

North Central Texas
Council of Governments

North Central Texas Watershed Stakeholders Meeting

March 3, 2026



www.nctcog.org/WaterResources



*This project was funded
by the U.S. Environmental
Protection Agency
through the Texas
Commission on
Environmental Quality*

Housekeeping Items

- Ø Please remember to fill out the sign-in sheet in the back and take an agenda
- Ø Refreshments are available in the back
- Ø Please silence cell phones and other devices
- Ø Restrooms and emergency procedures

Today's Agenda

Welcome and Introductions

Presentation: 3 People, 2 iPhones, 1 Watershed

- Lauren Plunk & Julie Svoboda, North Texas Municipal Water District

Presentation: Total Maximum Daily Load Implementation Plan Update

- Joy Douglas, Environment and Development Planner, NCTCOG

Roundtable Discussion

NCTCOG Updates

- Alyssa Knox, Environment and Development Planner, NCTCOG

Wrap-Up and Adjourn



**3 People, 2
iPhones, 1
Watershed**

Lauren Plunk and Julie Svoboda, Watershed
Manager and Communications Strategist
North Texas Municipal Water District





**NORTH
TEXAS
MUNICIPAL
WATER
DISTRICT**

Regional Service Through Unity
Meeting our Region's Needs Today and Tomorrow

3 People, 2 iPhones, 1 Watershed

March 3, 2026

Julie Svoboda & Lauren Plunk



What is your relationship with your Comms team?

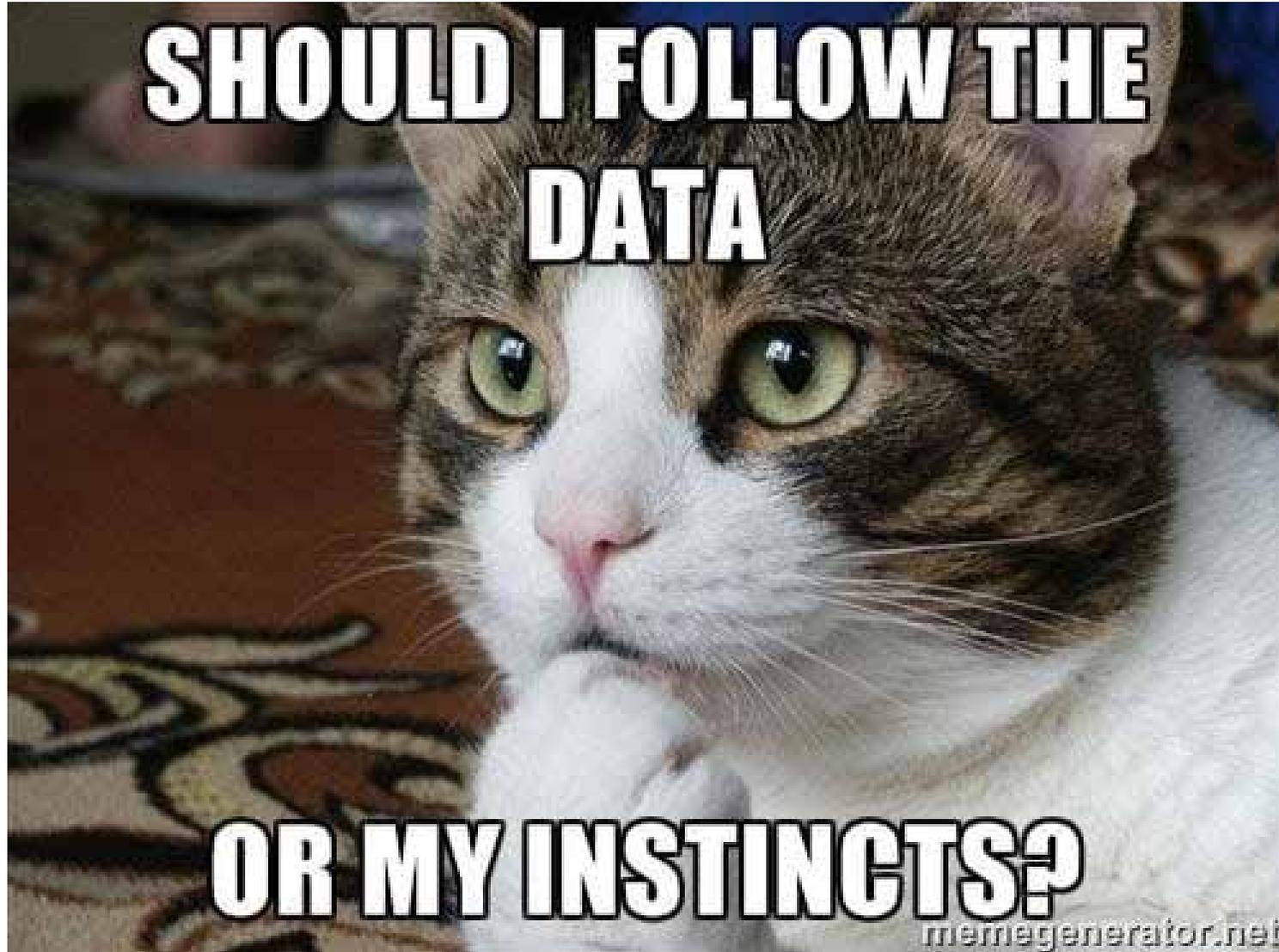


***Symbiosis** is the interaction between two dissimilar organisms living in close physical association where one or both organisms can benefit.*

- **Comms staff:**
 - Need content
 - Know what works
 - If you don't look good, they don't look good
- **Technical staff:**
 - Subject matter experts
 - Know what the message should be
 - Need to get the word out



What does the data tell us?





