



## North Central Texas Council of Governments

# SUMMARY

### Public Education Task Force

Wednesday, July 18, 2018

9:30 a.m., Tejas Conference Room

NCTCOG Offices, CPIII

600 Six Flags Drive, Arlington, TX 76011

#### 1. **Welcome and Introductions.**

### DISCUSSION

#### 2. **Doo the Right Thing.** NCTCOG staff will update the group on the status of the Doo the Right Thing Calendar Contest.

During the entry period from May 1<sup>st</sup> - June 30<sup>th</sup>, NCTCOG received 257 pledges and photos, and 200 of those photos were eligible for the contest. Pledges came from 22 cities. The voting period officially opened on Thursday, July 19<sup>th</sup> and will be open until August 13<sup>th</sup>.

#### 3. **Cooperative Purchase.** NCTCOG staff will seek input from the group about Cooperative Purchase items and process for the 2019 cycle.

NCTCOG described the history of the cooperative purchase, possible future directions of this program, and asked the group for input regarding benefits or drawbacks of the program. Possible changes if NCTCOG continues the program include: implementing an online order form, reducing the number of items offered, using generic NCTCOG program artwork (ex: Defend Your Drains, Doo the Right Thing) OR requiring all participants to pay setup fees regardless of whose artwork they use, and ordering sustainably sourced or recyclable products.

Several representatives in the room said that they do not utilize the Cooperative Purchase because they can get competitive prices from other vendors that they frequently work with. By ordering their own products, they have more product choices, more control over the artwork, and are able to order items on their own timeline. To facilitate exploratory cost analysis among participants, NCTCOG will ask the cities who use their own vendors to share their names. NCTCOG will distribute this list to the group so that members can assess the savings they are getting from the Cooperative Program.

Members expressed that a side benefit of the Cooperative Purchase is the opportunity to see what other cities are doing for outreach: what items they're using, how they're branding items, etc. NCTCOG will facilitate this continued exchange of ideas by hosting a "bag day" or "show and tell" at the next meeting where members can share promotional items or ideas with each other.

A final decision about whether to continue this program, and what it will look like if continues, will be made at the October 2018 meeting. NCTCOG will ready itself to act quickly, should the group decide to continue this effort. If the Cooperative Purchase program is discontinued, NCTCOG will propose alternate ways to maximize the staff time saved, based on the needs of the member communities.

4. **SmartScape.** NCTCOG staff asks the group if anyone is interested in Fall Plant Sales and how to best support that effort. NCTCOG will provide outreach resources (articles, calendar, specific web links) for fall gardening/SmartScape activities as the season approaches.

NCTCOG asked the group if anyone is still interested in Plant Sales and asked for reasons that the Plant Sales trailed off. The group almost unanimously stated that the Plant Sales no longer occur due to the difficulty of working with Home Depot, especially given some staff turnover in management of the local stores. NCTCOG asked if the group would be interested in utilizing local nurseries for SmartScape plant sales, with an understanding that these would be individually coordinated events rather than a regional planning effort. Some communities like this idea. Other members expressed concern that they wouldn't be able to do this in an equitable manner because there are many nurseries located in their community.

The group would like NCTCOG to reach out to Native Plant Society of Texas (NPSOT) again and to local Master Gardener groups, to see if SmartScape can piggyback on their events. This might involve having a SmartScape representative at their plant sales or providing stickers to mark SmartScape plants. Members also suggested NCTCOG draft educational materials (such as brochures) to place at stores. It would be difficult to get these materials placed in large corporate stores, but some local nurseries may utilize them. Members also suggested making SmartScape-related events, such as those held by NPSOT, AgriLife, or Master Gardeners, more prominent on the website.

A few cities are planning on holding SmartScape-related events in the upcoming seasons. Keep Burleson Beautiful is hosting a National Planting Day event on September 8<sup>th</sup> in conjunction with the fall trash pick-up event. Denton and Arlington also expressed interest in holding springtime plant sales.

