

# PUBLIC EDUCATION TASK FORCE

Wednesday, July 17, 2024

9:30 am, William Pitstick Conference Room



# AGENDA

- 2024 Doo the Right Thing Campaign
- 2024 North Texas Community Cleanup Challenge
- Texas SmartScape Update
- FY24 Work Program Update
- FY25 Work Program Discussion
- Other NCTCOG Programs and Updates
- Conferences & Events
- News & Resources
- Roundtable
- Next Meeting Dates

# DOO THE RIGHT THING CAMPAIGN

- Doo the Right Thing social media photo contest and campaign
  - 33 Eligible Contest Entries
    - Challenges with social media traction, very low engagement this year
  - Projected Voting Timeline: August 5<sup>th</sup> – August 30<sup>th</sup>
  - Winners: Posted October 2024 – September 2025
- Check out the Doo the Right Thing [program page](#) and follow our social media profiles, as @DooNorthTexas, on Twitter, Instagram, and Facebook



# NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

## 2024 North Texas Community Cleanup Challenge / Mayors' Challenge

Thank you to all participating communities!

Burleson	Carrollton
Dallas	Fort Worth
Frisco	Garland
Mansfield	Plano
Mayors' Challenge	
Burleson	Mansfield



# NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

Under development:

- 2024 final Leaderboard, Results Report, and Infographic
- All to be posted to the [program page](#).

Looking ahead...Texas Litter Database undergoing changes in 2024. NCTCOG to look at impact to NTCCC.



# TEXAS SMARTSCAPE

Texas SmartScape website migration underway

- Phase 1 – nearly complete, under QC review
  - Interface similar to NCTCOG website. Has familiar look with some changes such as:
    - Removed Blog and separate Plant Sales Calendar
- Phase 2 – to be finalized at later date
  - Will address remaining functionality such as Event Calendar

# TEXAS SMARTSCAPE

2025 March is Texas SmartScape Slogan

- Seeking input on ideas from group
- Recent slogans:
  - *Plant Texas Smart from the Start!*
  - *When in Drought...Plant Natives!*
  - *Plant Smarter. Plant Natives.*
  - *Texas Tough, Texas True*
  - *Native. Adaptive. Attractive.*
- Vote on 2025 slogan in Fall

## FY24 WORK PROGRAM UPDATE

- Special Project: Videos for students and supplemental resources for teachers
- Challenges with video production:
  - Raindrop character unique and challenging to create
  - Unable to do the video work in house
  - Vendor responses to RFP not within budget
- Requesting guidance on next steps as project will need to be modified significantly, or will need to be replaced with another project





# FY25 WORK PROGRAM

Looking ahead at FY25:

- Draft FY25 Work Plan linked [here](#) for reference
- On social media, propose doing away with outreach on X (formerly Twitter) due to low engagement with Doo the Right Thing and SmartScape programs
- Propose working with the IDDE Roundtable on updates to the Yard Waste brochures for Businesses and Homeowners
- Open [questionnaire](#) on impact of the Small MS4 Permit renewal to members and programs.



# FY25 WORK PROGRAM

Q4: What audiences do you anticipate targeting for MCM 1 – Public Education and Outreach?

- Schools, educational organizations, or youth service and youth groups
- Businesses, including commercial facilities, home-base and mobile businesses
- Institutions or formal organizations such as churches, hospitals, and service organizations
- Developers or construction site operators
- Homeowner or neighborhood associations Industrial facilities
- Visitors/tourists



# FY25 WORK PROGRAM

Q6: As part of MCM 1- Public Education and Outreach, which pollutants and sources do you plan to address?

Grass clippings and leaf litter	Fertilizer and pesticides	Litter, trash containment, balloon releases
Dumping of solid waste	Illegal disposal of household hazardous waste	Pet waste
Failing septic systems	Swimming pool discharge, including saltwater pools	De-icing/rock salt usage/storage
Oil, grease, fluids from vehicles	Sediment runoff from construction activities	Unauthorized discharge of restaurant waste
Vehicle washing	Washwater/grey water	Others not listed here

# FY25 WORK PROGRAM

Q7) What activities/BMPs are you planning to implement to address MCM 1 - Public Education and Outreach?

Put information on your, the MS4 operator's, website.

Social media posts, social media campaign.

Maintain or mark storm drains and inlets with, "No Dumping - Drains to Creek" or a similar message.

Media/advertising campaign/public service announcements in areas of high visibility: Billboard/poster; Bus shelter/bench; radio/television/movie theatre; and kiosks.

Publish articles in local newspaper or newsletter, may be electronic.

Fact sheets/brochures/ utility bill inserts/door hangers.

Permanent stormwater related signage.

Promote, host, or develop educational meetings, seminar, or trainings.

Targeted education campaign via mail, email, or in person.

# FY25 WORK PROGRAM

## Q8) What activities/BMPs are you planning to implement to address MCM 2 - Public Involvement/Participation?

Stream/lake or watershed clean-up events; litter/trash clean-up events such as Texas Stream Team, Adopt-A-Highway, Adopt-A-Spot, Adopt-A-Street, Adopt-A-Stream, etc.

