframe.
- Delayed by COVID-19 in 2020, the first ever NTCCC is now set for September 1st – October 31st, 2021!
- Due to enthusiasm and support shown by communities, the NTCCC is expected to return in the spring of 2022 and 2023 in partnership with the Trash Free Waters grant project.

OVERVIEW OF THE NTCCC – WHY FOCUS ON LITTER?

Is an eyesore

Harmful to wildlife

Increases flooding risk

Creates water quality issues

Approximately 362 million pieces of litter accumulate on Texas roads each year.

*Source: [Don't mess with Texas](#)

Roadside litter, across the U.S., is down 54% in the past decade to an estimate of 23.7 billion pieces. However, litter along waterways is estimated to be at 23.7 billion pieces.

*Source: [Keep America Beautiful](#)

Trash, packaging, and improperly disposed waste from sources on land accounts for 80% of the marine debris found on beaches during cleanups and surveys.

* Source: [EPA Trash-Free Waters](#)

OVERVIEW OF THE NTCCC – WHO CAN PARTICIPATE

Who Can Participate?

- Everyone in the North Central Texas Region! We want our communities as a whole to get involved in the challenge and be inspired to make environmental stewardship a priority.

What does this mean for the competition?

- To be eligible for the trophy (and bragging rights!), communities need to register and sign-up on the website no later than **October 1st** to officially participate. Once registered, you will be able to post cleanup events on the calendar and be recognized as a participating community.
- Individual participants aren't limited to only cleaning up at organized local events. Any cleanup of litter and trash at their local park, neighborhood, or block in which they live or work that is collected any time during the challenge timeframe can be reported and count towards the community in which they collected the litter.
- All cleanup data by communities and individuals must be for activity that occurred during the challenge timeframe of **September 1st to October 31st, 2021** and must be logged by **November 30th, 2021!**

OVERVIEW OF THE NTCCC – JOIN THE CHALLENGE!

Joining the Challenge – Community/Organization Level:

- Joining the North Texas Community Cleanup Challenge is easy and takes just a few simple steps.
 - Navigate to the “Log Cleanup” page
 - Select “Community Account Sign In”
 - Click “Create New User Account”
 - Enter your info and post cleanup events to the event calendar



Important: Please sign your community up for the cleanup challenge no later than **October 1st** to be eligible for the trophy and all data must be logged by **November 30th, 2021!**



Don't forget to advertise your participation in the NTCCC when promoting your event! Use our hashtag **#NTXCleanupChallenge** before, during, and after the event and make use of the NTCCC logo.



Don't forget to count your Adopt-A-Spot collection data if it gets reported back to you!



OVERVIEW OF THE NTCCC – JOIN THE CHALLENGE!

Joining the Challenge – Individual Level:

- To participate in the North Texas Community Cleanup Challenge as an individual participant:
 - Pickup litter at any time in your neighborhood, community, or place of work
 - Navigate to the “Log Cleanup” page
 - Select “Log Individual Cleanup”
 - Enter litter collection data
- Note: When participating in an organized cleanup event, please do not report your individual litter collection data. The event coordinators should report data for the event as a whole.

OVERVIEW OF THE NTCCC – SCORING

SCORING:

- To even the playing field between larger and smaller communities, scoring is calculated using a weighted average of collected litter and trash, number of volunteers, and volunteer hours on a per-capita basis. This means that we divide the efforts logged by a city's population.

- The formula for calculating each city's score is as follows:

$$\left(\left(\text{Number of Events} \times 3 \right) + \left(\text{Total Volunteers} \times 2 \right) + \text{Total Bags Collected} \right) \times 10000 / \text{Population}$$

- Population numbers are calculated using the North Central Texas Council of Governments' 2019 Population Estimates.

WEBSITE RESOURCES

NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

Litter Blows.
JOIN THE NORTH TEXAS COMMUNITY CLEANUP CHALLENGE.