5. **FY19 Project Topics.** The group will brainstorm topic areas for the FY19 Explainer Video project.

NCTCOG shared examples of videos on its website that are similar in duration and style to the planned FY19 project. NCTCOG informed the group that it has not yet decided whether to use an outside vendor or find a software to do the videos in-house.

The group provided several possible video topics. Overall, the group preferred topics that focus on consequences of citizens' actions, rather than instructions on what to do. Suggested topics included:

- Bacteria levels in water bodies
  - There is an existing Do the Right Thing PSA, but it is not focused mainly on bacteria
- Deoxygenation caused by excess organic matter in creeks
  - There is a Yard Waste PSA, but it focuses more on actions homeowners can take instead of consequences of inaction
- Litter, including floatable and cigarette butts
- Pesticides/Fertilizers
- Pool care
- Leaking vehicles

NCTCOG has not determined how many videos its staff will be able to complete for FY19, so the group suggested that a continuation of this effort be an option for the FY20 project. Using a cooperative purchase for ad time on local stations was also suggested as part of a future work program.

## **OTHER BUSINESS AND ROUNDTABLE DISCUSSION**

6. **TMDL Update.** NCTCOG staff will share recent and upcoming activities of the TMDL program.

NCTCOG staff updated the group on recent and upcoming activities of the TMDL program, including the upcoming Texas Stream Team Train-the-Trainer training on Wednesday, July 25<sup>th</sup> (passed since the writing of this summary) and the Upper Trinity River Basin Coordination Committee Meeting on August 30<sup>th</sup>.



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7. **WATER Updates.** NCTCOG staff will share recent and upcoming activities of the Wastewater and Treatment Education Roundtable.

WATER is holding a Grease Trap Training on October 1<sup>st</sup>-2<sup>nd</sup>. The first day will be in the classroom and the second will be in the field. More information to come.

The new Defend Your Drains website is still in the works.

8. **Roundtable.** Members will share what is happening in their communities.

*Irving – Hosting a Main Street event in September; completing watershed assessment project*

*Cedar Hill – Country Day on the Hill is October 12<sup>th</sup>*

*Garland – National Association for Environmental Education conference is in Spokane, WA this year; might join forces with the Clear the Shelter event to promote Pet Poop Pollutes; use high school football programs for advertising; about to wrap trash and recycle receptacles in parks; wrapped city pickup truck tailgates with Pet Poop Pollutes wraps*

*Fort Worth – various employees are attending the EPA Region 6 Conference in Albuquerque and StormCon in Denver; just passed new pet waste ordinance*

*Burleson – Trash Bash/National Planting Day joint event in September; Founders Day; Russell Art Farms Water Conservation event*

*Eules – Green Space Cleanup October 20<sup>th</sup>, expecting 40-50 volunteers*

*Arlington – Home Ownership Fair provides opportunity for city departments to reach out to new residents; Texas Stormwater Conference in September in Grapevine hosted by International Erosion Control Association*

*Denton – Keep Denton Beautiful stream cleaning events*

*Frisco – July is Smart Irrigation Month; August is National Water Quality Month; using newsletters and posters to distribute educational content*

*Tarrant County – attending EPA Region 6 Conference*

*Farmer's Branch – merging Public Health and Sustainability Departments*

9. **Next Meeting Date.** The next meeting is scheduled for Wednesday, October 24, 2018, at 9:30 a.m. in the Large Meeting Room (Fourth Floor, CPIII).

10. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Kathleen Myers at (817) 695-9107 or [kmyers@nctcog.org](mailto:kmyers@nctcog.org). Thank you!

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If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Crysta Guzman at (817) 695-9231 or [cguzman@nctcog.org](mailto:cguzman@nctcog.org) at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.



