

MEETING ATTENDANCE

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Stormwater Public Education Task
Force 4/8/26 Meeting Attendance



PUBLIC EDUCATION TASK FORCE

Wednesday, April 8, 2026

9:30 am

Joy Douglas



AGENDA

- 2025 Doo the Right Thing Contest
- 2026 Texas SmartScape
- 2026 North Texas Community Cleanup Challenge
- PETF FY26 Work Program Update
- FY27 Work Program Discussion
- 2027 March is SmartScape Month
- Other Stormwater and NCTCOG Updates
- Roundtable
- Next Meeting Dates

VIRTUAL MEETING ATTENDANCE

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attendance:

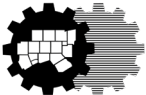
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Stormwater Public Education Task
Force 4/8/26 Meeting Attendance



CALL FOR COMMITTEE REPRESENTATIVE

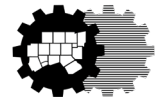
- The updated RSWMCC bylaws call for a representative from the PETF to present the summary for this meeting and the upcoming meeting in July



2025 FINAL CAMPAIGN UPDATE: DOO THE RIGHT THING

Doo the Right Thing social media photo contest and campaign:

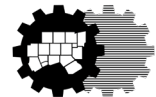
- Contest Entry: May 1st through June 30th
- Public Voting Timeline: August 5th – August 30th



2025 DOO THE RIGHT THING CAMPAIGN

The 2025 DTRT program engagement and social media strategy included:

- Sharing the [program page](#) for pet waste education and contest [pledge form](#)
- Incited following the Doo the Right Thing social media profiles and sharing posts!
 - Instagram @DooNorthTexas
 - Facebook @DooNorthTexas
- NCTCOG requesting feedback about the future of this program and how applicable it is to current needs.
 - Member approval?
 - Budget parameters?



2026 CAMPAIGN UPDATE: TEXAS SMARTSCAPE

- Recent slogans:
 - *Plant Smart! Grow Native! (2026)*
 - *These Roots Run Deep! (2025)*
 - *Plant Texas Smart from the Start!*
 - *When in Drought...Plant Natives!*
 - *Plant Smarter. Plant Natives.*
 - *Texas Tough, Texas True*
 - Seeking input on slogan ideas.
Will vote on submissions in coming weeks.
- Vote on submissions electronically in the coming weeks.



TEXAS SMARTSCAPE

- Event Calendar functional on website
- Add your plants sales/educational events to the calendar by emailing details and any links to info@txsmartscape.com.



2026 NORTH TEXAS COMMUNITY CLEANUP CHALLENGE AND MAYOR'S CHALLENGE

2026 Participants

*Denotes Mayor's Challenge participant

**Proclamation submitted

Aga Khan Foundation	Deep Ellum	Grapevine	Mansfield Summit H.S.	Wylie	
Allen**	Desoto*	Hurst	McKinney		
Arlington*	Ennis*	Irving**	Murphy		
Carrollton*	Fairview**	Lancaster**	Plano		
Casablanca	Fate*	The Lees	Richardson		
Celina	Fort Worth	Lewisville	Rowlett*		
Corinth	Frisco**	Little Elm*	Sachse**		
Dallas	Garland**	Mansfield**	White Settlement		



2026 NORTH TEXAS COMMUNITY CLEANUP CHALLENGE AND MAYOR'S CHALLENGE

- Challenge timeframe: March 1st - May 31st
- Sign on by: April 15, 2026
 - Email stormwater@nctcog.org to confirm participation.
Submit copy of a resolution for Mayor's Challenge.
- Reporting deadline: June 18, 2026
- Report Data to: [Texas Litter Database](#) using External ID
"CCC26"



2026 NORTH TEXAS COMMUNITY CLEANUP CHALLENGE AND MAYOR'S CHALLENGE

- Visit the [program page](#) to learn more and find updated resources.
 - Leaderboard information updated soon.
- For questions about the NTCCC, please contact Stormwater staff at stormwater@nctcog.org.