About the Challenge
The North Texas Community Cleanup Challenge is a friendly competition among North Texas communities to see who can pick up the most litter per resident. Communities, churches, boy scouts, girl scouts, companies, activists, or just ordinary citizens can organize litter cleanup events in their communities or simply log existing events and efforts as they occur. At the end of the contest, the community with the most litter cleaned up per resident will receive the North Texas Community Cleanup Challenge award that they can proudly display in their city hall. Each year the trophy will move from community to community, each adding their name to the legacy of litter cleanup efforts.

Four Easy Steps to Get Involved

- 1 Click here to create an account and sign-on.
Don't forget to submit your logo for use on the website!
- 2 Organize and advertise your event(s) and participation in the NTCCC.
Optional: Join the Mayor's Challenge by issuing a Proclamation (view a template here).
- 3 Check out the Partners Resources Toolbox for items such as safety tips, general guidelines, a template press release and more.
- 4 Hold your cleanup events and log your data by Nov. 30th.
Tag the NTCCC on social media using the #NTXCleanupChallenge on Facebook, Twitter and Instagram!

To learn more about the program, visit www.CommunityCleanupChallenge.com!



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

LEADERBOARD | LOG CLEANUP | FIND EVENTS | DFW TO THE GULF | TOOLBOX

Partner Resources and Downloads
Find downloadable fliers, social media templates, videos, and more to help you host a successful event.
Please also check out [Keep Texas Beautiful](#) and their [resources for hosting cleanup events](#).

Templates
Templates to use for conducting and promoting cleanup events.

- [Template Press Release - .pdf - .docx](#)
- [Template Proclamation - .pdf - .docx](#)
- [Spanish Press Release - Coming Soon](#)

Know Before You Go
Helpful guides to conducting successful cleanup events.

- [General Guidelines and Safety Tips - .pdf - .docx](#)

Fliers
Flyer templates to use for advertising cleanup events or the challenge as a whole.

- [Cleanup Challenge Flyer #1 - 4 steps to get involved](#)

Toolkits
Pre-packed toolkits for promoting the Cleanup Challenge on social media or hosting a cleanup event.

- [NCTCOG Stormwater Public Education Taskforce Toolkits](#)
- [KTB Toolkits](#)

Cleanup Challenge Logo
Logo files for use with your own publications. Includes vector (.eps) and raster (.png) files.

- [Horizontal Logo](#)

Youtube videos
Videos you can share or use.

- [Stormwater Pollution Prevention - Litter](#)
- [Stormwater Pollution Prevention - Lawn Care](#)
- [Proper Disposal of Household Hazardous Waste](#)
- [Stormwater to Drinking Water](#)
- [Freddy the Fish Teaches About Stormwater](#)
- [What's Your Dog Doo-ing?](#)
- [The Majestic Plastic Bag](#)

<http://www.communitycleanupchallenge.com/downloads.php>

REPORTING DATA

The screenshot shows the website header with the logo and the text "NORTH TEXAS COMMUNITY CLEANUP CHALLENGE". Below the header is a navigation bar with five items: "LEADERBOARD", "LOG CLEANUP" (circled in blue), "FIND EVENTS", "DFW TO THE GULF", and "TOOLBOX". The main content area features the heading "REPORT AMAZING WORK" and two large cards. The left card is titled "Log Cleanup Event" and includes a photo of a smiling young person. The right card is titled "Log Individual Cleanup" and includes a photo of a person wearing yellow gloves and holding a black trash bag. Both cards have a button at the bottom: "LOG EVENT/GROUP CLEANUP" and "LOG INDIVIDUAL(S) CLEANUP" respectively.

Form for Events

This form is titled "North Texas Community Cleanup Challenge" and includes a thank-you message. It asks if it's an individual cleanup and provides a link to "Use this form". Under "Cleanup Event Details", there are input fields for "Organization Name", "Organization Type" (a dropdown menu), and "Event Name". A blue arrow points from the "Log Cleanup Event" card to this form.