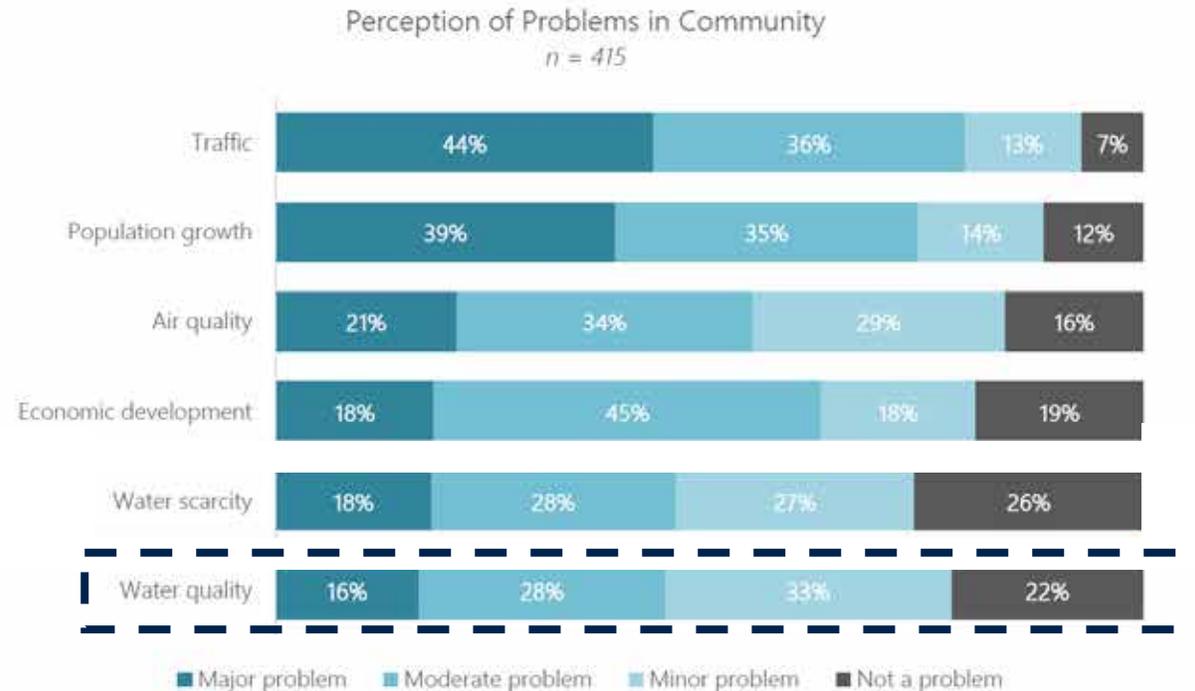
What the Data Tells Us

Fewer residents reported water scarcity and water quality as major problems facing the community, compared to other issues.

CORONA INSIGHTS

- > Larger shares of residents reported traffic and population growth as major problems in their community than water scarcity and water quality.
 - While around two fifths of residents felt traffic (44%) and population growth (39%) are major problems, under one fifth felt the same regarding water scarcity (18%) and water quality (16%).
- > Just over one quarter of residents (26%) felt that water scarcity is not a problem in their community.

Additional breakouts by demographic groups can be found on the following page.



Q2: How much of a problem do you feel each of these is for your community in particular today?

North Texas Municipal Water District | Resident Survey Findings | 25 |

• Source: NTMWD Water Use & Conservation Attitudes, Behaviors, and Messaging Focus Group



What the Data Tells Us

KEY FINDING

01

Water scarcity is not a top concern.

Residents perceived water quality and water scarcity as less problematic than other challenges facing the community.

However, residents did have a variety of concerns related to water in the community, with the largest share of residents mentioning concerns around water quality (i.e., smell, color, mineral content), followed by access (i.e., supply keeping up with demand).

Despite being less concerned about water availability, most residents felt that maintaining the water supply is very important.