2026 NORTH TEXAS COMMUNITY CLEANUP CHALLENGE AND MAYOR'S CHALLENGE

Scoring framework discussion

- Background
- Recommendation
- Examples
- Questions



2026 NORTH TEXAS COMMUNITY CLEANUP CHALLENGE AND MAYOR'S CHALLENGE

Background

- Core metrics
 - # of trash bags collected
 - # of volunteers
 - # of trash pickup events
- Community size adjustment to all core metrics



2026 NORTH TEXAS COMMUNITY CLEANUP CHALLENGE AND MAYOR'S CHALLENGE

Recommendation

- Same core metrics
- Community size adjustment to # of trash bags collected and # of volunteers
- Balances per-capita impact with sustained engagement



2026 NORTH TEXAS COMMUNITY CLEANUP CHALLENGE AND MAYOR'S CHALLENGE

Recommendation

- Step 1: Normalize by population

$$B_{pc} = \frac{B}{P}, V_{pc} = \frac{V}{P}$$

- Step 2: Apply weights (*weights can be adjusted*)

$$\text{Final Score} = 0.4(B_{pc}) + 0.3(V_{pc}) + 0.3(E)$$

E = Number of trash pickup **events**

V = Number of **volunteers**

B = Number of **trash bags collected**



2026 NORTH TEXAS COMMUNITY CLEANUP CHALLENGE AND MAYOR'S CHALLENGE

Examples

Community	# Bags	# Volunteers	# Events	Population	Bags (PC)	Volunteers (PC)	Score ¹	Score ²	Score ³
#1	401	63	8	130000	0.0031	0.00048	2.40	30.85	0.80
#2	104	28	1	4000	0.0260	0.00700	0.31	260.01	0.12
#3	396	387	28	52000	0.0076	0.00744	8.41	76.17	2.81
#4	2790	1198	54	1050000	0.0027	0.00114	16.20	26.57	5.40
#5	465	391	65	90000	0.0052	0.00434	19.50	51.68	6.50

PC = Per Capita

1 = Using recommended approach

2 = Using past approach

3 = Using recommended approach with adjusted weights



2026 NORTH TEXAS COMMUNITY CLEANUP CHALLENGE AND MAYOR'S CHALLENGE

Questions

- Approach for determining cleanup challenge winners?
- Population source? (e.g., Decennial Census, American Community Survey, NCTCOG's annual population estimates...)
- Cleanup event definition? (awaiting KTB direction)



FY26 WORK PROGRAM

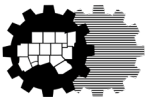
- **Fy 2026 Work Plan**

- *Texas SmartScape*
- *Doo The Right Thing*
- *North Texas Community Cleanup Challenge*
- *PETF Activity Reports*
- *Promotional Items*
- *Other Tasks*



REQUESTS FOR REGIONAL RESOURCES

- Update on creation of regional watershed signage:
 - Considering the potential options discussed at last meeting of signage geared towards World Cup events
 - This project requires further guidance.

