



# Stormwater Public Education Task Force

October 18, 2017

# Welcome and Introductions

# 2018 Plant Sales

- Continue to build relationships with independent nurseries for 2018 Spring plant sales



# FY17 Project: Educator's Toolbox

## Additions and edits:

- Added Homeowners, Commercial Businesses, and General Public as audience options
- Added a "Texas" locality
- Added new resource options

## Still to come:

- Link PDFs (where applicable) from our own server in case location changes on host site
- Adding new resources (please send to [kmyers@nctcog.org](mailto:kmyers@nctcog.org)!)



With the help of the Regional Stormwater Program's Public Education Task Force, the North Central Texas Council of Governments is compiling a list of helpful links for environmental educators related to stormwater issues. If you have any suggestions for additions, please [send them our way!](#)

Use the filters below to find a resource:

Filter by Grade Level:

Filter by Topic:

Filter by Resource Type:

Filter by Locality:

Name: Adventures of Wally the Water Molecule	<input type="button" value="Local"/>
Organization: Ross A Lurgio Middle School	
Grade Level: K,1,2,3,4,5,6	
Topic(s): Water Quality	
Resource Type: Video	
Description:	
External Link: <a href="http://www.schooltube.com/video/d235cb8c44c08bea55a48/Adventures-of-Wally-the-Water-Molecule">http://www.schooltube.com/video/d235cb8c44c08bea55a48/Adventures-of-Wally-the-Water-Molecule</a>	

Name: Air Quality Nonpoint Source Pollution Prevention	
Organization: Environmental Protection Agency	
Grade Level: 9,10,11,12	
Topic(s): Pollution Prevention	
Resource Type: Activity Book	
Description:	
External Link: <a href="http://infohouse.p2ric.org/ref/32/31854.pdf">http://infohouse.p2ric.org/ref/32/31854.pdf</a>	

Name: A-Way with Waste	
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# FY18 Project: Social Media

## Potential Topic Areas

- General Stormwater
  - Definitions, role in the water cycle, how cities manage, pollution prevention, illegal dumping, etc.
- Texas Smartscape
- Educator's Toolbox
- Landscape Best Management Practices/Yard Waste
- Doo the Right Thing
- Litter-free waterways
- Fats, Oils, and Grease

## Template Sneak Peek

2018 Texas Native Plant Week: October 15-21

[Social Media Post Suggestions/Template and Images](#)

For a few images, please see the end of the document.  
Use the hashtag [#TexasNativePlantWeek](#) when possible.

Texas Smartscape's Twitter and Facebook pages ([@TXSmartScape](#)) is also a great resource for sharing posts and information to your citizens.

Generally, you may want to post:

The first and second week of October: 1 post

Throughout the third week of October: 4-5 posts

[Through Post](#)  
*Note: This schedule assumes you have an active social media presence.*

### Leading Up to Texas Native Plant Week

- 1) [#TexasNativePlantWeek](#) is October 15 – 21! In 2009, the Texas legislature passed a bill that recognizes the third week in October as Texas Native Plant Week, designed to encourage the promotion and education of native plants and the role they play in the Texas ecosystem. [www.TXSmartScape.com](#) [#TexasNativePlantWeek Image](#)
- 2) Mark your calendar for [#TexasNativePlantWeek](#) planting Texas natives in your yard and garden. [Image](#)
- 3) Every third week of October is [#TexasNativePlantWeek](#). Texas Smartscape at [www.txsmartscape.com](#).
- 4) What plants work best for Texas lawns and gardens? Options for [#TexasNativePlantWeek](#) at [www.TXSmartScape.com](#).
- 5) [#TexasNativePlantWeek](#) is almost here! Learn more about native plants and how to care for them. Visit [www.TXSmartScape.com](#) to find the [Native Plant Week Image](#)

### During Texas Native Plant Week

- 6) It's [#TexasNativePlantWeek](#)! Find out how you can help. [www.txsmartscape.com](#)
- 7) The Native Plant Society of Texas is a wonderful resource. Find out more at [www.npsot.org](#) [#TXSmartScape](#)
- 8) TX Native Plants save water, money, time & energy. Visit [www.txsmartscape.com](#) [#GoNative](#)
- 9) Looking for Native Texas plants to incorporate into your landscape? Visit the [Native Plant Database](#)! [#TXSmartScape](#)



# Doo the Right Thing



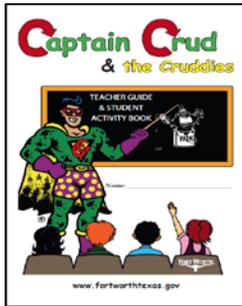
**Doo The Right Thing!**

[www.dfwstormwater.com/petwaste](http://www.dfwstormwater.com/petwaste)

## 2018 CALENDAR

# Cooperative Purchase

- NCTCOG purchasing processes in transition – more information to come



# PETF Activity Reports



## Public Education Activity Report October 1, 2016 to September 30, 2017

The purpose of this activity report is to document the public education-related initiatives conducted by the Stormwater Public Education Task Force (PETF) under the direction of the Regional Stormwater Management Coordinating Council (RSWMCC) that took place from October 1, 2016 to September 30, 2017 (the "report time period"). The PETF's mission is to promote Municipal Stormwater Public Education in North Central Texas through the exchange of professional experience and to explore, develop, and implement opportunities for mutual cooperation. Participation in the PETF and education campaigns is a volunteer effort to help meet stormwater public educational requirements.