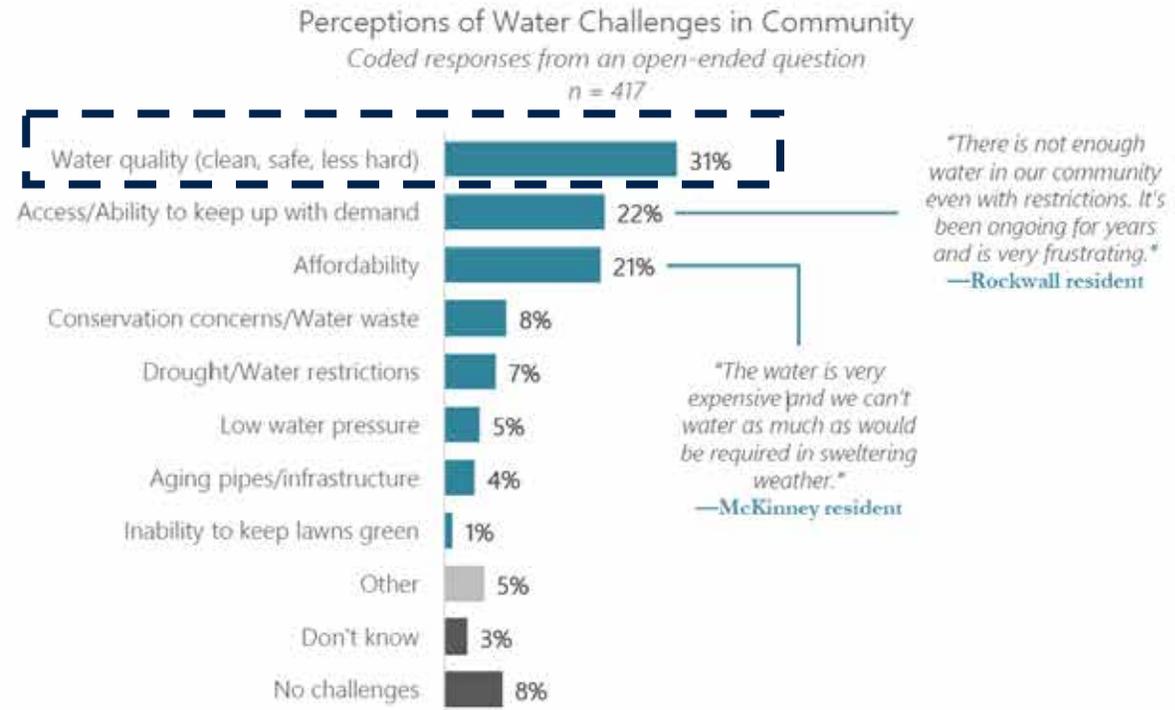
- Source: NTMWD Water Use & Conservation Attitudes, Behaviors, and Messaging Focus Group



What the Data Tells Us

Around one third of residents felt water quality is a challenge facing their community; about one fifth noted access to water as a challenge. CORONA INSIGHTS

- > Just under one third of residents (31%) mentioned water quality issues as a challenge facing their community, with many mentioning concerns around smell, color, mineral content, and more.
- > Approximately one fifth of residents (22%) mentioned access to water; among them, many felt there is a supply and demand issue related to a growing population.
- > Just under one in ten residents (8%) felt there were no challenges related to water.



Q1: In your opinion, what is the biggest challenge your community faces with regard to our water? - Coded



What the Data Tells Us

Urban residents generally reported being more trusting of sources of information than rural residents.

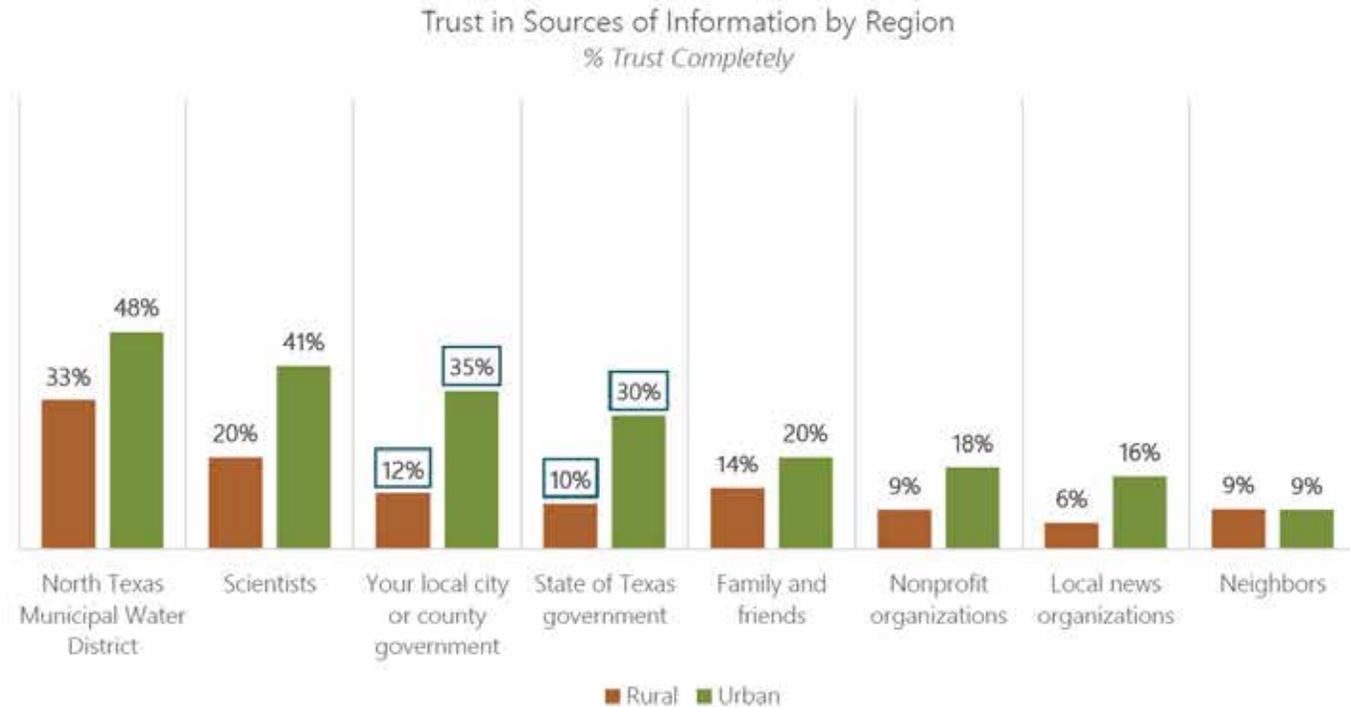
CORONA INSIGHTS

Trust in sources of information varied by region:

- > Urban residents were more likely to trust both their local city or county government and the State of Texas government than rural residents.
- > Larger shares of urban residents reported trusting NTMWD and scientists than urban residents.