Detailed Reporting

Form for Individuals

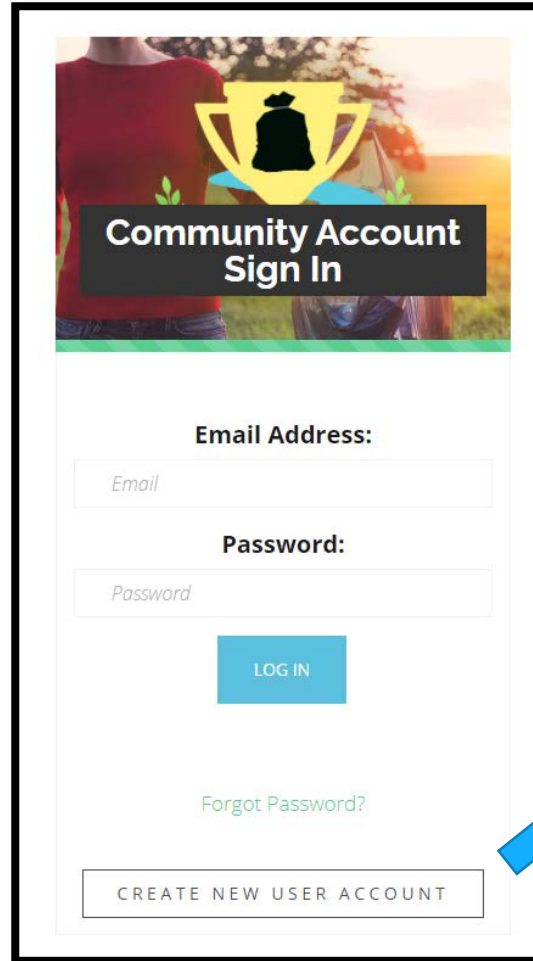
This form is titled "North Texas Community Cleanup Challenge" and includes a thank-you message. It has a section for "Individual Information" with input fields for "Your Name" and "Email Address". Below that, there are two numeric input fields: "Number of people cleaning up" (with a "1" in the box) and "Hours spent cleaning" (with a "1" in the box). A note at the bottom states "Rounded to whole number. Anything less than 1, round up to 1." A blue arrow points from the "Log Individual Cleanup" card to this form.

Simple Reporting

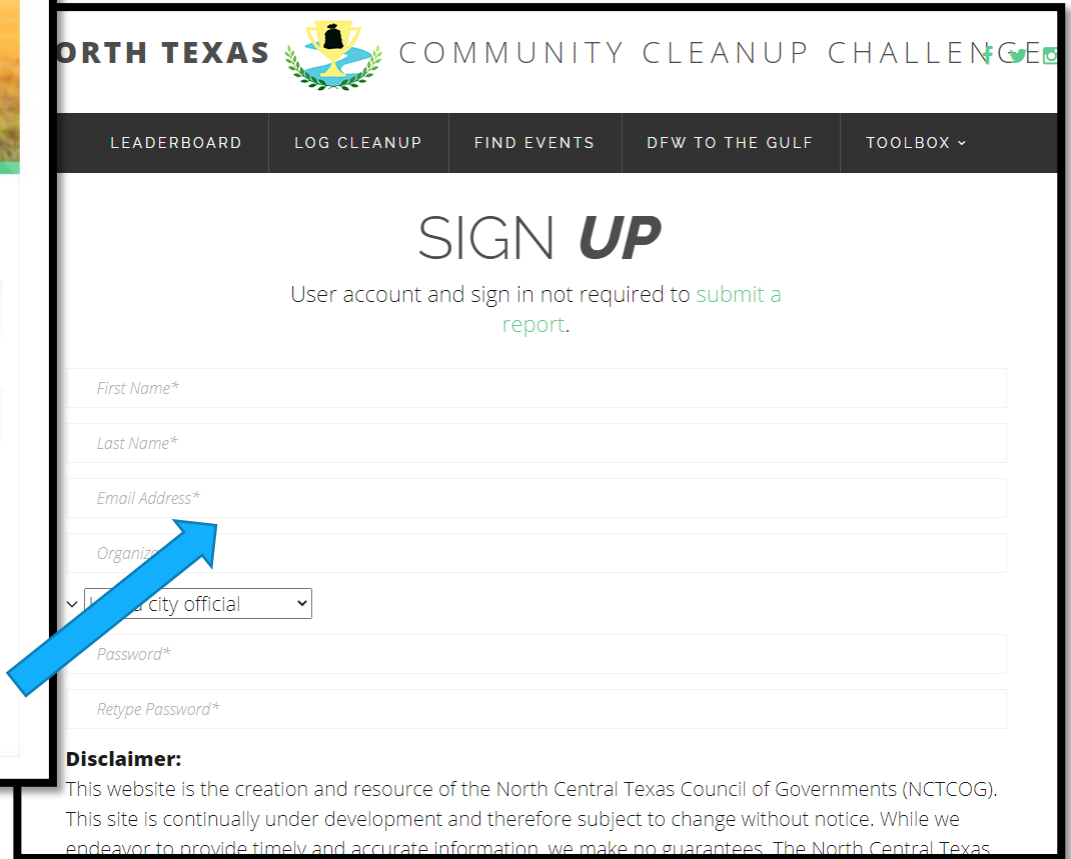
<http://communitycleanupchallenge.com/log>