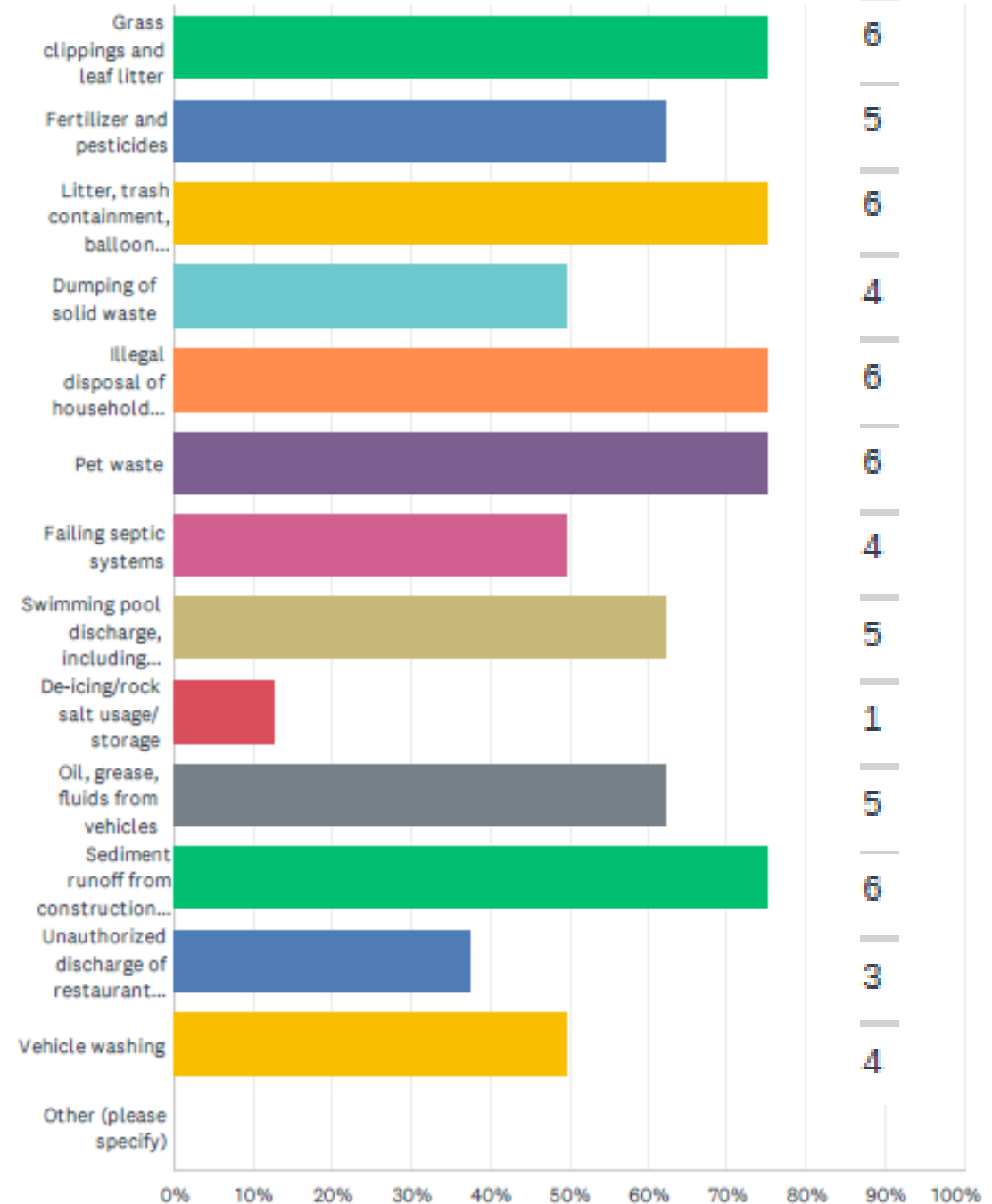


SURVEY OF NEEDS FOR DRAFT SMALL MS4 PERMIT RENEWAL

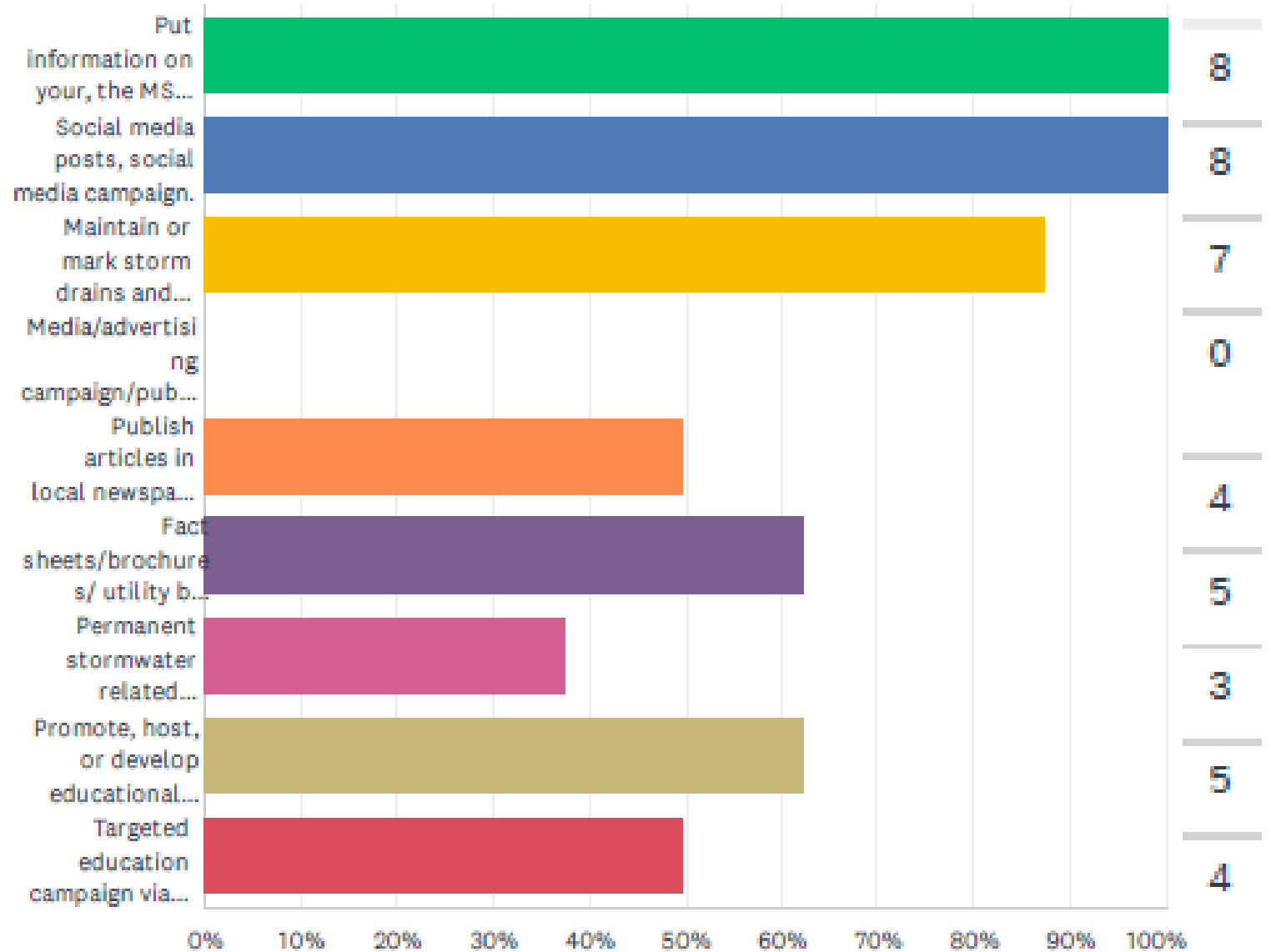
- NCTCOG staff will provide an overview of the preliminary data collected from a survey distributed to the PETF prior to the finalization of the current permit in 2024