During this reporting period, the PETF continued to focus on five educational campaigns: stormwater education resources, lawn and garden care, proper management of pet waste, fallen tree leaves/yard waste, and fats, oils, and grease (FOG). Other cooperative efforts were also conducted during the report time period (identified in the "Other" section). See the following sections for specifics.

### Stormwater Educator's Toolbox

The educator's toolbox was initially developed by the PETF as a FY2013 project. In April 2015, a complementary Educator's Toolbox webpage ([www.nctcoq.org/enviro/SEEclean/stormwater/program-areas/public\\_education/toolbox.asp](http://www.nctcoq.org/enviro/SEEclean/stormwater/program-areas/public_education/toolbox.asp)) was created, compiling a list of helpful links for environmental educators related to stormwater issues. Members of the PETF are often asked to give presentations to schools about stormwater, and this gives them options of learning activities to choose from. Resources include materials from Dallas Storm Water Management, the U.S. Environmental Protection Agency, Keep Texas Beautiful, Regional Stormwater Management Program and Texas SmartScape, Take Care of Texas, Texas A&M AgriLife, Waters to the Sea, and many others.

The main focus of the FY17 work program was to update and overhaul the educator's toolbox. Website improvements included drop-down filter options based on the type of educational material (brochures, videos, lesson plans, activities, etc), target audience/grade level, topic, and locality (whether the resource is locally oriented or nationally oriented). This overhaul also included an update to the visual presentation of toolbox materials. The toolbox is now organized in an easy-to-read fashion with the resource name, author organization, grade level(s), topic(s), resource type, short description, and link listed on the main toolbox page.

The toolbox currently has about 40 resources. It is meant to be a living, expanding set of resources; organizations or individuals are encouraged to make suggestions about resources that might be helpful to stormwater educators. Suggestions may be sent to: [dpeters@nctcoq.org](mailto:dpeters@nctcoq.org), [kmivers@nctcoq.org](mailto:kmivers@nctcoq.org), and [mlopez@nctcoq.org](mailto:mlopez@nctcoq.org). A few key resources of PETF origin are detailed below.

#### 1. Educational Videos by NCTCOG

The first video, "Freddy the Fish Teaches About Stormwater" (4 min, 28 sec.), is geared toward elementary school-age kids, teaching them about stormwater runoff and informing them that only rainwater should go down the storm drain. The video aims to make children aware that their actions, and those of their friends and parents, can affect water quality. To capture the children's attention, the video features a cartoon fish character, Freddy, as the host. This complements the

initiative to overhaul the look and functionality of the site to a new technology platform and web host, users to add photos, online web administration, and content included plant cross-references, a map of plant database, which increased from 324 to 470 plant details. The new website was made SmartScape Month\* campaign

period the year prior (October 1, 2015 – September

745 (9.4% decrease)  
121,637 (9.3% decrease)  
to 475,247 (20.0% decrease)  
from 3 min. 10 sec. to 2 min. 52 sec. (9.3%

scape website ([www.txsmartscape.com](http://www.txsmartscape.com)) by month.

Sessions	Page Views	Avg. Session Duration (min:sec)
11,091	44,250	02:50
7,605	29,371	02:44
4,449	15,634	02:26
7,257	30,681	03:00
11,406	51,244	03:14
18,107	75,202	03:06
15,501	65,574	03:20
12,561	50,036	02:58
8,638	30,052	02:35
8,849	29,888	02:26
7,636	24,986	02:22
8,537	28,329	02:24
121,637	475,247	Avg. 02:52

Table 2: User statistics for the Texas SmartScape website ([www.txsmartscape.com](http://www.txsmartscape.com)) based on location (only organizations located in the North Central Texas region are listed).

Organization	Sessions	Pages per Session	Avg. Session Duration (min:sec)	New Sessions (%)	Bounce Rate (%)
Addison	96	13	07:14	53%	30%
Aledo	144	6	03:50	72%	56%
Allen	1,138	7	06:11	73%	43%
Alvarado	30	2	01:02	100%	73%
Anna	102	4	02:25	78%	50%

## FEEDBACK:

What information in these reports is most useful to you?