Not shown:

- > Residents living in an area with an HOA were more likely to completely trust their neighbors than those without an HOA.



Q20: How much would you trust the following sources for information about water issues in your community?



KEY FINDING
06

“We need water tomorrow” and “You’re drowning your lawn” were the most well-received of the five messages tested.

“We need water tomorrow” was appreciated for its future-focused, inspiring, and concise message. The humorous approach of “You’re drowning your lawn” was considered by many participants to be memorable and effective. “Water is Awesome” tested moderately well but was not found to be particularly catchy or memorable. “Together we save more” was thought to be too long and did not resonate on a personal level. “Get on top of your bill” was viewed the most negatively, with participants citing its vague and indirect language.

- Source: NTMWD Water Use & Conservation Attitudes, Behaviors, and Messaging Focus Group



What the Data Tells Us

45% of viewers will stop watching a video after 1 minute and 60% by 2 minutes.

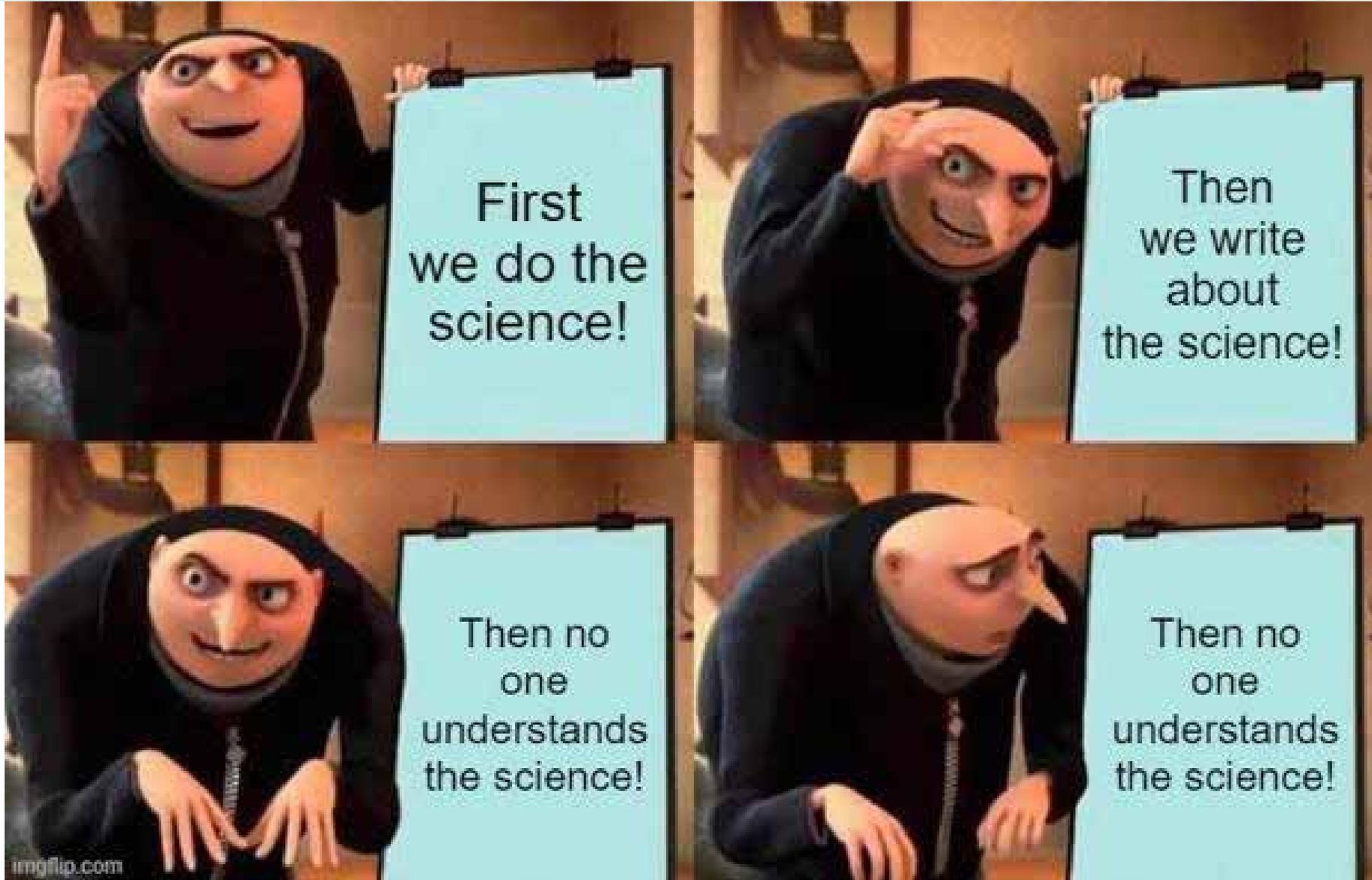
1/3 of all online activity is spent watching video.