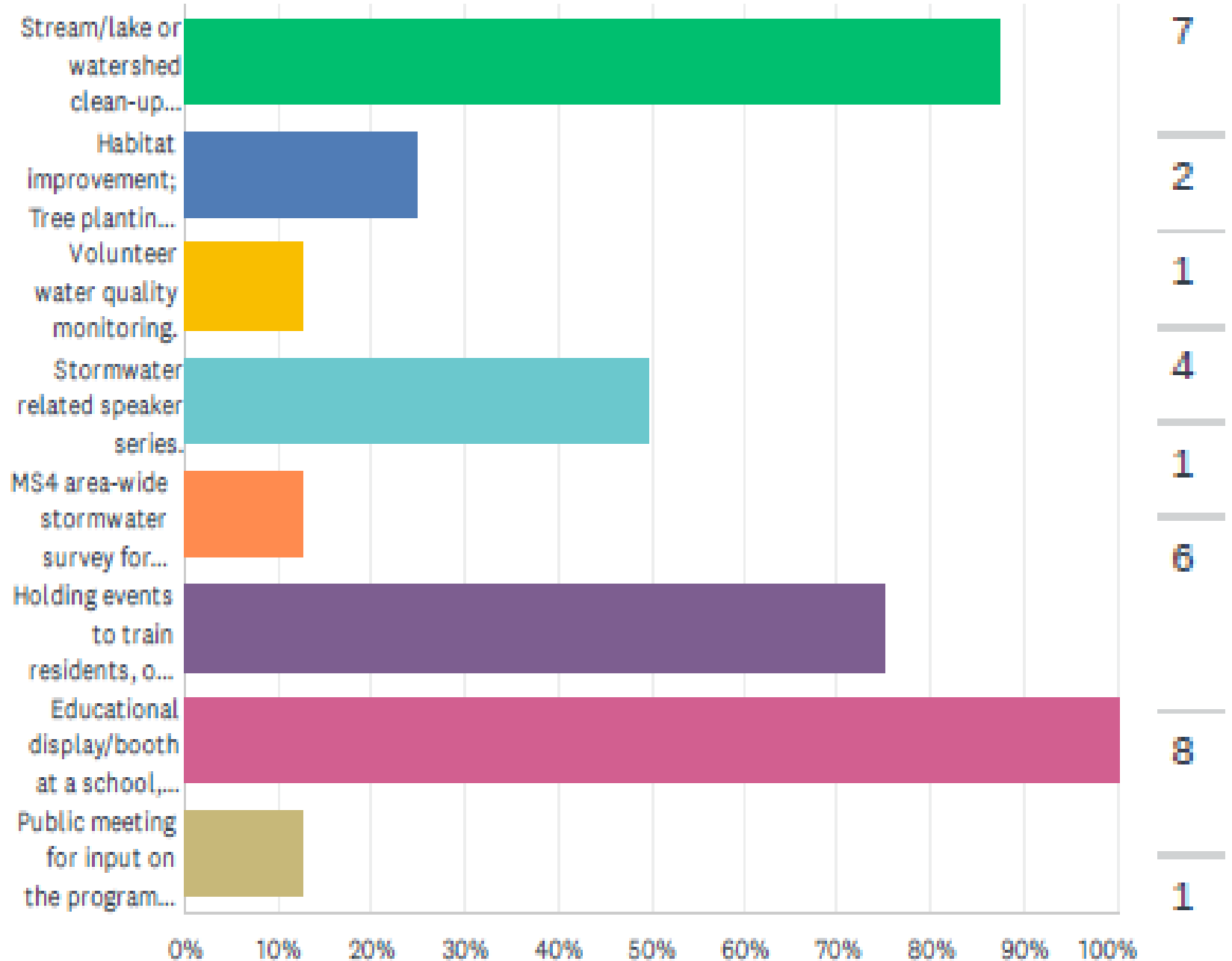
**AS PART OF MCM
1-PUBLIC
EDUCATION AND
OUTREACH, WHICH
POLLUTANTS AND
SOURCES DO YOU
PLAN TO
ADDRESS? (SELECT
ALL THAT APPLY)**