USER PORTAL

- **Creating an Account**
- Claiming a Community or Organization
- Posting events
- Viewing your logged events/reported data



The image shows a 'Community Account Sign In' form. At the top, there is a banner with a person in a red shirt and a yellow trophy icon. Below the banner, the text 'Community Account Sign In' is displayed. The form contains two input fields: 'Email Address:' with a placeholder 'Email' and 'Password:' with a placeholder 'Password'. A blue 'LOG IN' button is positioned below the password field. A link for 'Forgot Password?' is located below the 'LOG IN' button. At the bottom of the form, there is a button labeled 'CREATE NEW USER ACCOUNT'.

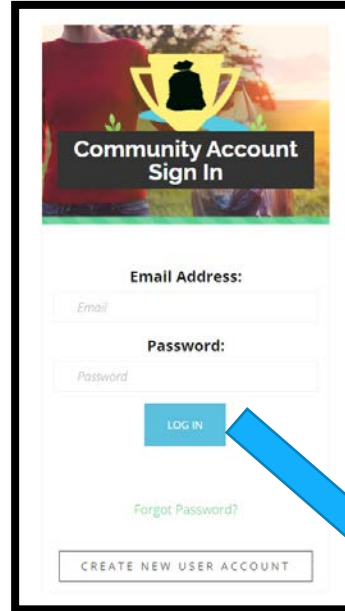


The image shows a 'SIGN UP' form. At the top, there is a banner with the text 'NORTH TEXAS COMMUNITY CLEANUP CHALLENGE' and a logo. Below the banner, there is a navigation bar with links: 'LEADERBOARD', 'LOG CLEANUP', 'FIND EVENTS', 'DFW TO THE GULF', and 'TOOLBOX'. The main heading is 'SIGN UP'. Below the heading, there is a message: 'User account and sign in not required to submit a report.' The form contains several input fields: 'First Name*', 'Last Name*', 'Email Address*', 'Organiz*', and a dropdown menu with 'City official' selected. There are also two password fields: 'Password*' and 'Retype Password*'. A blue arrow points from the 'CREATE NEW USER ACCOUNT' button in the previous form to the 'Organiz*' field in this form. At the bottom, there is a 'Disclaimer:' section with text: 'This website is the creation and resource of the North Central Texas Council of Governments (NCTCOG). This site is continually under development and therefore subject to change without notice. While we endeavor to provide timely and accurate information, we make no guarantees. The North Central Texas'.