Viewers retain about 95% of a message when watching a video, compared to just 10% when reading it.

Source: <https://www.insivia.com/2023-saas-marketing-report/>



Tips for Success





Tip #1: Incorporate Light Humor



Illegal Dumping Video

Cost: \$0 (cell phone stipend)

Equipment: iPhones x 2 +
Bluetooth mic

Staff Time: 4 hours x 3

View Count: 2,609

Content Source: Utilizes NCTCOG
resource (reportDFWdumping.com
as a base).

Humor: "Snitches get Better
Water Quality"



Tip #2: Story Based Over Subject Based



Source Water Protection Week Video

Cost: \$0 (cell phone stipend)

Equipment: iPhones x 2 +
Bluetooth mic

Staff Time: 8 hours x 3

View Count: 3,946

Content Source: Utilizes
Source Watershed Protection
Week as a starting point.

Story: Written by watershed
team with comms support.



Tip #3: People like people... in live action

- **You** can be a watershed influencer (even if you aren't initially comfortable with this idea).
- **Familiar faces** build trust
- **Be authentic** – show how much you care



Trevor McCaffrey
What a great video! Also a great reminder of the natural beauty that's so close to home!

42w Like Reply



Kenyatta Y. Dawson
You answered my daughters questions about forests and water around our area 🤗

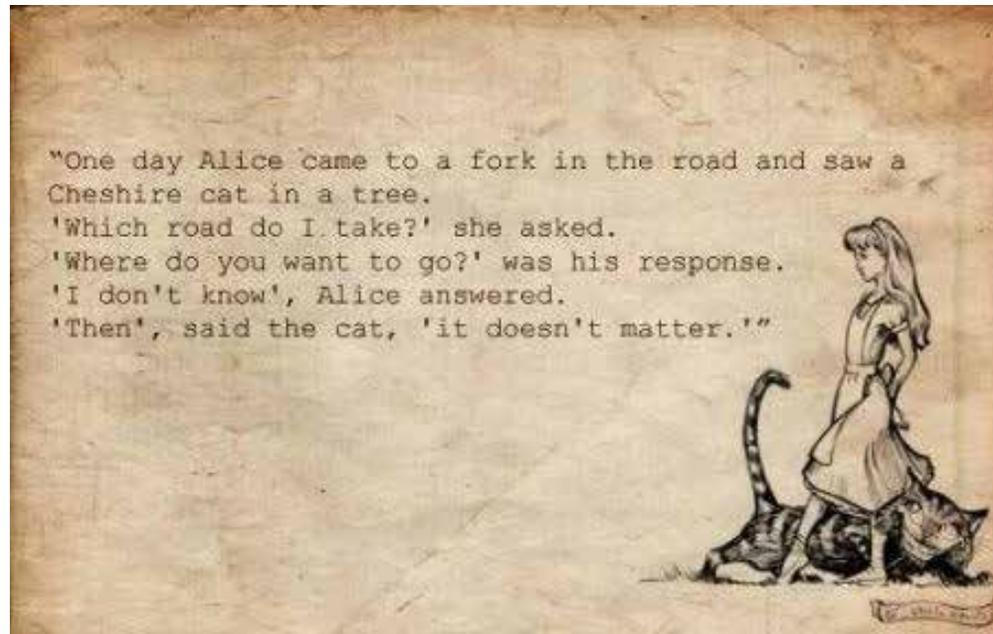
42w Like Reply





Tip #4: Keep your goal in mind

- What is the **result** you are trying to achieve?
 - Is it to encourage **attendance** at an outreach event?
 - Is it to **change behavior** at homes, business, etc.
 - Is it to educate on what a watershed is and why it is important?



Best practice: *Work with your comms team to develop a Watershed-specific Communications Plan.*



Tip #5: Always have a call to action

- Tell the viewer what they can do:
 - **Emphasis on the active** – start/stop a behavior, click a link, volunteer at, attend this meeting, etc.
 - Passive actions can be supporting – “Learn more by...”
- Make the Call to Action **clear** and **feasible!**





Tip #6: What are the pain points?

“Why should I care about this?”

- Explain how **watershed issues impact their lives now**:
 - “Have you ever noticed an earthy/musty taste?”
 - Overfertilizing → algae growth → drinking water taste
- Be **future focused**
 - Take steps now to protect the younger generation's water quality
- Bring the **big picture** home
 - You live in a watershed, what you do in your yard affects the water we drink



Tip #7: Local is more trusted

- Local governments are perceived to be more:
 - Effective
 - Transparent
 - Accountable
- Build on this trust with messaging that is:
 - Relevant
 - Factual
 - References the local





Tip #8: Consider your audience

Commonly Identified Benefits by Stakeholder Group

Stakeholder Type	Water Quality	Flood Control	Erosion Control	Treatment Costs	Recreation	Habitat Protection	Soil Health	Environmental Stewardship	Property Values	Riparian Amenities
Lives in watershed										
Drinks water from watershed										
Community Group										
Business/ Industry										
Engineers										
Developers										
Agricultural Community										
Educational Community										
Government Agencies										

Answer Interest varies!