**WHAT
ACTIVITIES/BMPS
ARE YOU
PLANNING TO
IMPLEMENT TO
ADDRESS MCM1 -
PUBLIC
EDUCATION AND
OUTREACH?
(SELECT ALL THAT
APPLY)**



**WHAT
ACTIVITIES/
BMPS ARE YOU
PLANNING TO
IMPLEMENT TO
ADDRESS MCM2
- PUBLIC
INVOLVEMENT/
PARTICIPATION?
(SELECT ALL
THAT APPLY**



DO ANY OF THESE PROGRAMS OR RESOURCES NEED TO BE UPDATED OR MODIFIED TO HELP ADDRESS THE MCM 1 - PUBLIC EDUCATION AND OUTREACH REQUIREMENTS IN THE DRAFT PERMIT? IF YES, PLEASE PROVIDE YOUR FEEDBACK ON CHANGES OR UPDATES TO PROGRAMS AND RESOURCES THAT YOU WOULD FIND HELPFUL.

- I would like an HOA toolkit
- Our communications department has commented that some of the public resources for social media and webpages are too lengthy, not recent, or need improvement.
- Need to align exactly with the new permit. The old/older permits were vague and allowed Phase II's to pick their own BMP's. All BMP's are now outlined and should be addressed with this group.

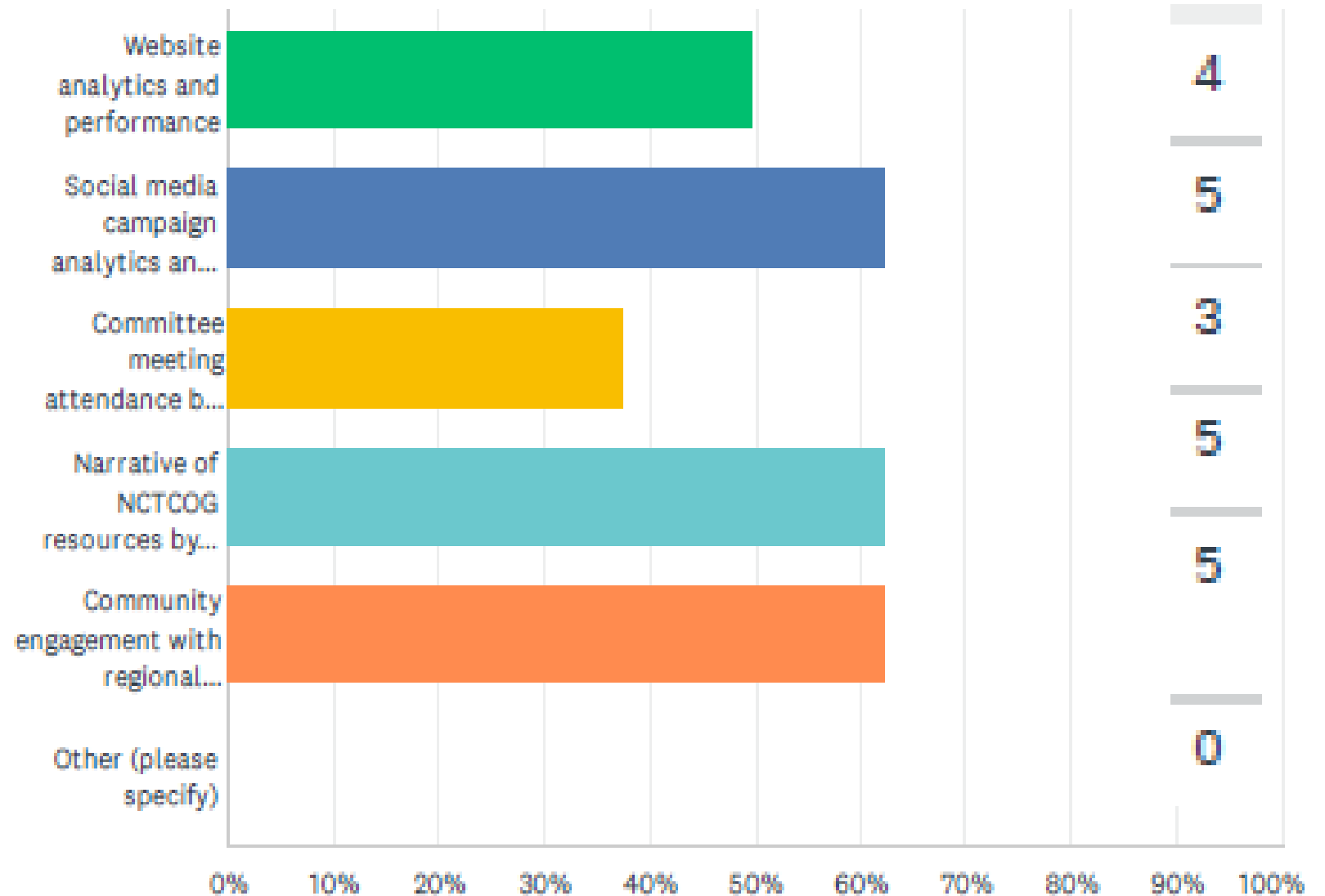


WHAT IMPACTS DO YOU ANTICIPATE TO HOW YOU MEASURE, COLLECT, AND/OR PROVIDE INFORMATION ON YOUR PERMIT ACTIVITIES IN YOUR ANNUAL REPORT TO TCEQ FOR MCM 1-PUBLIC EDUCATION AND OUTREACH & MCM 2-PUBLIC INVOLVEMENT/PARTICIPATION?