Educational display/booth at a school, public event, or similar event to provide information or displays that work to improve public understanding of issues related to water quality.

Public meeting for input on the program implementation such as a city council meeting, board meeting, or stakeholder meeting.

Volunteer water quality monitoring.

Stormwater related speaker series.

MS4 area-wide stormwater survey for input on program implementation.

Habitat improvement; Tree planting; Invasive Vegetation removal; Stream restoration.

Holding events to train residents, or work a project for homeowner associations (HOAs), or other public groups to cover stormwater topics such as: Building rain barrels; Fertilizer application training; Rain garden/bio retention creation or maintenance; How to recognize illicit discharge activities and communicate observations to appropriate MS4 staff.



## FY25 WORK PROGRAM

Q9) How are you planning to budget for the changes to the requirements of the permit and your anticipated activities?



## FY25 WORK PROGRAM

Q11: Do any of NCTCOG's 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, what changes or updates to the programs and resources would be helpful.



## FY25 WORK PROGRAM

Q13: Do any of NCTCOG's programs or resources need to be updated or modified to help address the MCM 2 - Public Involvement/Participation requirements in the DRAFT permit?

If yes, what changes or updates to the programs and resources would be helpful.





## FY25 WORK PROGRAM

Q14) Has your entity ever utilized a Public Education Task Force - Activity Report in the preparation of your Annual Report to TCEQ?

Q15) If No, what prevented you from using the information contained in the report?

Q16) If Yes, what information was most valuable to you?



# FY25 WORK PROGRAM

Open discussion on Small MS4 Permit renewal



# OTHER COG PROGRAMS AND UPDATES



# IDDE & STORMWATER MONITORING UPDATE

## **Illicit Discharge Detection and Elimination (IDDE)**

- Next Meeting – November 6, 2024, information to be posted online.
- This meeting will be held in person at NCTCOG Offices

## **Regional Wet Weather Characterization Program (RWWCP)**

- NCTCOG staff is coordinating with TCEQ on the continuation of the program into a new monitoring term.
- NCTCOG has previously submitted the new term proposal and is awaiting response from TCEQ on timeline for review.



# TMDL UPDATE

- **State of the Greater Trinity River Region I-Plan:** August 6, 2024 at 10:00 AM via Microsoft Teams
- **Joint TMDL Stormwater & Wastewater Technical Subcommittee:** August 14, 2024 at 9:30 AM via Microsoft Teams
- **Upper Trinity River Basin Coordinating Committee:** August 20, 2024 at 9:30 AM, via Microsoft Teams
- **Projects Under Finalization:**
  - One-Page Wastewater Educational Flyers
  - General TMDL/Wastewater Stakeholder Slides





**Wastewater  
And  
Treatment  
Education  
Roundtable**

## WATER UPDATE

- 2024 and 11<sup>th</sup> Annual Holiday Grease Roundup scheduled for November 18, 2024, through January 10, 2025
- Upcoming WATER meeting:
  - July 18, 2024, at 10:00 AM via Microsoft Teams
- WATER Point of Contact:
  - Hannah Ordonez at [hordonez@nctcog.org](mailto:hordonez@nctcog.org)

## CONFERENCES & EVENTS

- Webinar: [Stormwater to Potable – A Blended Perspective on Stormwater Recycling](#), July 18, 2024
- Stormwater Pollution Prevention Practices During Construction for Plan Reviewers ([Aug. 20](#)) and Field Inspectors ([Aug. 21](#)), NCTCOG Offices
- 25th Annual [Public Works Roundup](#), Hurst Conference Center, August 22, 2024



## CONFERENCES & EVENTS

- [TFMA Technical Summit](#), Dallas, August 27 - 30
- [2024 StormCon](#), Reno, NV, August 27-29
- IECA [South Central Conference & Expo](#), San Marcos,  
Oct. 7-8, 2024





## NEWS & RESOURCES

- NCTCOG Blue-Green-Grey Funding Program Round 4 of Application for New Ideas Now Open!
- Program focuses on breaking the silos between water infrastructure (Blue), the environment (Green), and transportation infrastructure (Grey) to help create and fund innovative spaces that combine these components.
- Applications due: **5:00 PM on Friday, August 16, 2024**
- Visit program page for more information:  
[www.nctcog.org/greeninfrastructure](http://www.nctcog.org/greeninfrastructure)
- Questions? Contact Sydnee Mangini at [smangini@nctcog.org](mailto:smangini@nctcog.org)



# ROUNDTABLE

WHAT'S HAPPENING IN YOUR CITY?



## NEXT MEETING DATES

### RSWMCC:

- August 21, 2024, NCTCOG Offices

### PETF:

- October 16, 2024, Microsoft Teams

### P2/IDDE Joint Roundtable:

- November 6, 2024, NCTCOG Offices

### iSWM:

- July 24, 2024, NCTCOG Offices



## CONTACT

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## CONNECT



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