Strong Interest



Moderate Interest



Tip #8: Consider your audience

- Consider audience - ***one size fits all approach does not work.***
 - Who are we talking to?
 - What is the subject?
 - What type of action are we driving?
 - How much do they already know?
 - What is the demographic information for your audience?
- Continue to consider the audience after a video is released:
 - Follow the data – what works?
 - Consistency in content – don't lose attention



Tip #9: Consider the best use of your time

Physical Outreach Event – spoke to 20-100 people

Item	Time
Travel Time There	Up to an hour (2 people)
Set Up	30 minutes (2 people)
Event	2-4 hours (2 people)
Cleanup	30 minutes (2 people)
Travel Time Back	Up to an hour (2 people)
TOTAL	10-14 hours for team

1 Minute Social Media Video – reaches 2,000 people

Item	Time
Script Writing	1 hour (1 person)
Script Cleaning	1 hour (3 people)
Filming	1-4 hours (3 people)
Cleaning	2-4 hours (1 person)
TOTAL	9-20 hours for team

Consider: Only one of these can be “re-deployed” without additional effort (i.e. repost a piece of content annually during fertilizer season).



A person drives by this scene in a neighborhood...





Let's Practice... Know, Feel, Do

What do we want them to **know**?

How do we want them to **feel**?

What do we want them to **do**?





Let's Practice... Know, Feel, Do

Instructions:

- Consider the picture and what you have learned.
- Break into groups of 4-5 people.
- Check off tips as you incorporate them.
- Complete the worksheet.
- We will pick our favorite after the presentation and might even turn it into content!



Audience (citizen, developer, city staff, etc.):	
What do we want them to <u>know</u> ?	
How do we want them to <u>feel</u> ?	
What do we want them to <u>do</u> ?	
What is the concept for your 30-second video?	

- q Tip 1: Incorporate light humor
- q Tip 2: Story Based Over Subject Based
- q Tip 3: People like people... in live action
- q Tip 4: Keep your goal in mind
- q Tip 5: Always have a call to action
- q Tip 6: What are the pain points?
- q Tip 7: Local is more trusted
- q Tip 8: Consider your audience
- q Tip 9: Consider the best use of your time



"SCIENCE ISN'T FINISHED
UNTIL IT'S COMMUNICATED."

- Sir Mark Walport



Regional. Reliable. Everyday.

Thank you!

*Julie Svoboda
Communications Strategist
jsvoboda@ntmwd.com*

*Lauren Plunk
Watershed Manager
lplunk@ntmwd.com*

www.NTMWD.com

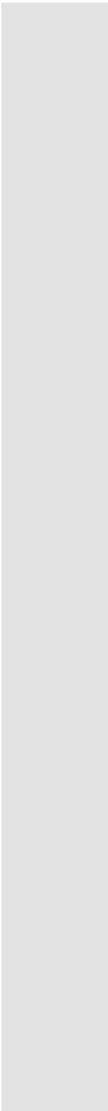
@NTMWD





Total Maximum
Daily Load
Implementation
Plan Update

Joy Douglas, Environment and Development
Planner NCTCOG



TMDL – Water Quality

- TMDL I-Plan Strategy Revisions are in progress
- TMDL Point of Contact: Joy Douglas at jdouglas@nctcog.org
- More information at www.nctcog.org/TMDL



Timeline of Next Steps

Through Winter 2026

- Continue revisions to strategies
- Update maps, tables, & other information

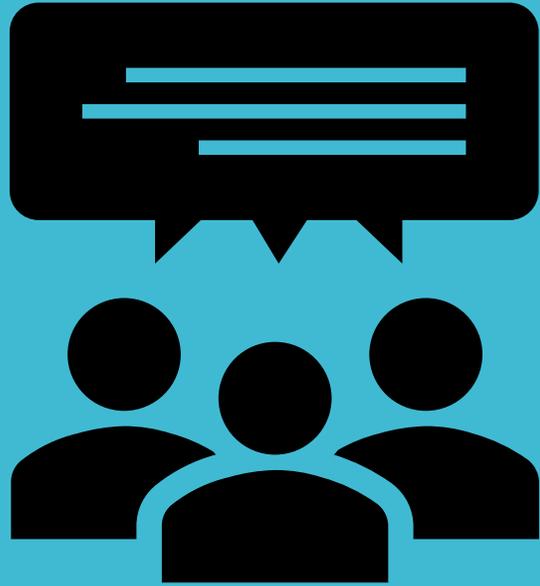
Spring 2026

- Finalize draft revisions
- Stakeholder review meeting for final draft revisions

Summer 2026

- Present finalized draft revisions to TMDL-CC





Questions and Comments



Roundtable

Please share your current relevant water quality-related activities and information and, if applicable, identify any areas of potential collaboration.

NCTCOG Updates

North Texas Community Cleanup Challenge



As the FIFA World Cup™ comes to North Texas, let's make our community shine.

We're proud to support the North Texas Community Cleanup Challenge, a friendly regional competition to reduce litter and protect our environment.