<http://communitycleanupchallenge.com/log/new-user.php>

USER PORTAL

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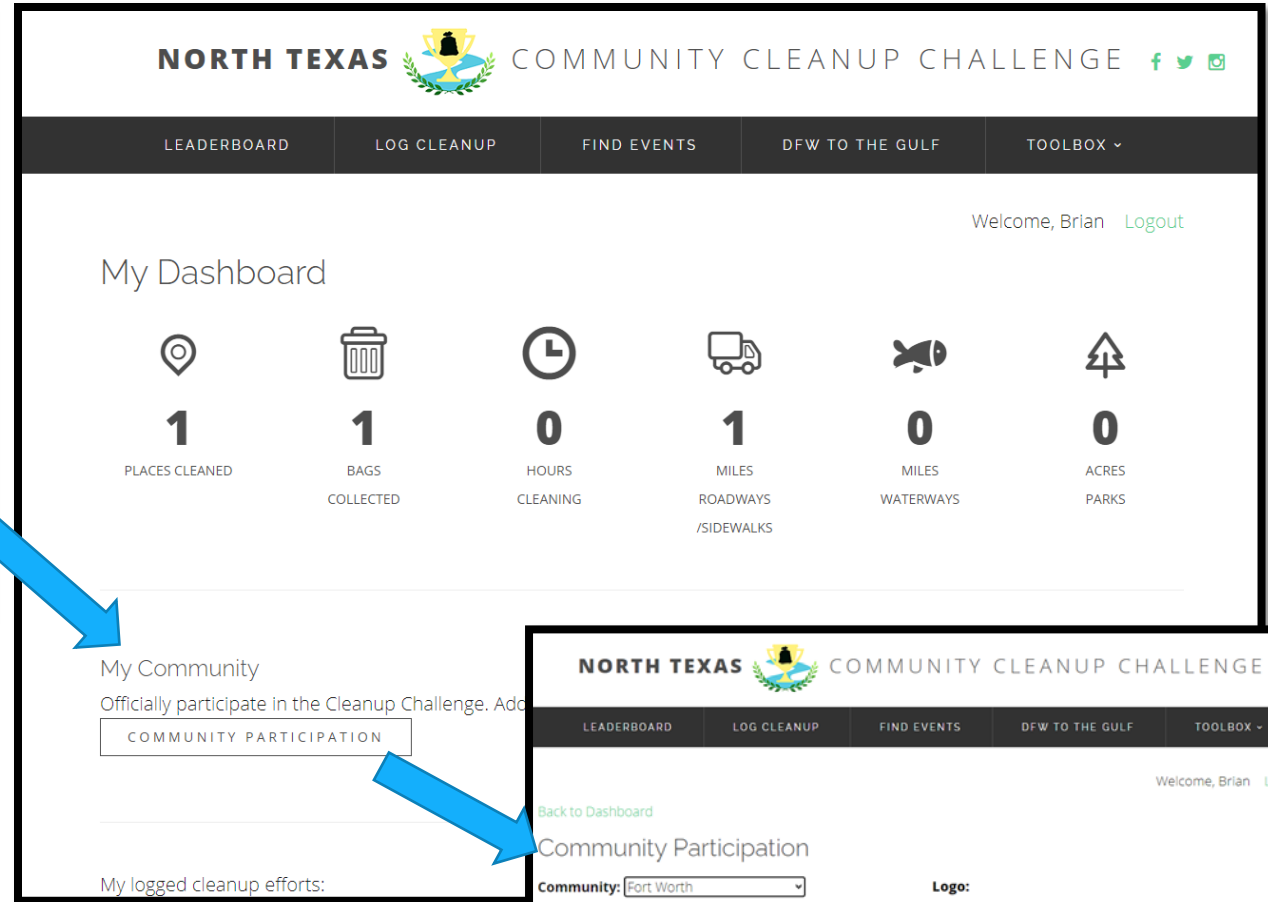


Community Account Sign In

Email Address:

Password:

[Forgot Password?](#)



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

LEADERBOARD LOG CLEANUP FIND EVENTS DFW TO THE GULF TOOLBOX

Welcome, Brian [Logout](#)

My Dashboard

 1 PLACES CLEANED	 1 BAGS COLLECTED	 0 HOURS CLEANING	 1 MILES ROADWAYS /SIDEWALKS	 0 MILES WATERWAYS	 0 ACRES PARKS
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My Community
Officially participate in the Cleanup Challenge. Add

My logged cleanup efforts:



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

LEADERBOARD LOG CLEANUP FIND EVENTS DFW TO THE GULF TOOLBOX

Welcome, Brian [Logout](#)

[Back to Dashboard](#)

Community Participation

Community:

Logo: 

No file chosen
This image/logo will be the feature image for your community. If you would like it to be updated, please do that here.
Image files only (.jpg, .jpeg, .png)
Files will be resized to fit 400x200 pixels.