What useful information could be included for next year's reports?

Is there anything irrelevant that should not be included in the future?

# Affiliations and Partnerships

Native Plant Society of Texas



Texas Nursery and Landscape Association



# TMDL Updates

## Feral Hog Forums

- November 6, 2017 8:30am-11am  
John Bunker Sands Wetland Center, Seagolville
- November 7, 2017 1:00pm-3:30pm  
Azle Memorial Library, Azle
- November 9, 2017 1:00pm-3:30pm  
UTRWD. Lewisville

## Technical Subcommittee Meetings

- Wastewater: November 30, 2017
- Monitoring: December 7, 2017
- Stormwater: December 14, 2017

**Newsletter Suggestions?**



# Texas Stream Team Updates



Texas  
Stream  
Team

- NCTCOG to receive a monitoring kit
- Website updates:
  - <http://www.nctcog.org/envir/SEEclean/wq/streamteam.asp>
  - Current list of local partners
  - Become a Partner section

Home > Environment and Development > Water Quality Management  
[Print this page](#)

## Texas Stream Team

Texas Stream Team (TST) is a joint collaboration of The Meadows Center for Water and the Environment at Texas State University, the Texas Commission on Environmental Quality, and US Environmental Protection Agency. TST coordinates a network of partner organizations and trained volunteers, termed citizen scientist, to conduct water quality monitoring at assigned sites on their local lakes, rivers, streams, and estuaries across the state. Citizen scientists currently monitor 105 quality sites in the North Texas region.

The citizen scientist program seeks to increase public knowledge of water quality issues and non-point source pollution across the state through water quality monitoring, data collection and analysis, and related educational programs. The information collected by citizen scientists is submitted to a database containing 23 years of data on hundreds of sampling sites maintained by The Meadows Center for Water and the Environment.

TST will continue to expand and strengthen their statewide citizen science network by working with partners and established groups; creating partner networks and citizen scientist groups; expanding the role of citizen scientists in Texas, and training the public, students, volunteers, and resource managers about water quality, non-point source pollution, and watersheds.



Click on the header bars below to expand content.

**Become a Partner**

**Become a Citizen Scientist**

**Tested Parameters**

**Training Calendar**

**Equipment**

**Data**

**Local Partners**

For more information, contact Texas Stream Team at [txstreamteam@txstate.edu](mailto:txstreamteam@txstate.edu) or (512) 245-1346

# WATER Updates

- Holiday Grease Roundup Dates: Nov. 27 – Jan 8
- WATER Field Technician Training took place Oct. 10 and 11



# Roundtable Discussion

NOW, IT'S YOUR TURN...

# Outreach Events

NCTCOG Environment and Development will have a booth at:

- EcoFest  
Levitt Pavilion, Arlington  
Saturday, October 21
- Peterbilt Open House/Environmental Fair  
3200 Airport Road, Denton  
Saturday, October 21

# Important Date To Remember

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Next Meeting:



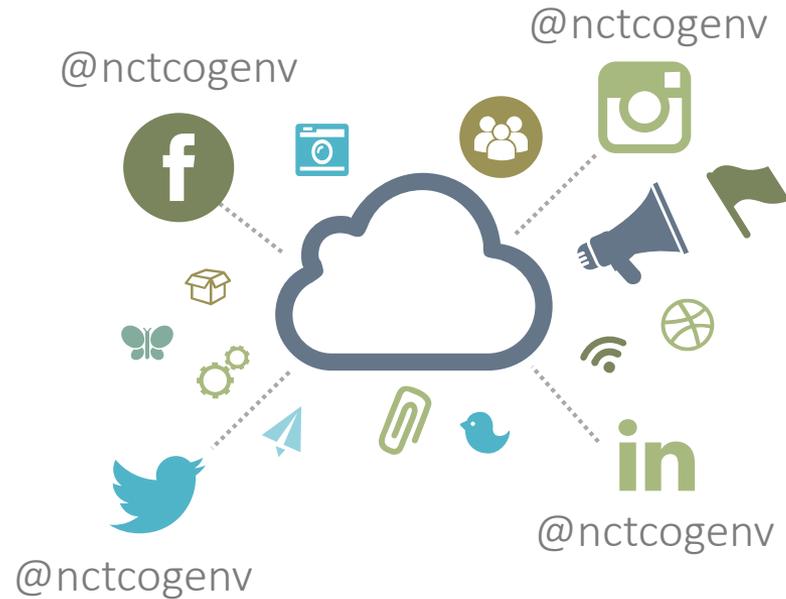
Time: 9:30am

Location: Tejas Conference Room

Centerpoint III

# Social Media

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[www.facebook.com/TxSmartScape](http://www.facebook.com/TxSmartScape)