**Stormwater Public Education Task Force**  
Wednesday, July 18, 2018  
9:30 a.m., Tejas Conference Room



**MEMBER SIGN IN SHEET**

NAME	SIGNATURE	ORGANIZATION
Alexis Ackel		NCTCOG
Blake Alldredge		Upper Trinity Regional Water District
Sean Aucoin		City of Frisco
Paula Breysacher		City of Garland
Randy Bright		City of Colleyville
Ross Brookbank		City of Bedford
Ashley Carlisle		City of Southlake
Mitchell Carpenter		City of Burleson
Martha Cavazos Fipps		City of McKinney
Esther Chitsinde		DFW Airport
Greg Dickens		City of Hurst
Gail Donaldson		City of Allen
James Duvall		City of Azle
Renee Esses		City of Farmer's Branch
Katy Evans		City of Farmer's Branch
Garry Fennell		City of Irving
Moss Fennell		VRX - NTTA
Heather Firn		City of Plano
Becca Grassl-Petersen		Tarrant County
Perry Harts		City of Frisco
Tony Hartzel		Texas Department of Transportation
Heath Haseloff		Town of Highland Park
Aaron Hoff		Trinity River Authority

Tracy Hollis		Waters to the Sea
Tracy Homfeld		Collin County
Marty Hott		City of Fort Worth
Fouad Jaber		Texas A&M University
Amy James		TxDOT Fort Worth
Jerry Joslin		City of Hurst
Gregg Kidd	<i>Gregg Kidd</i>	City of Cedar Hill
Tisha Lane		City of Richardson Health Dept.
Jerry Laverty		City of Bedford
Jodie Ledat		City of University Park
Kaitlin Lisenbe		City of Denton
Katie Masucci		City of Plano
Amitis Meshkani		NTTA
Becky Moren	<i>Becky Moren</i>	City of Euless
Samonia Mosley		City of Dallas
Gregg Moss	<i>Gregg Moss</i>	City of Grapevine
William Nahas		City of Allen
Kevin Neal		City of Fort Worth
Amber Nelson	<i>Amber Nelson</i>	City of Irving
Tuan Ngo		City of North Richland Hills
Kevin O'Dell		City of Bedford
Christina Osterlund		City of Fort Worth
Abby Owens		City of Plano
Krista Pender	<i>Krista Pender</i>	City of Carrollton
Brent Redd		City of Irving
Lorrie Reeves		City of Garland
Echo Rexroad		City of Plano

<b>Nedra Richard-Morgan</b>		<b>City of Dallas</b>
<b>Sherrie Rios</b>		<b>City of Dallas</b>
<b>Richard Ross</b>	<i>Richard Ross</i>	<b>City of Euless</b>
<b>Carolyn Russell</b>	<i>Carolyn Russell</i>	<b>City of Plano</b>
<b>Rebecca Sales</b>		<b>City of Mansfield</b>
<b>Marty Savage</b>	<i>MSavage</i>	<b>City of Fort Worth</b>
<b>Mike Sferra</b>		<b>City of Wylie</b>
<b>Arianne Shipley</b>		<b>City of Mansfield</b>
<b>Robby Stengel</b>		<b>City of Denton</b>
<b>Linda Sterne</b>		<b>City of Fort Worth</b>
<b>Jordan Strickler</b>		<b>City of Lewisville</b>
<b>Brandon Svane</b>		<b>City of Bedford</b>
<b>Janice Tower</b>		<b>City of Richardson</b>
<b>Christi Upton</b>		<b>DFW Airport</b>
<b>Joe Villa</b>		<b>City of Hurst</b>
<b>Duy Vu</b>		<b>City of Cedar Hill</b>
<b>Melissa Walker</b>	<i>Melissa Walker</i>	<b>City of Arlington</b>
<b>Tammy Walters</b>		<b>DFW Airport</b>
<b>Joyce Warren</b>		<b>City of Frisco</b> <i>Does not usually attend</i>
<b>Mike Wilson</b>		<b>City of Garland</b>
<b>Julie Winchell</b>		<b>City of Cleburne</b>
<b>Michelle Wood-Ramirez</b>		<b>Tarrant Regional Water District</b>
<b>Dotty Woodson</b>		<b>Texas AgriLife</b>

*Paula Breybach*