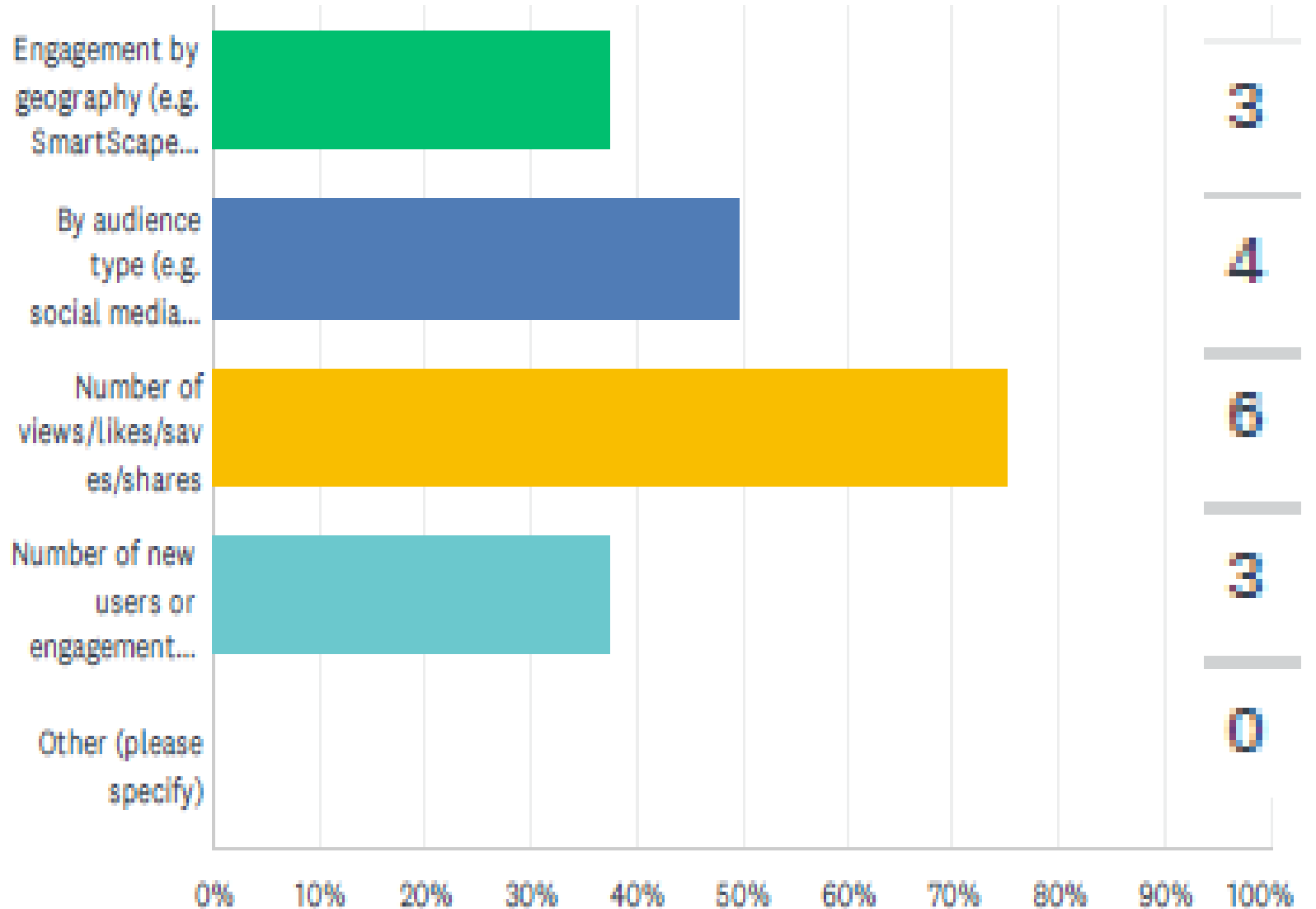
- Time



WHAT TYPES OF METRICS FOR REGIONAL PROGRAMS ADMINISTERED BY NCTCOG WOULD BE USEFUL TO YOUR ENTITY FOR ANNUAL REPORTING PURPOSES? (SELECT ALL THAT APPLY)



WHEN IT COMES TO MEASURING AND REPORTING ON WEBSITES AND/OR SOCIAL MEDIA, PLEASE SELECT ALL OPTIONS THAT ARE OF VALUE AND USE TO YOU. (SELECT ALL THAT APPLY)



ARE THERE ANY FINAL THOUGHTS OR QUESTIONS YOU WOULD LIKE TO SHARE WITH NCTCOG STAFF ABOUT THE DRAFT SMALL MS4 PERMIT RENEWAL AND CHANGES?

- Ensure PETF provides materials for the exact permit BMP's/requirements. In the past, an idea was presented and used that may have no impact or requirement based on the permit needs.
- Any resources that can be shared would be greatly appreciated and if they could all be consolidated that would make things easier.



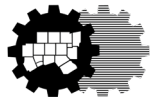
OTHER PERTINENT SURVEY FEEDBACK

- PETF Activity Report Feedback: Too clunky. Did not participate in many activities
- Social media metrics and analytics that are detailed in the PETF Activity reports are useful



FY27 WORK PROGRAM

- NCTCOG staff is seeking new ideas
- Survey to be distributed about BMPs selected
 - Survey results to be presented and discussed at the July meeting
- Some ideas:
 - Stormwater related speaker series?
 - Educational display/booth at outreach events?



FY27 WORK PROGRAM

- Looking ahead at FY26 & FY27:
 - What current NCTCOG stormwater resources and programs are most beneficial?
 - How are they supporting your MCM needs?
 - In FY26, what can we focus on in the work plan to support PETF?
 - Are there gaps that could be filled with a special project?



OTHER COG PROGRAMS AND UPDATES



IDDE & STORMWATER MONITORING UPDATE

Illicit Discharge Detection and Elimination (IDDE)

- Next Meeting – June 3, 2026
- This meeting will be held in person at NCTCOG Offices

Regional Wet Weather Characterization Program (RWWCP)

- There was a document attached to the Activity Report email sent in January and March that details more on this.



NCTCOG Regional Monitoring – FY25 Activities

The Regional Wet Weather Characterization Program (RWWCP) activities for FY25 include the development of the Fifth-Term Proposal and submission by the North Central Texas Council of Governments (NCTCOG) to the Texas Commission on Environmental Quality (TCEQ). Titled, *The North Central Texas Regional Wet Weather Characterization Plan Proposal for the Fifth Permit Term*, the Fifth-Term proposal was submitted alongside 5 appendices to the TCEQ in January 2024.