This Effort Helps:

- ✓ Beautify neighborhoods and public spaces
- ✓ Protect waterways and wildlife
- ✓ Create a lasting environmental legacy for the World Cup

How to Participate:

- ✓ Organize or join a local cleanup
- ✓ Log your efforts in the Texas Litter Database
- ✓ Share your impact and help your community rise to the top

From March through May, residents, schools, businesses, and community groups are invited to organize or join cleanup events and log every piece of trash collected.

Communities will compete to collect the most litter per resident and earn the Cleanup Challenge award – a symbol of pride, stewardship, and teamwork.

Let's show the world that North Texas takes pride in its community – clean, green, and ready for the FIFA World Cup™ and beyond.

[Click Here to Get Involved](#)



@fwc26dallas



UTSouthwestern
Medical Center



CHOCTAW
CASINOS & RESORTS



Timeline of NTCCC

March 1
Beginning of
NTCCC

April 15
Final day to register
for the NTCCC

May 31
Last day of
the NTCCC

June 12
Deadline to submit
litter data to qualify
for the FIFA Trophy

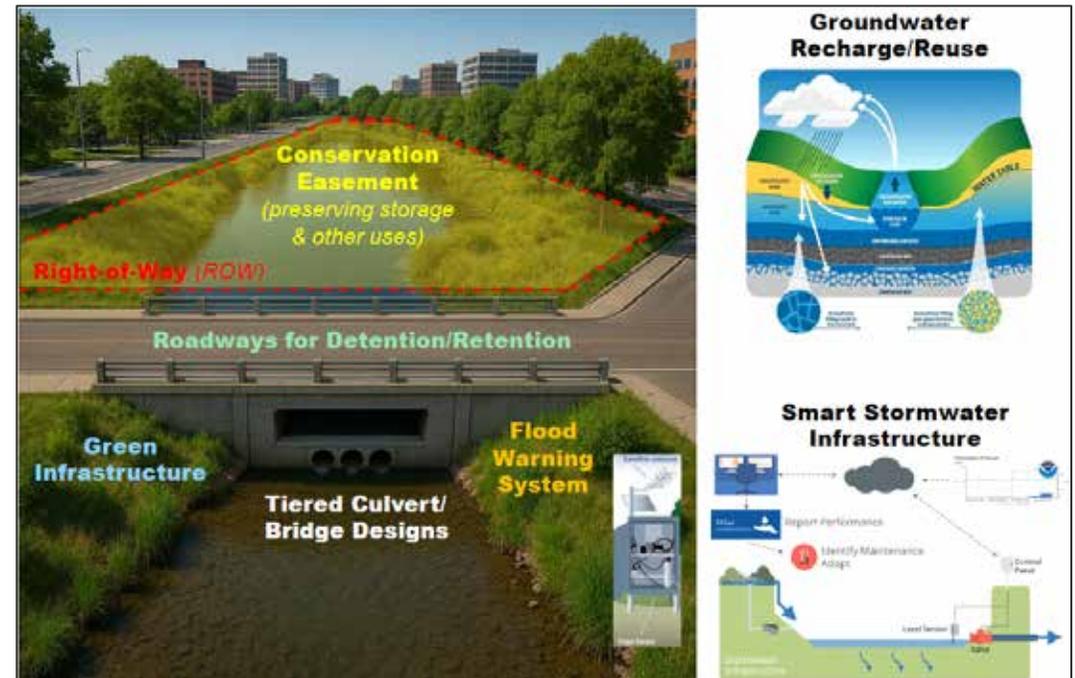
June 29
Finalization of
litter data totals