My Community Will Participate in the Cleanup Challenge:

I certify that I am an authorized representative of the selected community:

USER PORTAL

- Creating an Account
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NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

LEADERBOARD | LOG CLEANUP | FIND EVENTS | DFW TO THE GULF | TOOLBOX ▾

Welcome, Brian [Log](#)

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 1 PLACES CLEANED	 1 BAGS COLLECTED	 0 HOURS CLEANING	 1 MILES ROADWAYS /SIDEWALKS	 0 MILES WATERWAYS	 0 ACRES PARKS
--------------------------------	--------------------------------	--------------------------------	---	---------------------------------	-----------------------------

My Community

Officially participate in the Cleanup Challenge. Add your community logo to the participant list.

[COMMUNITY PARTICIPATION](#)

My logged cleanup efforts:

- [Webhook Test2 test3 - 2021-02-10](#)

Organizations are listed on the find events page under the calendar to direct visitors to your website.

[CREATE NEW ORGANIZATION](#)

My Organization(s):

- [For the Love of the Lake - Dallas - Active](#)
- [Litterati - All North Texas - Active](#)
- [test12345 - All North Texas - Not Active](#)

Events are listed on the calendar of the find events page

[CREATE NEW EVENT](#)

My Posted Cleanup Events:

- [Testing new event2-222 - 2021-07-30 - Published](#)

NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

LEADERBOARD | LOG CLEANUP | FIND EVENTS | DFW TO THE GULF | TOOLBOX ▾

Welcome, Brian [Logout](#)

[Back to Dashboard](#)

New Event

*Please note: Your event may not display on the website immediately. NCTCOG staff must review and approve all entries.

Event Name:

Community:
If not tied to a specific community, select "None."

Description:

Event Date:

If your event is multiple days, please create a separate event for each day.

Event Times:

Event Address/Location:

Event Contact Info:

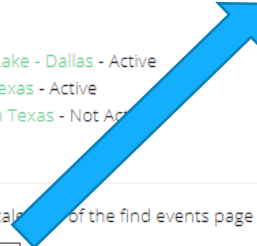
Event Contact Org:

Event Website:

Please enter full address: https://www.website.org/

Listing Status:

[FIND ON MAP](#)



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NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

LEADERBOARD LOG CLEANUP FIND EVENTS DFW TO THE GULF TOOLBOX

Welcome, Brian [Logout](#)

My Dashboard

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[COMMUNITY PARTICIPATION](#)

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[CREATE NEW ORGANIZATION](#)

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[CREATE NEW EVENT](#)

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NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

LEADERBOARD LOG CLEANUP FIND EVENTS DFW TO THE GULF TOOLBOX

Welcome, Brian [Logout](#)

[Back to Dashboard](#)

Edit Cleanup

Event: Webhook Test2 test3

Event Address/Location: 999401 Stone Creek Trail, Fort Worth, TX 76137

Name: Brian Gack test

Email: bgeck@nctcog.org (Cannot be changed.)