The NCTCOG met several times with the TCEQ on behalf of the RWWCP during the reporting period to discuss feedback and the timeline for approval of the Fifth-Term proposal. Initially anticipating a comprehensive response during spring 2025, NCTCOG maintained an open line of communication with TCEQ on behalf of the RWWCP and did not receive feedback or approval on the proposal during the reporting period.

Additionally, NCTCOG developed and facilitated a formal procurement process during the reporting period on behalf of the RWWCP, in coordination with program participants. RFSQ # 2025-006, *Request for Statement of Qualifications For Professional Engineering Services for Regional Wet Weather Characterization Program (RWWCP)*, was released on the NCTCOG Public Purchase web page on November 1, 2024. The RFSQ #2025-006 closed on December 6, 2024, and NCTCOG facilitated a comprehensive evaluation of proposals in conjunction with program participants. Selection and award of contract is pending approval of the Fifth-Term Proposal by TCEQ.

The program schedule did not include monitoring activities for FY25, and therefore analytical data by quarter is not provided for FY25. The anticipated schedule for the fifth term would include resuming monitoring activities in FY26, but the schedule of such activities is pending final approval of the Fifth-Term Proposal.



TMDL UPDATE

- Annual TMDL Coordinating Committee Meeting: June 24, 2026, NCTCOG Offices





**Wastewater
And
Treatment
Education
Roundtable**

WATER UPDATE

- 2025 HGR: November 17, 2025 – January 9, 2026
- 2025 HGR Results: 49 participants, 48 drop off locations, **12,345** of grease collected!
- Upcoming WATER meeting:
 - **April 16, 2026** at Mansfield's Chris W. Burkett Service Center, includes **networking lunch** – please [RSVP](#) by April 14th!
- WATER Point of Contact: Hannah Ordonez at hordonez@nctcog.org

WQMP/WRC UPDATE

Water Quality Management Plan (WQMP):

- NCTCOG invites local governments, citizens, and other organizations to comment on the Draft 2026 Update to the North Central Texas WQMP.
- Target dates for public comment is May 20 – June 22, 2026
- It is available as an interactive mapping tool at <https://www.nctcog.org/envir/natural-resources/water-resources> under the green banner titled “Current Water Quality Management Plan.”
- Written comments referencing the 2025 WQMP Update may be submitted by June 22, 2026, to NCTCOG, Environment & Development, P.O. Box 5888, Arlington, TX 76005-5888, or by email to EandD@nctcog.org. If you have questions about the Draft 2026 WQMP Update, please call 817-695-9221.



CONFERENCES & EVENTS

- Keep Texas Beautiful [2026 Annual Conference](#), May 12-14, 2026, Virtually
- [Project WILD Combo Workshop](#), May 28, Denton
 - Registration deadline – May 13
- TCEQ [Environmental Trade Fair & Conference](#), May 19-20, 2026, San Antonio



CONFERENCES & EVENTS

- [National Marine Educators Association Conference](#), July 11-
July 16, 2026, Cambridge, MD
- [StormCon](#), August 25-27, 2026, Minneapolis, MN
- [Green Communities Conference](#), September 17, 2026, Waco,
TX



OUTREACH & ENGAGEMENT

- Water Efficient Products [Sales Tax Holiday](#) : May 23-25, 2026
- United Nations [World Oceans Day](#): June 8, 2026
- [Pollinator Week](#): June 22-28, 2026
- Texas Water Development Board's [Texas Rain Catcher Awards](#) applications due: June 30, 2026
- Plastic Free July [Campaign](#): July 1-31
- [Local government resources](#)



NEWS & RESOURCES

- How Education Transforms Watershed Health
 - [Article](#)



ROUNDTABLE

WHAT'S HAPPENING IN YOUR CITY?



NEXT MEETING DATES

Integrated Stormwater Management iSWM:

- April 14, 2026, NCTCOG Offices

Construction + Post-Construction Taskforce CPC:

- April 14, 2026, NCTCOG Offices

Pollution Prevention P2/Illicit Discharge Detection and Elimination Joint Roundtable IDDE:

- June 3, 2026, NCTCOG Offices

Public Education Task Force PETF:

- July 23, 2026, NCTCOG Offices

Regional Stormwater Management Coordinating Council RSWMCC:

- August 18, 2026, Microsoft Teams



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