July 15-19
Trophy
presentation
at FIFA
community
celebration

Integrating Transportation & Stormwater Infrastructure (TSI) Study

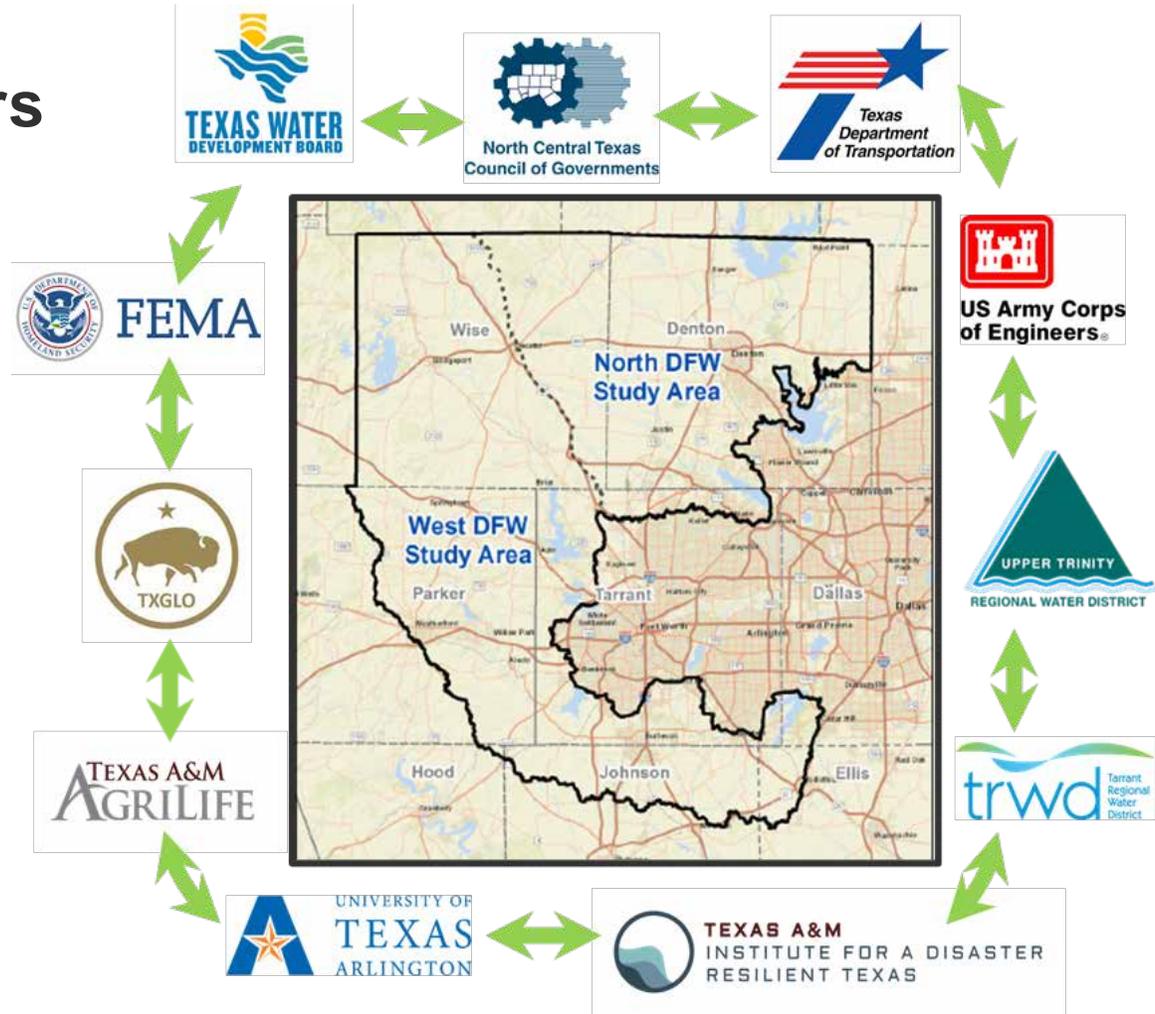
Objective: Planning effort to reduce flood risk upstream of the DFW urban cores

- Proactive planning
- Stormwater, environmental, and transportation infrastructure integration
- Flood hazard area models
- Flood early warning system framework
- Innovative infrastructure, nature-based solutions
- Tools, literature, and data



Integrating Transportation & Stormwater Infrastructure (TSI) Study

Partners



Consultant Partners:

- ✧ Freese and Nichols, Inc.
- ✧ Half Associates, Inc.
- ✧ Highland Economics

**Expected Completion:
Fall 2026**

Integrating Transportation & Stormwater Infrastructure (TSI) Study

Project Update Meetings

- In person, 10:00 a.m. to 12:00 p.m.
 - May 4: White Settlement
 - May 5: Decatur
 - May 7: Flower Mound
 - May 12: Burleson
- Progress updates
- Breakout stations
- More information: www.nctcog.org/tsi



DALLAS-FORT WORTH AIR QUALITY IMPROVEMENT PLAN

Funded through the Environmental Protection Agency's Climate Pollution Reduction Grants

Draft documents for the Dallas-Fort Worth Air Quality Improvement Plan - Comprehensive Action Plan are now available to view at www.publicinput.com/dfwAQIP.

A survey to submit public comments will be open February 16 through March 15, 2026.

Questions? Reach out to dfwaqip@publicinput.com





Questions and Comments

Upcoming
NCTCOG
Activities

NCTCOG Webinar: Financing Water and Wastewater
Projects in Small Communities– May 5, 2026 (Virtual)

[Register](#)

Water Resources Council – April 22, 2026 (In-person)

[Add to Calendar](#)

Connect with
NCTCOG E & D
Happenings!

Environment and Development Events Webpage:
www.nctcog.org/envir/events

Subscribe to E & D Email Lists:
www.nctcog.org/envir/mail

NCTCOG Staff Contacts

Ø Alyssa Knox, AICP

Ø Environment and Development
Planner III

Ø aknox@nctcog.org

Ø 817-695-9221

Ø Christi Upton

Ø Water Resources Program
Manager, Environment and
Development

Ø Cupton@nctcog.org

Ø 817-704-2529

Ø Joy Douglas

Ø Environment and
Development Planner

Ø Jdoulgas@nctcog.org

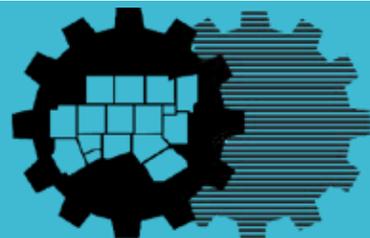
Ø 817-422-5876

Ø Susan Alvarez, PE, CFM

Ø Director, Environment and
Development

Ø salvarez@nctcog.org

Ø 817-704-2549



North Central Texas
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Thank you for attending!

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Alyssa Knox, NCTCOG
aknox@nctcog.org

Joy Douglas, NCTCOG
jdouglas@nctcog.org



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