Community: [None]

Event Date: 02/10/2021

Volunteers Adult: 1

Volunteers Children: 0

Hours: 1

Total Hours: 0

Number of Bags: 1

Bag Weight Class: [Very Light (Less than 2 lbs)]

Miles Road: 0

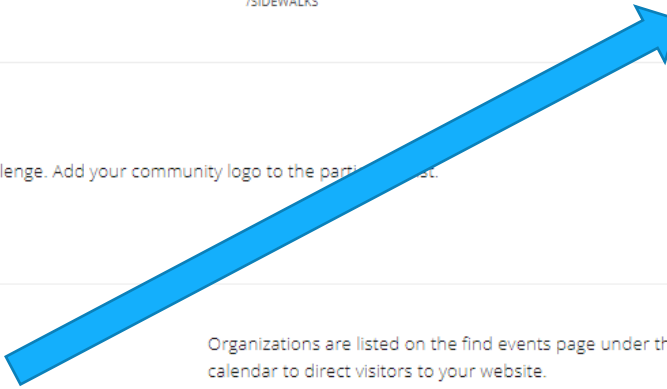
Miles Waterline:

Disposal: testing disposal

Most Unusual Item: 222 Testing Unusual items form test

Comments: 222 test This is a test of the joomla web hook testing 123. this is a test.

Organization: test org



SOCIAL MEDIA

Follow us on social media and share your efforts!
#NTXCleanupChallenge

 FACEBOOK

 INSTAGRAM

 TWITTER

JOINING THE MAYOR'S CHALLENGE



- The optional Mayor's Challenge gives communities the opportunity to leverage the competitive nature of their Mayor and City Council for additional bragging rights
- To join the Mayor's Challenge:
 - Download the Proclamation template from the [website](#),
 - Adjust as appropriate to suit your needs,
 - Send through City Council,
 - Let NCTCOG know and advertise your participation far and wide!
- NCTCOG will be sending a thank you and shout out to our Mayor's Challenge participants in newsletters, on the website and via It's Your Region.

FAQ'S

Q: Are there any requirements or restrictions around the kinds of events that qualify for the challenge?

A: Yes, the events should be any litter cleanup event that takes place at parks, along roadways/waterways, etc. Clean ups of Adopt-A-Spots can count too! Basically, if you have people or volunteers outside cleaning up trash and litter...it counts!

Q: Is there a deadline to sign-on?

A: Yes, communities wanting to officially participate should sign-on by October 1, 2021. However, the earlier you sign-on the more time there is to advertise your participation, plan events, and gather participants who are interested.

Q: Is there a deadline to report my data?

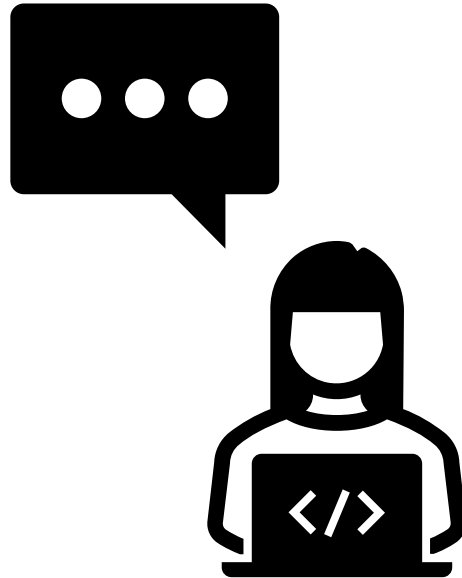
A: Yes, all cleanup data must be reported/entered by **November 30, 2021**.

Q: How do I measure the litter data that I am reporting?

A: The report form uses common metrics used by Keep Texas Beautiful such as estimated weights for bags. If you want to ensure you data is more accurate, you may consider using a luggage scale or fish scale that can readily be purchased online or at a sporting goods store.

Q&A

- Have a question? Please unmute your line or place your question in the chat.



WEBINAR RECORDING AND PRESENTATION SLIDES

- Presentation Slides and Recording will be posted on NCTCOG's website under green header called "Training Materials and Resources" here:
<https://www.nctcog.org/envir/watershed-management/stormwater/public-education-task-force>
- Follow-up emails to come to all registrants
 - Email Crysta Guzman, cguzman@nctcog.org if you did not register, but would like to be added to follow-up emails

Contact

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 EandD@nctcog.org

[www nctcog.org/envir](http://www.nctcog.org/envir)

THANK YOU!